INTERNET MARKETING
March 2010

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ONLINE MARKETING CAMPAIGNS

NEWSLETTERS

Consumer Newsletter

- Newsletter Topics
  Header: Dunedin Highland Games, Tampa Bay Blues Fest, Mainsail Art Festival, Events Calendar; Sub-topics: Honda Grand Prix; Spring Training; Arts

- Consumer eNewsletters Statistics:
  - 68, 961 eNewsletters delivered
  - 12,869 total opened (19%);
  - Total Click Through Rate: 20%
  - Most Popular Click Through Items: Hot Deals, Events Calendar, Tampa Bay Blues Festival

WEBSITE DEVELOPMENT

- **Visit StPeteClearwater.com**
  - Articles updated: Spring Training; Highland Games; Golf/Transitions
  - Translation services researched for update of foreign language website
  - Identified web enhancements continued
  - House ads developed: Spring Training; Grand Prix
  - Third-party content distribution channel set up with WeGoPlaces.com
  - Web images updated; Dining/nightlife
  - Plan for quantitative web survey determined
  - Review third-party Go-See-Tell web platform for social networking/promotional option

- **www.floridasbeachsports.com**
  - Updates to home page and news page
  - Scope developed for new header image and footer design

- **Simpleview CRM/CMS**
  - Integration of Simpleview CRM with the CMS system and Exact Target to complete the template development

WEBSITE STATISTICS SUMMARY

Website Visits

Traffic to the new redesigned VisitStPeteClearwater.com website was unchanged in March as compared to the previous month. Page views were up slightly (2%) compared to February. Due to the change in page structure between the old website and the new visitstpeteclearwater.com, comparing page views

with last year is not recommended. The horizontal scroll pages on the new site account for what was previously four separate pages on the old website, making a year to year comparison unadvisable. Compared to traffic for March 2009, website visits were down by 25% in March 2010.

International Traffic to VisitStPeteClearwater.com

International web traffic was mixed in March. Canada continues to provide the most traffic outside the USA, however traffic was down by 8% in March. UK traffic was down slightly (2%) compared to the previous month and German traffic up slightly by 4%. ITB Berlin took place in March and several German promotions were in place in March including a consumer mailing with Meier's Weltreisen, Travel One ad, content ads with OpenTS, and newsletter with Flex Travel. Comparing international traffic volume for the top three countries (Canada, UK, Germany) between March 2009 and this year shows traffic down between 42%-51%. The U.S. dollar has increased in value against many European currencies (including the British Pound) since late January, potentially impacting travel planning from the larger European region.

Domestic DMA Traffic

Traffic from top feeder markets was generally up in March compared to the previous month. Orlando had the greatest increase (41%), Promotions in Orlando during March included radio spots with Grand Prix ticket giveaways. New York also had a big increase in traffic in March, up 37% compared to February. Advertising included a NY Times eblast and resumption of the Station Domination campaign at Union Square Station. The AM New York trip giveaway promotion also ran through the month of March, and resulted in 1,245 online registrations.

Top Requested Pages

Web visitors were much more focused on finding the best value during their stay, with a 43% increase in requests for the Deals web page between February and March. Also increasing in popularity in March were the Events pages (up 23%), and Beaches and Boating pages (up 22%). Although down slightly (5%) between March and February, the hotel/accommodations search listing page continues to be the most requested page beyond the home page.

Intent to Travel Conversions - Visitor Guide and Specials

Overall Signals of Intent to Travel (SIT), are measured as a combination of website conversions including Visitor Guide orders and click throughs on the Specials page. In conjunction with the higher number of visits to the Deals pages, click-throughs on these pages increased by 36% between February and March. The number of Visitor Guide orders was down slightly (4%) during the same time period. When comparing Signals of Intent to Travel for the first three months of 2010 vs. 2009, the click-throughs on the Deals page has increased by an average of 100%, indicating the continued concern with value.

Online Visitor Guide Views

Website visitors also have the option to view an online version of the printed Visitor Guide. Views of the Online Visitor Guide by were flat between February and March 2010. New visitors to the Online Visitor Guide continue to be engaged with the product and had an average length of visit of 9.46 minutes and view an average of 43.77 page views per visit.

Online Paid Search Term Campaigns

Web traffic from the paid search campaigns increased by 26% between February and March, reflecting the highest number of paid search responses of the campaign. Google continues to dominate the traffic, with a high of 32,719 responses during March. The online paid search campaign was kick-started again in February after the launch of the redesigned website and is seeing seasonal increase in traffic.

Online Ad Campaigns

March online campaigns were focused on targeted e-mail blasts to opt-ins, including through the Boston Globe and New York Times. The Boston Globe campaigns received both the most page views and the most click throughs, with a feature on Caladesi receiving the most click-throughs (638),followed by a Fort De Soto feature (565).

Please see the following pages for graphical summaries.

St. Petersburg/Clearwater CVB

Measurement Dashboard

March 2010

LM = vs. last month | **LY** = vs. last year | **B** = vs. baseline of 2009 average

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

ENGAGEMENT

	LM	LY	B
Time on Site: **7.56** *Minutes*	↓	↑	7.19
Bounce Rate: **33%** *of Home Page*	↓	↓	33.2%
Bounce Rate: **44%** *Overall*	↓	↑	45.3%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

2.0% LM ↑ of total pg views

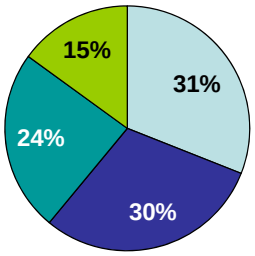
7,333 LM ↑ Signals of Intent to Travel

Visitor Guide Orders: **1,845**
Deal Profile Views: **5,488**

ACTIVITY

	LM	LY
102,500 visits	N/C	↓ 25%
372,408 page views	↑ 2%	N/A

SOURCES OF TRAFFIC



Baseline average percentages for 2009:

Search Engines: 44%
Campaigns: 18%
Other: 38%

MOST REQUESTED PAGES

1.	Home Page:	**75,064**
2.	Hotels & Accommodations:	**35,785**
3.	Events:	**27,210**
4.	Experiences:	**22,821**
5.	Beaches & Boating:	**21,438**
6.	Deals :	**16,182**
7.	Guide Orders:	**6,923**
8.	Attractions & Family:	**6,676**
9.	Neighborhoods:	**5,432**
10.	Maps:	**5,250**

VISITORS BY GEOGRAPHY

ONLINE BANNER CAMPAIGNS

1. Caladesi Island Boston Globe Traveler: **638**
2. Fort De Soto Boston Globe Traveler: **565**
3. Clearwater Beach Boston Globe Traveler: **255**
4. Guide Book NY Times Great Getaways: **145**
5. st pete-clearwater: **88**

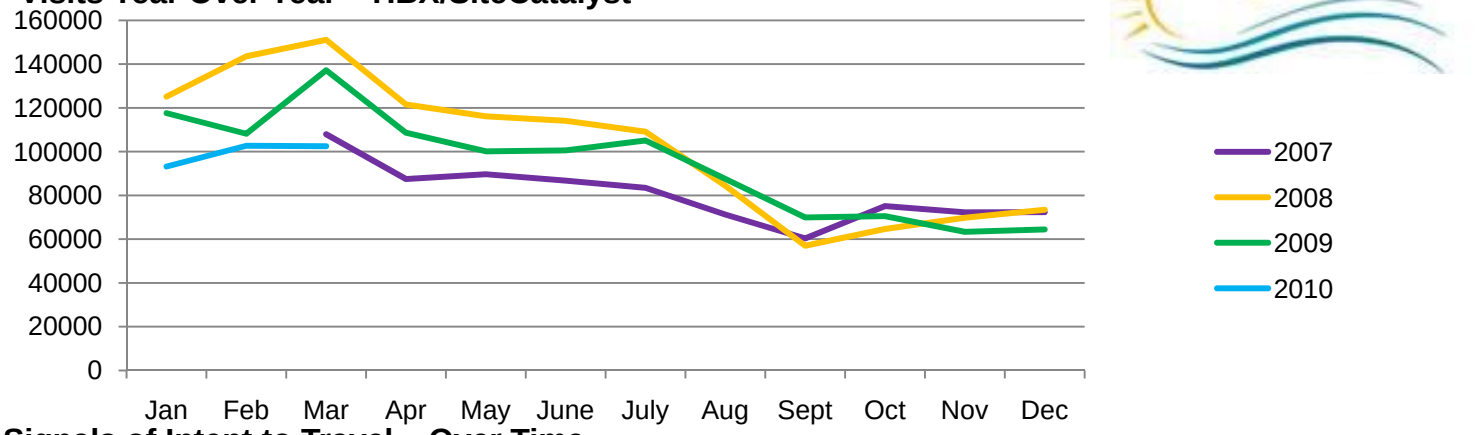
Total Campaign Responses: 1,941

ONLINE KEYWORD CAMPAIGNS

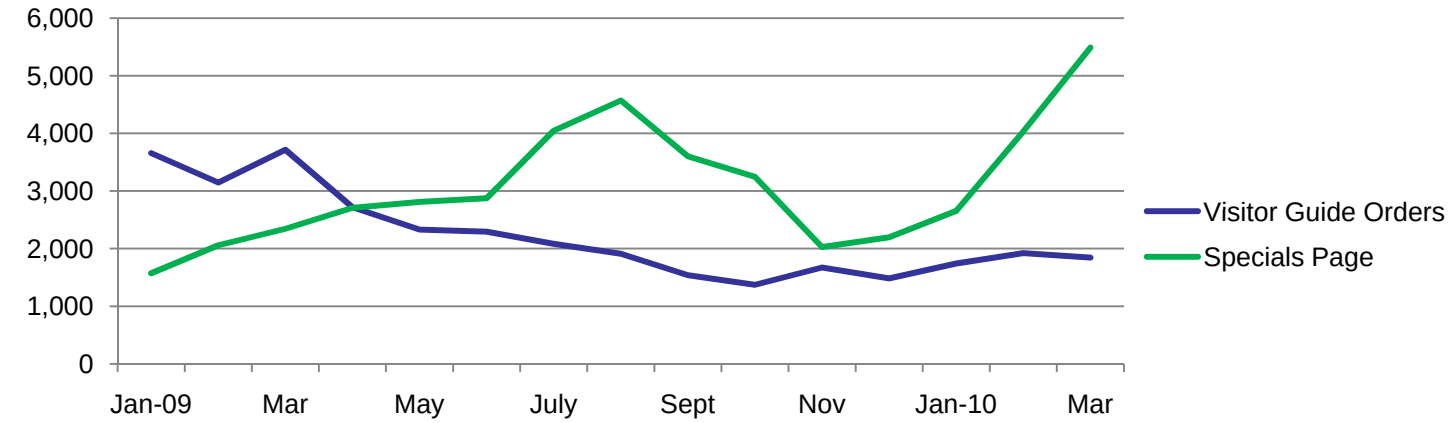
Campaign	Responses
Yahoo	6,817
Google	32,719

milesmedia
innovate partner deliver visitors

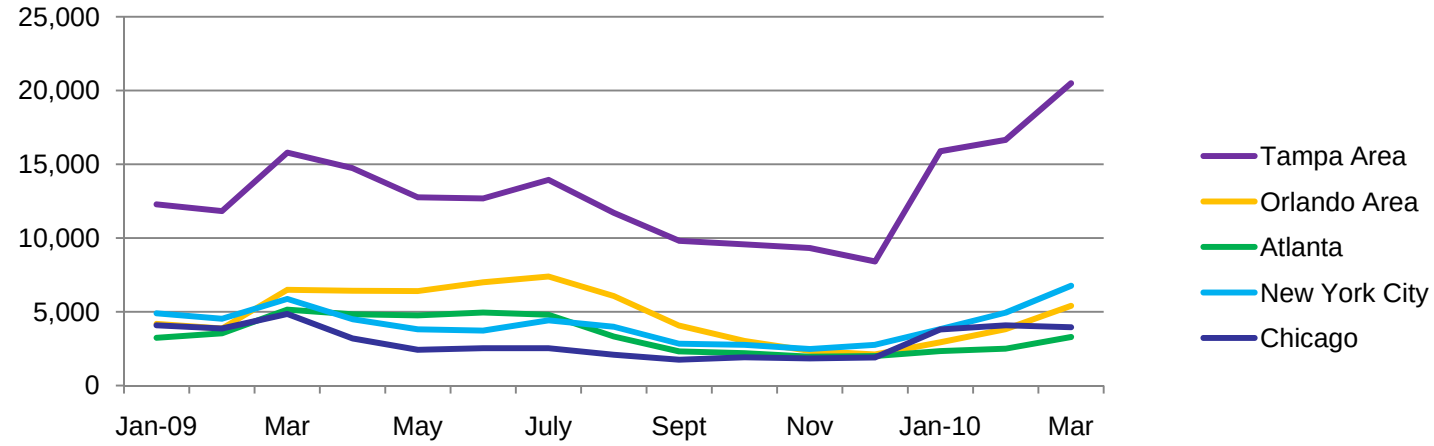
Visits Year Over Year – HBX/SiteCatalyst



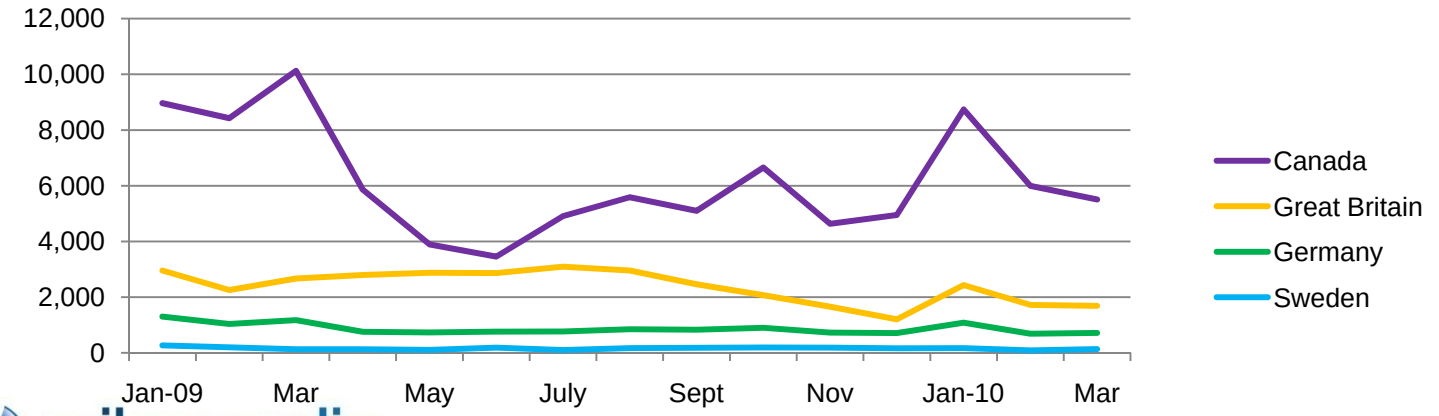
Signals of Intent to Travel – Over Time



Targeted DMAs



International Traffic Over Time



milesmedia
innovate partner deliver visitors