



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

APRIL 2024

64%

INCREASE IN TOTAL
SESSION VS 2023

400%

INCREASE IN NEWSLETTER
SIGNUPS VS 2023

121%

INCREASE IN PARTNER
REFERRALS VS 2023

- **Optimized:** Music By the Sea Concert Series page
- **Optimized:** Craft Brewers Fest annual event page
- **Optimized:** Food & Wine Festival event page
- **Optimized:** Mother's Day Holiday event page
- **Created & Deployed:** April Email

Site Performance

Top Level Performance

304,926

VISITS TO WEBSITE

+64% YOY

257,926

WEBSITE USERS

+69% YOY

76,784

VISIT FROM ORGANIC

+9% YOY

487,120

PAGE VIEWS

+47% YOY

00:0:41

AVERAGE ENGAGEMENT TIME
PER SESSION

-4% YOY

132,070

ENGAGED SESSIONS

+50% YOY

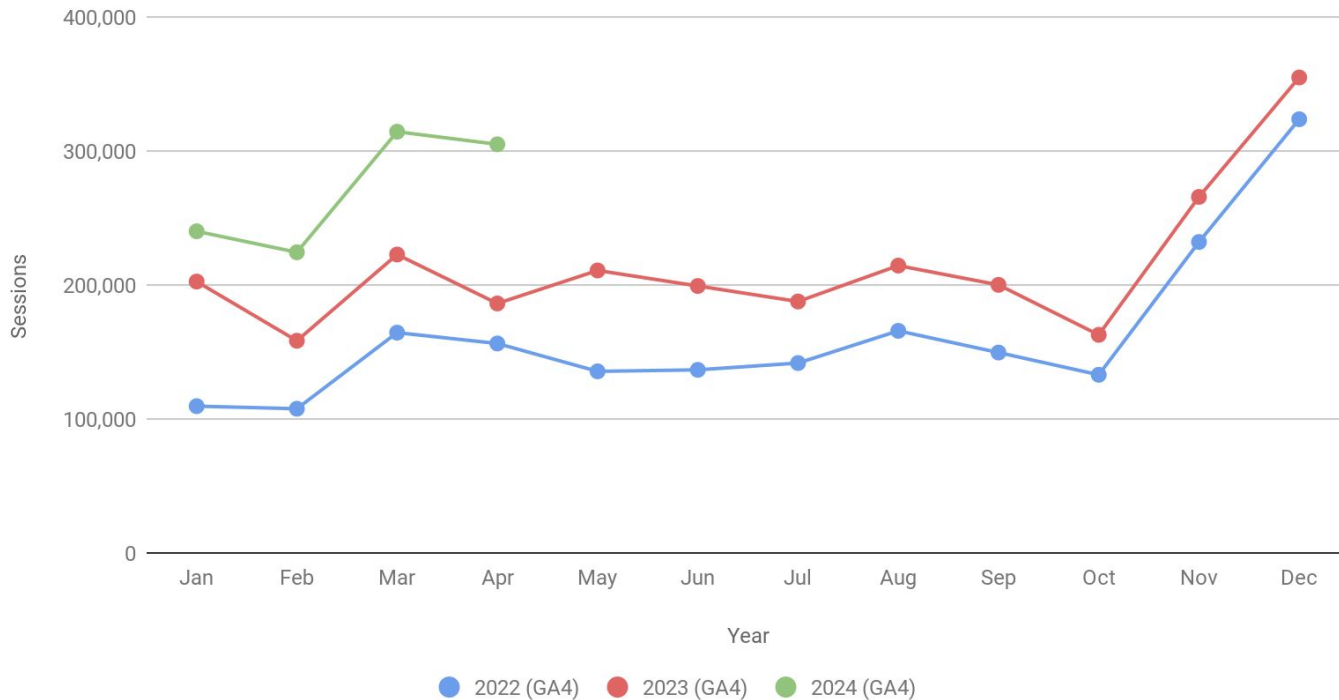
43.31%

ENGAGEMENT RATE

-8% YOY

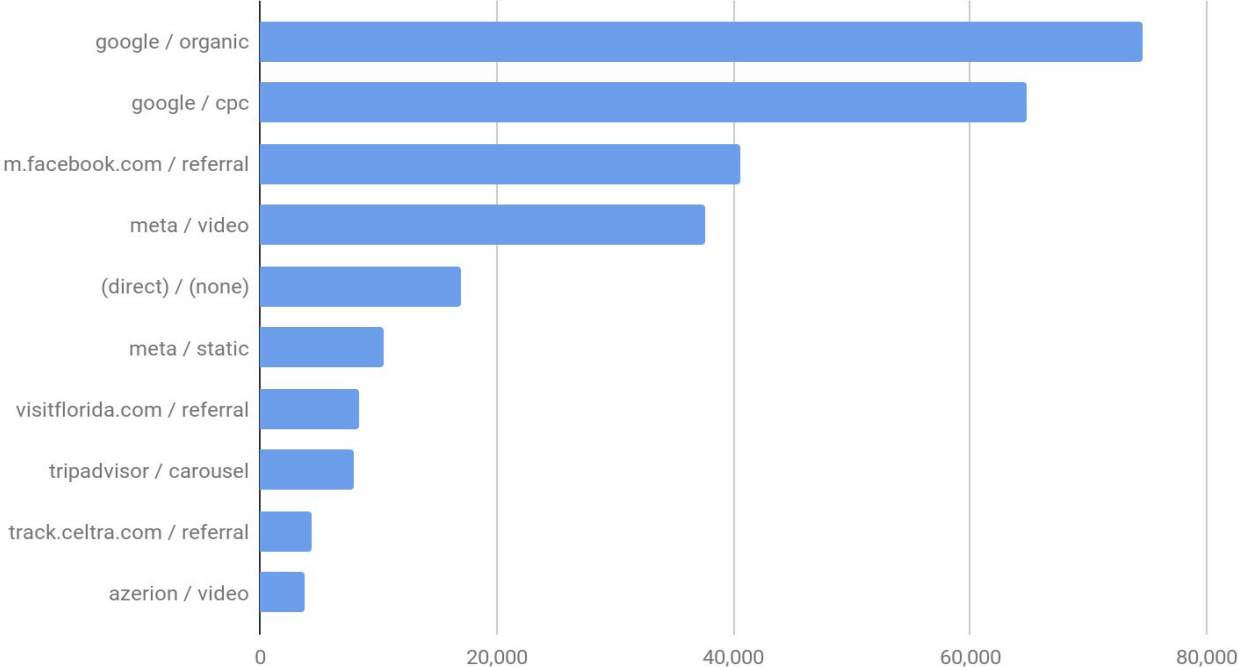
Sessions

Overall website sessions saw a 64% increase compared to last year.



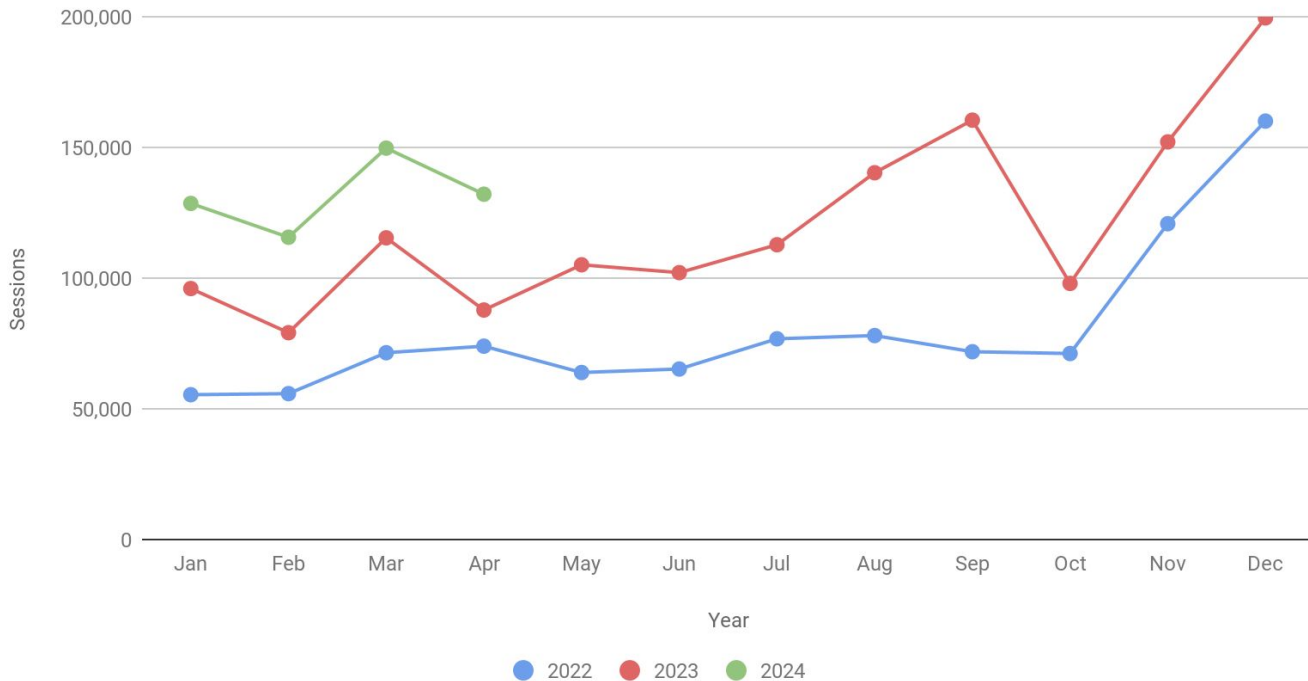
Traffic Sources

Google organic (+9%) and Google cpc (+82%) drove the majority of the traffic to your site in April.



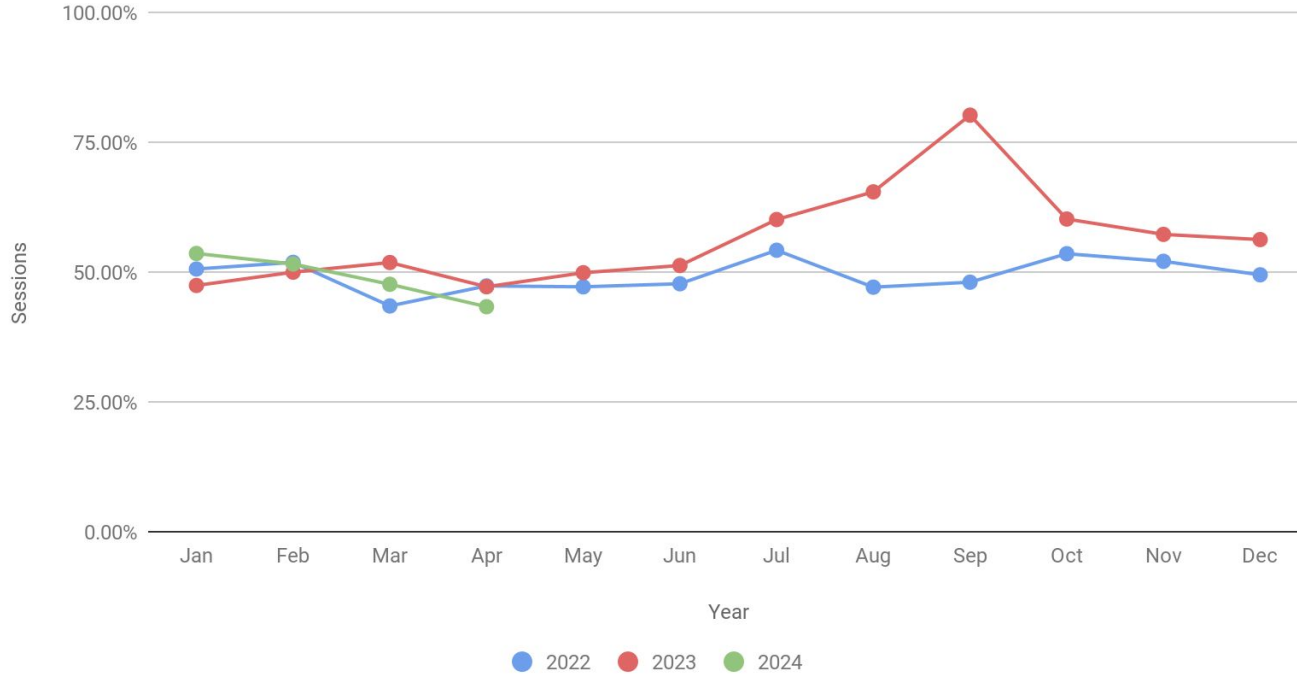
Engaged Sessions

We saw over 132k engaged sessions (+50%), with an average engaged session of 00:41 (-4%).



Engagement Rate

The engagement rate was 43.31% - a 8% decrease compared to last year.



Key Performance Indicators

We saw increases in all of your top KPIs; most notably, newsletter signups (+400%), partner referrals (+121%) and BookDirect clicks (+121%).

852

REQUESTS FOR
PHYSICAL GUIDES

435

NEWSLETTER SIGNUPS

19,351

OUTBOUND CLICKS
ON PARTNER
LISTINGS

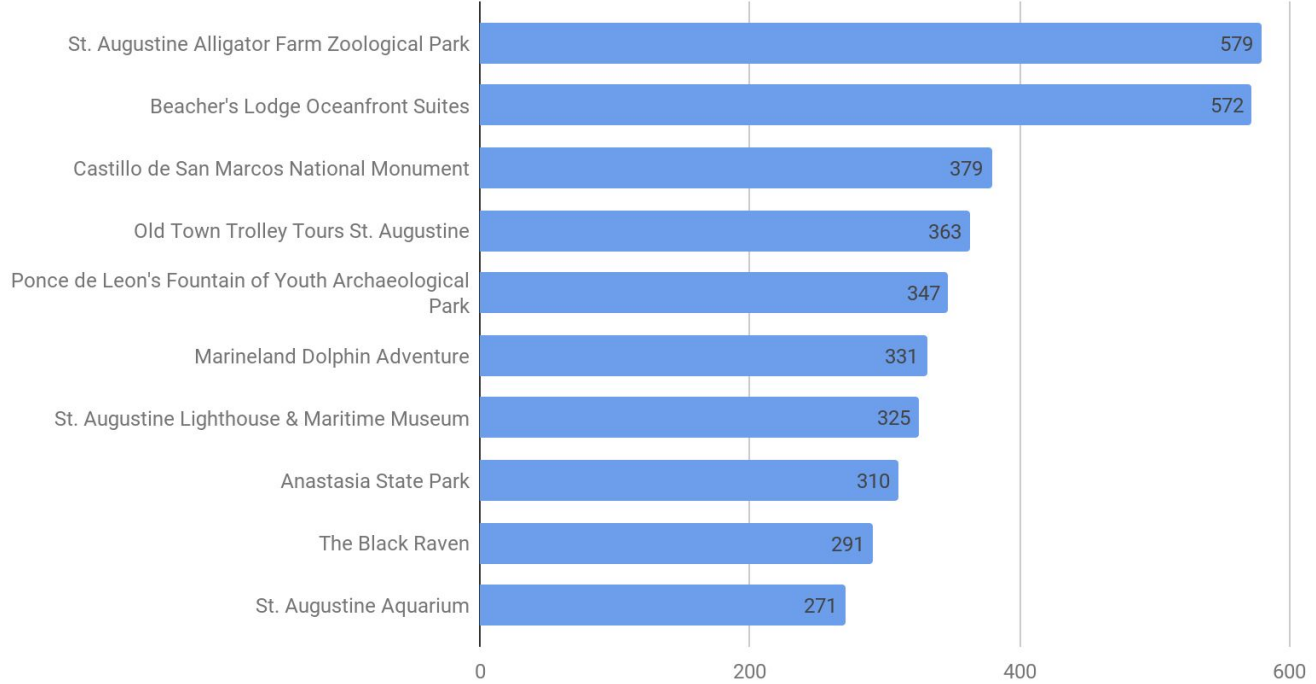
4,332

BOOKDIRECT CLICKS



Partner Listing Clicks

The Black Raven (+1.1k%) and Beacher's Lodge Oceanfront Suites (+478%) partners saw the highest year-over-year increases.



Hispanic Microsite Performance

1,101

VISITS TO WEBSITE

950

TOTAL USERS

936

VISIT FROM ORGANIC

2,456

PAGE VIEWS

00:01:47

AVERAGE TIME ON SITE

765

ENGAGED SESSIONS

69.48%

ENGAGEMENT RATE

Organic Search

Organic Performance

76,784

VISITS TO WEBSITE

+9% YOY

60,866

TOTAL USERS

+9% YOY

127,166

PAGEVIEWS

+9% YOY

52,099

ENGAGED SESSIONS

+21% YOY

00:01:08

AVERAGE ENGAGEMENT TIME
PER SESSION

+21% YOY

67.85%

ENGAGEMENT RATE

+11% YOY

91.02%

NEW SESSIONS

-4% YOY

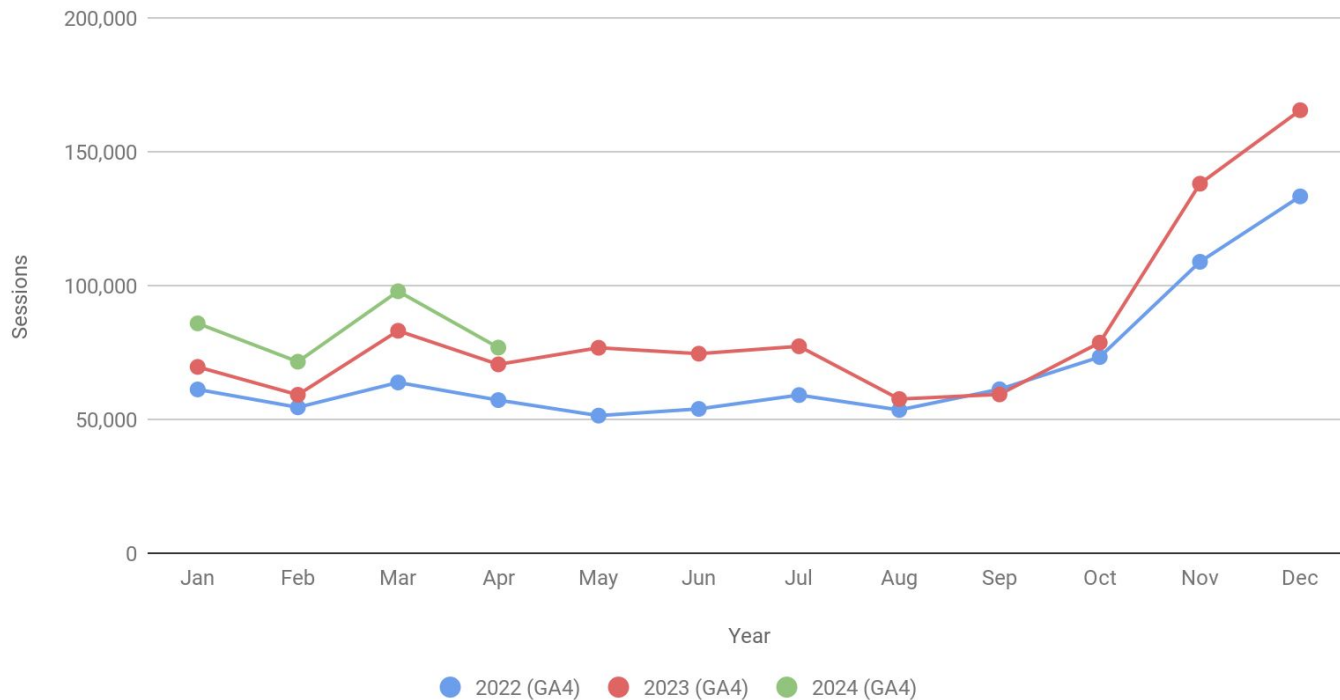
32.15%

BOUNCE RATE

-17% YOY

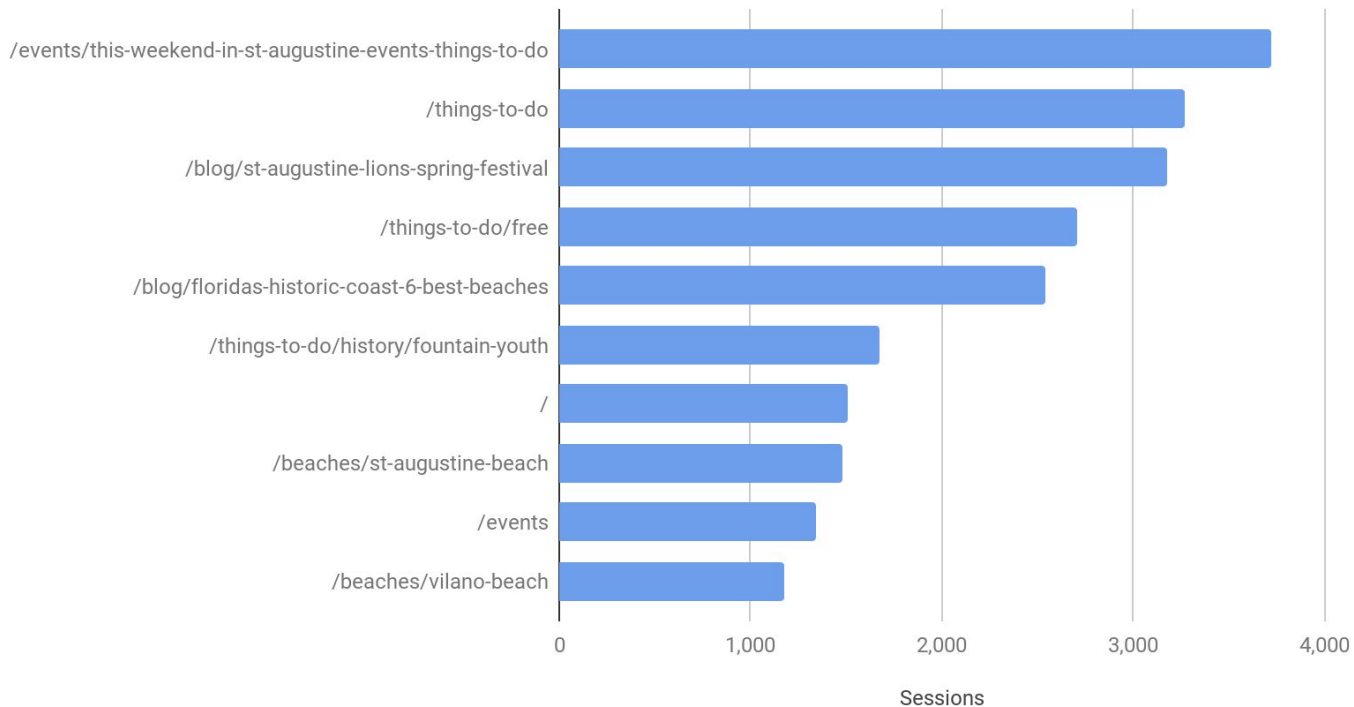
Organic Search

Organic sessions increased 9% compared to last year.



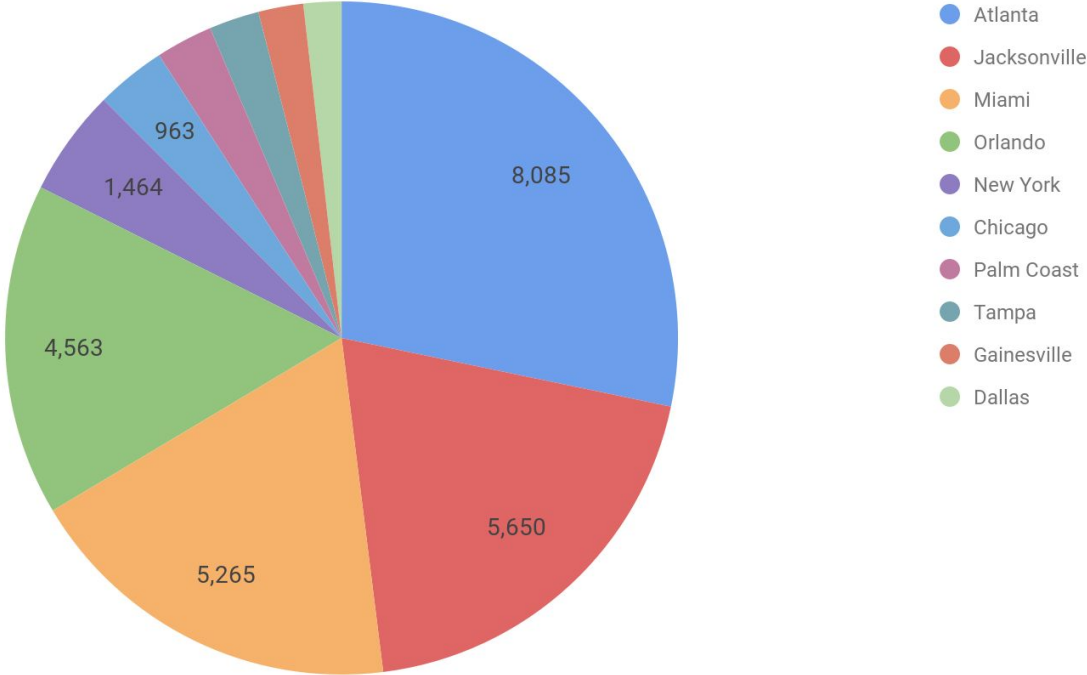
Top Landing Pages

We saw the highest year-over-year increase from the St. Augustine Lions Spring Festival blog (+24k%), which our team optimized in March.



Sessions By City

Miami (+236%) and New York (+46%) saw the highest year-over-year increases.



Email Marketing

Email Performance

Opt-in Subscribers

28,557

MESSAGES SENT

67%

CTOR

1,690

SESSIONS

03:56

AVG. SESSION
DURATION

Other Source Subscribers

163,860

MESSAGES SENT

159%*

CTOR

846

SESSIONS

03:06

AVG. SESSION
DURATION



Looking Ahead

May 2024

- **Optimize:** St. Augustine History Festival event page
- **Optimize:** 4th of July Holiday event page
- **Optimize:** Gay Pride in the Oldest City blog
- **Optimize:** Family Friendly Coast blog
- **Create & Deploy:** May Email send

Thank You