



**tempest**

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The Power to Move People

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TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Campaign Update

**JUNE 2025**

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**33%**

INCREASE IN VISITOR  
GUIDE REQUESTS  
vs. 2024

**112%**

INCREASE IN  
BOOK DIRECT  
vs. 2024

**31%**

INCREASE IN  
IMPRESSIONS  
vs. 2024

- **Optimize:** 4th of July Event page
- **Optimize:** Vilano Beach page
- **Optimize:** Discover St. George's Street blog
- **Optimize:** Find Sharks Teeth blog

# Site Performance

## Top Level Performance

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**148,259**

VISITS TO WEBSITE

-52% YOY

**123,045**

WEBSITE USERS

-52% YOY

**53,610**

VISIT FROM ORGANIC

-29% YOY

**245,936**

PAGE VIEWS

-52% YOY

**4,480,070**

IMPRESSIONS

+31% YOY

**0:01:05**

AVERAGE ENGAGEMENT TIME

PER SESSION

+29% YOY

**75,567**

ENGAGED SESSIONS

-43% YOY

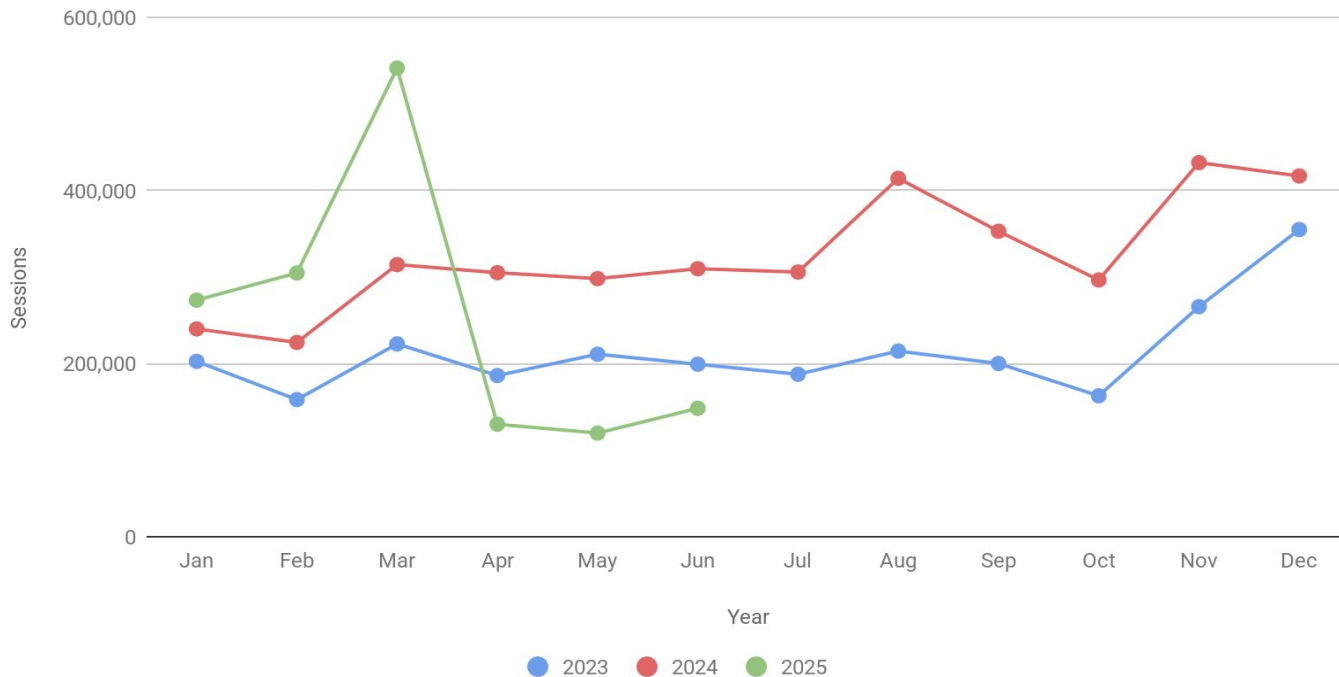
**63.17%**

ENGAGEMENT RATE

+9% YOY

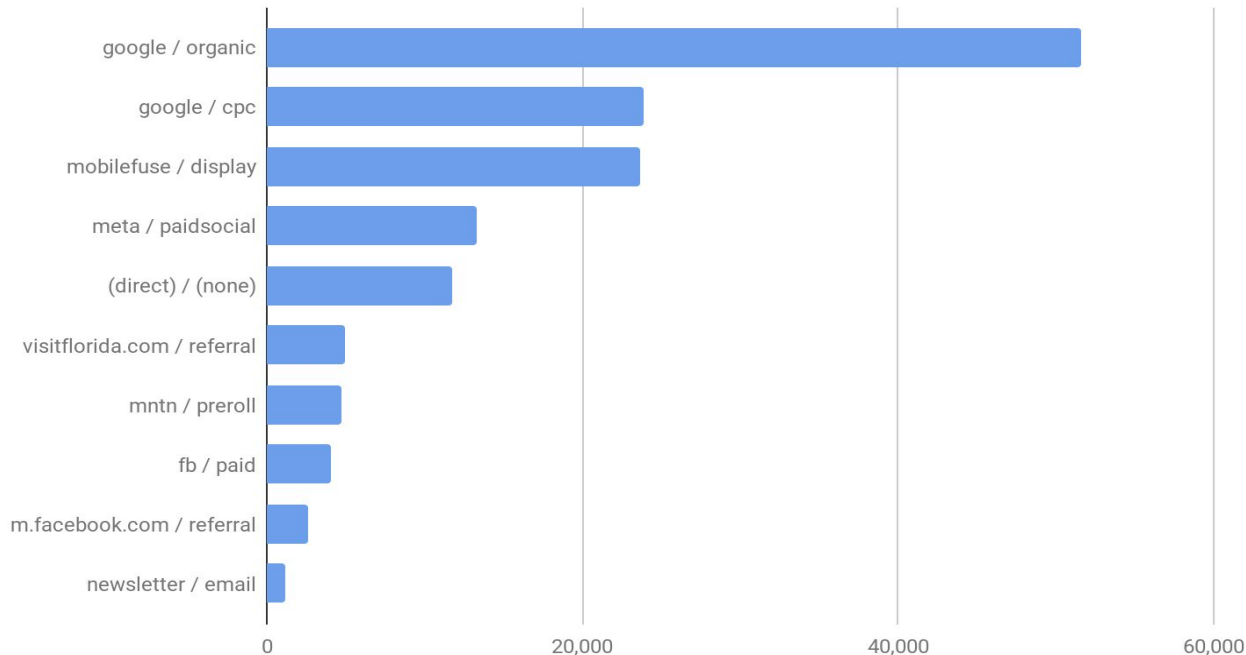
# Sessions

Overall website sessions saw a 52% decrease compared to last year.



# Traffic Sources

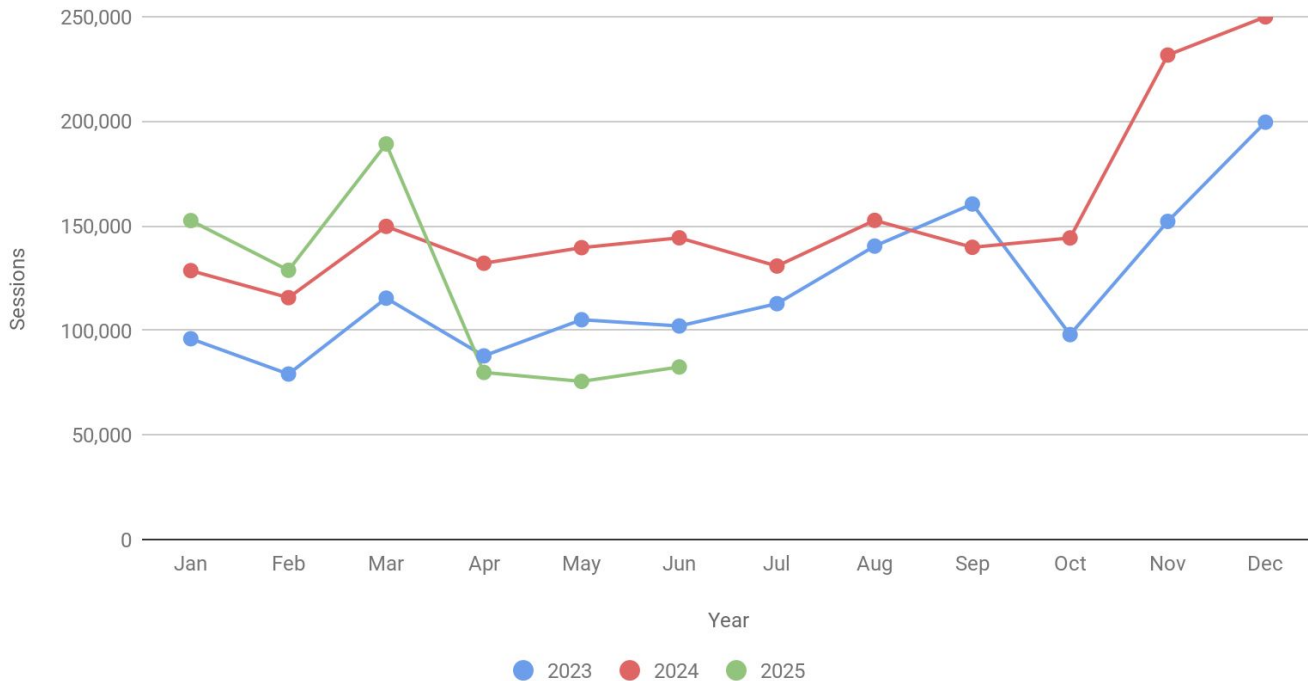
Google organic (-30%) and Google CPC (-64%) continue to drive majority of the traffic into the website.





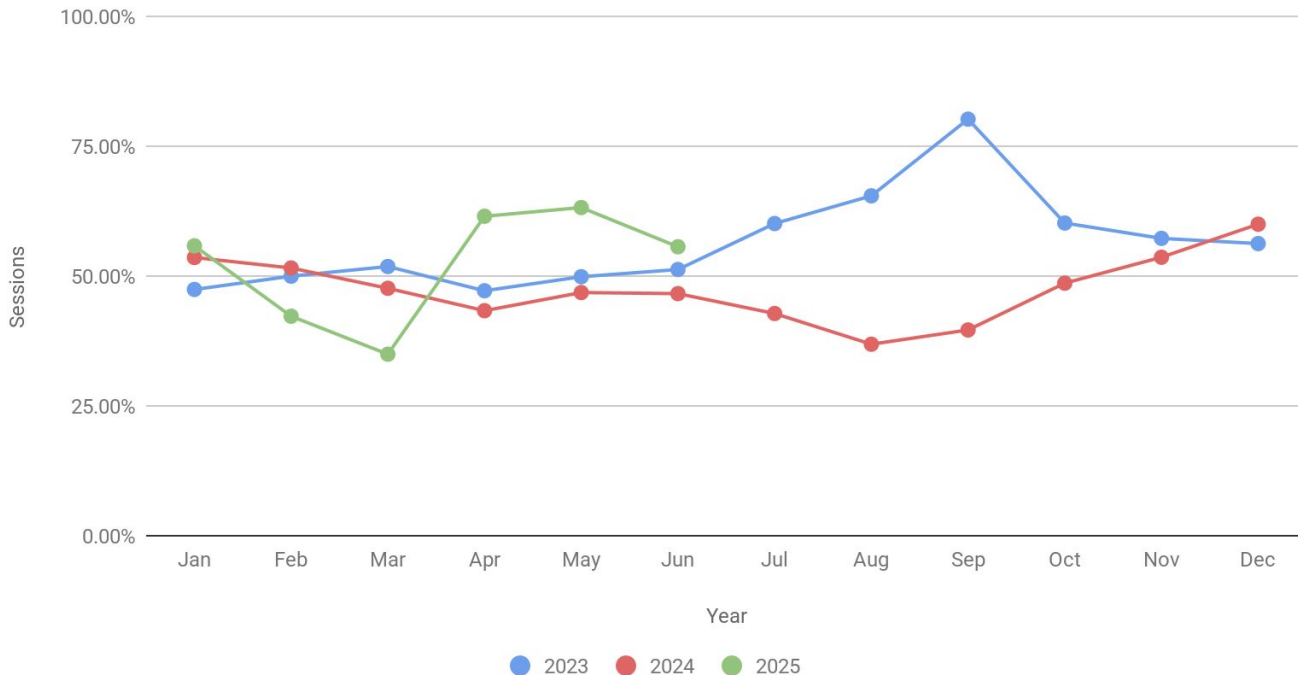
# Engaged Sessions

We saw over 82K engaged sessions with an average engagement time per session of 00:54 (+29%).



# Engagement Rate

The engagement rate was 55.62% - a 9% increase compared to last year.



# Key Performance Indicators

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

**1,102**

REQUESTS FOR  
PHYSICAL GUIDES

**468**

ENEWSLETTER  
SIGNUPS

**11,029**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

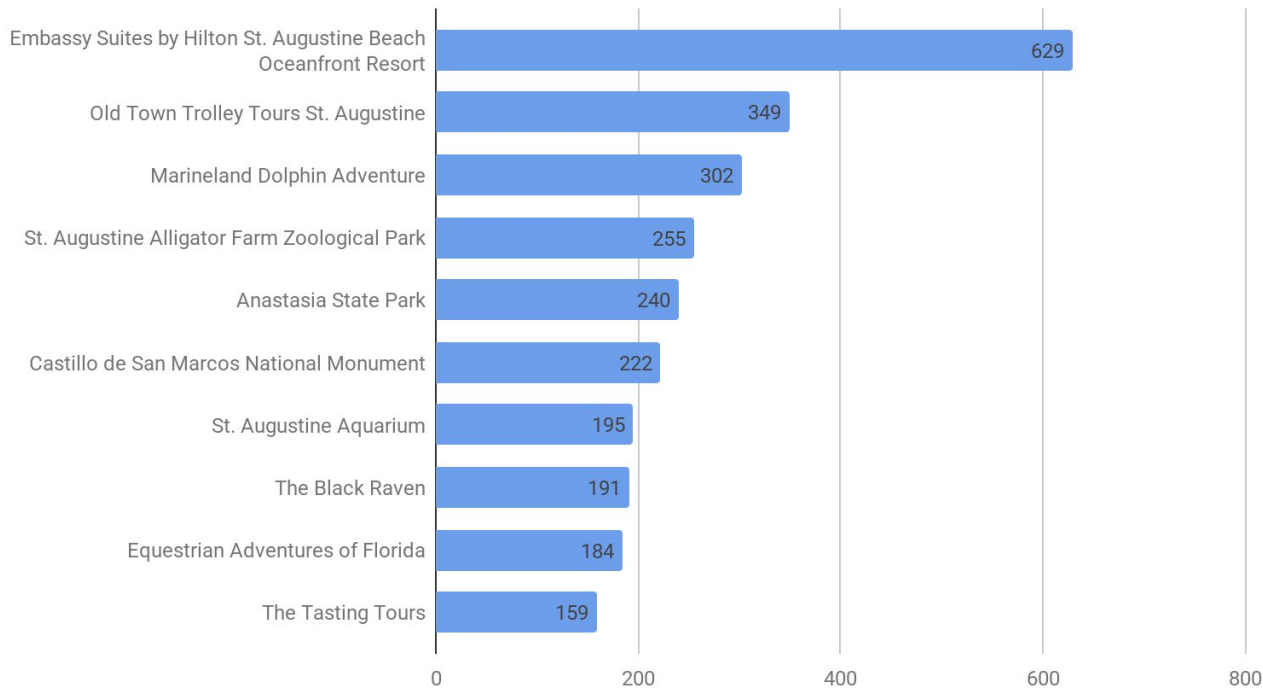
**2,759**

BOOKDIRECT CLICKS



# Partner Listing Clicks

Embassy Suites by Hilton St. Augustine Beach Oceanfront increased 229%.



# Hispanic Microsite Performance

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**998**

VISITS TO WEBSITE

-29% YOY

**866**

TOTAL USERS

-27% YOY

**670**

VISIT FROM ORGANIC

-44% YOY

**2,202**

PAGE VIEWS

-44% YOY

**0:01:26**

AVERAGE ENGAGEMENT TIME

PER SESSION

-26% YOY

**778**

ENGAGED SESSIONS

-27% YOY

**77.96%**

ENGAGEMENT RATE

+2% YOY

# Organic Search

# Organic Performance

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**53,610**

VISITS TO WEBSITE

-29% YOY

**40,071**

TOTAL USERS

-31% YOY

**86,991**

PAGEVIEWS

-30% YOY

**38,994**

ENGAGED SESSIONS

-27% YOY

**0:01:06**

AVERAGE ENGAGEMENT TIME

PER SESSION

-6% YOY

**72.74%**

ENGAGEMENT RATE

+1% YOY

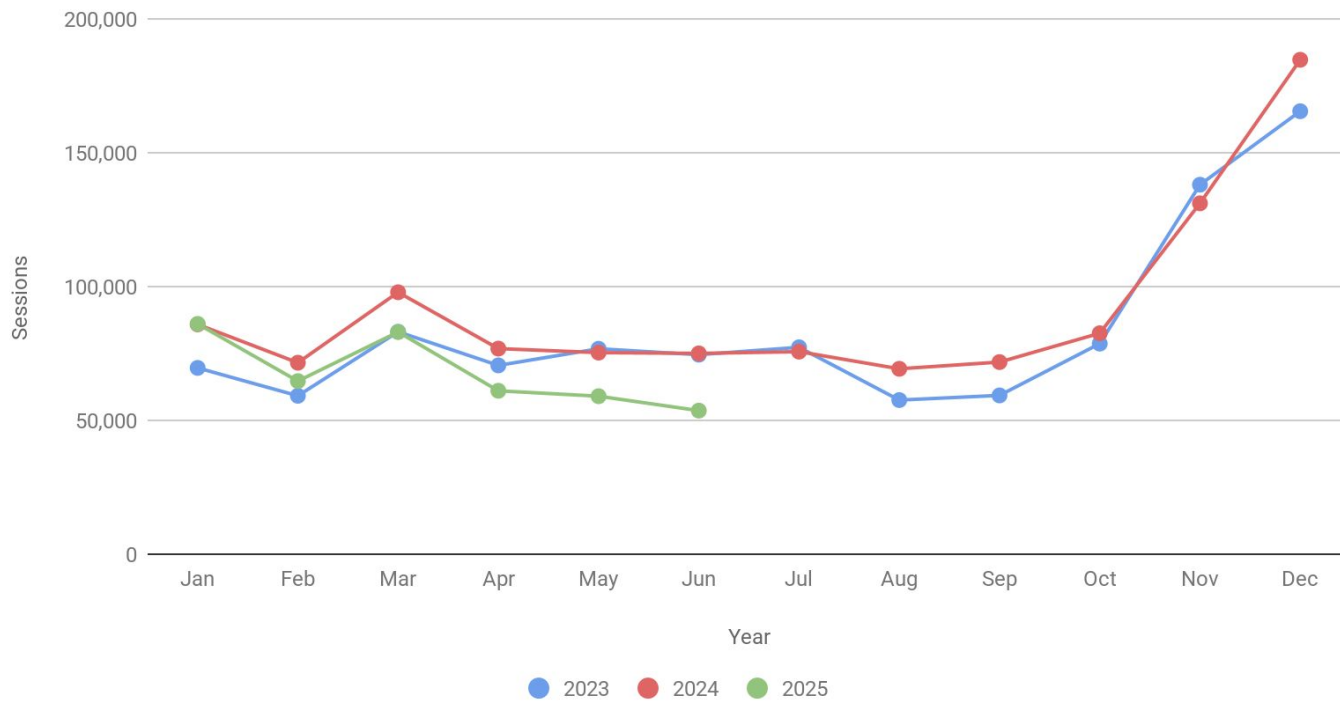
**37,040**

NEW USERS

-30% YOY

# Organic Search

Organic sessions were down 29% compared to last year.





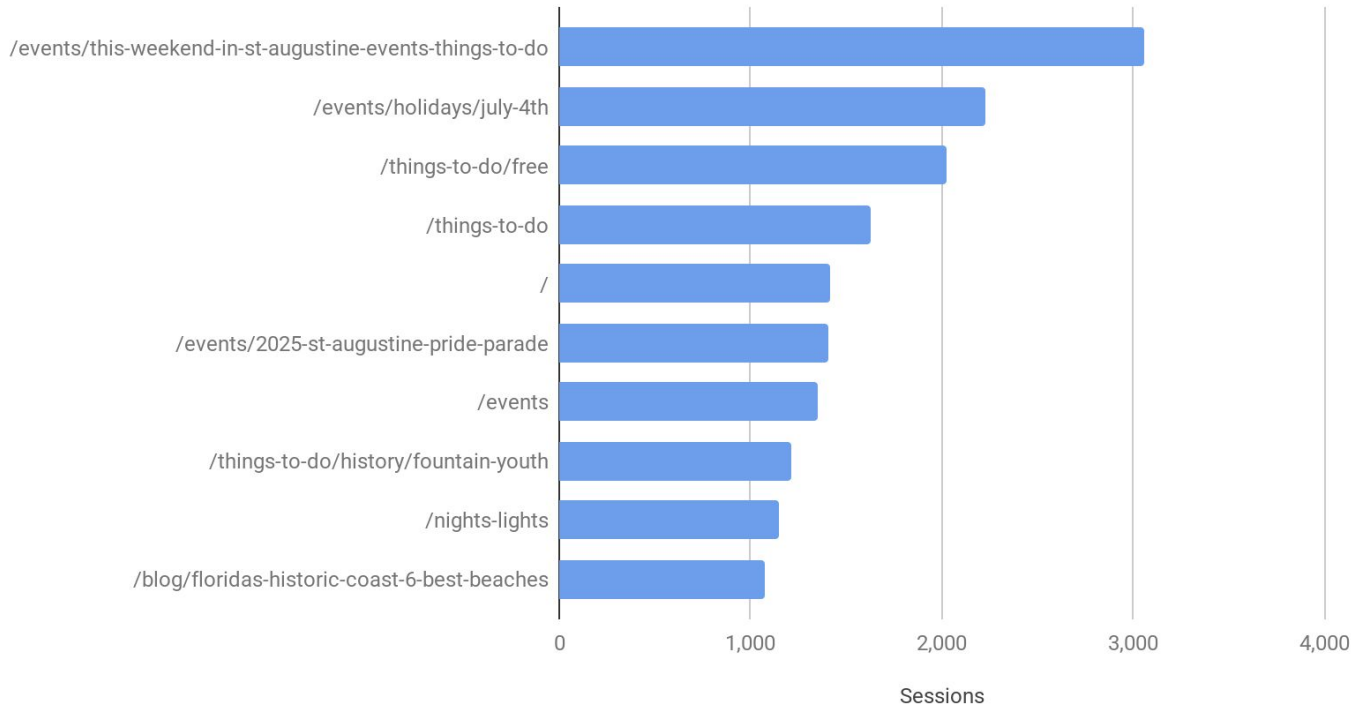
# Top Keywords

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
st augustine lights	9,805	2.71	-5.54	10.36%
things to do in st augustine	9,435	4.34	-1.76	3.43%
nights of lights	5,942	3.36	0.13	9.18%
st augustine night of lights	5,376	3.11	0.78	5.80%
st augustine	4,589	10.16	-0.02	0.26%
st augustine christmas	4,522	1.21	0.11	28.08%
night of lights	3,847	2.97	-0.53	10.39%
st augustine christmas lights	2,626	3.72	-1.85	4.77%
st augustine beach	2,617	5.54	0.5	1.36%
st augustine events	2,538	2.37	-0.28	18.23%

# Top Landing Pages

4th of July Holiday page (*optimized in June*) increased 106% and This Weekend in St. Augustine page increased 5%.



# Top Landing Pages

st augustine fireworks 2025


X | | Q

AI Mode | **All** | Images | News | Videos | Short videos | Maps | More ▾

Tools ▾

AI Overview

St. Augustine will host its annual "Fireworks Over the Matanzas" display on July 4, 2025, as part of the city's Independence Day celebration. The fireworks will be launched from a barge in Matanzas Bay, visible from the Bayfront between the Castillo de San Marcos and the Bridge of Lions. The event will also feature live music by The All-Star Orchestra in The Plaza de la Constitución, starting at 6:00 PM, with the fireworks display beginning at 9:30 PM.



Key Details:

- Date:** July 4, 2025.
- Time:** Fireworks begin at 9:30 PM, with music starting at 6:00 PM.
- Location:** Matanzas Bay, visible from the Bayfront area between the Castillo de San Marcos and the Bridge of Lions.
- Live Music:** The All-Star Orchestra will perform in The Plaza de la Constitución.
- Duration:** Approximately 20 minutes.
- Note:** Alcohol is prohibited on public property, including streets and sidewalks.
- Traffic:** Expect heavy traffic and plan accordingly, [according to Oldcity.com](#).

Dive deeper in AI Mode

AI responses may include mistakes. [Learn more](#)

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St. Augustine 4th of July Fireworks & Events 2025

The evening culminates at 9:30 p.m. with a dazzling fireworks show over Matanzas Bay,...

Florida's Historic Coast

2025 4th of July Fireworks | St. Augustine & Ponte Vedra, FL

Fireworks Over the Matanzas ... Description: A 20-minute fireworks display over Matanzas Ba...


Florida's Historic Coast

4th of July 2025 Fireworks in St. Augustine, Florida

The Annual July 4th Fireworks Celebration in St. Augustine, Florida is on July 4, 2025. Last...

St. Augustine

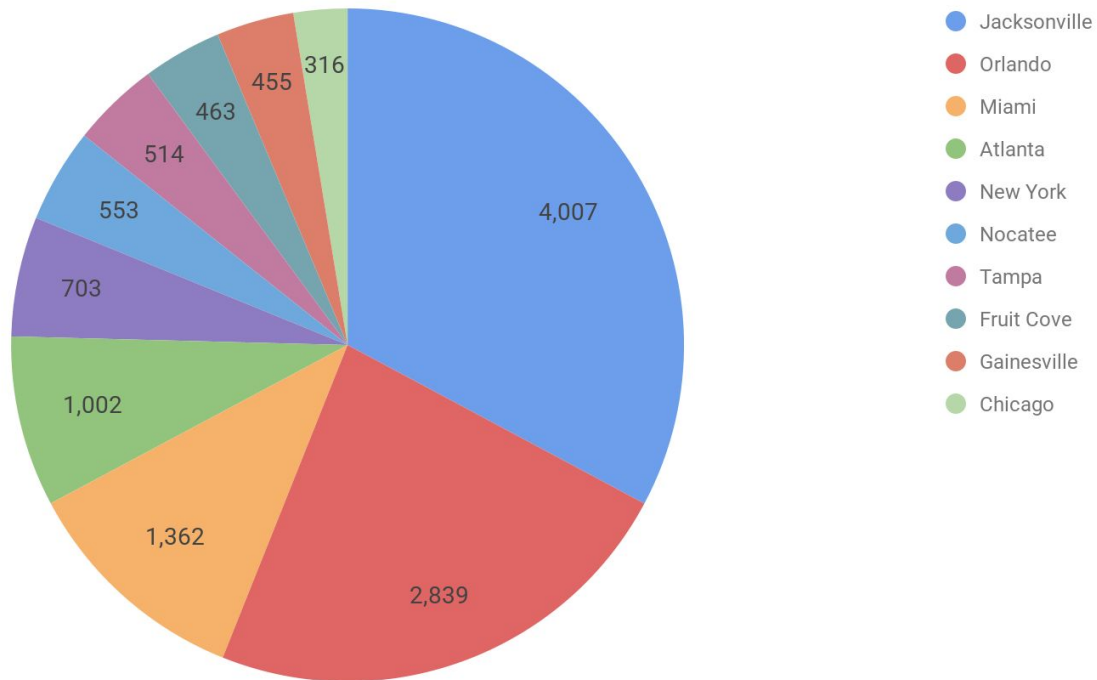
Show all

 tempest

MONTHLY REPORT

# Sessions By City

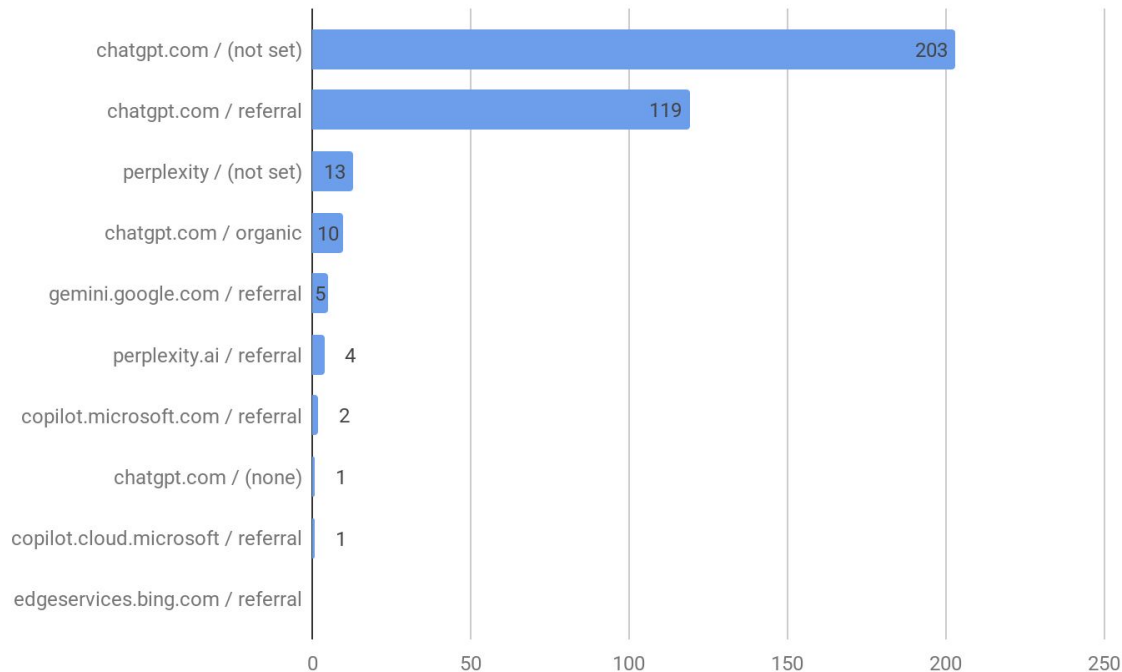
Fruit Cove continues to see increases (+37%) year-over-year.



# Large Language Model (LLM)

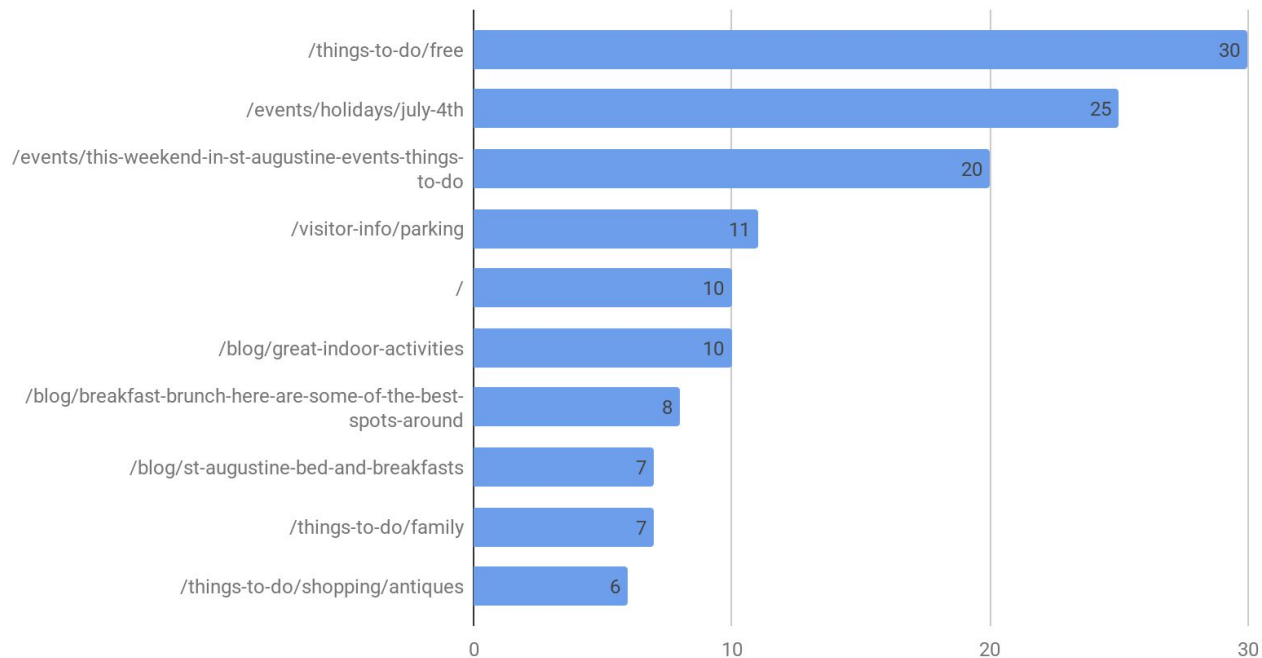
# Traffic Sources

Traffic from LLM's saw an 11K% increase compared to last month and 46% compared to last month.



# Top Landing Pages

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# Email Marketing



# Email Performance

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## Opt-in Subscribers

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**37,824**

MESSAGES SENT

**23%**

CTOR

**702**

SESSIONS

**0:02:15**

AVG. SESSION  
DURATION

## Other Source Subscribers

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**161,404**

MESSAGES SENT

**33%**

CTOR

**365**

SESSIONS

**0:05:21**

AVG. SESSION  
DURATION



# Looking Ahead

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## July 2025

- **Optimize:** Camping page
- **Enhance:** Breakfast & Brunch blog
- **Enhance:** Hiking page

## August 2025

- **Optimize:** Sing Out Loud page
- **Enhance:** September is Locals Month blog
- **Optimize:** Greek Festival page

# Thank You