



**tempest**

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The Power to Move People

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TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Campaign Update

**FEBRUARY 2024**

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**50%**

INCREASE IN  
PAGEVIEWS VS 2023

**218%**

INCREASE IN NEWSLETTER  
SIGNUPS VS 2023

**221%**

INCREASE IN  
BOOKDIRECT CLICKS  
VS 2023

- **Optimized:** Welcome to Bike Week annual event page
- **Optimized:** Celtic Music & Heritage Festival page
- **Optimized:** Homepage
- **Optimized:** St. Patrick's Day blog
- **Created & Deployed:** February Email
- **Performed:** Technical Website Audit

# Site Performance

## Top Level Performance

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**224,332**

VISITS TO WEBSITE

**181,716**

WEBSITE USERS

**71,509**

VISIT FROM ORGANIC

**398,612**

PAGE VIEWS

**00:03:23**

AVERAGE SESSION DURATION

**115,610**

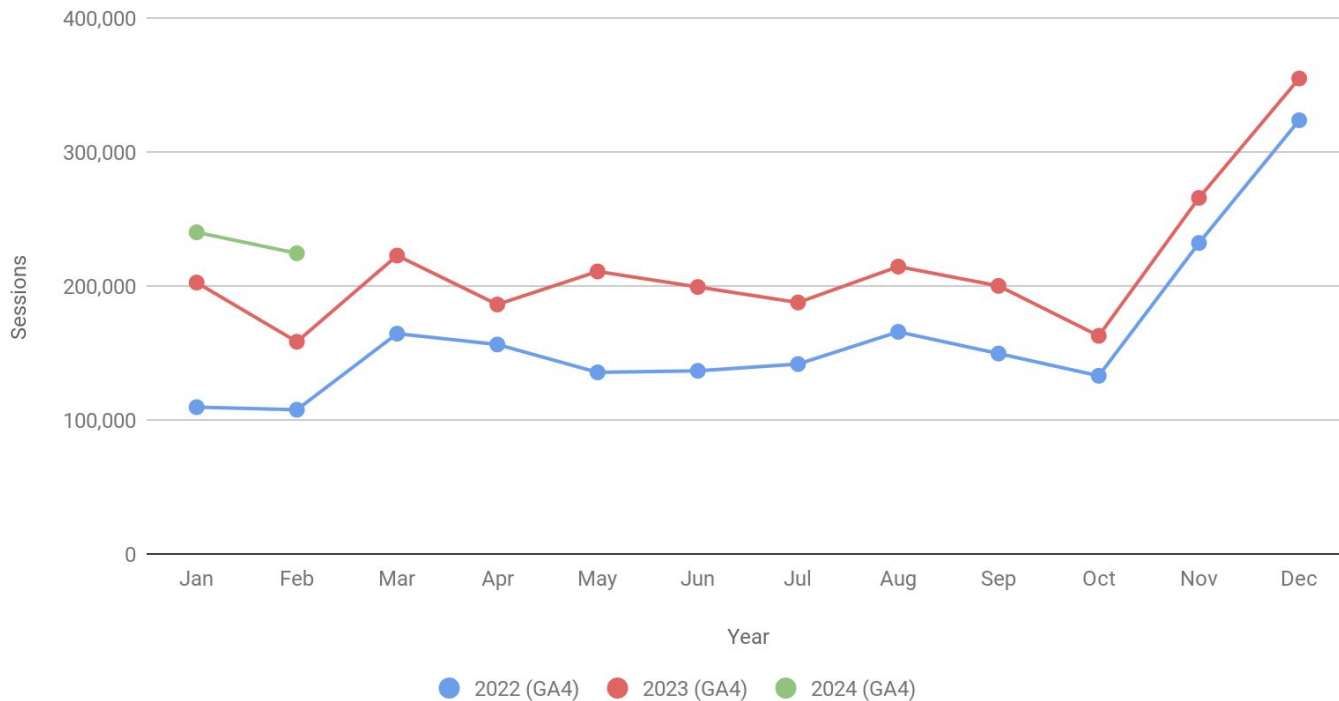
ENGAGED SESSIONS

**51.54%**

ENGAGEMENT RATE

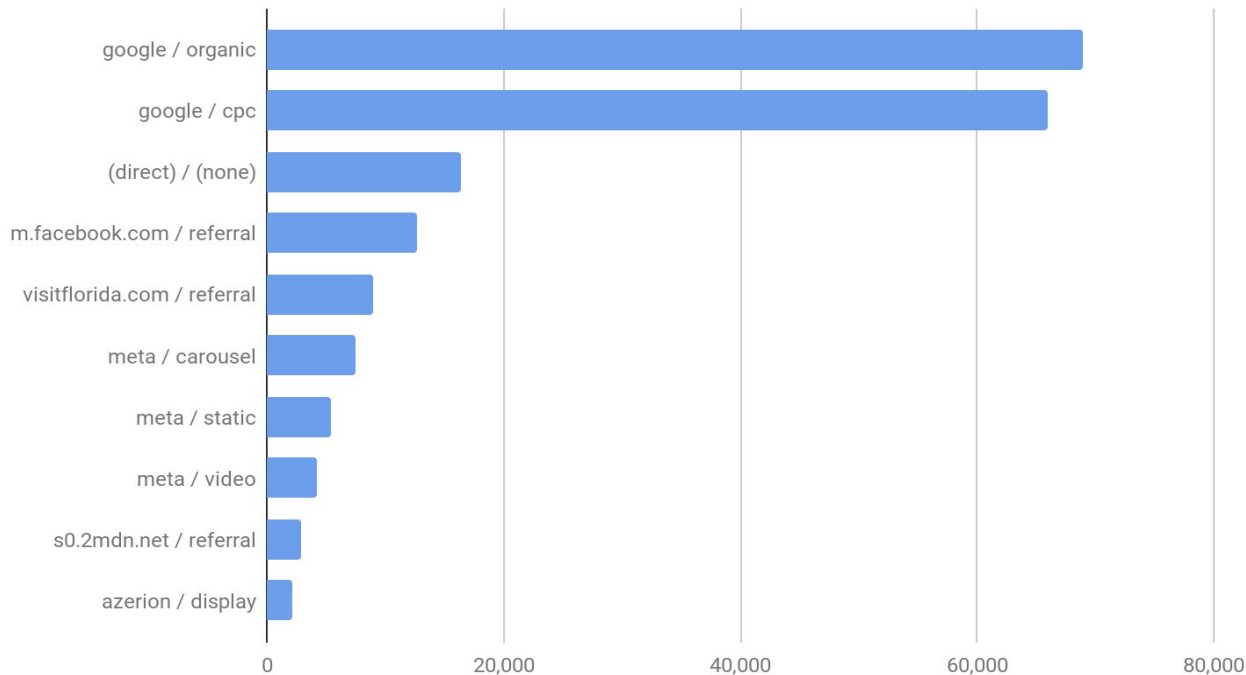
# Sessions

Overall website sessions saw a 42% increase compared to last year.



# Traffic Sources

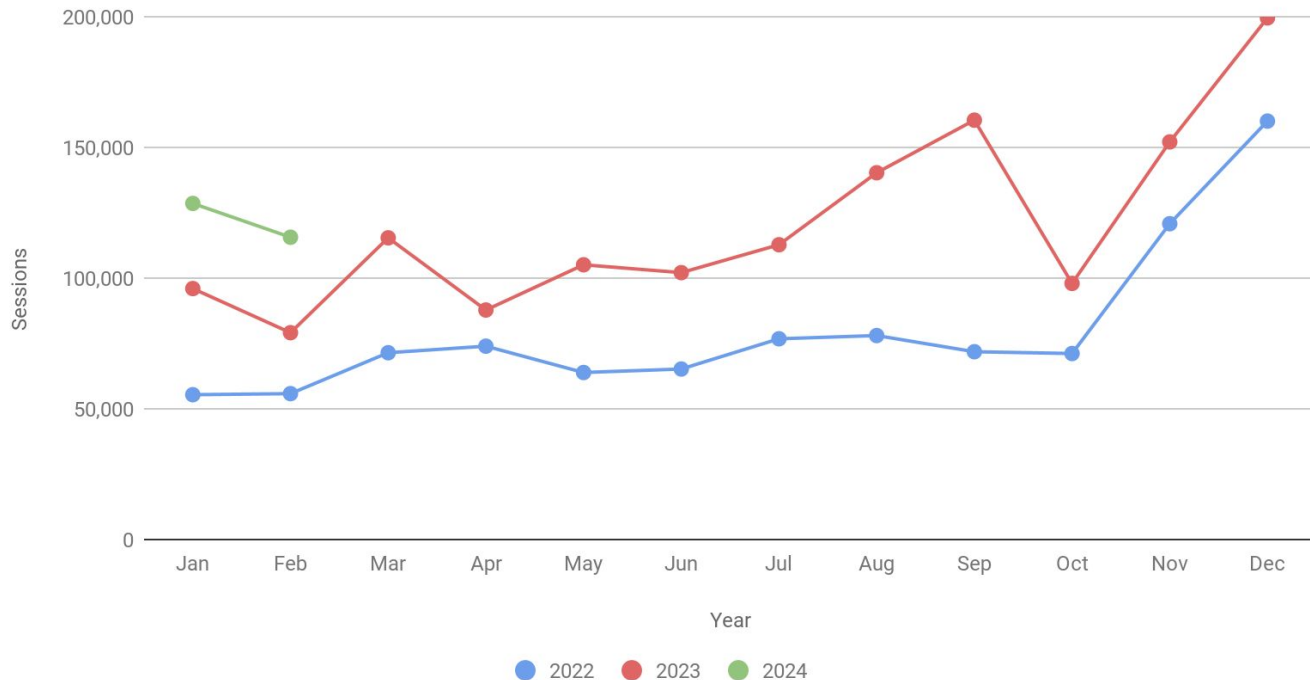
Google organic (+20%) and Google cpc (+19%) drove the majority of the traffic to your site in February.





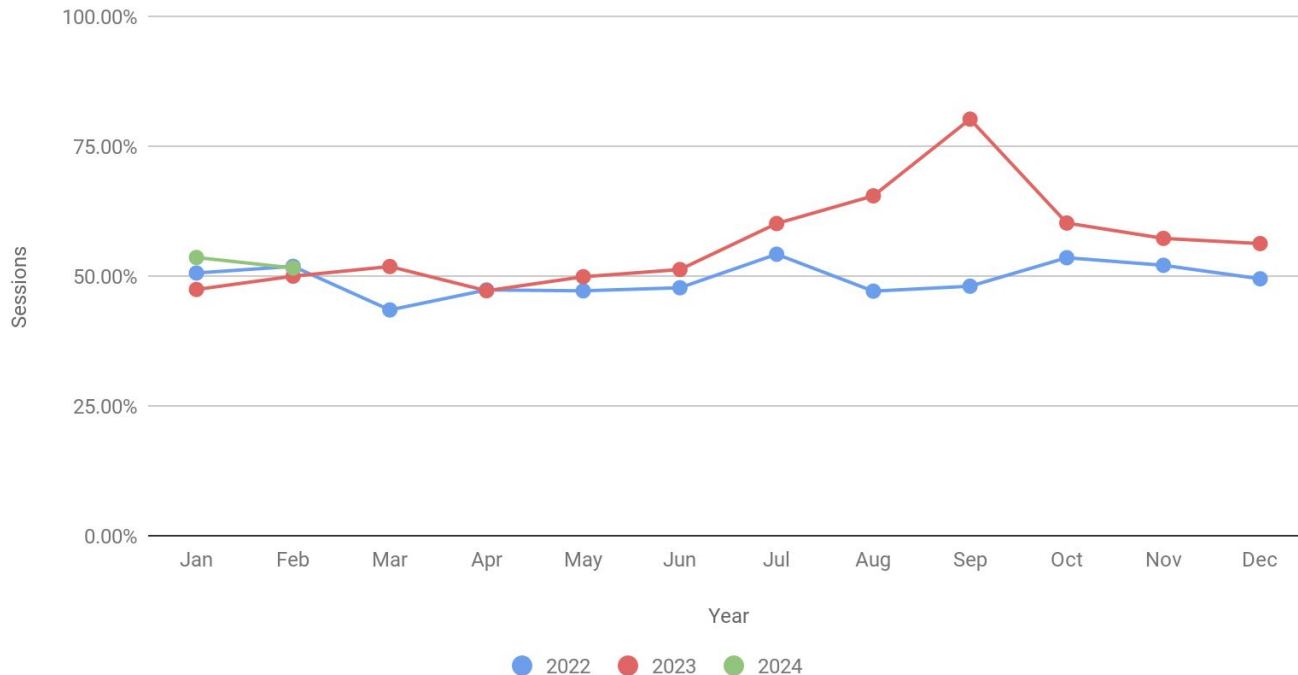
# Engaged Sessions

We saw over 115k engaged sessions (+46%) with an average session duration of 03:23 (+25%).



# Engagement Rate

The engagement rate was 51.54% - a slight 3% increase compared to last year.



# Key Performance Indicators

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Newsletter signups (+218%) and BookDirect clicks (+221%) saw the highest year-over-year increases.

**1,072**

REQUESTS FOR  
PHYSICAL GUIDES

**398**

ENEWSLETTER SIGNUPS

**12,965**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

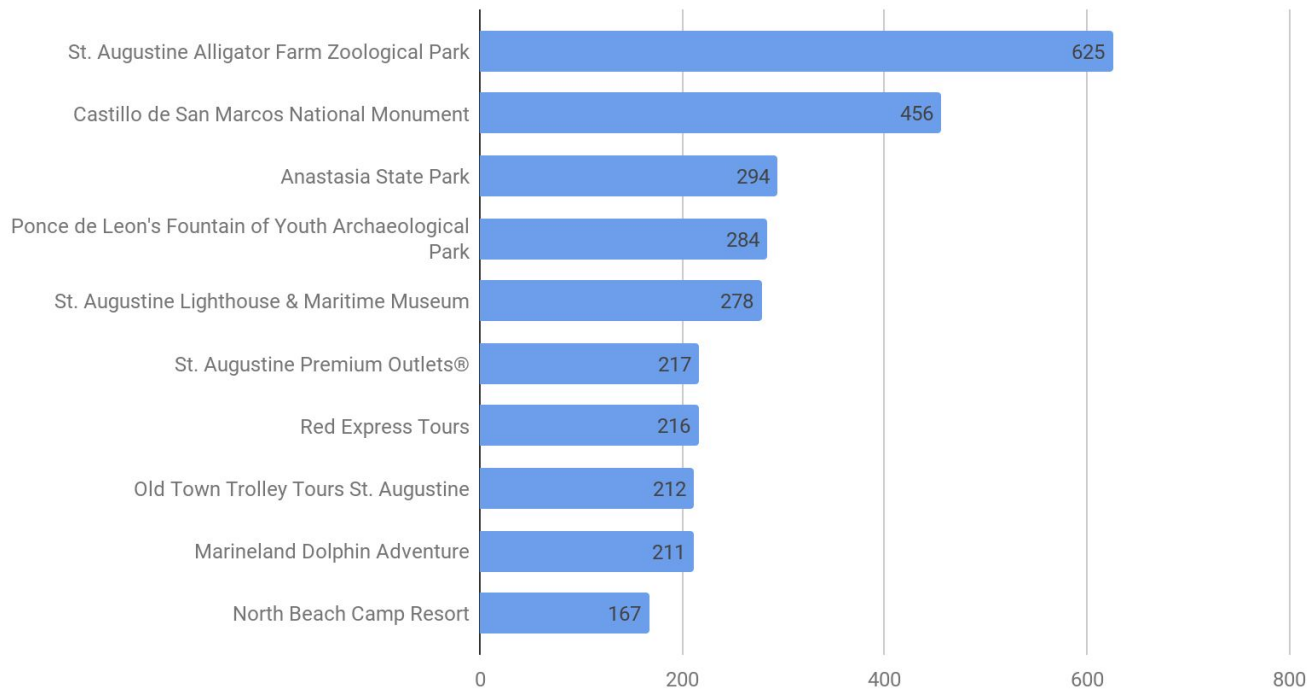
**4,218**

BOOKDIRECT CLICKS



# Partner Listing Clicks

The St. Augustine Alligator Farm & Zoological Park (+301%) and North Beach Camp Resort (+626%) partners saw the highest year-over-year increases.



# Hispanic Microsite Performance

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**1,206**

VISITS TO WEBSITE

**1,029**

TOTAL USERS

**1,006**

VISIT FROM ORGANIC

**2,759**

PAGE VIEWS

**00:04:08**

AVERAGE TIME ON SITE

**828**

ENGAGED SESSIONS

**68.66%**

ENGAGEMENT RATE

# Organic Search

# Organic Performance

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**71,509**

VISITS TO WEBSITE

**55,446**

TOTAL USERS

**120,359**

PAGEVIEWS

**48,750**

ENGAGED SESSIONS

**00:04:03**

AVERAGE TIME ON SITE

**68.17%**

ENGAGEMENT RATE

**92.63%**

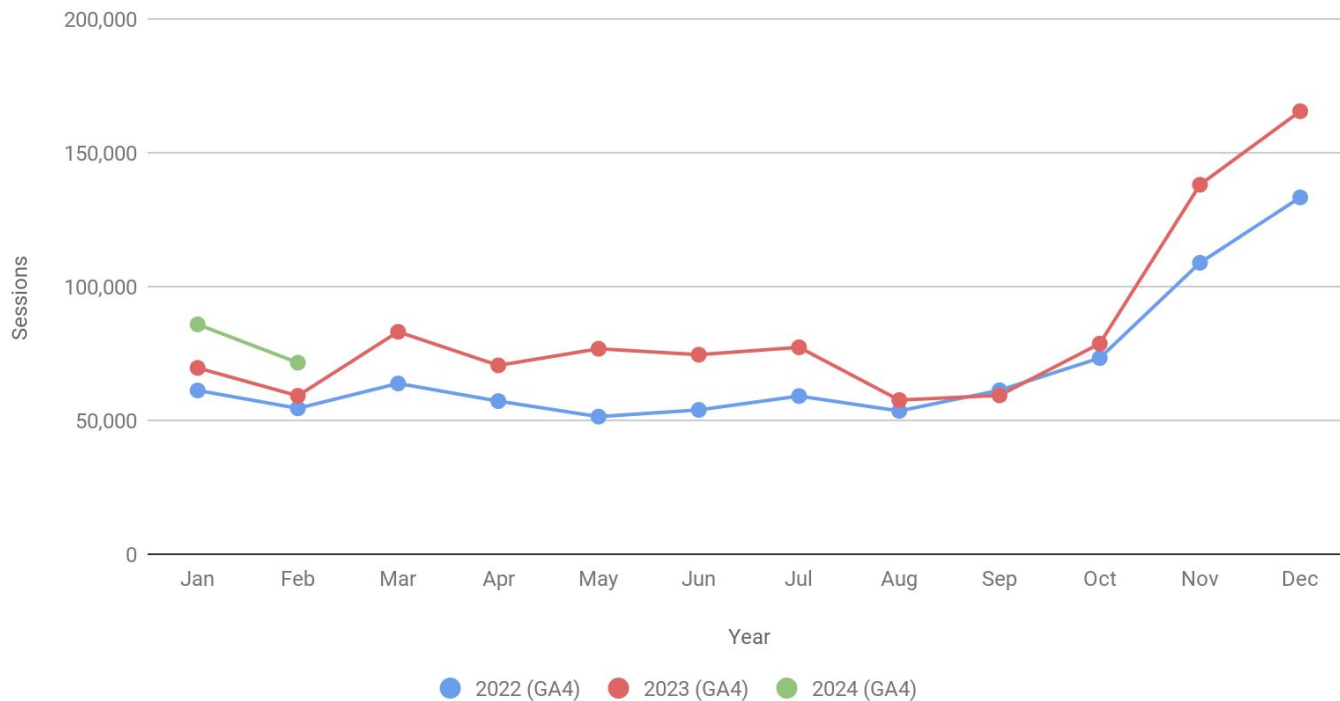
NEW SESSIONS

**31.83%**

BOUNCE RATE

# Organic Search

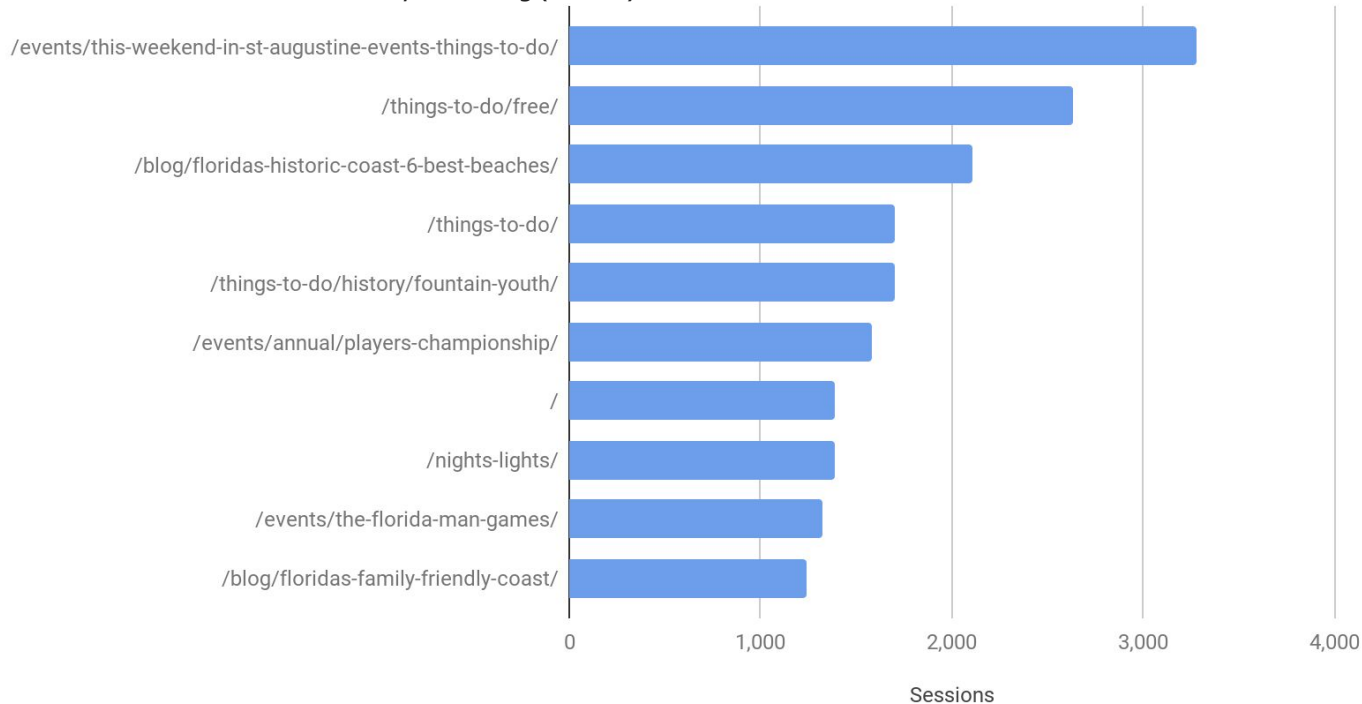
Organic sessions increased 21% compared to last year.





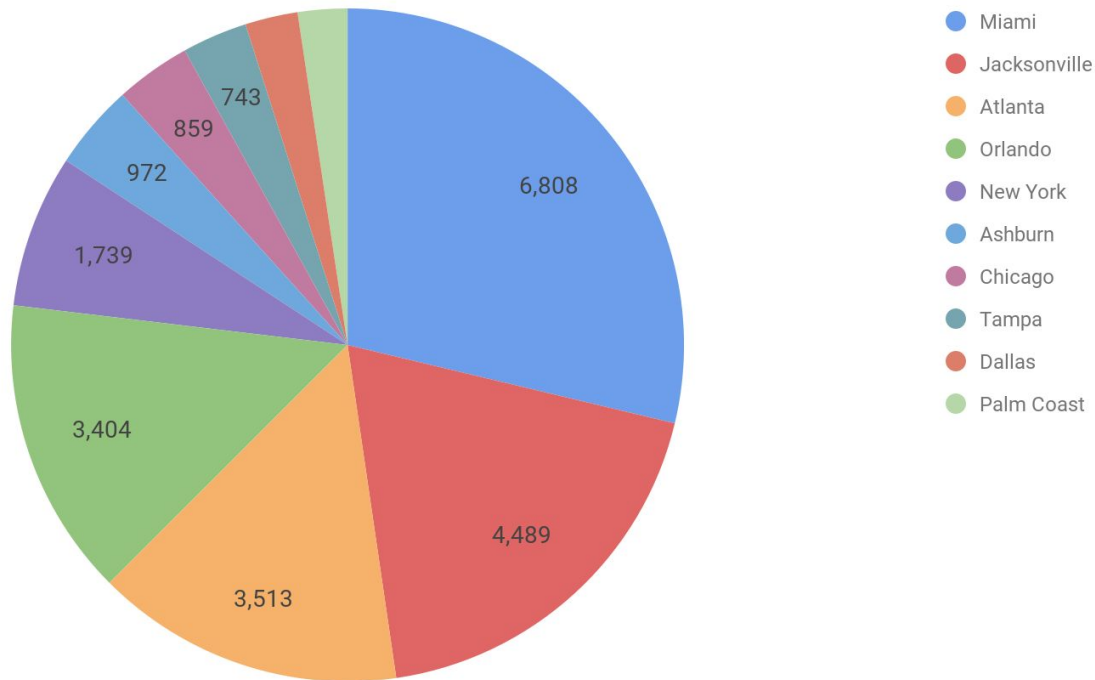
# Top Landing Pages

This Weekend in St. Augustine page (+51%) was your top landing page in February. We saw the highest year-over-year increase from the Family Friendly Coast blog (+8.7k%).



## Sessions By City

Miami (+458%), Dallas (+95%) and New York (+49%) saw the highest year-over-year increases.





# Looking Ahead

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## March 2024

- **Optimize:** Easter Holiday page
- **Optimize:** Lions Spring Seafood Festival blog
- **Optimize:** Best Breakfast & Brunch Spots blog
- **Optimize:** Birding Fest annual event page
- **Create & Deploy:** March Email send

# Thank You