



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

MARCH 2025

36%

INCREASE IN
PAGEVIEWS vs. 2024

72%

INCREASE IN TOTAL SESSION
vs. 2024

26%

INCREASE IN ENGAGED
SESSIONS vs. 2024

- **Optimized:** Transportation page
- **Optimized:** Outlets blog
- **Optimized:** Five Favorite Walks blog
- **Optimized:** Easter page

Site Performance

Top Level Performance

541,338

VISITS TO WEBSITE

+72% YOY

447,260

WEBSITE USERS

+71% YOY

82,997

VISIT FROM ORGANIC

-15% YOY

716,898

PAGE VIEWS

+36% YOY

0:00:25

AVERAGE ENGAGEMENT TIME
PER SESSION

-48% YOY

189,128

ENGAGED SESSIONS

+26% YOY

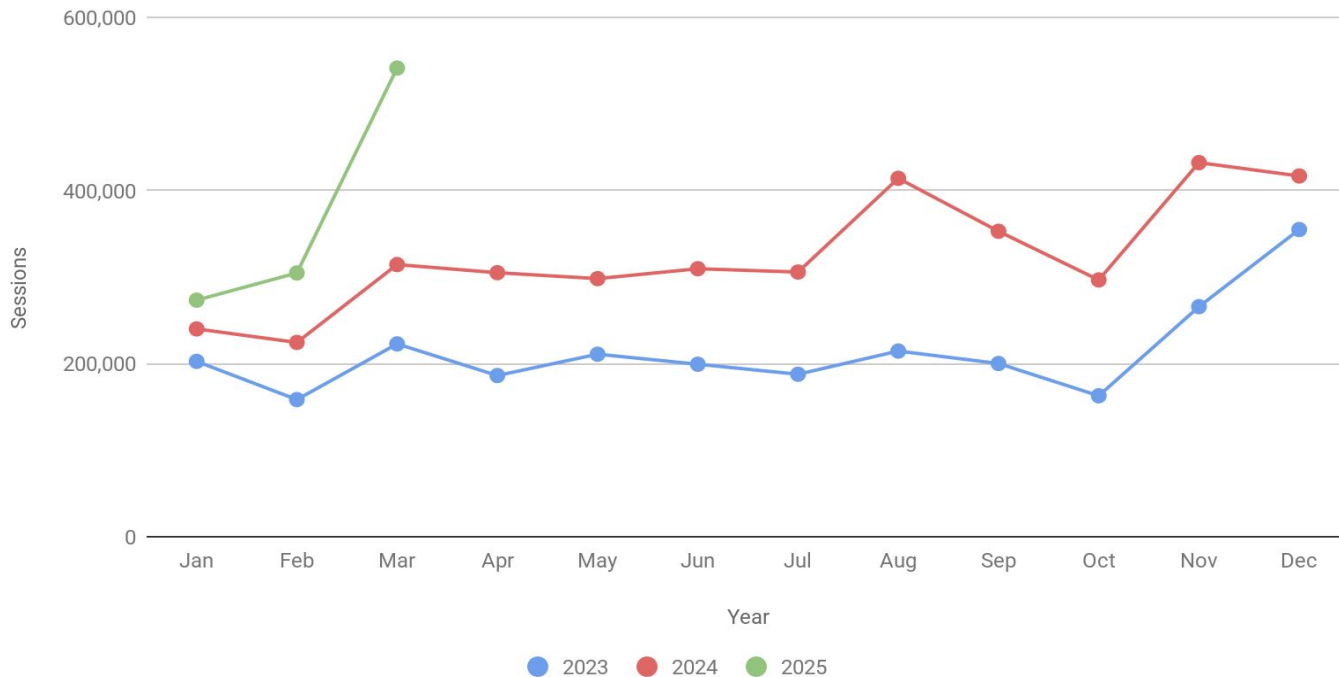
34.94%

ENGAGEMENT RATE

-13% YOY

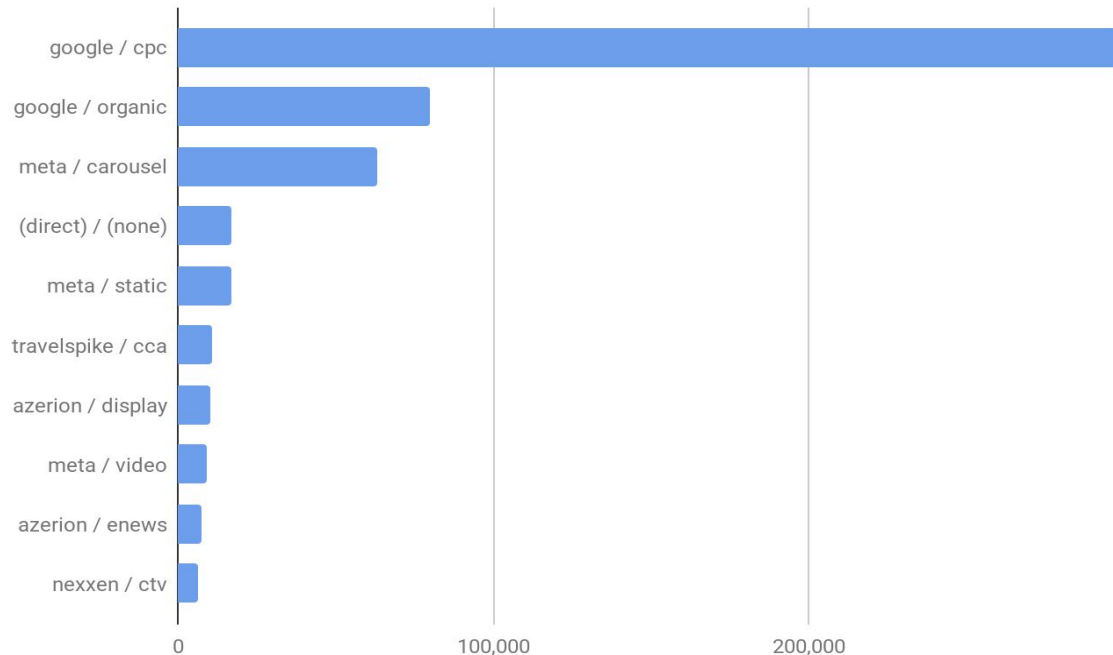
Sessions

Overall website sessions saw a 72% increase compared to last year.



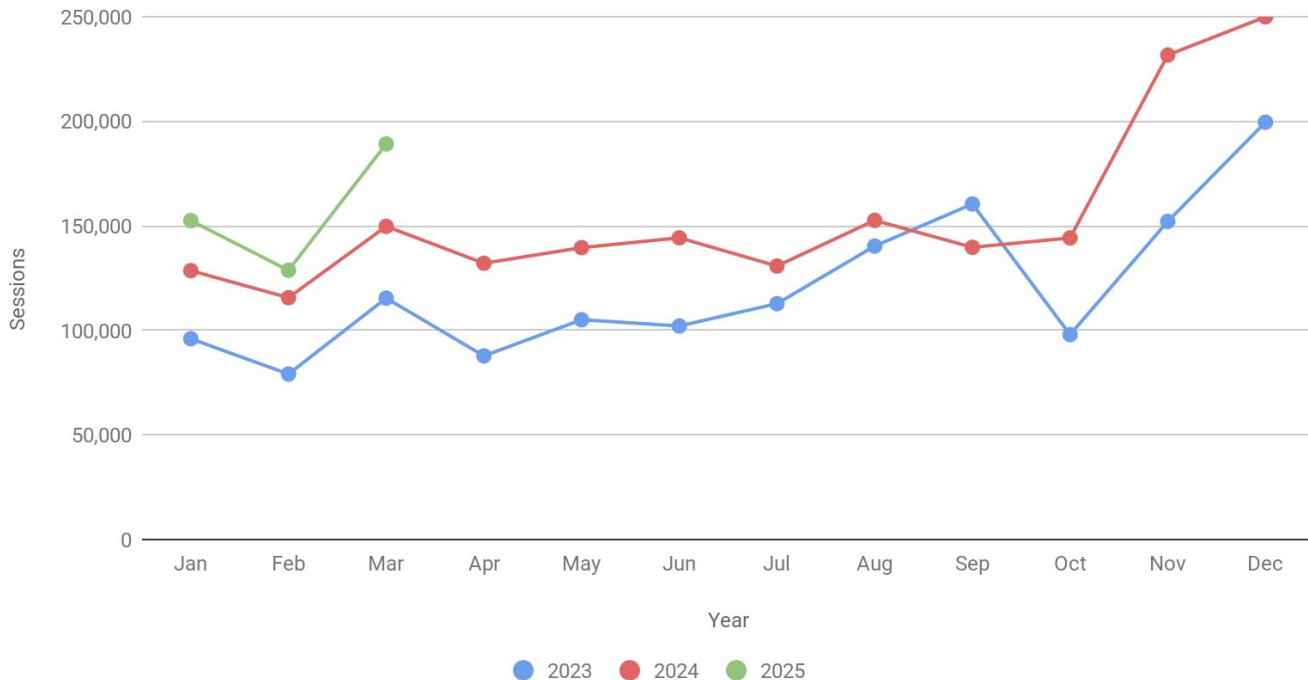
Traffic Sources

Google CPC (+287%) is driving strong traffic into the website, followed by organic and other paid channels.



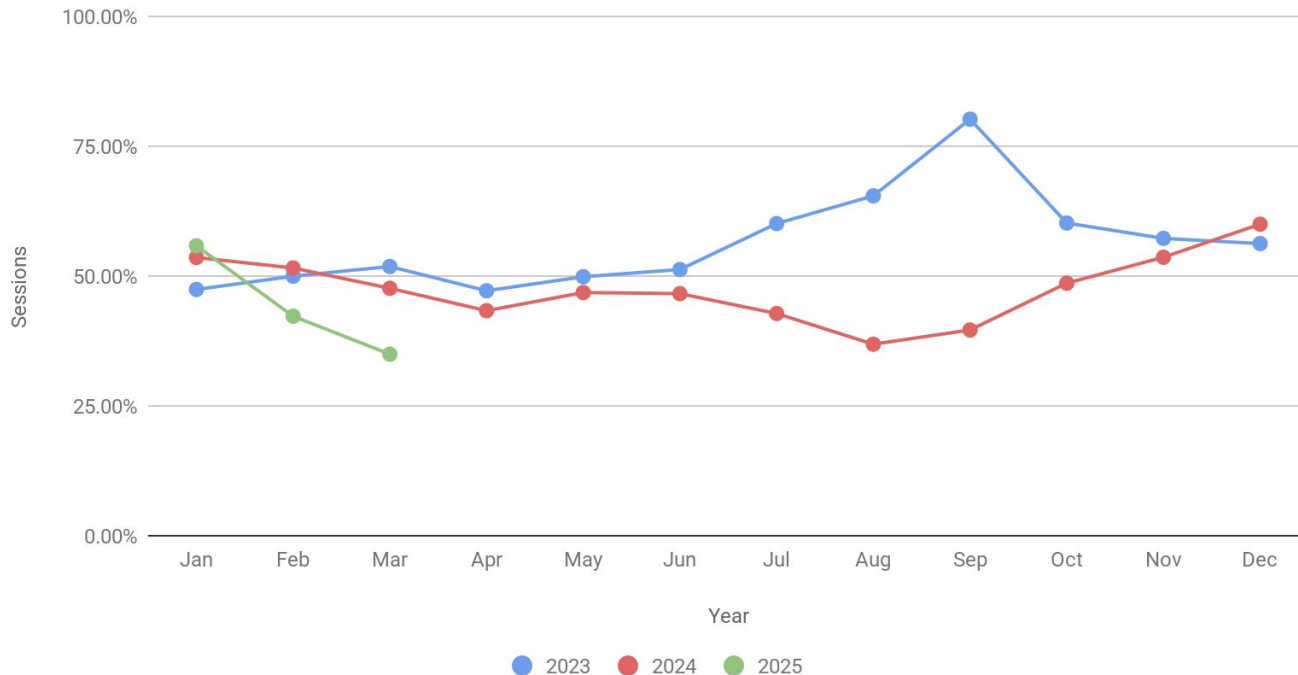
Engaged Sessions

We saw over 189K engaged sessions (+26%) with an average engaged session of 00:25.



Engagement Rate

The engagement rate was 39.94% - a 13% decrease compared to last year.



Key Performance Indicators

707

REQUESTS FOR
PHYSICAL GUIDES

154

ENEWSLETTER
SIGNUPS

19,415

OUTBOUND CLICKS
ON PARTNER
LISTINGS

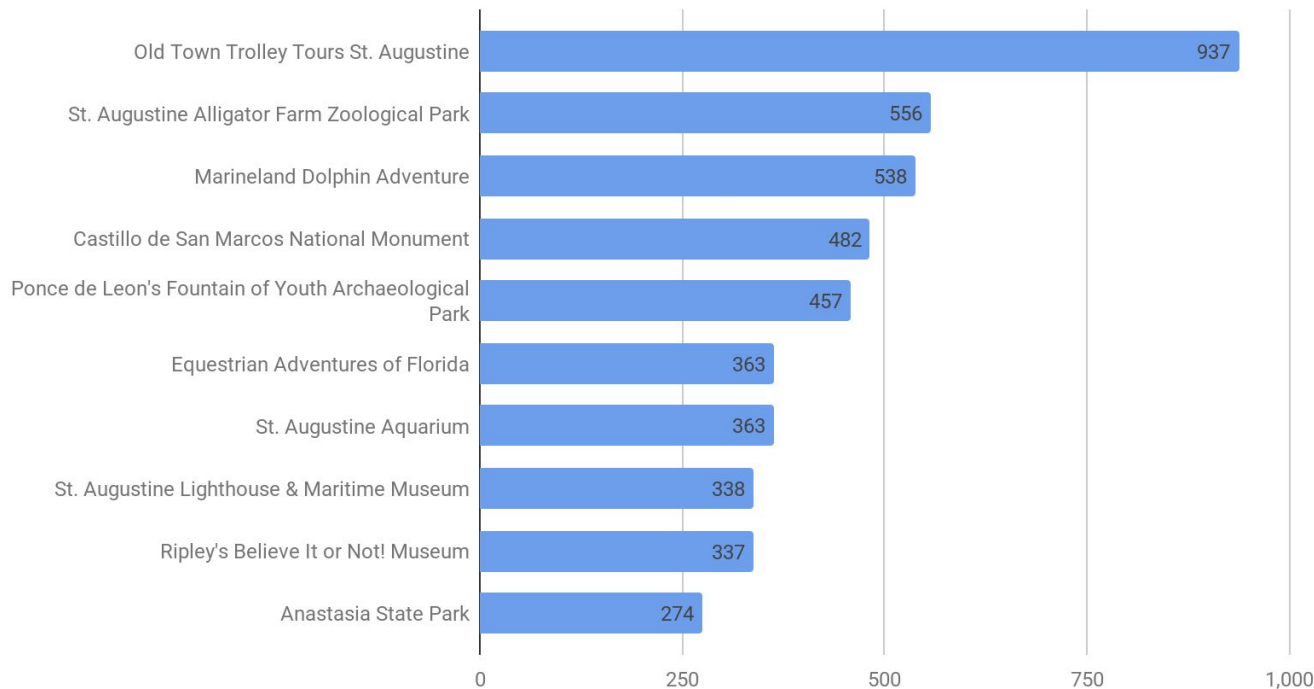
2,009

BOOKDIRECT CLICKS



Partner Listing Clicks

Old Town Trolley Tours had a 130% increase and Ripley's Believe It or Not! Museum saw a 42% increase.



Hispanic Microsite Performance

1,082

VISITS TO WEBSITE

-27% YOY

929

TOTAL USERS

-27% YOY

927

VISIT FROM ORGANIC

-22% YOY

2,103

PAGE VIEWS

-39% YOY

0:01:42

AVERAGE ENGAGEMENT TIME

PER SESSION

-9% YOY

838

ENGAGED SESSIONS

-17% YOY

77.45%

ENGAGEMENT RATE

+9% YOY

Organic Search

Organic Performance

82,997

VISITS TO WEBSITE

-15% YOY

61,198

TOTAL USERS

-20% YOY

129,843

PAGEVIEWS

-19% YOY

58,276

ENGAGED SESSIONS

-12% YOY

0:01:03

AVERAGE ENGAGEMENT TIME

PER SESSION

-7% YOY

70.21%

ENGAGEMENT RATE

+2% YOY

55,331

NEW USERS

-22% YOY

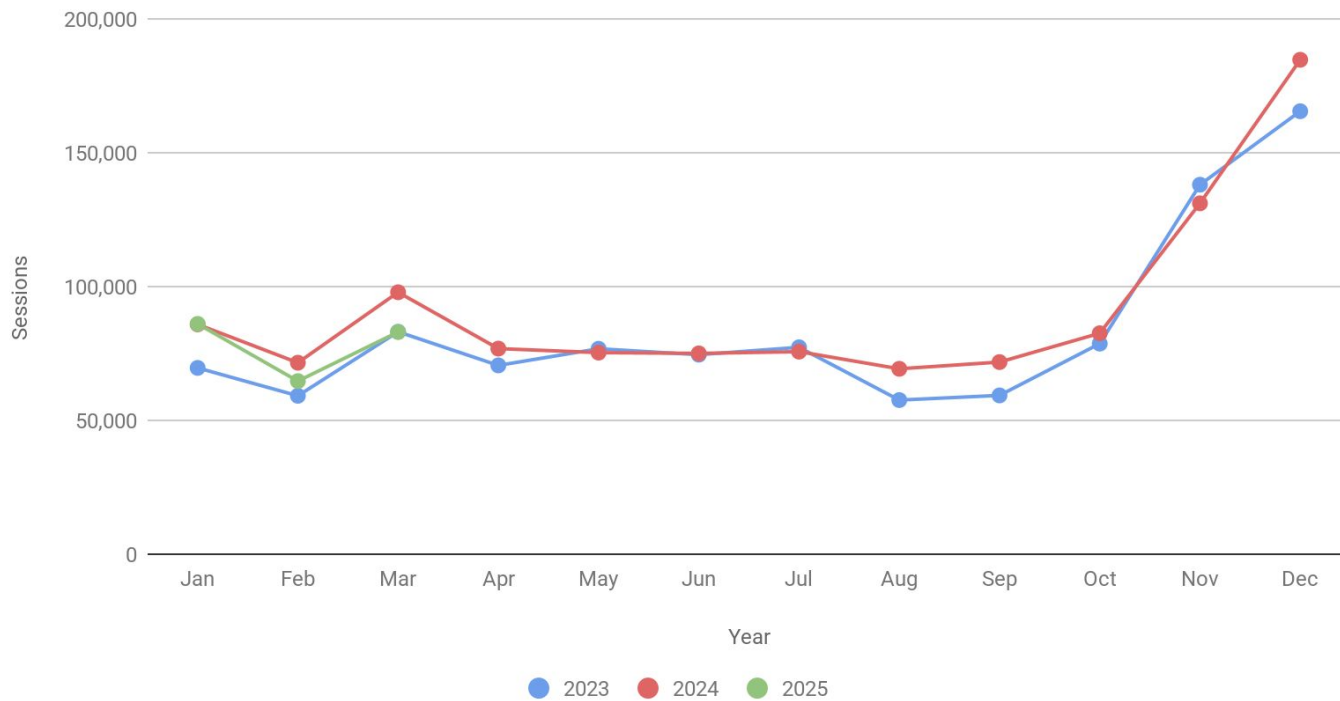
29.79%

BOUNCE RATE

-2% YOY

Organic Search

Organic sessions were down 15% compared to last year.



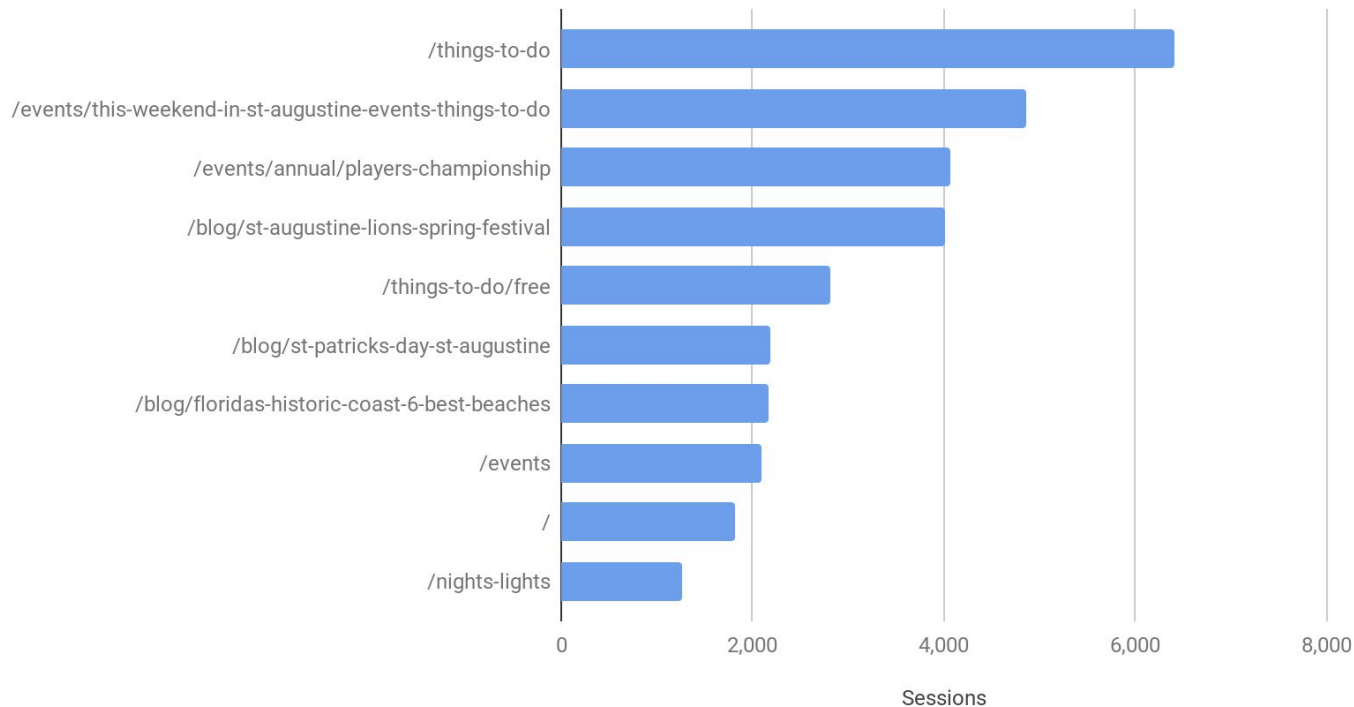
Top Keywords

Total site impressions have increased 14% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
things to do in st augustine	1,494	3.58	-3.78	4.32%
st augustine seafood festival 2025	761	1.07	1.07	50.43%
st augustine	697	10.38	-0.68	0.31%
st augustine seafood festival	544	2.78	1.47	10.52%
seafood festival st augustine	484	2.67	1.27	12.58%
st augustine events this weekend	384	1.42	-0.44	31.22%
st augustine beach	375	5.80	1.08	1.37%
where is the players championship 2025	313	7.28	7.28	1.02%
st augustine florida	304	9.32	-4.96	0.36%
nocatee farmers market	288	1.95	-0.12	29.12%

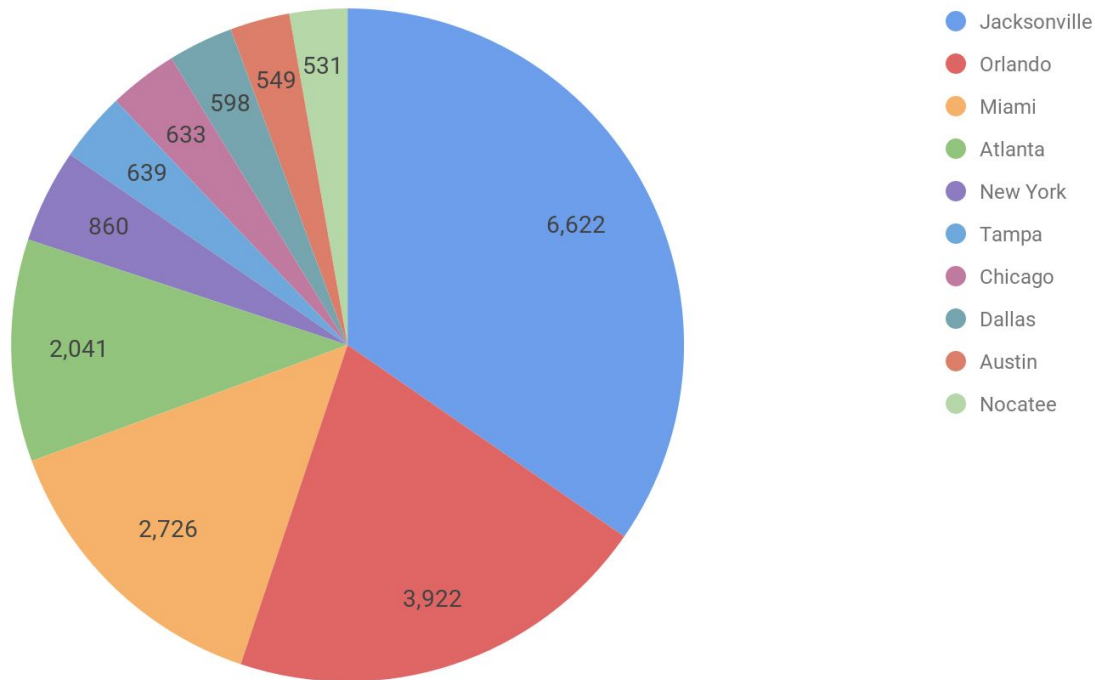
Top Landing Pages

The Lion Spring Festival (+268%), St. Patrick's Day blog (+242%) and the Things to Do page (+103%) saw huge year-over-year increases.



Sessions By City

Austin traffic increased 449% compared to last year.



Email Marketing

Email Performance

Opt-in Subscribers

36,324

MESSAGES SENT

33%

CTOR

1,055

SESSIONS

04:53

AVG. SESSION
DURATION

Other Source Subscribers

162,527

MESSAGES SENT

50%

CTOR

643

SESSIONS

05:19

AVG. SESSION
DURATION



Looking Ahead

April 2025

- **Optimize:** Craft Brewers Fest annual event page
- **Optimize:** Mother's Day Holiday page
- **Optimize:** 6 Best Beaches blog
- **Optimize:** Music by the Sea Concert Series page

May 2025

- **Optimize:** Mickler's Landing Beach page
- **Optimize:** St. Augustine Beach page
- **Optimize:** Gay Pride blog
- **Optimize:** Crescent Beach page

M P L S

TOURISM

Academy

2025

JUNE 23-26 | MINNEAPOLIS, MN

Thank You