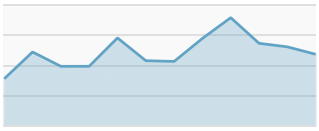
Visit St. Pete Clearwater Monthly Dashboard

Report for Oct 1, 2017 - Oct 31, 2017

TOTAL VISITS

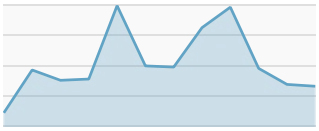
354,878



Previous period	Previous year
-9%	21%

TOTAL UNIQUE VISITORS

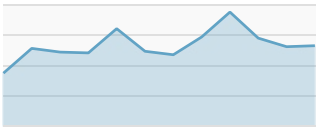
225,472



Previous period	Previous year
-1%	8%

TOTAL PAGEVIEWS

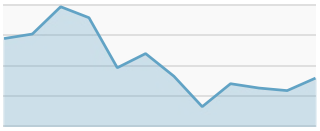
794,791



Previous period	Previous year
1%	23%

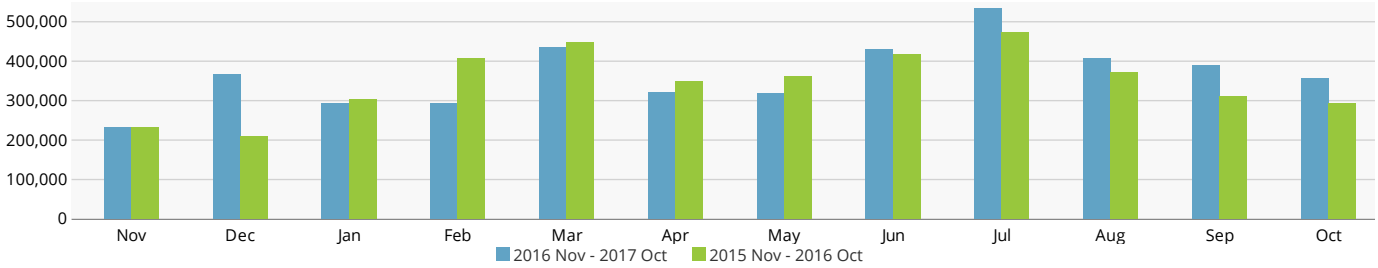
AVERAGE VISIT DURATION

00:01:59



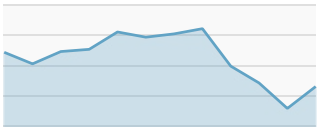
Previous period	Previous year
5%	-14%

VISITS OVER PAST 12 MONTHS



OVERALL BOUNCE RATE

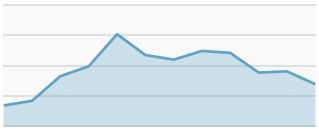
38%



Previous period	Previous year
23%	-16%

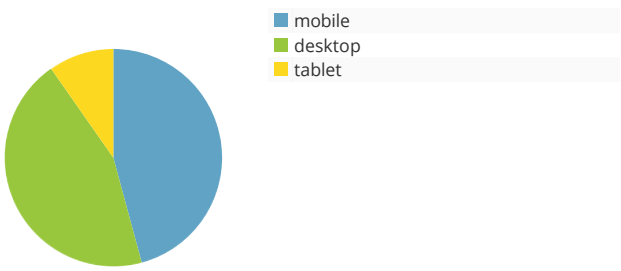
HOMEPAGE BOUNCE RATE

44%

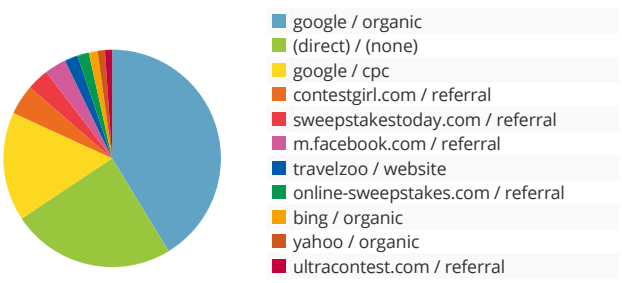


Previous period	Previous year
-9%	-10%

VISITS BY DEVICE CATEGORY

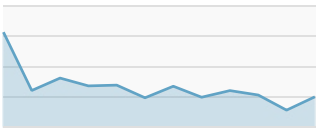


VISITS BY SOURCE/MEDIUM



GUIDE ORDERS

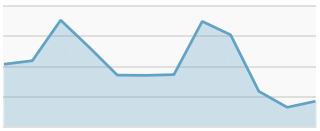
986



Previous period	Previous year
81%	-72%

DEAL VIEWS

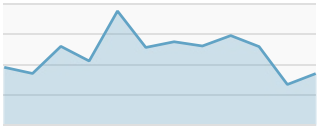
210



Previous period	Previous year
31%	-66%

ONLINE GUIDE

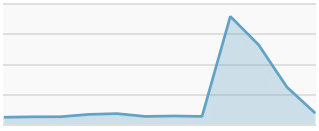
427



Previous period	Previous year
27%	-11%

NEWSLETTER SIGNUP

160



Previous period	Previous year
-68%	10%

VISITS BY CITY (MONTH OVER MONTH)

	Visits	
Tampa	29,573	+63%
Orlando	26,467	+42%
St. Petersburg	18,257	+48%
Clearwater	9,051	+68%
Largo	5,681	+80%
New York	5,110	-22%
Pinellas Park	4,349	+55%
Chicago	3,722	-20%
Seminole	3,559	+103%
Atlanta	2,999	-1%

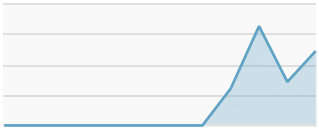
VISITS BY COUNTRY (MONTH OVER MONTH)	Visits	
United States	315,046	-3%
Canada	23,760	-27%
United Kingdom	4,484	-53%
Germany	1,798	-73%
Brazil	1,319	-24%
Argentina	707	-11%
India	664	+41%
Sweden	379	-61%
Switzerland	371	-68%
Russia	289	-52%

VISITS BY STATE (MONTH OVER MONTH)	Visits	
Florida	155,595	+44%
New York	12,059	-26%
Illinois	10,199	-29%
Pennsylvania	8,956	-22%
Texas	8,878	-27%
California	8,593	-34%
Georgia	8,343	-16%
Ohio	7,982	-33%
North Carolina	7,388	-19%
Michigan	6,759	-31%

MOST-VIEWED PAGES (MONTH OVER MONTH)	Pageviews		Bounce Rate	
www.visitstpeteclearwater.com/go-gulf-coasting	140,772	-20%	8%	-21%
www.visitstpeteclearwater.com/form/thank-you-entering-go-gulf-coasting-contest/submitted	123,898	-19%	1%	+46%
www.visitstpeteclearwater.com/events	33,914	+96%	28%	-9%
www.visitstpeteclearwater.com/things-to-do/events-festivals	24,275	+48%	44%	-1%
www.visitstpeteclearwater.com/things-to-do/beaches	23,658	+41%	63%	+1%
www.visitstpeteclearwater.com/	21,644	+4%	44%	-9%
www.visitstpeteclearwater.com/things-to-do	16,508	+51%	37%	-8%
www.visitstpeteclearwater.com/event-guide/halloween-events	14,290	+824%	61%	+9%
www.visitstpeteclearwater.com/events-calendar/johns-pass-seafood-festival/4631	13,149	+1,203%	67%	+4%
www.visitstpeteclearwater.com/things-to-do/attractions	10,640	+26%	37%	-6%
www.visitstpeteclearwater.com/event-guide/events-this-week	9,568	+95%	39%	-7%
www.visitstpeteclearwater.com/event-guide/fall-events-and-festivals	7,754	+50%	37%	-28%
www.visitstpeteclearwater.com/webcams	6,529	-92%	22%	+27%
www.visitstpeteclearwater.com/communities/clearwater-beach	6,149	+3%	42%	-15%
www.visitstpeteclearwater.com/communities/st-pete-beach	5,733	-6%	44%	-17%
www.visitstpeteclearwater.com/things-to-do/places-to-stay	5,617	+16%	36%	+0%
www.visitstpeteclearwater.com/360-video/chihuly-collection	4,692	+26%	63%	-4%
www.visitstpeteclearwater.com/attractions/clearwater-marine-aquarium/470	4,675	+24%	67%	-2%
www.visitstpeteclearwater.com/win-vip-passes-to-johns-pass-seafood-music-festival	4,342	+100%	65%	+100%
www.visitstpeteclearwater.com/article/family-friendly-things-to-do-budget	3,875	+33%	64%	-3%

TRIPADVISOR BUTTON CLICKS

123



Previous period	Previous year
71%	N/A

Monthly Social Media Report

October 2017

ST.PETE CLEARWATER

Twitter

Followers
85,316 ▲ 896

3,576 ▼
Engagement

5 ▼
Tweets per day

622 ▼
Re-tweets earned

2,856 ▼
Favorites earned

272,238 ▼
Total impressions

>>Top Tweet

"Currently at Clearwater Beach"

Retweets 30 ★ Likes 156

Our Competition

Visit Tampa Bay		Visit Orlando	
Followers	113,408	Followers	132,812
Engagement	675	Engagement	2,364
Re-tweets earned	181	Re-tweets earned	505

Facebook

228,010 Page Likes

19,748 ▼
Engagement

1,480,810 ▼
Total Reach

3,654,018 ▲
Total Impressions

502,330 ▼
Video Views

365,200 ▼
Organic Reach

505,961 ▼
Organic Impressions

132,566 ▼
Minutes viewed

924,969 ▲
Paid Reach

1,983,036 ▲
Paid Impressions

Instagram

26,288 Followers ▲ 474

22 ▼
Posts

9,596 ▼
Engagement

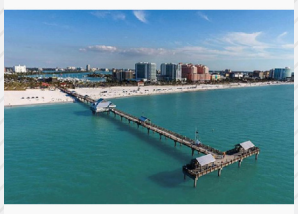
36.5% ▼
Engagement as % of followers

436 ▼
Avg. engagemet per post

>>Top Posts

720 3

699 7



670 5

Our Competition

Visit Orlando		Visit Tampa Bay	
Followers	118,812	Followers	27,838
Engagement	12,024	Engagement	1,614
Posts	25	Posts	5

YouTube

539 Videos ●

4,409 ▲ 27 Subscribers

31,373 ▼ → 19,198,928
Views — Lifetime views

44,351 ▼
Minutes watched
- or 31 days
- or 739 hours & 11 minutes
- or 2,v661,060 seconds

>>Top Video

▶ 94,401 Views

John's Pass Village & Boardwalk

▲ Increase from previous month ▼ Decrease from previous month ● No change from previous month