



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

TRAVEL MARKETING CAMPAIGN

19%

Increase in Total Sessions
YoY

30%

Increase in Pageviews YoY

298%

Increase in eNewsletter Signups
YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of October, the Tempest team **optimized** the **Camping** page.
- The team **optimized** the **Ponte Vedra Auto Show** annual events page.
- The team also **optimized** the **Nights of Lights Free Shuttle** page.
- We **optimized** the **Enjoy Special Events During Nights of Lights** blog.
- Our team will **performed** a **Technical Website Audit**.
- Additionally, the team **created** and **deployed** the **October** 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 October, we saw increases with all of your top level performance compared to last year.

158,297 Website Sessions

95,656 Engaged Sessions

122,766 Website Users

60.43% Engagement Rate

290,361 Pageviews

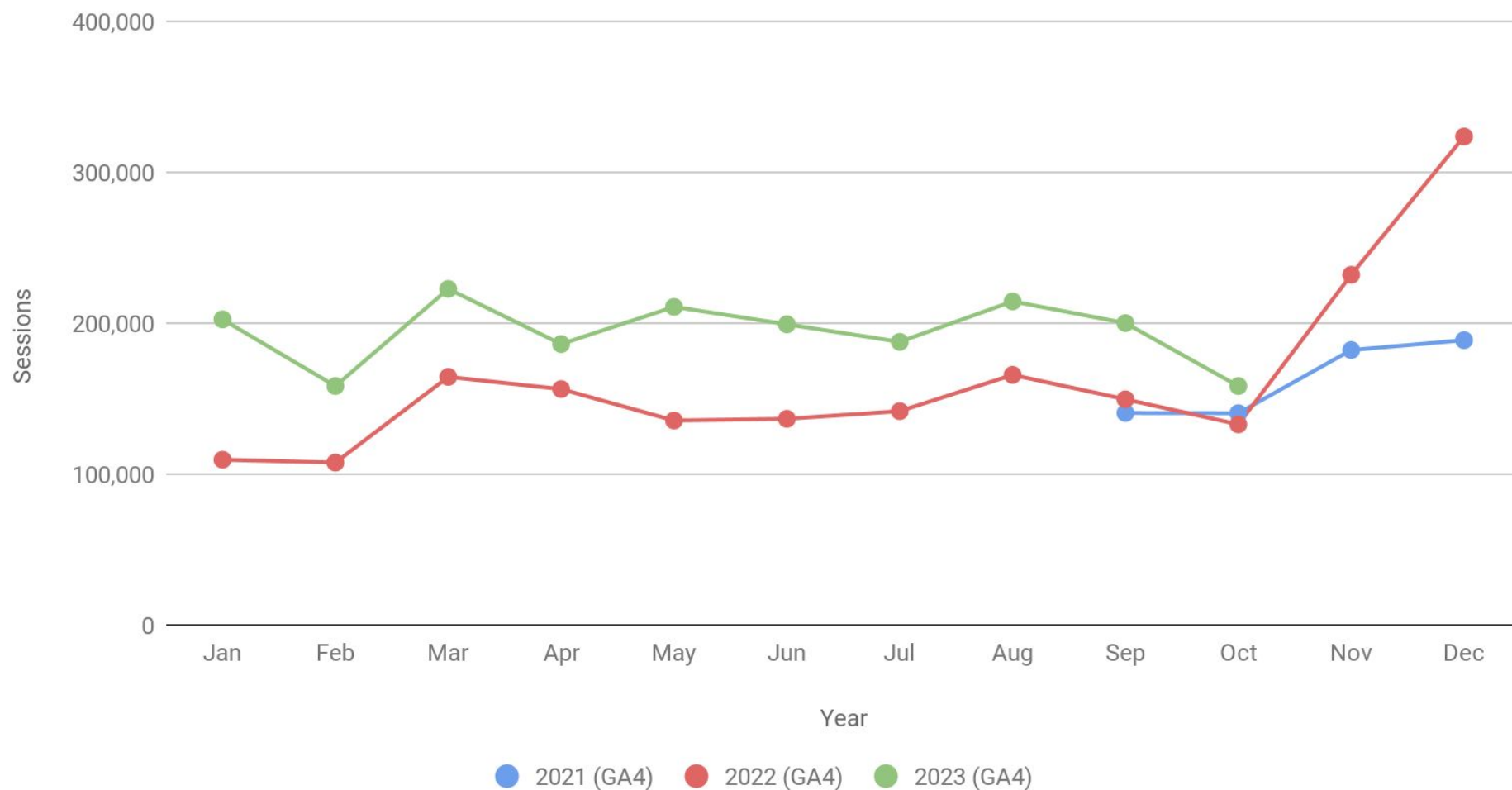
0:04:08 Average Engagement Time per Session

76,542 Organic Website Users

TRAVEL MARKETING | GA4

SESSIONS

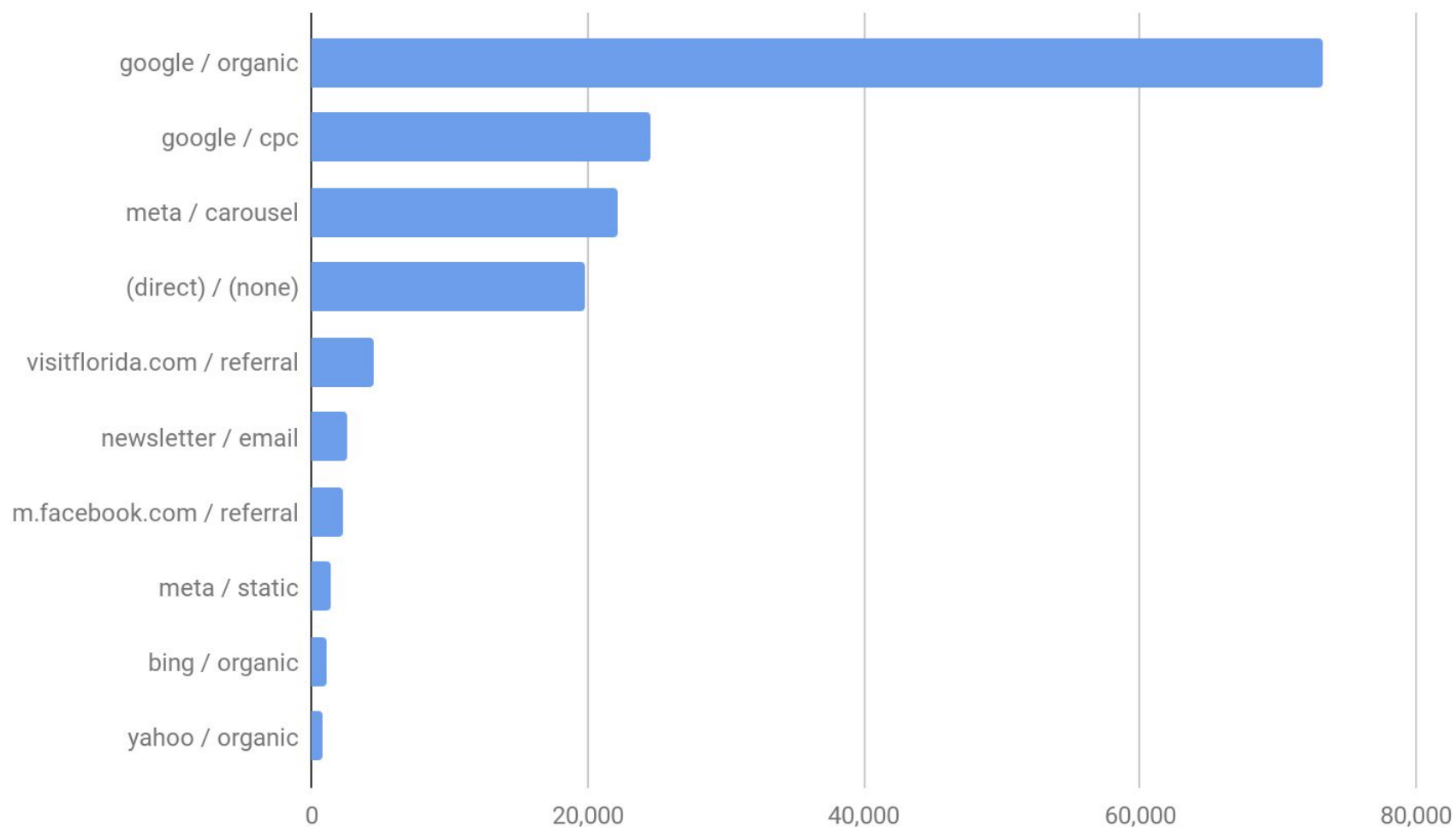
Visits captured by the website saw a 19 percent increase compared to October 2022.



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TOP TRAFFIC SOURCES

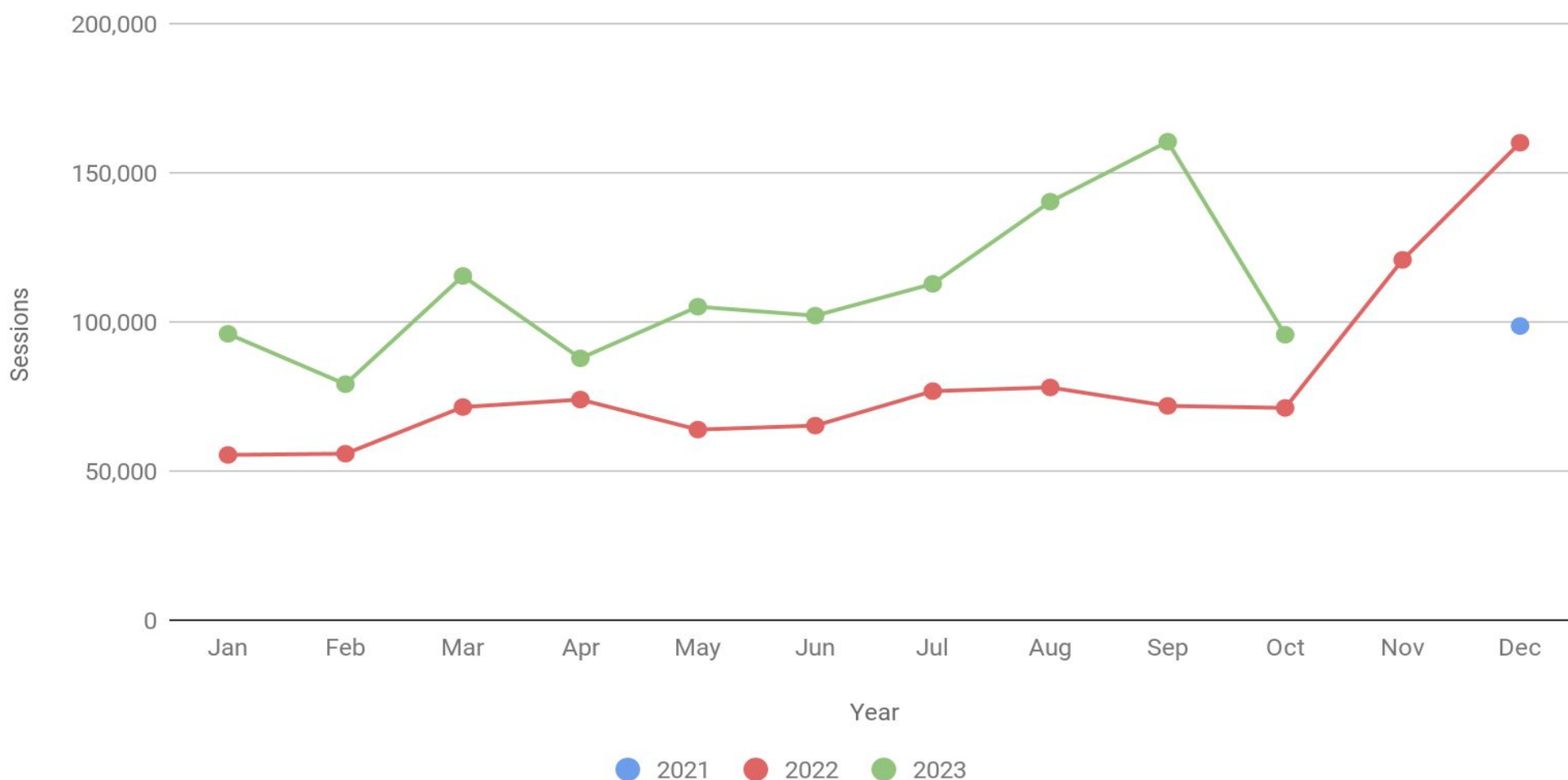
In October, we saw nice increases from direct traffic up 21 percent, newsletter up 64 percent and Yahoo organic up 79 percent compared to last year.



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ENGAGED SESSIONS

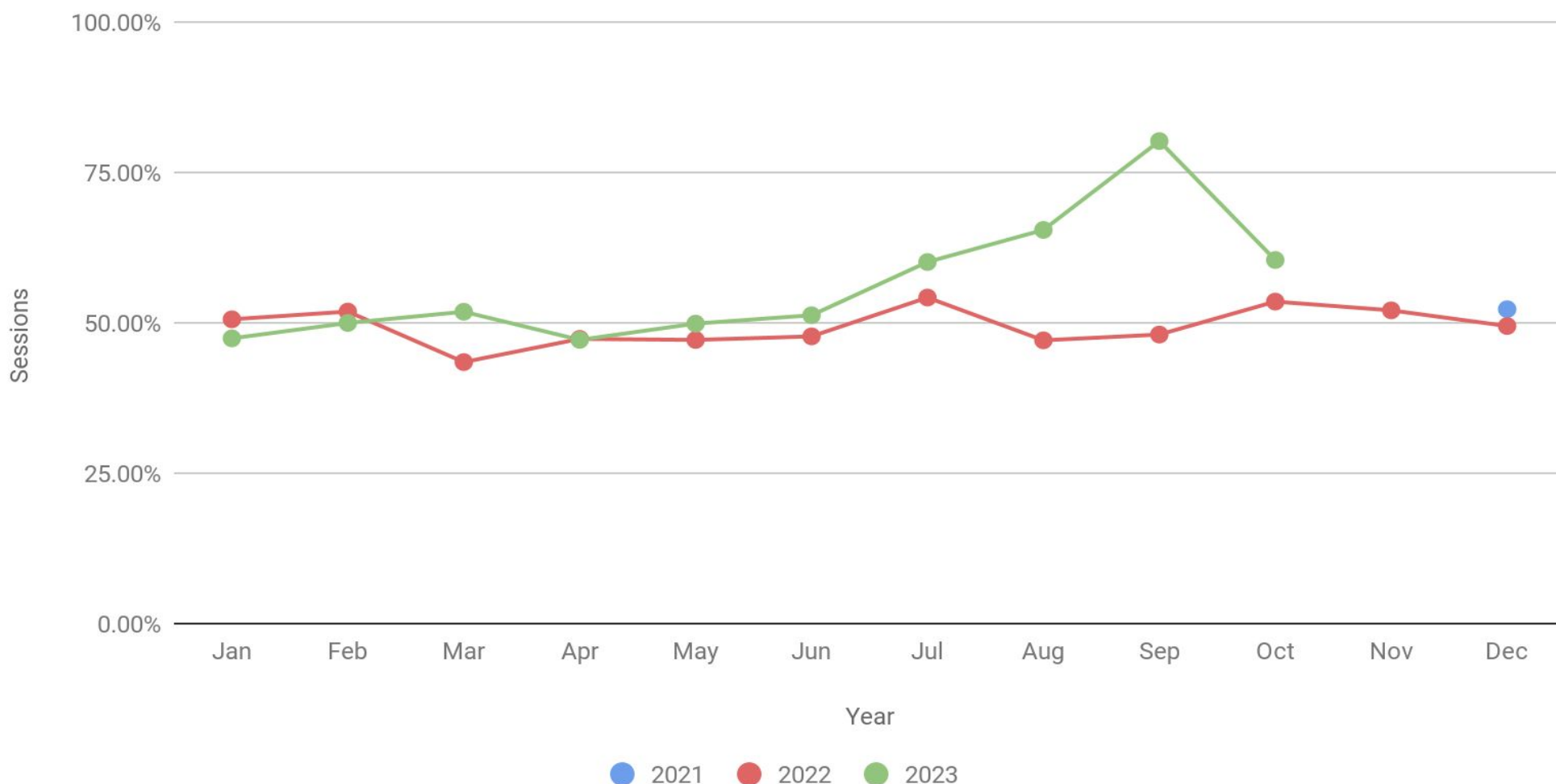
In October, we saw over 95k engaged sessions on the site, a 34 percent increase compared to last year, with an average duration of 04:08.



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ENGAGEMENT RATE

In October, the engagement rate increased 13 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 298 percent and a 289 percent increase from book direct clicks year-over-year.

581 Requests for Physical Guides

486 eNewsletter Signups

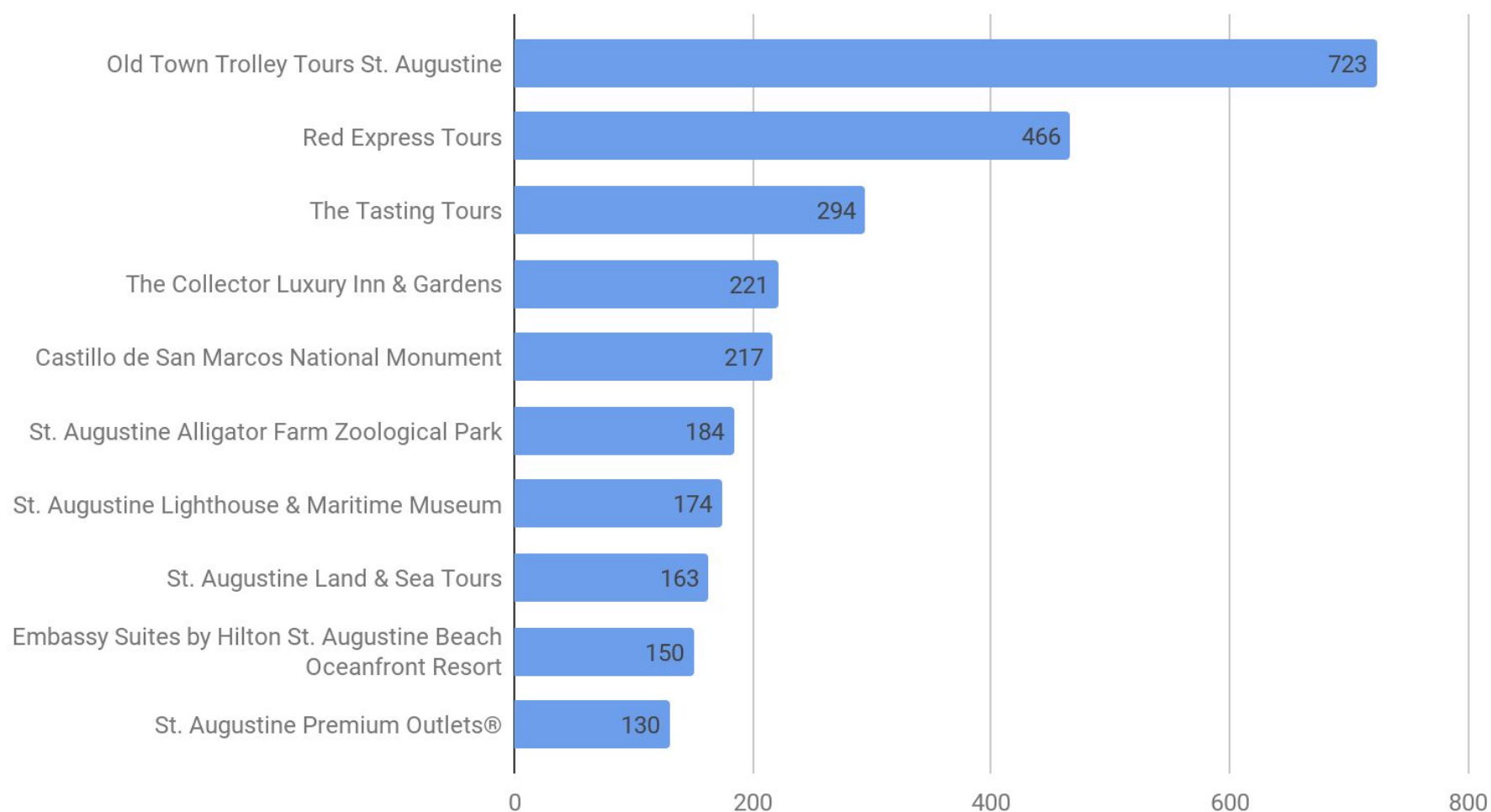
9,261 Clicks on Partner Listings

4,071 BookDirect Clicks

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PARTNER LISTING CLICKS

We saw the highest increase again from the The Collector Luxury Inn & Gardens up 154 percent, the Alligator Farm Zoological Park up 136 percent and Embassy Suites by Hilton up 114 percent compared to last year.



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HISPANIC MICROSITE PERFORMANCE

1,130 visits to Website

979 Users

2,282 Pageviews

776 Engaged Sessions

974 Organic Sessions

0:03:56 Average Time on Site

68.67% Engagement Rate



TRAVEL MARKETING

ORGANIC SEARCH



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ORGANIC PERFORMANCE

Organic search contributed 48 percent of the overall website visitation.

76,542 visits to Website

58,478 Users

128,128 Pageviews

50,319 Engaged Sessions

65.74% Engagement Rate

0:04:20 Average Time on Site

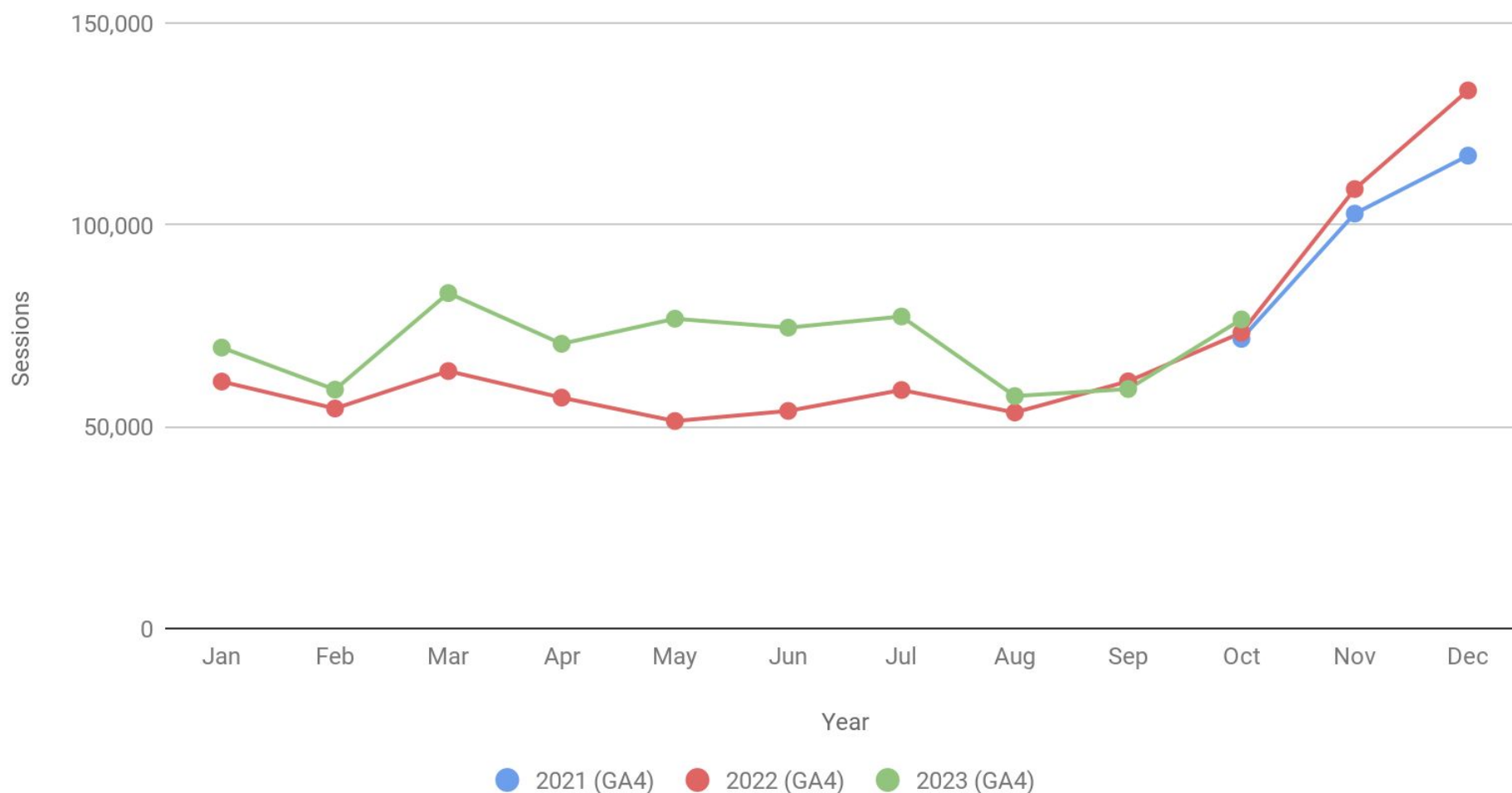
93.74% New Sessions

34.26% Bounce Rate

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ORGANIC SEARCH

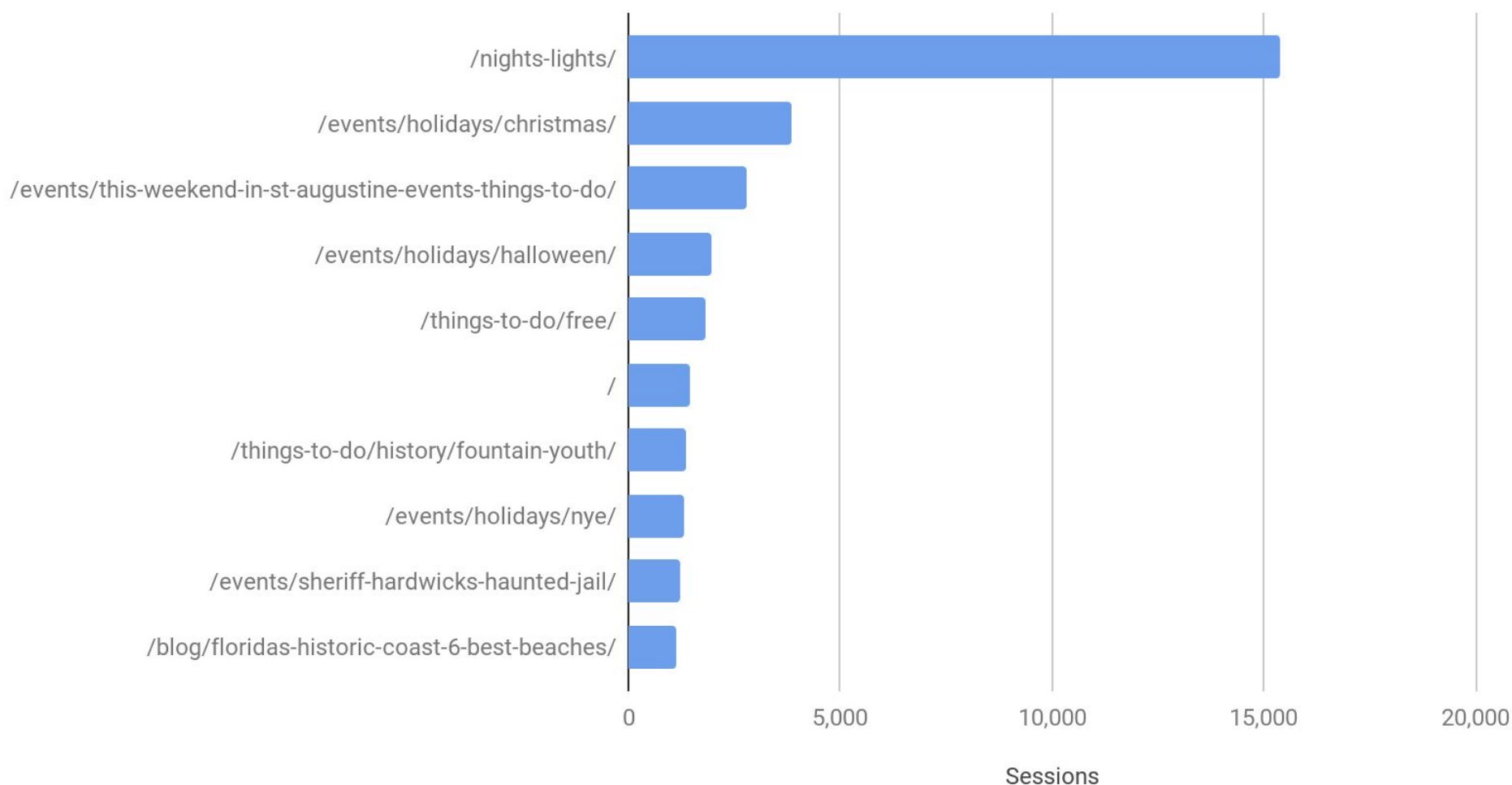
Organic search traffic increased slightly by 4 percent compared to last year.



TRAVEL MARKETING | GA4

TOP LANDING PAGES

In October, the NYE page saw a huge 412 percent increase compared to last year. We also saw a nice increase from the 6 Best Beaches blog (+219%) and Christmas events page (+41%) page.



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SESSIONS BY CITY

The Miami market saw a huge increase of 171 percent and Orlando saw a 15 percent increase year-over-year.

