ST AUGUSTINE, PONTE VEDRA & THE BEACHES VCB: NOVEMBER 2023

TRAVEL MARKETING CAMPAIGN

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25%

Increase in Organic Sessions YoY

58%

Increase in Average Time on Site YoY

268%

Increase in eNewsletter Signups YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of November, the Tempest team **optimizing** the **Bed & Breakfast** blog.
- The team **optimized** the **Christmas** Holiday events page.
- The team also **optimized** the **What's Open for Christmas** blog.
- We **optimized** the **NYE** Holiday event page.
- Additionally, the team **created** and **deployed** the **November** email.

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TRAVEL MARKETING

SITE PERFORMANCE

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TRAVEL MARKETING | GA4

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In November, we continued to see increases with all of your top level performance compared to last year.

263,029 Website Sessions

191,842 Website Users

478,839 Pageviews

136,382 Organic Website Users

148,751 Engaged Sessions

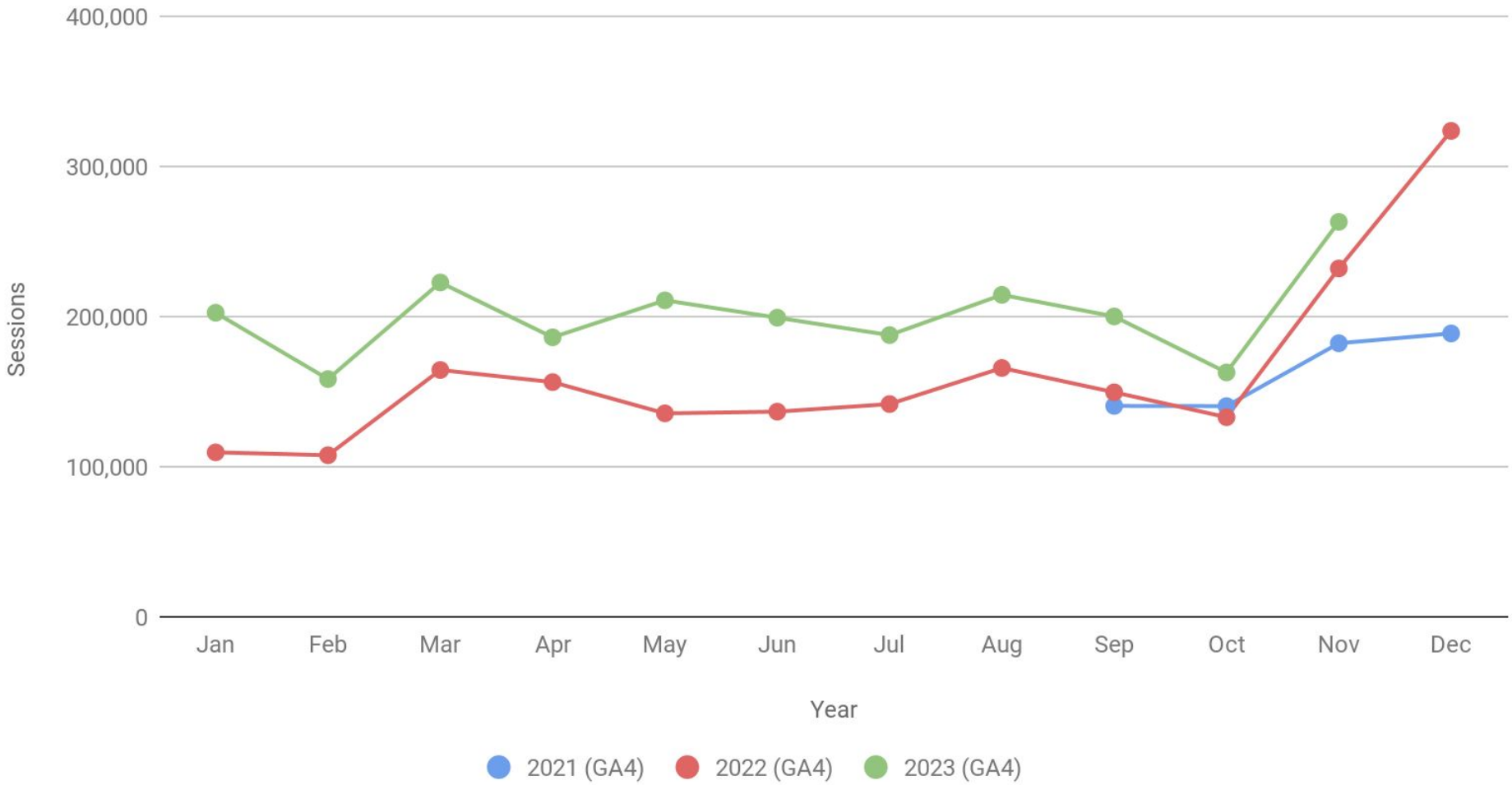
56.55% Engagement Rate

0:04:10 Average Engagement Time per Session

TRAVEL MARKETING | GA4

SESSIONS

Total sessions to the website saw a 13 percent increase compared to November 2022.



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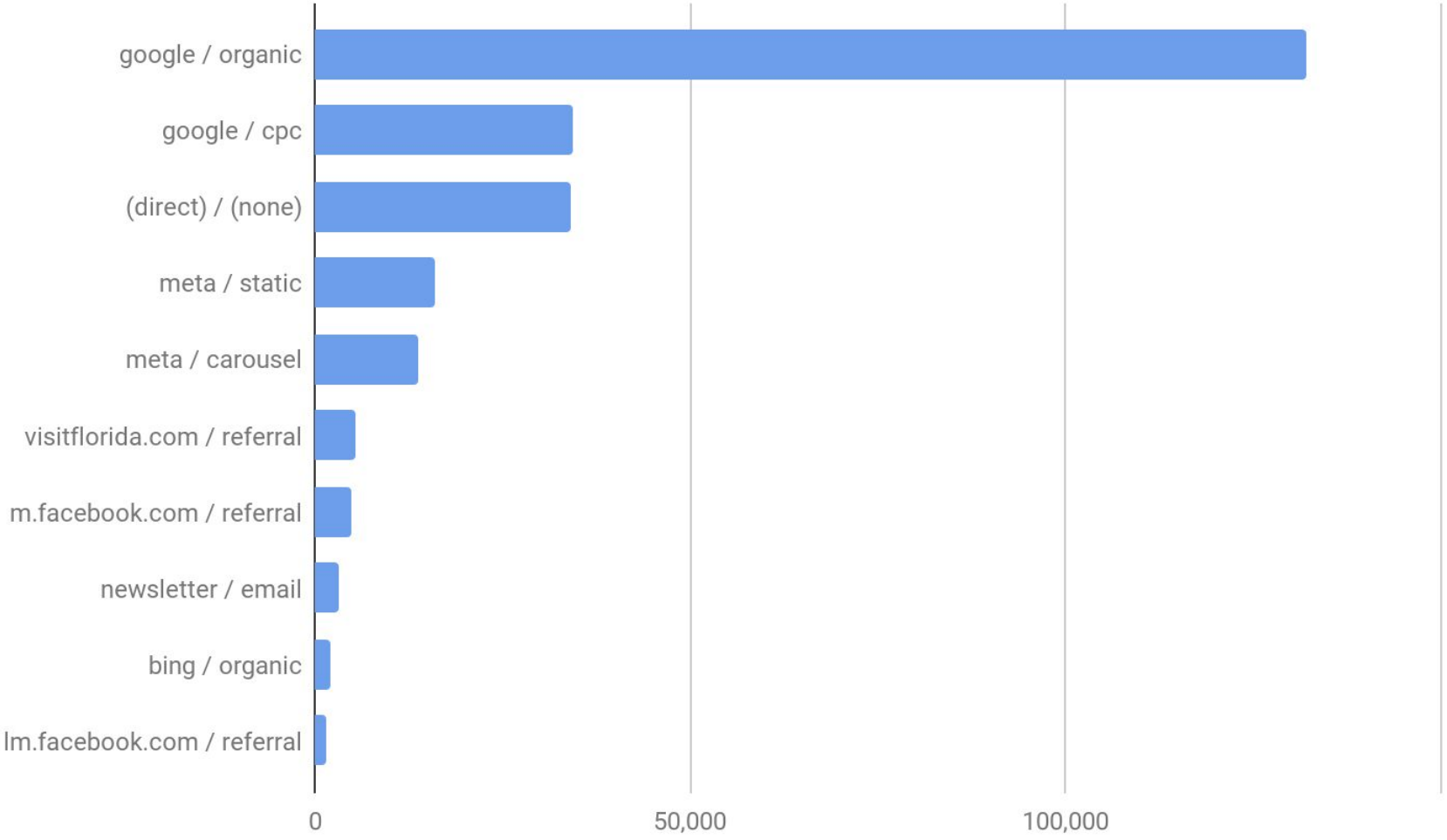
TOP TRAFFIC SOURCES

In November, we saw nice increases from Google organic traffic up 24 percent, newsletter up 124 percent and Bing organic up 61 percent compared to last year.



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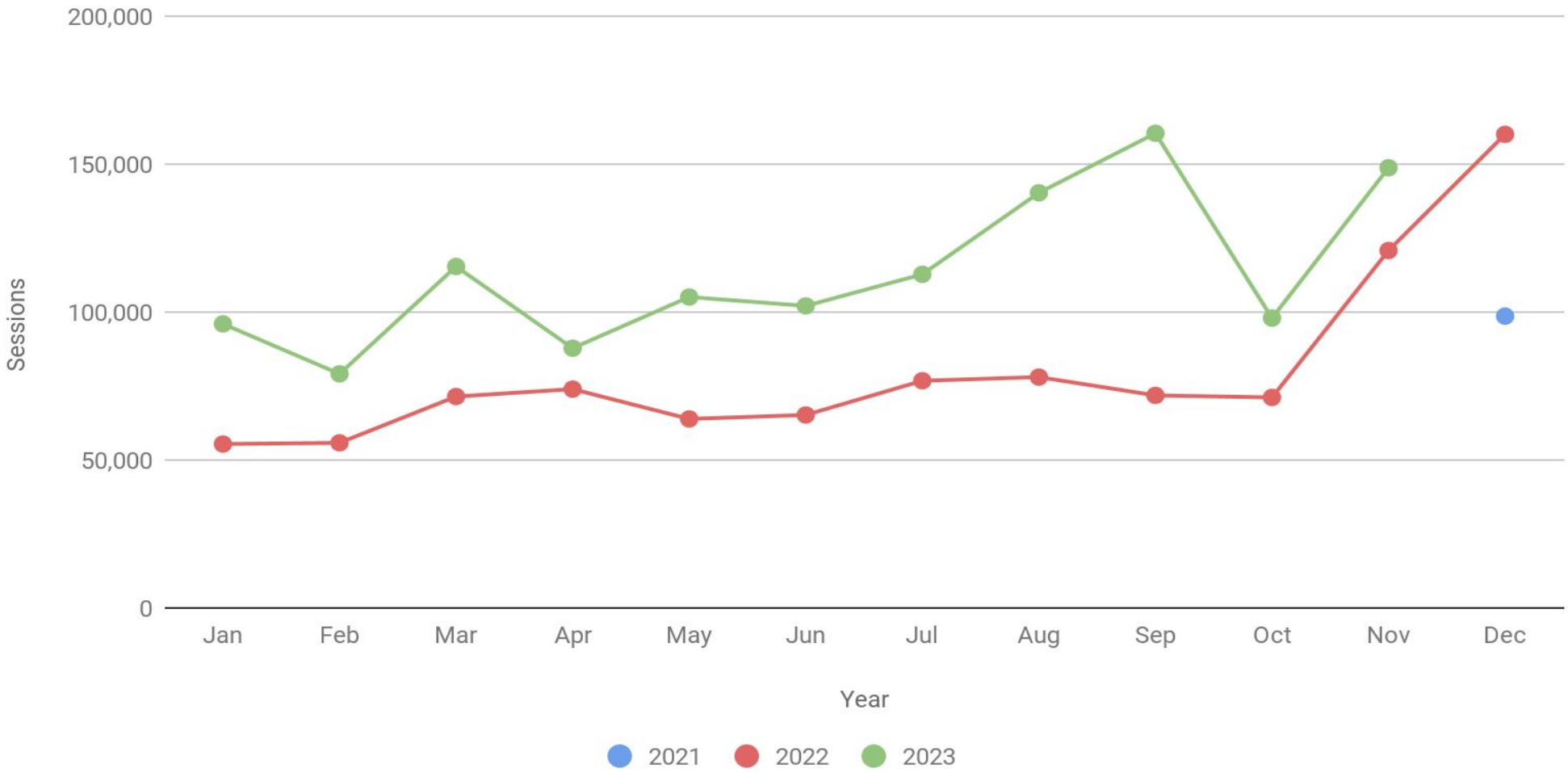
ENGAGED SESSIONS

In November, we saw nearly 149k engaged sessions on the site, a 23 percent increase compared to last year, with an average duration of 04:10.



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ENGAGEMENT RATE

In November, the engagement rate increased 9 percent compared to last year.

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KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increases from the newsletter signups up 268 percent and a 23 percent increase from visitor guide requests year-over-year.

624 Requests for Physical Guides

571 eNewsletter Signups

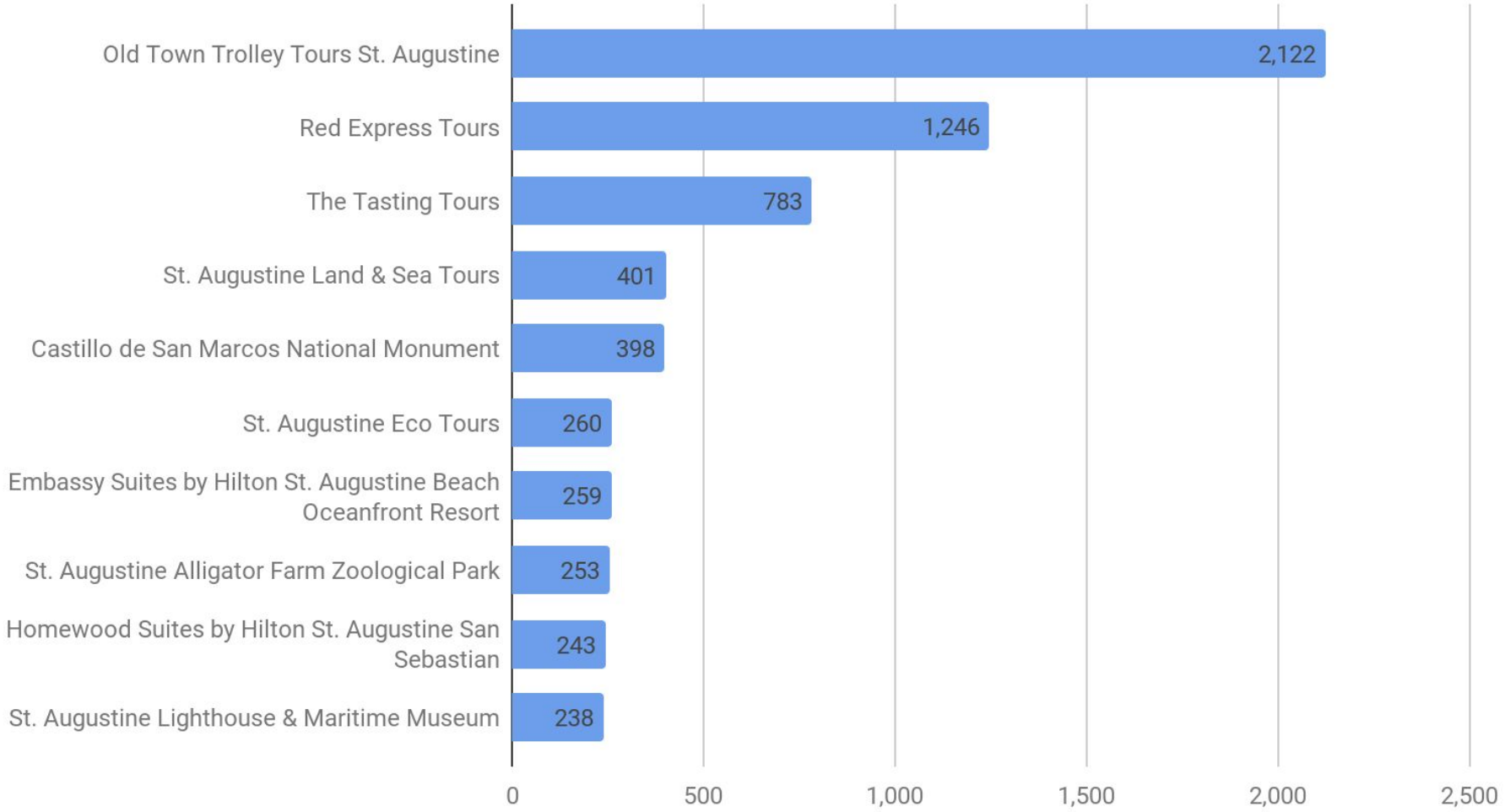
15,829 Clicks on Partner Listings

434 BookDirect Clicks

TRAVEL MARKETING | GA4

PARTNER LISTING CLICKS

We saw the highest increase again from the Homewood Suites by Hilton up 386 percent and the Alligator Farm Zoological Park up 283 percent compared to last year.



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HISPANIC MICROSITE PERFORMANCE

1,804 visits to Website

1,506 Users

4,298 Pageviews

1,166 Engaged Sessions

1,599 Organic Sessions

0:04:34 Average Time on Site

64.63% Engagement Rate

TRAVEL MARKETING

ORGANIC SEARCH

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TRAVEL MARKETING | GA4

ORGANIC PERFORMANCE

Organic search contributed 52 percent of the overall website visitation.

136,382 visits to Website

97,126 Users

226,896 Pageviews

86,202 Engaged Sessions

63.21% Engagement Rate

0:04:38 Average Time on Site

94.25% New Sessions

36.79% Bounce Rate

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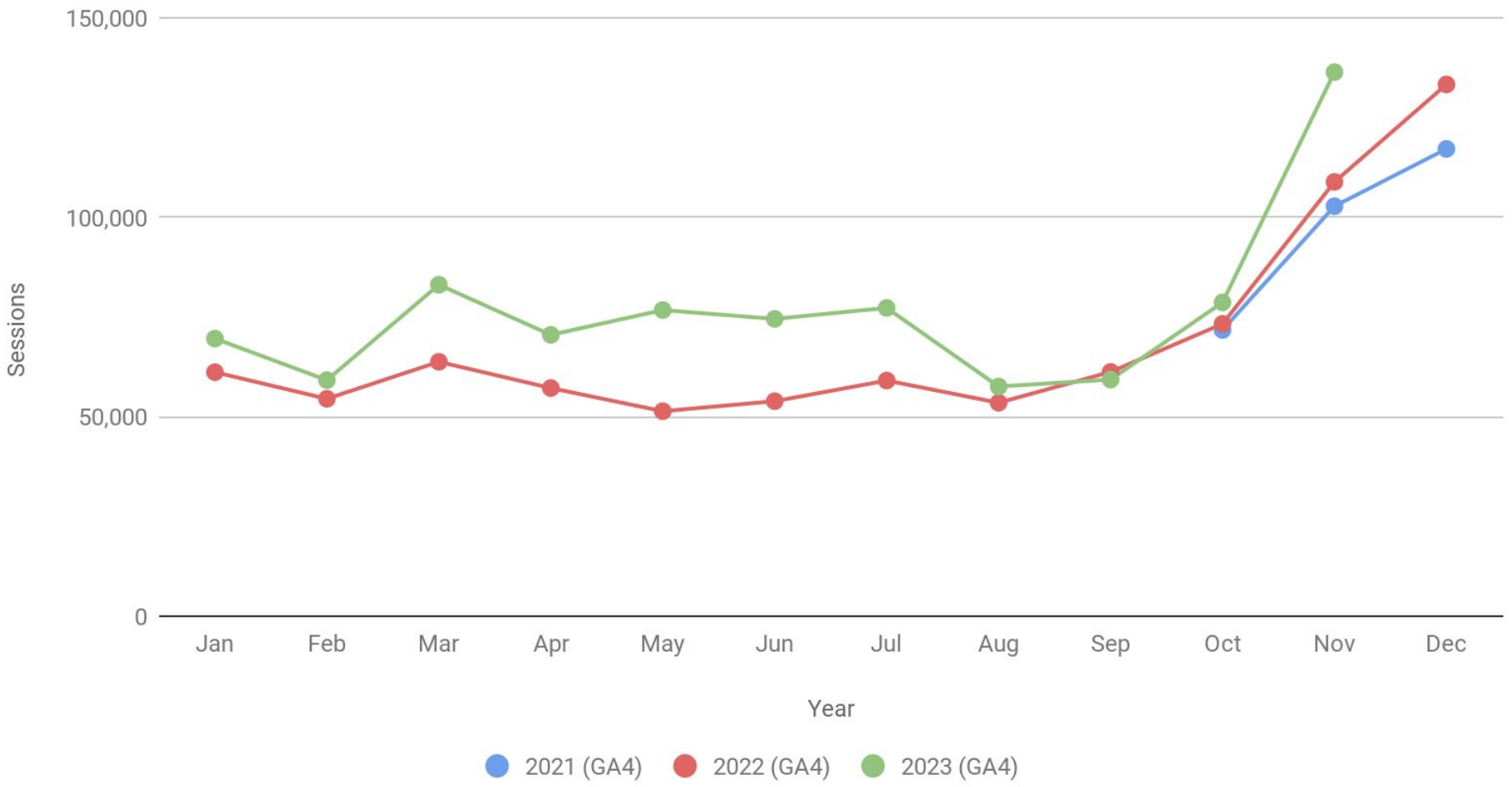
ORGANIC SEARCH

Organic search traffic increased by 25 percent compared to last year.



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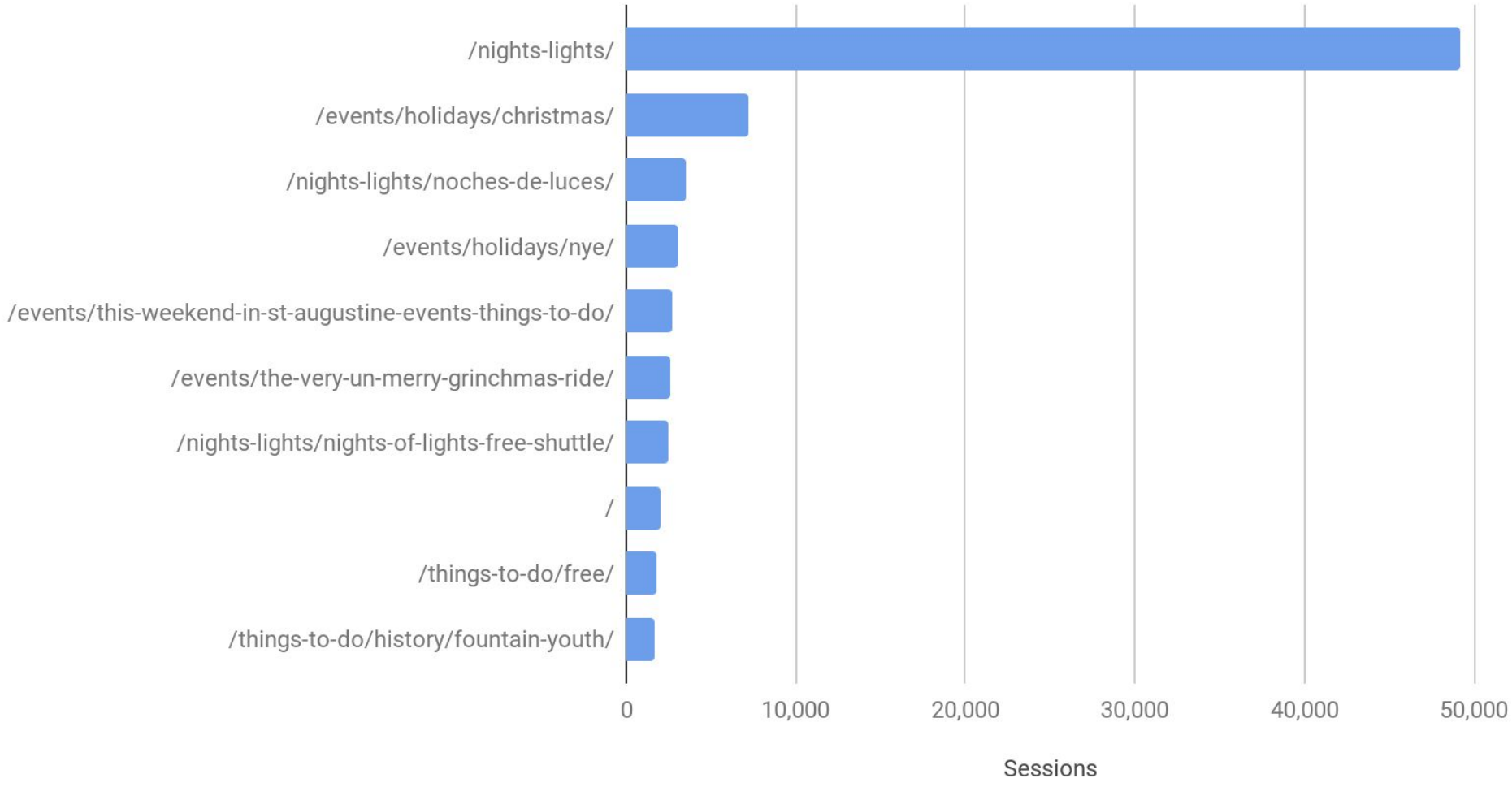
TOP LANDING PAGES

In November, the Nights of Lights page was your top landing page with a 26 percent increase compared to last year.

We also saw a huge increase from the NYE Holiday event page (+55%) and Free Shuttle page (+46%) page.



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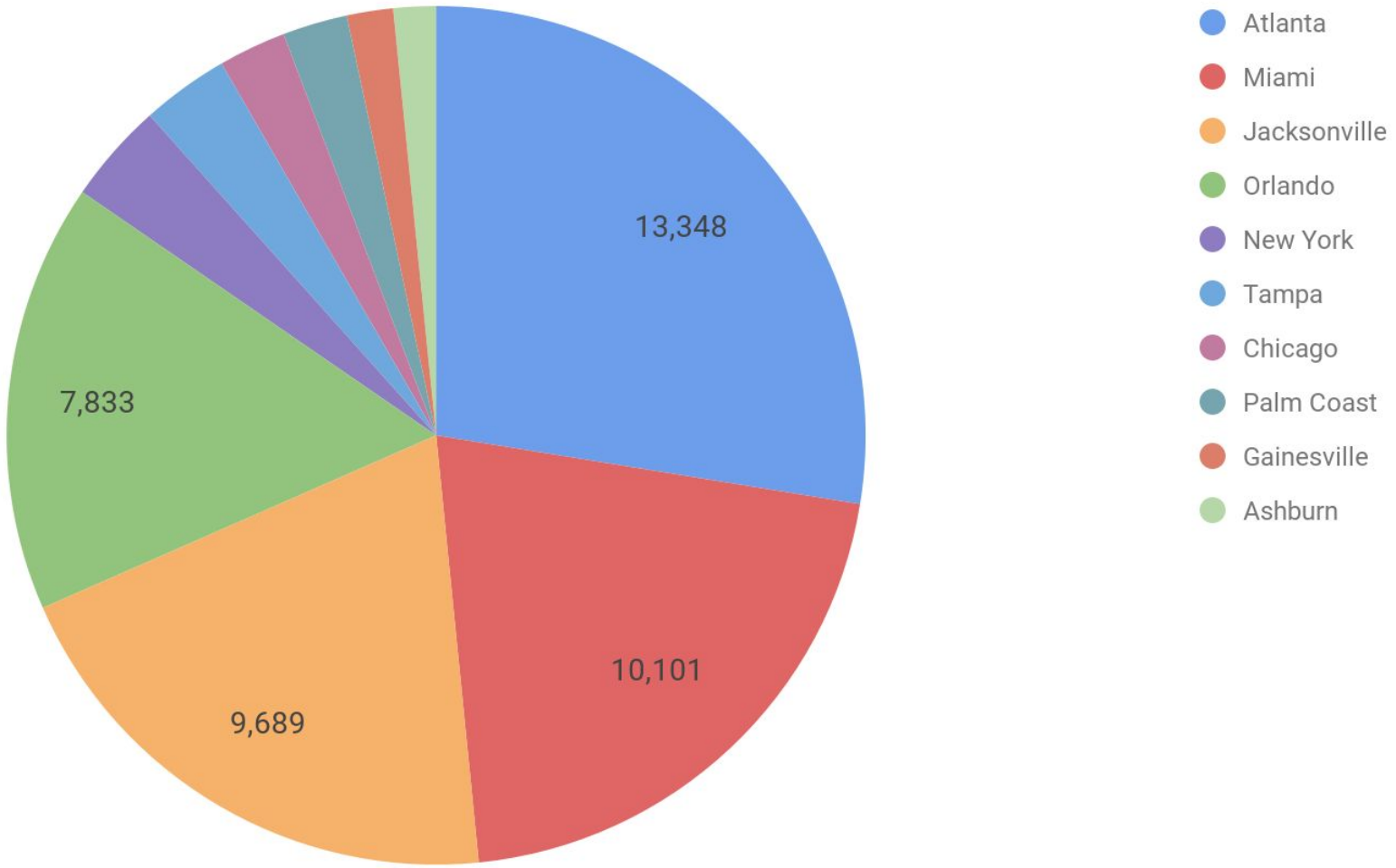
SESSIONS BY CITY

The Miami market saw a huge increase of 197 percent and New York saw a 68 percent increase year-over-year.



TRAVEL MARKETING

EMAIL MARKETING

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GENERAL EMAIL PERFORMANCE

In November, the top viewed story for the both email subscribers was the Nights of Lights page. We saw the highest click-to-open-rate we've ever had on the Other Source Subscribers email.

WEBSITE OPT-IN SUBSCRIBERS

22,915 Messages Sent

28% Click-to-Open Rate

1,363 Sessions

0:04:42 Average Session Duration

OTHER SOURCE SUBSCRIBERS

165,800 Messages Sent

30% Click-to-Open Rate

1,394 Sessions

03:30 Average Session Duration

Total Subscribers: 222,385

TRAVEL MARKETING

LOOKING AHEAD

"Those who plan do better than those who do not plan even though they rarely stick to their plan."

~Winston Churchill

- During the month of December, the Tempest team will be **optimizing** the **Shopping** Things to Do page.
- The team will **optimize** the **Attractions Open New Years** blog.
- The team will also **optimize** the **Romance in St. Augustine & Ponte Vedra** blog.
- We will be **optimizing** the **PLAYERS Championship** annual event page.
- Additionally, the team will **create** and **deploy** the **December** email.

TASK TERMINOLOGY

Optimize - Tempest updates metadata, image alt text, publish date and link sculpts.

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THANK YOU

QUESTIONS?

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