



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

MAY 2024

41%

**INCREASE IN TOTAL
SESSION VS 2023**

392%

**INCREASE IN NEWSLETTER
SIGNUPS VS 2023**

102%

**INCREASE IN PARTNER
REFERRALS VS 2023**

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

Site Performance

Top Level Performance

298,09

5 VISITS TO WEBSITE

+41% YOY

252,32

4 WEBSITE USERS

+53% YOY

75,282

VISIT FROM ORGANIC

-2% YOY

492,681

PAGE VIEWS

+29% YOY

00:0:42

AVERAGE ENGAGEMENT TIME
PER SESSION

-3% YOY

139,527

ENGAGED SESSIONS

+30% YOY

46.81

0% BOUNCE RATE

-6% YOY

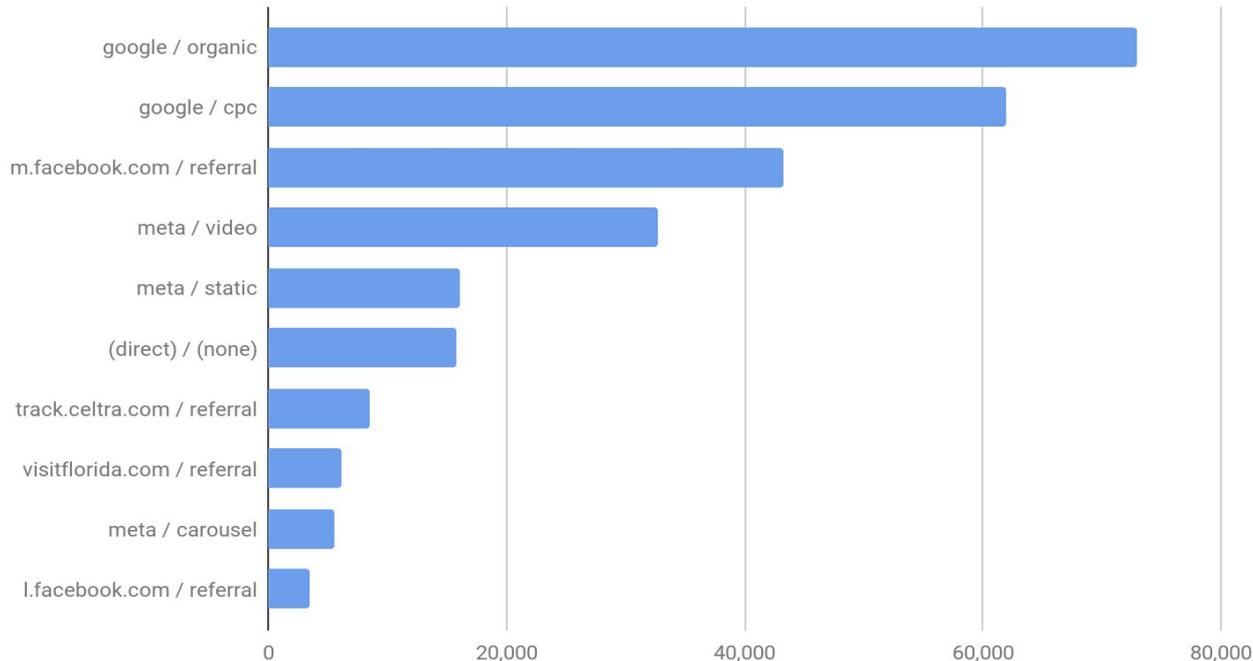
Sessions

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



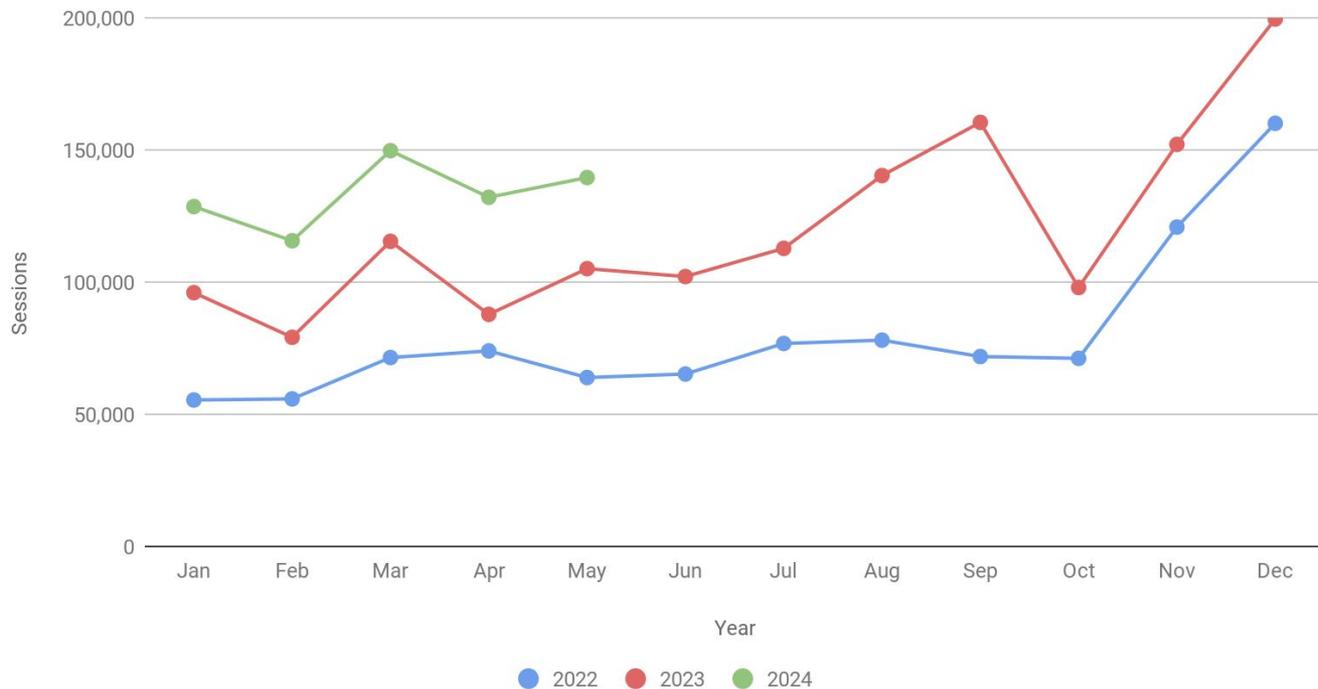
Traffic Sources

Google organic (-2%) and Google cpc (+17%) drove the majority of the traffic to your site in May. We saw the highest year-over-year increase from mobile Facebook referrals (2.2k%).



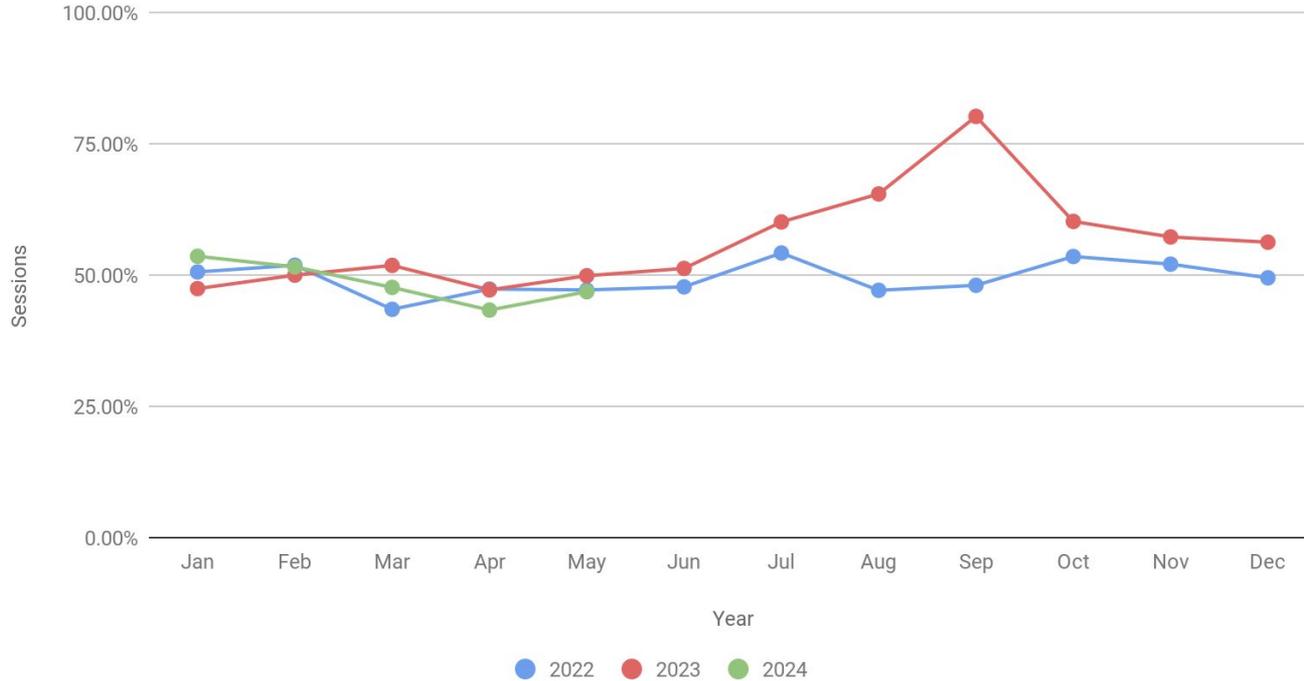
Engaged Sessions

We saw over 139k engaged sessions (+33%) , with an average engaged session of 00:42 (-3%).



Engagement Rate

The engagement rate was 46.81% - a 6% decrease compared to last year.



Key Performance Indicators

We saw increases in all of your top KPIs; most notably, newsletter signups (+392%).

800

REQUESTS FOR
PHYSICAL GUIDES

+4% YOY

428

ENEWSLETTER
SIGNUPS

+392% YOY

20,478

OUTBOUND CLICKS
ON PARTNER
LISTINGS

+102% YOY

3,653

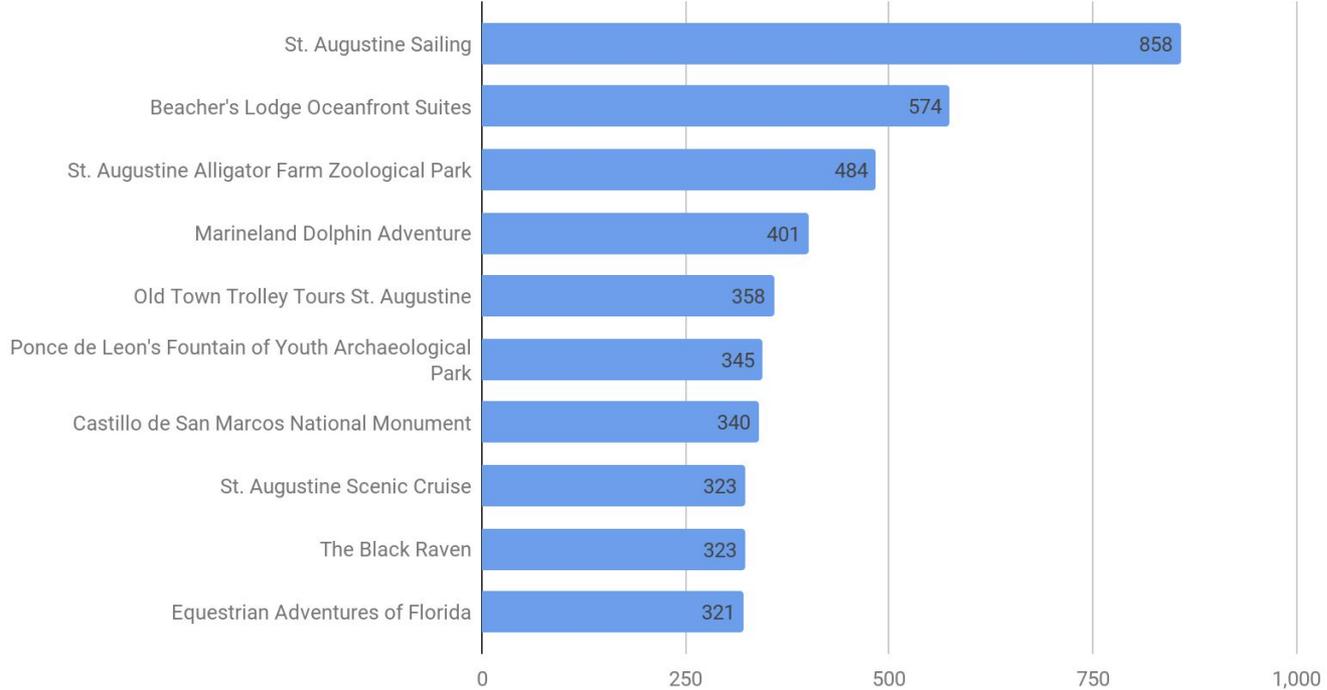
BOOKDIRECT CLICKS

+100% YOY



Partner Listing Clicks

St. Augustine Sailing (+1k%) and The Black Raven (+546%) partners saw the highest year-over-year increases.



Hispanic Microsite Performance

1,349

VISITS TO WEBSITE

+400% YOY

1,141

TOTAL USERS

+351% YOY

1,117

VISIT FROM ORGANIC

+7.3K% YOY

3,176

PAGE VIEWS

+426% YOY

00:01:55

AVERAGE ENGAGEMENT TIME
PER SESSION

+156% YOY

1,029

ENGAGED SESSIONS

+551% YOY

76.28%

ENGAGEMENT RATE

+30% YOY

Organic Search

Organic Performance

75,282

VISITS TO WEBSITE

-2% YOY

57,715

TOTAL USERS

-3% YOY

125,373

PAGEVIEWS

+1% YOY

53,541

ENGAGED SESSIONS

+13% YOY

00:01:10

AVERAGE ENGAGEMENT TIME
PER SESSION

+32% YOY

71.12%

ENGAGEMENT RATE

+15% YOY

92.23%

NEW SESSIONS

-2% YOY

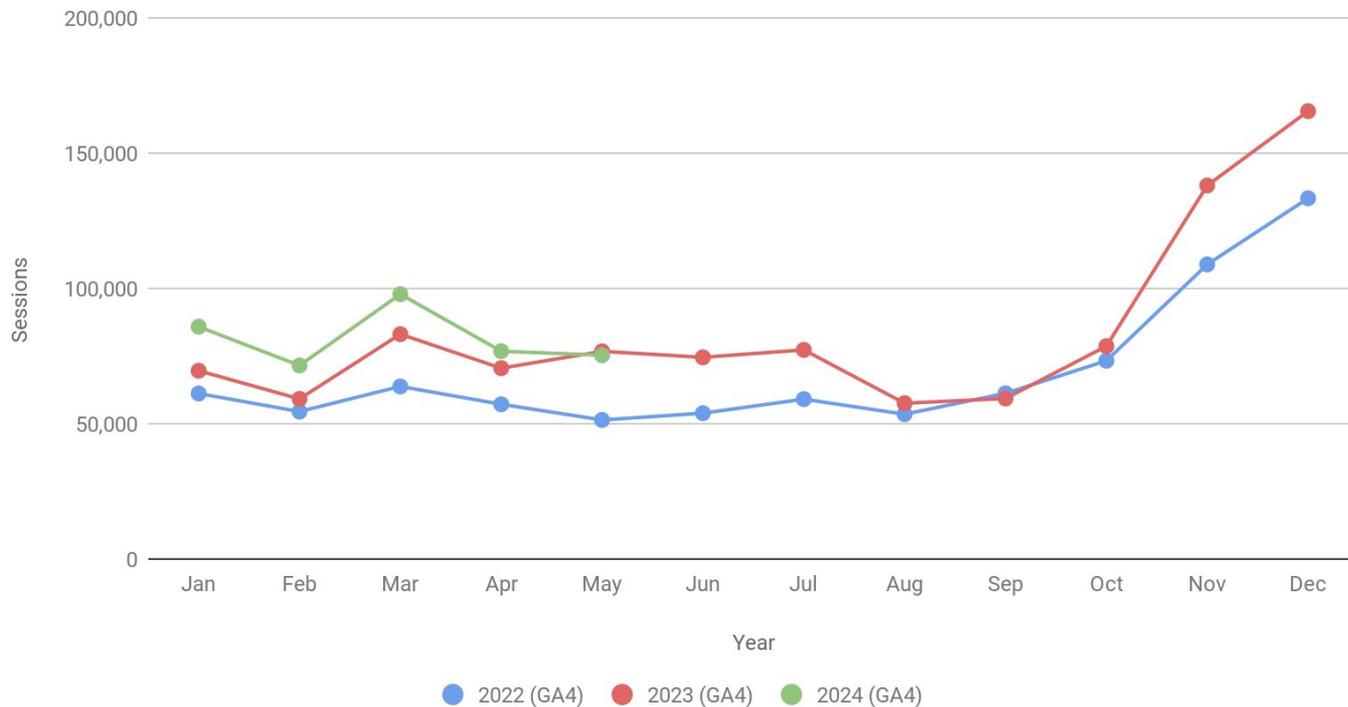
28.88%

BOUNCE RATE

-24% YOY

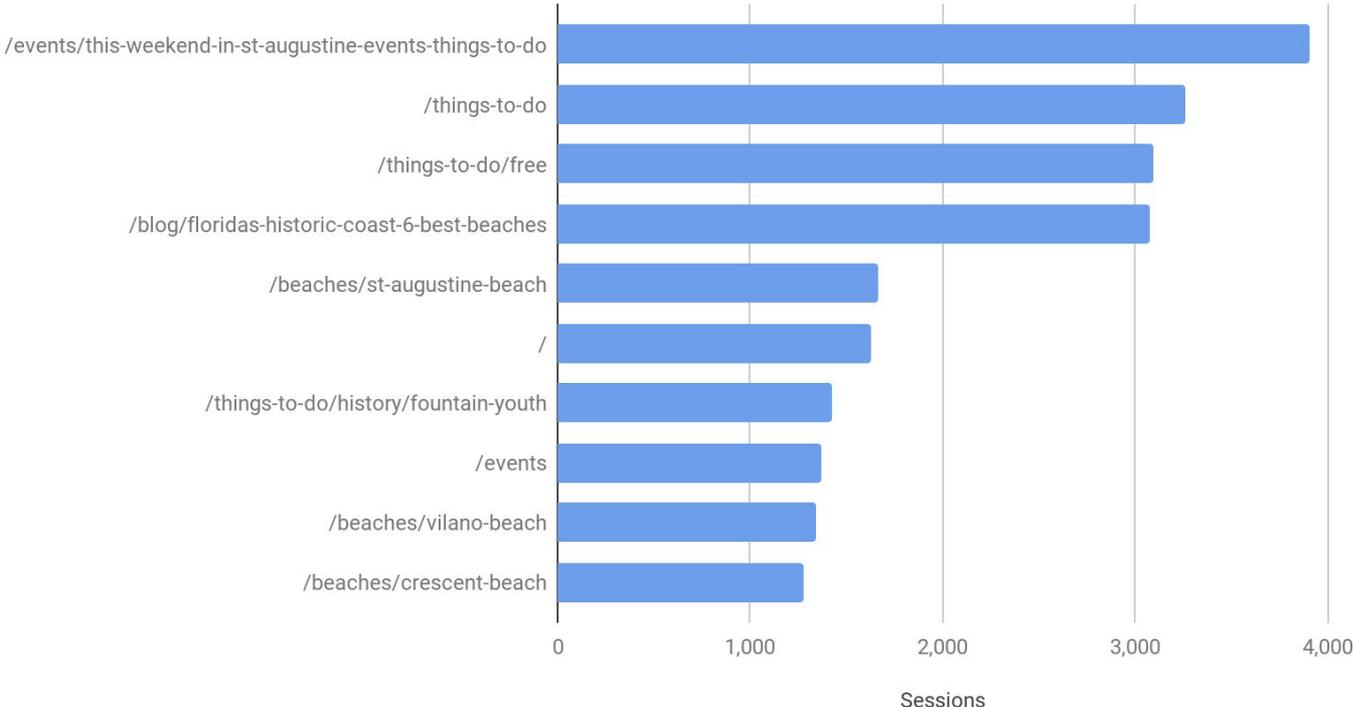
Organic Search

Organic sessions decreased slightly by 2% compared to last year.



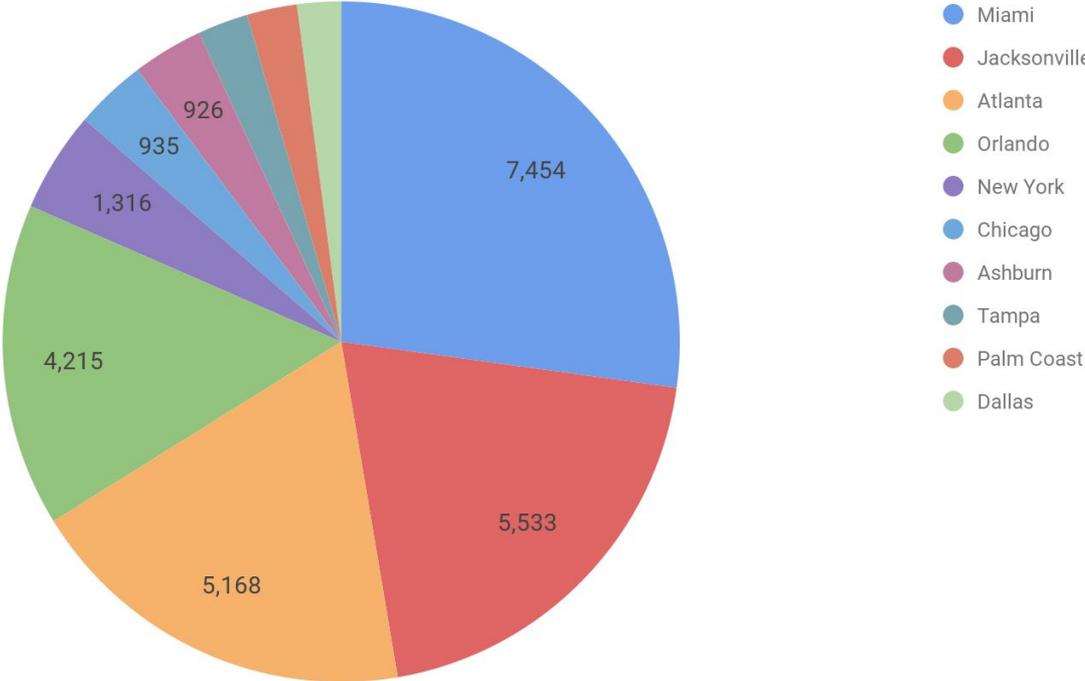
Top Landing Pages

We saw the highest year-over-year increase from the This Weekend in St. Augustine Things to Do page (+57%), which our team optimized in May.



Sessions By City

Miami (+181%) and Ashburn (+76%) saw the highest year-over-year increases.





Looking Ahead

June 2024

- **Optimize:** Sing Out Loud page
- **Optimize:** Craft Beverages page
- **Optimize:** Mickler's Landing Beach page
- **Optimize:** Vilano Beach Beach page
- **Create & Deploy:** June Email send

Thank You