

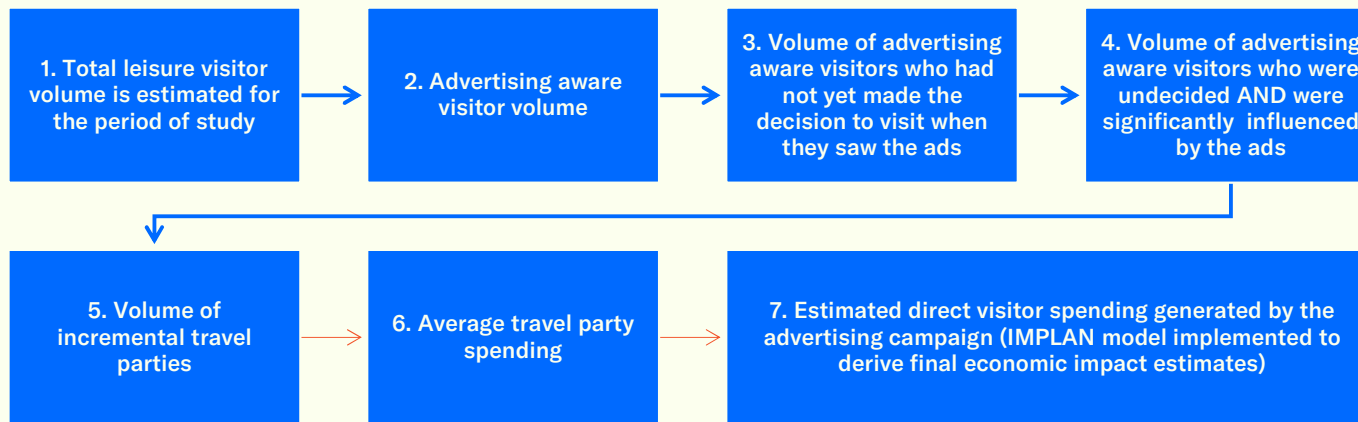
Future Partners

**Visit St. Pete/Clearwater
Ad Effectiveness Study
Fall/Winter 2022-2023**

ROI Analysis - Model

The following determines the impact of Visit St. Pete/Clearwater's Fall-Winter 2022-2023 advertising campaign that ran between September 2022 – March 2023 by estimating incremental visitation*, spending, and taxes generated as a result of the campaign.

Our proprietary economic impact model relies on data collected from the survey of travelers in key markets in which paid media ran, as well as other survey data and secondary data sources, including data from Visit St. Pete/Clearwater's Visitor Profile Study.



*Incremental visitation is defined as travel to St. Pete/Clearwater that is a direct result of the advertising campaign. In other words, it is visitation and spending that would not have occurred without the advertising campaign.

ROI Analysis - Economic Impact

It is estimated that the Fall/Winter 2022-2023 advertising campaign generated \$165 million in direct visitor spending for St. Pete/Clearwater.

The paid media spend during this timeframe was \$6,562,988, and including the multipliers for indirect and induced effects, the estimated Return on Investment of St. Pete/Clearwater’s Fall/Winter 2022-2023 campaign was 41.2:1. In other words, for every dollar spent on the advertising campaign, over \$41 went into St. Pete/Clearwater’s economy.

Economic Impact of St. Pete/Clearwater’s Fall-Winter 2022-2023 Advertising Campaign	
Total direct visitor spending generated by the campaign	\$165,167,866
Total economic impact generated by the campaign (multipliers included)	\$270,400,660
Campaign spend	\$6,562,988
Overall ROI* (multipliers included)	\$41.20

* represents the total estimated economic impact per each dollar of marketing investment

ROI Analysis - Economic Impact Over Time

Overall direct visitor spending due to the Fall/Winter 2022-2023 advertising campaign grew 7% year-over-year, or over \$11 million more spent in St. Pete/Clearwater. Similarly, the economic impact of the advertising campaign was up 13% (~\$28 million) compared to the prior year. Additionally, the overall campaign ROI increased 15% year-over-year.

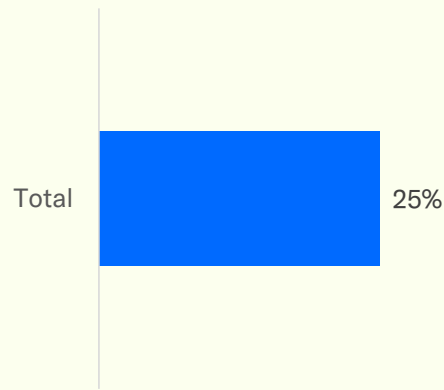
Economic Impact of St. Pete/Clearwater's Fall-Winter Advertising Campaigns			
	Fall/Winter 2020-2021	Fall/Winter 2021-2022	Fall/Winter 2022-2023
Total direct visitor spending generated by the campaign	\$137,807,234	\$153,767,500	\$165,167,866
Total economic impact generated by the campaign (multipliers included)	\$219,666,903	\$247,812,000	\$270,400,660
Campaign spend	\$6,344,950	\$6,934,561	\$6,562,988
Overall ROI* (multipliers included)	\$34.62	\$35.74	\$41.20

* represents the total estimated economic impact per each dollar of marketing investment

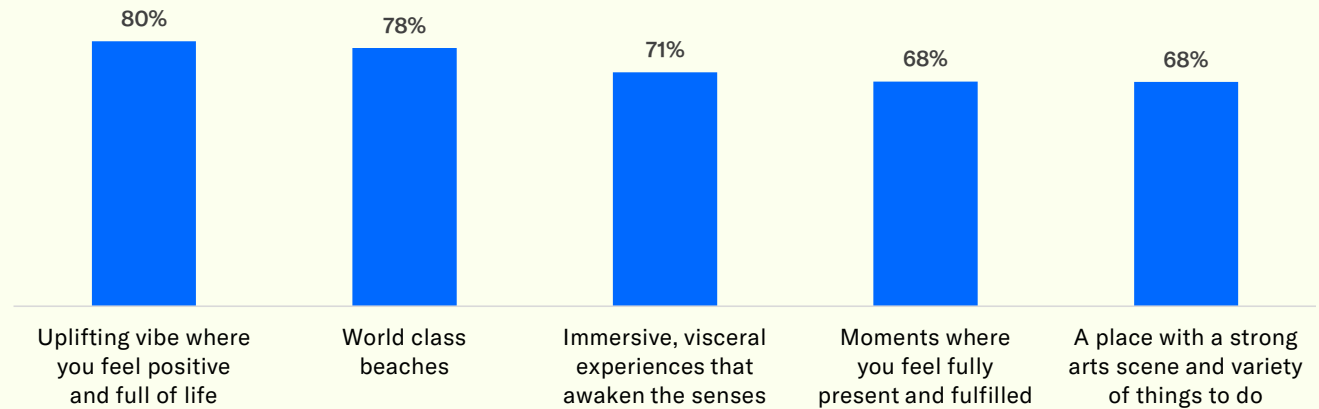
Aided Awareness & Advertising/Brand Ratings

A quarter of all respondents stated that they recall seeing and/or hearing an advertisement for St. Pete/Clearwater, FL in the past 9 months. Additionally, the majority agreed that the advertisements portray St. Pete/Clearwater, FL as having “an uplifting vibe where you feel positive and full of life” and “world class beaches” along with other key advertising/brand attributes.

Aided Awareness



Advertising & Brand Attribute Ratings (Top-2 Box)



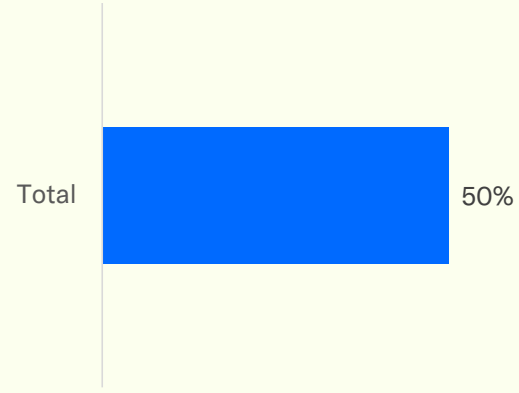
Question: In the past 9 months, do you recall seeing and/or hearing any advertisements (online, social media, television, streaming television, radio, billboards, etc.) for leisure travel to St. Pete/Clearwater, FL?
Base: All survey respondents. 4,400 completed surveys.

Question: Overall, how effective do you think these advertisements are in portraying the following aspects of St. Pete/Clearwater, FL?
Base: All survey respondents. 4,400 completed surveys.

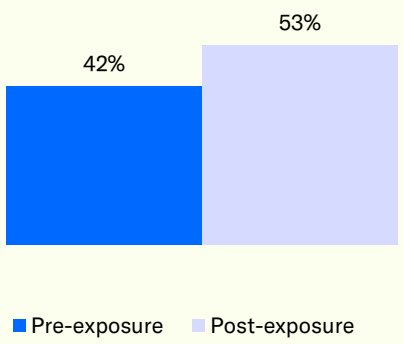
Impact on Likelihood to Visit St. Pete/Clearwater

Half of all respondents stated that they are more likely to visit St. Pete/Clearwater, FL for leisure in the next 12 months after seeing and/or hearing an advertisement for the destination. Additionally, prior to being exposed to the ads, two in five (42%) target travelers stated that St. Pete/Clearwater was an ideal fit for them. After being exposed to the ads, over half of target travelers (53%) said they that the destination was an ideal fit for them.

More Likely to Visit St. Pete/Clearwater



St. Pete/Clearwater in Ideal Fit for Vacation (Top-3 Box)



Question: How did the advertisements you viewed today affect your likelihood to visit St. Pete/Clearwater, FL for leisure in the next 12 months?
Base: All survey respondents. 4,400 completed surveys.

Question: Based on your current perceptions, to what degree is a vacation/getaway in St. Pete/Clearwater, Florida an ideal fit for who you are as a traveler?
Base: All respondents, 4,400 responses.

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