



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | DESTINATION

Campaign Update

JANUARY 2024

29%

INCREASE IN
PAGEVIEWS VS 2023

242%

INCREASE IN NEWSLETTER
SIGNUPS VS 2023

177%

INCREASE IN
BOOKDIRECT CLICKS
VS 2023

- **Optimized:** Nightlife page
- **Optimized:** St. Augustine Amphitheatre page
- **Optimized:** Black History page
- **Optimized:** Fort Mose Jazz & Blues Series page

Site Performance

Top Level Performance

239,994

VISITS TO WEBSITE

192,350

WEBSITE USERS

85,838

VISIT FROM ORGANIC

419,318

PAGE VIEWS

00:03:37

AVERAGE SESSION DURATION

128,541

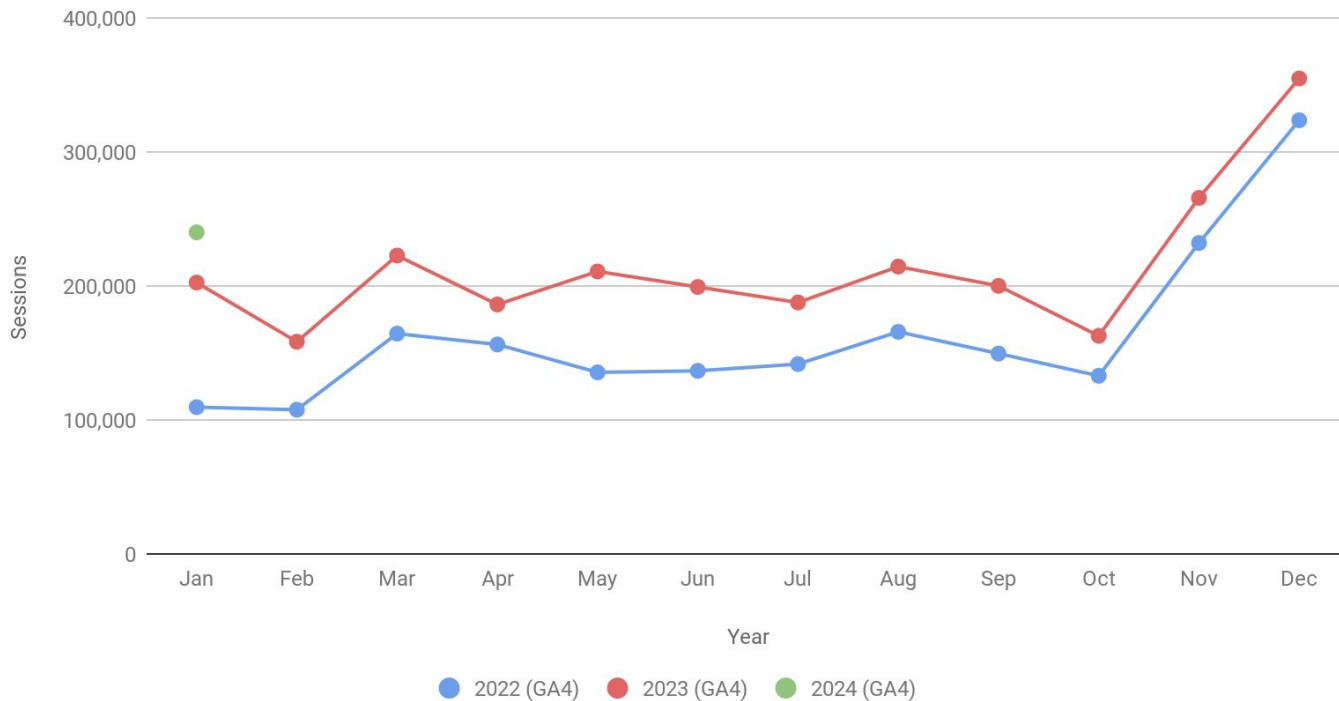
ENGAGED SESSIONS

53.56%

ENGAGEMENT RATE

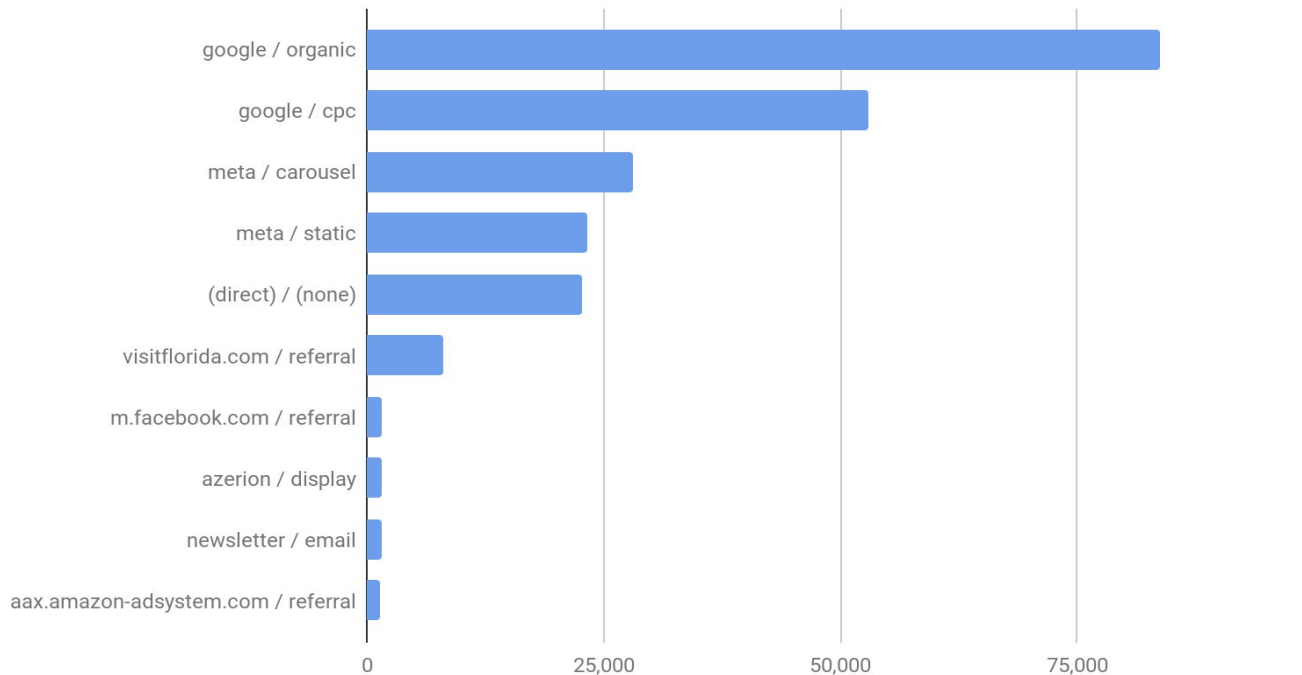
Sessions

Overall website sessions saw a 19% increase compared to last year.



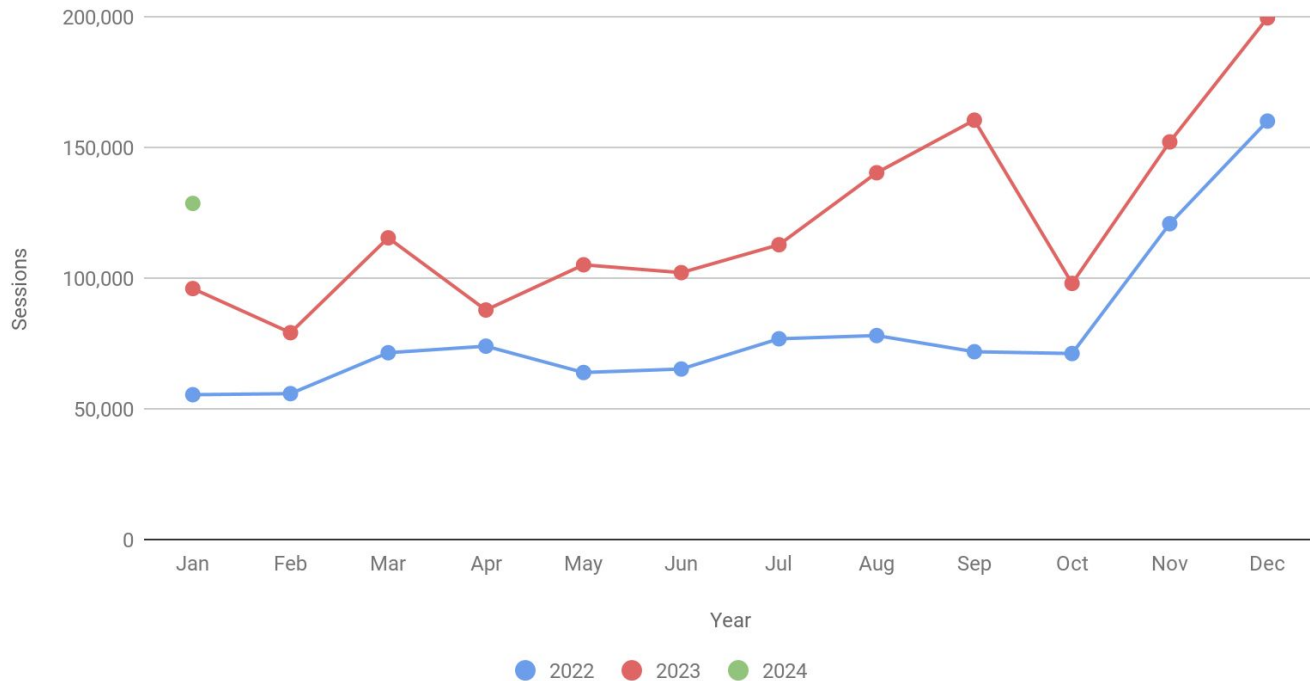
Traffic Sources

Google organic (+23%) drove the majority of the traffic to your site in January.



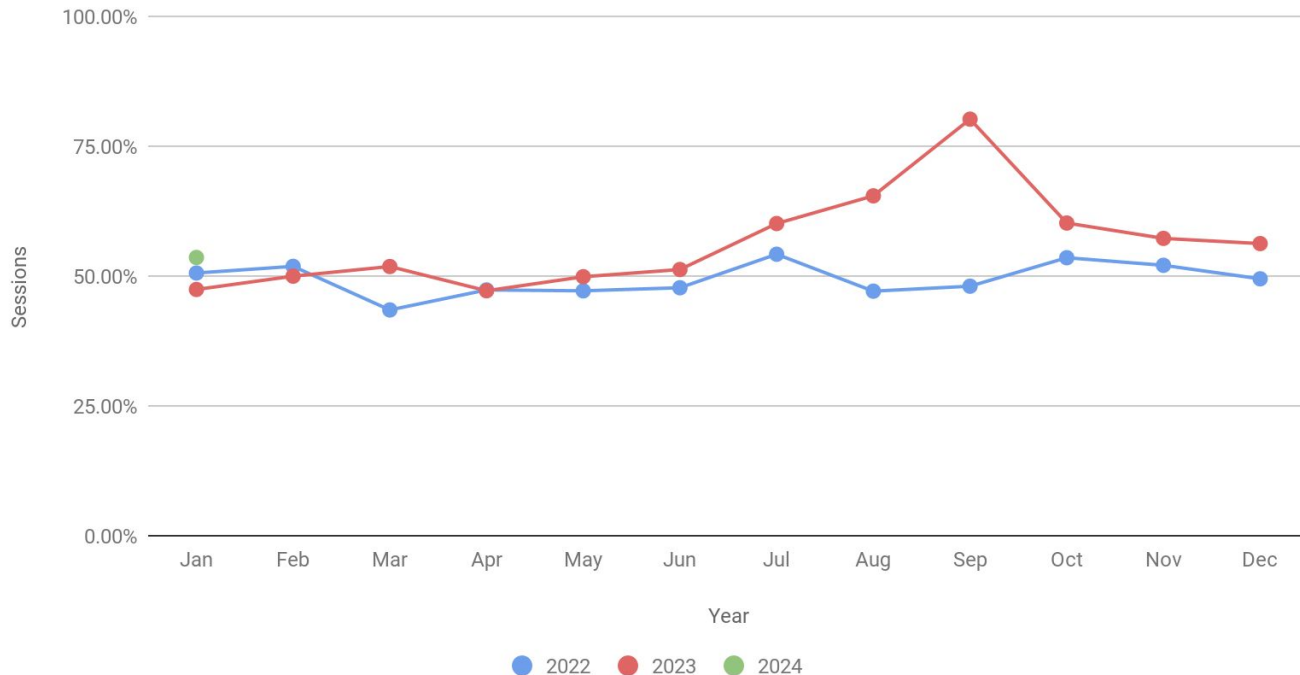
Engaged Sessions

We saw over 128k engaged sessions (+34%) with an average session duration of 03:37 (+41%).



Engagement Rate

The engagement rate was 53.56% - a 13% increase compared to last year.



Key Performance Indicators

Newsletter signups (+242%) and BookDirect clicks (+177%) saw the highest year-over-year increases.

1,153

REQUESTS FOR
PHYSICAL GUIDES

653

ENEWSLETTER SIGNUPS

13,571

OUTBOUND CLICKS
ON PARTNER
LISTINGS

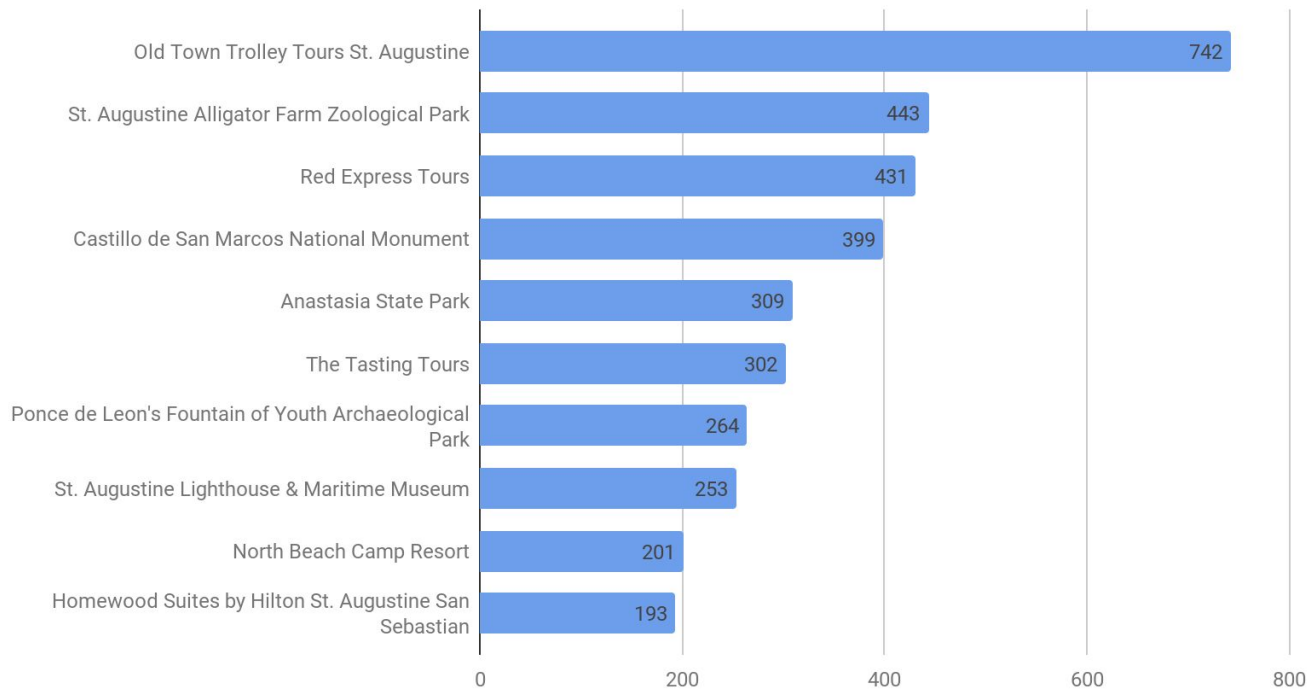
4,772

BOOKDIRECT CLICKS



Partner Listing Clicks

The Homewood Suites by Hilton (+865%) and North Beach Camp Resort (+570%) partners saw the highest year-over-year increases.



Hispanic Microsite Performance

2,206

VISITS TO WEBSITE

4,626

TOTAL USERS

1,942

VISIT FROM ORGANIC

4,626

PAGE VIEWS

00:04:51

AVERAGE TIME ON SITE

1,469

ENGAGED SESSIONS

66.59%

ENGAGEMENT RATE

Organic Search

Organic Performance

85,838

VISITS TO WEBSITE

66,133

TOTAL USERS

144,046

PAGEVIEWS

56,435

ENGAGED SESSIONS

00:04:19

AVERAGE TIME ON SITE

65.75%

ENGAGEMENT RATE

91.15%

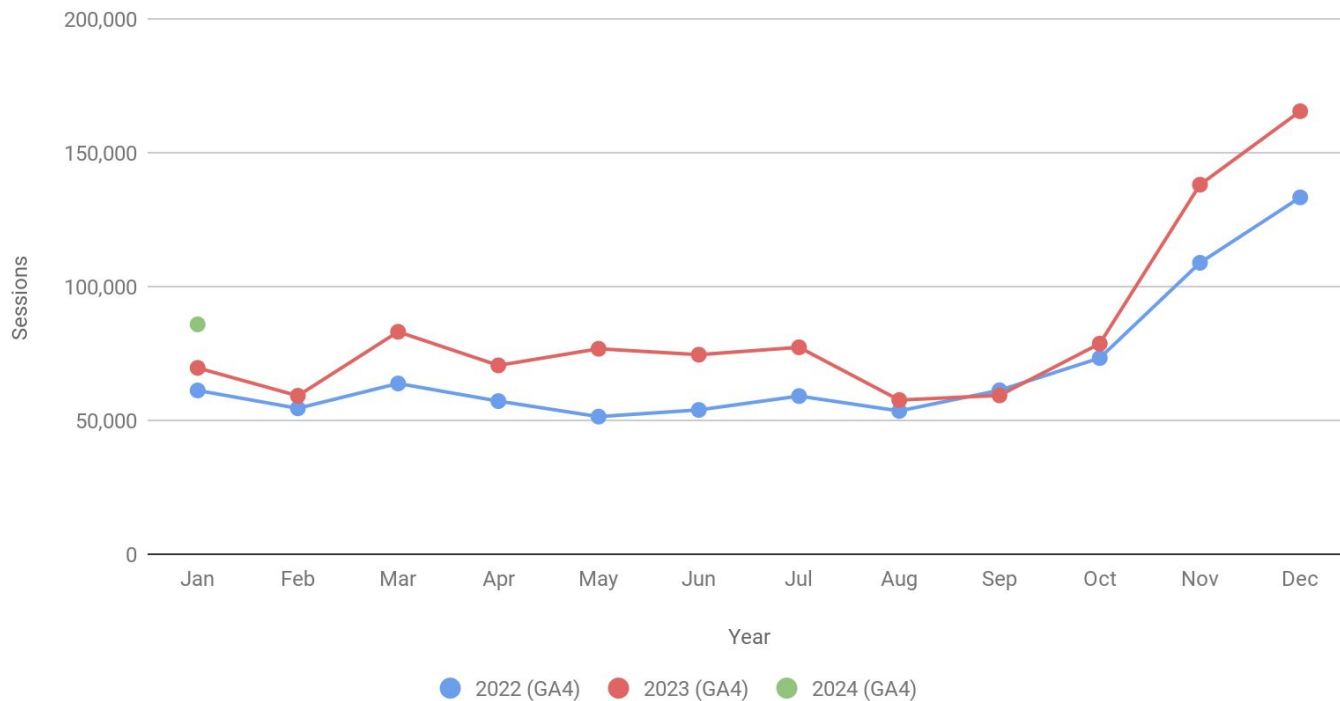
NEW SESSIONS

34.25%

BOUNCE RATE

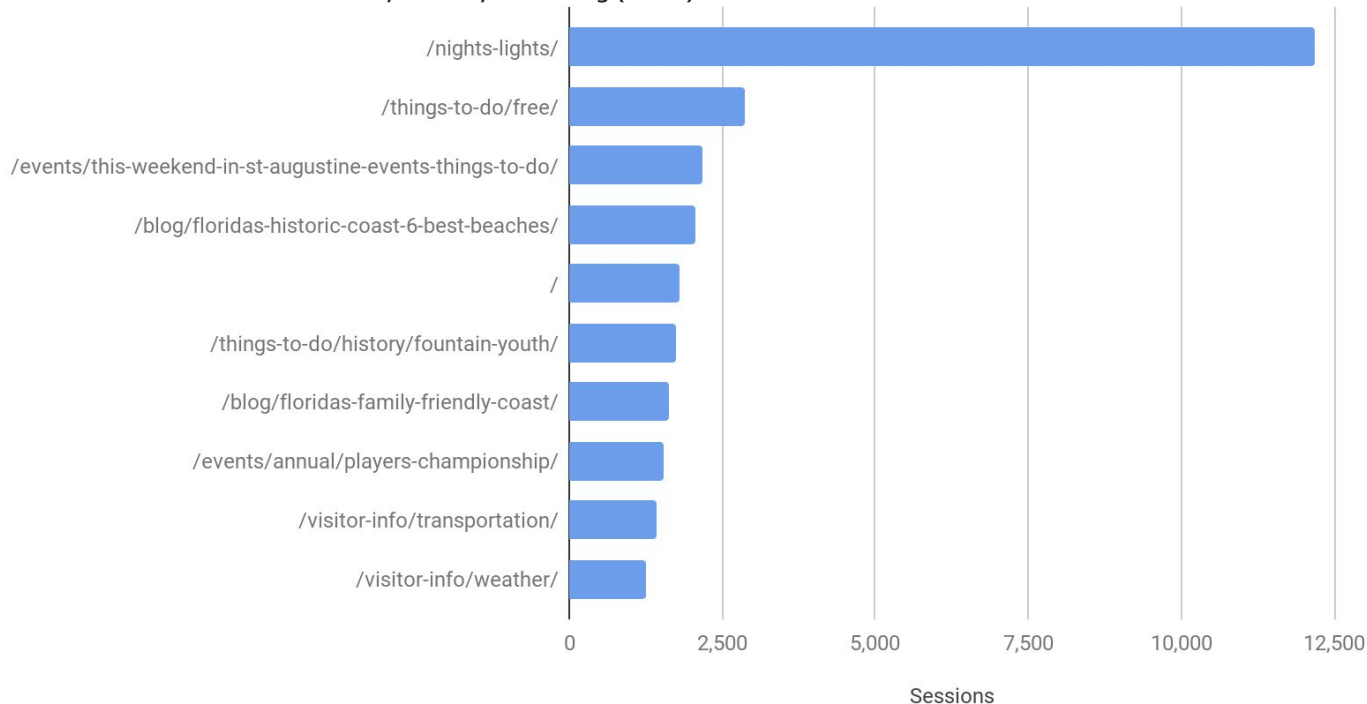
Organic Search

Organic sessions increased 23% compared to last year.



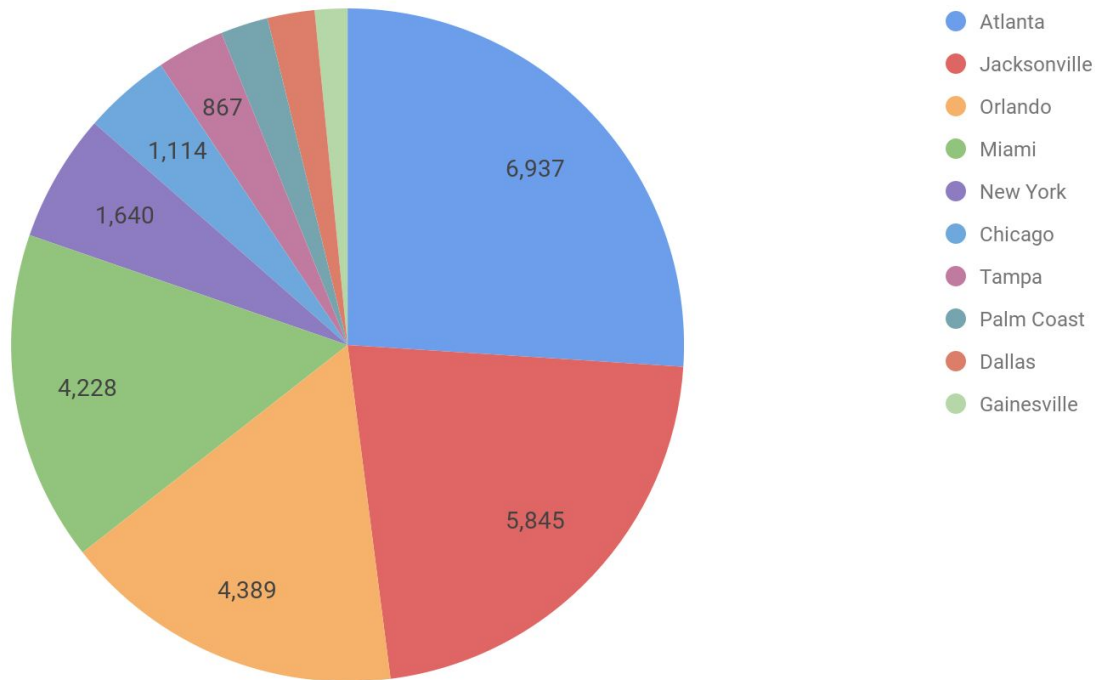
Top Landing Pages

The Nights of Lights page (+50%) was your top landing page in January. We saw the highest year-over-year increase from the Family Friendly Coast blog (+9k%).



Sessions By City

All of the top cities saw increases during the month of January.
Miami (+155%) and Jacksonville (+63%) saw the highest
year-over-year increases.



Email Marketing

Email Performance

Opt-in Subscribers

25,876

MESSAGES SENT

15%

CTOR

652

SESSIONS

03:56

AVG. SESSION
DURATION

Other Source Subscribers

164,981

MESSAGES SENT

47%

CTOR

753

SESSIONS

02:29

AVG. SESSION
DURATION



Looking Ahead

February 2024

- **Optimize:** Bike Week page
- **Optimize:** St. Patrick's Day blog
- **Optimize:** Celtic Music & Heritage Festival page
- **Optimize:** Homepage

Thank You