



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

TRAVEL MARKETING CAMPAIGN

64%

Increase in Average Session
Duration YoY

135%

Increase in BookDirect Clicks
YoY

208%

Increase in eNewsletter Signups
YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

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

A person is shown in silhouette, sitting and looking at a tablet. The background is a vibrant sunset with orange and yellow clouds. The person is wearing a hoodie and is positioned on the right side of the frame, facing left.

TRAVEL MARKETING

SITE PERFORMANCE



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TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

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

350,768 Website Sessions

191,864 Engaged Sessions

256,757 Website Users

54.70% Engagement Rate

610,064 Pageviews

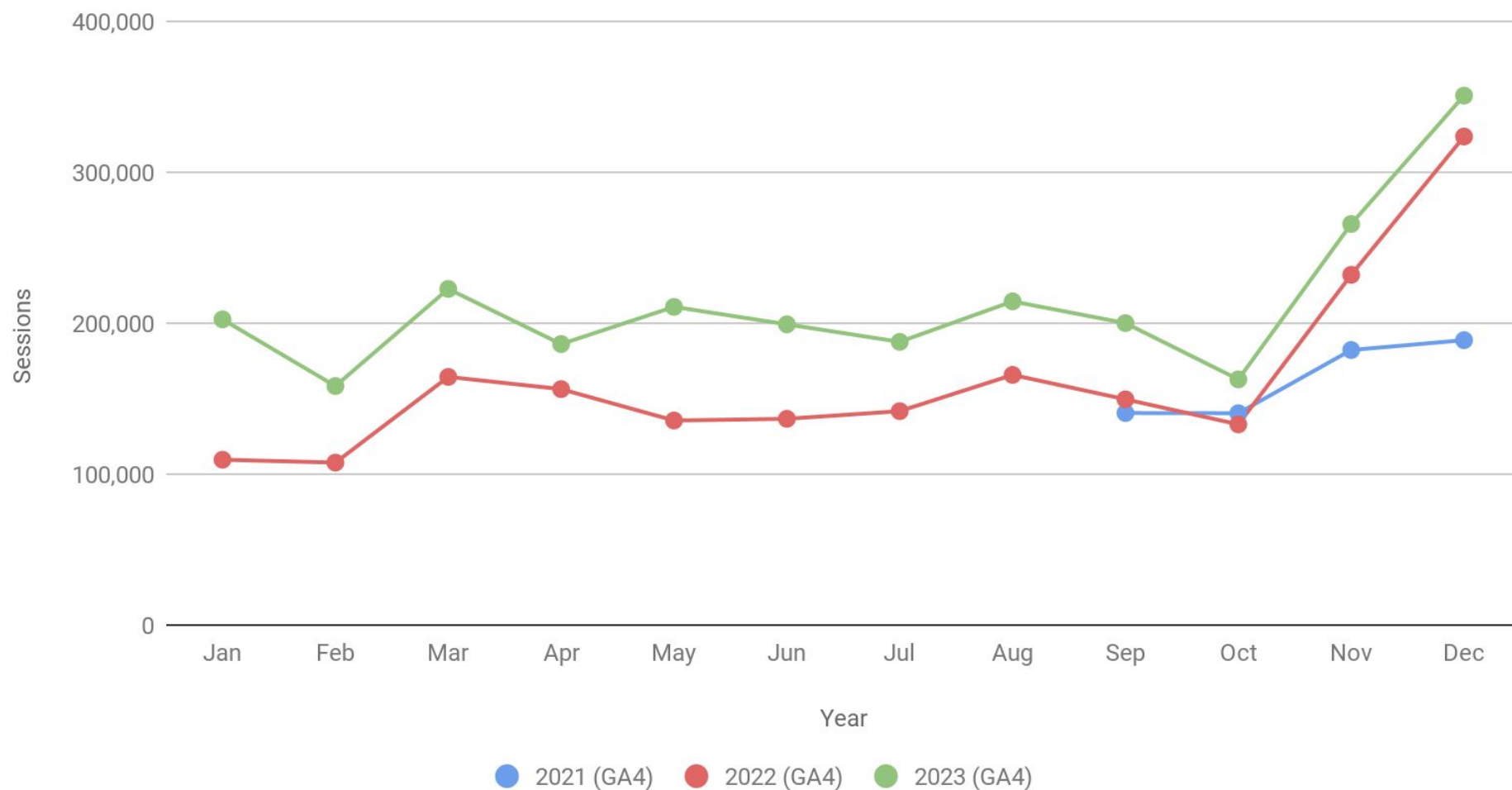
0:04:07 Average Engagement Time per Session

162,267 Organic Website Users

TRAVEL MARKETING | GA4

SESSIONS

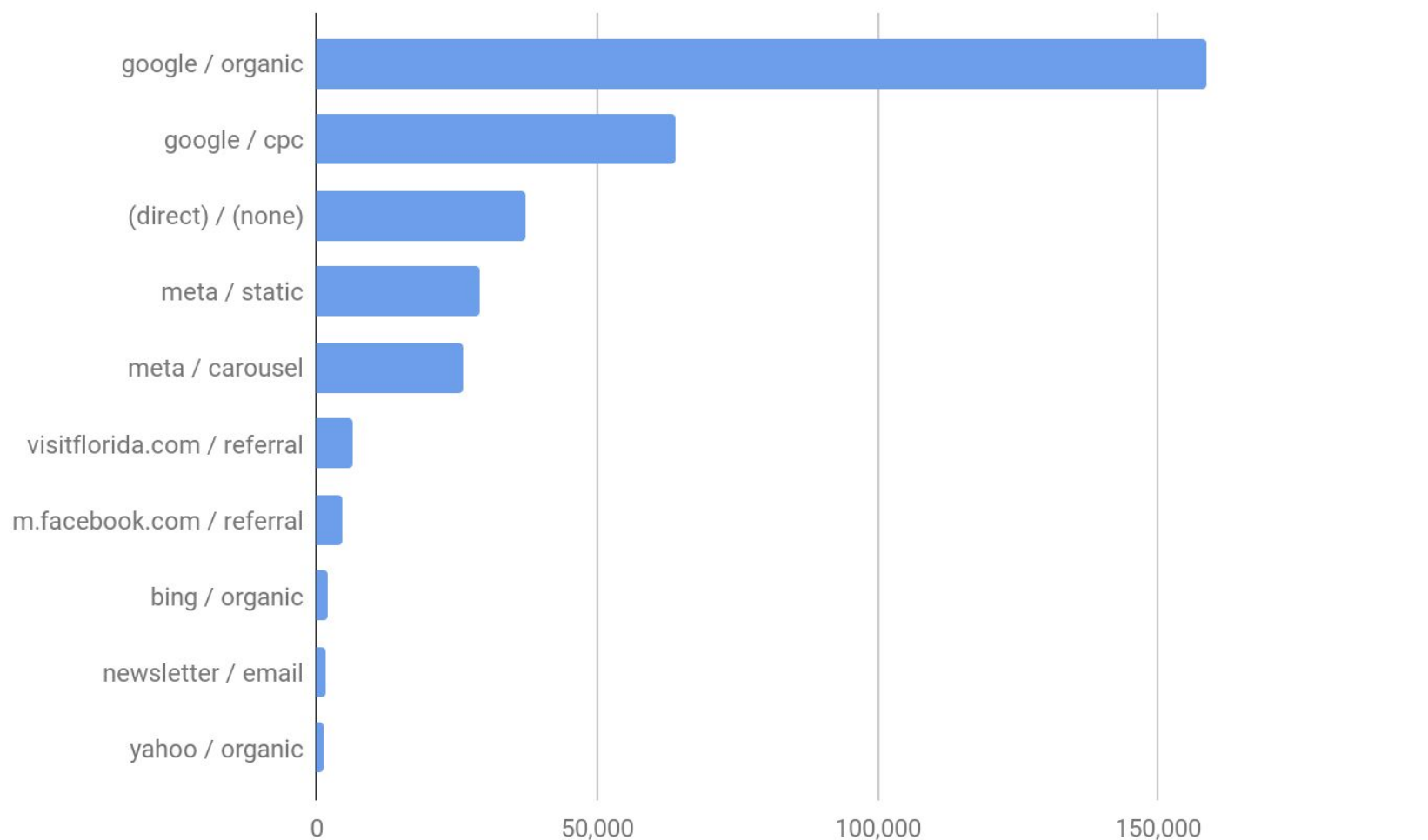
Total sessions to the website saw a 8 percent increase compared to December 2022.



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TOP TRAFFIC SOURCES

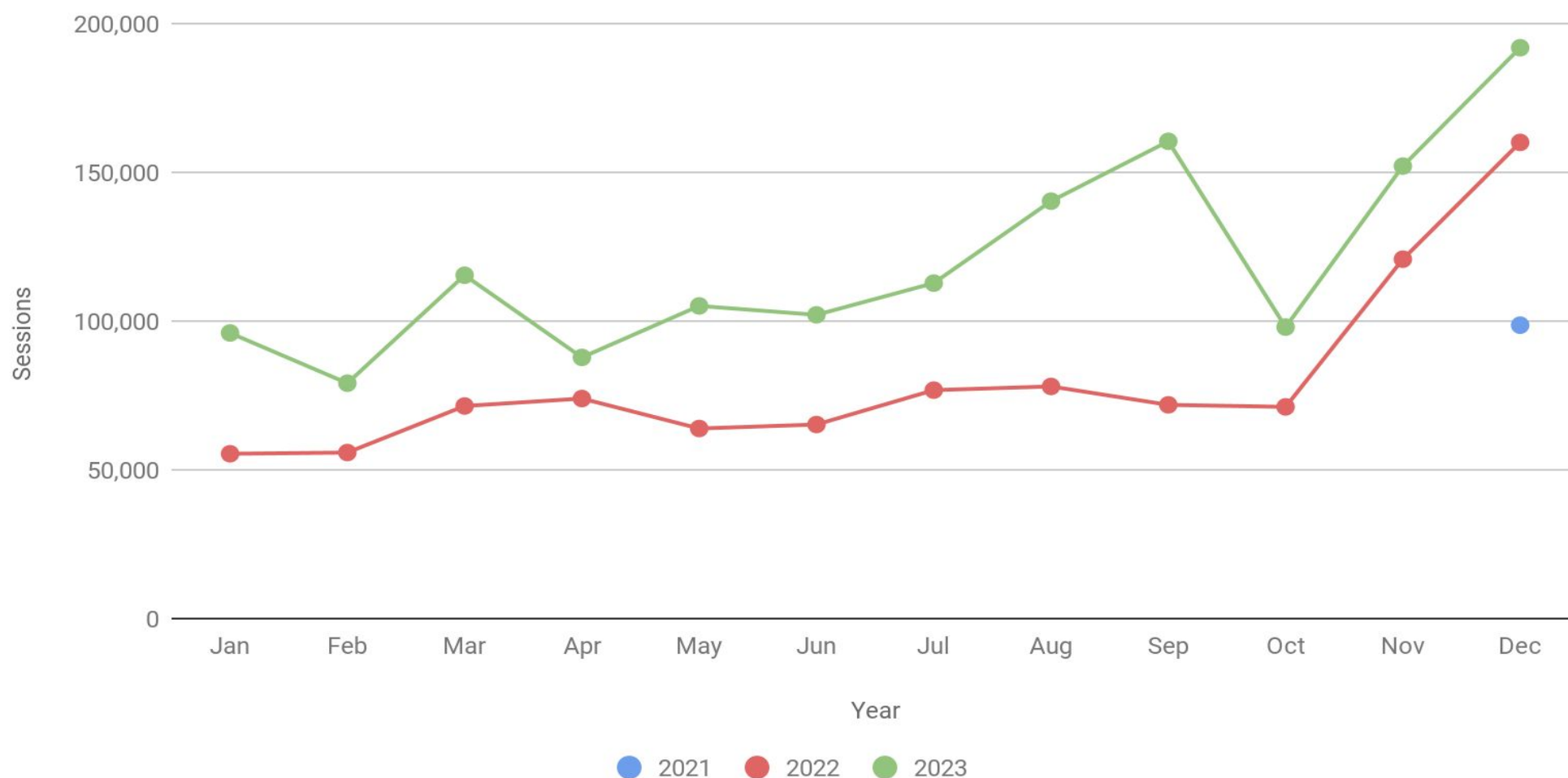
In December, Google organic was your top traffic source, up 21 percent year-over-year. We saw the highest increase from Yahoo organic up 111 percent and Bing organic up 83 percent compared to last year.



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ENGAGED SESSIONS

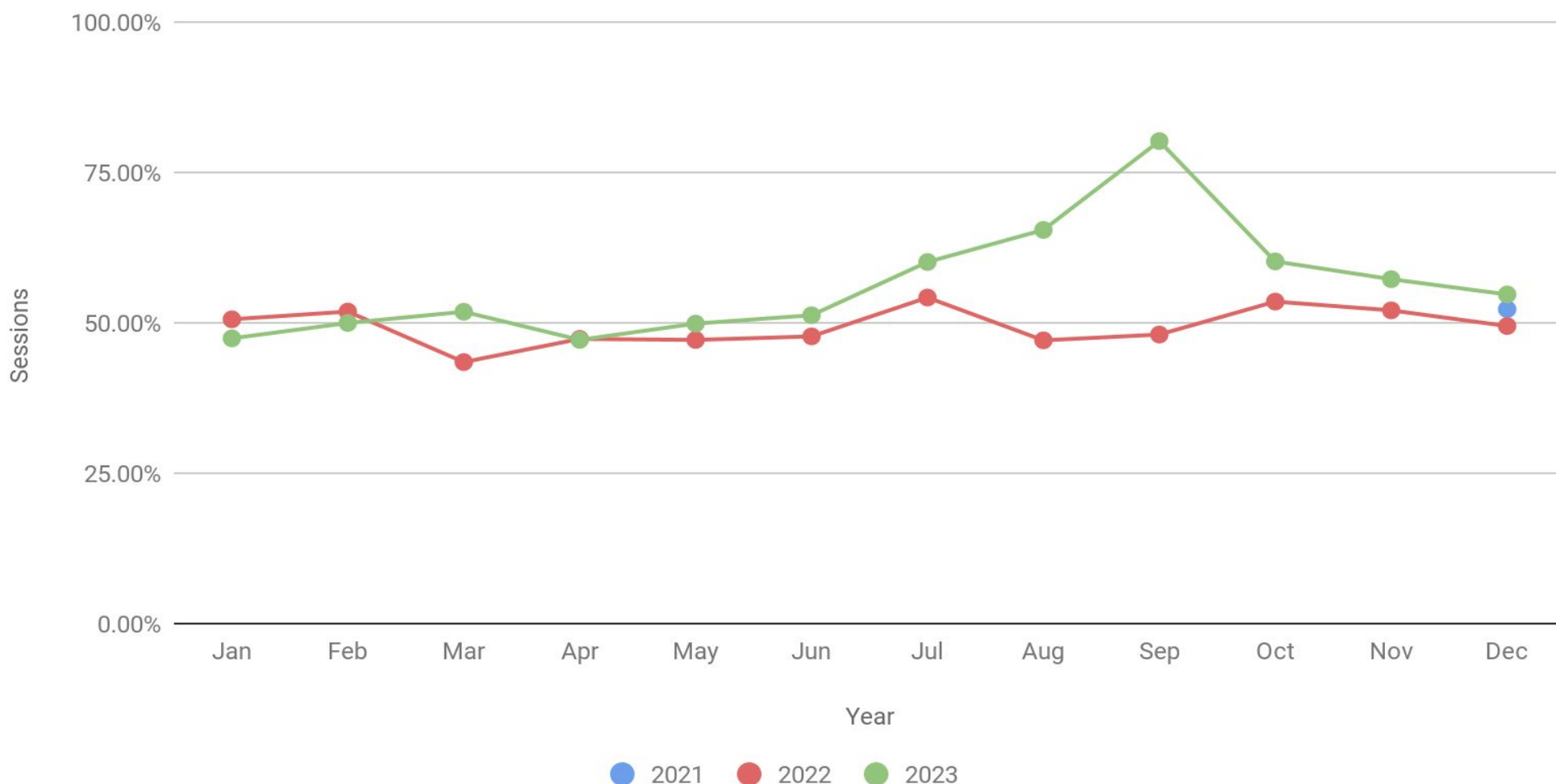
In December, we saw nearly 192k engaged sessions on the site, a 20 percent increase compared to last year, with an average duration of 04:07.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In December, the engagement rate increased 11 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 208 percent and a 135 percent increase from bookdirect clicks year-over-year.

662 Requests for Physical Guides

477 eNewsletter Signups

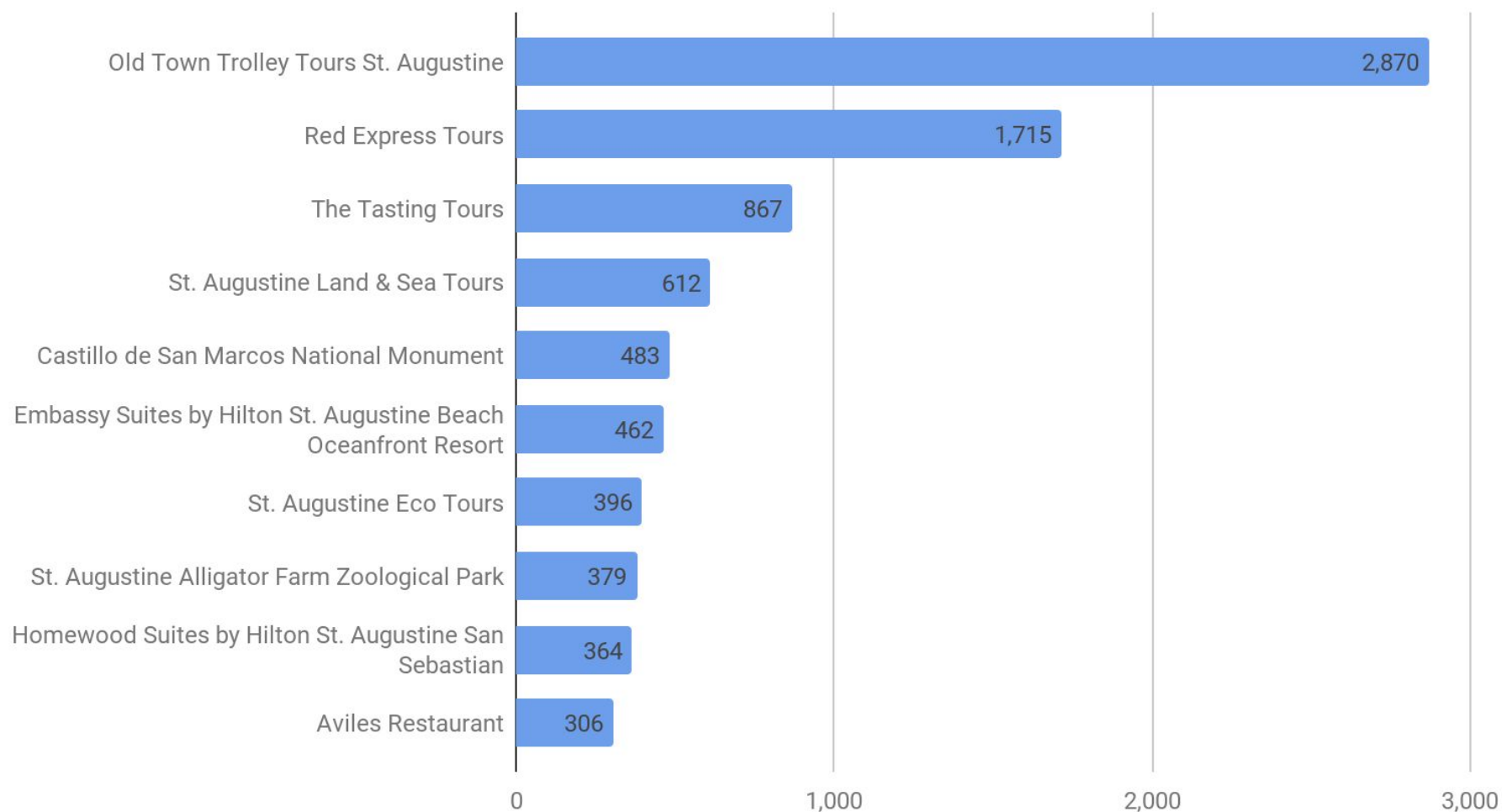
20,595 Clicks on Partner Listings

6,542 BookDirect Clicks

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PARTNER LISTING CLICKS

We continue to see the highest increase again from the Homewood Suites by Hilton up 894 percent and the Alligator Farm Zoological Park up 158 percent compared to last year.



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HISPANIC MICROSITE PERFORMANCE

2,725 visits to Website

2,297 Users

5,565 Pageviews

1,772 Engaged Sessions

2,400 Organic Sessions

0:05:28 Average Time on Site

65.03% Engagement Rate



TRAVEL MARKETING

ORGANIC SEARCH



TRAVEL MARKETING | GA4

ORGANIC PERFORMANCE

Organic search contributed 46 percent of the overall website visitation.

162,267 visits to Website

116,957 Users

287,558 Pageviews

105,285 Engaged Sessions

64.88% Engagement Rate

0:04:56 Average Time on Site

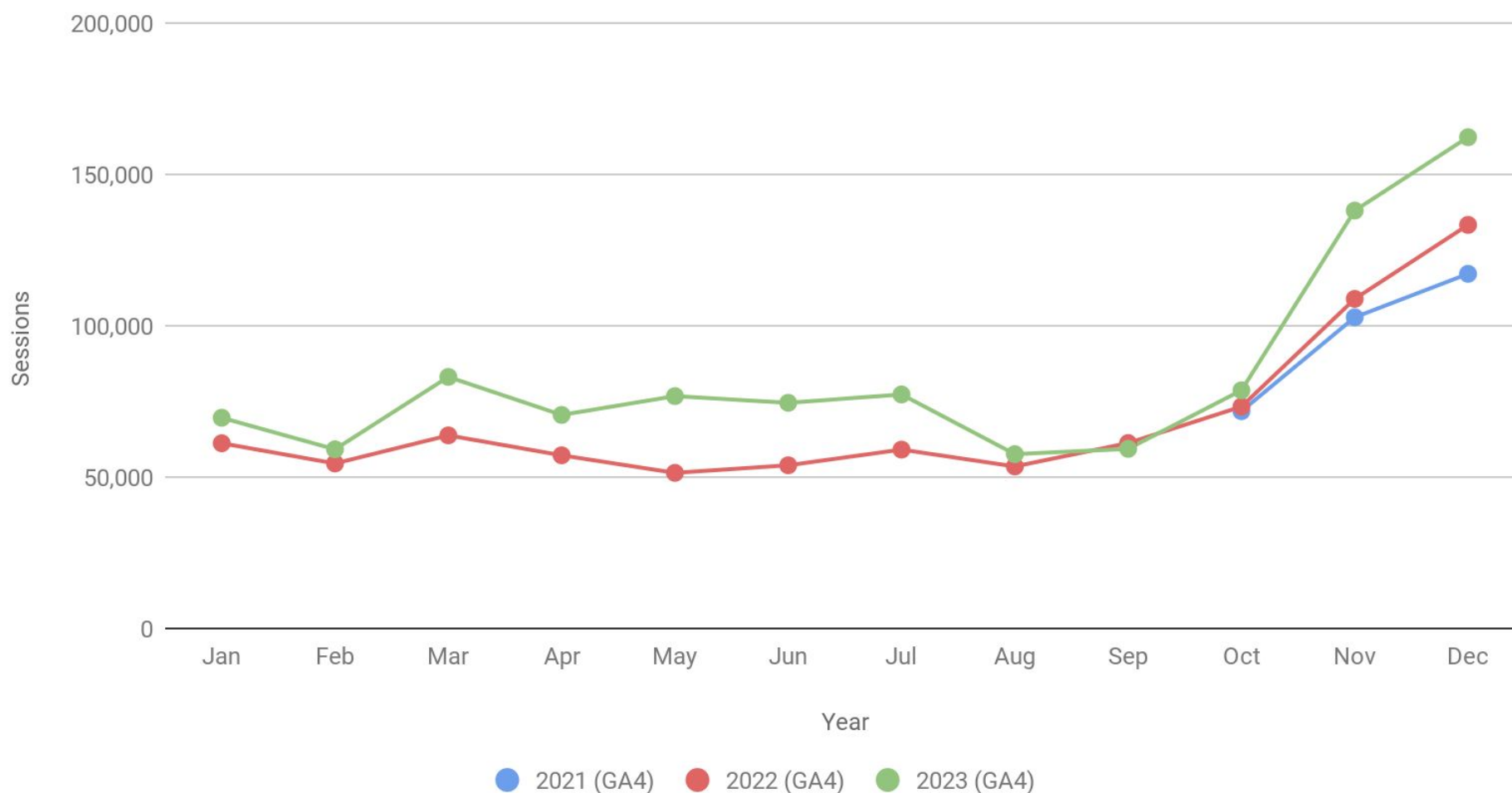
94.23% New Sessions

35.12% Bounce Rate

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ORGANIC SEARCH

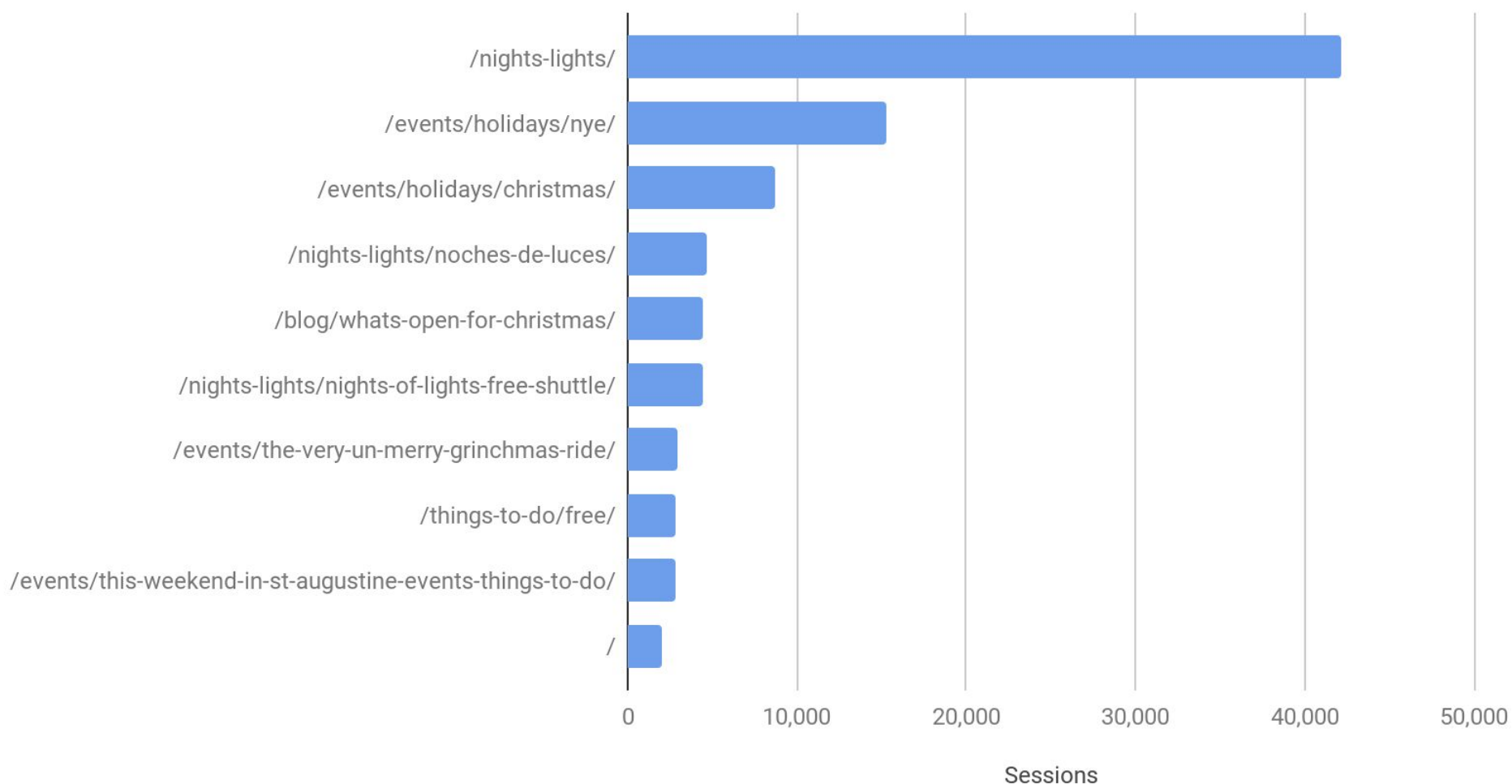
Organic search traffic increased by 22 percent compared to last year.



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TOP LANDING PAGES

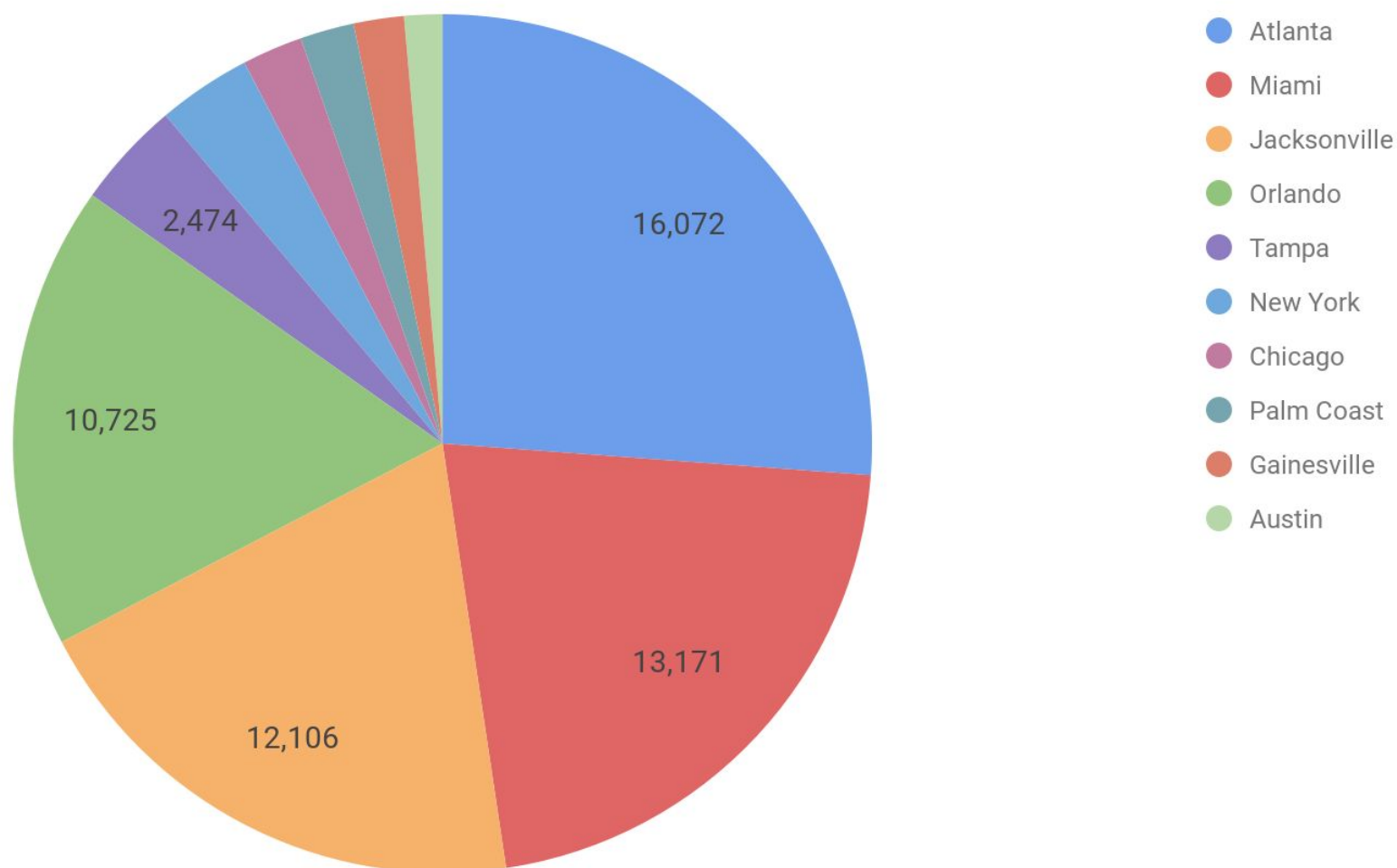
In December, the Nights of Lights page continued as your top landing page (+26%). We also saw a huge increase from the What's Open for Christmas blog (+55%) and Free Things to Do page (+117%) page.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

The Miami market continues to see huge increases, up 178 percent. We saw the highest increase from the Austin market, up 562 percent increase year-over-year.



TRAVEL MARKETING

LOOKING AHEAD

- During the month of January, the Tempest team will **optimize** the **St. Augustine Amphitheatre Live Music Venues** page.
- The team will **optimize** the **Nightlife** page.
- The team will also **optimize** the **Fort Mose Jazz & Blues Series Music Festivals** page.
- We will be **optimizing** the **Biktoberfest** annual event page.
- Additionally, the team will **create** and **deploy** the **January** email.

TASK TERMINOLOGY

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