



**tempest**

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The Power to Move People

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TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Campaign Update

**MARCH 2024**

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**41%**

**INCREASE IN TOTAL  
SESSION VS 2023**

**192%**

**INCREASE IN NEWSLETTER  
SIGNUPS VS 2023**

**75%**

**INCREASE IN PARTNER  
REFERRALS VS 2023**

- **Optimized:** Easter Holiday page
- **Optimized:** Lions Spring Seafood Festival blog
- **Optimized:** Best Breakfast & Brunch Spots blog
- **Optimized:** Birding Fest annual event page
- **Created & Deployed:** March Email

# Site Performance

# Top Level Performance

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**314,317**

VISITS TO WEBSITE

**261,958**

WEBSITE USERS

**97,837**

VISIT FROM ORGANIC

**528,604**

PAGE VIEWS

**00:02:54**

AVERAGE SESSION DURATION

**149,704**

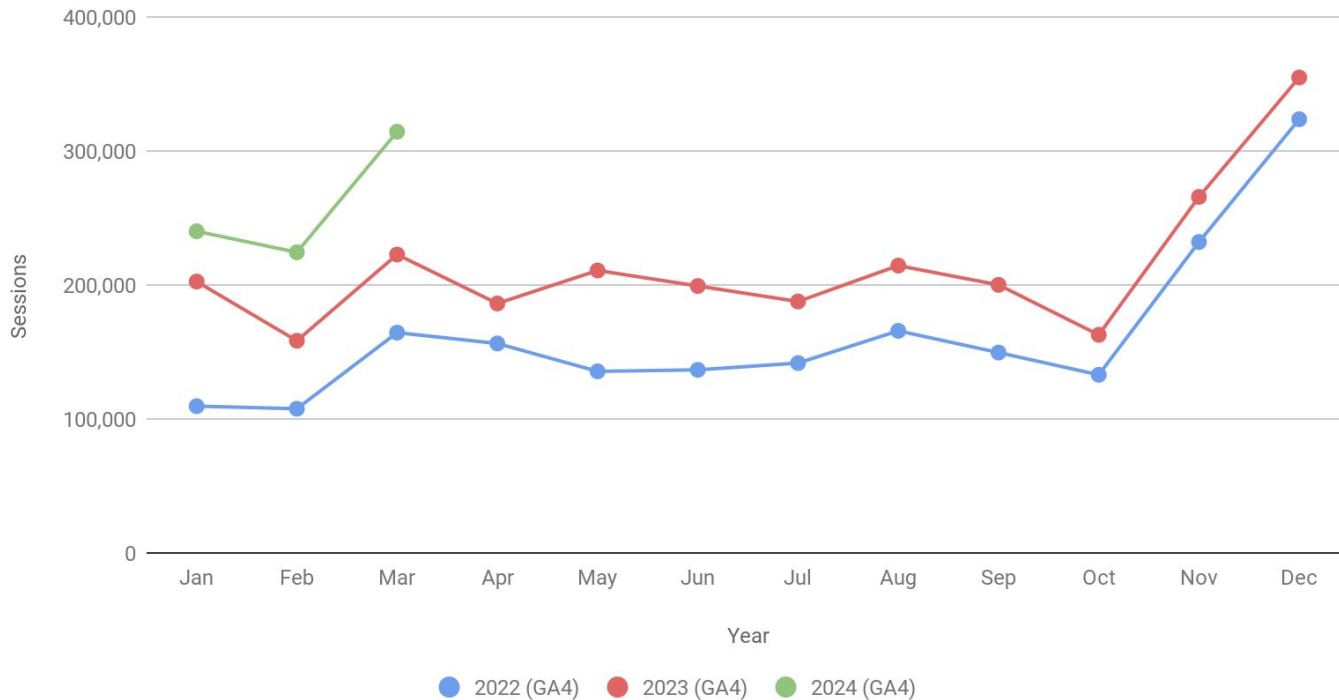
ENGAGED SESSIONS

**47.63%**

ENGAGEMENT RATE

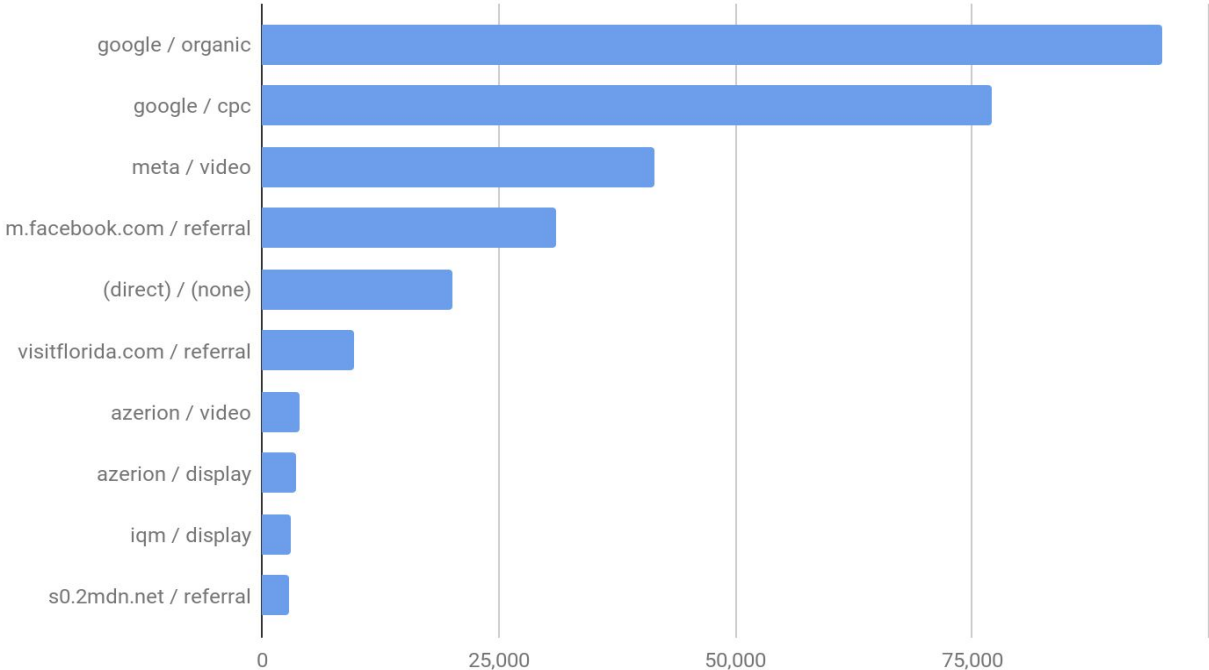
# Sessions

Overall website sessions saw a 41% increase compared to last year.



# Traffic Sources

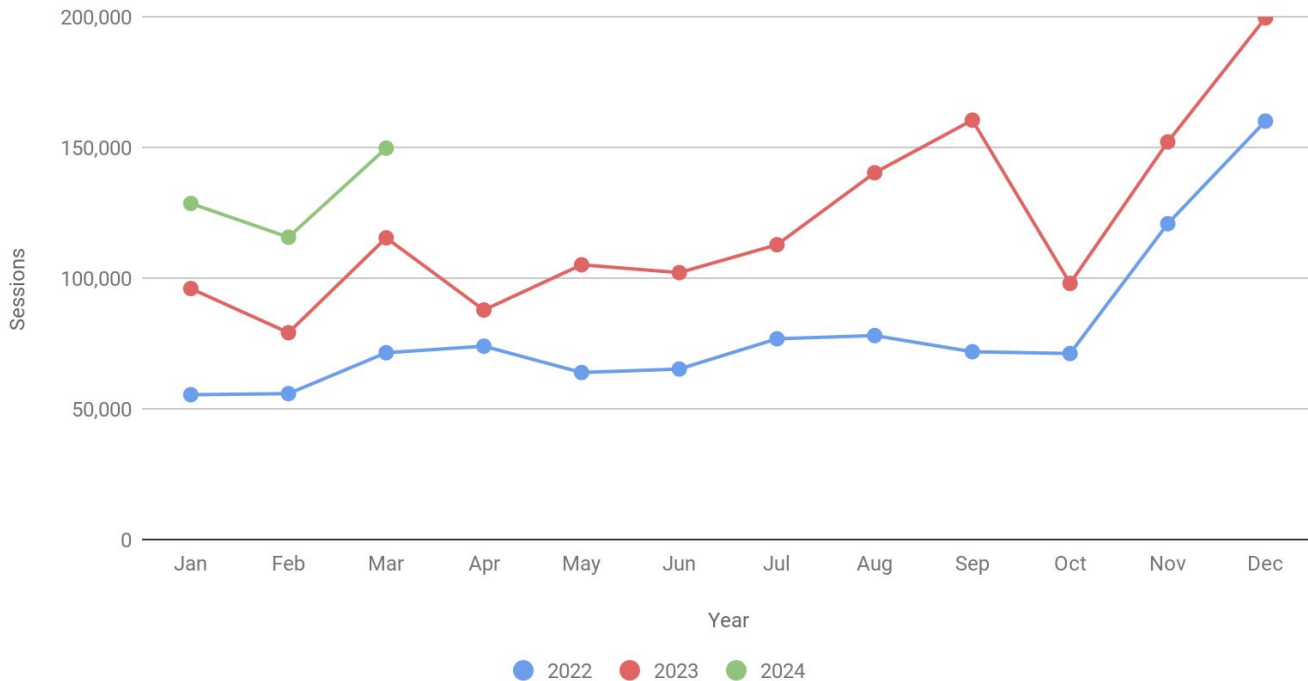
Google organic (+17%) and Google cpc (+56%) drove the majority of the traffic to your site in March.





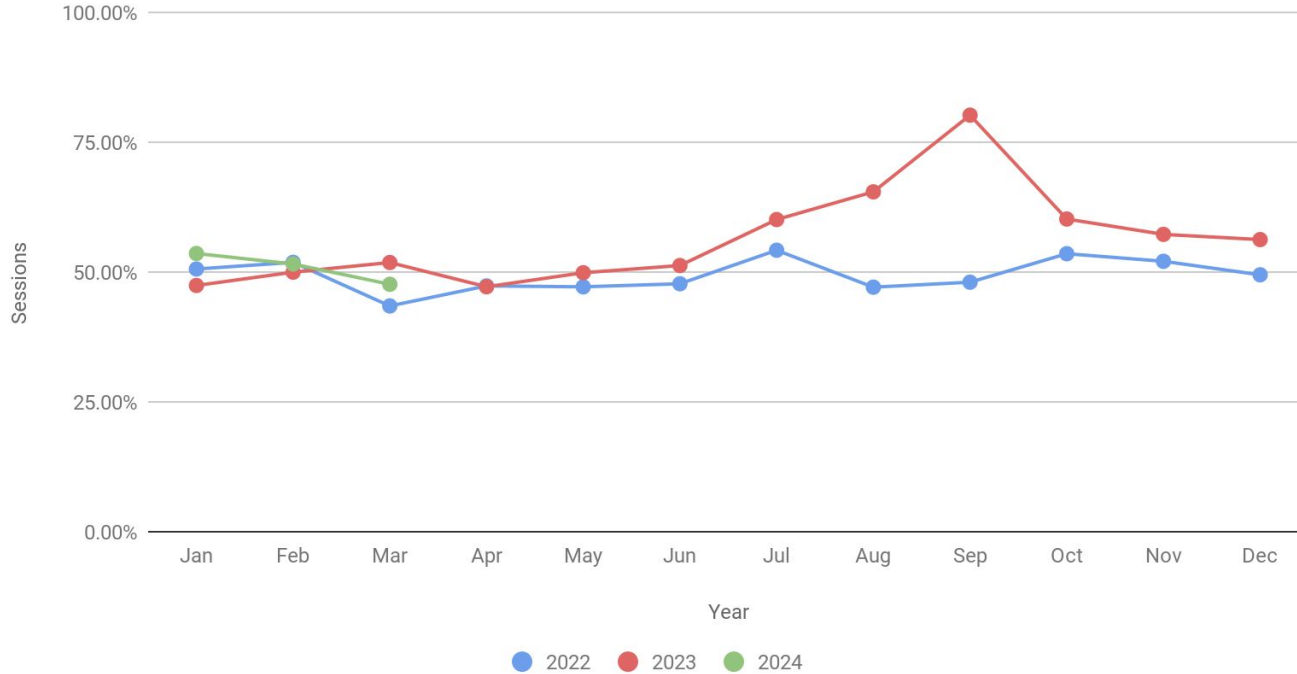
# Engaged Sessions

We saw nearly 150k engaged sessions (+30%) with an average session duration of 02:54 (+26%).



# Engagement Rate

The engagement rate was 47.63% - a 8% decrease compared to last year.



# Key Performance Indicators

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Newsletter signups (+192%), partner referral (+75%) and BookDirect clicks (+38%) saw the highest year-over-year increases.

**904**

REQUESTS FOR  
PHYSICAL GUIDES

**394**

ENEWSLETTER SIGNUPS

**20,508**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

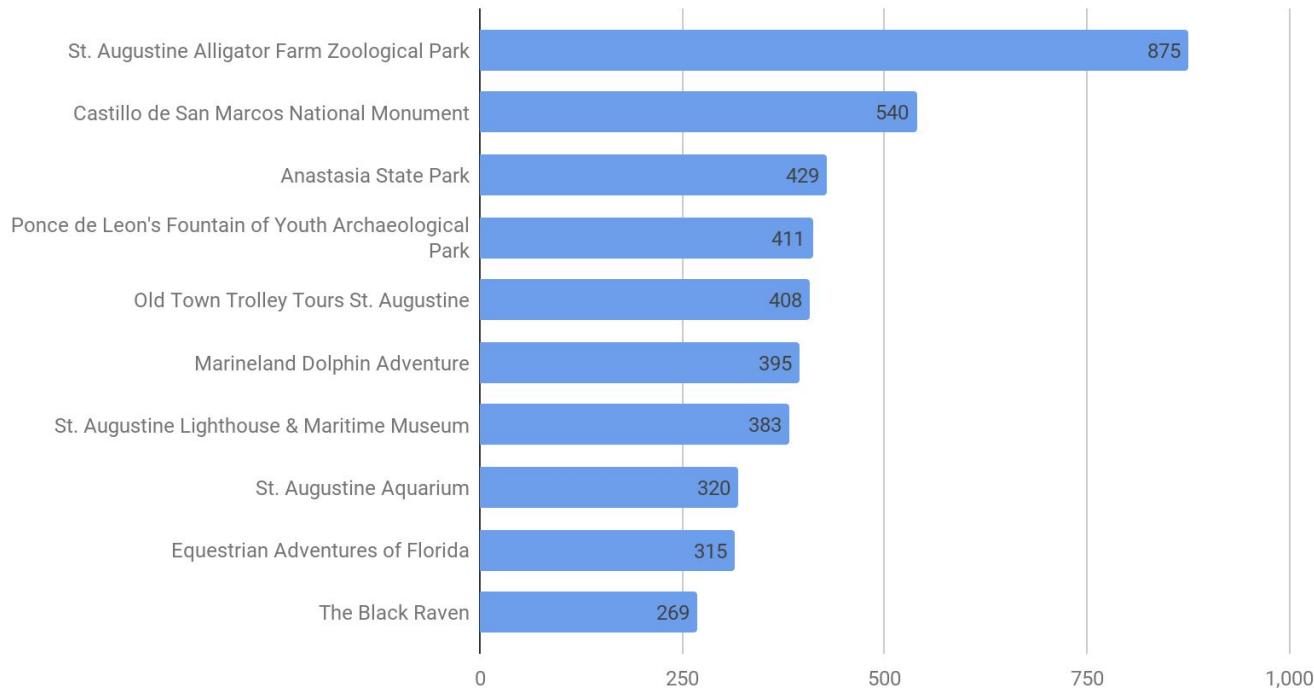
**4,039**

BOOKDIRECT CLICKS



# Partner Listing Clicks

The Black Raven (+380%) and Equestrian Adventures of Florida (+309%) partners saw the highest year-over-year increases.



# Hispanic Microsite Performance

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**1,476**

VISITS TO WEBSITE

**1,266**

TOTAL USERS

**1,181**

VISIT FROM ORGANIC

**3,465**

PAGE VIEWS

**00:04:00**

AVERAGE TIME ON SITE

**1,010**

ENGAGED SESSIONS

**68.43%**

ENGAGEMENT RATE

# Organic Search

# Organic Performance

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**97,837**

VISITS TO WEBSITE

**76,647**

TOTAL USERS

**159,806**

PAGEVIEWS

**66,419**

ENGAGED SESSIONS

**00:03:57**

AVERAGE TIME ON SITE

**67.89%**

ENGAGEMENT RATE

**92.36%**

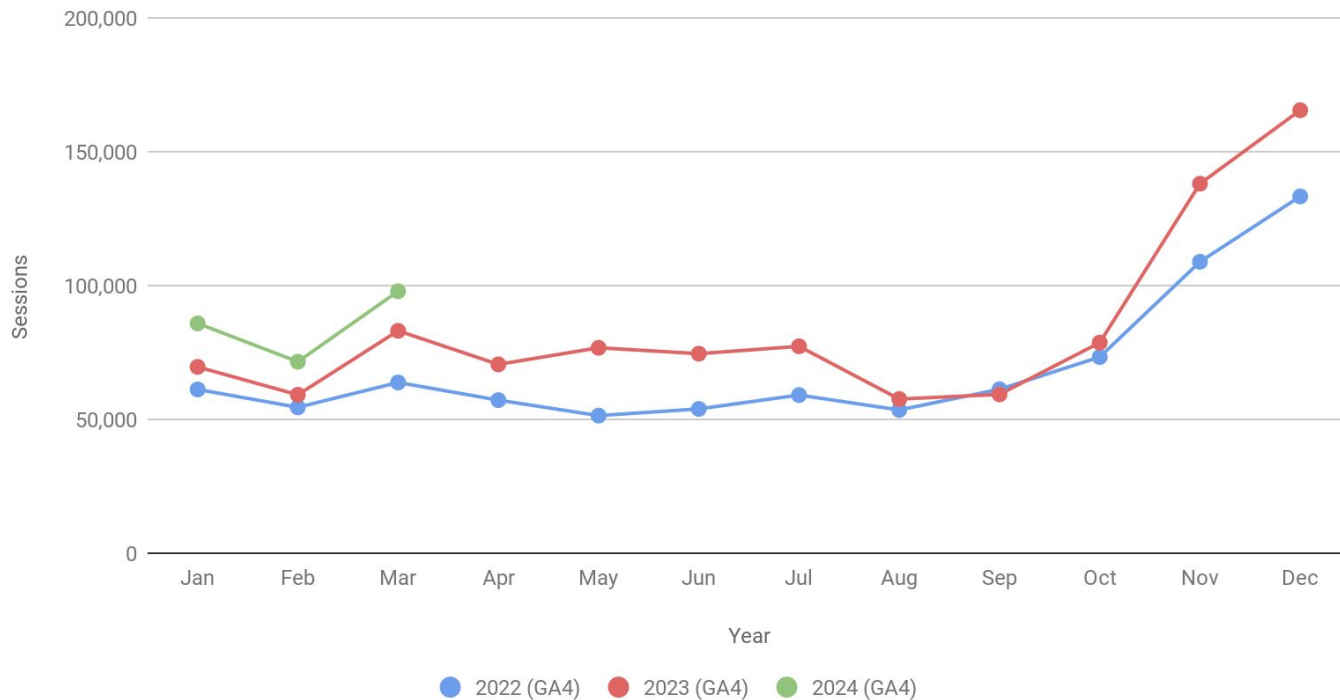
NEW SESSIONS

**32.11%**

BOUNCE RATE

# Organic Search

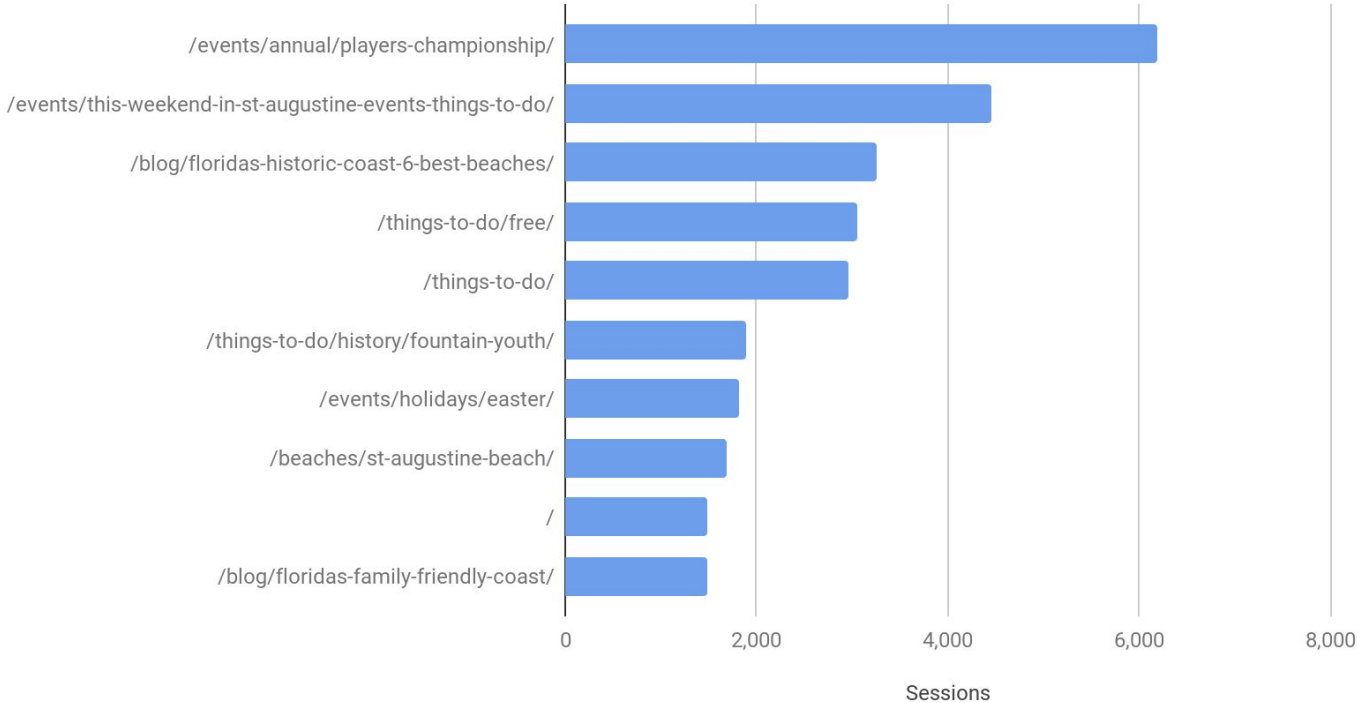
Organic sessions increased 18% compared to last year.





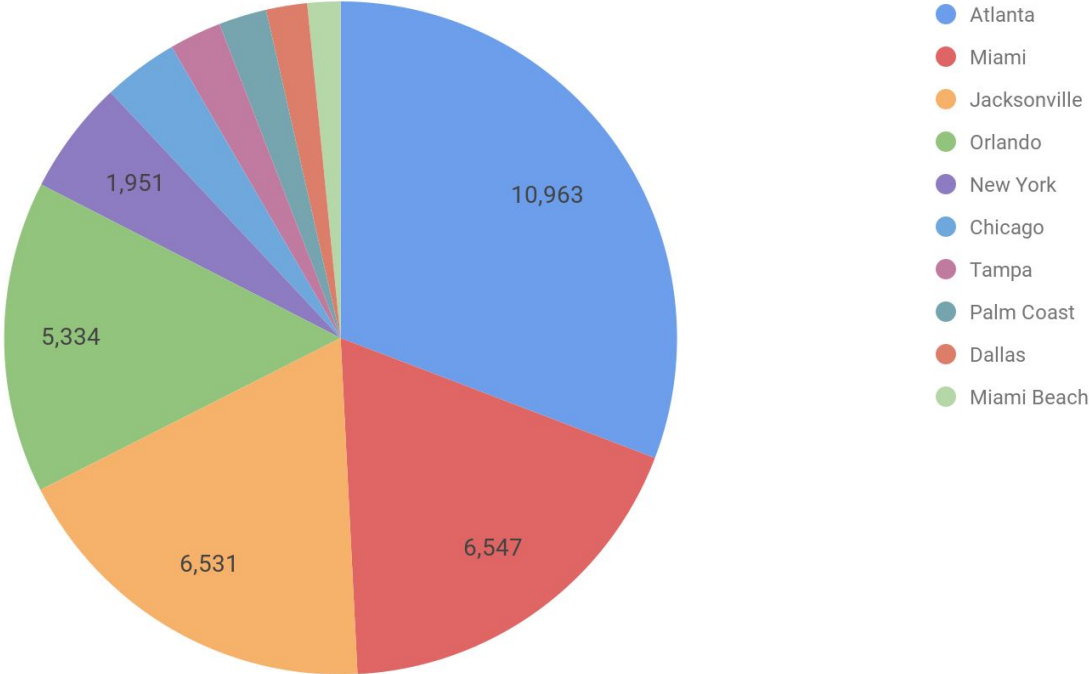
# Top Landing Pages

We saw the highest year-over-year increase from the Family Friendly Coast blog (+4k%).



# Sessions By City

Miami Beach (+2.3k%) and Miami (+310%) saw the highest year-over-year increases.





# Looking Ahead

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## April 2024

- **Optimize:** St. Augustine History Festival event page
- **Optimize:** Craft Brewers Fest annual event page
- **Optimize:** Food & Wine Festival event page
- **Optimize:** Mother's Day Holiday event page
- **Create & Deploy:** April Email send