



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

JULY 2024

63%

INCREASE IN TOTAL
SESSION vs. 2023

72%

INCREASE IN PARTNER
REFERRALS vs. 2023

25%

INCREASE IN
PAGEVIEWS vs. 2023

- **Optimize:** 6 Best Beaches blog
- **Optimize:** Discover What's St. George Street blog
- **Optimize:** Crescent Beach page
- **Optimize:** Fountain of Youth page
- **Create & Deploy:** July Email send

Site Performance

Top Level Performance

305,676

VISITS TO WEBSITE

+63% YOY

246,07

WEBSITE USERS

+64% YOY

75,641

VISIT FROM ORGANIC

-2% YOY

482,541

PAGE VIEWS

+25% YOY

00:0:39

AVERAGE ENGAGEMENT TIME
PER SESSION

-37% YOY

130,733

ENGAGED SESSIONS

+16% YOY

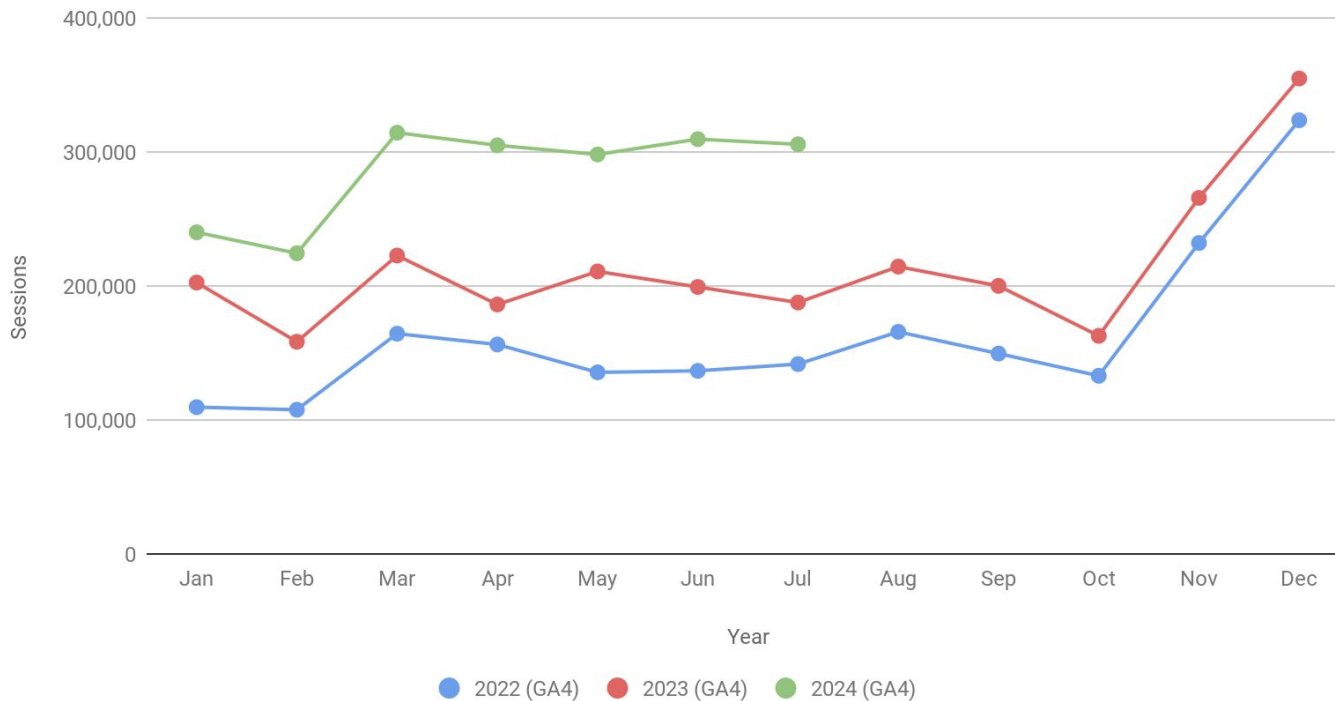
42.77%

ENGAGEMENT RATE

-29% YOY

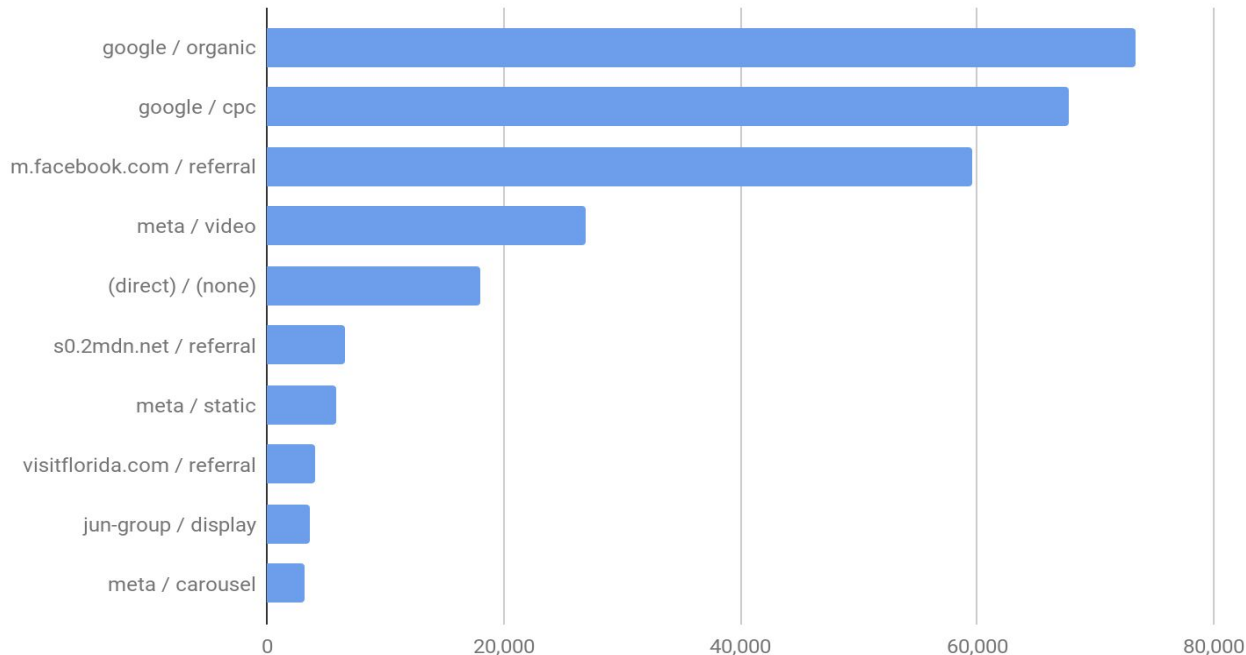
Sessions

Overall website sessions saw a 63% increase compared to last year.



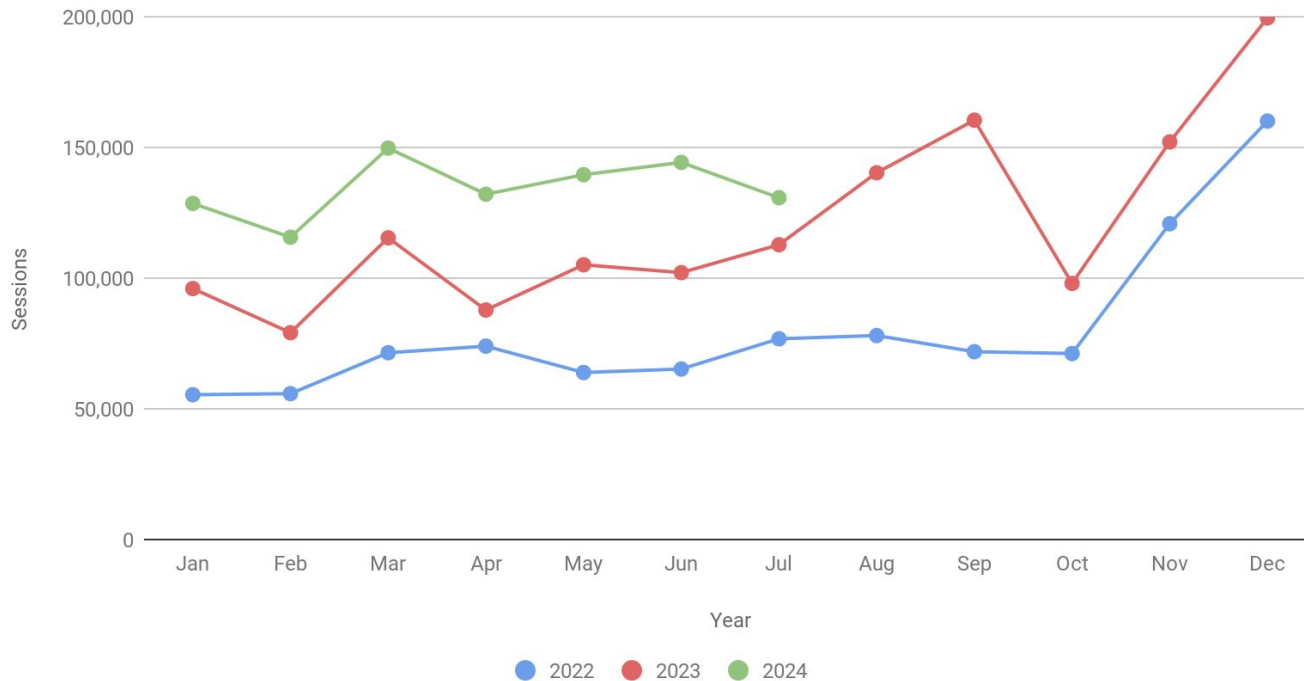
Traffic Sources

Traffic coming from Facebook continues to be a strong driver of visitation to the website, with over 59k sessions coming from Facebook mobile (+3.5K).



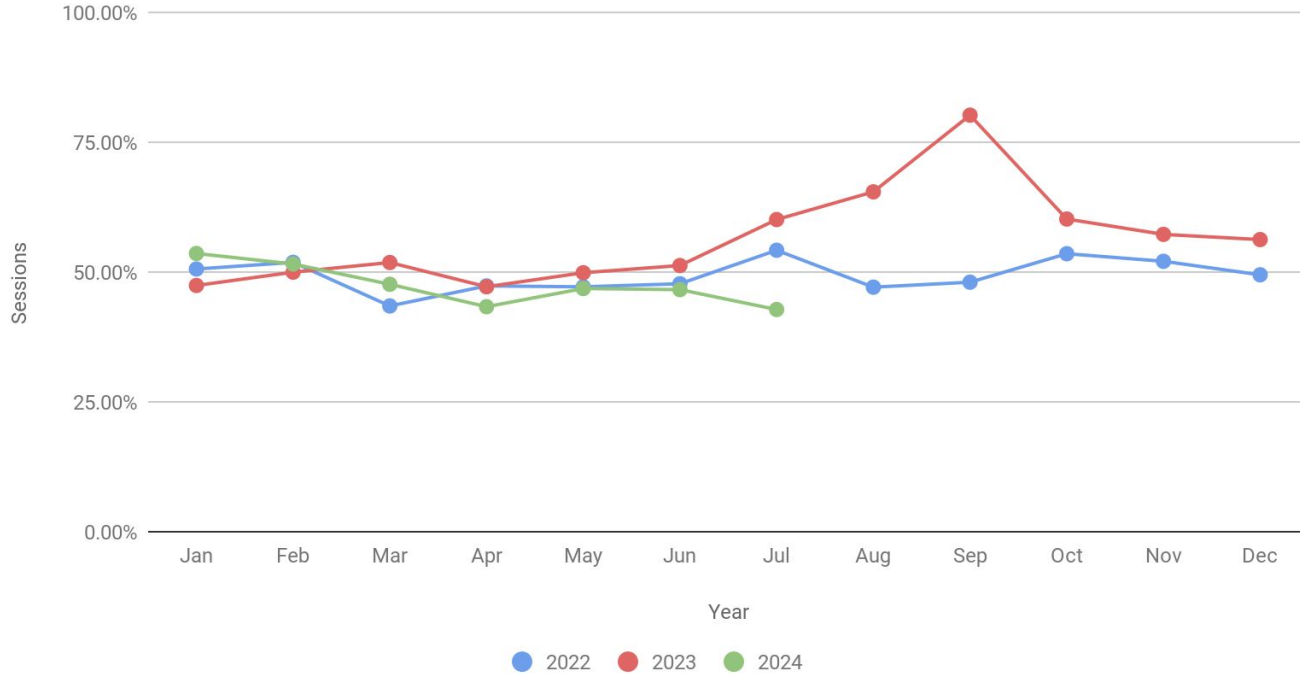
Engaged Sessions

We saw over 130K engaged sessions (+16%) , with an average engaged session of 00:39.



Engagement Rate

The engagement rate was 42.77% - a 29% decrease compared to last year.



Key Performance Indicators

In July, your partner referrals (+81%) and bookdirect clicks (+81%) saw nice year-over-year increases.

804

REQUESTS FOR
PHYSICAL GUIDES

230

ENEWSLETTER
SIGNUPS

20,570

OUTBOUND CLICKS
ON PARTNER
LISTINGS

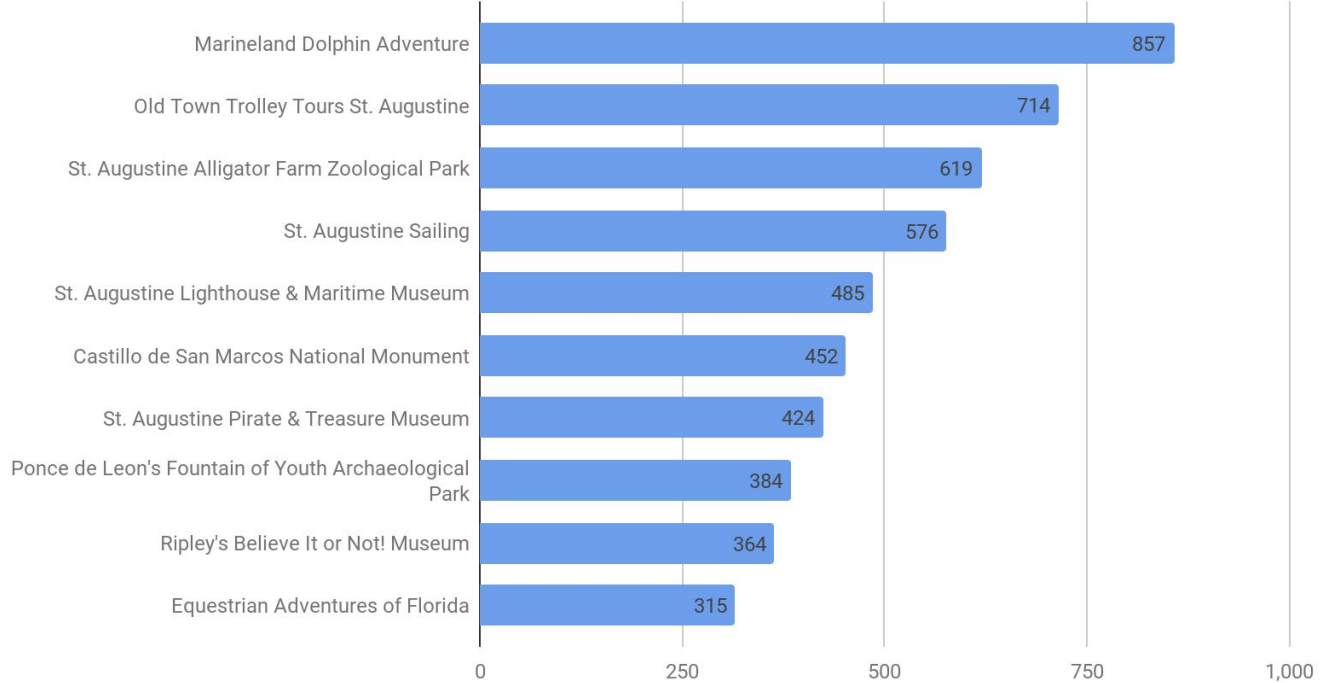
3,414

BOOKDIRECT CLICKS



Partner Listing Clicks

St. Augustine Sailing increased 494% and St. Augustine Pirate & Treasure Museum increased 417% compared to last year.



Hispanic Microsite Performance

1,720

VISITS TO WEBSITE

+63% YOY

1,416

TOTAL USERS

+56% YOY

1,488

VISIT FROM ORGANIC

+64% YOY

4,213

PAGE VIEWS

+58% YOY

0:01:52

AVERAGE ENGAGEMENT TIME
PER SESSION

+3% YOY

1,261

ENGAGED SESSIONS

+91% YOY

73.31%

ENGAGEMENT RATE

+17% YOY

Organic Search

Organic Performance

75,641

VISITS TO WEBSITE

-2% YOY

57,000

TOTAL USERS

-7% YOY

127,010

PAGEVIEWS

-5% YOY

53,277

ENGAGED SESSIONS

+7% YOY

0:01:09

AVERAGE ENGAGEMENT TIME
PER SESSION

+3% YOY

70.43

0% ENGAGEMENT RATE

+9% YOY

92.59

0% USERS

0% YOY

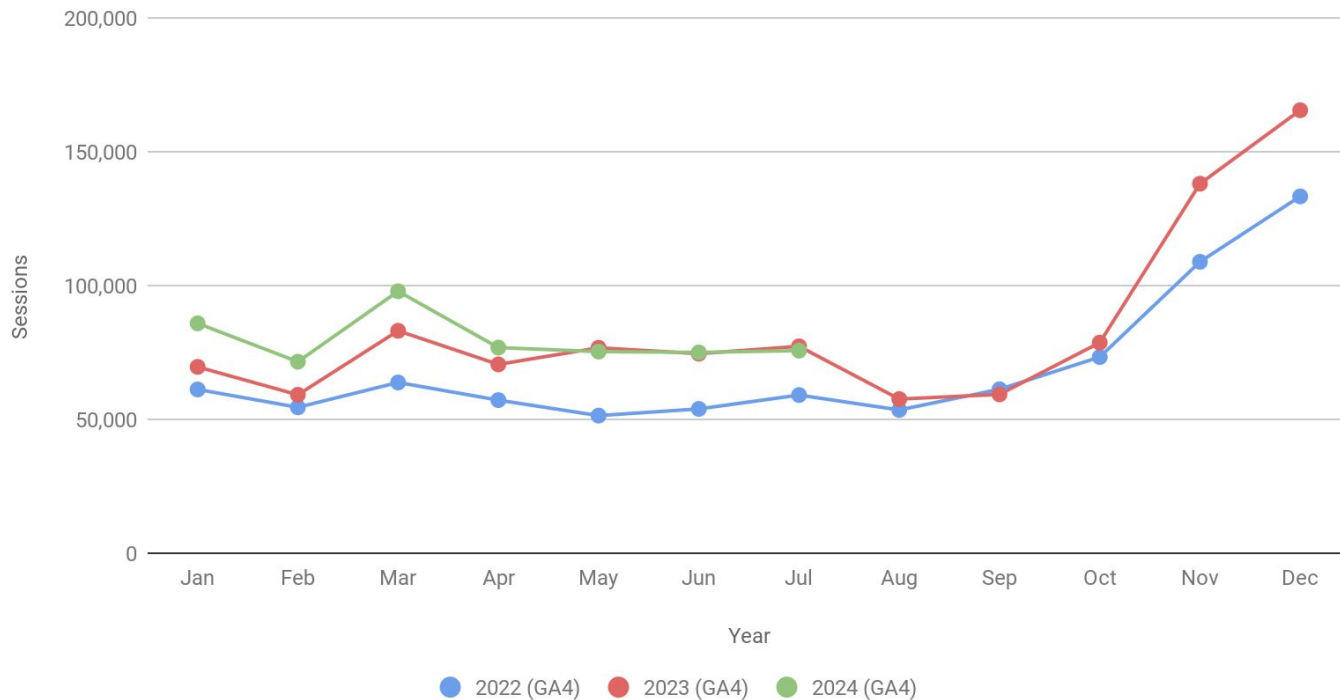
29.57%

BOUNCE RATE

-17% YOY

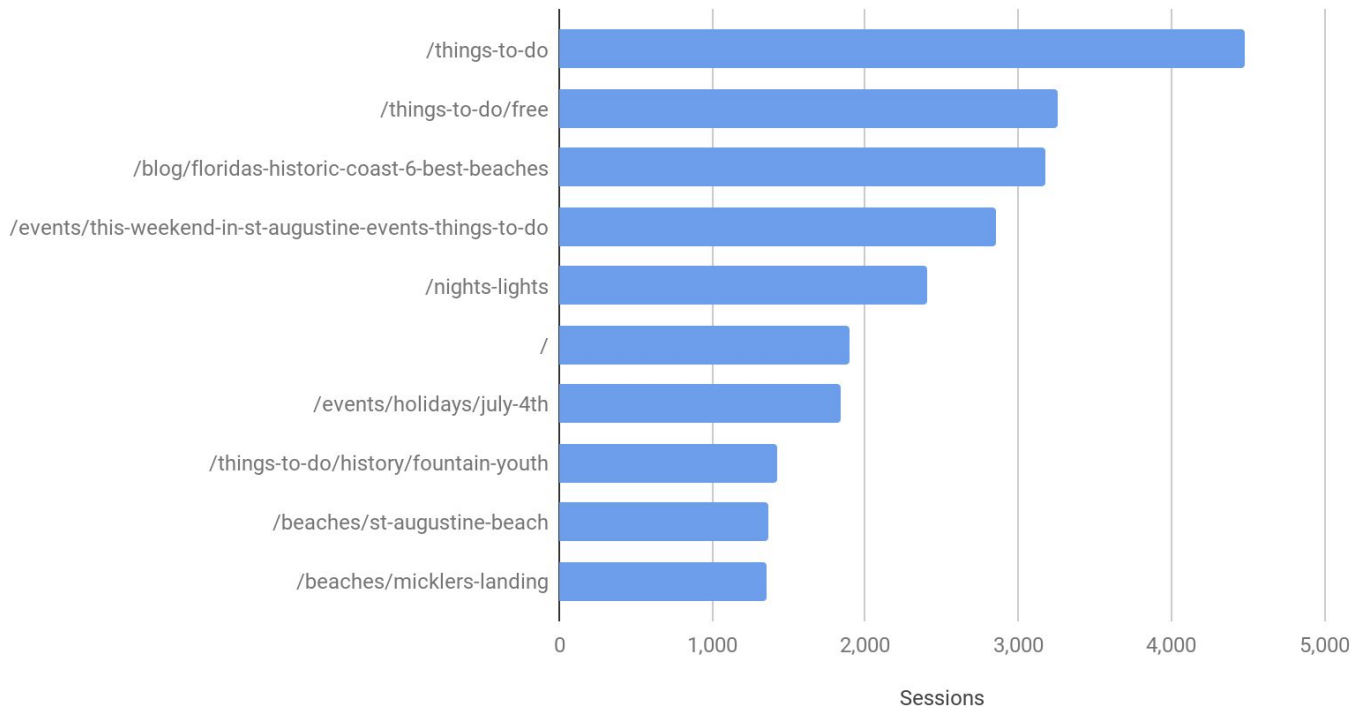
Organic Search

Organic sessions decreased slightly by 2% compared to last year.



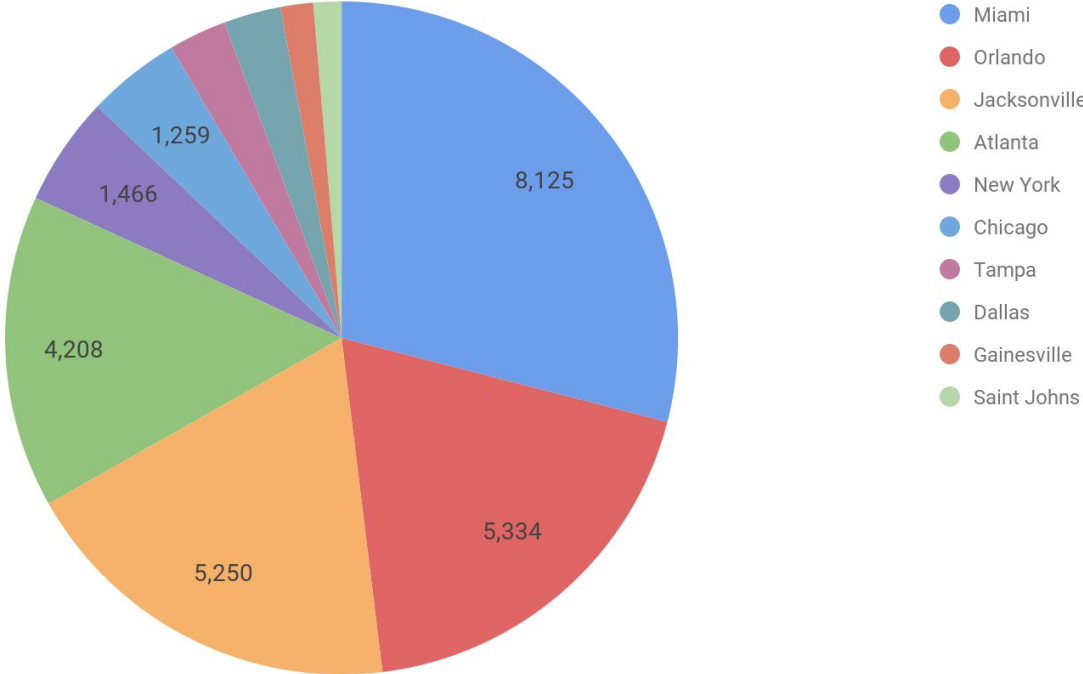
Top Landing Pages

In July, the This Weekend in St. Augustine Things to Do page (+26%) and the Nights of Lights (+20%) saw the highest year-over-year increases.



Sessions By City

St. Johns (+37K%), Orlando(+208%) and Miami (+111%) saw the highest year-over-year increases.



Email Marketing

Email Performance

Opt-in Subscribers

32,601

MESSAGES SENT

44%

CTOR

652

SESSIONS

05:05

AVG. SESSION
DURATION

Other Source Subscribers

165,405

MESSAGES SENT

51%

CTOR

421

SESSIONS

04:51

AVG. SESSION
DURATION



Looking Ahead

August 2024

- **Optimize:** September is Locals Month blog
- **Optimize:** Camping page
- **Optimize:** Beyond the Port Experience Florida's Historic Coast
Tours page
- **Optimize:** Sing Out Loud Festival page
- **Create & Deploy:** August Email send

Thank You