



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

TRAVEL MARKETING CAMPAIGN

56%

Increase in Total Website
Sessions YoY

49%

Increase in Organic Sessions
YoY

74%

Increase in Pageviews YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of May, the Tempest team **optimized** the **July 4th** holiday event page.
- The team **optimized** the **This Weekend in St. Augustine Events Things to Do** page.
- The team also **optimized** the **Mickler's Landing Beaches** page.
- We **optimized** the **Vilano Beach Beaches** page.
- The team worked on a **Technical Site Audit**.
- Additionally, the team **created** and **deployed** the **May** email.

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 | GA4

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In May, majority of your top level performance saw great increases compared to last year.

210,758 Website Sessions

105,066 Engaged Sessions

105,066 Website Users

45.85% Engagement Rate

380,755 Pageviews

0:02:14 Average Engagement Time per Session

76,723 Organic Website Users

TRAVEL MARKETING

TOP-LEVEL PERFORMANCE

UNIVERSAL ANALYTICS

212,980 Visits to Website

166,031 Users

326,259 Pageviews

1.53 Pageviews per Visit

0:01:13 Average Time on Site

75.08% New Sessions

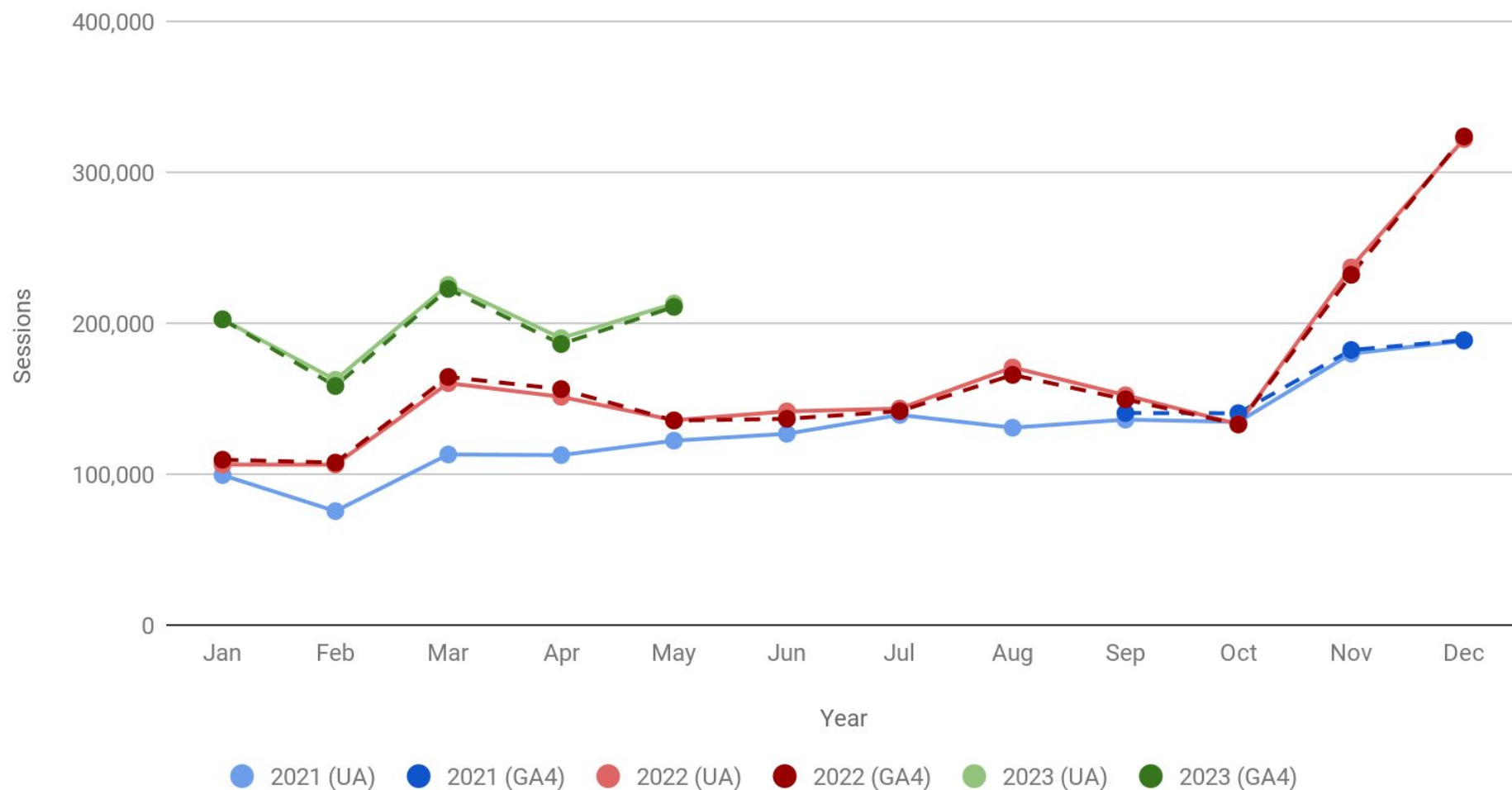
72.73% Bounce Rate

28.73% 50% Scroll Depth

TRAVEL MARKETING | GA4

SESSIONS

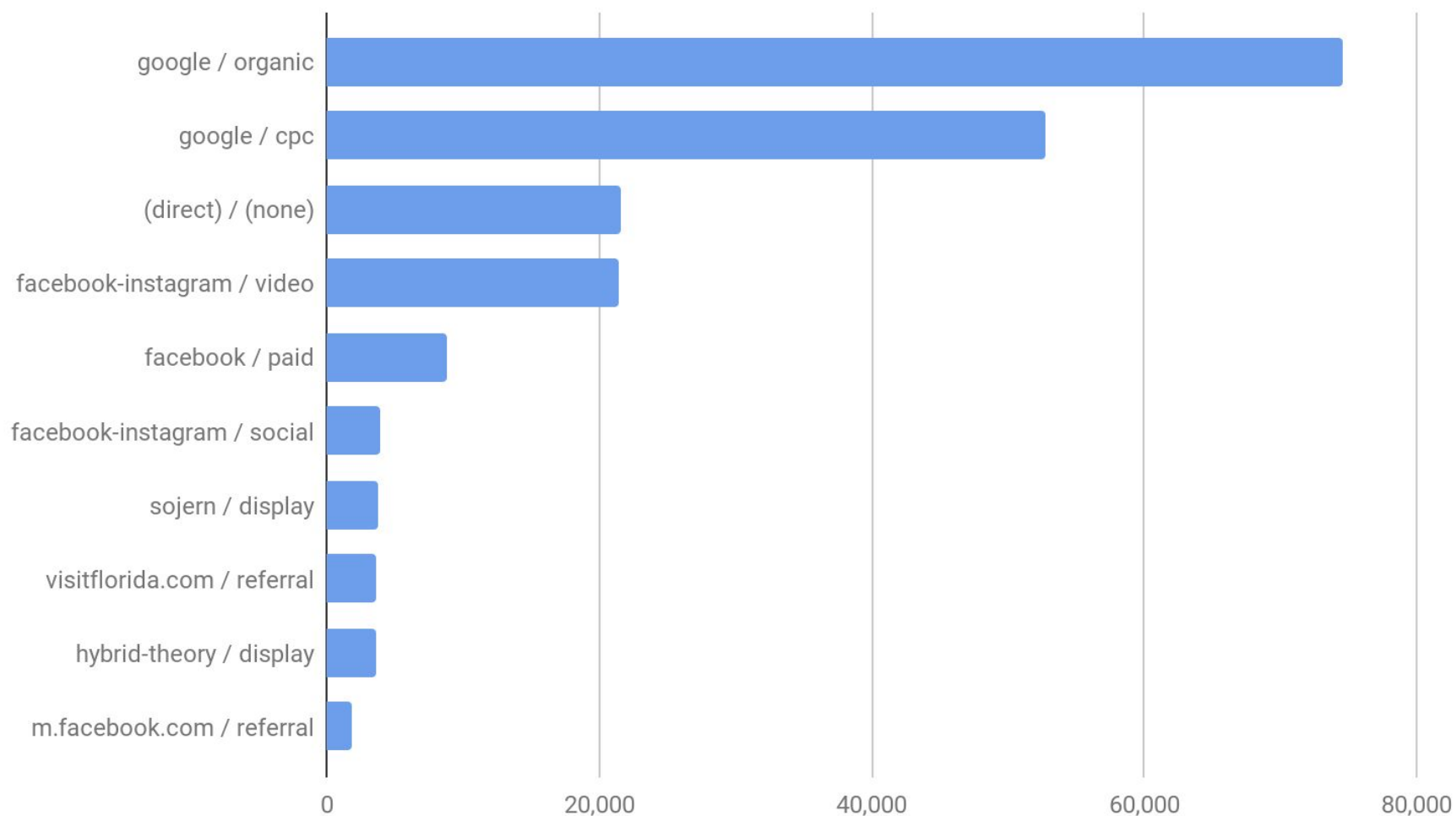
Visits captured by the website saw a nice 56 percent increase compared to May 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

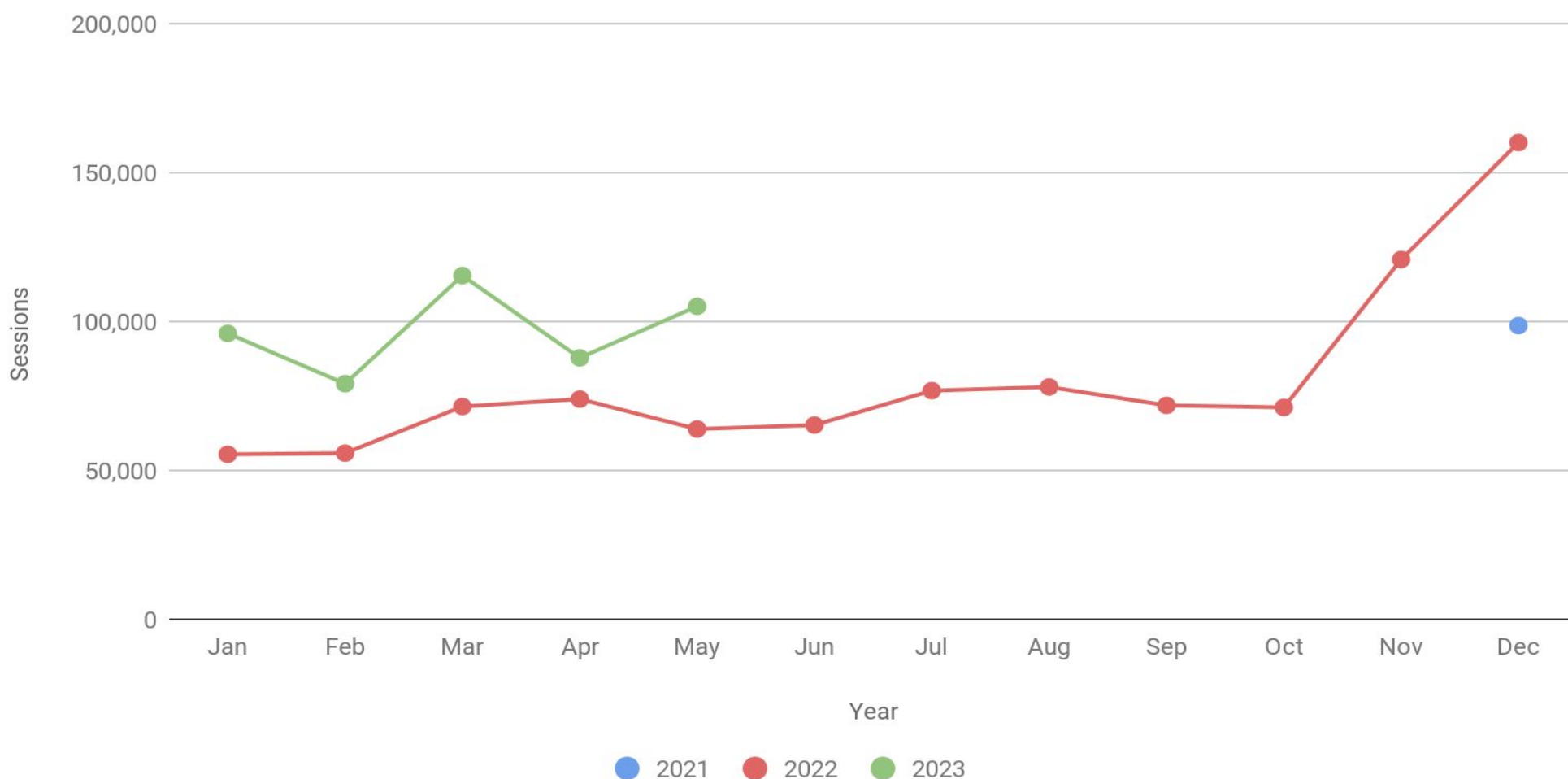
In May, we continue to see strong traffic increases coming from most of your top channels.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

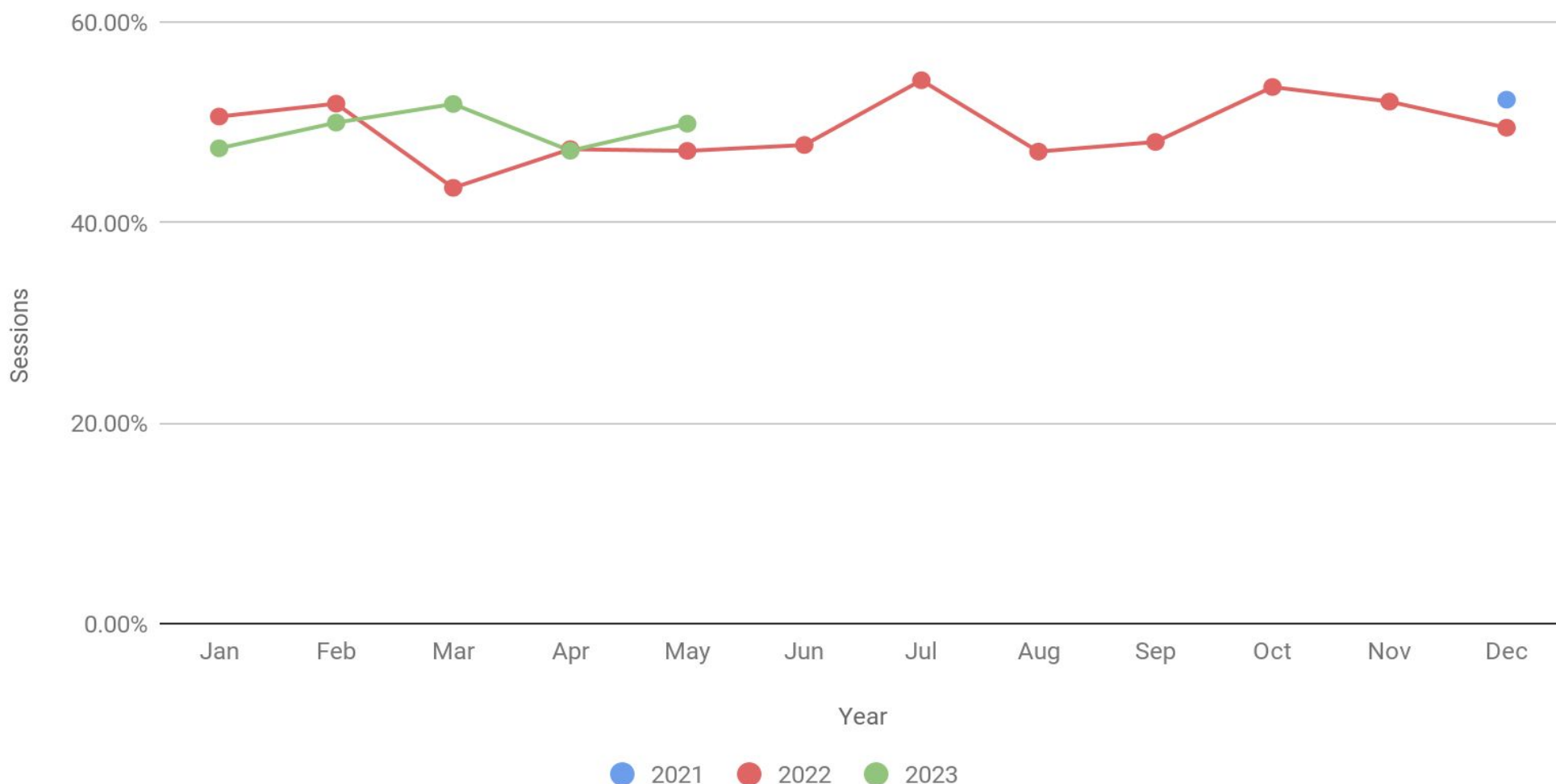
In May, we saw over 105k engaged sessions on the site a 65 percent increase compared to last year, with an average duration of 02:14.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In May, the engagement rate increased 6 percent compared to last year.



TRAVEL MARKETING

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increase from BookDirect Clicks up 150 percent year-over-year.

690 Requests for Physical Guides

76 eNewsletter Signups

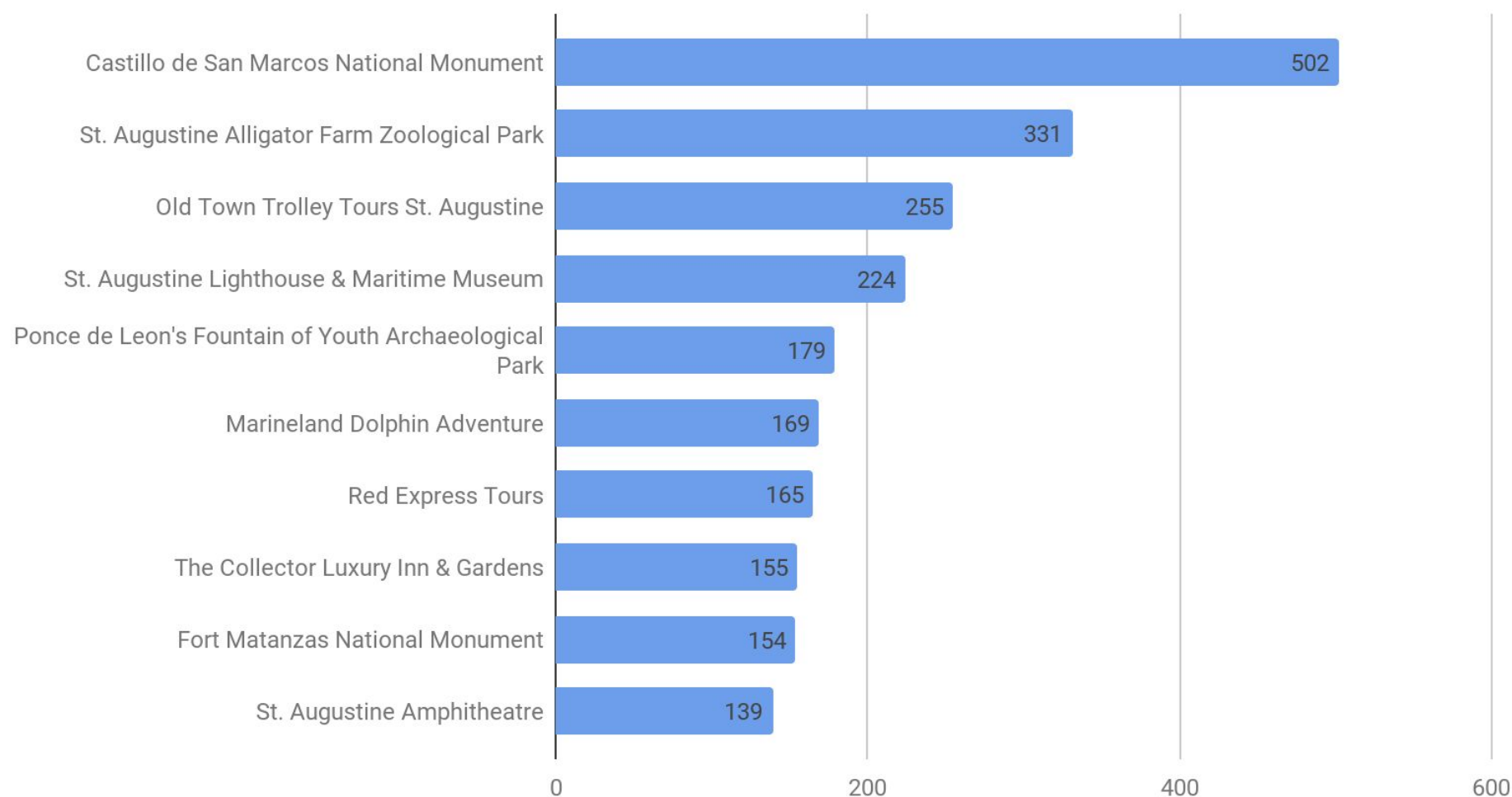
9,256 Clicks on Partner Listings

2,275 BookDirect Clicks

TRAVEL MARKETING

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument your top partner saw another nice increase of 131 percent compared to May 2022. We saw the highest increase coming from the St. Augustine Amphitheatre up 595 percent.





TRAVEL MARKETING

ORGANIC SEARCH



TRAVEL MARKETING

ORGANIC PERFORMANCE

Organic search contributed 37 percent of the overall website visitation.

78,757 visits to Website

0:01:39 Average Time on Site

64,991 Users

73.91% New Sessions

129,321 Pageviews

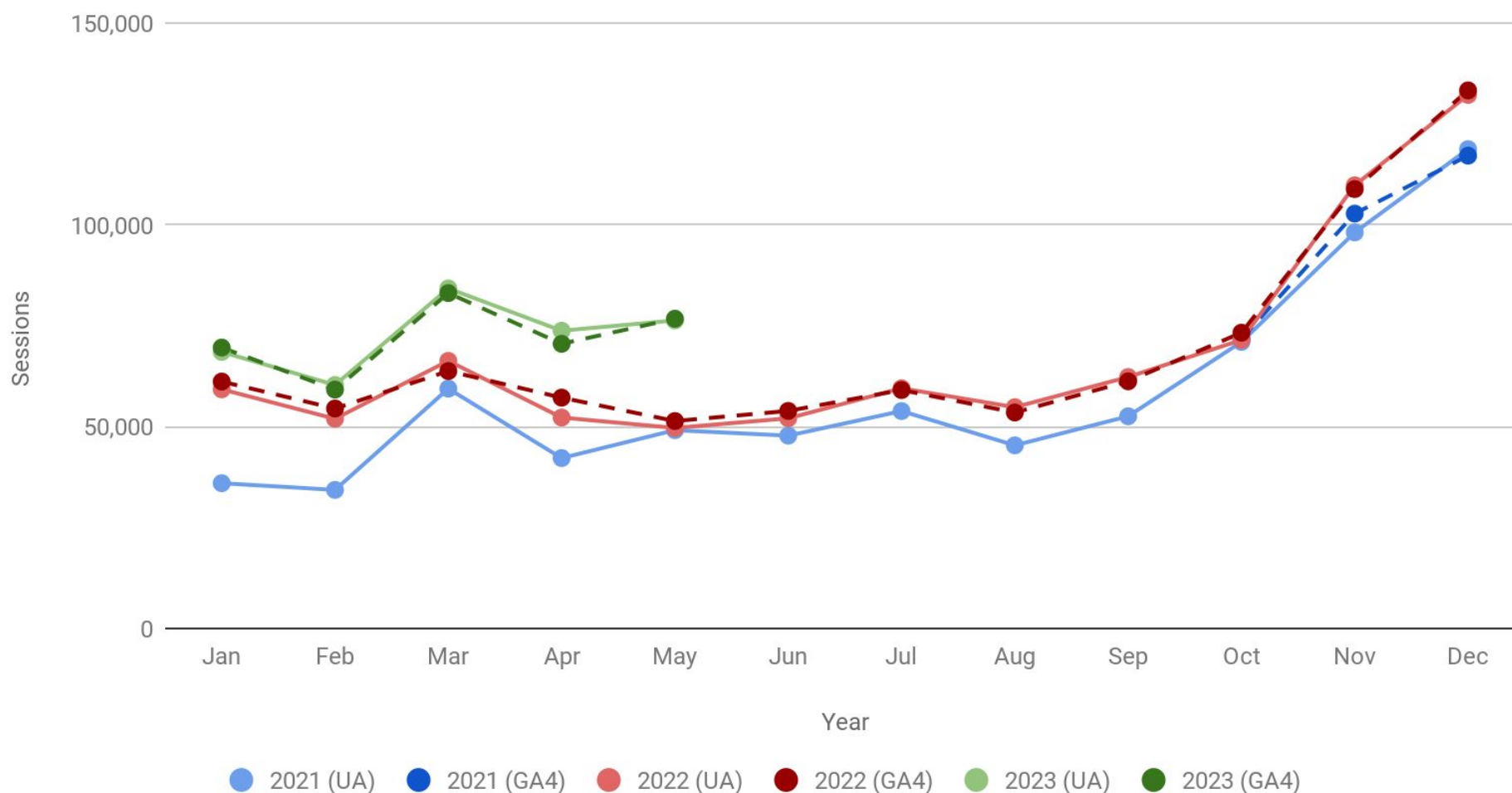
62.78% Bounce Rate

1.64 Pageviews per Visit

TRAVEL MARKETING | GA4

ORGANIC SEARCH

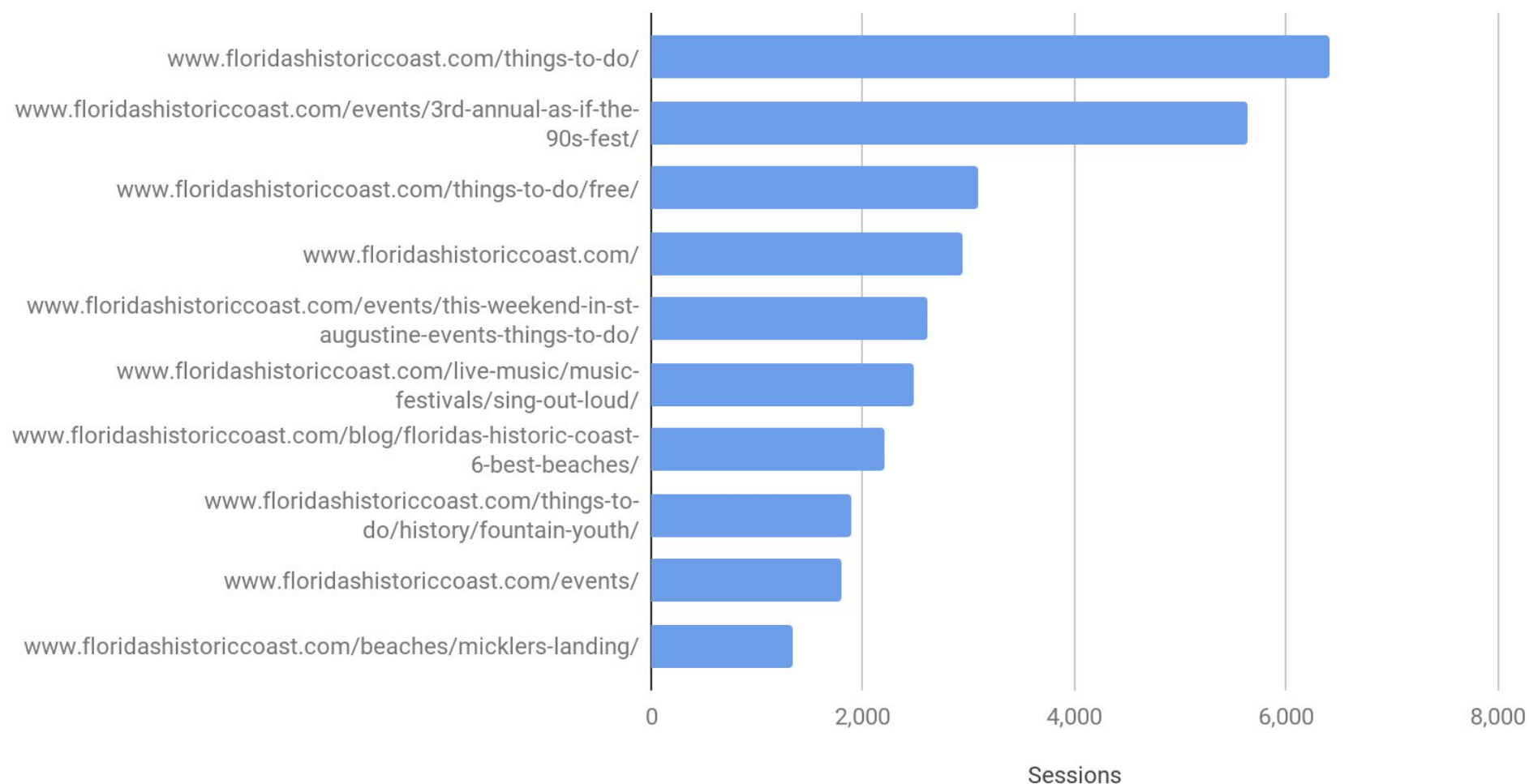
Organic search traffic increased by 51 percent compared to last year.



TRAVEL MARKETING

TOP LANDING PAGES

In May, the Florida's Historic Coast 6 Best Beaches blog recently optimized by the Tempest team saw a nice increase of 99 percent compared to last year.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

Atlanta market saw another huge increase of 304 percent, Chicago saw a 97 percent increase and Tampa saw a 25 percent increase year-over-year.

