



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

FEBRUARY 2025

36%

INCREASE IN TOTAL
SESSION vs. 2024

41%

INCREASE IN PARTNER
REFERRALS vs. 2024

11%

INCREASE IN ENGAGED
SESSIONS vs. 2024

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

Site Performance

Top Level Performance

304,635

VISITS TO WEBSITE

+36% YOY

249,337

WEBSITE USERS

+37% YOY

64,644

VISIT FROM ORGANIC

-10% YOY

454,667

PAGE VIEWS

+14% YOY

0:00:39

AVERAGE ENGAGEMENT TIME
PER SESSION

-32% YOY

128,705

ENGAGED SESSIONS

+11% YOY

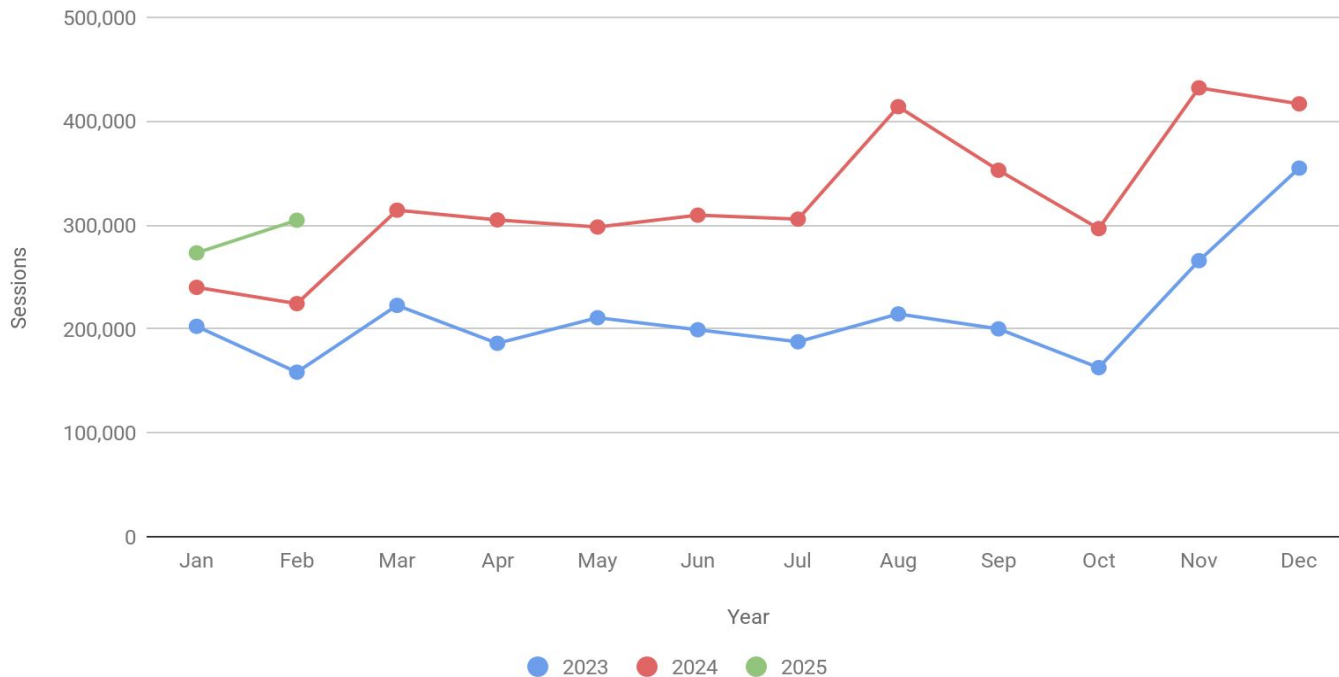
42.25%

ENGAGEMENT RATE

-9% YOY

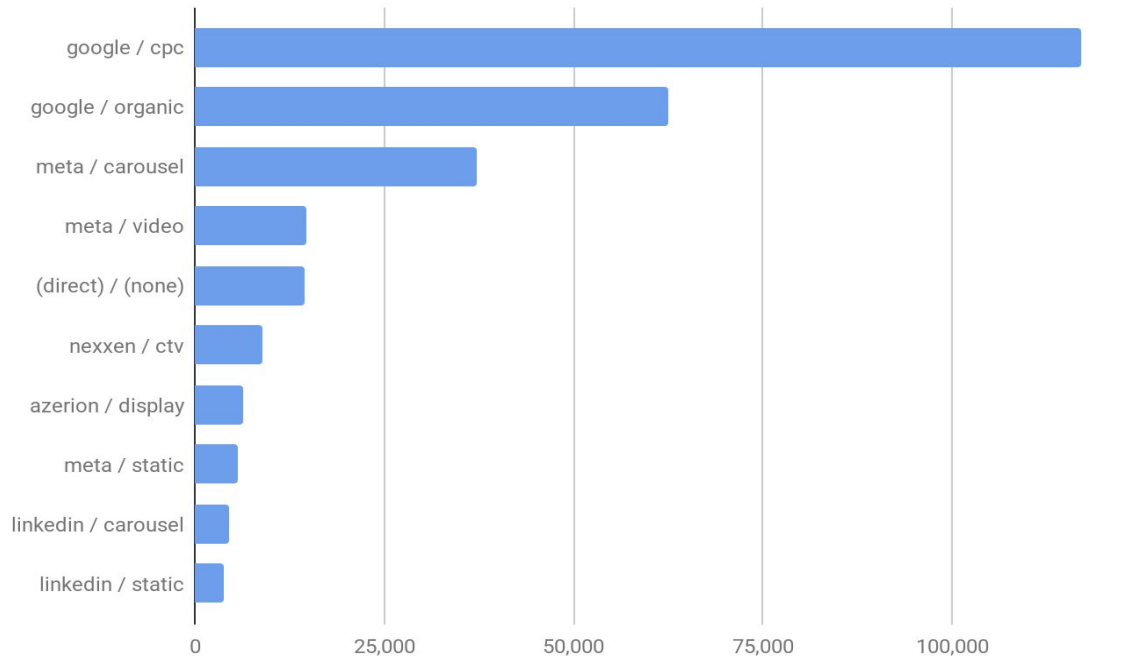
Sessions

Overall website sessions saw a 36% increase compared to last year.



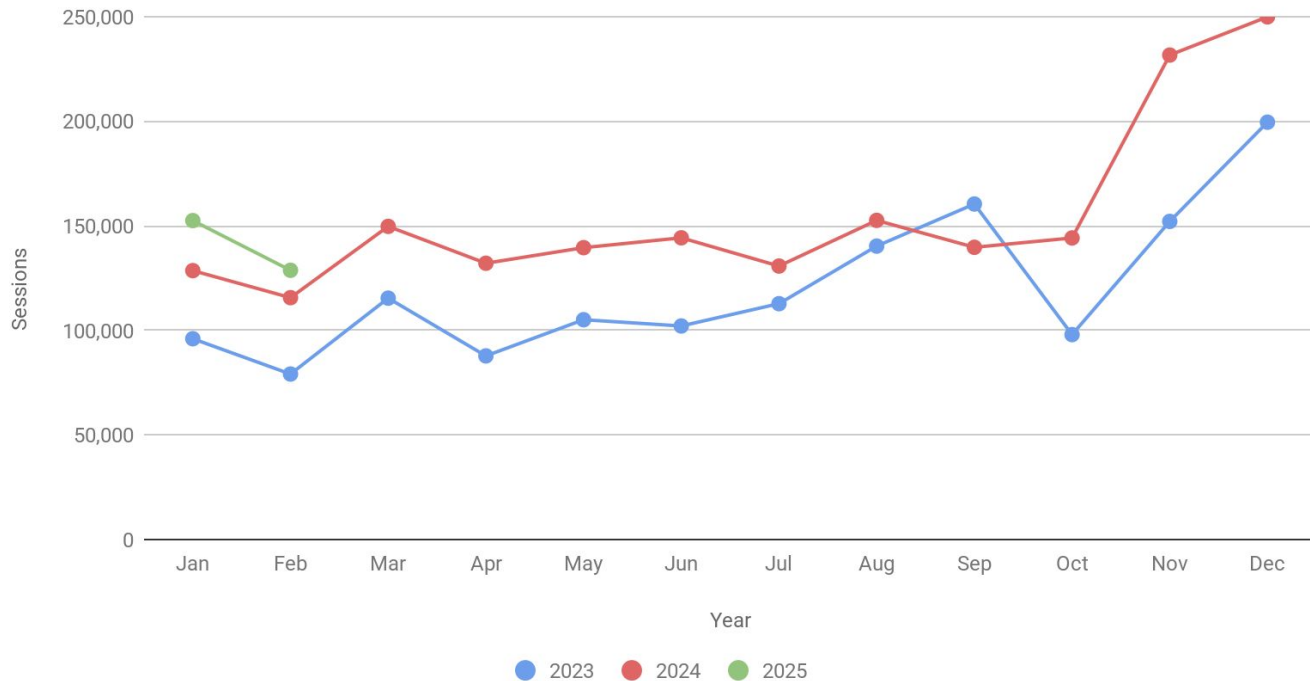
Traffic Sources

Paid search is driving strong traffic into the website, followed by organic and other paid channels.



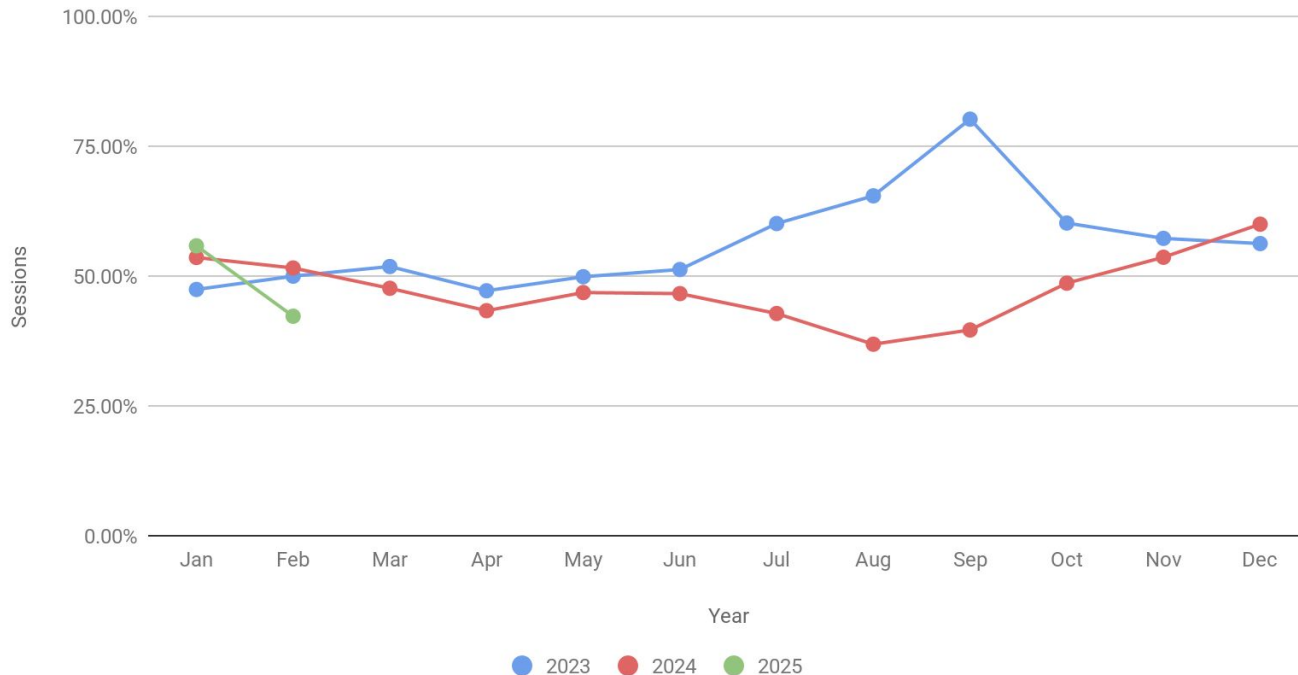
Engaged Sessions

We saw over 128K engaged sessions (+11%) with an average engaged session of 00:39.



Engagement Rate

The engagement rate was 42.25% - a 9% decrease compared to last year.



Key Performance Indicators

In February, partner referrals increased 41% compared to last year.

836

REQUESTS FOR
PHYSICAL GUIDES

115

ENEWSLETTER
SIGNUPS

18,287

OUTBOUND CLICKS
ON PARTNER
LISTINGS

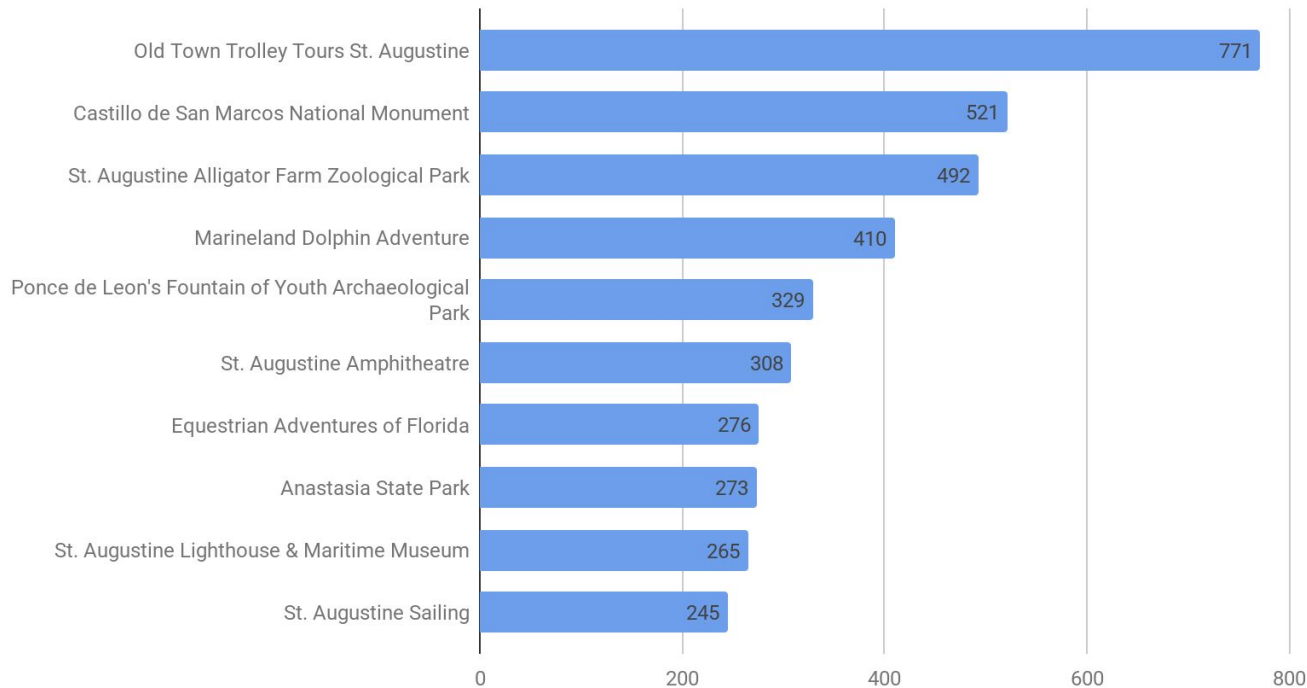
2,510

BOOKDIRECT CLICKS



Partner Listing Clicks

Old Town Trolley Tours had a 264% increase and St. Augustine Sailing had a 271% increase.



Hispanic Microsite Performance

1,030

VISITS TO WEBSITE

-15% YOY

903

TOTAL USERS

-12% YOY

863

VISIT FROM ORGANIC

-14% YOY

2,166

PAGE VIEWS

-21% YOY

0:01:45

AVERAGE ENGAGEMENT TIME

PER SESSION

-2% YOY

792

ENGAGED SESSIONS

-9% YOY

76.89%

ENGAGEMENT RATE

+8% YOY

Organic Search

Organic Performance

64,644

VISITS TO WEBSITE

-10% YOY

48,793

TOTAL USERS

-12% YOY

105,991

PAGEVIEWS

-12% YOY

46,322

ENGAGED SESSIONS

-5% YOY

0:01:10

AVERAGE ENGAGEMENT TIME

PER SESSION

-3% YOY

71.66%

ENGAGEMENT RATE

+3% YOY

43,460

NEW USERS

-15% YOY

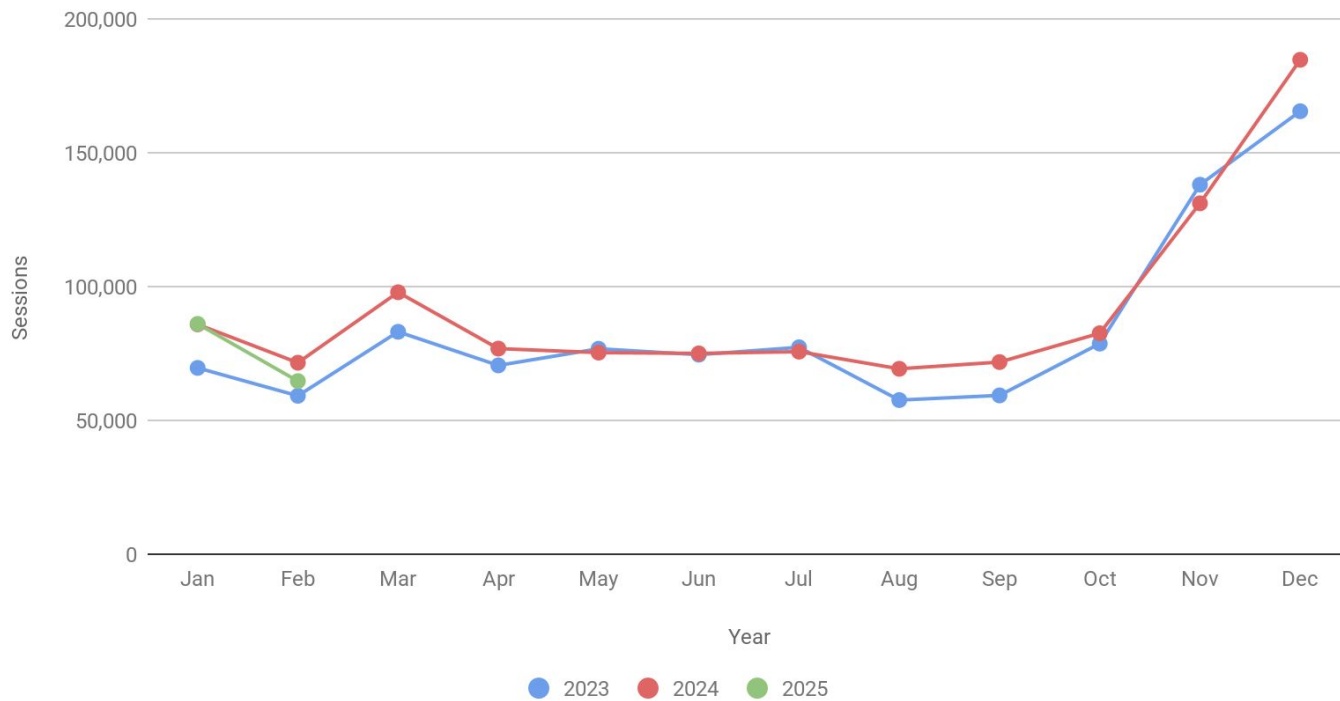
28.34%

BOUNCE RATE

-3% YOY

Organic Search

Organic sessions were down 10% compared to last year.



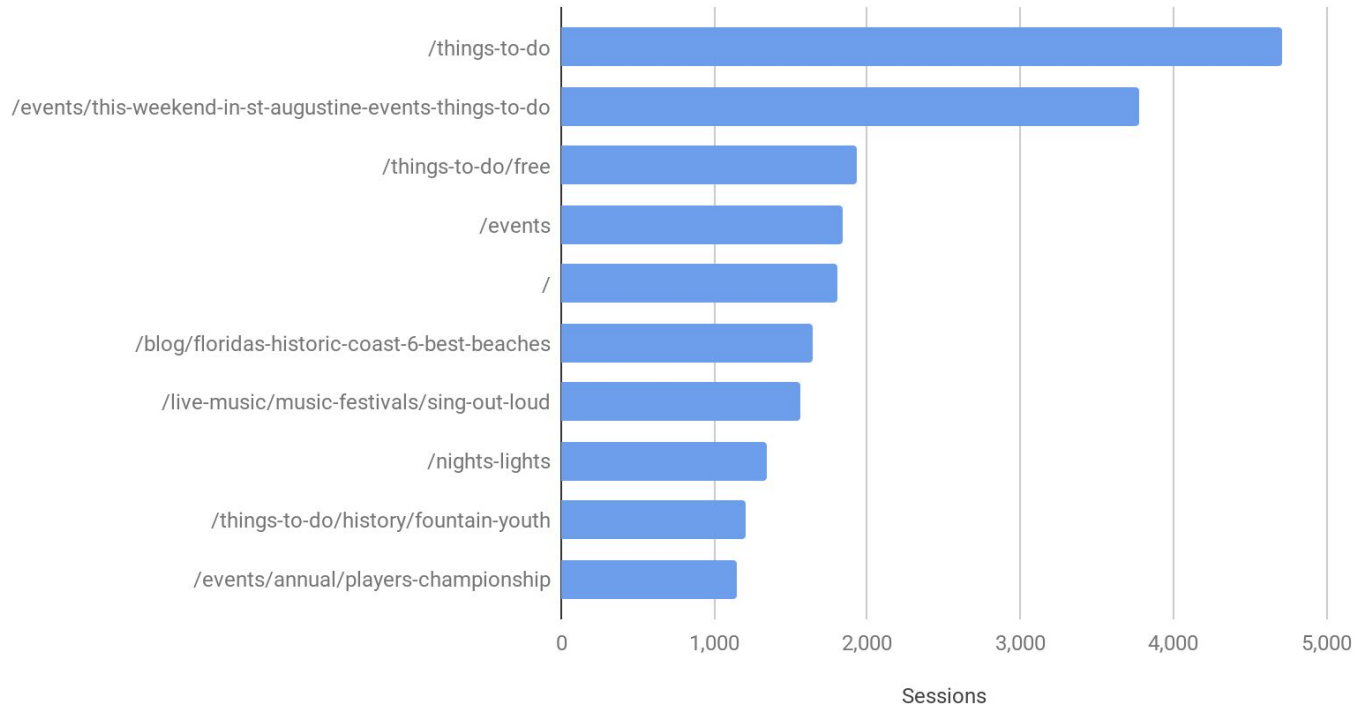
Top Keywords

Total site impressions have increased 16% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
things to do in st augustine	1,310	3.03	-5.09	4.76%
st augustine	475	10.09	-1.39	0.22%
st augustine amphitheatre	395	5.32	-3.64	3.39%
sing out loud festival	296	2.41	-2.32	3.03%
nocatee farmers market	267	1.97	0.18	27.11%
st augustine beach	257	5.56	0.79	1.38%
st augustine florida	245	9.42	-3.81	0.35%
sing out loud festival 2025	233	2.23	2.23	4.43%
st augustine events this weekend	224	1.41	-0.55	27.97%
st augustine events	223	2.41	-0.51	18.37%

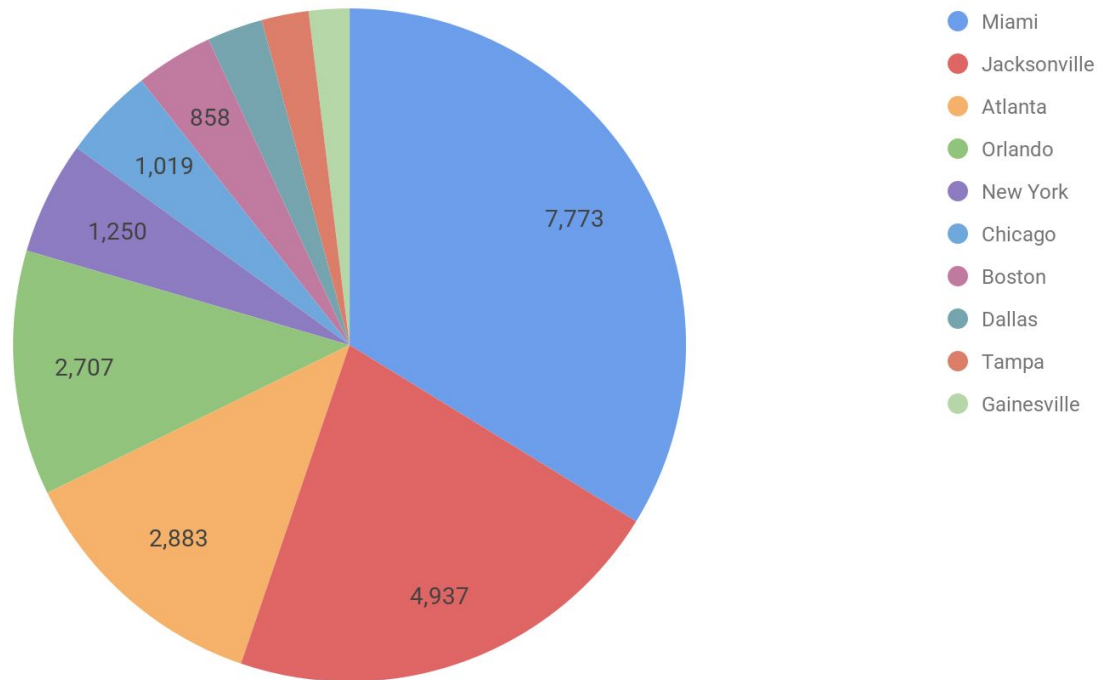
Top Landing Pages

Sing Out Loud was up 771% and the Things to Do page was up 162%.



Sessions By City

Chicago traffic increased 19% and Boston traffic increased 93%.



Email Marketing

Email Performance

Opt-in Subscribers

35,673

MESSAGES SENT

34%

CTOR

837

SESSIONS

04:13

AVG. SESSION
DURATION

Other Source Subscribers

162,882

MESSAGES SENT

60%

CTOR

501

SESSIONS

03:28

AVG. SESSION
DURATION



Looking Ahead

March 2025

- **Optimized:** Transportation Page
- **Optimized:** Outlets Blog
- **Optimized:** Five Favorite Walks Blog
- **Optimized:** Easter Page

M P L S

TOURISM

Academy

2025

JUNE 23-26 | MINNEAPOLIS, MN

Thank You