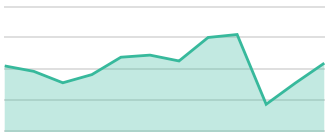
REPORT FOR : JUL 1, 2018 - JUL 31, 2018

VISIT ST. PETE CLEARWATER MONTHLY DASHBOARD

TOTAL VISITS

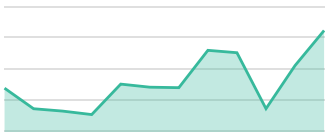
417,985



Previous period	Previous year
18% ^	-22% v

TOTAL UNIQUE VISITORS

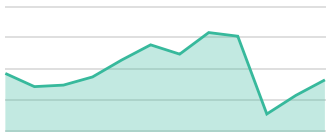
329,288



Previous period	Previous year
16% ^	-8% v

TOTAL PAGEVIEWS

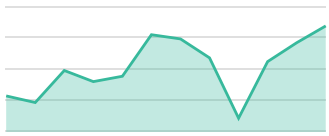
828,373



Previous period	Previous year
14% ^	-27% v

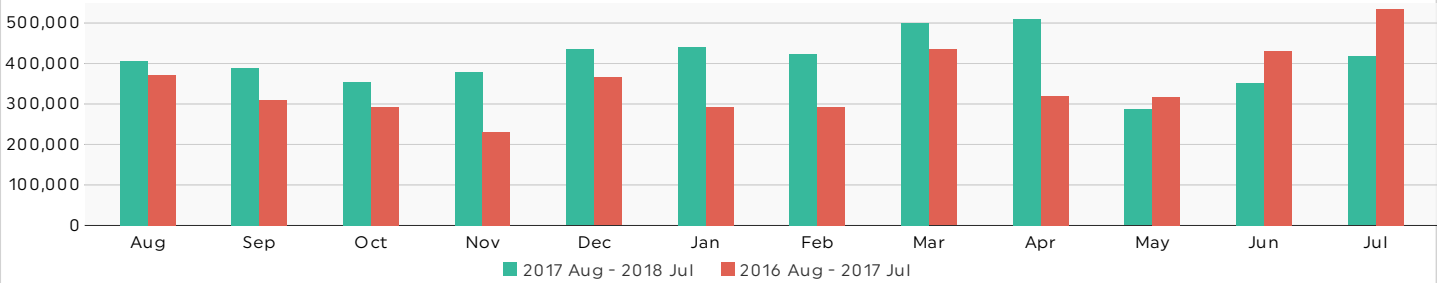
AVERAGE VISIT DURATION

00:02:06



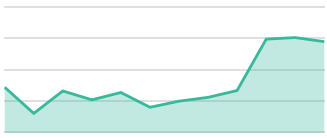
Previous period	Previous year
2% ^	8% ^

VISITS OVER PAST 12 MONTHS



OVERALL BOUNCE RATE

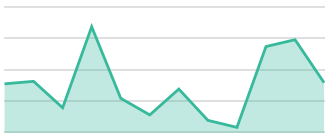
54%



Previous period	Previous year
-2% v	20% ^

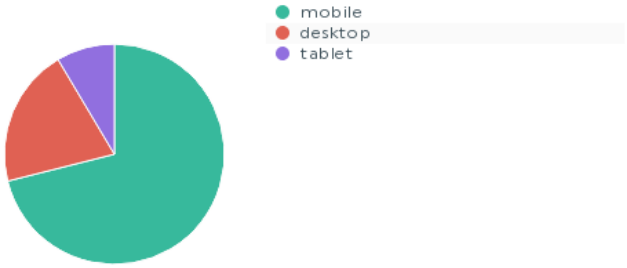
HOMEPAGE BOUNCE RATE

48%

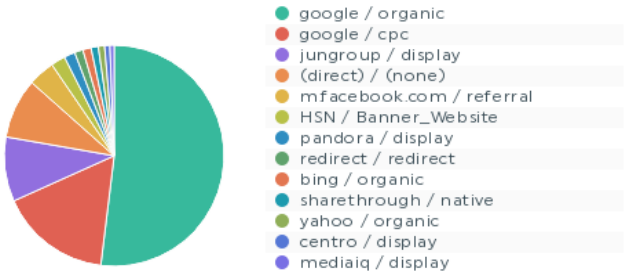


Previous period	Previous year
-13% v	-12% v

VISITS BY DEVICE CATEGORY

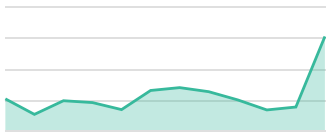


VISITS BY SOURCE/MEDIUM



GUIDE ORDERS

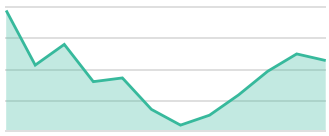
3,056



Previous period	Previous year
290% ^	156% ^

DEAL VIEWS

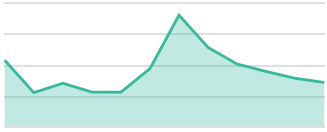
171



Previous period	Previous year
-9% v	-77% v

ONLINE GUIDE

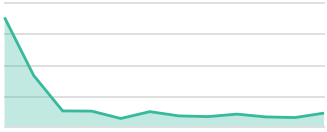
435



Previous period	Previous year
-8%	-41%

NEWSLETTER SIGNUP

139



Previous period	Previous year
45%	-90%

VISITS BY CITY (MONTH OVER MONTH)

	Visits	
Orlando	48,796	+78%
Tampa	42,674	+32%
Palm River-Clair Mel	20,482	+310%
St. Petersburg	14,498	+4%
Miami	12,125	-30%
Clearwater	7,632	+3%
New York	5,219	+34%
Atlanta	5,168	-9%
Largo	4,941	+5%
Jacksonville	4,115	+59%
Chicago	3,859	-1%

VISITS BY COUNTRY (MONTH OVER MONTH)

	Visits	
United States	381,715	+23%
United Kingdom	12,776	+37%
Canada	5,405	-45%
Brazil	2,486	+6%
Argentina	2,230	-60%
Germany	1,931	-20%
Azerbaijan	1,278	+11%
Mexico	1,167	-75%
India	526	-5%
Puerto Rico	441	+13%
Russia	437	-28%

VISITS BY STATE (MONTH OVER MONTH)

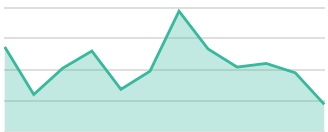
	Visits	
Florida	261,103	+34%
Georgia	12,079	-7%
New York	9,557	+30%
Texas	8,247	0%
Illinois	8,204	-3%
Ohio	7,923	-4%
Pennsylvania	6,737	+13%
North Carolina	5,606	-7%
Tennessee	4,838	-10%
New Jersey	4,369	+30%
Michigan	4,107	+10%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
wwwvisitstpeteclearwater.com/things-to-do/beaches	130,649	+55%	68%	+7%
wwwvisitstpeteclearwater.com/	31,264	+12%	48%	-13%
wwwvisitstpeteclearwater.com/things-to-do/events-festivals	30,814	+12%	53%	-6%
wwwvisitstpeteclearwater.com/events	24,066	+9%	38%	-6%
wwwvisitstpeteclearwater.com/things-to-do	18,855	+7%	36%	-3%
wwwvisitstpeteclearwater.com/things-to-do/attractions	17,776	+4%	39%	+6%
wwwvisitstpeteclearwater.com/communities/clearwater-beach	13,258	-6%	46%	+2%
wwwvisitstpeteclearwater.com/event-guide/fourth-of-july-festivities	13,010	+34%	54%	-10%
wwwvisitstpeteclearwater.com/article/beach-for-every-mood	10,642	+12%	40%	-28%
wwwvisitstpeteclearwater.com/webcams	10,327	+22%	19%	-10%
wwwvisitstpeteclearwater.com/event-guide/events-this-week	10,023	+5%	42%	+7%
wwwvisitstpeteclearwater.com/orlando	9,441	-13%	81%	-2%
wwwvisitstpeteclearwater.com/communities/st-pete-beach	9,287	-4%	45%	+6%
wwwvisitstpeteclearwater.com/grouper	8,774	+1,290%	64%	+17%
wwwvisitstpeteclearwater.com/communities/treasure-island	7,615	-4%	43%	+1%
wwwvisitstpeteclearwater.com/event/clearwater-celebrates-america/6402	7,559	+104%	69%	+1%
wwwvisitstpeteclearwater.com/things-to-do/places-to-stay	7,326	+0%	39%	+6%
wwwvisitstpeteclearwater.com/profile/pier-60-clearwater-beach/1570	7,308	+0%	65%	-2%
wwwvisitstpeteclearwater.com/article/beach-parking-find-your-spot-sand	6,727	+8%	57%	-13%
wwwvisitstpeteclearwater.com/article/fort-de-soto-park	6,369	+15%	38%	-23%
wwwvisitstpeteclearwater.com/event/fireworks-across-bay-celebration-st-pete/6404	6,129	+252%	74%	+3%
wwwvisitstpeteclearwater.com/360-video/chihuly-collection	5,691	+17%	59%	-5%

TRIPADVISOR BUTTON CLICKS

53



Previous period	Previous year
-54%	-13%

POWERED BY dashthis

Monthly Social Media Report
July 2018

ST.PETE CLEARWATER

Twitter

Followers **92,101** ▼ 717

7,441 ▲ Engagement

6 ▼ Tweets per day

1,114 ▲ Re-tweets earned

6,214 ▲ Favorites earned

489,443 ▼ Total impressions

>> Top Tweet

"You never know what colors will come out after sunset. #LiveAmplified : Madeira Beach : IGER msdee_photos"

Retweets 64 Likes 339

Our Competition

Visit Tampa Bay		Visit Orlando	
Followers	120,620	Followers	136,556
Engagement	2,675	Engagement	n/a
Re-tweets earned	619	Re-tweets earned	728

Facebook

▲ 247,975 Page Likes

112,161 ▼ Engagement

475,511 ▼ Video Views

172,511 ▼ Minutes viewed

n/a Total Reach

2,315,745 ▼ Total Impressions

>> Top Post

Discover America's Best Beaches! #LiveAmplified

1.1k+ 605 66k+

Instagram

30,410 Followers ▲ 549

19 ▲ Posts

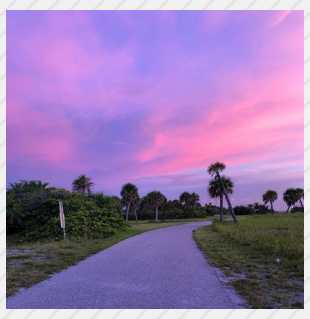
12,938 ▲ Engagement

42% ▲ Engagement as % of followers

680 ▲ Avg. engagemet per post

>> Top Posts

1,943 36



1,145 10

1,142 18

YouTube

▶ 9,329 Subscribers ▲ 809

217,075 ▲ Views

138,396 ▲ Minutes watched

865 ▲ Likes

1,491 ▲ Shares

>> Top Video

▶ 100,202 Views

Best of 2018 St. Pete/ Clearwater

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