

FY22-23 Digital Media Plan SPRING/SUMMER

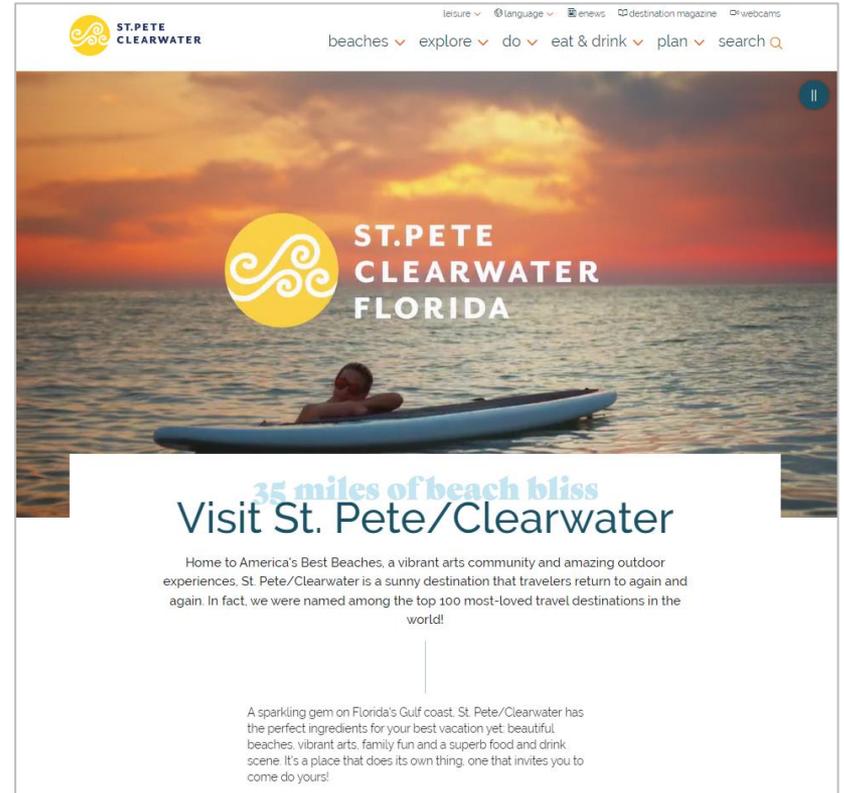


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Agenda

- Digital Performance Review
- Strategy and Approach
- The Spring/Summer Media Plans
- Questions



leisure language news destination magazine webcams

beaches explore do eat & drink plan search

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35 miles of beach bliss

Visit St. Pete/Clearwater

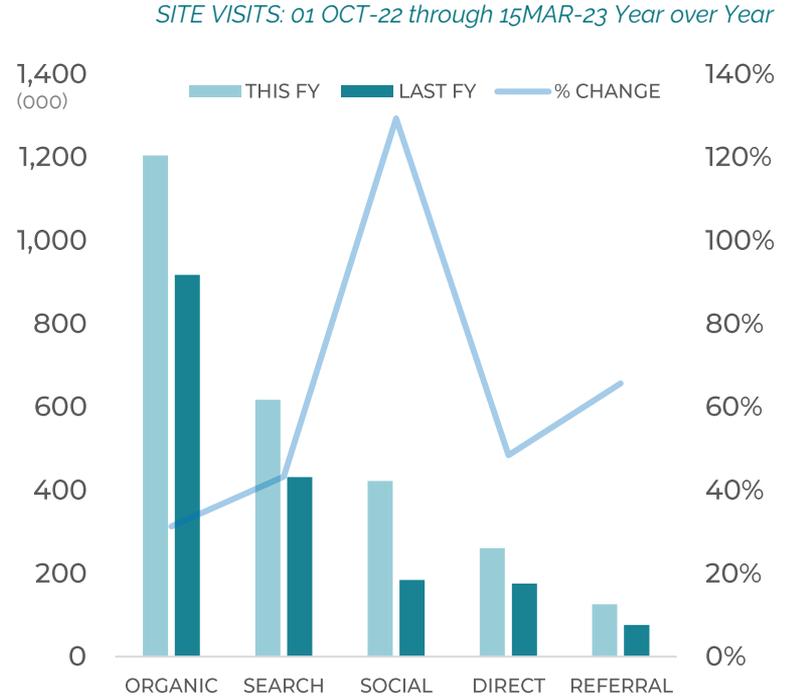
Home to America's Best Beaches, a vibrant arts community and amazing outdoor experiences, St. Pete/Clearwater is a sunny destination that travelers return to again and again. In fact, we were named among the top 100 most-loved travel destinations in the world!

A sparkling gem on Florida's Gulf coast, St. Pete/Clearwater has the perfect ingredients for your best vacation yet: beautiful beaches, vibrant arts, family fun and a superb food and drink scene. It's a place that does its own thing, one that invites you to come do yours!

Performance Review

Ad buys

- We're seeing solid results, with many ad units over-indexing;
- There's a good mix of media that's generating strong gains Year/Year for every channel;
- Technology (learning and optimizing) is working in our favor, driving gains in key metrics.



Performance Review

Paid Search

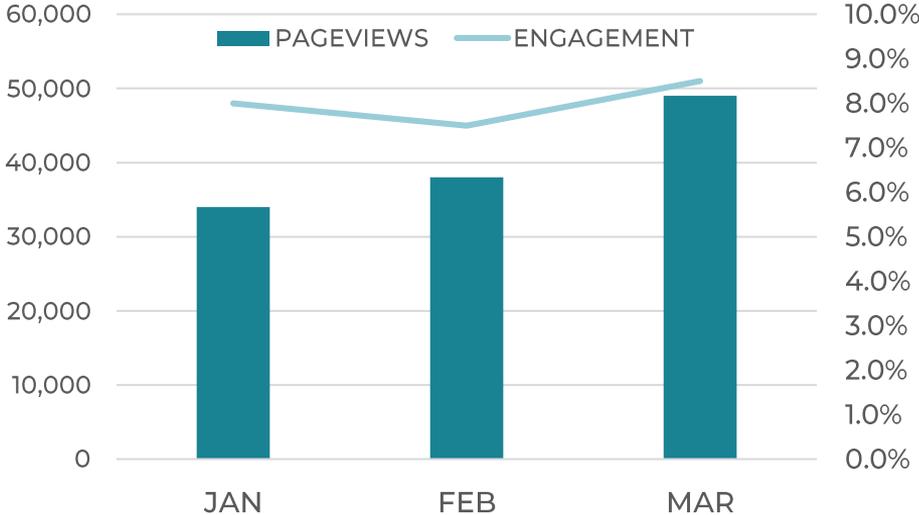
- Every metric for nearly every month had solid growth;
- Clicks aren't everything, but converting to actual time on site we still see solid performance: from 783,080 in OCT-22 to just shy of 1 million minutes for March.

CHANNEL	OCT-22	NOV-22	DEC-22	JAN-23	FEB-23	MAR-23
CLICKS	87,321	99,991	105,142	127,896	125,121	138,454
CTR	6.81%	7.61%	8.84%	8.20%	9.42%	11.57%
CPC	\$0.68	\$0.59	\$0.56	\$0.46	\$0.47	\$0.43
COST	\$ 59k	\$ 59k	\$ 59k	\$ 59k	\$ 59k	\$ 59k

Performance Review

Overall Winter Media Performance

- Pageviews and Engagements are up a significant amount due to prospecting efforts
- Engagement Rate is very strong and the highest we have seen YTD



Performance Review

Native + Rich Media

- The Canvas Quiz tactic has only been live for a month but we're already seeing great results
- Interactive presentation of fun things to do so audiences can explore what excites them
- 18,000 engagements with strong CTR to the quiz for Fly (0.47%) and Drive (0.39%)

Fodor's Travel DESTINATIONS HOTELS TRAVEL NEWS CRUISES MORE + Q

SEVENTEEN CLEARWATER FLORIDA By Visit St. Pete/Clearwater

We have just what you need for an epic trip.

Looking for personal travel recommendations? Take this fun quiz to learn what you should explore on your next escape to St. Pete/Clearwater, Florida.

Let's Begin!

You spend your free time...

(Choose One)

1

Trying new restaurants

Spending time with my kids

Being active outside

Pampering myself

Enjoying the Arts

Strategy & Approach



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Outlook

We have some potential headwinds that we need to watch carefully

HOTEL PERFORMANCE (STR): MAR-2023 YoY

Hotel Occupancy	Hotel ADR	Hotel Demand	Hotel Revenue
83.8%	\$263	580.9 K	\$153.7 M
-1% from 84%	-2% from \$268	-1% from 587k	-3% from \$158

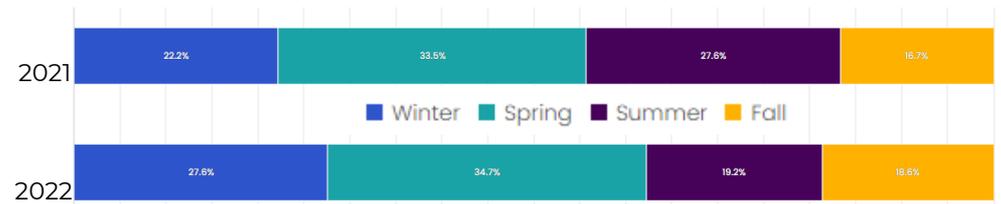
SHORT-TERM RENTAL PERFORMANCE (KEY DATA): MAR-2023 YoY

Adjusted Paid Occupancy	Average Daily Rate	Adjusted RevPAR
88.6%	\$315.24	\$278.62
-7% 95.0%	-14% \$366.09	-20% \$347.30
-7% from 95%	-14% from \$366	-20% from \$347

PERCENT CHANGE: TRAVEL PRICES



TOP DMA'S - SEASONAL VISITATION TRENDS (SUMMER-FALL: -6.5%)



FY22-23 Spring/Summer Direction

- Innovation is a hallmark of VSPC and Miles, but there's also value in sticking with what's working well;
- There's added efficiency too, since extensions don't have spend-minimums we'd face trying out new partners;
- We also want to build awareness, as this was proven to drive positive sentiment and consideration – and our current buys do just that;
- By and large, the direction for Spring/Summer should be to stay the course.

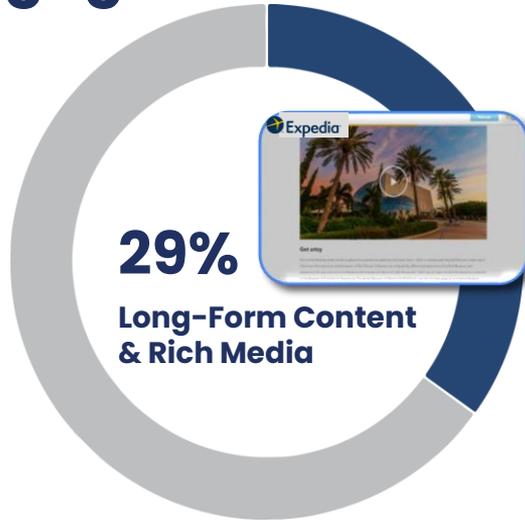


Tactical Summary

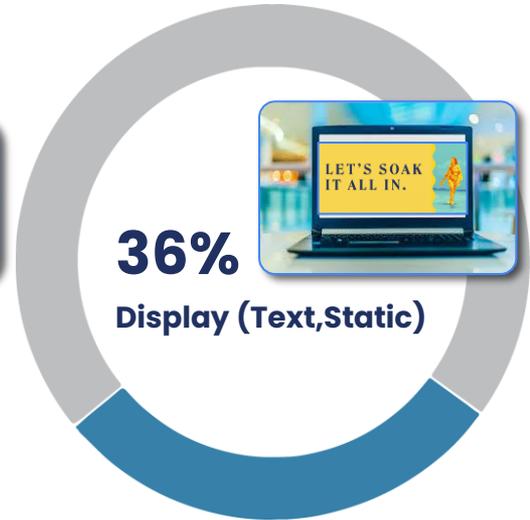
awareness



engagement



conversion



Geographic Targeting

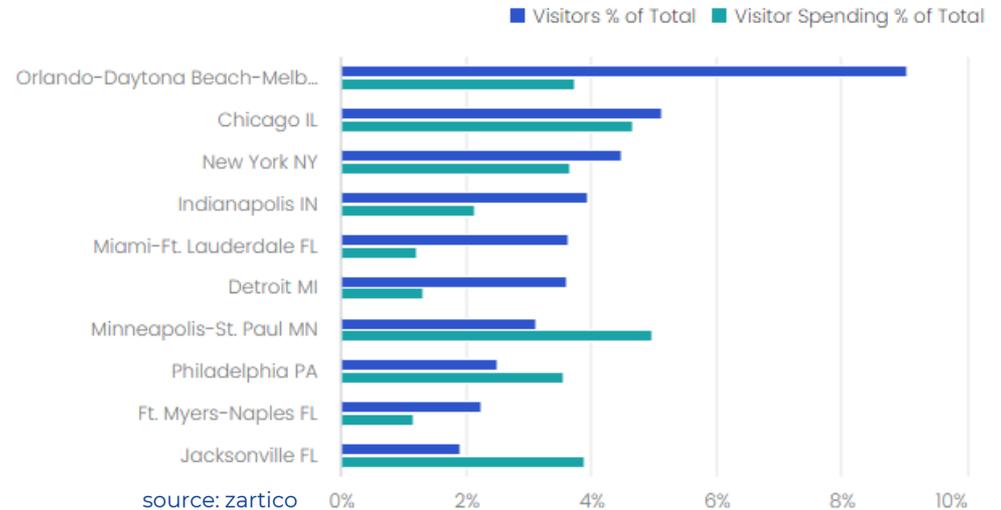
Drive

- Florida Excluding Tampa DMA (local)

Fly

- All States East of the Mississippi River + Texas + Ontario, Canada
- Priority Markets to align with BVK's Traditional Opportunity Markets:
 - Atlanta, Cincinnati, Indianapolis, Nashville, Chicago

Top 10 Origin Markets by Visitation with their Spend



Spring/Summer Plan



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Spring/Summer Always-On

Social

Facebook
Instagram

SEM

Search
YouTube

Programmatic

Ad+Genuity
Sojern

Custom

Atlas
Obscura
Expedia
Nativo

Summer



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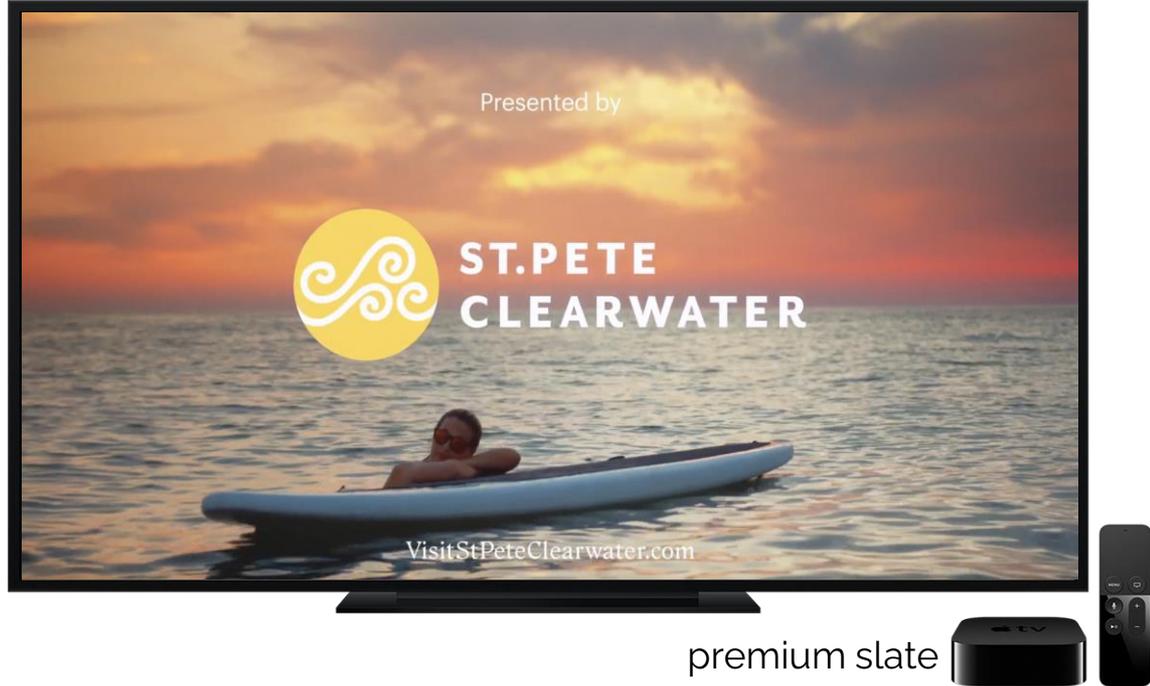
Ad+genuity: OTT/CTV

- Premium streaming apps including PlutoTV, DirecTV, Samsung TV Plus, and Amazon's FreeVee
- Travel enthusiasts in not exposed to VSPC linear TV spot



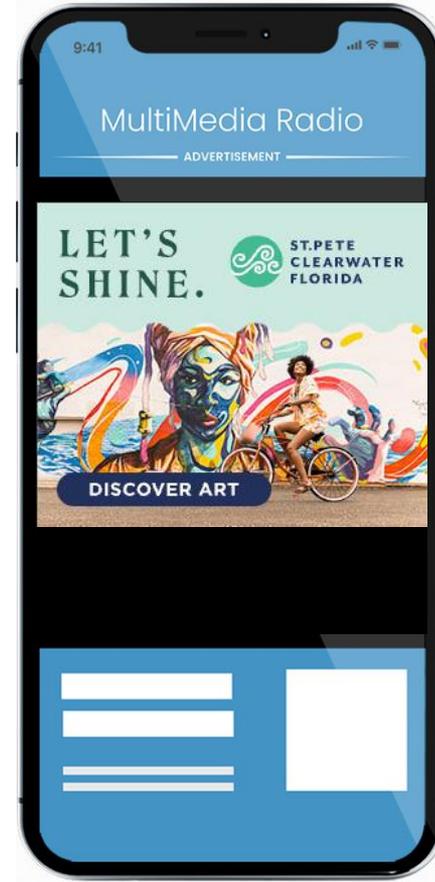
Hulu

- 115M viewers, 60% of whom are cordless
- 30s commercials are unskippable and run during premium content
- 07s premium slate runs prior to 30s spot for increased brand recall
- Target travelers using Disney's first-party data



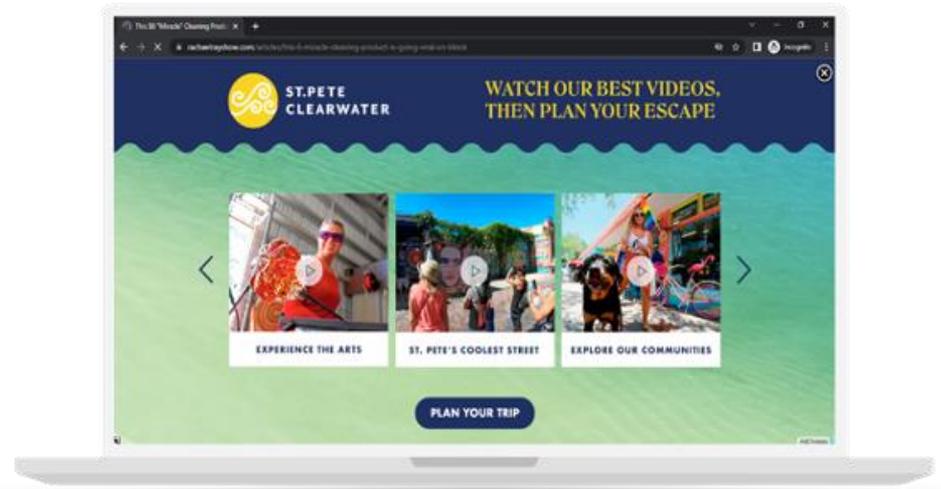
Programmatic Audio

- Targeting travel enthusiasts in key markets while they are on the go and listening to their favorite tunes & podcasts
- :15 and :30 audio lengths available



Undertone

- Can extend buy – no minimum
- Fun, interactive and delivers lots of inspiration and awareness without requiring a website visit
- This tactic shines in terms of time spent with the ad unit and drives strong site visits



PadSquad

- Can extend buy – no minimum
- High impact, full-screen mobile ad units politely reveal to users in-feed
- Proven performers
 - Press & Hold Duo (video)
 - Scroller Gallery
- Drives engagement and interaction within the ad creative itself

press & hold



scroller

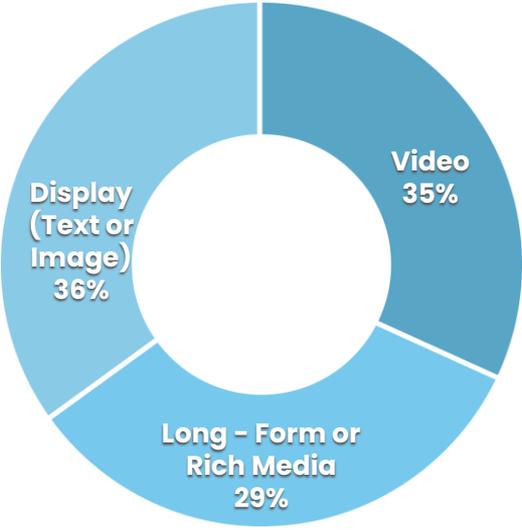
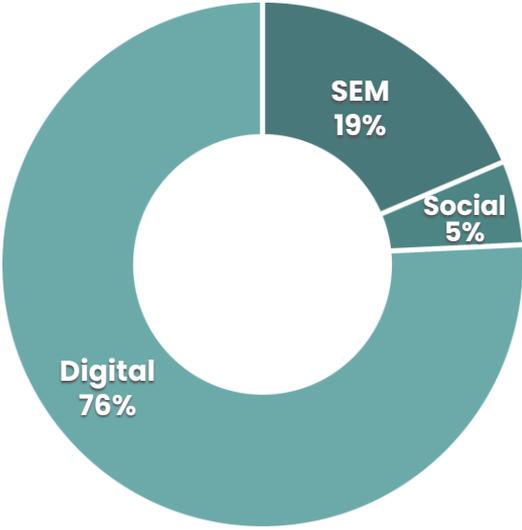
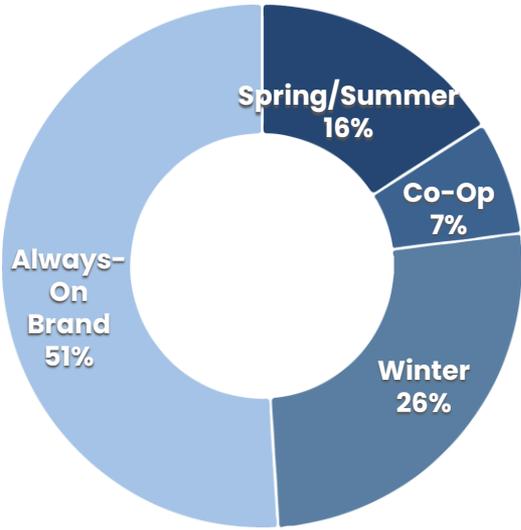
Summary



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Budget Summary: \$4,250,000 Total Net Media



Added Value

