INTERNET MARKETING
November 2009

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ONLINE MARKETING CAMPAIGNS

NEWSLETTERS

Consumer Newsletter

- The November consumer electronic newsletter included:
  - **Special Event Item:** Clearwater Marine Aquarium Online Ticket Contest
  - **Seasonal Feature:** Holiday Celebrations
  - **What's New:** Postcard Inn on St. Pete Beach
  - **What To Do:** Local Farmer's Markets
  - **Sports Feature:** Foster Grant Ironman 70.2
  - **Destination Feature:** Historic Walking Tours in St. Petersburg
  - **Call To Action**: Hot Deals and order a Visitor Guide

November consumer newsletter results:
Delivered to unique addresses: 61,170
Opened: 11,123 (18% opened - industry average: 10%-25%)
Top 3 items clicked on newsletter: Hotel Specials; Visitor Guide; CMA Contest

WEBSITE DEVELOPMENT

- **VisitStPeteClearwater.com**
  - New online version of Visitor Guide posted
  - Holiday Festivals page developed
  - Guided historic St. Petersburg walking tour page developed
  - Local Farmer's Markets page developed
  - Clearwater Marine Aquarium free ticket contest page developed
  - Postcard Inn on the Beach page developed
  - CMA wedding contest added to Wedding pages
  - Sports survey added to FloridasbeachSports.com

- **Web Redesign**
  - Sneak-Preview of redesigned website presented at November 4 Industry Meeting
  - Usability website testing plan developed and preliminary testing completed
  - Six new articles reviewed
  - New videos reviewed
  - Neighborhood pages reviewed
  - JQuery pages reviewed

- **Simpleview CRM**
  - Version 3.0 launched
  - Meeting Broker module launched
  - Design of new newsletter templates initiated

WEBSITE STATISTICS SUMMARY

Website Sessions
November website sessions were down by 10% compared to the previous month and down 9% compared to the same month in 2008. Page Views were also down (11%) compared to the previous month, but up 2% compared to the same month in 2008.

International Traffic to VisitStPeteClearwater.com
Web traffic from key international countries (Canada, UK, Germany and Sweden) was down in November as compared to October, with the UK seeing the largest decline at 30%. Compared to November 2008, traffic from Canada and UK were up slightly, while Germany and Swedish traffic was down slightly.

Foreign Language Micro-Sites
Traffic to the three foreign language micro-sites was up in November compared to October, the French language site up 21%, Spanish up 14% and German up 5%.

Domestic DMA Traffic
Targeted DMA traffic was down between 3% and 22% in November as compared to October. Colder weather target DMAs such as Chicago, Boston and Philadelphia declined 3% to 5% compared to October. Warmer weather DMAs (Orlando and Atlanta) declined 22% and 11% respectively.

Top Requested Pages
The Order-A-Guide/Newsletter and Things-To-Do pages both increased in page views between October and November. The Hot Deals/Specials page continues to be the most popular page beyond the home page and detailed listing page, however it declined in views by 17% compared to October.

Intent to Travel Conversions - Visitor Guide and Specials
Overall signals of intent to travel, reflected by Visitor Guide orders and visits to the Accommodations Specials page were down by 20% in November, as compared to the previous month. The decline was driven by the lower number of visits to the Specials/Hot Deals page. Visitor Guide orders however, were up for November by 22% at 1,671. Approximately 2/3 as many website visitors, viewed the online version of the Visitor Guide, 1,032.

Online Paid Search Term Campaigns
Paid search engine traffic was relatively low in November, (4%) of all traffic sources. Yahoo paid search terms surpassed Google paid search.

Online Banner Campaigns
The Ironman online banner campaign was relatively flat as compared to October, with 222 responses.

Sources of Traffic
Sources of traffic to the website in November were as follows:
Paid Search: 4%
Organic Search: 64%
Campaigns: 0.30%
Other sources: 31.70%

Please see the following pages for graphical summaries.

St. Petersburg/Clearwater CVB

Measurement Dashboard

November 2009

LM = vs. last month | **LY** = vs. last year | **B** = vs. baseline of 2008 average

Good **Not Significant** (0 -12% change) **Needs Attention** (13 or higher % change)

ENGAGEMENT

	LM	LY	B
Time on Site: **6.57** *Minutes*	↓	↑	7.19
Bounce Rate: **35%** *of Home Page*	↑	↓	33.2%
Bounce Rate: **46%** *Overall*	↑	↓	45.3%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

1% of total pg views (LM ↓)

3,698 Signals of Intent to Travel (LM ↓)

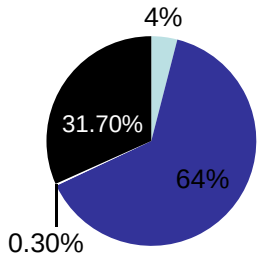
Visitor Guide Orders: **1,671**

Specials Page: **2,027**

ACTIVITY

	LM		LY	
63,342 visits	↓	10%	↓	9%
325,383 page views	↓	11%	↑	2%

SOURCES OF TRAFFIC



- Paid Search Engines
- Oragnic Search Engines
- Campaigns
- Other Sources

Baseline average percentages for 2008:

Search Engines: 57%

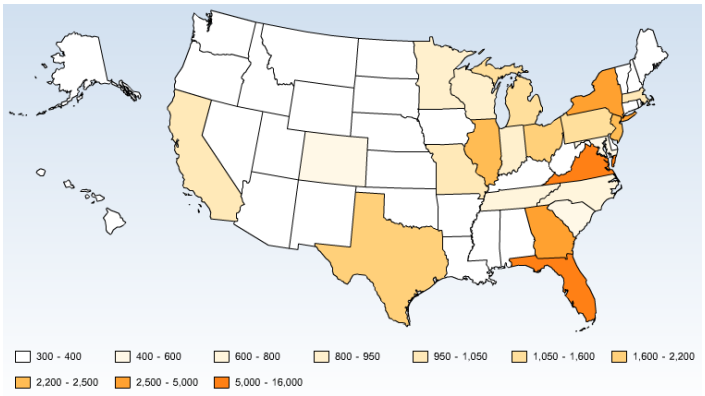
Campaigns: 10%

Other: 33%

MOST REQUESTED PAGES

1.	Home Page:	**48,671**
2.	More Information:	**35,683**
3.	Specials:	**11,877**
4.	Contact us – VG and e0Newsletter:	**10,596**
5.	Places to Stay:	**9,257**
6.	Neighborhood Communities Map :	**8,700**
7.	Things to Do:	**7,806**
8.	Accommodations Search:	**7,239**
9.	Condo Vacation home Listings:	**5,656**
10.	Hotel Listings:	**4,849**

VISITORS BY GEOGRAPHY



ONLINE BANNER CAMPAIGNS

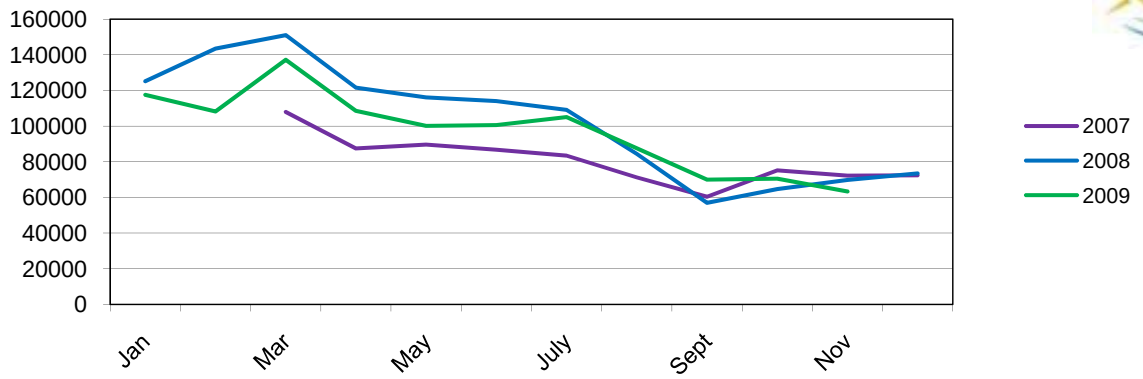
	LM	Top Banner Campaigns (by Responses):
Responses = **222**	↓	1- Iron Man Fall 2009
Conversions = **2**	N/C	2- Floridian Online Banner

ONLINE KEYWORD CAMPAIGNS

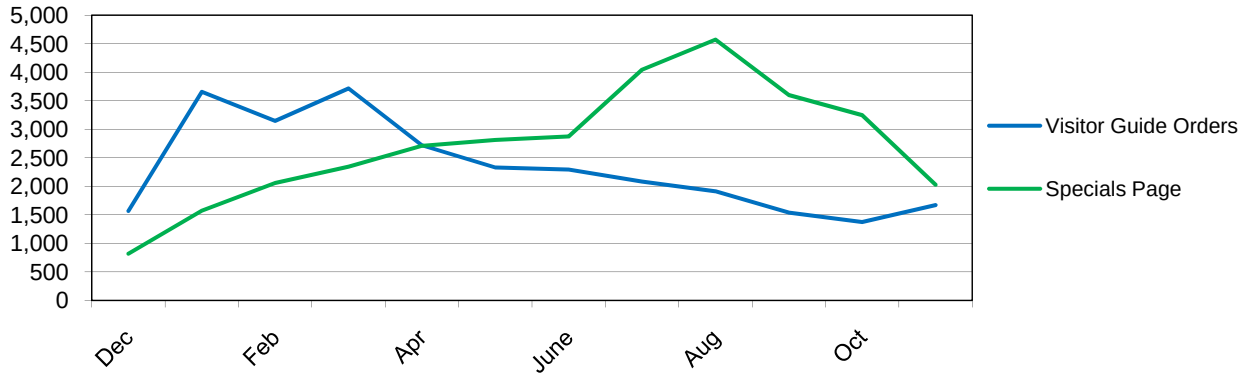
Campaign	Responses
Yahoo	2,521
Google	1,701

milesmedia
innovate partner deliver visitors

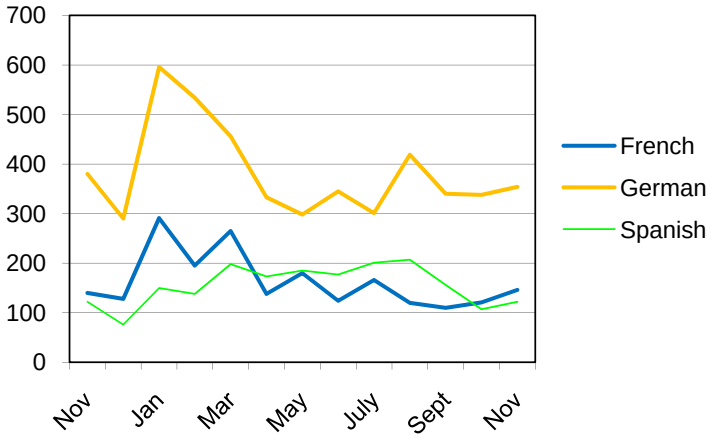
Visits Year Over Year - HBX



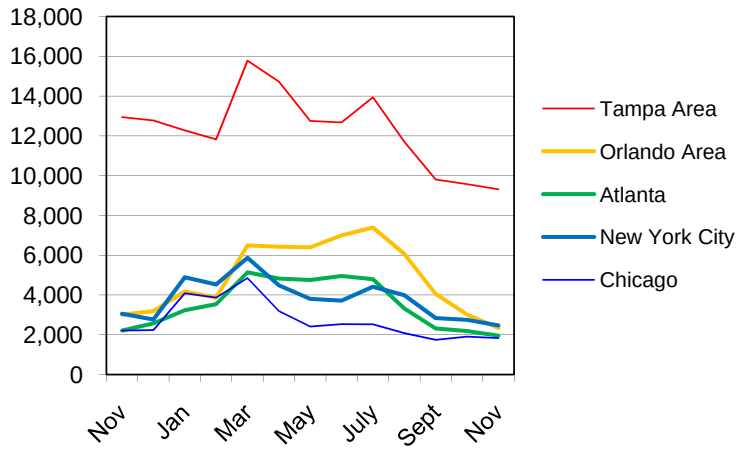
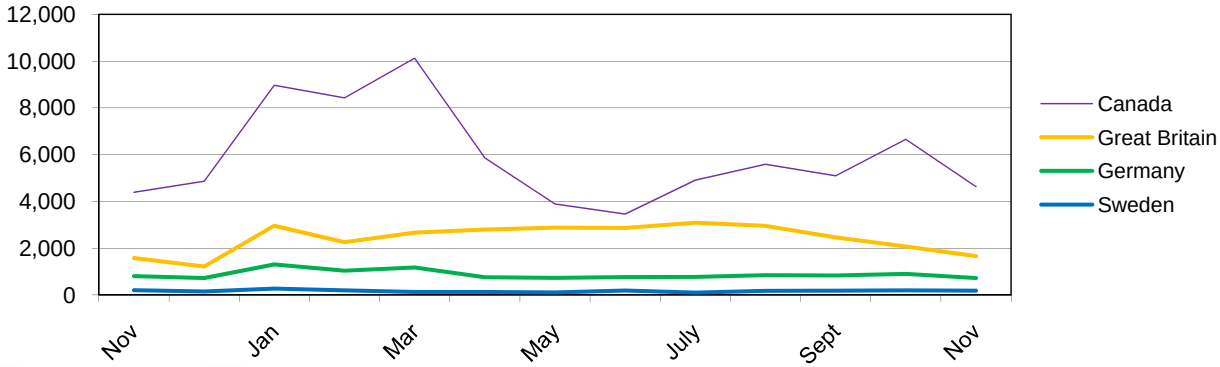
Signals of Intent to Travel – Over Time



Traffic to Foreign Language Sites



Targeted DMAs



International Traffic Over Time