



**tempest**

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The Power to Move People

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TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Campaign Update

**APRIL 2025**

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**18%**

INCREASE IN  
ENGAGEMENT RATE  
vs. 2024

**72%**

INCREASE IN AVG.  
ENGAGEMENT TIME PER  
SESSION vs. 2024

**4%**

INCREASE IN  
EVENT CLICKS  
vs. 2024

- **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

# Site Performance

## Top Level Performance

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**129,872**

VISITS TO WEBSITE

-57% YOY

**103,040**

WEBSITE USERS

-60% YOY

**61,021**

VISIT FROM ORGANIC

-21% YOY

**218,673**

PAGE VIEWS

-55% YOY

**0:00:58**

AVERAGE ENGAGEMENT TIME

PER SESSION

+41% YOY

**79,868**

ENGAGED SESSIONS

-40% YOY

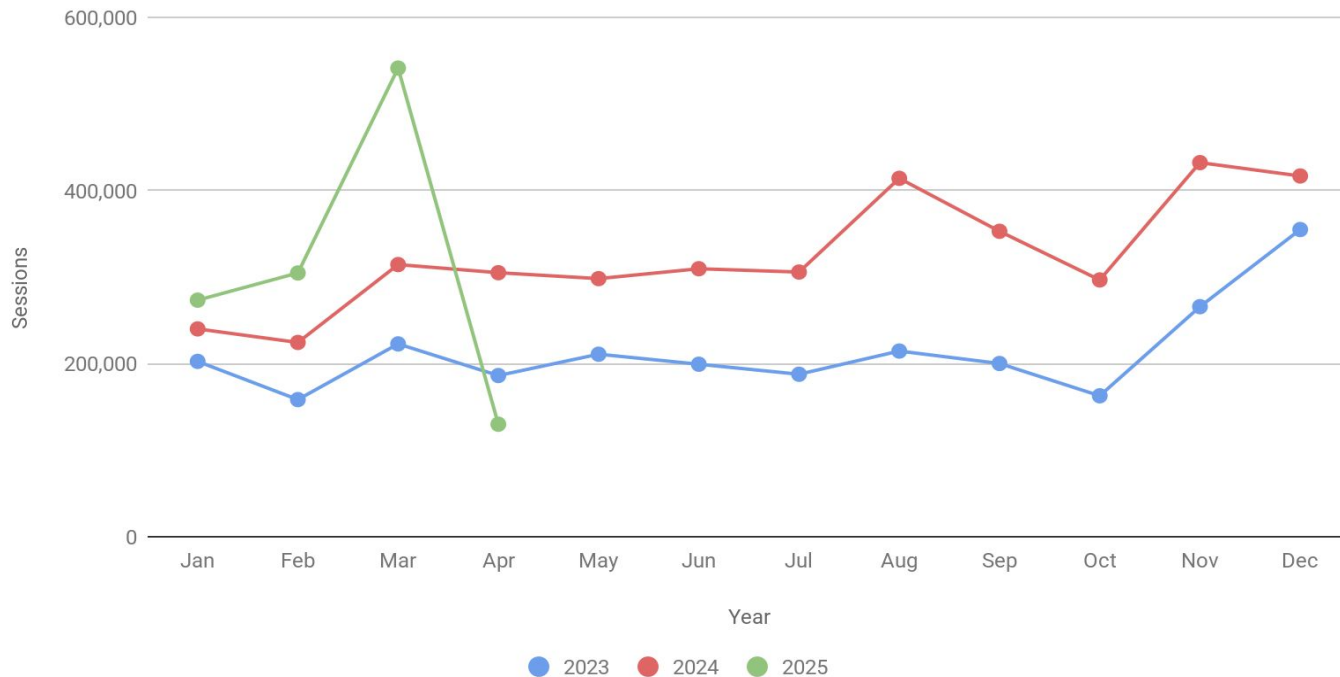
**61.50%**

ENGAGEMENT RATE

+18% YOY

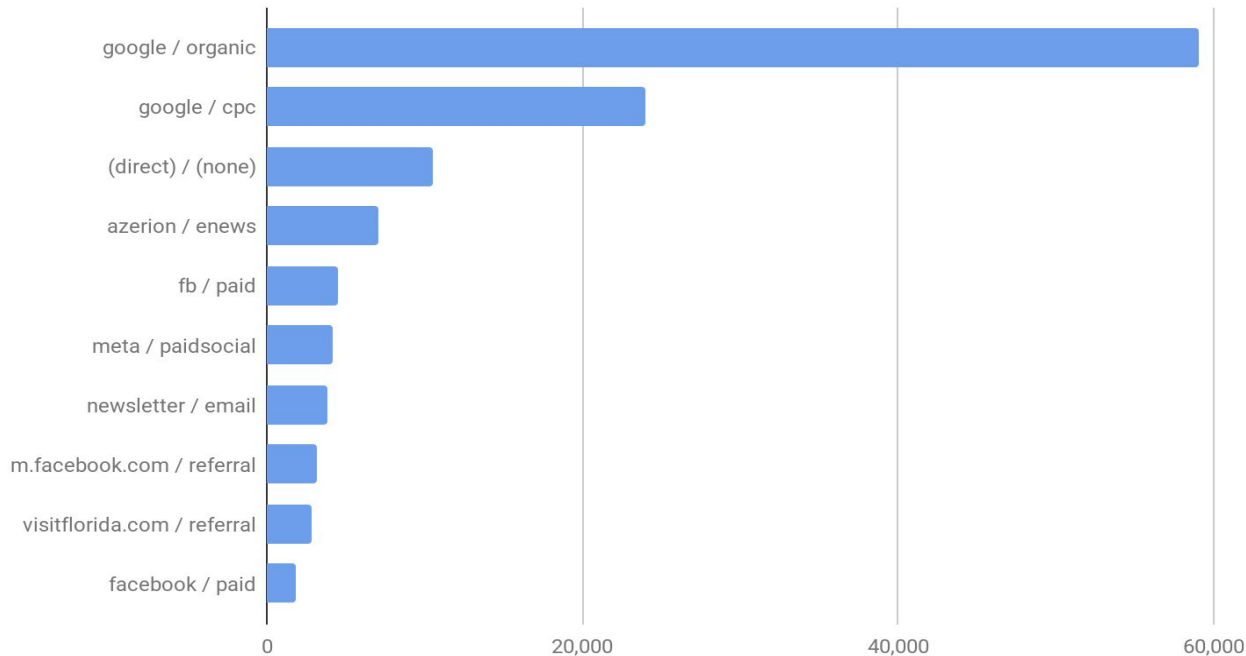
# Sessions

Overall website sessions saw a 57% decrease compared to last year.



# Traffic Sources

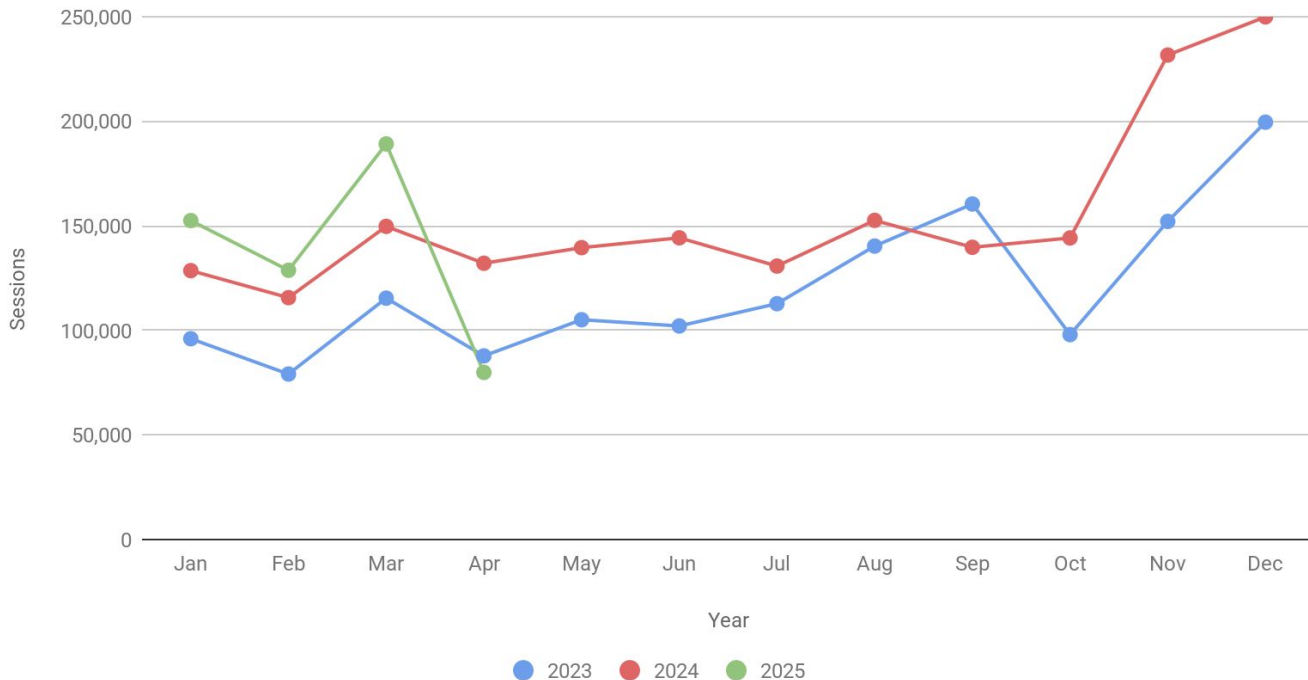
Google organic (-21%) and Google CPC (-63%) drove majority of the traffic into the website.





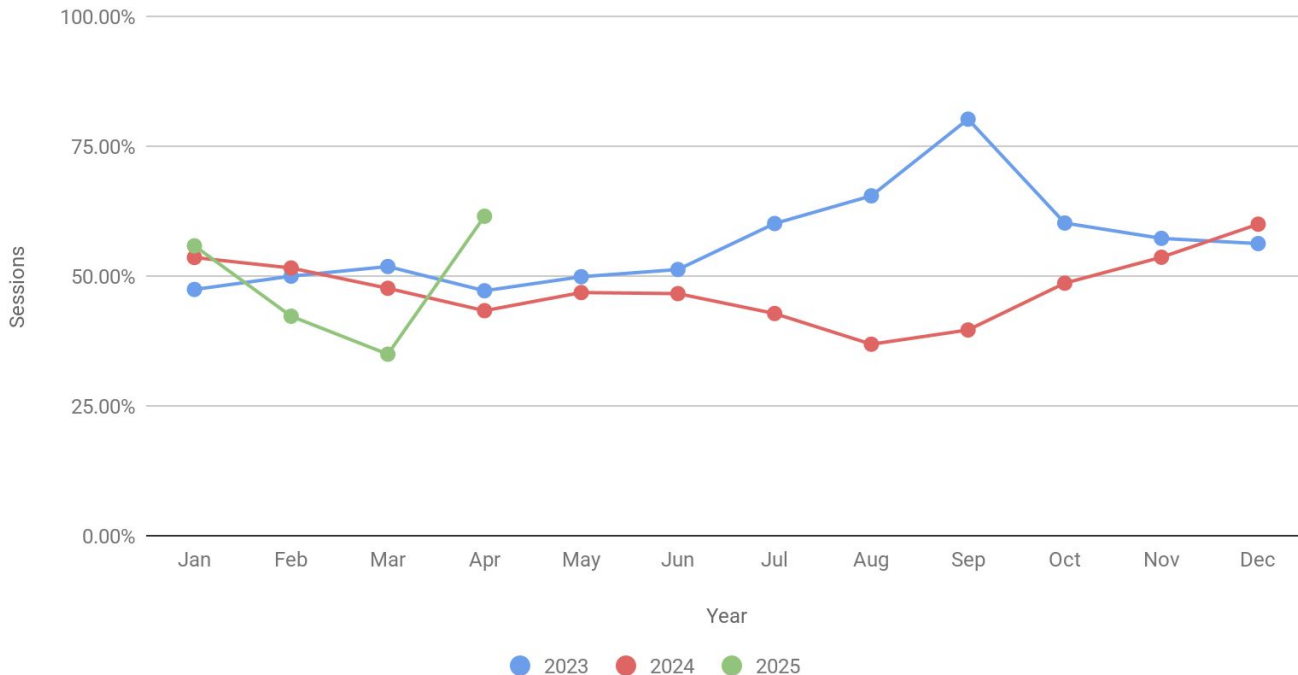
# Engaged Sessions

We saw nearly 80K engaged sessions with an average engagement time per session of 00:58 (+41%).



# Engagement Rate

The engagement rate was 61.50% - an 18% increase compared to last year.



# Key Performance Indicators

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**849**

REQUESTS FOR  
PHYSICAL GUIDES

**201**

ENEWSLETTER  
SIGNUPS

**10,067**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

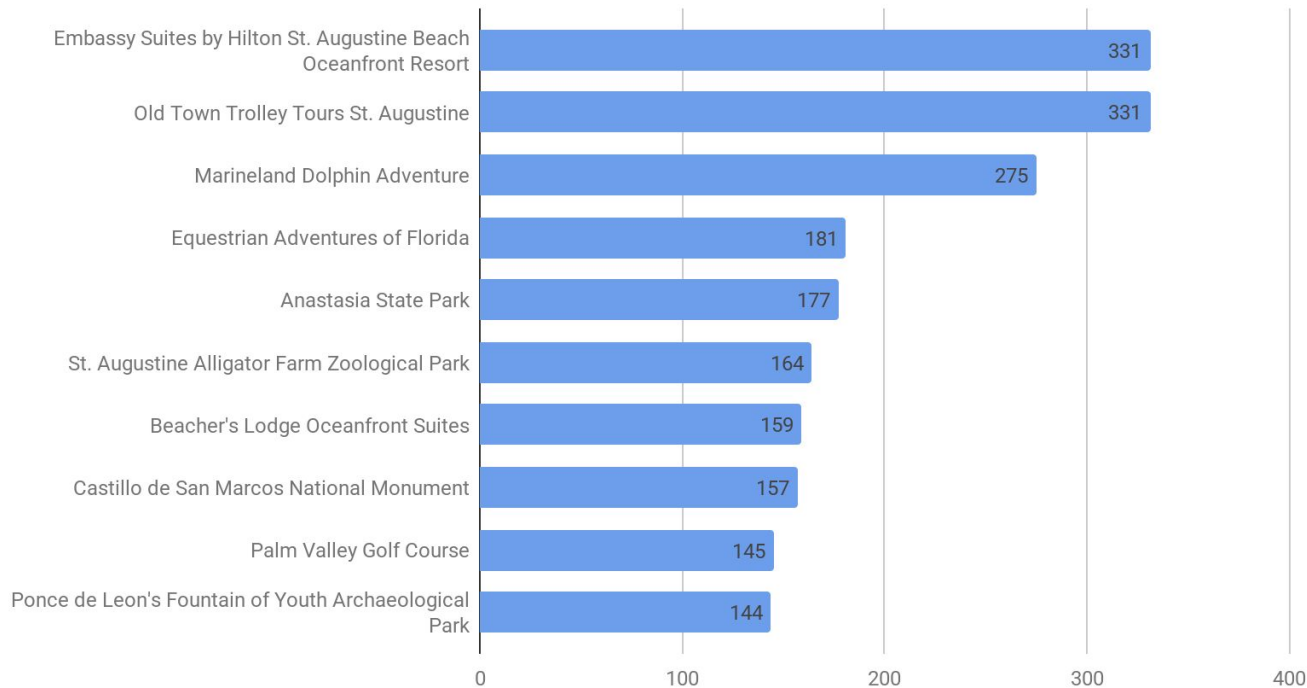
**2,184**

BOOKDIRECT CLICKS



# Partner Listing Clicks

Embassy Suites by Hilton St. Augustine Beach Oceanfront increased 51% and Palm Valley Golf Course increased 169%.



# Hispanic Microsite Performance

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**849**

VISITS TO WEBSITE

-23% YOY

**745**

TOTAL USERS

-22% YOY

**712**

VISIT FROM ORGANIC

-24% YOY

**1,825**

PAGE VIEWS

-26% YOY

**0:01:34**

AVERAGE ENGAGEMENT TIME

PER SESSION

-12% YOY

**649**

ENGAGED SESSIONS

-15% YOY

**76.44%**

ENGAGEMENT RATE

+7% YOY

# Organic Search

# Organic Performance

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**61,021**

VISITS TO WEBSITE

-21% YOY

**46,240**

TOTAL USERS

-24% YOY

**98,320**

PAGEVIEWS

-23% YOY

**43,08**

**0** ENGAGED SESSIONS

-17% YOY

**0:01:08**

AVERAGE ENGAGEMENT TIME

PER SESSION

+0% YOY

**70.60%**

ENGAGEMENT RATE

+3% YOY

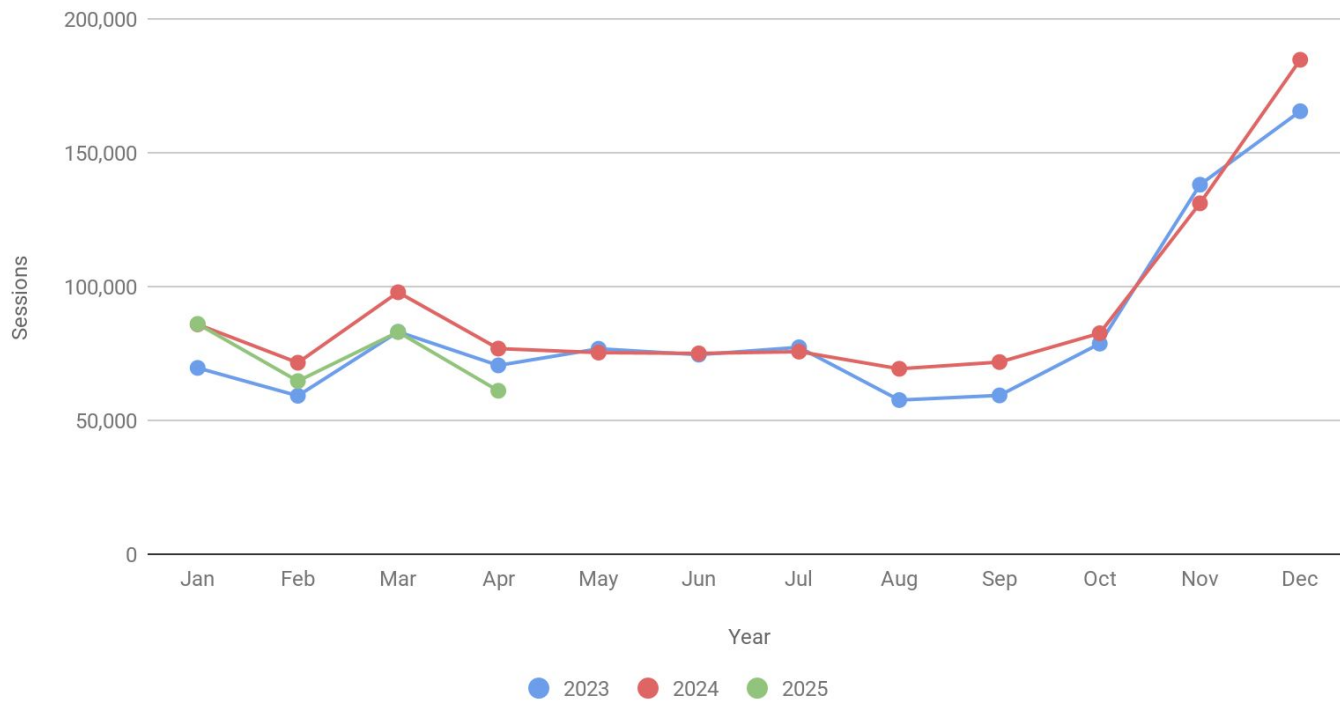
**42,507**

NEW USERS

-23% YOY

# Organic Search

Organic sessions were down 21% compared to last year.





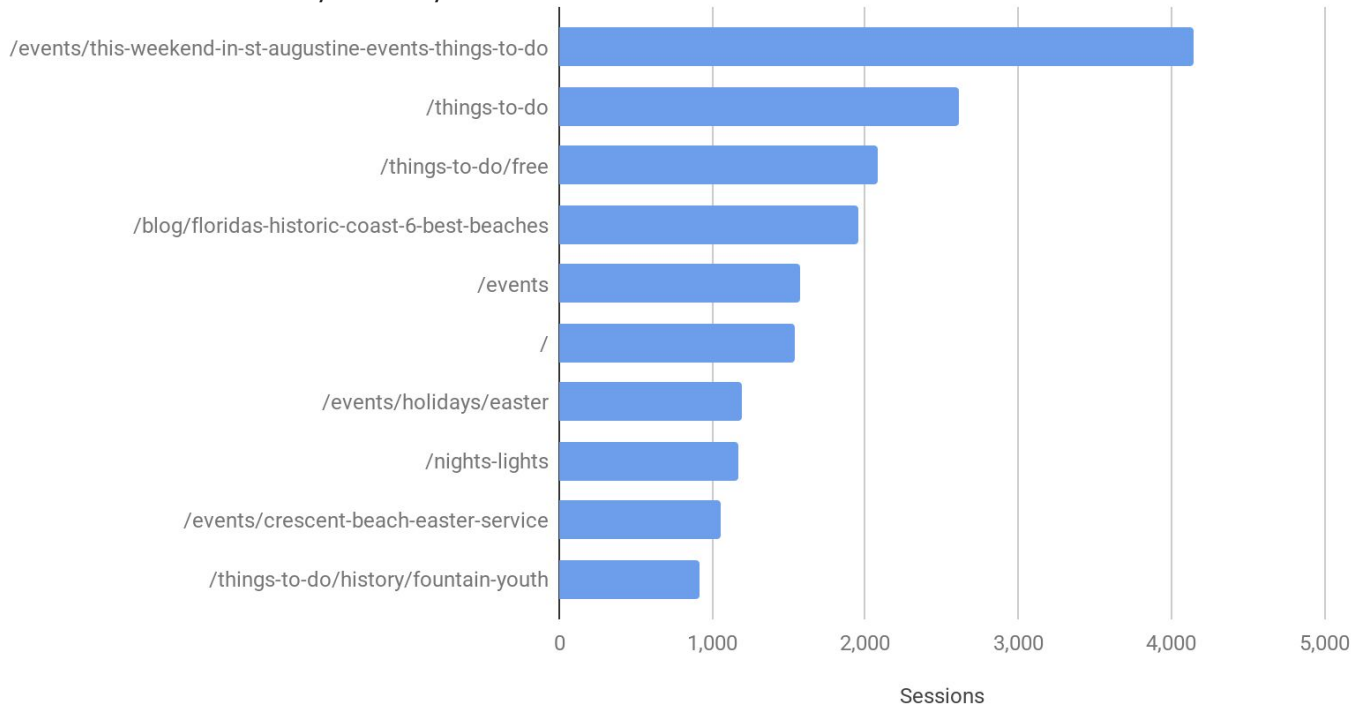
# Top Keywords

Total site impressions have increased 12% and the site's average position has improved 7% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
things to do in st augustine	681	4.05	-2.14	2.59%
st augustine	446	10.25	-0.08	0.24%
st augustine beach	373	4.94	0.93	1.29%
st augustine events this weekend	277	1.40	-0.31	27.56%
st augustine events	276	2.14	-0.29	19.49%
st augustine florida	219	9.49	-3.59	0.33%
nocatee farmers market	216	1.88	1.88	27.10%
events in st augustine this weekend	193	1.47	-0.27	35.74%
vilano beach	191	5.51	1.74	1.91%
st augustine beaches	188	3.12	1.14	10.39%

# Top Landing Pages

The Easter page (*optimized in March*) increased 1,437% and the St. Augustine Craft & Brewers Fest (*optimized in April*) increased 74% year-over-year.



# Top Landing Pages

st augustine easter parade 2025

X | | Q

All | Images | Videos | News | Short videos | Maps | Forums | More | Tools

AI Overview

The St. Augustine Easter Parade will take place on [Saturday, April 19, 2025, at 9:00 AM](#). It's the 66th annual parade, known as the [Parada de los Caballos y Coches](#) (Parade of Horses and Carriages). The parade starts at the Old Jail on San Marco Avenue and continues south on Avenida Menendez along the bayfront, west on Cathedral Place, and north on Cordova Street, ending at the Visitors Center. [e](#)

Learn more

Easter Celebrations 2025 | Visit St. Augustine

Easter Parade 2025 A tradition that dates back to 1956, the parade is held on Easter Saturda...

St. Augustine

66th Annual St. Augustine Easter Parade | St. Augustine & Ponte Vedra, FL

Florida's Historic Coast

Our Offbeat Easter Parade | Visit St. Augustine

The 2025 parade is the 69th annual, stepping off at 9:00 a.m. on Saturday, April 19, 2025. The...

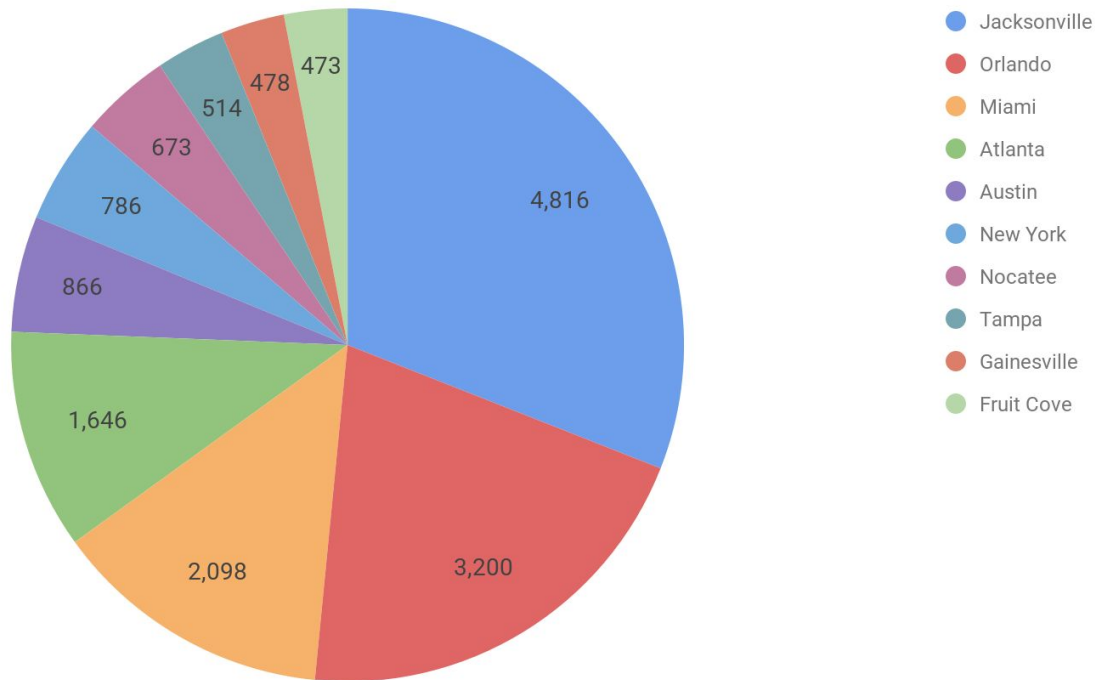
St. Augustine

Show all

Generative AI is experimental.

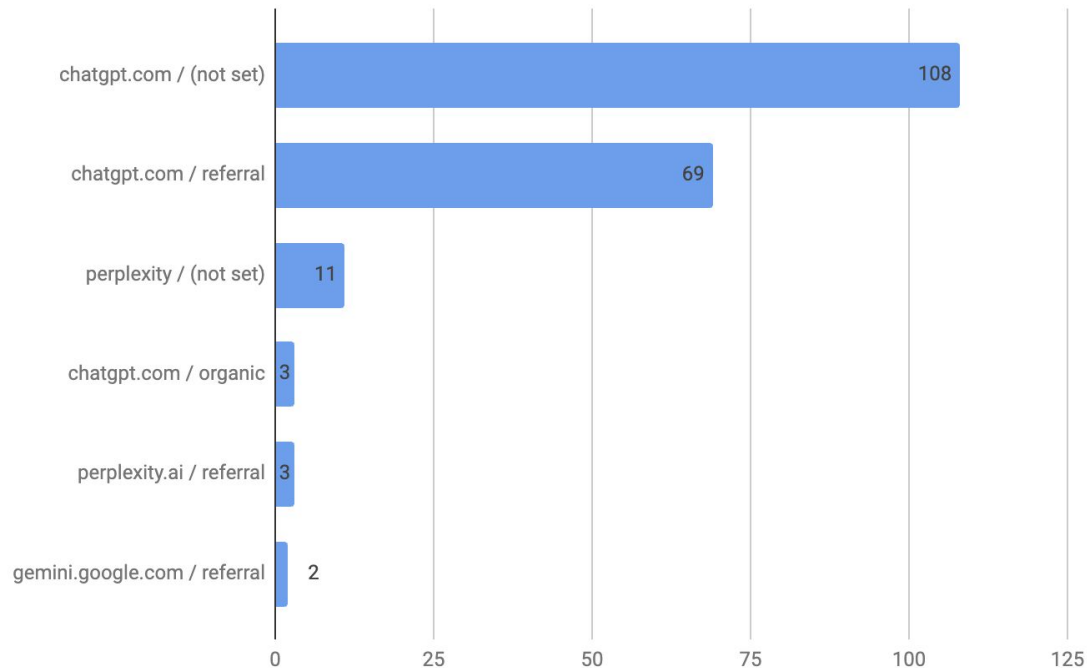
# Sessions By City

Austin traffic increased 1k% compared to last year.

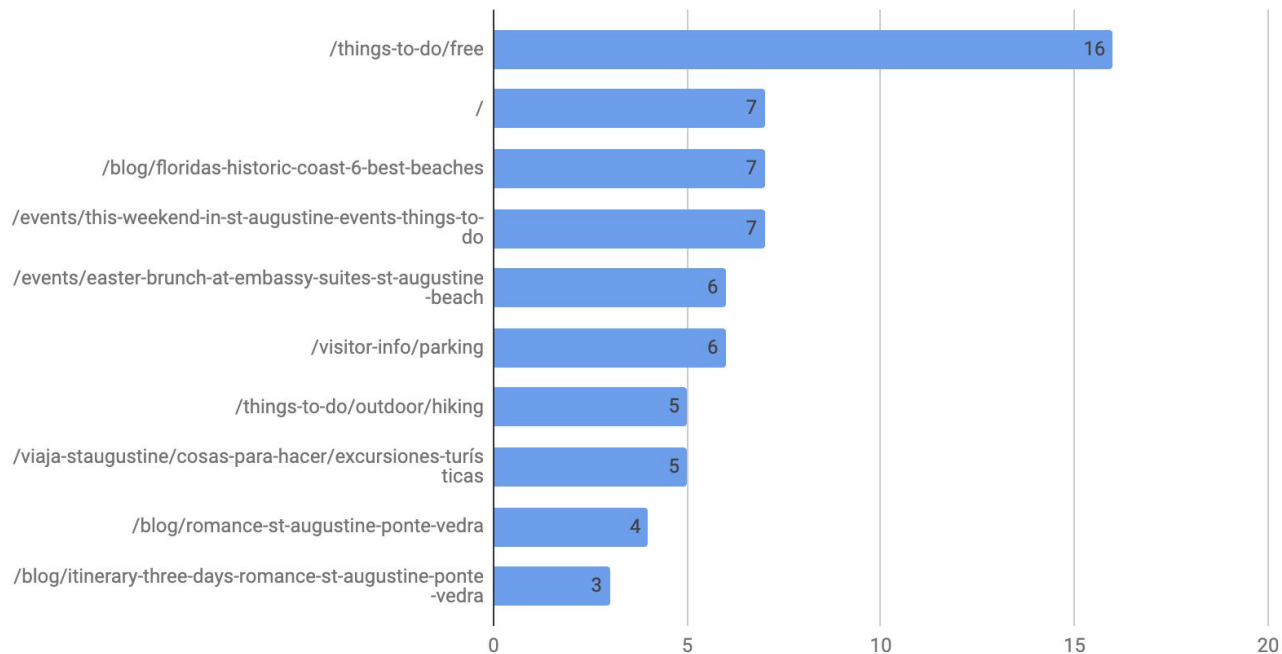


# Large Language Model (LLM)

# Traffic Sources



# Top Landing Pages



# Email Marketing



# Email Performance

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## Opt-in Subscribers

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**36,609**

MESSAGES SENT

**32%**

CTOR

**1,749**

SESSIONS

**0:03:59**

AVG. SESSION  
DURATION

## Other Source Subscribers

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**162,158**

MESSAGES SENT

**31%**

CTOR

**1,109**

SESSIONS

**0:01:40**

AVG. SESSION  
DURATION



# Looking Ahead

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## May 2025

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

## June 2025

- **Optimize:** 4th of July event page
- **Optimize:** Vilano Beach Beach page
- **Optimize:** Discover St. Georges Street blog
- **Optimize:** Find Sharks Teeth blog

M P L S

# TOURISM

*Academy*

2025

JUNE 23-26 | MINNEAPOLIS, MN

# Thank You