



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

MAY 2025

16%

INCREASE IN
ENGAGEMENT RATE
vs. 2024

71%

INCREASE IN
VISITOR GUIDE REQUESTS
vs. 2024

20%

INCREASE IN
NEWSLETTER SIGNUPS
vs. 2024

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

Site Performance

Top Level Performance

119,617

VISITS TO WEBSITE

-60% YOY

95,664

WEBSITE USERS

-62% YOY

61,021

VISIT FROM ORGANIC

-21% YOY

219,390

PAGE VIEWS

-55% YOY

4,499,232

IMPRESSIONS

+29% YOY

0:01:05

AVERAGE ENGAGEMENT TIME

PER SESSION

+55% YOY

75,567

ENGAGED SESSIONS

-46% YOY

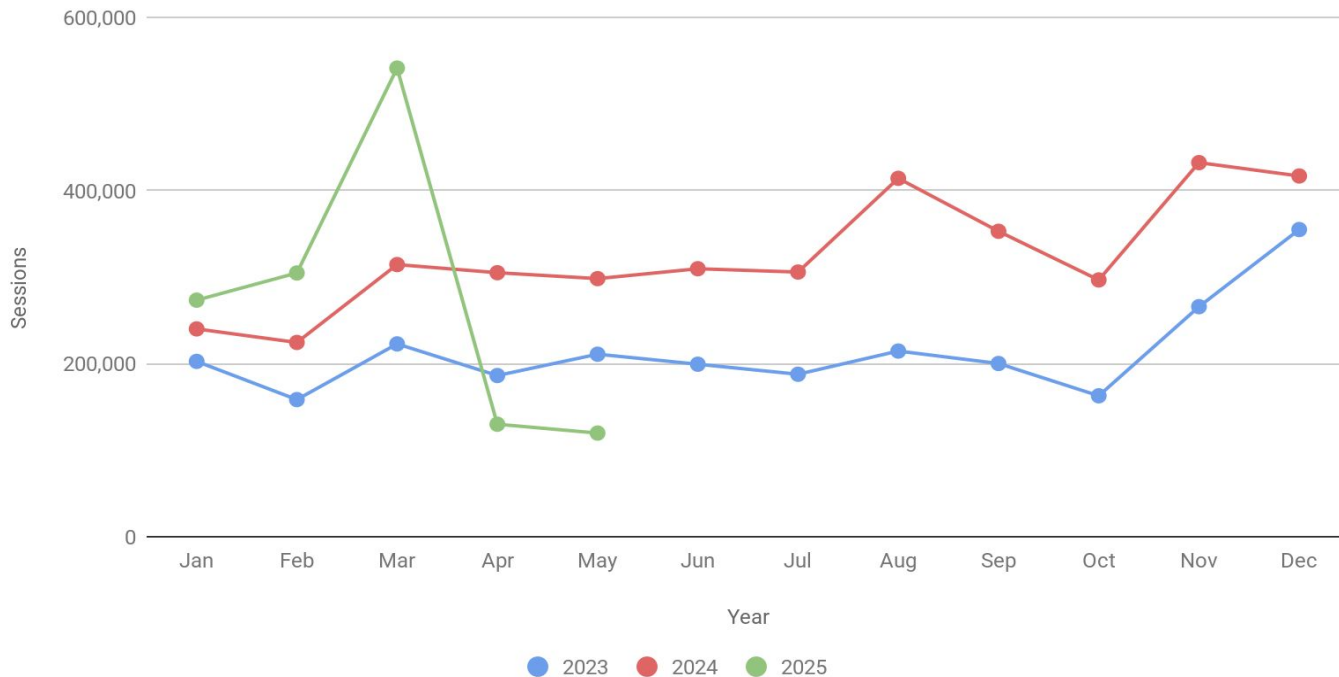
63.17%

ENGAGEMENT RATE

+16% YOY

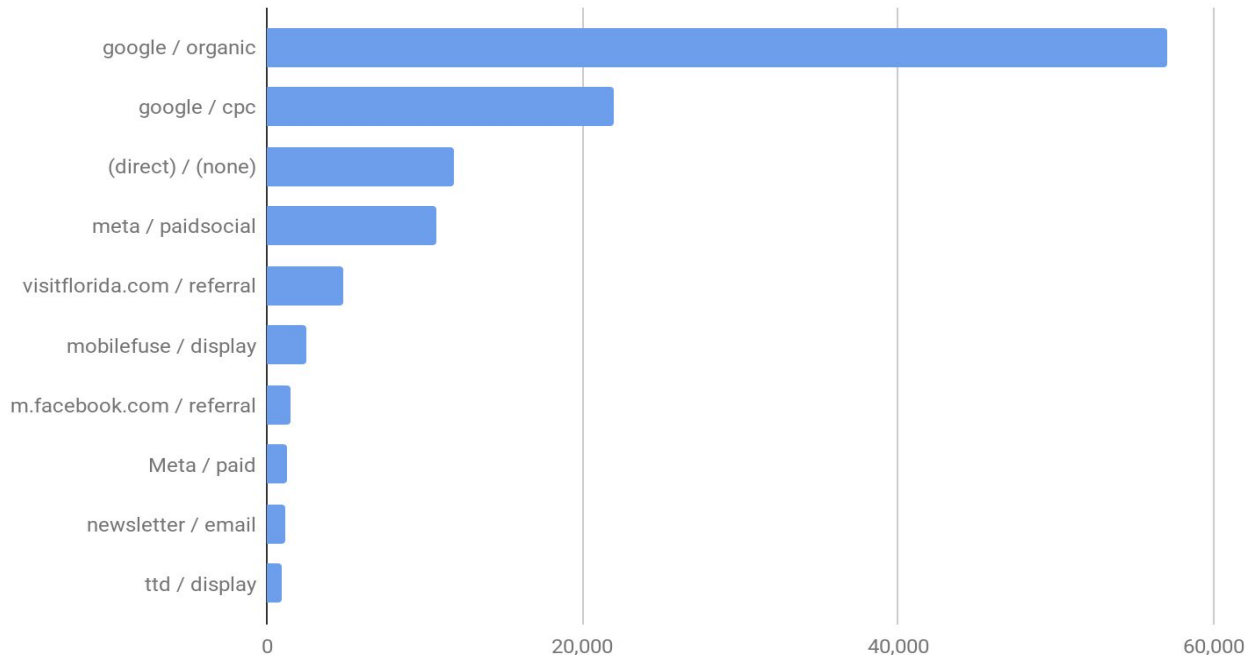
Sessions

Overall website sessions saw a 60% decrease compared to last year.



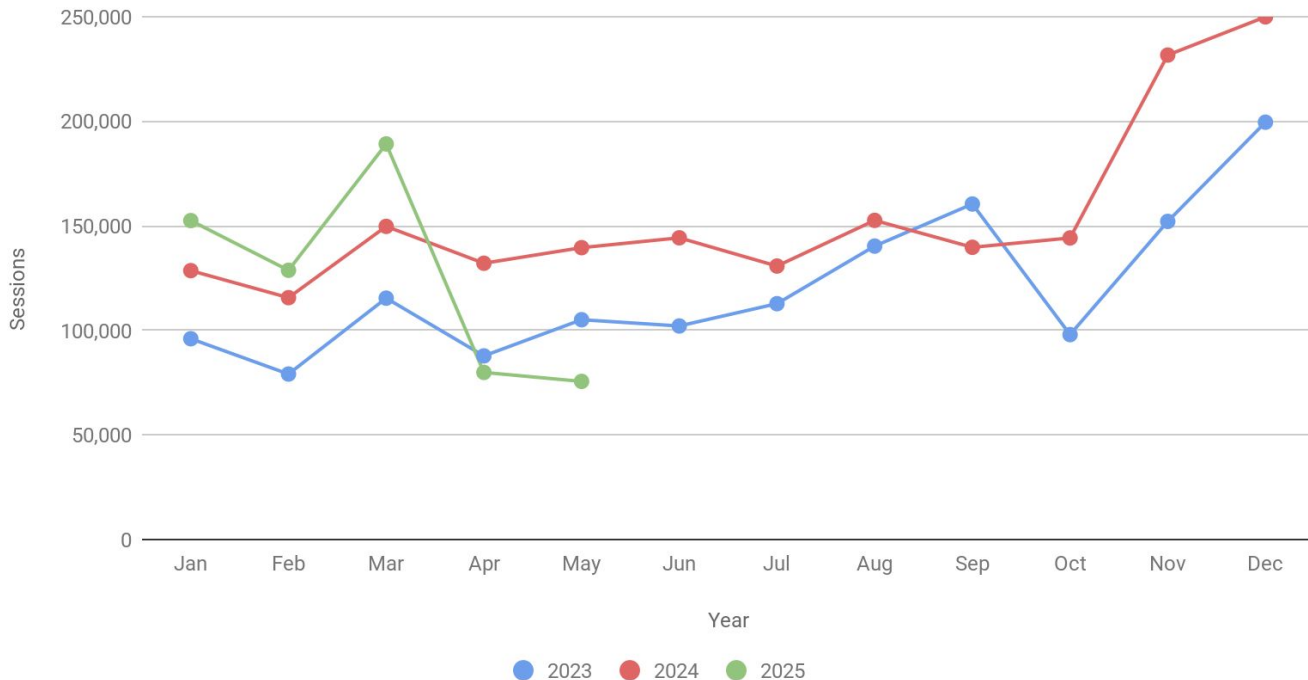
Traffic Sources

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



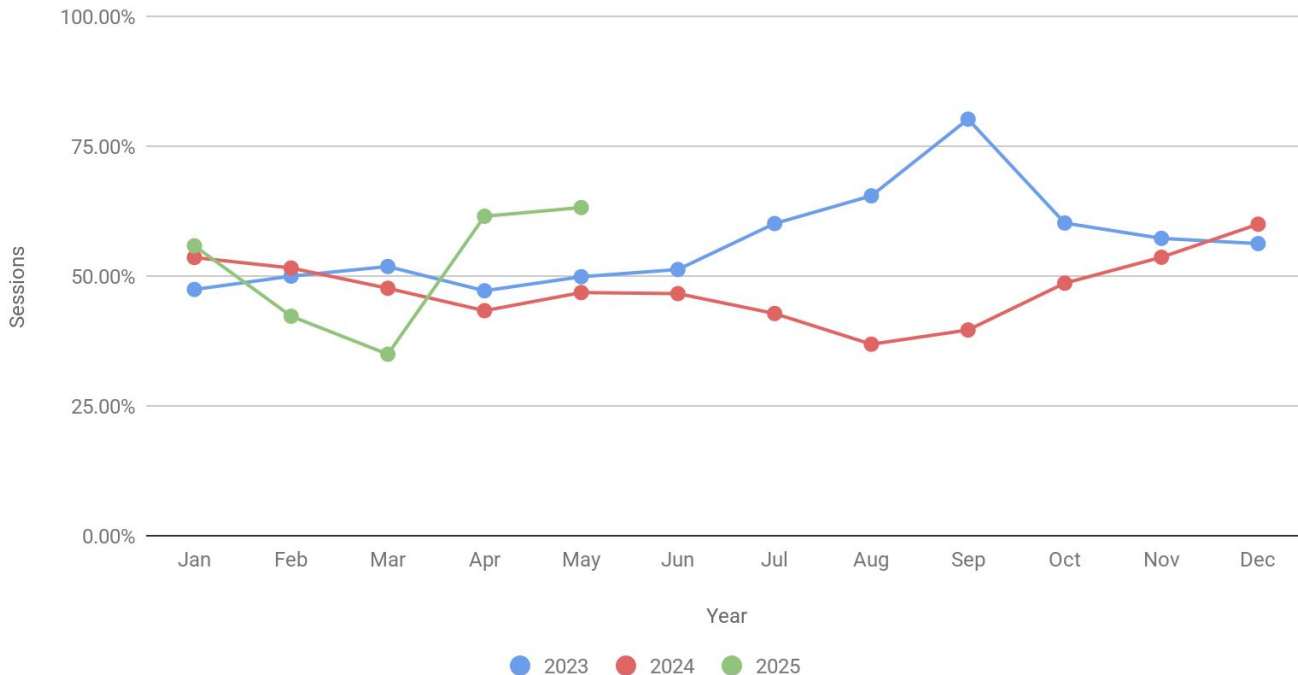
Engaged Sessions

We saw over 75K engaged sessions with an average engagement time per session of 01:05 (+55%).



Engagement Rate

The engagement rate was 63.17% - a 16% increase compared to last year.



Key Performance Indicators

Visitor Guide Requests increased 71% and Newsletter Signups increased 20% year-over-year.

1,369

REQUESTS FOR
PHYSICAL GUIDES

513

ENEWSLETTER
SIGNUPS

11,029

OUTBOUND CLICKS
ON PARTNER
LISTINGS

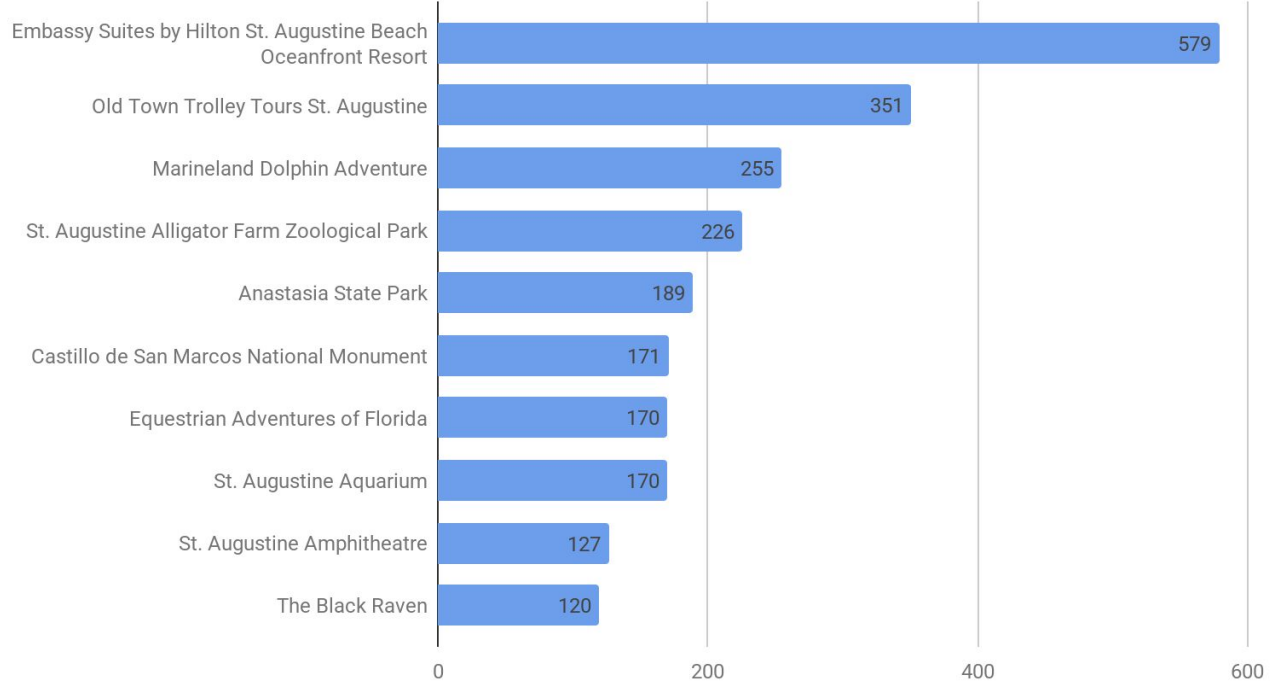
2,759

BOOKDIRECT CLICKS



Partner Listing Clicks

Embassy Suites by Hilton St. Augustine Beach Oceanfront increased 211%.



Hispanic Microsite Performance

990

VISITS TO WEBSITE

-27% YOY

870

TOTAL USERS

-24% YOY

753

VISIT FROM ORGANIC

-33% YOY

2,407

PAGE VIEWS

-24% YOY

0:01:34

AVERAGE ENGAGEMENT TIME

PER SESSION

-18% YOY

687

ENGAGED SESSIONS

-33% YOY

69.39%

ENGAGEMENT RATE

-6% YOY

Organic Search

Organic Performance

59,001

VISITS TO WEBSITE

-22% YOY

43,904

TOTAL USERS

-24% YOY

96,309

PAGEVIEWS

-23% YOY

42,057

ENGAGED SESSIONS

-21% YOY

0:01:07

AVERAGE ENGAGEMENT TIME

PER SESSION

-4% YOY

71.28%

ENGAGEMENT RATE

+0% YOY

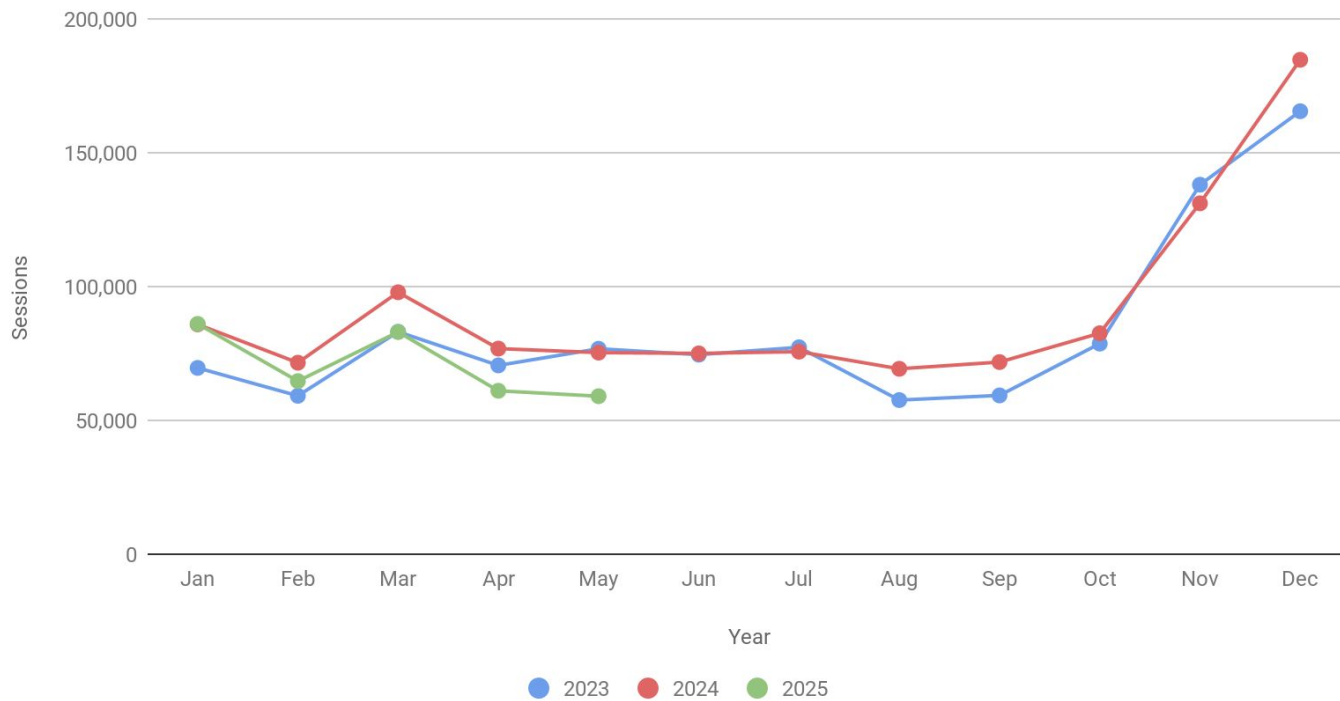
40,598

NEW USERS

-24% YOY

Organic Search

Organic sessions were down 22% compared to last year.



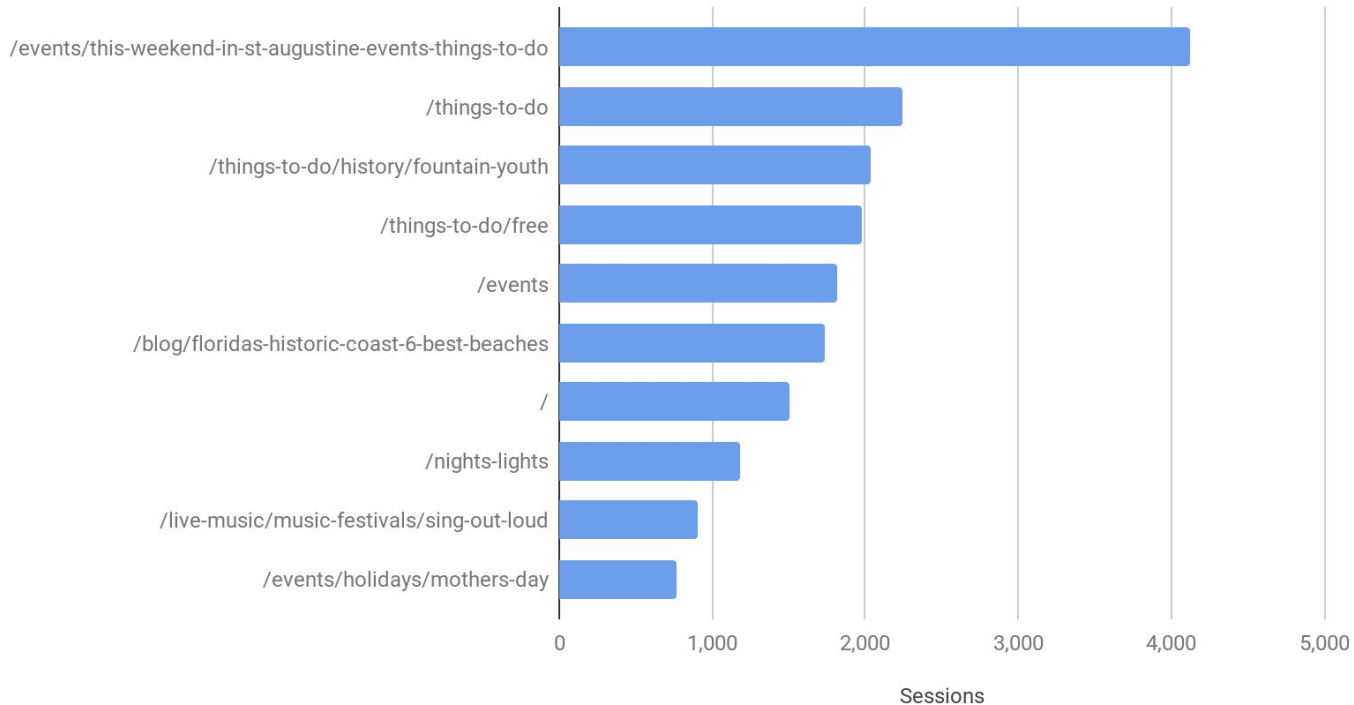
Top Keywords

Total site impressions have increased 29% and the site's average position has improved 6% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
fountain of youth	729	8.72	3.54	0.56%
things to do in st augustine	581	4.88	-0.86	2.18%
st augustine	459	9.98	0.13	0.24%
st augustine events	308	1.99	-0.88	23.11%
st augustine events this weekend	299	1.26	-0.68	31.18%
st augustine beach	263	5.58	0.57	0.93%
st augustine florida	261	8.75	-2.58	0.39%
vilano beach	220	4.87	0.18	2.04%
nocatee farmers market	218	2.00	-0.68	25.29%
crescent beach	196	5.15	0.05	1.91%

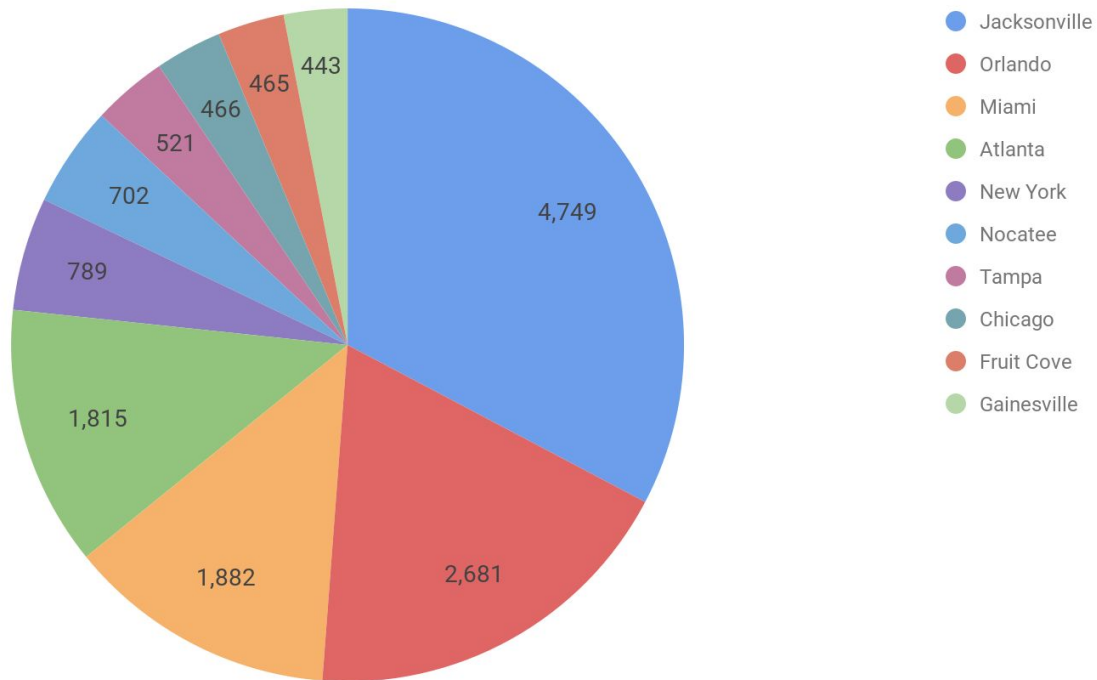
Top Landing Pages

Mother's Day (*optimized in April*) increased 89% and Sing Out Loud Festival increased 57%.



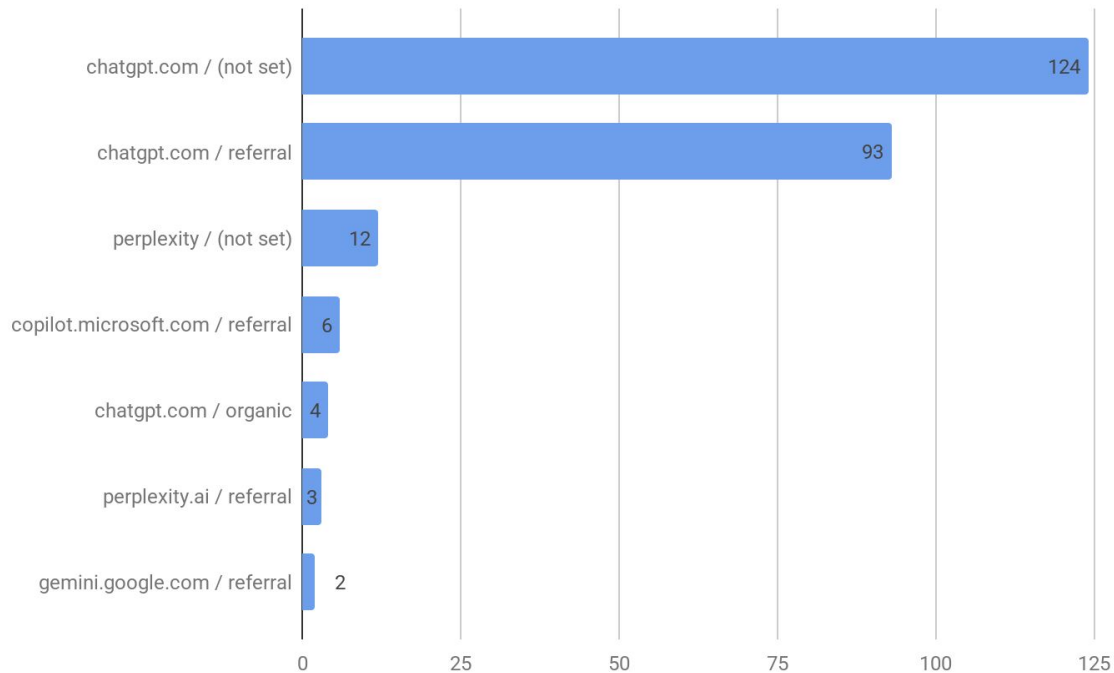
Sessions By City

Fruit Cove increased 62% year-over-year.

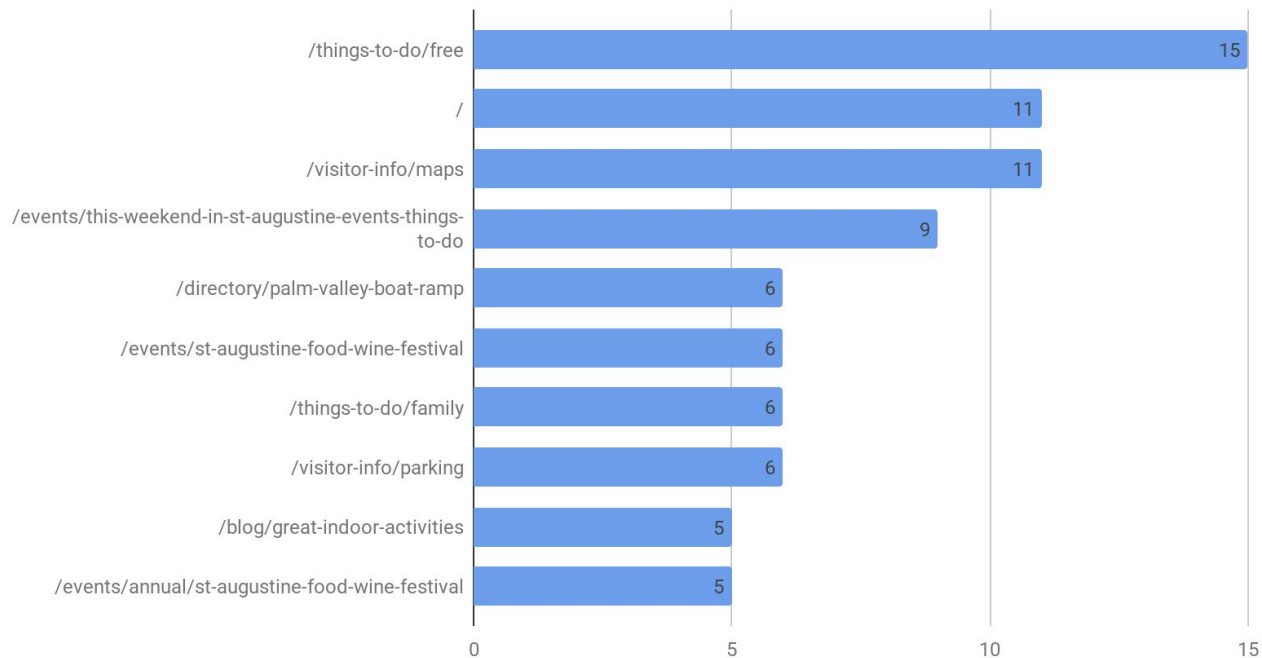


Large Language Model (LLM)

Traffic Sources



Top Landing Pages



Email Marketing

Email Performance

Opt-in Subscribers

37,737

MESSAGES SENT

21%

CTOR

645

SESSIONS

0:02:39

AVG. SESSION
DURATION

Other Source Subscribers

161,665

MESSAGES SENT

42%

CTOR

344

SESSIONS

0:02:42

AVG. SESSION
DURATION



Looking Ahead

June 2025

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

Thank You