





### September Media Activity

- September display media delivered 2M impressions before all buys were paused on 9/26 due to Hurricane Ian
- Planned volume was lower vs. previous months, as only select Always-On campaigns were active as FY21-22 came to a close
- FY22-23 media campaigns are expected to launch in early-to-mid October

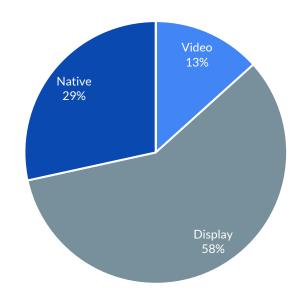


			September			
Campaign	Format	Partner	9/5	9/12	9/19	9/26
Always On	Display, Pre- Roll	Ad+Genuity				
Co-Op	Display	Ad+Genuity				
Always On	Social	Facebook/ Instagram				
Always On	SEM	Google				
		· ·				

### Display Media Highlights

- Ad+Genuity was the only active media partner this month, with Always-On brand campaign and Co-Op campaigns live
- Overall the campaigns generated 6K pageviews on the website and 2K engagements, for a \$2.35 C/PV and \$7.14 C/Engagement





**Let's Shine videos** had an overall 83% VCR (well over 69% industry average), with the :15s Drive version performing the best with an 89% VCR

### Summer Nativo Summary

#### NATIVE ARTICLE









1.4K earned views

2x over benchmark

1.7x over benchmark

#### CORE BRAND

0.43% CTR 80s Time Spent 4.96% CTA Rate 311 Farned Views

#### ARTS/CULTURE

0.39% CTR **51s** Time Spent 4.11% CTA Rate 251 Farned Views

#### **NICHE - LGBTO**

0.37% CTR 51s Time Spent 4.28% CTA Rate 428 Farned Views

#### **NICHE - LATINX**

0.25% CTR **49s** Time Spent 3.81% CTA Rate 405 Farned Views

- Over 10M native ad impressions resulted in 36.2K article views
- Core Brand "Hidden Gem Beaches" article was the top performer across all key metrics



4.96% **CTA Rate** 

Embrace Your Inner Calm: 9 Beaches on Florida's Gulf Coast to Chill Out on

By Visit St. Pete/Clearwater









find the perfect spot in St. Pete/Clearwater. Florida. Nestled among more well-known beaches such as St. Pete Beach, Clearwater Beach and Fort DeSoto Park, these uncrowded stretches of sand promise a quiet, more secluded place in the sun.

#### 1: Anclote Key











#### Tweets from @VSPC

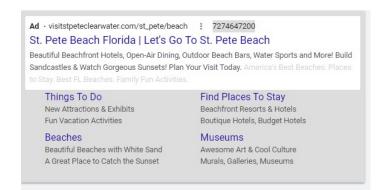


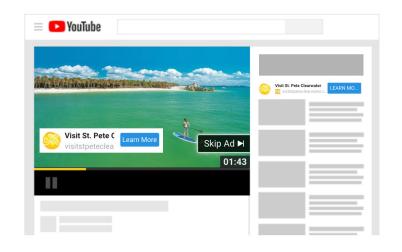
Replying to @VSPC Pretty in Pink... #StPeteBeac



### September MoM SEM Highlights

- 1,221,863 search impressions and 74,531 clicks from \$60k spend
- SEM ad were paused 9/26 10/3 due to Hurricane Ian
- YouTube, TrueView, and In Feed ads were off in September
- Search generated 34,147 conversions increased 2% MoM
- Conversion Rate was 50.68% up 2% MoM
- CPC \$0.69 decreased 13%
  - Travel Industry Benchmark \$1.53
- CTR 6.10%- decreased 48%
  - Travel Industry Benchmark 4.7%
- Bounce rate was up 1%
- Pages per session was down 2%

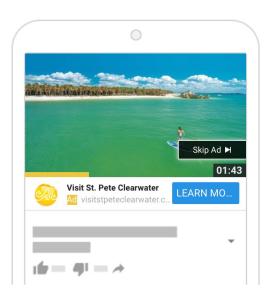


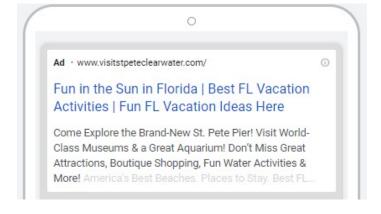


### September YoY SEM Highlights

- Search generated 34,147 conversions increased 1,093.12% (34,147 vs 2,862)
- Conversion rate increased 690.32%
- CPC decreased 43% (\$0.69 vs \$1.21)

Conversion Goal	# of Conversions
Deal Views	114
Time on Site > 1:30	11,976
Travel Deals Discounts Page Views	5,375
Total Partner Referrals	6,194
Events View	2,543
Pages per Session > 2	7,812
Destination Guide Order	112
Newsletter Signup	21

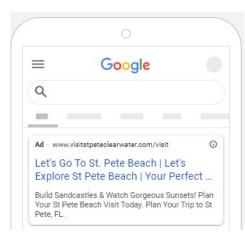


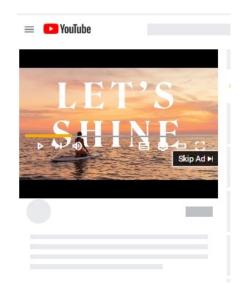


### September Performance Max Results

- In September, the campaign generated 15,498 clicks at a CPC of \$0.33 and a CTR of 13.6%
- 9,217 conversions and a conversion rate of 55.03%
- Bounce Rate was 55.01% and 1.58 pages per session
- Top performing campaign for clicks, users, sessions, and conversions for September

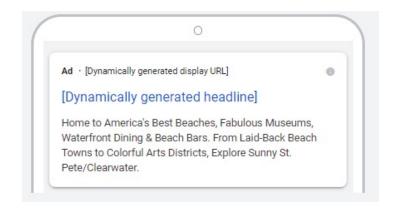
Conversion Goal	# of Conversions
Deal Views	31
Time on Site > 1:30	3,220
Travel Deals Discounts Page Views	17
Total Partner Referrals	3,019
Events View	1,066
Pages per Session > 2	1,823
Destination Guide Order	37
Newsletter Signup	4





### September SEM DSA Highlights

- 79,322 impressions and 14,874 clicks
- CTR 18.75%
- CPC \$0.78
- Generated 4,458 conversions
- Communities generated the most conversions (2,233) followed by Things To Do (627)



Ad · [Dynamically generated display URL] ▼

[Dynamically generated headline]

Discover Two of America's Top 10 Beaches Right Here in St. Pete/Clearwater. Welcome to Beach

Bliss on 35 Miles of Soft White Sand. Fresh Air & Sunshine!

## Appendix

**Glossary & Creative Links** 

### Media Terms

- CPC: cost per click
- CPCV: cost per completed video view
- CPM: cost per mille (thousand) impression
- CTA: call to action
- CTA Rate: Click through rate from native article to client website specific to Nativo programs
- CTR: click through rate
- CTV: Internet Connected TV devices
- **DSA:** dynamic search ad; SEM ad type ran on Google that uses content from the landing pages on your website to target your ads to searchers. Google creates relevant headlines based on website content and the search query, while we provide two lines of description.
- DSP: demand side platform; software used to buy programmatic media
- Engagement Rate: website sessions that include 2+ pageviews generated by display media divided by all pageviews generated by display media
- **OTT:** Over-the-Top video content from streaming services; frequently viewed on CTVs (<a href="https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/">https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/</a>)
- PV Rate: website pageviews generated by display media divided by all display media impressions
- ROAS: return on ad spend

### Media Partners & Creative

- Sojern: Managed service programmatic vendor with unique travel intent data
- Ad+Genuity: Miles Partnership's programmatic division; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- Hulu: Leading streaming platform reaching over 110M ad supported users. Generally, video commercials on Hulu run cross-device including on living-room TVs which account for 80% of their inventory
- Undertone: Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- Nativo: Native advertising vendor that enables long-form content distribution at scale across network of premium publishers
- Dunhill Travel: Online collection of travel deals and discounts reaching 11M users
   Tripadvisor: World's largest travel website, featuring user-generate reviews and comparison shopping tools, as well as inspirational travel editorial content
- Conde Nast: Global media publisher with portfolio of premium consumer brands including CN Traveler, Vogue, Bon Appetit, Pitchfork, Wired, and many others
- Smithsonian: Official journal and online magazine published by the Smithsonian Institution
- Spotify: World's largest online music streaming platform and podcast distributer
- TikTok: Fastest growing social media network
- Travelzoo: Online publisher of unique travel deals reaching 28M members worldwide.
- YouTube Select: Tactic type on world's second largest search engine and largest video platform that targets premium inventory with unskippable ads

#### **Creative**

### **MONTHLY SOCIAL MEDIA REPORT**

September 2022



### **Facebook**



298,152 **V** Engagement





69,481 **V** Post Link Clicks



490.8K **T** Video Views



**4,356 V** Shares



**315,267** Total Page Likes

#### **Top Post**



Effective 6 p.m. today, all residents in Evacuation Zone A (including all

 Likes 1.2K

 ⇔ Shares **701K** 

**Comments** 335

**\* Post Link Clicks** N/A

#### Facebook Ad totals

\$11,606.00 **V** 

**136,391 ▼** Clicks Spend

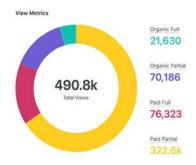
\$4.90 **V** 

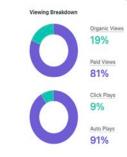
**2,368,169 V** 

**Impressions** 

**5.76%** Click through rate

Cost per 1K **\$0.09** ▼ Cost per click





### Instagram



77.7K **Followers** 





**Posts** 

**17,85** 

Engagement

3.20% **Engagement Rate** 

**566,293 ▼** 

**Impressions** 

### **Top Posts**









**12** 



34.4% **T** 

784 **V** 

**25** 🔺 Stories sent 38.9% 🔺



36,672

Story **Impressions** 107%

1,520 Avg. Reach

Reels Published

per Story 80.8%



Monthly Social Media Report - Sept. 2022

▲ Increase over previous month ▼ Decrease over previous month

No change

### **MONTHLY SOCIAL MEDIA REPORT**

September 2022





### Twitter



105,982 **Followers** 



922

**New Followers** 



**10,369 \(\bar{\pi}\)** Engagement



**265,477 V** 

**Total Impressions** 



3.2 **V** 



Tweets per day





Post Link Clicks





4,344 **V** 

Favorites earned

### **Top tweet**



Look for the helpers. #HurricaneIan #TropicanaField #StPete #Florida

Comments

Retweets

**157** Likes

### YouTube



22,356 **V** Subscribers





11,340 **V** 

**Views** 

Shares

12,030 **V** 



Minutes Watched



198 **V** 



64

Likes

### **TikTok**



**718**

**Followers** 



40





4,660 🔺





**150** Likes

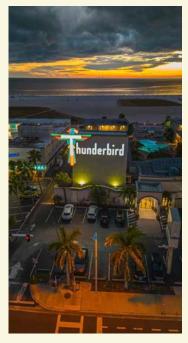


5 Comments



18 Shares

### **Top video**



**Thunderbird Hyperlaspse** 

### **Top video**



John's Pass Village & Boardwalk

**Total Views 1,000K** 







### **Executive Summary**

The monthly Data Studio report is available here.

#### **ACQUISITION**

Reminder: We saw huge boosts this August in bot traffic from Seychelles, Czechia, Russia, and the Netherlands across GA accounts in and outside of Miles. The majority of this comes in as organic traffic.

Looking at all traffic coming to the site, there was significant growth, with a 10% increase for both Sessions and Pageviews YoY. The channels that were primarily responsible for this growth were Organic (up 10%), CPC/Paid Search (up 51%) which between the two represented 76% of all total traffic to the site. Of particular note was the quality of the CPC/Paid Search traffic, which had a very high increase in Pageviews (up 20% – higher than any other channel other than redirect traffic) with solid Average Session Duration for the Text based campaigns (3 minutes 34 seconds). In addition, ad clicks ticked up 14% even though spend was down by 38%. This is related to a switch to the very latest method of text ad placement, Performance Max, which generated a total of 15,498 Sessions.

The most viewed page on the site was things-to-do/webcams with 57,629 pageviews (up a whopping 1,341%), which was largely traffic that came to the site to see the impacts of hurricane Ian on Pinellas beaches, something that we will note when making comparisons in Sept of 2023. The next highest by volume was the things-to-do/beaches, with 24,742 pageviews, which is up 71% YoY, followed by events-festivals at 21,130 pageviews (down 14% YoY), with the homepage and things-to-do rounding out the top 5 pages.

The top organic search queries were: clearwater beach (1,395 clicks), clearwater florida (1,080 clicks), and treasure island florida (1,004 clicks). The next two have under 1,000 clicks each; st pete beach (875 clicks) and st petersburg florida a (712 clicks).

### **Executive Summary**

The monthly Data Studio report is available here.

#### **AUDIENCE**

From time-to-time, Affinity Categories are reviewed, which represent 25% of total users. There was a substantial change for September, making this month noteworthy, with big growth YoY for News & Politics/Avid News Readers at +27% (likely hurricane related), but of note were also increases in Sports & Fitness/Sports Fans at +8% and Food & Dining/Cooking Enthusiasts/30 Min Chefs at +5%. From a campaign and site content standpoint, leaning into the Sports and Fitness category is recommended, given that Outdoor Adventures content had a strong showing in September, up 394% compared to August.

Audience engagement across the board improved, with session duration buckets up YoY in every category. Sessions results were mixed however, with New Visitors sessions up 25% YoY, while returning visitors fell 24% YoY. Safari and Chrome were the browsers of choice, representing the majority of the sessions with Safari at 49% of the sessions and Chrome at 34% of the sessions. Mobile continues to hold the highest amount of device traffic at 73% of the sessions.

Geo data, regrettably, continues to be more and more unreliable and skewed with additional privacy and server redirects – and likely will not be reported from Google Analytics, but reviewed to inform advertising activity from other more reliable sources including Adara and other analytics platforms.

#### **GOALS AND SITE EVENTS**

As is generally the case, goals and events were mixed, with Enews Sign Ups down 67% YoY, Magazine Orders down 22%, but Deal Views up 64%, and Event Views up 6%. MoM Travel Deals Discounts also rose, up 36%, as well as Partner Referrals (up 24%). Conversions had a total of 123,755 Sessions; Time on site > 1:30 hit 45,760 Sessions, followed by pages per session > 2 at 31,739 Sessions and partner referrals at 23,485 Sessions.



# Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

Total Page Views: 463,901 -17.3%

Time on Site: 1m 18sec 1 0.17%



# Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)

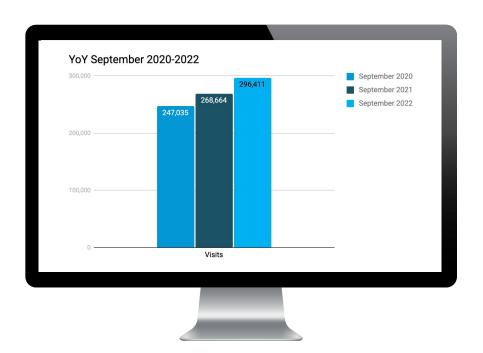
Total Visits: 296,411 10.3%

Total Unique Visitors: 237,136 -21.2%

Total Page Views: 463,901 1 9.6%

Overall Bounce Rate: 65.45% 1.7%

Time on Site: 1m 18sec -3.06%



### Total Leisure Site Traffic, Page View & Engagement

Performance: Last 12 Months

October 1, 2021 through September 30, 2022

Total Traffic/Sessions: 4,031,311 **U** -31.58%

Unique Visitors: 3,124,840 **U** -14.26%

Page Views: 6,716,420 **-32.64**%

### **KPIs**

#### Performance (MoM)

• Partner Referrals: 32,719

• DM Orders: 453

• Tripadvisor Clicks: 649

Newsletter Sign-Ups: 94

Deals Views: 307

Time on Site: 1m 18sec

Pages per Session: 31,739



### Total Industry Site Traffic, Page Views & Engagement

#### **August Performance**

-24.1% (YoY)

Total Organic Visits: 470 -12.5% (MoM) -33.8% (YoY)

-32.6% (YoY)

### Top Pages Viewed

- Homepage: 438 10.6% (MoM)
- /sites/default/master/files/EOC\_ShelterL

### 2022-2023 Gulf to Bay Digital Guide

#### Performance: Start June 24 - September 30,2022

PDF Downloads: 188

• Sessions: 2,276

Pageviews: 99,438

Pages/Session: 43.69

Avg. Session Duration: 4:52

Device Category:

o Mobile: 979 sessions

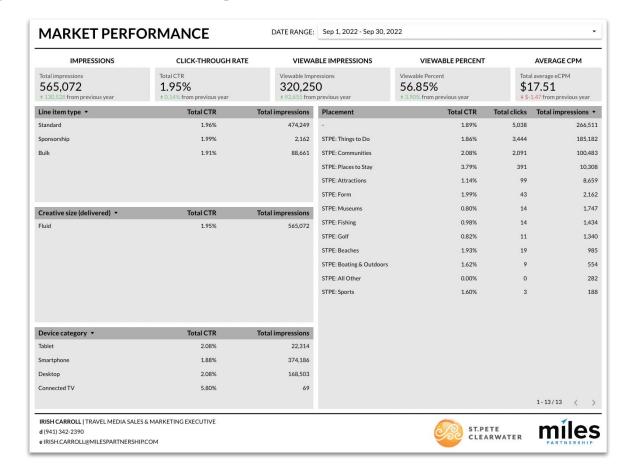
Desktop: 1,099 sessions

Tablet: 198 Sessions



### Partner Digital Advertising: Website Performance

Overview





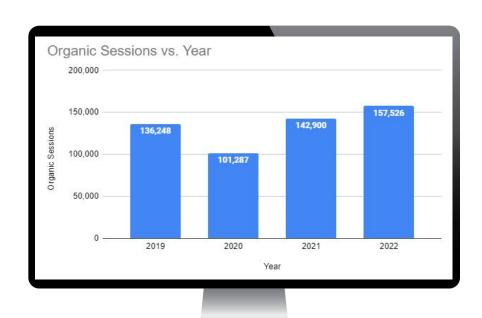
### Organic Traffic

### **Summary**

With 157,526 organic sessions, September saw a 10.2% increase in Organic Search Traffic looking year-over-year. September's organic sessions are a 17.8% increase from the previous 30-day period of August 2-August 31, 2022 and a 55.5% increase from September 2020.

The top 10 organic landing pages in September were:

- /things-to-do/webcams
- /events-festivals
- /communities/clearwater
- /current-beach-conditions
- ,
- /profile/pier-60-clearwater-beach/139755
- /communities/st-pete-beach
- /things-to-do
- /article/fort-de-soto-park
- /communities/treasure-island









### September Content Updates

#### New Articles/Rewritten

Fall Events & Festivals Event Group & Page

#### Article Refreshes & Improvements

- Beach Updates & Conditions
- Cozy Coffee Houses
- St. Pete Pier District
- Clearwater Marine Aquarium
- Dali Museum
- Museum of the American Arts & Crafts Movement
- Best Things to Do in St. Pete
- Great Outdoor Dining in Tarpon Springs Palm Harbor Dunedin
- Treasure Island Community Page
- Camping at the Beach
- Accessible Parks Story (work began)



### September Content Updates

#### **Events Content**

Don Flemons Presents Black Cowboys at The James Museum

#### Video Additions

Best Art Galleries Video

#### Trouble-Shooting & Miscellaneous

- Pages with List Components (reviewed and fixed all that were needed)
- Event Groups created for all seasons plus St. Pete Pier District



### VSPC September 2022 Enews Performance

\*\* Email deployment was postponed due to Hurricane Ian. Some content was slightly updated and the email will deploy on Tuesday 10/11.

Email Subject Line: Fall for Sunshine and Fun Times

Featured Partner: Sirata Beach Resort

Sponsored Content: DoubleTree Beach Resort by Hilton

Send Date	10/11/22			
Total Delivered	TBD			
Sessions	TBD			
Bounce Rate	TBD			
Total Unique Clicks	TBD			
Total CTR	TBD			
Featured Clicks	TBD			
Sponsored Clicks	TBD			
Opt Outs	TBD			





BEACHE

OUTDOORS

ARTS

### SEEKING SUNSHINE & FUN TIMES?



#### Explore the Best Things to Do in St. Pete, the Sunshine City

From our amazing museums to the gorgeous St. Pete Pier on Tampa Bay to a beloved local tradition — the "Friday Night Shuffle" at the historic St. Petersburgh Shuffleband Club— this is a city that knows how to show you a good time. Choose a <u>hote in St. Pete</u>, or stay on the beach at one of our many beautiful hotels, such as the legendary <u>Dem CriStr.</u> Check out our list of fun things to do in St. Petel

CHECK IT OUT

Sirata Beach Resort



### Sirata Beach Resort, Where the Fun Never Ends!

Start your morning with a beach walk, enjoy the afternoon with family-friendly games, and end the day with a sunset happy hour. From sunrise to sundown, there's always something going on at Sirata!

STAY AND PLAY MORE

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#### Our Best Art Galleries Video

Creativity thrives in St. Pete/Clearwater — and the evidence is in our beautifu art galleries. Get a glimpse at some of the best, then visit and shop to find unique artwork. It's a one-of-a-kind vacation souvenir.

WATCH VIDEO

SOUNDING CONTEN

#### DoubleTree Beach Resort by Hilton



#### Your View of Paradise Awaits

Relax on your own private balcony overlooking paradise at this award-winnin beachfront resort on the Gulf of Mexico. Reserve your spot in the sand now and experience your dream beach getaway!

\_\_\_\_



#### CAN'T-MISS EVENTS

Check out our list of fun Fall Festivals & Events!





SHINE St. Pete Mural Festival
See some of the world's best mural
artists paint beautiful works in St.
Pete and attend related events.



October 22 & 23, 2022
Pumpkin Fest at Florida

mural

St. Enjoy pumpkin carving, crafts,
ss. games, a DJ and more at Florida
Botanical Gardens in Largo.



October 23, 2022 Tierra Verde October Fest

This family friendly event features games, live music, pumpkins, costume contests and much more



#### November 17 - 20, 2022 Sanding Ovations Master's Cup

Come see stunning sand sculptures created by artists from around the world, enjoy live music and food.



#### Find Your Perfect Arts Event

Interested in the wealth of arts events in St. Pete/Cleanwater? The interactive Arts Navigator can help you find your way, is a classical music concert or sand-sculpting festival more your speed? Do you prefer traditional visitor experiences or hidden local gens? Answer a few questions, and the app will come up with a custom list of curated arts experiences that will start you exploring all that St. Peter/Cleanwater has to offer!

LAUNCH THE NAVIGATOR



# ActOn Database Sign-Ups

September Growth

- Total ActOn List Growth\*: 725
- Webform Sign-Ups: 94
- "Let's Shine" GiveawaySign-Ups: n/a

\*Includes email sign-ups and unsubscribes



### VSPC Facebook Video Performance in September

Data pulled as of 10/3/22

| Video Titles                                    | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/<br>Days Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics                     |
|-------------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|-------------------------------------------|
| Can't Miss SPC: Art<br>Galleries                | 9/2/2022          | 674                       | 43,518                               | 1,360                                        | 2:22            | 0:07                      | 169 Reactions<br>32 Shares<br>18 Comments |
| Local<br>Communities:<br>Pass-a-Grille<br>Beach | 9/9/2022          | 2,715                     | 3,000                                | 120                                          | 2:31            | 0:08                      | 258 Reactions<br>27 Shares<br>16 Comments |
| SPC Events:<br>Clearwater<br>Offshore Nationals | 9/19/2022         | 3,657                     | 4,677                                | 312                                          | 0:50            | 0:05                      | 197 Reactions<br>42 Shares<br>21 Comments |

### VSPC Instagram Video Performance in September

Data pulled as of 10/3/22

| Video Titles                          | Date<br>Published | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Engagement<br>Metrics    |
|---------------------------------------|-------------------|--------------------------------------|----------------------------------------------|-----------------|--------------------------|
| The Parks of St.<br>Pete / Clearwater | August 19         | 5.947                                | 116                                          | 2:20            | 247 Likes<br>12 Comments |
| Let's Paddle in<br>SPC                | August 25         | 7,298                                | 162                                          | 3:05            | 172 Likes<br>11 Comments |
| Can't Miss SPC;<br>Galleries          | 9/2/2022          | 3,309                                | 89                                           | 2:18            | 63 Likes<br>5 Comments   |

### VSPC YouTube Video Performance in September

\*Data pulled as of 10/3/22

| Video Titles                                    | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics |
|-------------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|-----------------------|
| Let's Paddle in<br>SPC                          | August 22         | 2                         | 131                                  | 3                                            | 3:09            | 1:25                      | 1 Share<br>6 Likes    |
| Best Parks in St<br>Pete                        | August 23         | 11                        | 478                                  | 12                                           | 2:22            | 1:36                      | 10 Shares<br>14 Likes |
| Best Art Galleries<br>in St.<br>Pete/Clearwater | September<br>12   | 2                         | 125                                  | 6                                            | 2:22            | 1:07                      | 10 Shares<br>10 Likes |

### September Video Analysis

### Video Analysis - YouTube\*

**Most viewed video** (based on average daily views): Best Parks in St Pete

Most watched video (based on average minutes viewed): Best Parks in St Pete/Clearwater

Most engaged-with video (based # of likes, comments, shares); Best Parks in St Pete/Clearwater

Video of the Month: Best Parks in St Pete/Clearwater

\*Since only one video was posted in September, analysis includes videos posted in late August to provide a fuller picture of how those videos performed

### Video Analysis – Instagram\*

**Most viewed video** (based on average daily views): Let's Paddle in SPC

Most engaged-with video (based # of likes, comments, shares): The Parks of St. Pete / Clearwater

Video of the Month: Let's Paddle in SPC (this video barely edges out the parks video as it has more views and only slightly less engagement.)

\*Since only one video was posted in September, analysis includes videos posted in late August to provide a fuller picture of how those videos performed

### Video Analysis – Facebook

**Most viewed video** (based on 7-day views): SPC Events: Clearwater Offshore Nationals

**Most watched video** (based on average minutes viewed): Local Communities: Pass-a-Grille Beach

**Most engaged-with video** (based # of likes, comments, shares): Local Communities: Pass-a-Grille Beach

Video of the Month: Local Communities: Pass-a-Grille Beach

### September Video Analysis

### Learnings

- Overall views on YouTube are down from last month
  - Likely caused by a lower posting frequency. We will check if overall views jump in October & November due to the latest batch of videos being posted
- For future videos, we recommend playing around with various styles on IG Reels. While our most recent IG reel posts have gained between 3,000 to 7,000 views each, VSPC's best performing videos on that channel have reached +25k views.
  - Still keep a polished feel with high quality assets
  - Focus on what is most visually appealing and interesting in a vertical format
- Facebook continues to gather the most individual views but incredibly short average watch time. Average watch time for our videos on FB is usually between 5-8 seconds.
  - While FB videos reach a lot of people, viewers don't tend to watch videos for more than a few seconds no matter what the video style is.
  - We recommend focusing efforts on growing VSPC's video presence on platforms where we've seen better growth/opportunity (YT, IG & Tiktok)

## Takeaways







### Takeaways/Next Steps

With the start of a new fiscal year, strategy and planning for Digital Marketing and Advertising include several new initiatives to capitalize on opportunities, leverage new advertising partner programs and technologies, expand owned channel content distribution, and build destination awareness. A summary of initiatives commencing October of 2022 include:

- The 2022-23 Media Plan includes 7 tactics aimed at Vertical Video (given its meteoric rise in popularity on platforms like TikTok), 11 long-format custom content programs to build awareness of the diverse offerings within the destination, 5 new media partners that deliver highly engaged audiences, and 9 new tactics that leverage advanced behavioral or precision targeting that show excellent promise. In total, this year's media buy has been negotiated to deliver over \$500,000 in added value from our media partners.
- Digital Services include one new program aimed at providing listing support to our valued industry partners ensuring accuracy of
  listings as well as rights management of images to drive trust and reliability of partner listing content on the VSPC website. In
  addition, VSPC has increased the investment into content (website articles) that are proven traffic and SEO drivers that only gain ROI
  over time since they are enduring assets of the site that continue to deliver organic traffic after the one-time investment in time and
  energy relating to creating and posting a new website article.
- Over the course of this past fiscal year, Social Media (referred traffic, not paid) has consistently performed very well, with strong
  growth, engagement, time on page, pageviews, and conversion. With new excitement for vertical video formats (TikTok), growing use
  of Social for travel inspiration (Pinterest), growth in site visit and engagement (Instagram/Facebook), the VSPC Digital team will be
  conducting quarterly deep-dives into Social Media Optimization, reviews of best-practices and social media platform evolution,
  benchmarking of performance against other DMOs, as well as strategic enhancement of paid and organic placements and postings.