



**tempest**

---

The Power to Move People

---

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Campaign Update

**JUNE 2024**

---

**55%**

INCREASE IN TOTAL  
SESSION VS 2023

**324%**

INCREASE IN NEWSLETTER  
SIGNUPS VS 2023

**96%**

INCREASE IN PARTNER  
REFERRALS VS 2023

- **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

# Site Performance

## Top Level Performance

---

**309,521**

VISITS TO WEBSITE

+55% YOY

**257,071**

WEBSITE USERS

+66% YOY

**74,989**

VISIT FROM ORGANIC

+1% YOY

**512,632**

PAGE VIEWS

+37% YOY

**00:0:42**

AVERAGE ENGAGEMENT TIME  
PER SESSION

-8% YOY

**144,236**

ENGAGED SESSIONS

+41% YOY

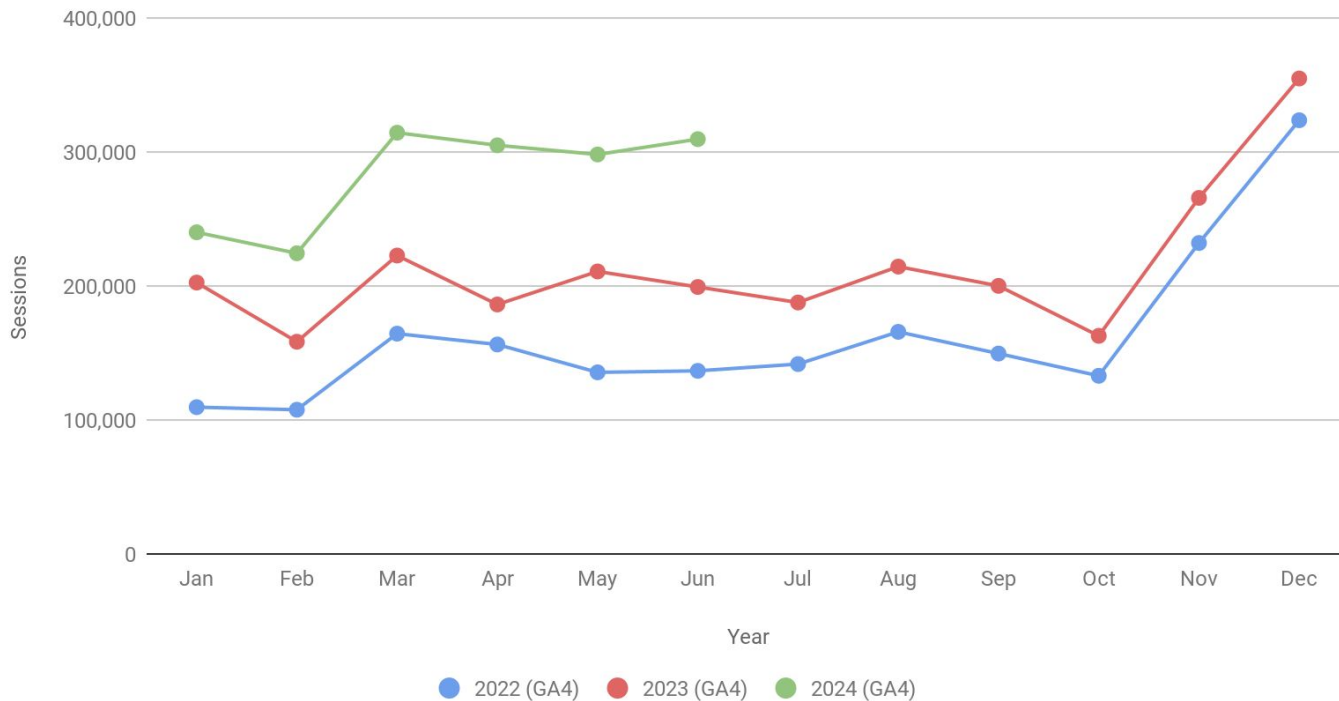
**46.60**

**0%** ENGAGEMENT RATE

-9% YOY

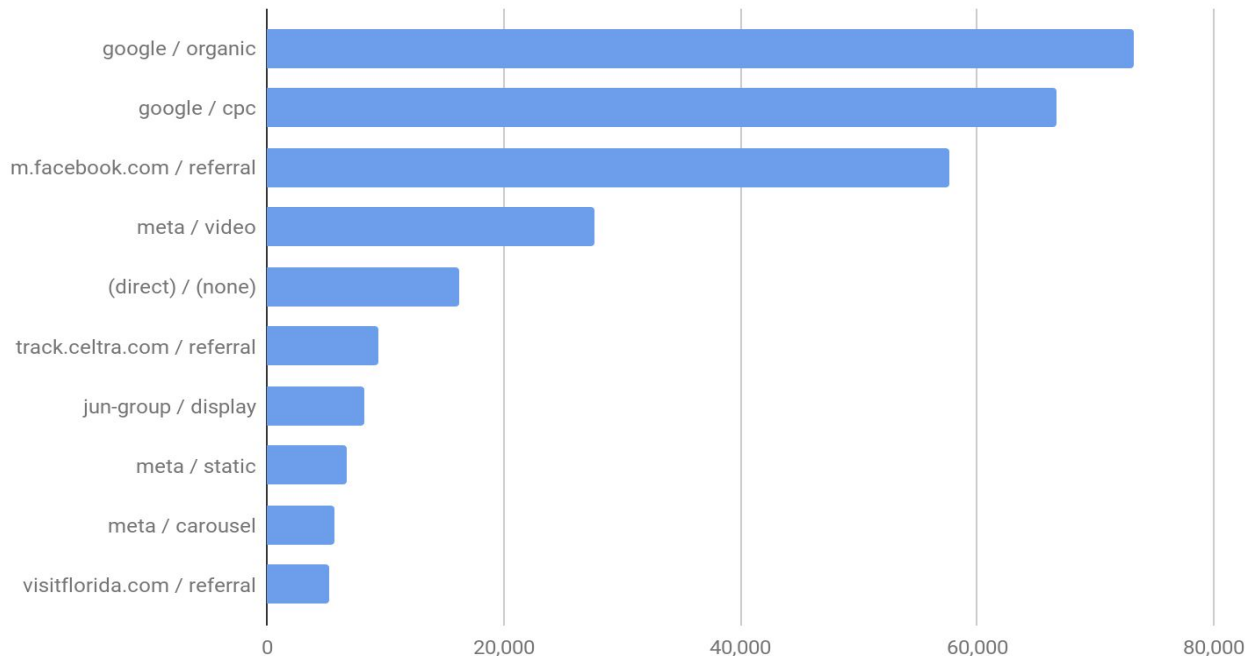
# Sessions

Overall website sessions saw a 55% increase compared to last year.



# Traffic Sources

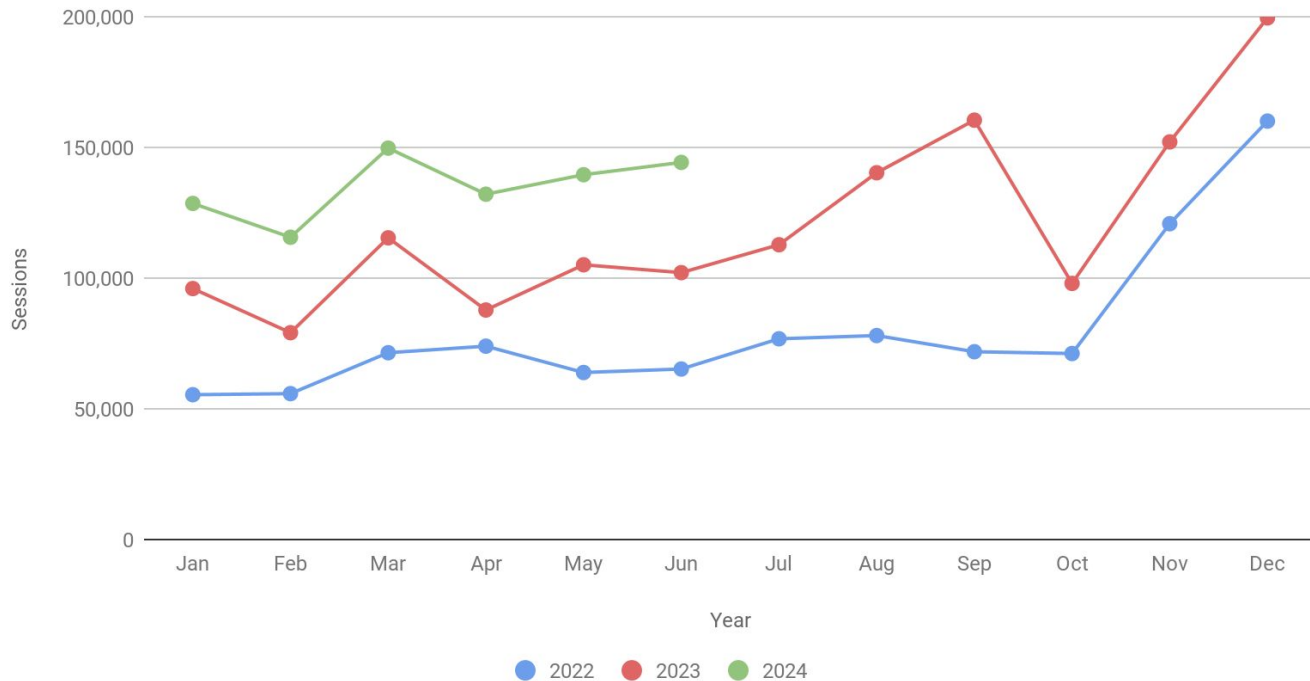
Traffic coming from Facebook continues to be a strong driver of visitation to the website, with over 57k sessions coming from Facebook mobile.





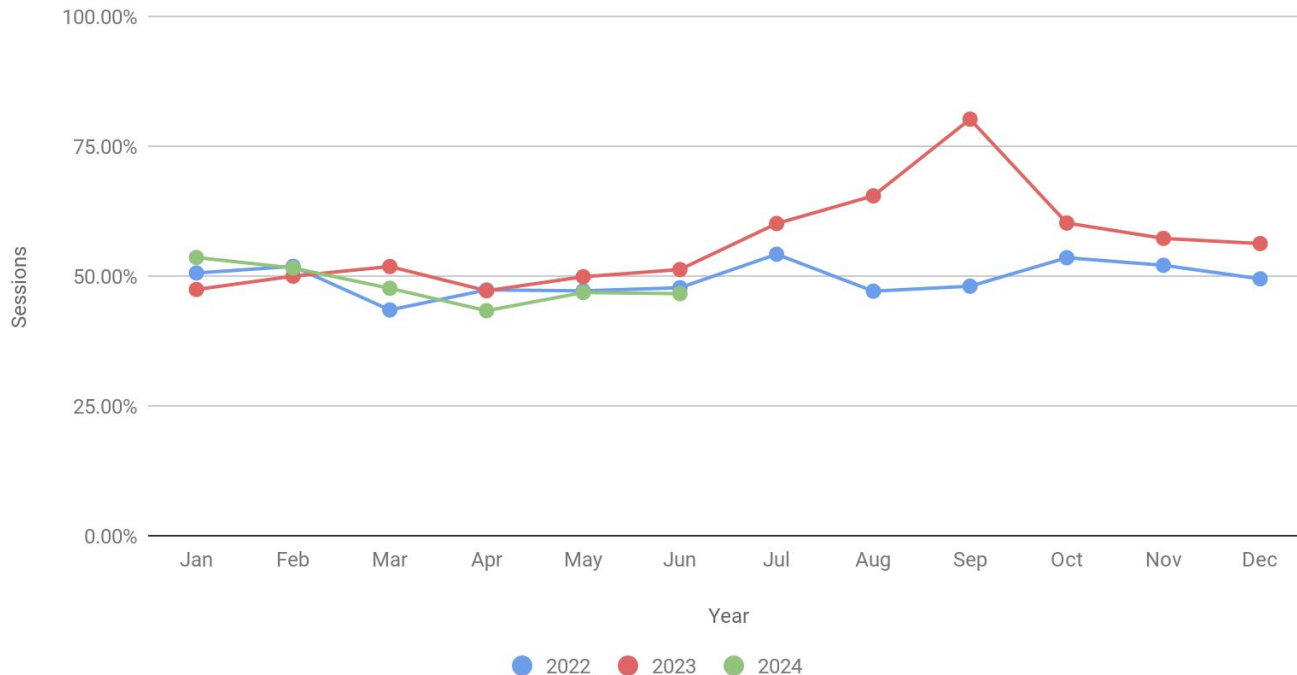
# Engaged Sessions

We saw over 144k engaged sessions (+41%) , with an average engaged session of 00:42.



# Engagement Rate

The engagement rate was 46.60% - a 9% decrease compared to last year.



# Key Performance Indicators

In June, your KPIs continues to increase year-over-year, most notably your newsletter signups and partner referrals.

**827**

REQUESTS FOR  
PHYSICAL GUIDES

+9% YOY

**365**

ENEWSLETTER  
SIGNUPS

+324% YOY

**22,200**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

+96% YOY

**3,695**

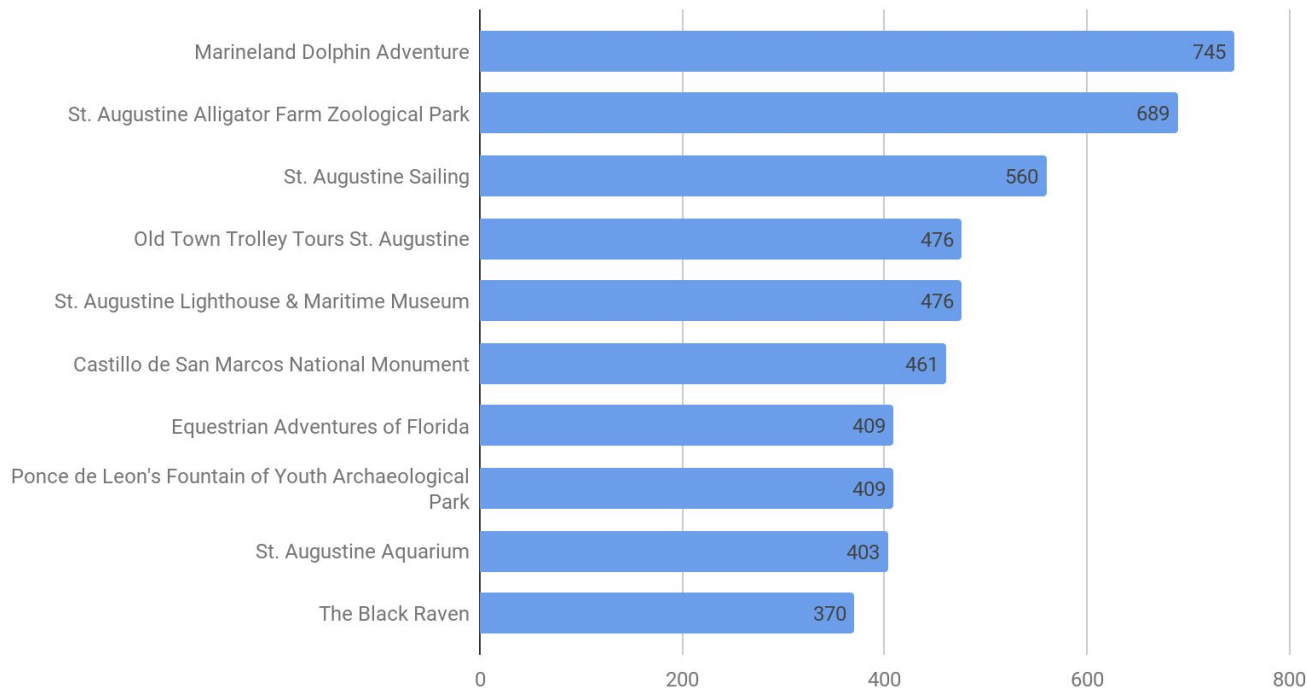
BOOKDIRECT CLICKS

+62% YOY



# Partner Listing Clicks

Marineland Dolphin Adventures increased 228% and St. Augustine Sailing increased 627% compared to last year.



# Hispanic Microsite Performance

---

**1,412**

VISITS TO WEBSITE

+152% YOY

**1,179**

TOTAL USERS

+153% YOY

**1,207**

VISIT FROM ORGANIC

+165% YOY

**3,585**

PAGE VIEWS

+225% YOY

**0:01:56**

AVERAGE ENGAGEMENT TIME

PER SESSION

+39% YOY

**1,072**

ENGAGED SESSIONS

+249% YOY

**75.92%**

ENGAGEMENT RATE

+39% YOY

# Organic Search

# Organic Performance

---

**74,989**

VISITS TO WEBSITE

+1% YOY

**57,714**

TOTAL USERS

0% YOY

**126,085**

PAGEVIEWS

0% YOY

**53,606**

ENGAGED SESSIONS

+20% YOY

**0:01:10**

AVERAGE ENGAGEMENT TIME  
PER SESSION

+25% YOY

**71.49%**

ENGAGEMENT RATE

+19% YOY

**91.19%**

NEW USERS

-4% YOY

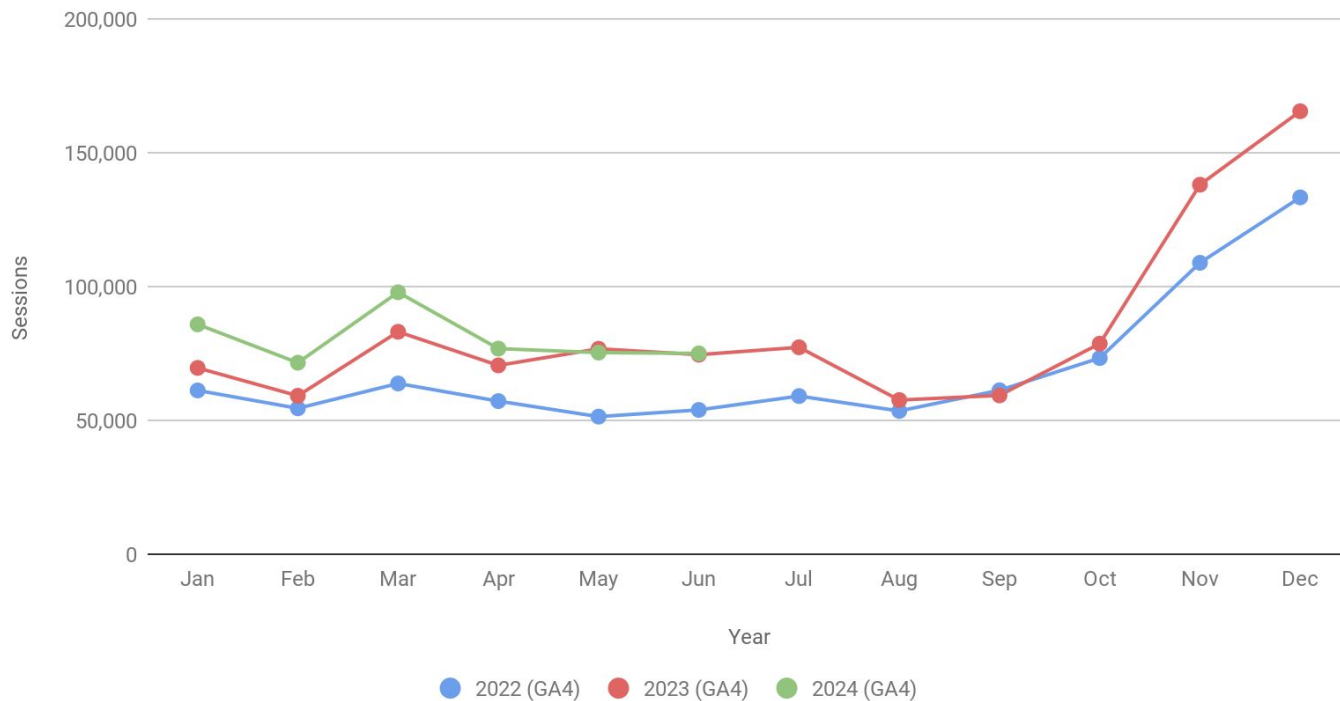
**28.51%**

BOUNCE RATE

-29% YOY

# Organic Search

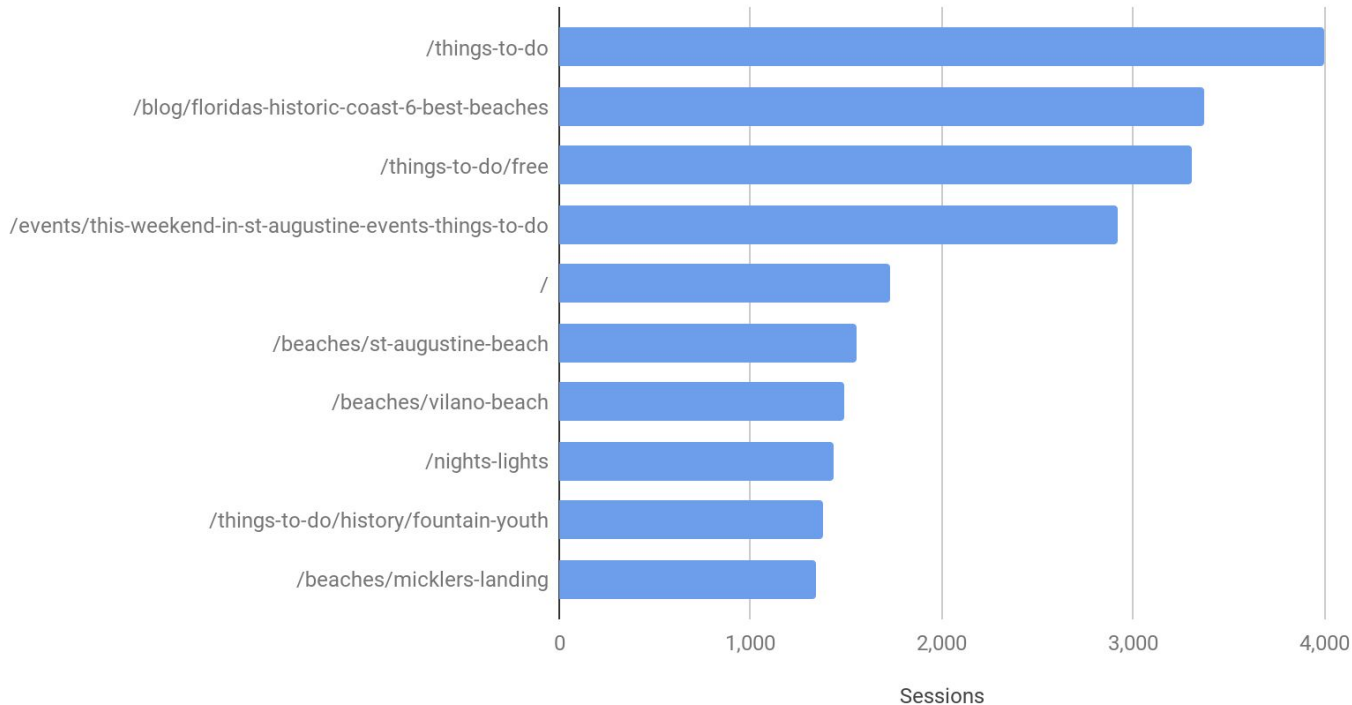
Organic sessions increased slightly by 1% compared to last year.





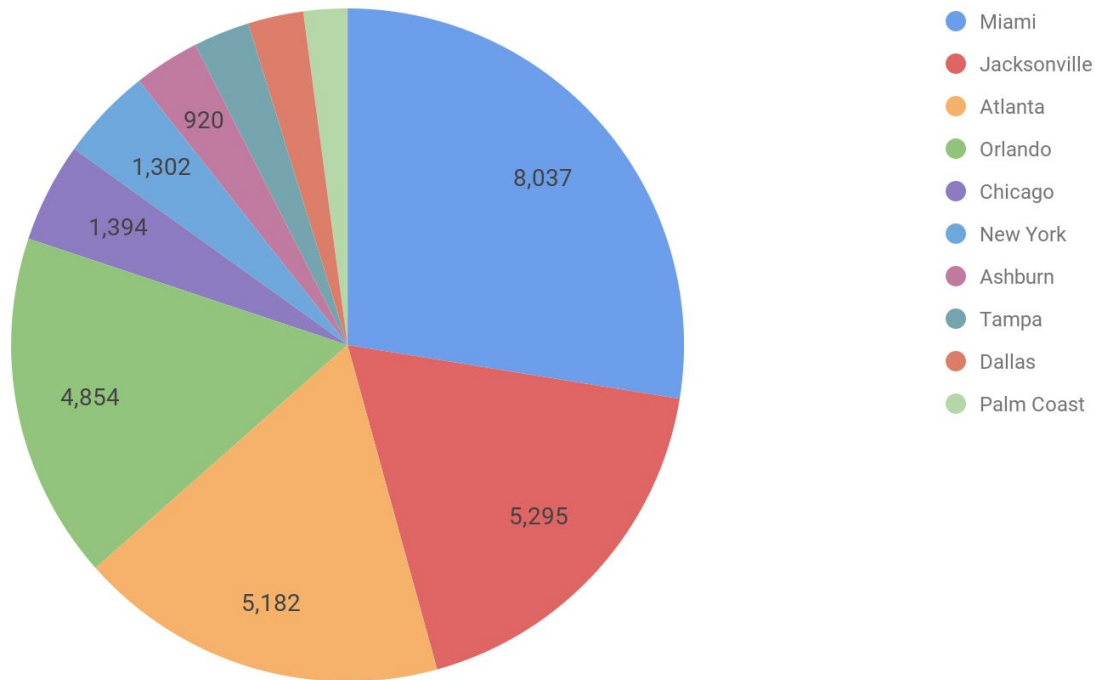
# Top Landing Pages

In June, we saw the Beaches pages perform well. The St. Augustine Beach page increased 36%.



## Sessions By City

Miami (+176%) and Orlando(+95%) saw the highest year-over-year increases.



# Email Marketing

# Email Performance

---

## Opt-in Subscribers

---

**30,910**  
MESSAGES SENT

**41%**  
CTOR

**687**  
SESSIONS

**03:41**  
AVG. SESSION  
DURATION

## Other Source Subscribers

---

**163,278**  
MESSAGES SENT

**12%**  
CTOR

**454**  
SESSIONS

**02:28**  
AVG. SESSION  
DURATION



# Looking Ahead

---

## July 2024

- **Optimize:** 6 Best Beaches blog
- **Optimize:** Discover What's St. George Street blog
- **Optimize:** Crescent Beach page
- **Optimize:** Fountain of Youth page
- **Create & Deploy:** July Email send

# Thank You