



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

TRAVEL MARKETING CAMPAIGN

34%

Increase in Total Website
Sessions YoY

29%

Increase in Organic Sessions
YoY

61%

Increase in Pageviews YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of March, the Tempest team **optimized** the **Breakfast/Brunch Here are Some of the Best Spots Around** blog.
- The team **optimized** the **St. Augustine Food & Wine Festival** event page.
- The team also **optimize and enhanced** the **St. Augustine Beach** page.
- We **optimized** the **St. Augustine Amphitheatre** page.
- Additionally, the team **created** and **deployed** the March email and a Gamble Rogers Folk Festival.

DISCLAIMER: We've begun reporting on more GA4 data within this monthly report, and will continue to replace Universal Analytics (UA) data in the monthly reports in the months leading up to July 1.



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



TRAVEL MARKETING

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In March, most of your top level performance saw great increases compared to last year.

220,998 Website Sessions

115,380 Engaged Sessions

182,640 Website Users

51.53% Engagement Rate

82,469 Organic Website Users

0:00:46 Average Engagement Time per Session

405,714 Pageviews

TRAVEL MARKETING

TOP-LEVEL PERFORMANCE

UNIVERSAL ANALYTICS

225,370 Visits to Website

182,206 Users

356,394 Pageviews

1.58 Pageviews per Visit

0:01:17 Average Time on Site

79.12% New Sessions

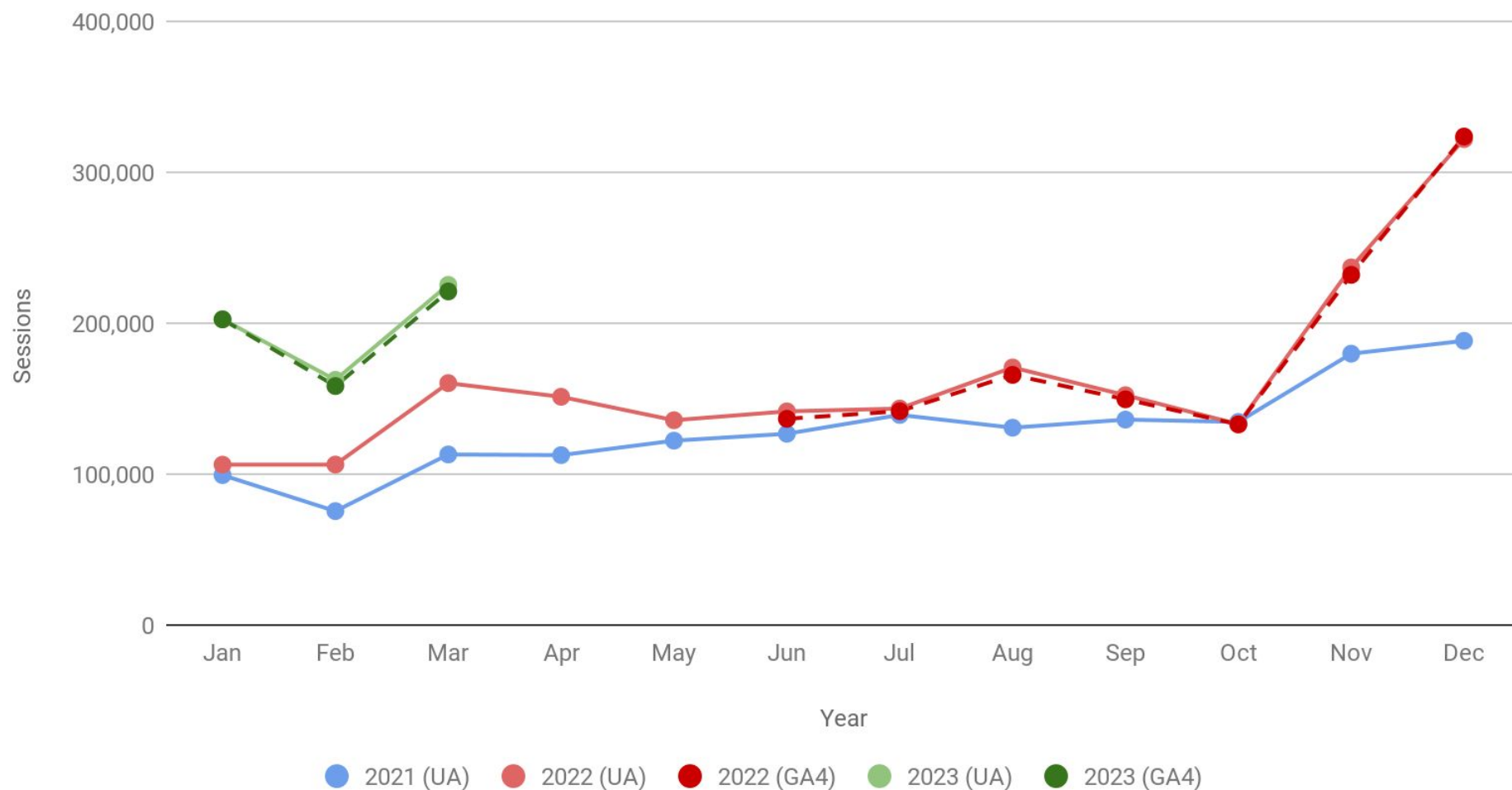
71.33% Bounce Rate

29.05% 50% Scroll Depth

TRAVEL MARKETING

SESSIONS

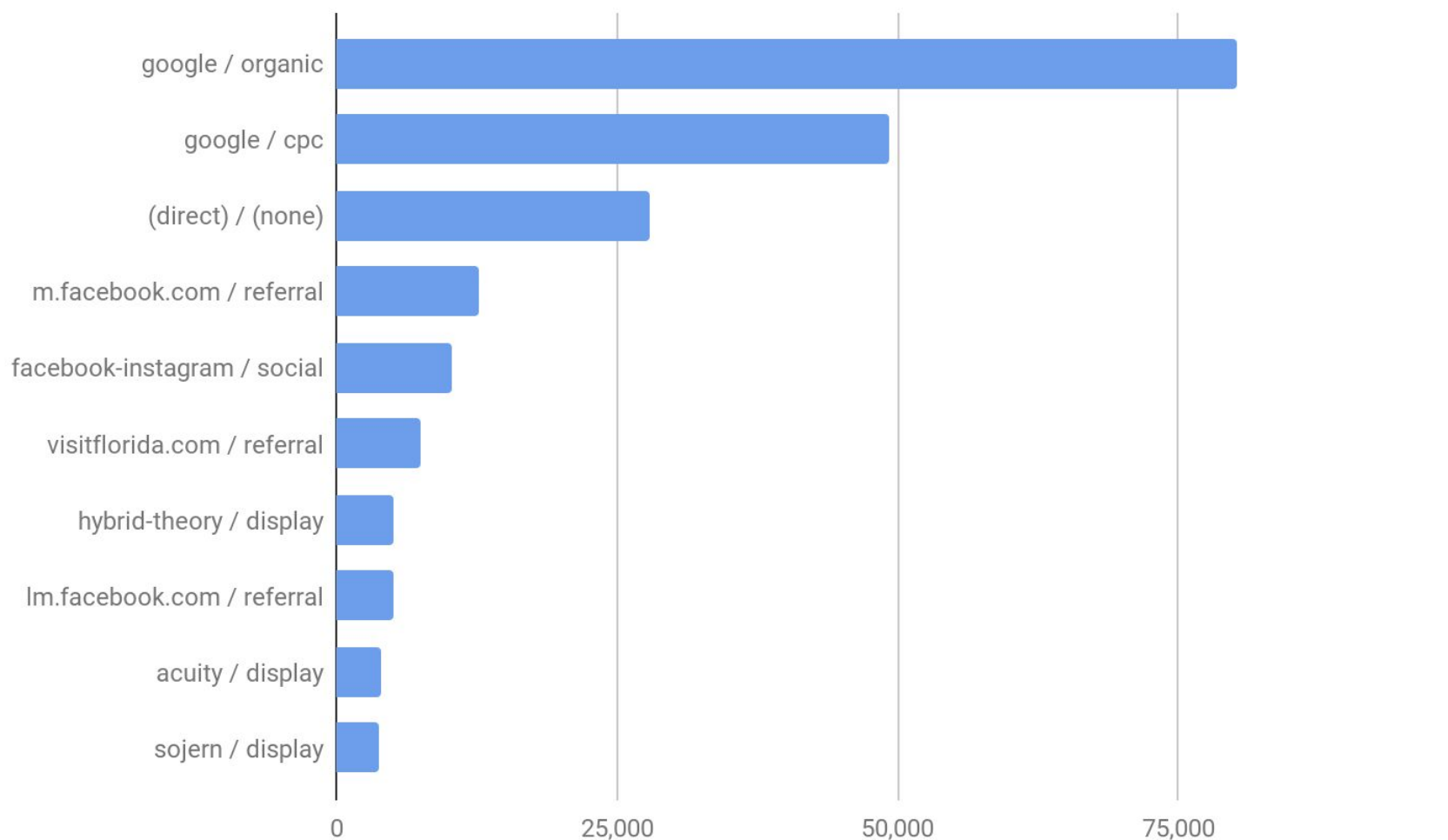
Visits captured by the website saw a nice 34 percent increase compared to March 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

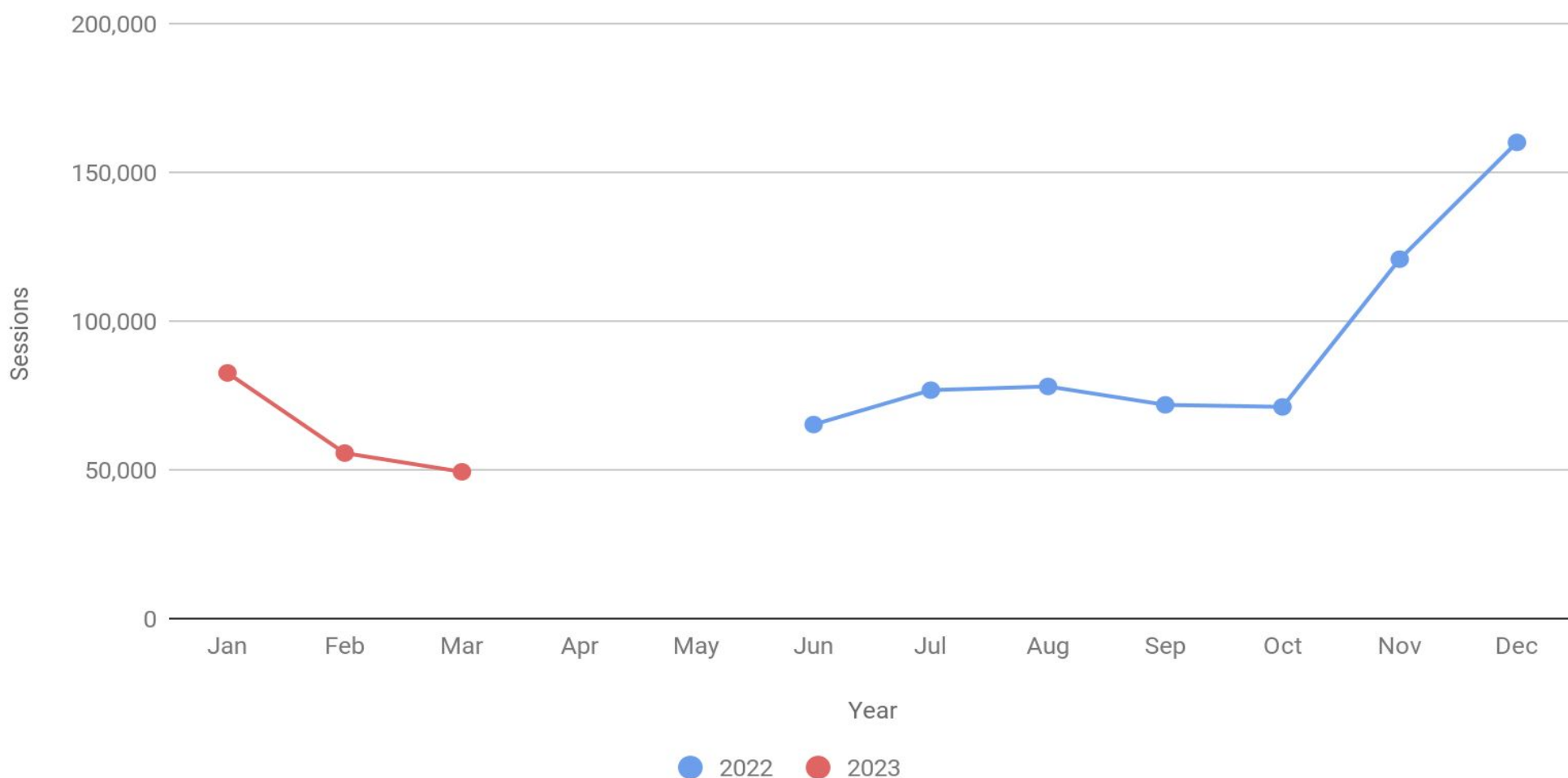
In March, we continue to see strong traffic increases coming from all of your top channels.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

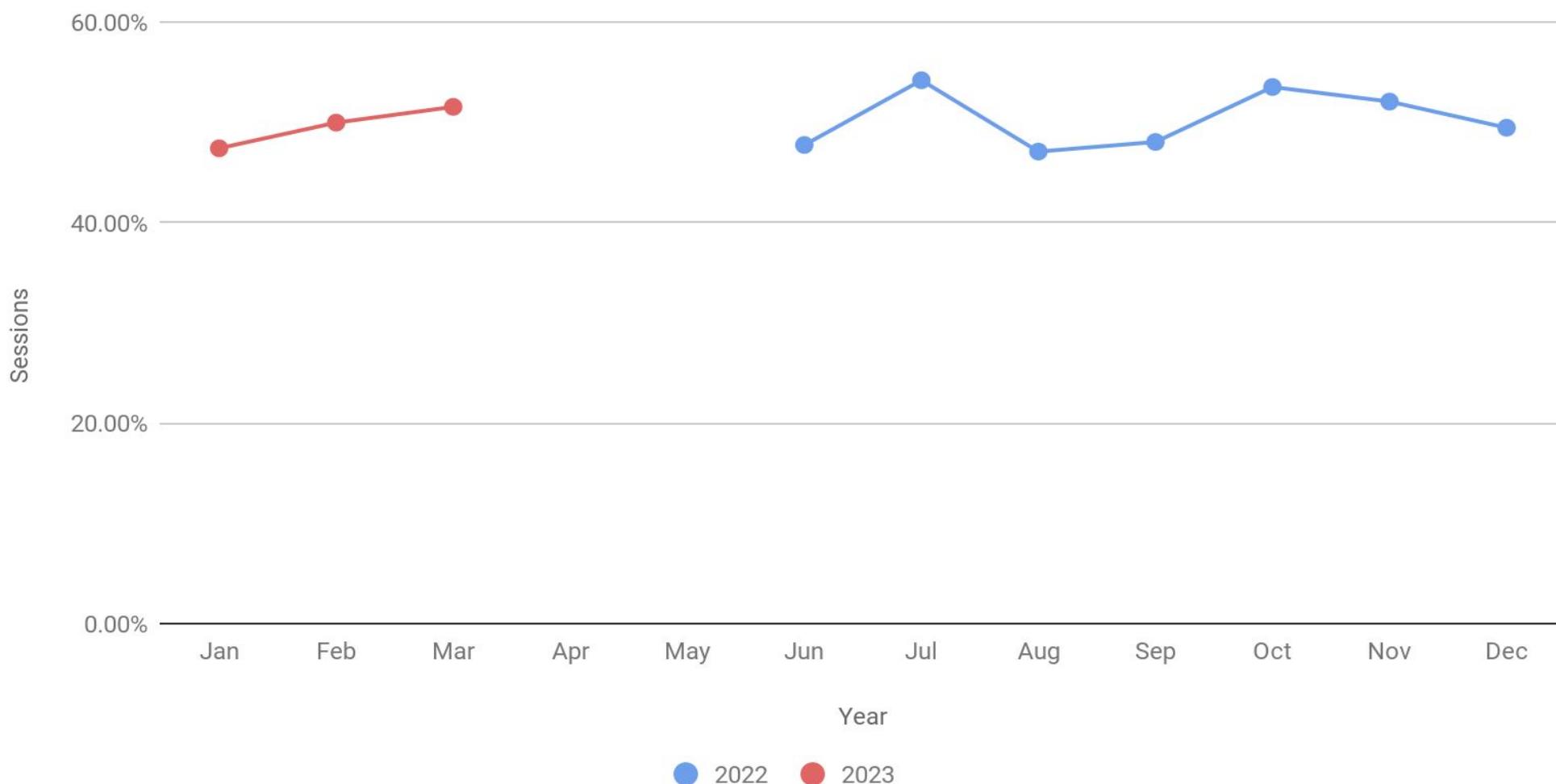
In March, we saw over 115k engaged sessions on the site with an average duration of 00:46.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In March, the engagement rate increased 19 percent compared to last year.



TRAVEL MARKETING

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increases from many of your top KPIs. Most notably, BookDirect Clicks increased 176 percent year-over-year.

962 Requests for Physical Guides

119 eNewsletter Signups

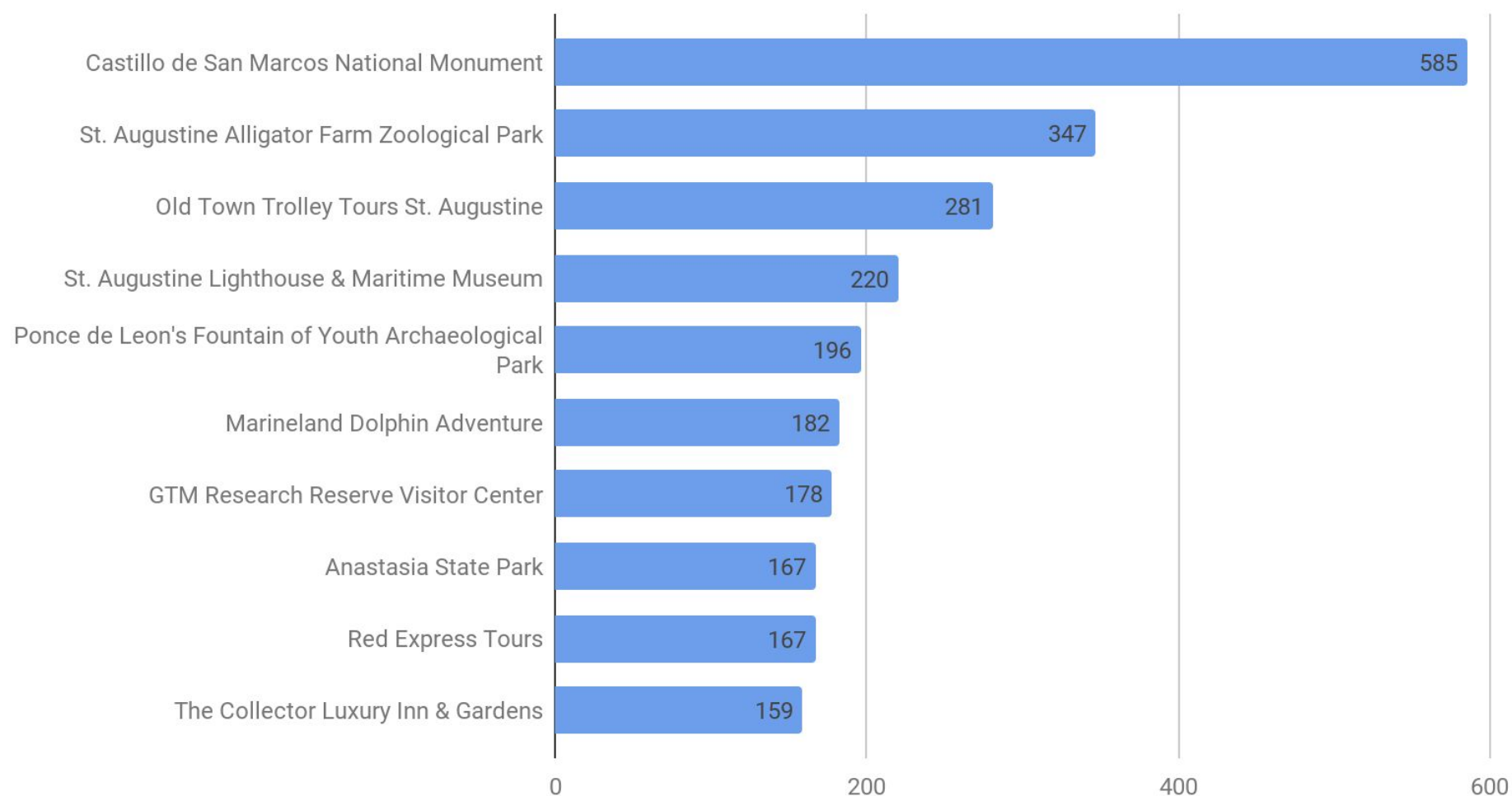
10,659 Clicks on Partner Listings

2,921 BookDirect Clicks

TRAVEL MARKETING

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument your top partner saw a huge increase of 124 percent compared to March 2022.





TRAVEL MARKETING

ORGANIC SEARCH



TRAVEL MARKETING

ORGANIC PERFORMANCE

Organic search contributed 26 percent of the overall website visitation.

85,684 visits to Website

72,624 Users

140,390 Pageviews

1.64 Pageviews per Visit

0:01:35 Average Time on Site

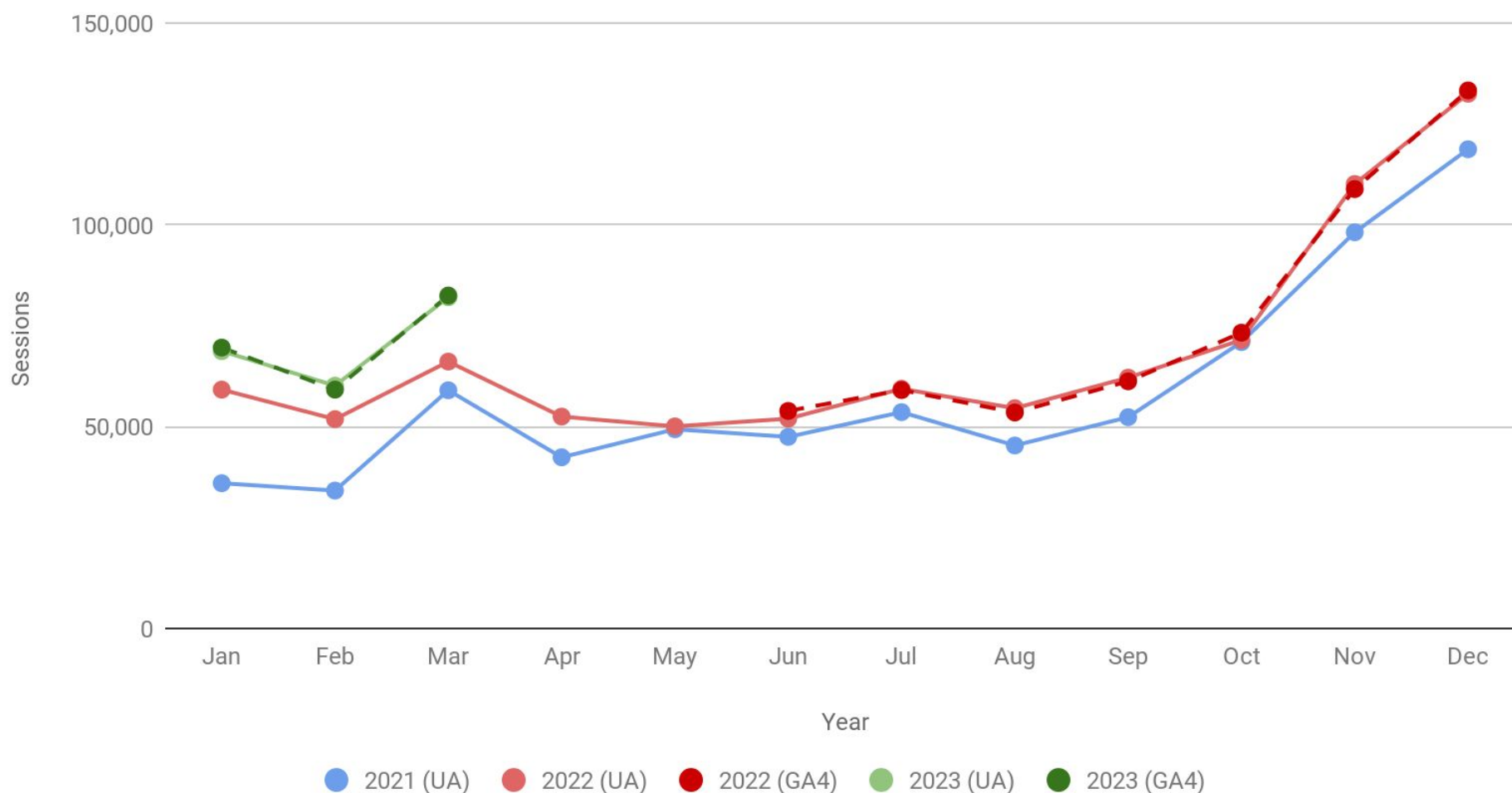
77.86% New Sessions

65.05% Bounce Rate

TRAVEL MARKETING

ORGANIC SEARCH

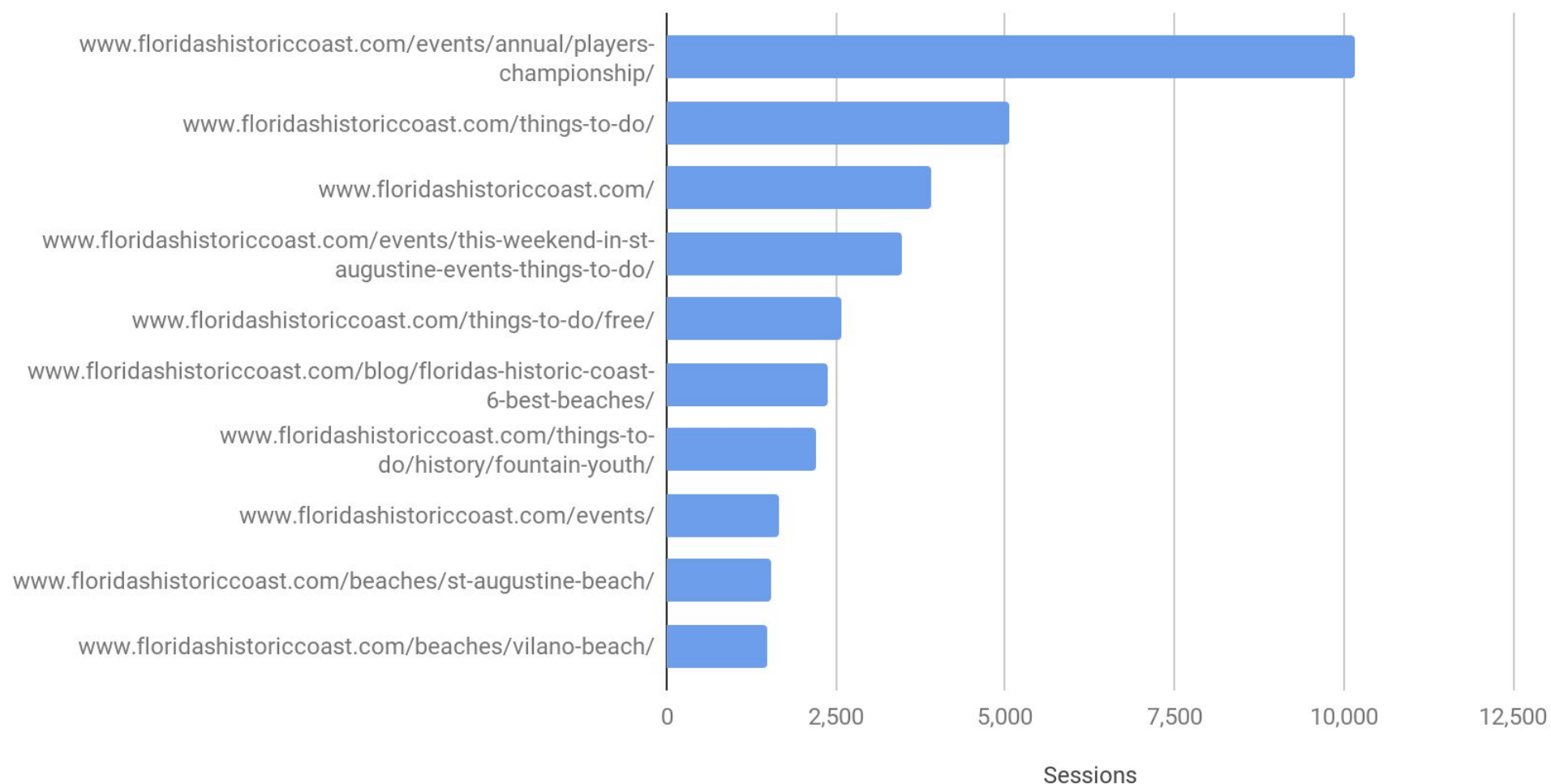
Organic search traffic increased by 29 percent compared to last year.



TRAVEL MARKETING

TOP LANDING PAGES

In March, the PLAYERS Championship annual event page saw another huge increase of 321 percent compared to last year.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

We continue to see great increases with the flight market, with Atlanta market seeing another huge increase of 887 percent year-over-year.

