



**tempest**

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The Power to Move People

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TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Campaign Update

**JANUARY 2025**

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**14%**

**INCREASE IN TOTAL  
SESSION vs. 2024**

**52%**

**INCREASE IN PARTNER  
REFERRALS vs. 2024**

**19%**

**INCREASE IN ENGAGED  
SESSIONS vs. 2024**

- **Optimize:** Black History annual event page
- **Optimize:** Valentine's Day Holiday page
- **Optimize:** Laid Back Luxury Ponte Vedra blog
- **Optimize:** Indoor Activities blog

# Site Performance

## Top Level Performance

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**273,206**

VISITS TO WEBSITE

+14% YOY

**215,711**

WEBSITE USERS

+12% YOY

**86,009**

VISIT FROM ORGANIC

+0% YOY

**441,319**

PAGE VIEWS

+5% YOY

**0:00:46**

AVERAGE ENGAGEMENT TIME  
PER SESSION

-29% YOY

**152,473**

ENGAGED SESSIONS

+19% YOY

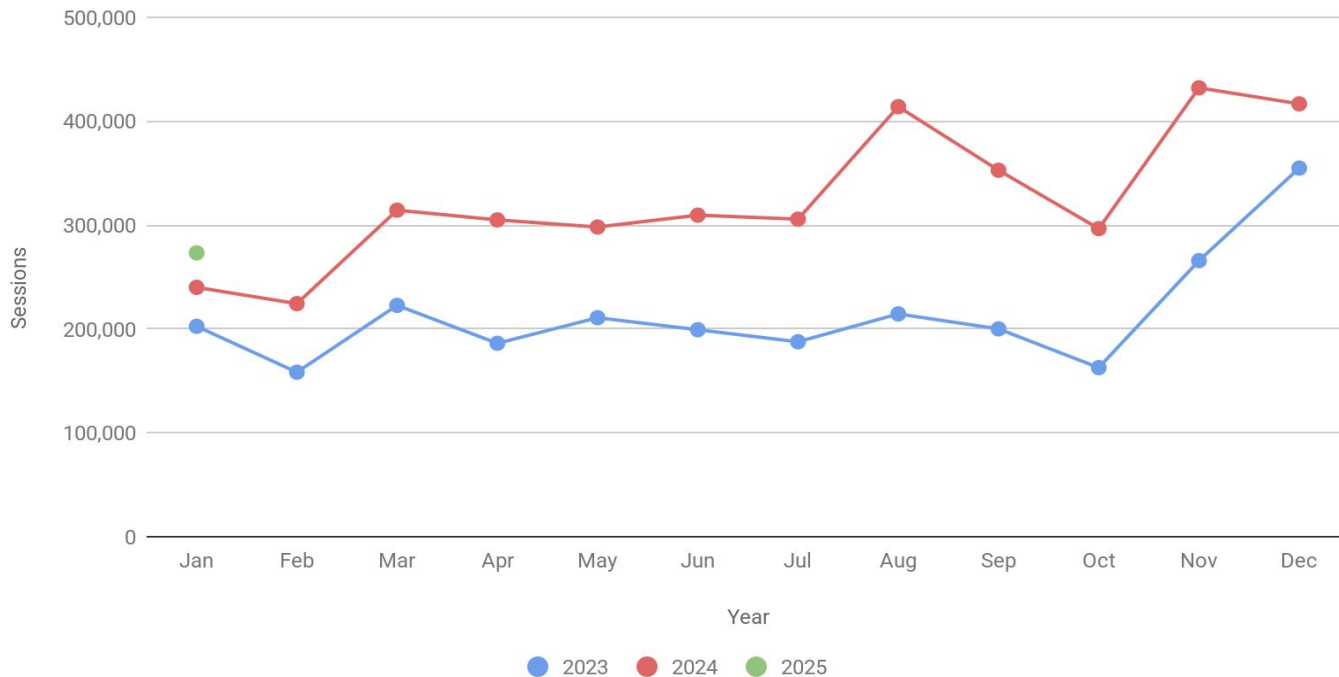
**55.81%**

ENGAGEMENT RATE

+2% YOY

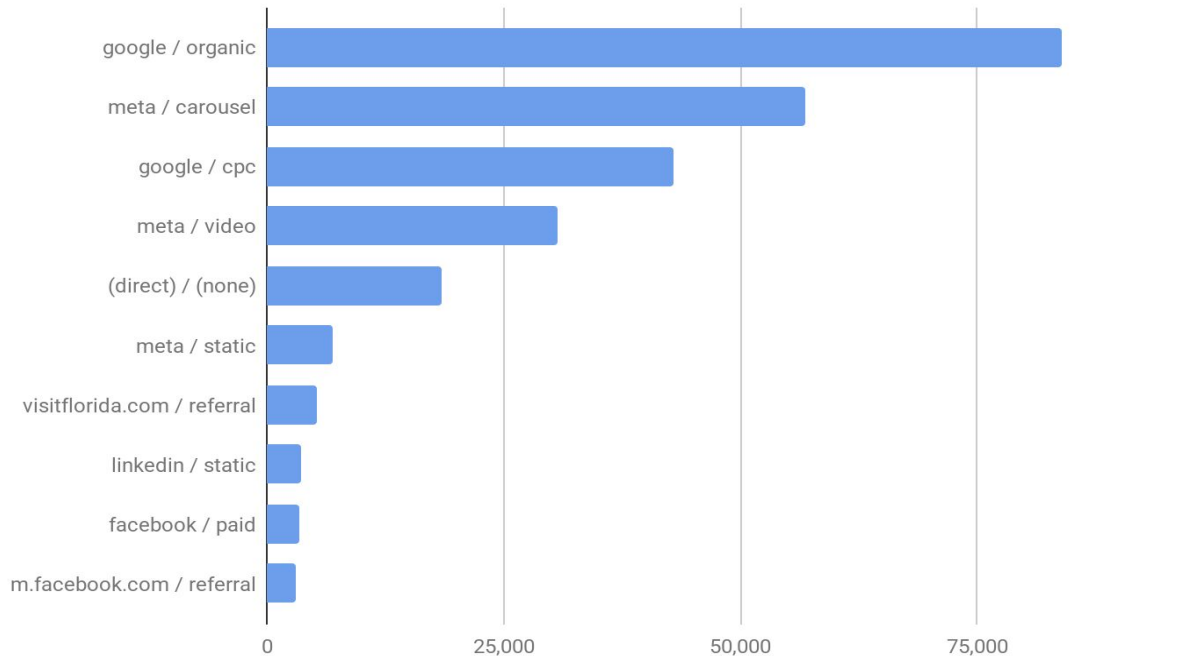
# Sessions

Overall website sessions saw a 14% increase compared to last year.



# Traffic Sources

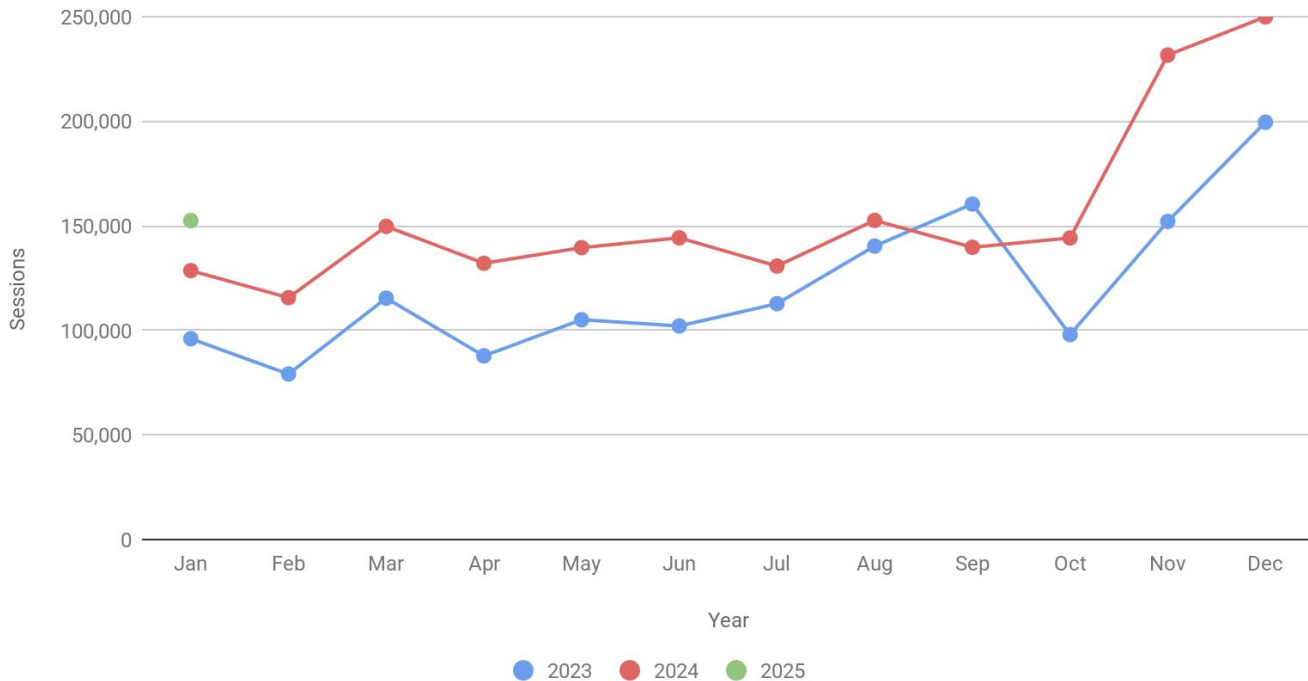
In addition to organic, we are seeing strong paid traffic coming out of Meta.





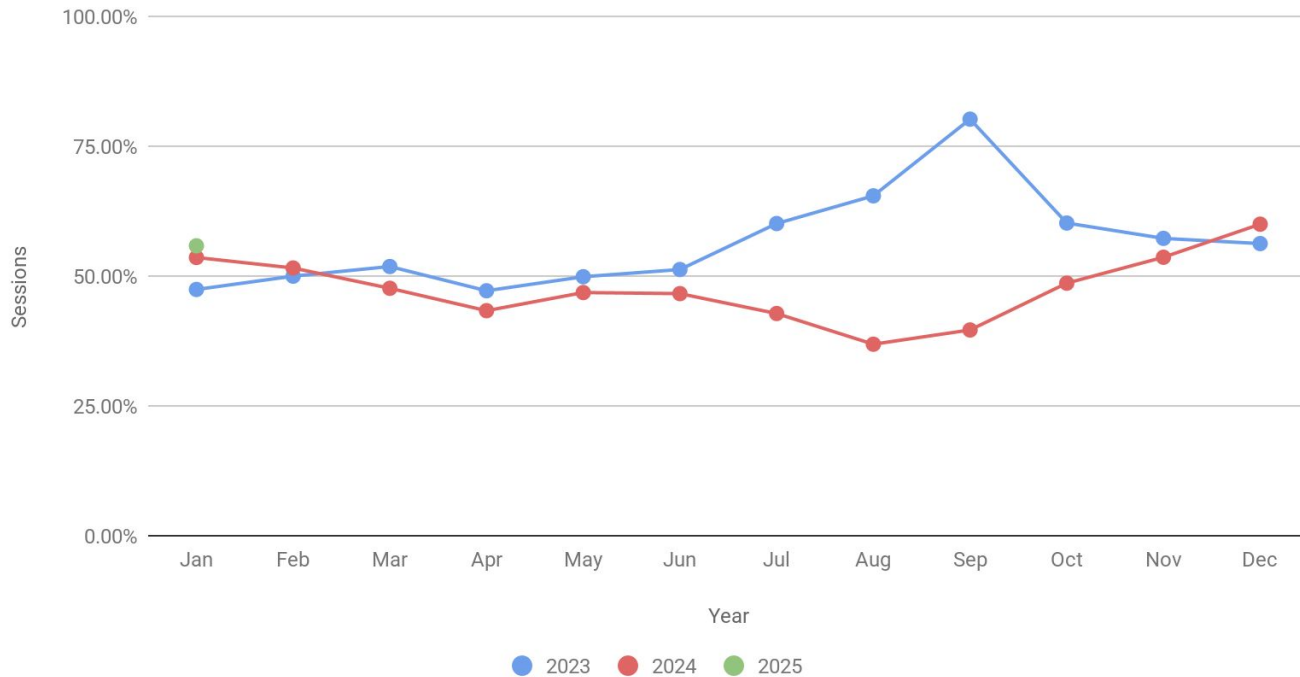
# Engaged Sessions

We saw over 152K engaged sessions (+19%) with an average engaged session of 00:46.



# Engagement Rate

The engagement rate was 55.81% - a 2% increase compared to last year.



# Key Performance Indicators

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In January, partner referrals increased 52% compared to last year.

**1,010**

REQUESTS FOR  
PHYSICAL GUIDES

**120**

ENEWSLETTER  
SIGNUPS

**20,689**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

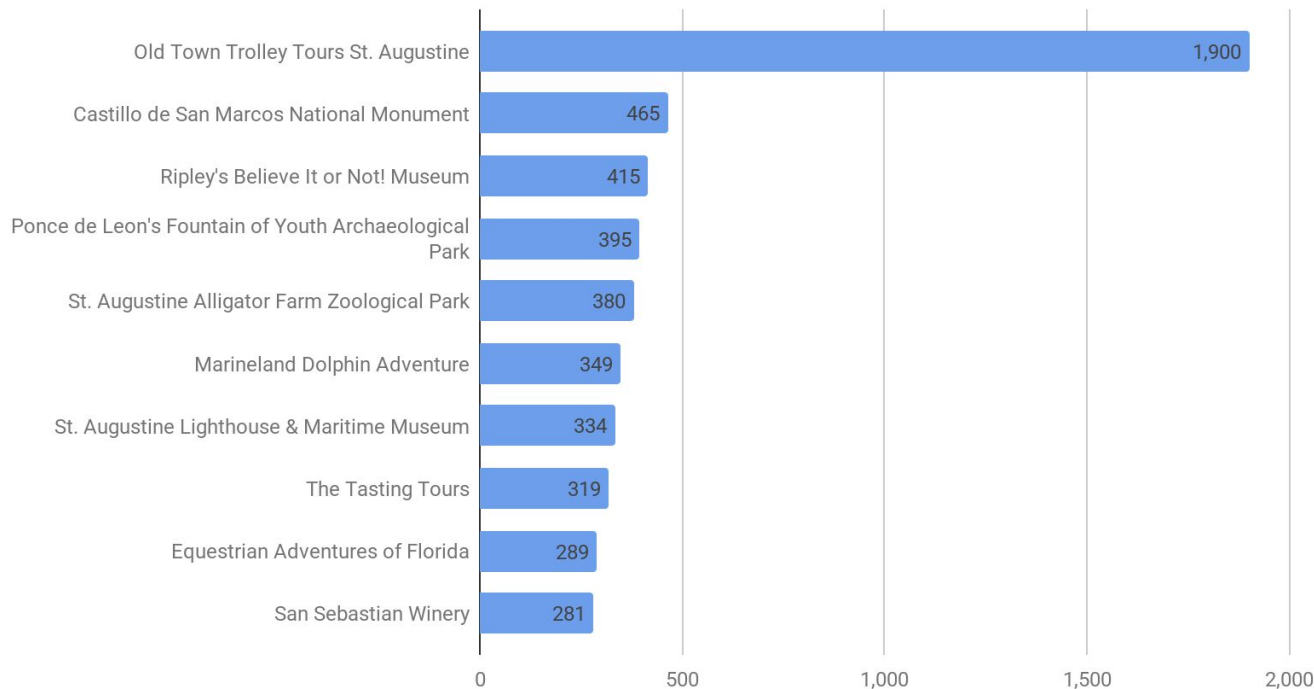
**2,743**

BOOKDIRECT CLICKS



# Partner Listing Clicks

Old Town Trolley Tours had a 156% increase and Ripley's Believe it or Not! Increased 252%.



# Hispanic Microsite Performance

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**2,152**

VISITS TO WEBSITE

-2% YOY

**1,811**

TOTAL USERS

-1% YOY

**1,897**

VISIT FROM ORGANIC

-2% YOY

**4,199**

PAGE VIEWS

-9% YOY

**0:01:54**

AVERAGE ENGAGEMENT TIME

PER SESSION

-7% YOY

**1,601**

ENGAGED SESSIONS

+9% YOY

**74.40%**

ENGAGEMENT RATE

+8% YOY

# Organic Search

# Organic Performance

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**86,009**

VISITS TO WEBSITE

+0% YOY

**62,902**

TOTAL USERS

-5% YOY

**140,390**

PAGEVIEWS

-3% YOY

**59,285**

ENGAGED SESSIONS

+5% YOY

**0:01:11**

AVERAGE ENGAGEMENT TIME  
PER SESSION

-1% YOY

**68.93%**

ENGAGEMENT RATE

+3% YOY

**54,246**

NEW USERS

-10% YOY

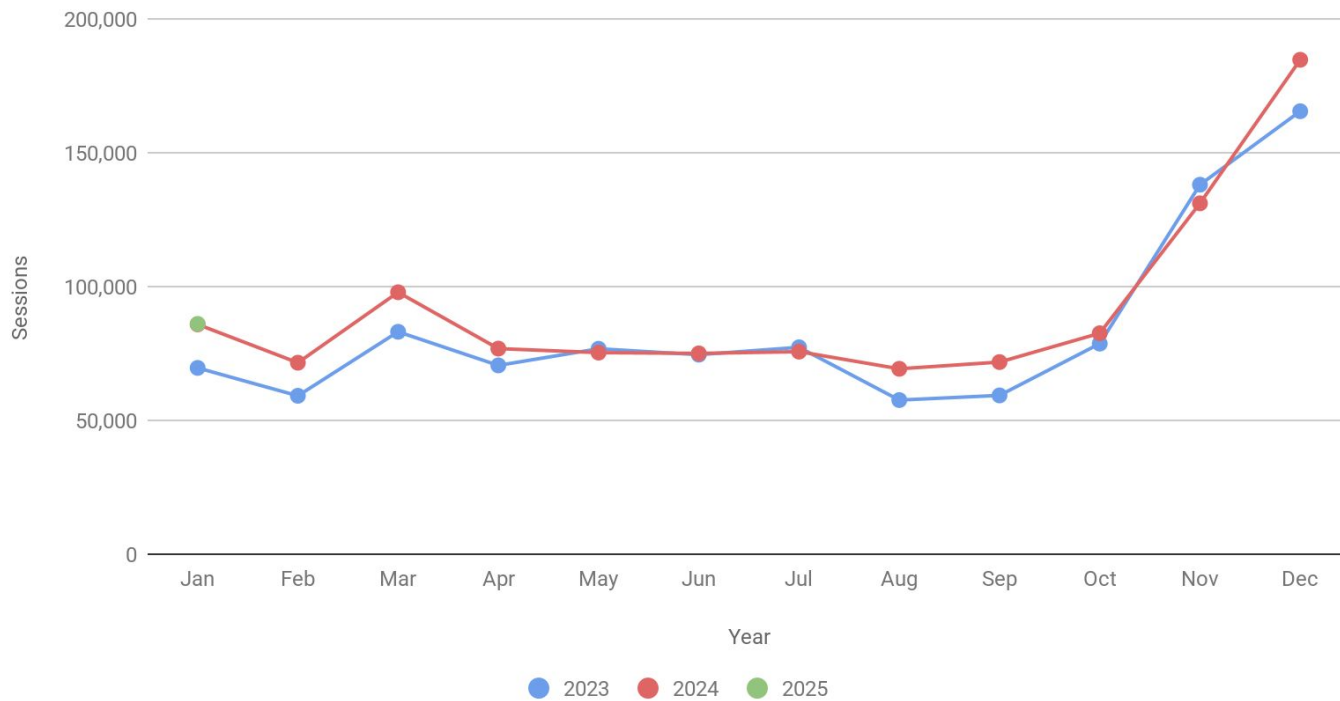
**31.07%**

BOUNCE RATE

-3% YOY

# Organic Search

Organic sessions compared similarly to January 2024.



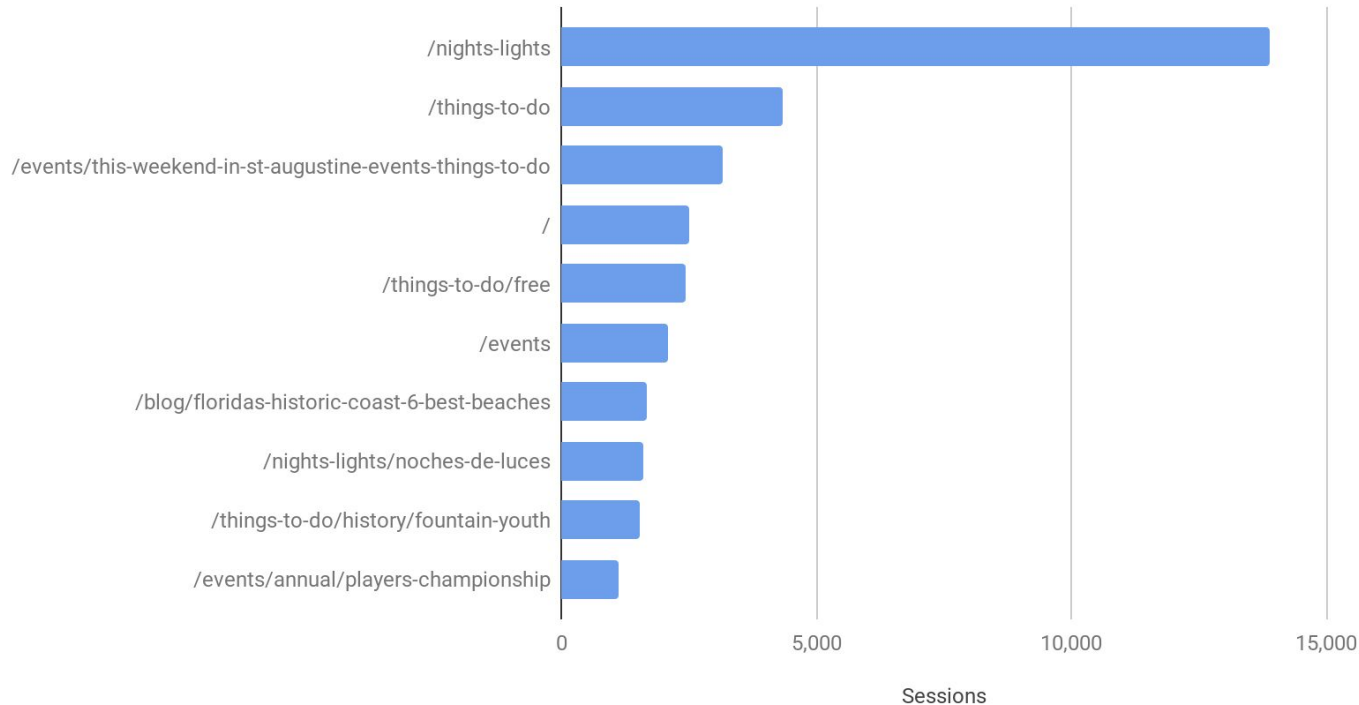


# Top Keywords

Top Keywords	Clicks	Position	Pos. Δ	CTR
st augustine lights	1,816	2.31	-5.15	16.93%
things to do in st augustine	1,399	3.40	-3.5	4.67%
nights of lights	924	3.19	0.71	11.90%
st augustine night of lights	674	4.70	2.4	5.54%
st augustine	552	10.20	-1.93	0.30%
night of lights	485	2.81	0.33	14.05%
st augustine florida	360	9.13	-4.06	0.47%
st augustine amphitheatre	272	5.08	-3.46	2.90%
nocatee farmers market	246	1.90	0.06	27.00%
st augustine beach	221	5.54	0.05	1.77%

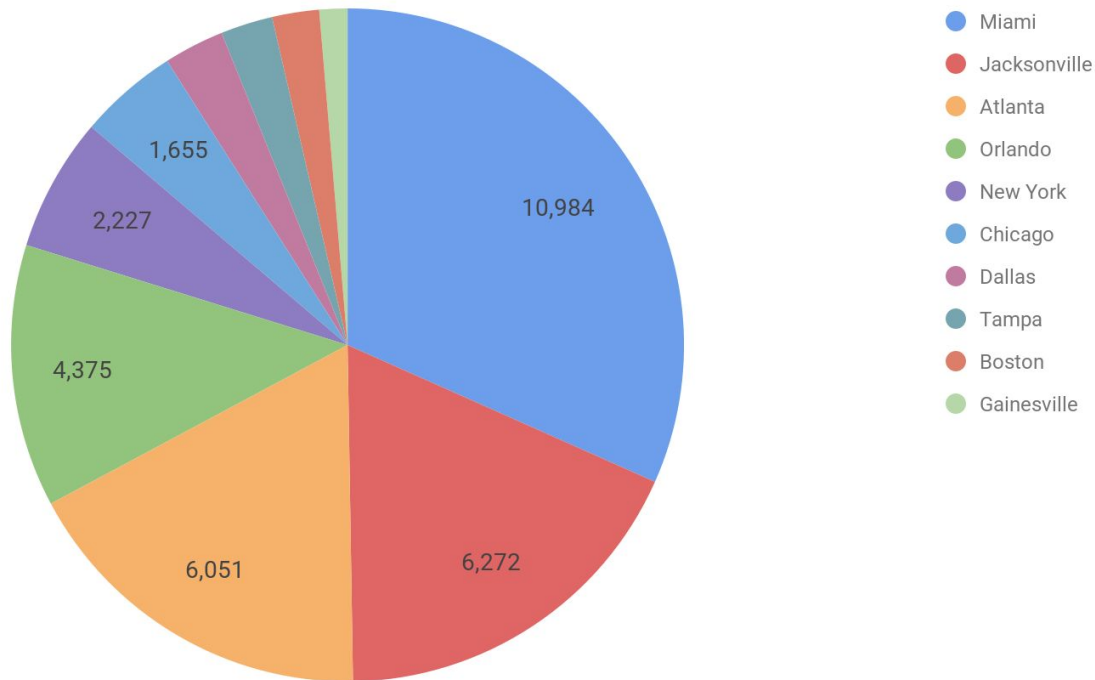
# Top Landing Pages

Nights of Lights (*optimized in September*) increased 14% and Things to Do page increased 257%.



# Sessions By City

Traffic from Miami increased 160% and traffic from New York increased 36% year-over-year.



# Email Marketing

# Email Performance

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## Opt-in Subscribers

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**35,208**

MESSAGES SENT

**43%**

CTOR

**1,107**

SESSIONS

**05:35**

AVG. SESSION  
DURATION

## Other Source Subscribers

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**163,301**

MESSAGES SENT

**50%**

CTOR

**797**

SESSIONS

**04:05**

AVG. SESSION  
DURATION



# Looking Ahead

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February 2025

- **Optimized:** Celtic Music & Heritage Festival Page
- **Optimized:** St. Patrick's Day Blog
- **Optimized:** Lions Spring Festival Blog
- **Optimized:** THE PLAYERS Championship Annual Events Page

M P L S

# TOURISM

*Academy*

2025

JUNE 23-26 | MINNEAPOLIS, MN

# Thank You