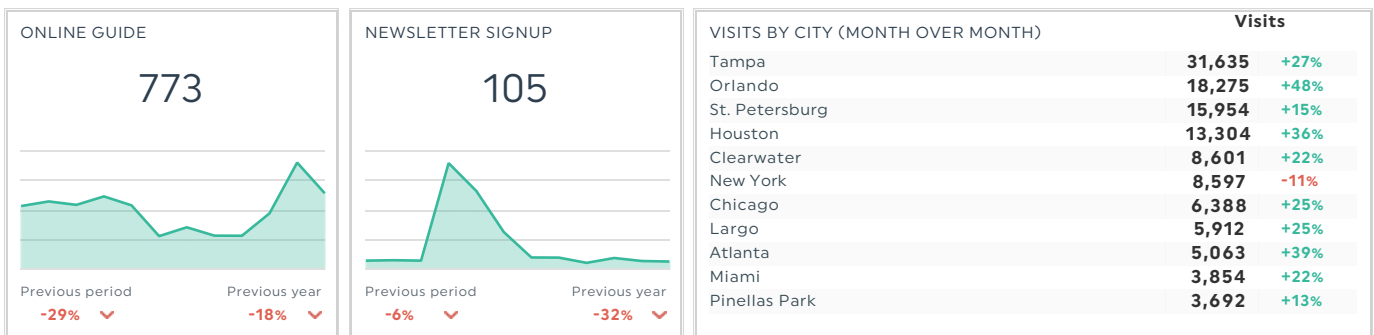
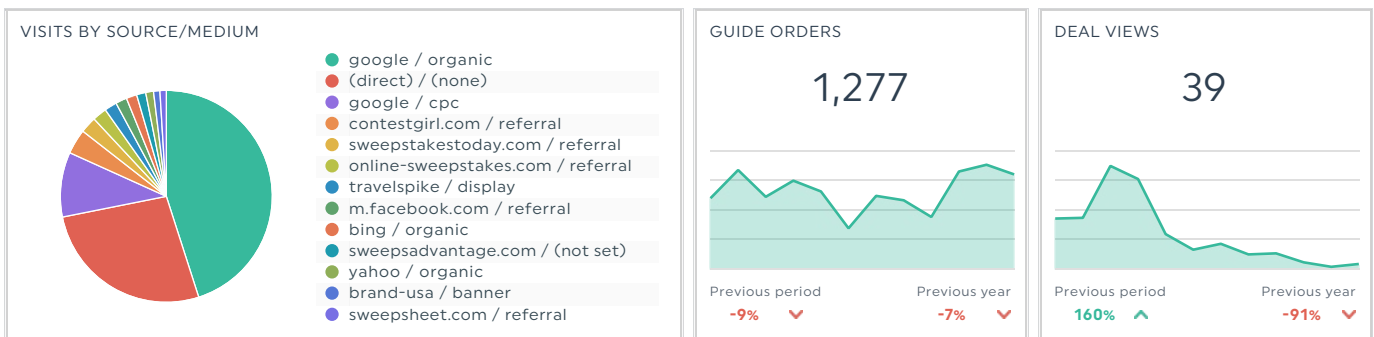
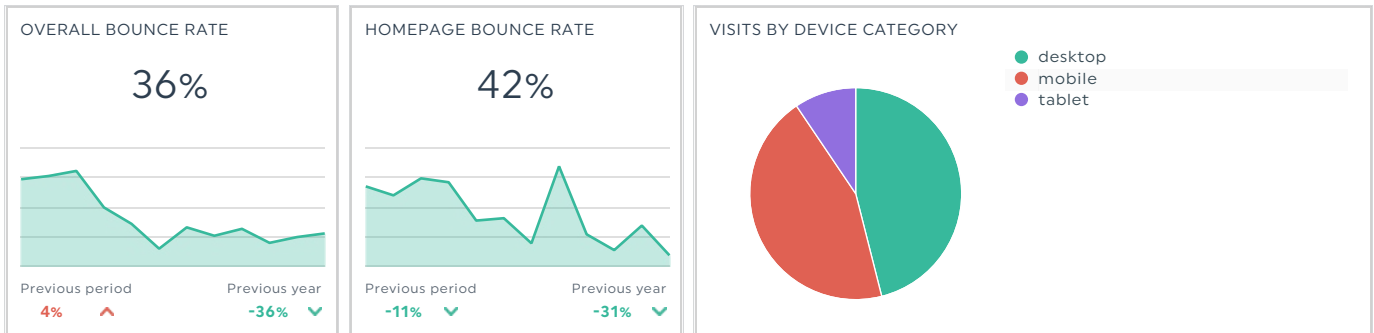
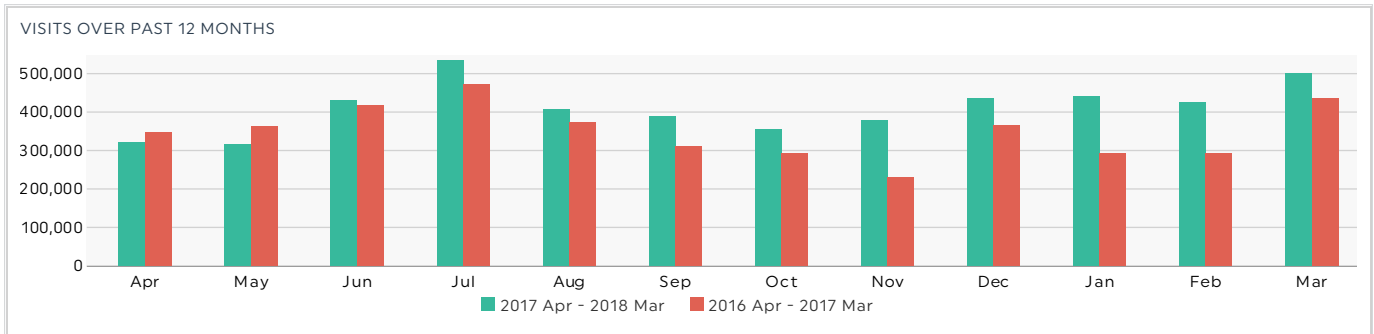
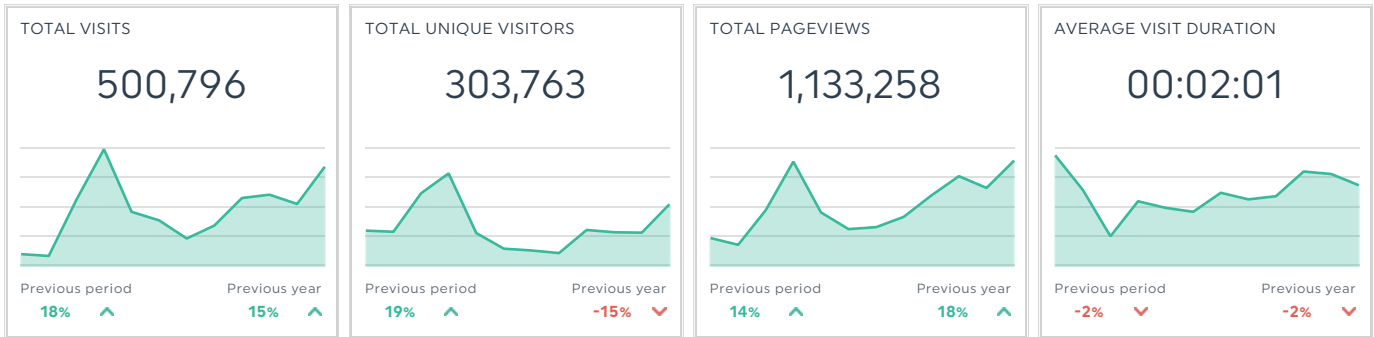


## VISIT ST. PETE CLEARWATER MONTHLY DASHBOARD



## VISITS BY COUNTRY (MONTH OVER MONTH)

Visits

United States	443,286	+18%
Canada	32,682	+10%
Brazil	7,737	+291%
United Kingdom	4,047	-31%
Germany	2,492	+21%
Argentina	1,290	-8%
Azerbaijan	1,100	+1%
India	590	+27%
Switzerland	522	+49%
Mexico	405	+0%
Peru	358	+80%

## VISITS BY STATE (MONTH OVER MONTH)

Visits

Florida	162,742	+23%
Texas	26,102	+24%
New York	20,230	+0%
Illinois	17,611	+21%
California	14,984	+21%
Ohio	14,643	+18%
Pennsylvania	13,902	+7%
Georgia	13,650	+26%
Michigan	12,876	+14%
North Carolina	11,349	+21%
New Jersey	8,938	+15%

## MOST-VIEWED PAGES (MONTH OVER MONTH)

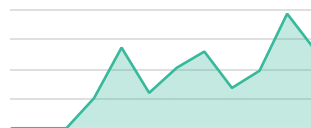
Pageviews

Bounce Rate

www.visitstpeteclearwater.com/go-gulf-coasting	212,341	+15%	5%	+10%
www.visitstpeteclearwater.com/form/thank-you-entering-go-gulf-coasting-contest/submitted	191,151	+15%	0%	+84%
www.visitstpeteclearwater.com/things-to-do/beaches	38,328	+11%	59%	-1%
www.visitstpeteclearwater.com/	26,531	-6%	42%	-11%
www.visitstpeteclearwater.com/events	25,503	+6%	36%	+10%
www.visitstpeteclearwater.com/things-to-do	19,882	+4%	36%	-4%
www.visitstpeteclearwater.com/things-to-do/events-festivals	19,572	-9%	49%	+5%
www.visitstpeteclearwater.com/things-to-do/attractions	16,543	+19%	36%	-3%
www.visitstpeteclearwater.com/communities/clearwater-beach	13,023	+31%	41%	+1%
www.visitstpeteclearwater.com/event-guide/events-this-week	12,930	+0%	41%	+5%
www.visitstpeteclearwater.com/sugar-sand-festival-vip-giveaway	12,025	+100%	60%	+100%
www.visitstpeteclearwater.com/communities/st-pete-beach	10,961	+8%	41%	+5%
www.visitstpeteclearwater.com/things-to-do/places-to-stay	10,574	+6%	36%	+1%
www.visitstpeteclearwater.com/webcams	8,690	+29%	21%	-7%
www.visitstpeteclearwater.com/article/beach-for-every-mood	8,225	+23%	68%	-2%
www.visitstpeteclearwater.com/event-guide/spring-events-and-festivals	8,107	+24%	39%	-1%
www.visitstpeteclearwater.com/article/spring-training-baseball	6,878	+19%	66%	0%
www.visitstpeteclearwater.com/br	6,765	+100%	83%	+100%
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/1570	6,579	+62%	63%	+0%
www.visitstpeteclearwater.com/communities/treasure-island	6,205	+19%	39%	+2%
www.visitstpeteclearwater.com/article/fort-de-soto-park	6,154	+16%	56%	+10%
www.visitstpeteclearwater.com/360-video/chihuly-collection	5,783	+18%	55%	+2%

## TRIPADVISOR BUTTON CLICKS

160



Previous period

-31% ▼

Previous year

N/A



# Monthly Social Media Report

## March 2018



**ST. PETE  
CLEARWATER**



**Twitter**

Followers  
**90,690** ▲ 1,18

**8,175** ▲  
Engagement

**7** ▼  
Tweets per day

**1,431** ▲  
Re-tweets earned

**6,618** ▲  
Favorites earned

**649,933** ▲  
Total impressions

### >> Top Tweet

“ Spring hangs on America's #1 beach  
#LiveAmplified #LoveFL #FirstDayof-Spring ”



Retweets 75 Likes 349

### Our Competition

#### Visit Tampa Bay

Followers 119,527  
Engagement 952  
Re-tweets earned 246

#### Visit Orlando

Followers 135,996  
Engagement 4,244  
Re-tweets earned 557



**Facebook**

▲ **234,070** Page Likes

**213,601** ▲  
Engagement

**3,793,930** ▲  
Total Reach

**1,158,389** ▲  
Video Views

**4,841,908** ▲  
Total Impressions

**329,199** ▲  
Minutes viewed

Top Post



Sunset with my peeps #LiveAmplified

11k+ 18k+ 641k+



**Instagram**

28,259 Followers

478

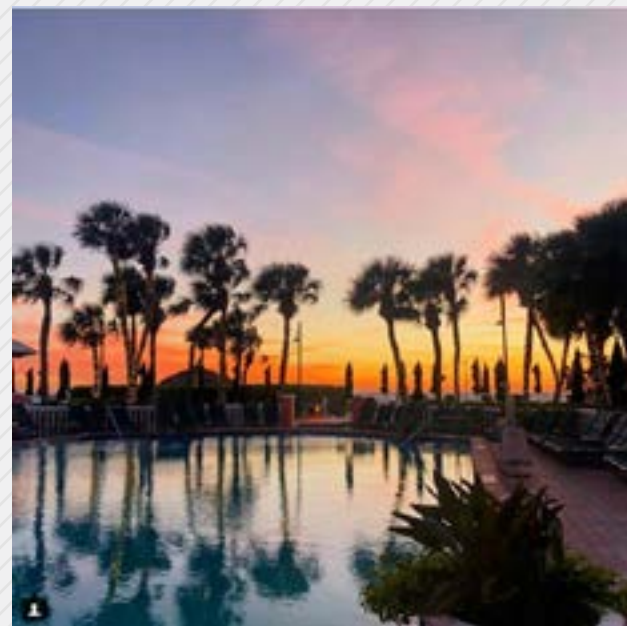
**20** ▲  
Posts

**11,783** ▲  
Engagement

**41.7%** ▲  
Engagement as % of followers

**589** ▼  
Avg. engagement per post

Top Posts



958 9



864 9



836 12

### Our Competition

#### Visit Tampa Bay

Followers 30,410  
Engagement 5230  
Posts 8

#### Visit Orlando

Followers 130,942  
Engagement 62,016  
Posts 65



**YouTube**

**7,282** ▲ 632  
Subscribers

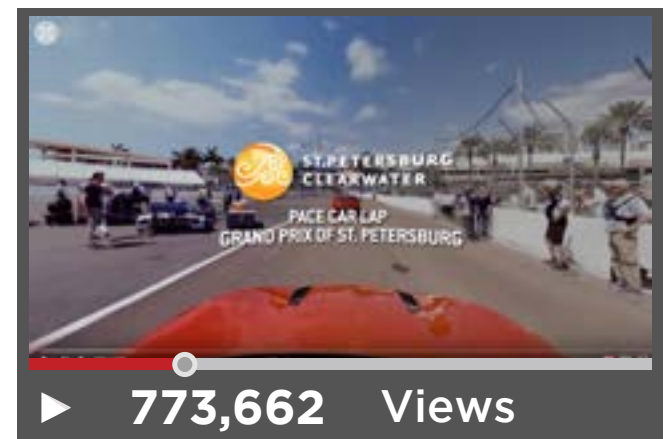
**169,814** ▼  
Views

**125,026** ▲  
Minutes watched

**440** ▼  
Likes

**871** ▼  
Shares

Top Video



773,662 Views

A 360-Degree Lap Around the Track at St. Pete Grand Prix



#LiveAmplified

Monthly Social Media Report - March 2018

▲ Increase from previous month

▼ Decrease from previous month

● No change from previous month