

A woman with long dark hair, wearing black-rimmed sunglasses and a dark swimsuit, is floating on a surfboard. She is smiling and looking towards the right. The background is a sunset sky with orange, yellow, and blue hues. The surfboard is dark with a textured surface.

# Visit St. Pete/Clearwater Digital Paid Media Reporting Highlights

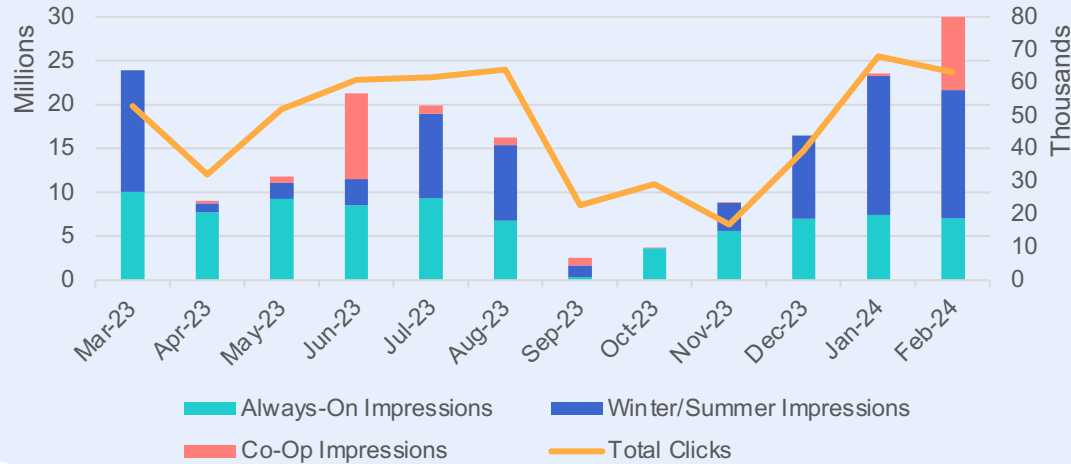
February 2024



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miles  
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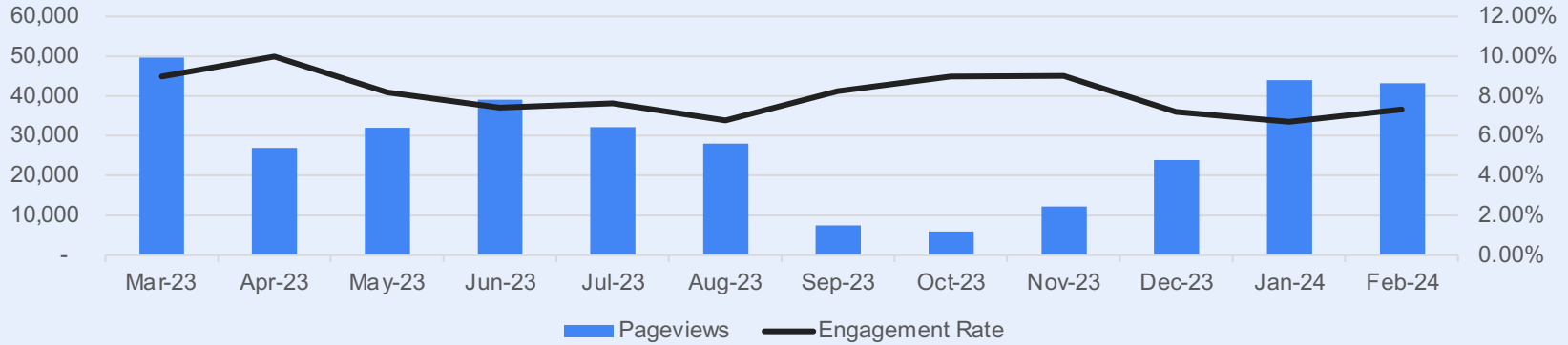
# February Media Activity



- Impression volume increased MoM, driven by the launch of the Visit Florida Co-Op the Co-Op Program which had significant volume
- Clicks were down MoM, as Nativo (a top driver of clicks) spent less in January
- Many Winter Campaign placements ended in Feb, so we expect overall March volumes to be lower

Campaign	Format	Partner	February				
			1/29	2/5	2/12	2/19	2/26
Always On	Display, Native, Video	Ad+Genuity					
Always On	Display, Native	Sojern					
Always On	Display, Native	Tripadvisor					
Always On	Display, Native	Expedia					
Winter	Native Articles	Nativo					
Winter	Custom	Atlas Obscura					
Winter	CTV	Ad+Genuity					
Winter	CTV	NBCU					
Winter	CTV	Visit Florida					
Winter	Rich Media	Undertone					
Winter	Rich Media	Kargo					
Winter	Social	Pinterest					
Arts Co-Op	Display	Ad+Genuity					
Co-Op	Display	Expedia					
Co-Op	Display	Visit Florida					
Always On	Social	Facebook/Instagram					
Always On	SEM	Google					
Always On	Video	YouTube					

# Media-Driven Site Activities

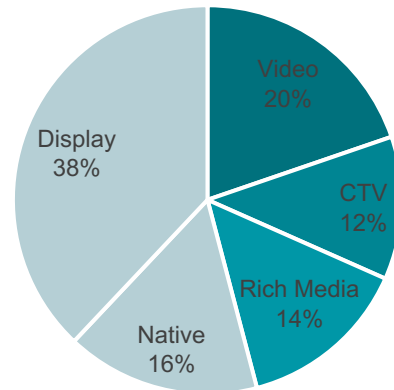


- Pageviews were flat MoM, while engagement rate ticked up
- Ad+Genuity, Kargo, and Sojern drove the most site activities

# Media Highlights

- Display contributed the most impressions this month, drive by high-volume co-op programs
- If we exclude co-op campaigns, video formats (OLV & CTV) were the top impression driver
  - Video tactics delivered over 3.9M video completions for an average 82% VCR
- The Kargo Runway Wheel was the top performing placement by clicks, achieving 2.39% CTR and 0.32% CPC

Impressions by Format



## Native Winter program wrapped

- Ran 2 Native Articles with Skins
- Average Time on Content: 43s (*vs. 30s benchmark*)
- CTA Rate: 6.83% (*vs. 2.30 – 2.70% benchmark*)
- 119 shares and 3,303 earned views
- Beach for Every Mood was the top performing article



# Winter CTV Recap

<b>17.9 Million</b>	<b>98%</b>	<b>\$520K</b>	<b>\$29.04</b>
Impressions	VCR	Spend	eCPM

- VSPC's Winter CTV media was delivered across **3 different buys**, which each delivered unique value
- \$220K Programmatic Buy with Ad+G
  - Included heavy-up to cord-cutters in fly markets where VSPC was also buying linear TV
  - Top publishers were PlutoTV, Samsung, and Roku
- \$150K Direct buy with NBCU
  - Included Pause Ads on Peacock (1.5M impressions)
- \$150K Silver Co-op package with Visit Florida
  - Was the most cost efficient, due to VF's matching investment



*Creative included a QR Code*



# Ad+Genuity Always-On Check-In

## Display & Native



### Top Fly Markets

- Milwaukee
- Binghamton
- Charleston



### Top Drive Markets

- West Palm Beach
- Orlando
- Miami



### Top Audience Segments

- Lotame > Food & Beverages
- Dstillery > VSPC Site Visitor Lookalikes
- Adara Consortium > VSPC 1P Audience

## Online Video

### Top Fly Markets

- Erie
- Elmira
- Albany

### Top Drive Markets

- Mobile
- Jacksonville
- Panama City

### Top Audience Segments

- Lotame > All Travel
- Datanics > Family Travel
- In-Market > VSPC Arts & Culture Travelers

# Pinterest Winter Campaign Summary

- The Winter Pinterest campaign ran November - January and delivered:
  - 7,802,815 impressions
  - 88,420 engagements
  - 22,495 completed video views
  - 79,336 outbound clicks
- KPIs surpassed Pinterest travel averages with a cost per outbound click of \$0.38 (55% improvement from Summer campaign) and outbound click rate of 1.02% (29% increase from Summer campaign)
- Clickers were mostly women either in the youngest age bracket (18-24) or oldest (55+)



Award-Winning Fish Spread Recipe!



Promoted by  
Visit St. Pete/Cl...



Dalí Alive 360 🍷



Promoted by  
Visit St. Pete/Cl...

*Fish Spread Recipe was the top performer,  
followed by Dali Museum*



# February MoM SEM Highlights

***SEM had mixed results in February. KPI fluctuations likely linked to decrease in spend MoM, as well as Google's recent increase in overall cost, and February being a shorter month in general.***

- **Search Campaigns:** spend was up 5%, CPC was up 0.6%, impressions were down 3.5%, clicks were up 4.4%, and CTR was up 8.1%
- **Performance Max:** spend was up 15.2%, CPC was down 16.8%, impressions were up 50.6%, clicks were up 38.4%, and CTR was down 8%
- Excluding Performance Max (which has a lower CTR due to its showing on the display network), search ads saw an **average CTR of 19.42% (up MoM)**, which is almost double the industry average (10.03%)\*.
- CPC was up MoM (**\$0.33**), likely a direct reflection of Google Ads' increasing costs. P-Max drove the **lowest CPCs at \$0.10 (down MoM)**.
- Cost Per Conversion was \$0.25 in February which is up 9.2% MoM. We also saw a 15.5% decrease in Conversions MoM.
- SEM saw 77,546 Engaged Sessions which is down 15% MoM - *The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.*
- Overall, February was a mixed month for performance.

*\*updated CTR per 2023 benchmarks*



# QoQ SEM Highlights

*We are shifting from a YoY to a QoQ reporting comparison as requested | Sept – Nov vs. Dec – Feb.*

- Impressions were down 51.5% QoQ, however **clicks were up 9.3%, CTR was up 125.6%, and CPC was down 28.5%.**
- We saw a **37.8% increase in conversions**, a **28.5% increase in engaged sessions**, and a **7% increase in average time on site.**

Conversion Goal	# of Conversions (Sept - Nov)
Deal Views	503
Time on Site < 1:30	148,004
Travel Deals Discount Page Views	4,075
Total Partner Referrals	18,896
Events View	17,729
Pages Per Session > 2	32,008
Destination Guide Order	312
Newsletter Signup	59

Conversion Goal	# of Conversions (January)
Deal Views	162
Time on Site < 1:30	31,451
Travel Deals Discount Page Views	1,527
Total Partner Referrals	6,751
Events View	5,977
Pages Per Session > 2	11,084
Destination Guide Order	126
Newsletter Signup	29

# February Performance Max Results

***Performance Max saw increases in impressions, clicks and a decrease in CPC. Solid performance MoM  
This is the first full month with our PMax/Retargeting ads combined (a change discussed previously per PMax's change in audience targeting.)***

- PMax campaign saw **3.6 million impressions** and generated **111,230 clicks** at a **CPC of \$0.10** and a **CTR of 3.03%**
- CTR on PMax campaigns remain lower than traditional search campaigns likely due to their presence on the display network which traditionally sees more impressions but lower CTR.
- Bounce Rate was 58% (GA4), up MoM. There were 32,963 Engaged Sessions (up MoM) with an average time on site of 1m 23s (down MoM).
- PMax contains 2 asset groups: Brand Clearwater, Brand St. Pete, and Things to Do. Brand Clearwater is the top performing asset group, with the most clicks and ad interactions.

Conversion Goal	# of Conversions
Deal Views	4
Time on Site < 1:30	10,397
Travel Deals Discount Page Views	14
Total Partner Referrals	2,113
Events View	3,398
Pages Per Session > 2	2,308
Destination Guide Order	46
Newsletter Signup	5

***Conversions increased 52% MoM***

# February YouTube Results

***Precise focuses on brand safety by delivering contextually relevant ads in the moment that deliver high VTRs at a consistent cost.***

- 214,801 views via TrueView (down MoM) for \$0.04 CPV with a 69.89% VTR (up MoM).
- Top video for views was Sanding Ovarions: Treasure Island, Florida, while the top video for VTR was Travel Vlog: Best of St. Pete Beach with Alexia Gonzalez.
- Despite a decrease in views MoM, Precise delivered strong video performance.
- We will continue to update audiences and rotate in new videos as needed.

***We launched YouTube Shorts in January. This is our second month.***

- 36,143 views via Shorts (up MoM), with 1,001,109 impressions (up MoM), 960 clicks (up MoM), VTR of 3.6% (down MoM) and a completion rate of 1.6% (down MoM).
- Top short for views and VTR was #ASMR. Top short for clicks was Golden Hour.
- We're looking forward to seeing the continued performance of YouTube Shorts.

*We don't have "formal" benchmarks yet for Shorts but they're seeing an average of 3.2% VTR across all verticals. The range varies a bit by vertical, with ranges from 2% to as high as 7%, but the higher end tends to be coming from the retail toy vertical that has historically high rates in general. VSPC's 4.1% VTR is about 28% increase on average which is quite good.*

# Appendix

Glossary of Media Terms & Partners

# 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:** engaged website sessions generated by display media divided by all pageviews generated by display media OR total engagements with an interactive rich media unit divided by total impressions
- **Interaction Rate:** percentage of unique interactions with an interactive rich media unit compared to total impressions
- **OTT:** Over-the-Top video content from streaming services; frequently viewed on CTVs (<https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/>)
- **PV Rate:** website pageviews generated by display media divided by all display media impressions
- **ROAS:** return on ad spend

# Media Partners

- **Sojern:** Managed service programmatic vendor with unique travel intent data
- **Ad+genuity:** Miles Partnership's programmatic trading desk; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- **Expedia:** Largest network of online travel agencies (OTAs), including Expedia.com, VRBO.com, and Hotels.com
- **Tripadvisor:** Largest travel website in the world, featuring user reviews, travel advice content, and price shopping tools.
- **Nativo:** Native advertising network that enables long-form content distribution at scale across network of premium publishers
- **Atlas Obscura:** Online magazine and publisher that catalogs unusual and obscure travel destinations across the world
- **NBCUniversal:** Mass media & entertainment conglomerate and owner of the Peacock OTT streaming service
- **Hopper:** Travel booking app and online marketplace for flight and hotel deals
- **Pinterest:** Social network & app primarily used for discovery and saving of images & videos
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Kargo:** Rich Media vendor specializing in custom mobile units distributed across a network of premium publishers

Visit St. Pete/Clearwater

# Monthly Website Reporting

February 2024



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# Executive Summary

The monthly Data Studio report is available [here](#).

## TRAFFIC

February traffic was essentially flat year-over-year, only a half of a percentage point overall from 562k last February to 565k this year, however 3% of total traffic came from the Best Of voting that did not occur until March of 2023 - so a bit down if we factor that out. Engagement performance came in solid for the month however, with a mix of modest gains as well as some pretty impressive year/year increases:


- 82% of all site visitors had engaged sessions compared to 53% last February, a 55% increase;
- Average Engagement Time/Session also grew, up 7.5% from 49 to 52 seconds, however this could be a function of channel mix to some extent and it should also be noted that Voting for Best Of takes a while - which was also a factor in boosting average engagement time;
- The session Engagement Rate (percentage of Engaged Sessions) also climbed, Up 60% from 41% last year to 66% this year.

Results for traffic by channel are difficult to quantify in some cases given that there are new categories and channel assignments in GA4, as evidenced by over 117k sessions last year that were "unassigned" compared to 3k this year - however for many channels there was consistency year/year such as with Organic, Direct, Email and several other channels. Here are results for the top five:

- Organic - with the most volume of all the channels- rose from 152k last January to 214k this year, or a percent change of 41%;
- Cross-Network - a new category, which contains a mix of new and existing traffic (some of which may have been assigned to a different channel last year) increased from 37k to 79k, a percentage change increase of 116%;
- Classic Paid Search (text based Search Engine Marketing) grew from 28k to 54k - a percent change increase of 67%;
- Direct rounds up the top five, which increased from 58k to 62k, Up 8%;
- Organic Social was one of the areas where we saw a tumble, down 45% from 105k last year to 57k this month.

Although not in the top five, Referral traffic took the 6th spot with 52k sessions (an increase YoY of 147%) and a third of this traffic was from VISIT FLORIDA, clocking in with a very impressive 1 min 41 sec average time/session. Given the volume of traffic overall for Referral and VISIT FLORIDA's long site engagement, it's clear that positive traffic and engagements were mixed and that overall gains were not exclusively related to the Best Of voting.

Organic traffic is another area where there have been strong gains recently. The new fiscal year starting October of 2023 included additional focus on producing new articles, and over the past two years the investment in content production has nearly doubled, with approximately 40 more articles produced FYTD compared to the prior period. We see this in terms of significant new Organic Search traffic hitting the site from these new articles, and also helping to drive solid Search Rankings (SEMrush Analytics). This is solid traffic with great engagement and conversion - and article development should continue to be a focus for the rest of the year to keep the momentum going.



# Executive Summary


## CONTENT HIGHLIGHTS:

Overall Pageviews declined moderately versus last year, from 873k in Feb-23 to 845k this year, a decrease of 3%. On the positive, there was a 4% increase on the Average Time spent on site pages, growing to an average of 1 min 5 sec. Some of the top gains by Page were as follows:

- Taking the top spot by a fair margin was the 8 Reasons why Clearwater Beach is #1, with 75k views compared to 6k last year, a good portion of that from Paid Search but some nice Organic growth as well;
- The Homepage with 40k versus 30k, with close to half of this coming directly / organically;
- Things to do Beaches with 54k versus 41k, supported by a mix of traffic sources but a good portion (about a third) from Facebook referrals;
- Events-Festivals with 27k versus 23k, the majority of this coming from Organic Search;
- Things to Do with 27k versus 24k - again a mix, however Paid Search delivered over half of the pageviews.

One of the anomalies noted was a sizeable decrease in pageviews for Outdoor content, falling from 70k pageviews in Feb-2023 to 12k this month, primarily from two channels: Direct (-13.5k) and Meta (-23.5k). In total, pageviews are down 58k for Outdoor Adventures, and given that Experiential Travel is trending so strong, it's important to present all of the unique adventures the destination offers.

**SITE ACTIONS:** Our engagement KPIs were largely up overall on a Month/Month basis, with the exception of a moderate slip in Average Engagement time, however on a Year/Year basis there were solid results. Here are the highlights:

- Partner Referrals were up nicely, rising from 47k to 67k this year;
  - Destination Guide orders had a healthy increase from 714 to 1,111 this February;
  - Enews signups had very robust growth, up from 140 to 853;
  - Deal Views nearly doubled, climbing from 362 last Feb to 640 this year.
  - TripAdvisor clicks also grew, up from 1,130 last year to 1,291 this year.
- 

# Google Analytics



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# Total Leisure Site Traffic, Page Views & Engagement (GA4)

## Performance (MoM)

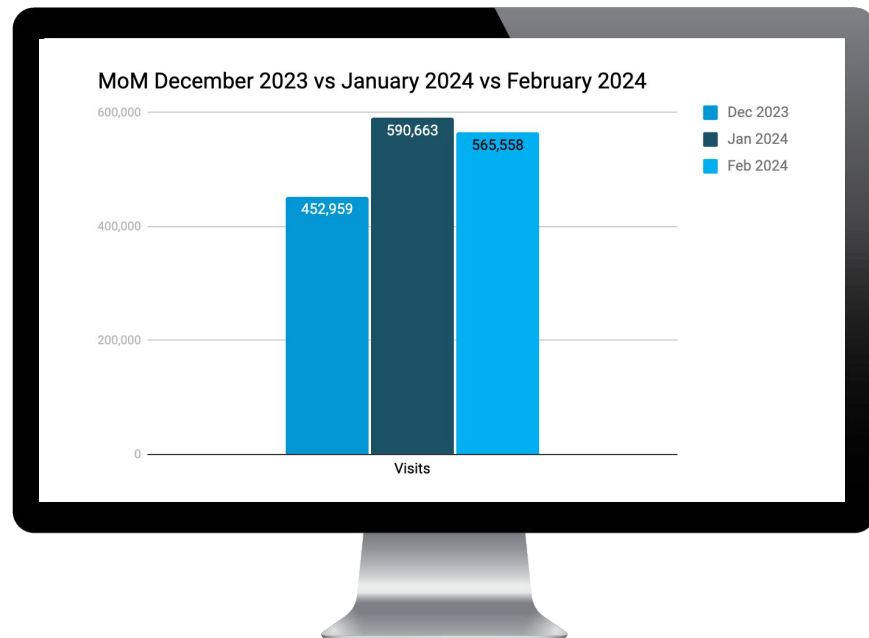
Total Visits: 565,558  -4.3%

Total Unique Visitors: 454,805  -7.12%

Total Page Views: 844,723  0.3%

Engagement Rate: 66.3%  4.8%

Average Engagement Time: 1min 5sec  -5.5%



# Total Leisure Site Traffic, Page Views & Engagement (GA4)

## Performance (YoY)

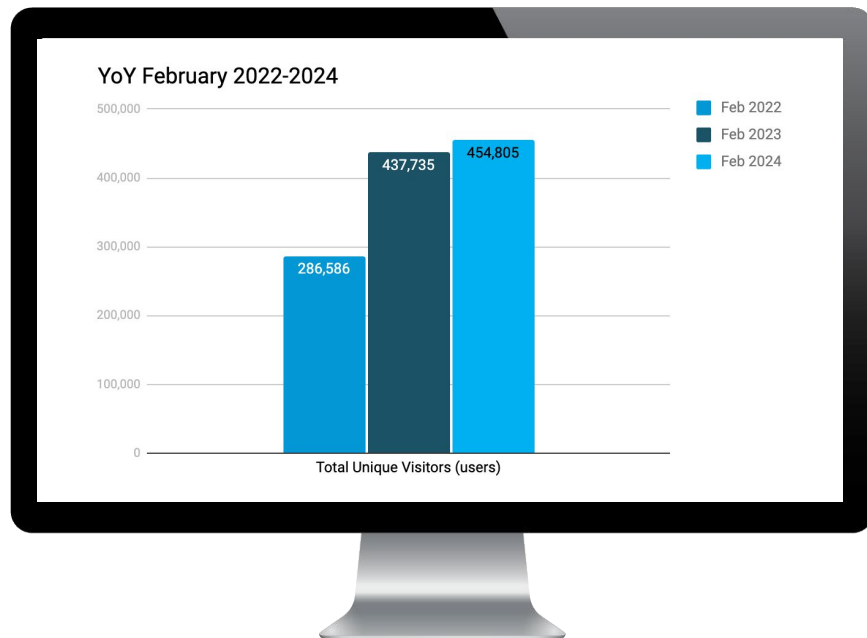
Total Visits: 565,558  0.5%

Total Unique Visitors: 454,805  3.9%

Total Page Views: 844,723  -3.2%

Engagement Rate: 66.3%  60.4%

Average Engagement Time: 1min 5sec  3.17%



# Total Leisure Site Traffic, Page View & Engagement (GA4)

## Performance: Last 12 Months

*March 1, 2023 through February 29, 2024*







Total Traffic/Sessions: 5,923,001  26.5%

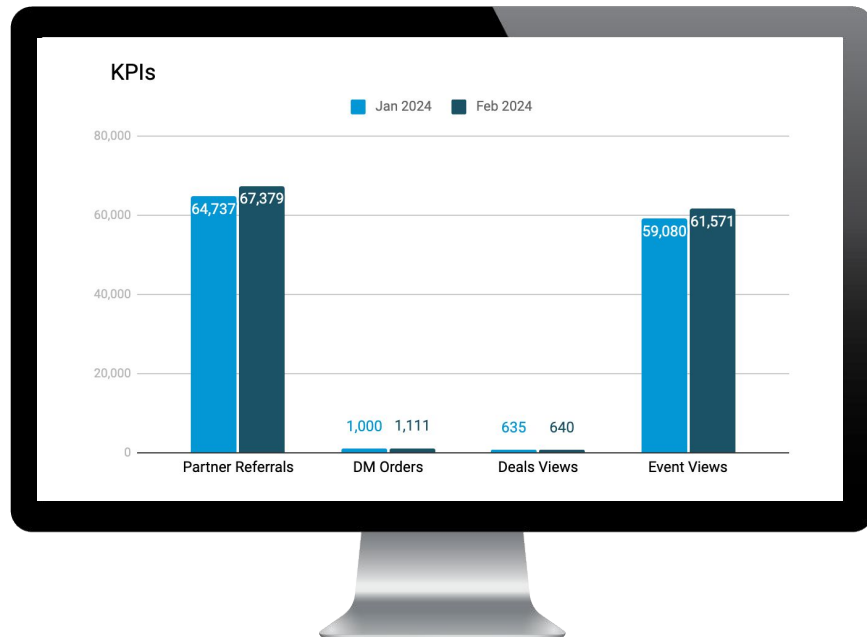
Unique Visitors: 4,508,537  23.6%

Page Views: 8,462,963  12.5%

# KPIs (GA4)

## Performance (MoM)

- Partner Referrals: 67,379  4.1%
- DM Orders: 1,111  11.1%
- Tripadvisor Clicks: 1,291  0.78%
- Newsletter Sign-Ups: 853  320.2%
- Deals Views: 640  0.8%
- Avg Engagement Time: 1min 5sec  -5.5%
- Events Per User: 10.5  7.0%





# Total Industry Site Traffic, Page Views & Engagement

## February Performance


Total Visits: 2,151  34.4% (MoM)

 33.8% (YoY)

Total Organic Visits: 718  2.0% (MoM)

 -5.5% (YoY)

Total Page Views: 3,744  -77.6% (MoM)

 23.9% (YoY)

## Top Pages Viewed

- Homepage: 1,123  -92.2% (MoM)
- /info/staff-directory: 256  -1.2% (MoM)
- /info/job-postings: 178  11.3% (MoM)

# 2023-2024 Gulf to Bay Digital Guide (GA4)

Performance: Start May 4, 2023 - February 29, 2024

- PDF Downloads: 684
- Sessions: 3,732
- Views: 78,058
- Views/Session: 20.92
- Avg. Engagement Time: 0m 16sec
- Device Category (sessions):
  - Mobile: 1,776 sessions
  - Desktop: 1,667 sessions
  - Tablet: 269 Sessions



# Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE: Feb 1, 2024 - Feb 29, 2024

IMPRESSIONS

Total impressions

796,698

-13,930 from previous year

CLICK-THROUGH RATE

Total CTR

1.48%

-0.43% from previous year

VIEWABLE IMPRESSIONS

Viewable Impressions

454,520

-8,372 from previous year

VIEWABLE PERCENT

Viewable Percent

57.15%

-0.08% from previous year

AVERAGE CPM

Total average eCPM

\$17.60

\$-0.01 from previous year

Line item type ▾

Total CTR

Total impressions

Standard

1.47%

620,225

Sponsorship

1.56%

16,375

House

0.00%

6

Bulk

1.50%

160,092

Creative size (delivered) ▾

Total CTR

Total impressions

Fluid

1.48%

796,698

Placement

Total CTR

Total clicks

Total impressions ▾

-

1.41%

7,369

523,966

STPE: Communities

1.69%

2,465

145,792

STPE: Things to Do

1.28%

1,320

103,231

STPE: Attractions

0.86%

189

21,869

STPE: Places to Stay

3.08%

522

16,935

STPE: Museums

0.74%

49

6,646

STPE: Form

1.52%

97

6,387

STPE: Beaches

1.70%

44

2,581

STPE: Fishing

0.49%

11

2,248

STPE: Golf

0.29%

5

1,704

STPE: Boating & Outdoors

1.33%

12

905

STPE: All Other

0.56%

2

360

Device category ▾

Total CTR

Total impressions

Tablet

1.38%

30,011

Smartphone

1.44%

528,086

Desktop

1.57%

238,545

Connected TV

3.57%

56

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# Organic Traffic



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# Organic Traffic

In February 2024, Google Search Console credited the website with 174,331 organic clicks. Those clicks were a slight decrease from the 175,098 organic clicks recorded by the site from February 1-March 1, 2023. The average CTR fell from 1.7% a year earlier to 1.6% in February 2024 as the site had 355,817 more organic impressions YoY with 10,757,306.

The Current Beach Conditions page lost 18,054 clicks YoY and finished February 2024 with 3,510 clicks, while the Red Tide FAQ page lost 1,961 clicks YoY. Those two pages combined for 100,597 organic impressions, which represented a decrease of 59.0% from February 1-March 1, 2023.

Of the site's top-10 performing URLs in February 2024, seven saw an increase in organic clicks. The homepage (fourth) lost 780

clicks YoY, the Current Beach Conditions page was fifth, and the Clearwater communities page (10th) lost 2,837 clicks YoY.

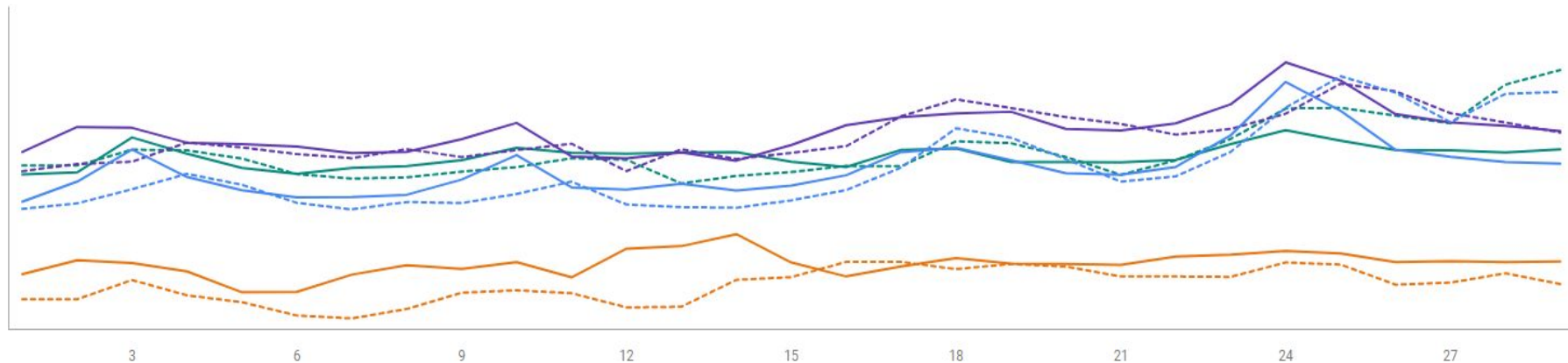
URLs containing /communities lost 18.0% of their clicks YoY with a combined 20,883 in February 2024, while URLs containing /articles were down 0.5% YoY with a combined 19,333 clicks. URLs containing /profile had 48,306 organic clicks, an YoY improvement of 8.9%.

There was double-digit percentage improvement in terms of organic clicks YoY for the following URL groups: /event/ (45.1%), /list/ (10.7%), /things-to-do (31.4%), /eat-drink (54.5%), and /places-to-stay (102%).

The query 'Clearwater Beach' generated a site-best 6,730 organic clicks (715 more than a year ago) on 118,003 impressions (24,289 less YoY).

# Google Search Console Comparison vs. February 1-March 1, 2023

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input checked="" type="checkbox"/> Average CTR	<input checked="" type="checkbox"/> Average position
<b>174K</b> 2/1/24 - 2/29/24	<b>10.8M</b> 2/1/24 - 2/29/24	<b>1.6%</b> 2/1/24 - 2/29/24	<b>11.9</b> 2/1/24 - 2/29/24
<b>175K</b> 2/1/23 - 3/1/23	<b>10.4M</b> 2/1/23 - 3/1/23	<b>1.7%</b> 2/1/23 - 3/1/23	<b>12.9</b> 2/1/23 - 3/1/23



# Top 10 Organic Queries (by Clicks) vs. February 1-March 1, 2023

## Google Search Console

Top queries	↓ Clicks 2/1/24 - 2/29/24	Clicks 2/1/23 - 3/1/23	Clicks Difference	Impressions 2/1/24 - 2/29/24	Impressions 2/1/23 - 3/1/23	Impressions Difference
clearwater beach	6,730	6,015	715	118,003	142,292	-24,289
pier 60 clearwater	1,655	1,706	-51	4,967	5,763	-796
pier 60	1,336	1,345	-9	5,959	7,480	-1,521
clearwater	1,047	1,513	-466	104,516	89,069	15,447
pier 60 clearwater beach	1,008	911	97	2,979	2,915	64
clearwater beach florida	986	830	156	16,327	16,580	-253
clearwater florida	820	2,937	-2,117	144,832	116,351	28,481
caladesi island	689	121	568	21,533	16,713	4,820
st petersburg florida	636	370	266	79,232	65,887	13,345
treasure island florida	502	384	118	36,784	42,414	-5,630



# Top 10 Organic Landing Pages (by Clicks) vs. February 1-March 1, 2023

## Google Search Console

Top pages	↓ Clicks 2/1/24 - 2/29/24	Clicks 2/1/23 - 3/1/23	Clicks Difference	Impressions 2/1/24 - 2/29/24	Impressions 2/1/23 - 3/1/23	Impressions Difference
<a href="https://www.visitstpeteclearwater.com/events-festivals">https://www.visitstpeteclearwater.com/events-festivals</a>	14,977	10,805	4,172	229,532	170,950	58,582
<a href="https://www.visitstpeteclearwater.com/communities/clearwater-beach">https://www.visitstpeteclearwater.com/communities/clearwater-beach</a>	8,169	7,945	224	269,803	316,722	-46,919
<a href="https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>	7,268	6,251	1,017	75,564	54,094	21,470
<a href="https://www.visitstpeteclearwater.com/">https://www.visitstpeteclearwater.com/</a>	4,135	4,915	-780	690,595	611,708	78,887
<a href="https://www.visitstpeteclearwater.com/current-beach-conditions">https://www.visitstpeteclearwater.com/current-beach-conditions</a>	3,510	21,564	-18,054	88,293	186,272	-97,979
<a href="https://www.visitstpeteclearwater.com/things-to-do">https://www.visitstpeteclearwater.com/things-to-do</a>	2,883	1,151	1,732	174,981	128,324	46,657
<a href="https://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598">https://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598</a>	2,465	2,364	101	91,677	96,509	-4,832
<a href="https://www.visitstpeteclearwater.com/article/ride-beach-trolley">https://www.visitstpeteclearwater.com/article/ride-beach-trolley</a>	2,446	2,154	292	35,173	33,420	1,753
<a href="https://www.visitstpeteclearwater.com/things-to-do/attractions">https://www.visitstpeteclearwater.com/things-to-do/attractions</a>	2,361	1,556	805	104,507	85,735	18,772
<a href="https://www.visitstpeteclearwater.com/communities/clearwater">https://www.visitstpeteclearwater.com/communities/clearwater</a>	2,281	5,118	-2,837	488,584	375,738	112,846

# URL Types February 2024 vs. February 1-March, 2023

## (Google Search Console)

URL Type	Clicks	Impressions	CTR	Average Position
February 2024 (all URLs containing /profile)	48,308	5,563,470	0.90%	12
February 1-March 1, 2023 (all URLs containing /profile)	44,360	4,888,509	0.90%	12.1
February 2024 (all URLs containing /event/)	19,010	1,351,035	1.40%	8.8
February 1-March 1, 2023 (all URLs containing /event/)	13,098	826,810	1.60%	9.1
February 2024 (all URLs containing /communities)	20,883	1,970,226	1.10%	9.7
February 1-March 1, 2023 (all URLs containing /communities)	25,475	1,944,184	1.30%	7.9
February 2024 (all URLs containing /article/)	19,333	1,191,224	1.60%	14.3
February 1-March 1, 2023 (all URLs containing /article/)	20,371	1,206,151	1.70%	14.5
February 2024 (all URLs containing /list/)	14,491	735,058	2.00%	18.6
February 1-March 1, 2023 (all URLs containing /list/)	13,091	1,003,998	1.30%	15.1
February 2024 (all URLs containing /things-to-do/)	7,604	476,545	1.60%	12.5
February 1-March 1, 2023 (all URLs containing /things-to-do/)	5,786	333,869	1.70%	10.2
February 2024 (all URLs containing /eat-drink)	3,778	296,693	1.30%	10.1
February 1-March 1, 2023 (all URLs containing /eat-drink)	2,445	199,021	1.20%	10.2
February 2024 (all URLs containing /places-to-stay)	3,724	836,571	0.40%	13.3
February 1-March 1, 2023 (all URLs containing /places-to-stay)	1,844	327,278	0.60%	13.8
February 1-March 1, 2023 performance in yellow				

# Google Search Console (Queries w/ Largest YoY Click Increase)

Top queries	Clicks 2/1/24 - 2/29/24	Clicks 2/1/23 - 3/1/23	↓ Clicks Difference	Impressions 2/1/24 - 2/29/24	Impressions 2/1/23 - 3/1/23	Impressions Difference
clearwater beach	6,730	6,015	715	118,003	142,292	-24,289
caladesi island	689	121	568	21,533	16,713	4,820
phillies spring training schedule	438	29	409	64,119	17,450	46,669
st petersburg florida	636	370	266	79,232	65,887	13,345
clearwater sea blues festival	251	0	251	1,362	0	1,362
pass a grille beach	321	107	214	8,276	7,690	586
caladesi island state park	262	86	176	11,659	5,447	6,212
things to do in clearwater fl	259	84	175	6,887	7,023	-136
largo mall	228	56	172	2,452	2,321	131
st. petersburg, florida upcoming events	169	0	169	735	0	735

# Google Search Console (Queries w/ Largest YoY Click Decrease)

Top queries	Clicks 2/1/24 - 2/29/24	Clicks 2/1/23 - 3/1/23	↑ Clicks Difference	Impressions 2/1/24 - 2/29/24	Impressions 2/1/23 - 3/1/23	Impressions Difference
clearwater florida	820	2,937	-2,117	144,832	116,351	28,481
red tide st pete beach	0	1,211	-1,211	0	2,273	-2,273
red tide clearwater beach	22	925	-903	54	1,822	-1,768
gulfport fl	303	988	-685	9,479	9,576	-97
red tide st pete	18	642	-624	32	1,416	-1,384
red tide clearwater	0	517	-517	0	1,055	-1,055
clearwater beach red tide	0	502	-502	0	862	-862
st pete beach	444	917	-473	42,712	43,260	-548
clearwater	1,047	1,513	-466	104,516	89,069	15,447
st petersburg	319	768	-449	64,891	79,607	-14,716

# Google Search Console (Pages w/ Largest YoY Click Increase)

Top pages	Clicks 2/1/24 - 2/29/24	Clicks 2/1/23 - 3/1/23	↓ Clicks Difference	Impressions 2/1/24 - 2/29/24	Impressions 2/1/23 - 3/1/23	Impressions Difference
<a href="https://www.visitstpeteclearwater.com/events-festivals">https://www.visitstpeteclearwater.com/events-festivals</a>	14,977	10,805	4,172	229,532	170,950	58,582
<a href="https://www.visitstpeteclearwater.com/things-to-do">https://www.visitstpeteclearwater.com/things-to-do</a>	2,883	1,151	1,732	174,981	128,324	46,657
<a href="https://www.visitstpeteclearwater.com/event/philadelphia-phillies-spring-training-schedule/43816">https://www.visitstpeteclearwater.com/event/philadelphia-phillies-spring-training-schedule/43816</a>	1,835	301	1,534	180,369	35,515	144,854
<a href="https://www.visitstpeteclearwater.com/event/clearwater-sea-blues-festival/52346">https://www.visitstpeteclearwater.com/event/clearwater-sea-blues-festival/52346</a>	1,290	0	1,290	16,880	0	16,880
<a href="https://www.visitstpeteclearwater.com/event/rays-spring-training-schedule/48796">https://www.visitstpeteclearwater.com/event/rays-spring-training-schedule/48796</a>	1,527	305	1,222	88,860	27,026	61,834
<a href="https://www.visitstpeteclearwater.com/profile/caladesi-island-state-park/140966">https://www.visitstpeteclearwater.com/profile/caladesi-island-state-park/140966</a>	1,551	337	1,214	59,854	33,715	26,139
<a href="https://www.visitstpeteclearwater.com/event/reggae-rise-music-festival/43771">https://www.visitstpeteclearwater.com/event/reggae-rise-music-festival/43771</a>	1,093	68	1,025	56,527	11,565	44,962
<a href="https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>	7,268	6,251	1,017	75,564	54,094	21,470
<a href="https://www.visitstpeteclearwater.com/events-sound-coachman-park">https://www.visitstpeteclearwater.com/events-sound-coachman-park</a>	1,007	0	1,007	32,247	0	32,247
<a href="https://www.visitstpeteclearwater.com/event/st-petersburg-seafood-music-festival/43411">https://www.visitstpeteclearwater.com/event/st-petersburg-seafood-music-festival/43411</a>	855	0	855	30,051	0	30,051

# Google Search Console (Pages w/ Largest YoY Click Decrease)

Top pages	Clicks 2/1/24 - 2/29/24	Clicks 2/1/23 - 3/1/23	↑ Clicks Difference	Impressions 2/1/24 - 2/29/24	Impressions 2/1/23 - 3/1/23	Impressions Difference
<a href="https://www.visitstpeteclearwater.com/current-beach-conditions">https://www.visitstpeteclearwater.com/current-beach-conditions</a>	3,510	21,564	-18,054	88,293	186,272	-97,979
<a href="https://www.visitstpeteclearwater.com/communities/clearwater">https://www.visitstpeteclearwater.com/communities/clearwater</a>	2,281	5,118	-2,837	488,584	375,738	112,846
<a href="https://www.visitstpeteclearwater.com/info/red-tide-faqs">https://www.visitstpeteclearwater.com/info/red-tide-faqs</a>	150	2,111	-1,961	12,304	59,307	-47,003
<a href="https://www.visitstpeteclearwater.com/event/firestone-grand-prix-st-petersburg/1496">https://www.visitstpeteclearwater.com/event/firestone-grand-prix-st-petersburg/1496</a>	409	2,054	-1,645	55,317	132,857	-77,540
<a href="https://www.visitstpeteclearwater.com/communities/gulfport">https://www.visitstpeteclearwater.com/communities/gulfport</a>	799	2,192	-1,393	35,662	40,686	-5,024
<a href="https://www.visitstpeteclearwater.com/article/best-waterfront-restaurants">https://www.visitstpeteclearwater.com/article/best-waterfront-restaurants</a>	651	2,010	-1,359	59,702	166,422	-106,720
<a href="https://www.visitstpeteclearwater.com/">https://www.visitstpeteclearwater.com/</a>	4,135	4,915	-780	690,595	611,708	78,887
<a href="https://www.visitstpeteclearwater.com/article/beach-parking">https://www.visitstpeteclearwater.com/article/beach-parking</a>	683	1,359	-676	196,579	152,445	44,134
<a href="https://www.visitstpeteclearwater.com/event/corey-avenue-sunday-market/42561">https://www.visitstpeteclearwater.com/event/corey-avenue-sunday-market/42561</a>	0	586	-586	0	11,083	-11,083
<a href="https://www.visitstpeteclearwater.com/communities/st-pete-beach">https://www.visitstpeteclearwater.com/communities/st-pete-beach</a>	1,212	1,781	-569	153,455	158,643	-5,188





# Content Updates & Email Performance



ST.PETE  
CLEARWATER

miles  
PARTNERSHIP



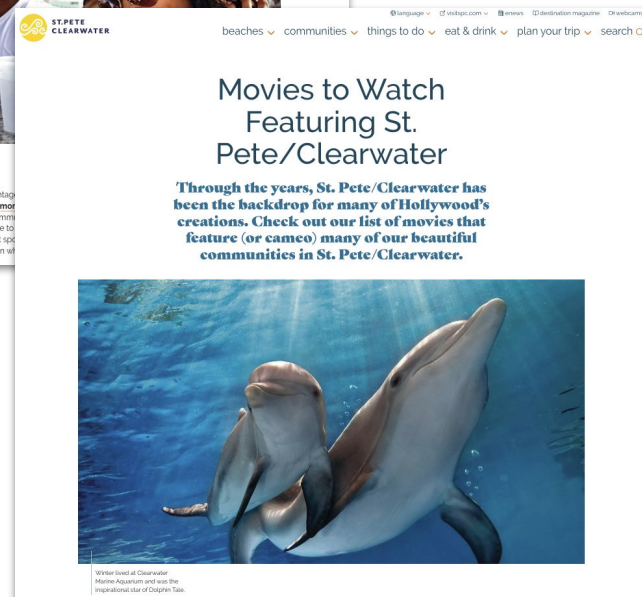
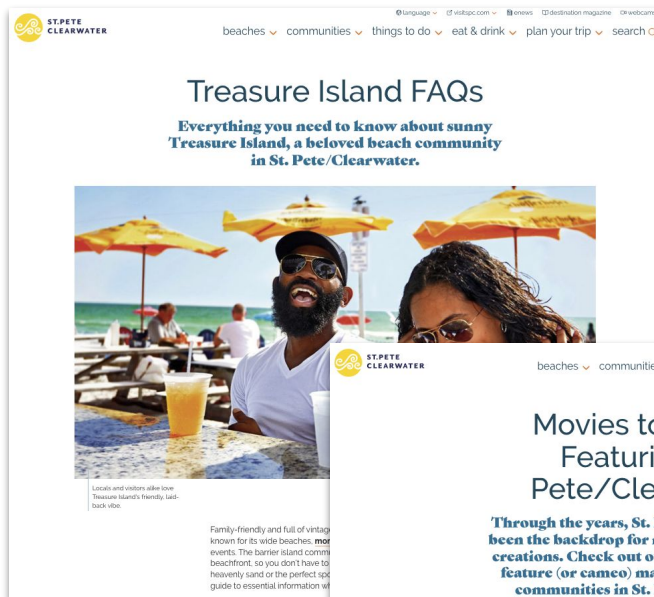
# February Content Updates

## New Articles & Landing Pages

- [Vote for Best of](#)
- [Treasure Island FAQs](#)
- [Spring Events & Festivals](#)
- [Valentine's Day Events](#)
- [All Boat Tours](#)
- [City Tours](#)
- [Nature Tours](#)

## Revised Articles

- [Movies to Watch Featuring St.Pete/Clearwater](#)
- [Beaches FAQ](#)
- [New Hotels & Fresh Renovations](#)
- [Best Cruises & Boat Tours](#)
- [Discover the Dali Museum](#)
- [A Day at Clearwater Marine Aquarium](#)
- [The West Comes Alive at The James Museum](#)



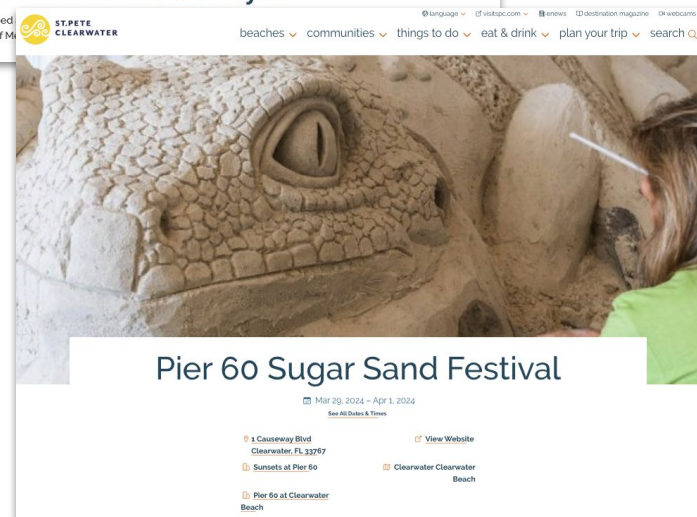
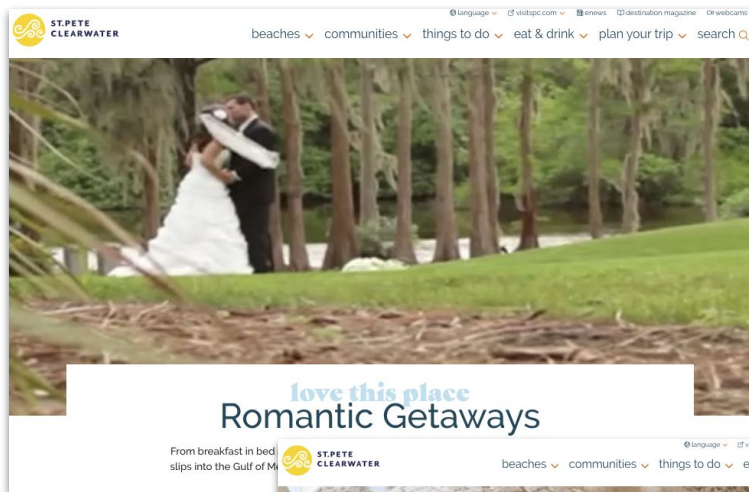
# February Content Updates

## Revised Landing Pages

- Home page
- [Events & Festivals](#)
- [Airports & Local Transportation](#)
- [Things To Do](#)
- [Romantic Getaways](#)
- [Dunedin](#)
- [Treasure Island](#)
- [Indian Rocks Beach](#)
- [Dining in Treasure Island](#)
- [Gulfport](#)

## Events Listing & Partner Profiles

- [Pier 60 Sugar Sand Festival](#)



## CAN'T-MISS EVENTS

Find some highlights below or check out [all St. Pete/Chorowater events](#)



**"The Bath Boy"**

Free exhibit, ongoing

Don't miss this impressive sculpture installation by local artist Drew Brady at The Ringrounds St. Pete.



**MLB Spring Training**

Feb. 28-March 26, 2024

Come see your favorite Blue Jays and Phillies players warm up before the regular season.



**Firestone Grand Prix**

March 8-10, 2024

Top racers take to the streets of sunny St. Pete in one of the year's most popular events.



**PGA Valspar Championship**

March 18-24, 2024

Watch PGA TOUR pros compete on Donaldson's Copperhead Course, one of the toughest courses on tour.



**Dunedin Highland Games**

April 6, 2024

Celebrate this Florida town's Scottish heritage with pipe bands, dancing, and competitive games.



**Haines Art Festival**

April 20-21, 2024

Don't miss the 49th year of this wonderful art festival along St. Pete's beautiful Vinoy Park.

[WORKSHOP CONTENT](#)







### Tierra Verde Watersports

Get your dose of Florida Sun! Rent, buy, and more!

[USE PROMO CODE VISIT](#)



ST. PETE  
CLEARWATER  
FLORIDA

1 2 3 4 5 6 7 8 9 10 11 12

# ActOn Database Sign-Ups

February Growth

- Total ActOn List Growth\*: 1,126
- Webform Sign-Ups: 853
- Giveaway Sign-Ups: N/A


\*Includes email sign-ups and unsubscribes

# TAKEAWAYS & NEXT STEPS

From the standpoint of high returns, the solid year/year growth in Organic traffic coupled with great engagement is likely the most significant takeaway from February's results. Since October of 2023, there has been consistent double-digit growth in Organic traffic at a time when we are seeing significant fluctuations in paid search pricing as well as strong consensus (American Express, Future Partners, IBM) that Experiences are extremely important to travelers, and many travelers are looking for new things to do each time they plan travel. For a destination that for decades has enjoyed strong repeat visitors - this is without question something to watch - and having a robust offering of articles and site content to show off all that there is to see and do, plus new attractions, is vital.

The VSPC Partner Website is on track for launch in mid-April with a fresh new look and enhanced features. At present the content migration plan is in progress, and over the course of March and mid-April there will be testing and QA followed by the launch of the enhanced site.

VSPC's digital team will be participating in a new global program starting this month that examines how Artificial Intelligence plays a role in connecting visitors with destinations, including extensive tools and resources, trailblazing case studies, mastering the art of the prompt, and much more with a total of 30+ global DMOs participating as well as some top thought leaders.





February 2024

# SOCIAL MEDIA REPORT



ST.PETE  
CLEARWATER

## FACEBOOK



**470,768**  
Engagement



**8,289,292**  
Impressions



**149,728**  
Link Clicks



**239,768**  
Average  
Daily Reach



**6,714**  
Shares



**387,142**  
Total Page Likes

Top Post

#1



Click to See Post!

BREAKING NEWS: Treasure Island, Florida takes on the...



**3.5K**  
Likes



**2,301**  
Link Clicks



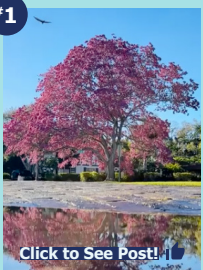
**867**  
Shares



**359**  
Comments

Top Posts

#1



Click to See Post!



**5,684**



**50**



**842**

#2



Click to See Post!



**2,019**



**26**



**140**

#3



Click to See Post!



**1,636**



**80**



**69**



**90.1K**  
Followers



**790,349**  
Impressions



**308,455**  
Video Views



**32,165**  
Engagement



**32,597**  
Story Views



**2,350**  
Link Clicks

## TWITTER



**112,514**  
Followers



**228,841**  
Impressions



**4,603**  
Favorites



**8,515**  
Engagement



**564**  
Link Clicks



**655**  
Retweets

Top Posts

#1



Click to See Post!

Phil didn't see his shadow to-day, but our palm trees sure....



**63**  
Retweets



**330**  
Favorites



**6**  
Replies



**4**  
Link Clicks

Top Video

#1



Click to See Post!

**736K** Total Views

Top Shorts

#1



Click to See Post!



**487**

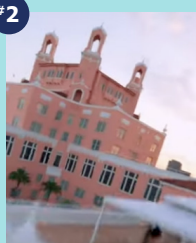


**1**



**11.7K**

#2



Click to See Post!



**439**



**1**



**8.8K**



**23,987**  
Subscribers



**27**  
New Subscribers



**691,260**  
Minutes Watched



**352,620**  
Views



**324**  
Shares



**842**  
Likes

## PINTEREST



**5,628**  
Followers



**2.5%**  
Pin Click Rate



**1,537**  
Engagement



**45,961**  
Impressions



**178**  
Saves



**315**  
Outbound Clicks

Top Posts

#1



Click to See Post!



**4.44K**  
Views

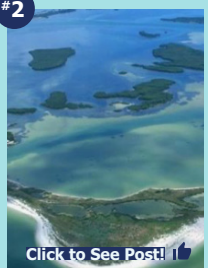


**5**  
Saves



**84**  
Link Clicks

#2



Click to See Post!



**2.47K**  
Views



**1**  
Saves



**5**  
Link Clicks

## INSTAGRAM

## YOUTUBE