



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

TRAVEL MARKETING CAMPAIGN

30%

Increase in Organic Sessions
YoY

45%

Increase in Engaged
Sessions YoY

99%

Increase in eNewsletter Signups
YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of July, the Tempest team **optimized** the Summer Fun on Florida's Historic Coast page.
- The team **optimized** the Free Things to Do page.
- The team also **optimized** the Ponte Vedra Beach Secrets and Things to Do blog.
- We **optimized** the September is Locals Month blog.
- Additionally, the team **created** and **deployed** the July 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 device. 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 July, we continued to see increases with all of your top level performance compared to last year.

186,611 Website Sessions

110,960 Engaged Sessions

149,275 Website Users

59.46% Engagement Rate

383,244 Pageviews

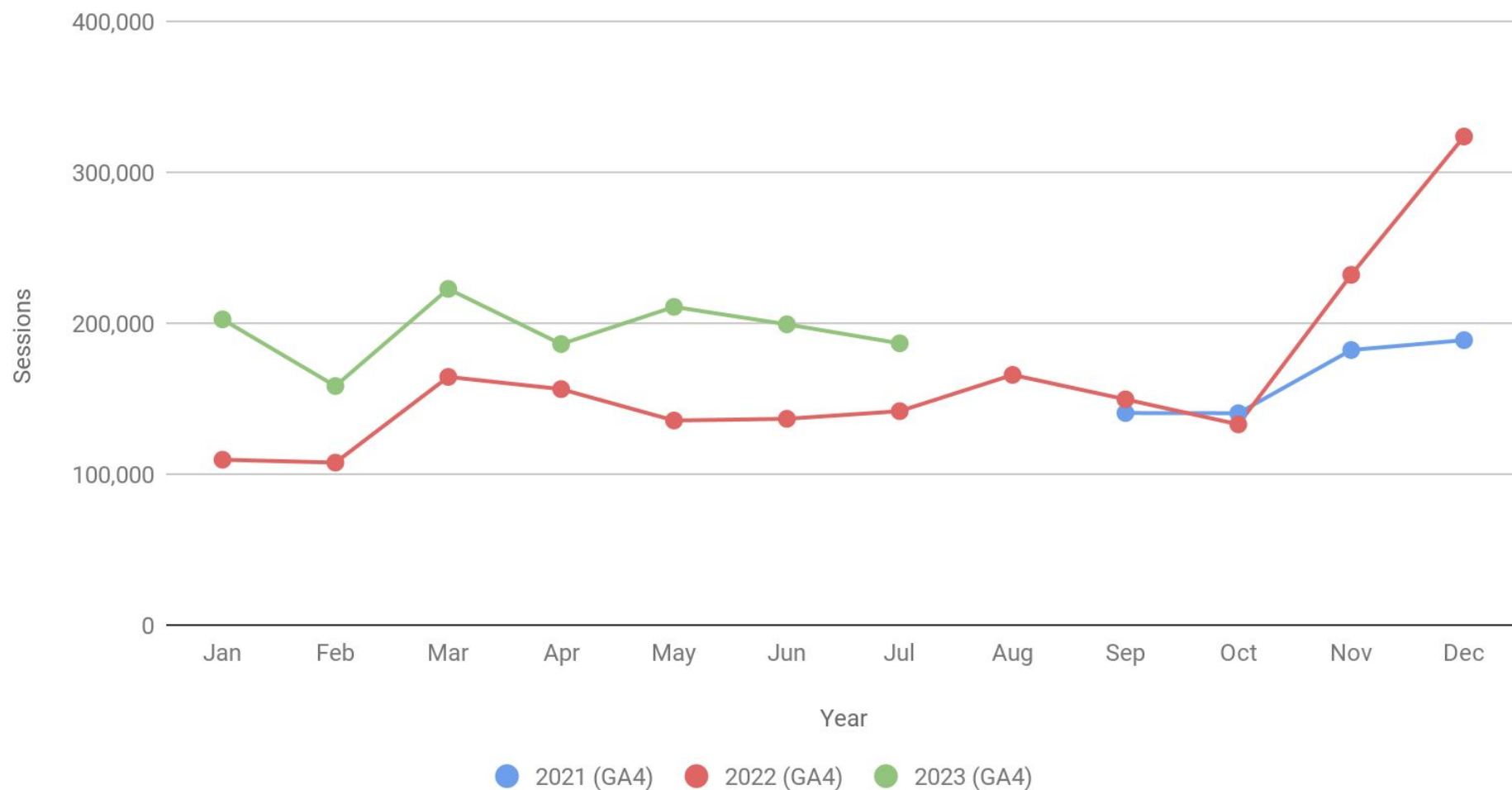
0:03:08 Average Engagement Time per Session

76,611 Organic Website Users

TRAVEL MARKETING | GA4

SESSIONS

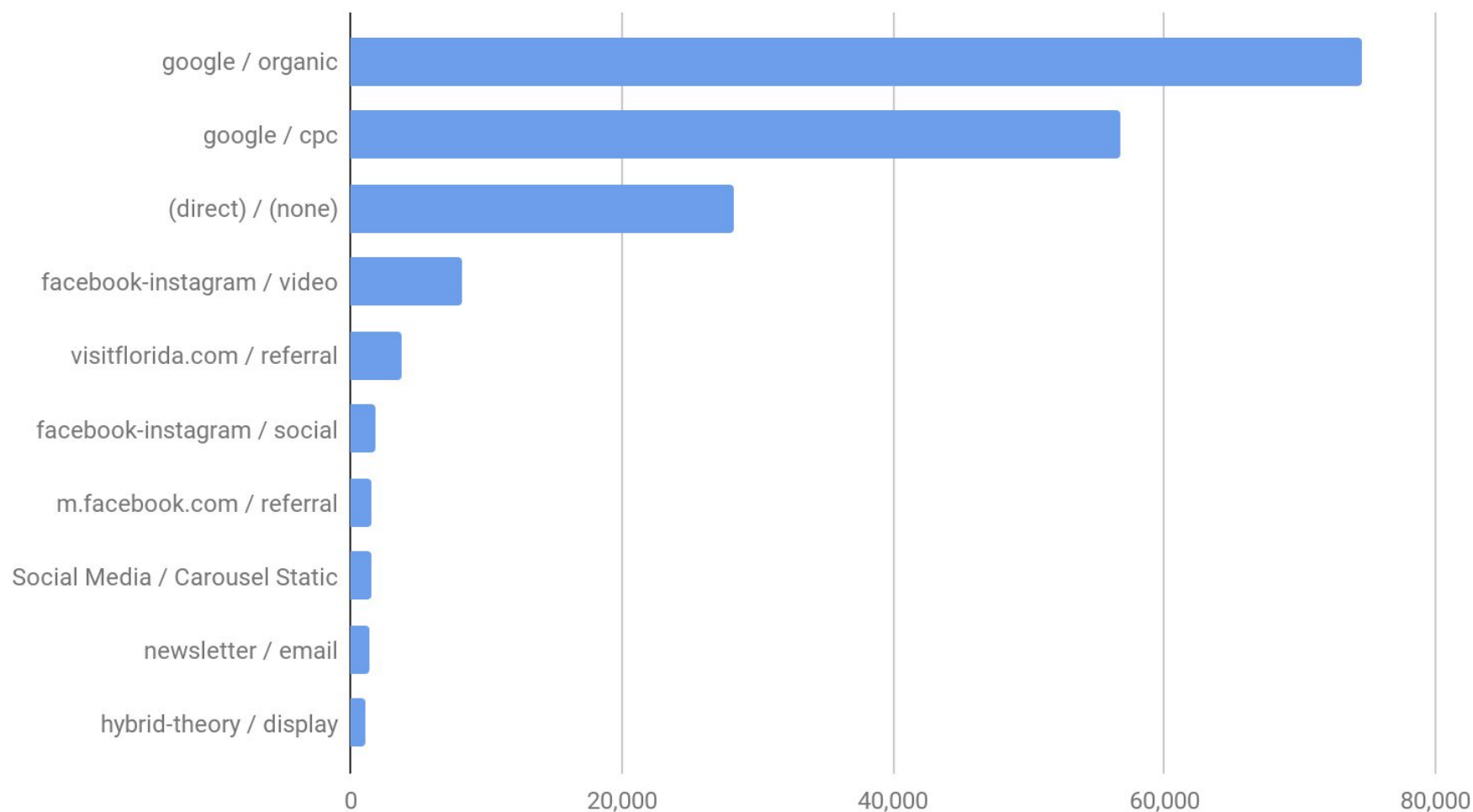
Visits captured by the website saw a nice 32 percent increase compared to July 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

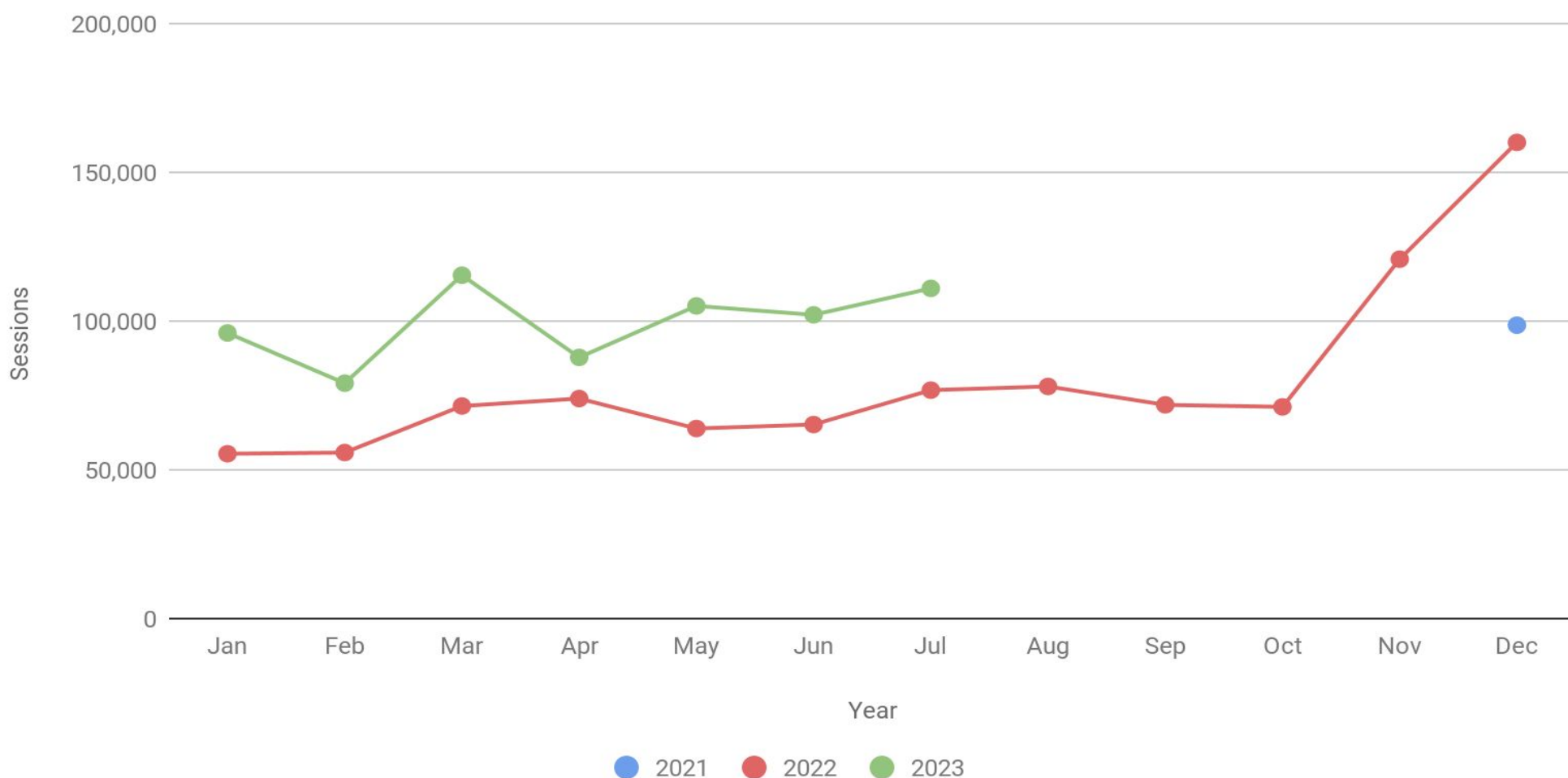
In July, we saw huge increases from your direct channel up 101 percent and the facebook-instagram video source up 444 percent.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

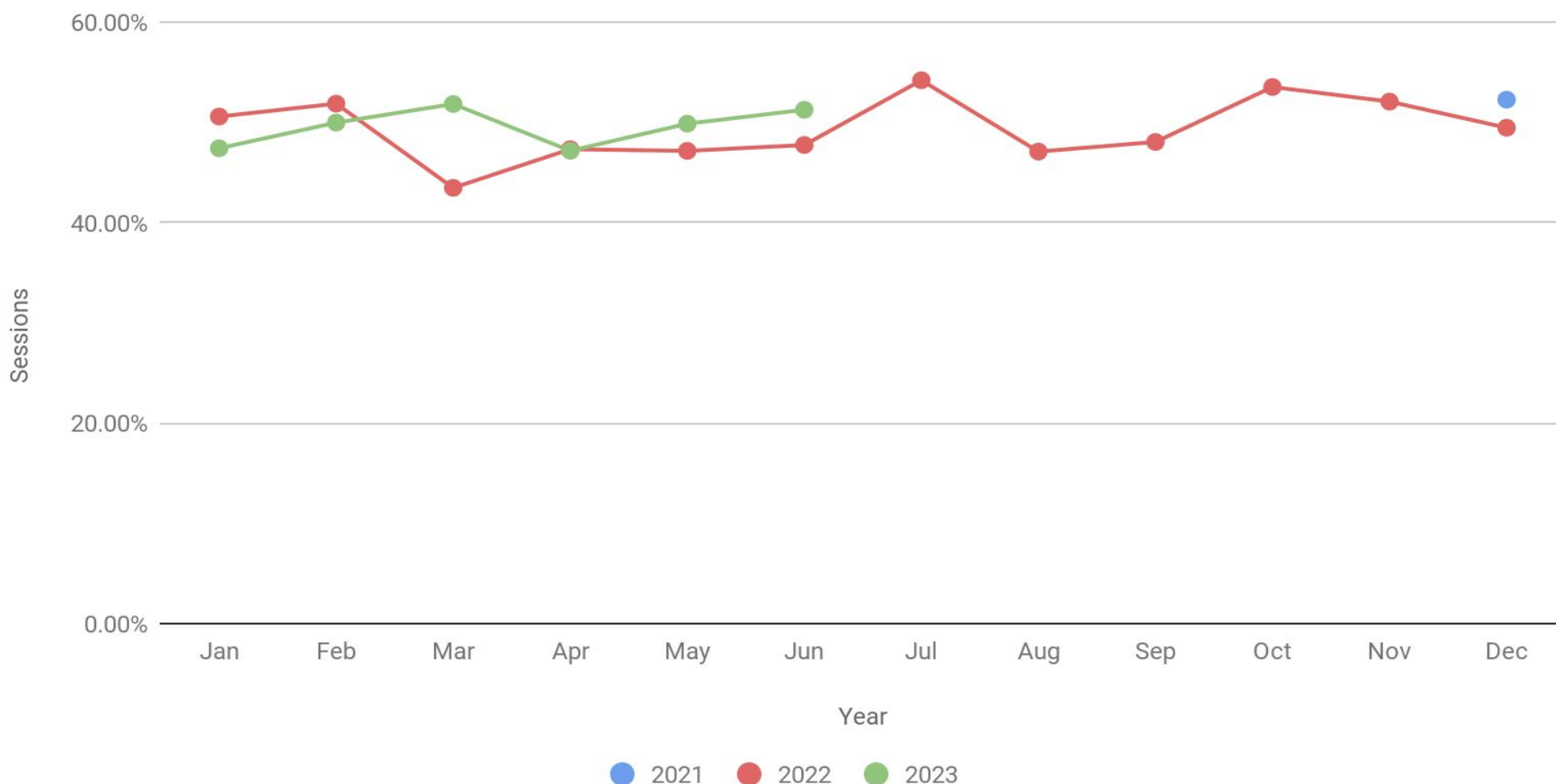
In July, we saw over 110k engaged sessions on the site, a 45 percent increase compared to last year, with an average duration of 03:08.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In July, the engagement rate increased 10 percent compared to last year.



TRAVEL MARKETING | GA4

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increase from the newsletter signups up 99 percent year-over-year.

806 Requests for Physical Guides

271 eNewsletter Signups

11,863 Clicks on Partner Listings

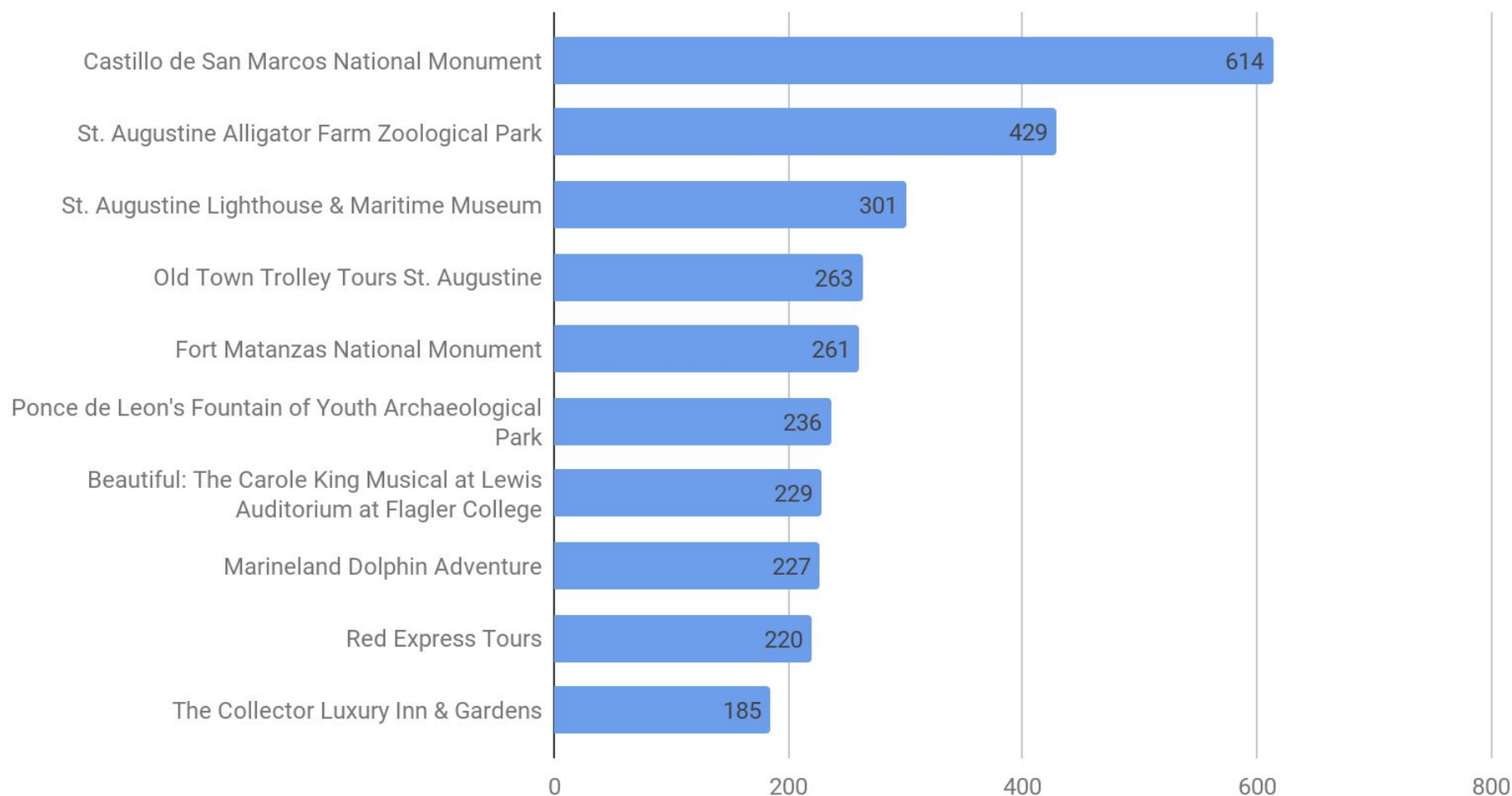
1,882 BookDirect Clicks*

*UA Data

TRAVEL MARKETING | GA4

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument your top partner in July with a 91 percent increase. We also saw the highest year-over-year increase from the Collector Luxury Inn & Gardens up 161 percent compared to last year.





TRAVEL MARKETING

ORGANIC SEARCH



TRAVEL MARKETING | GA4

ORGANIC PERFORMANCE

Organic search contributed 41 percent of the overall website visitation.

76,611 visits to Website

0:03:12 Average Time on Site

60,962 Users

92.85% New Sessions

132,281 Pageviews

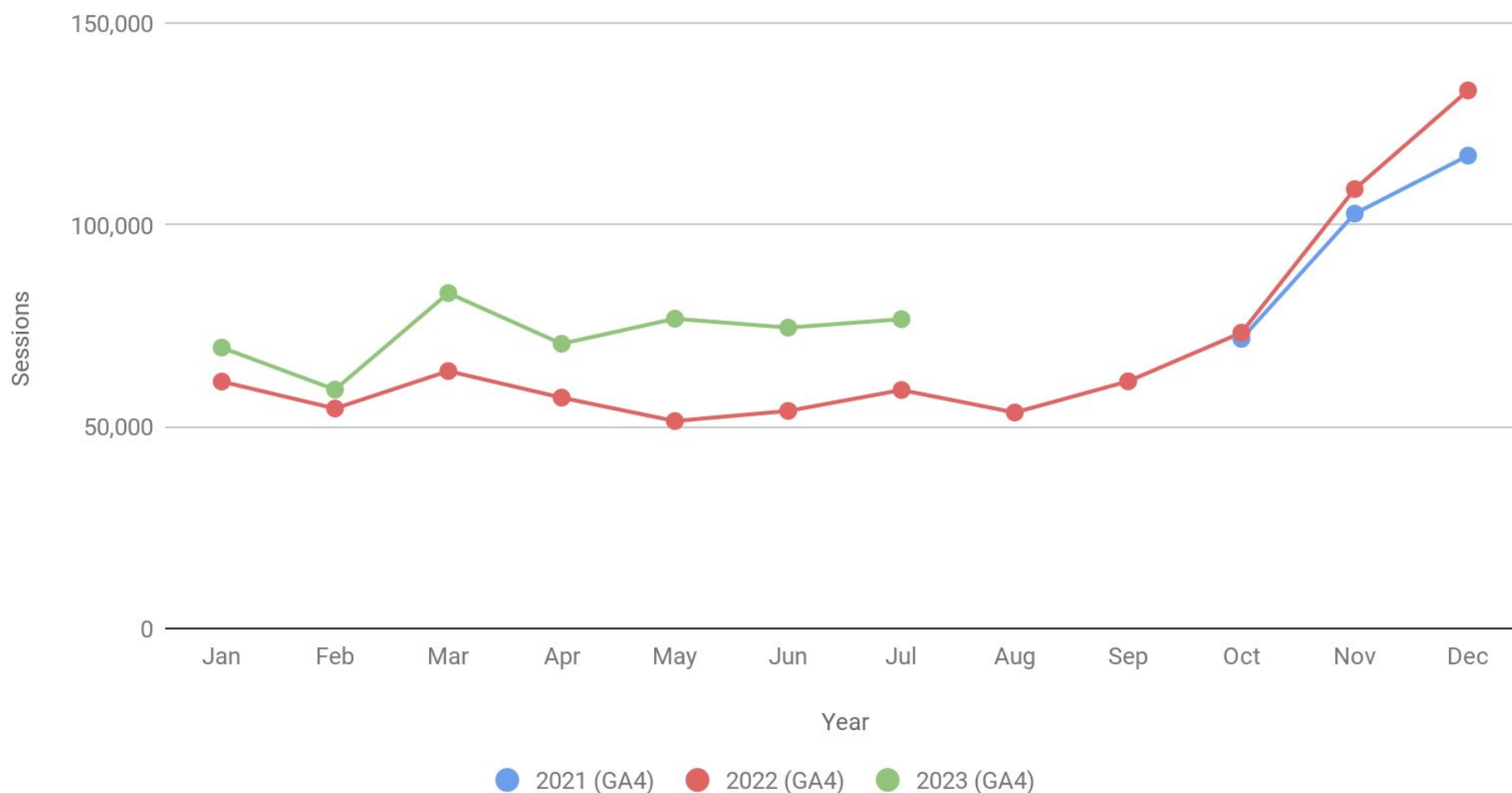
35.88% Bounce Rate

49,122 Engaged Sessions

TRAVEL MARKETING | GA4

ORGANIC SEARCH

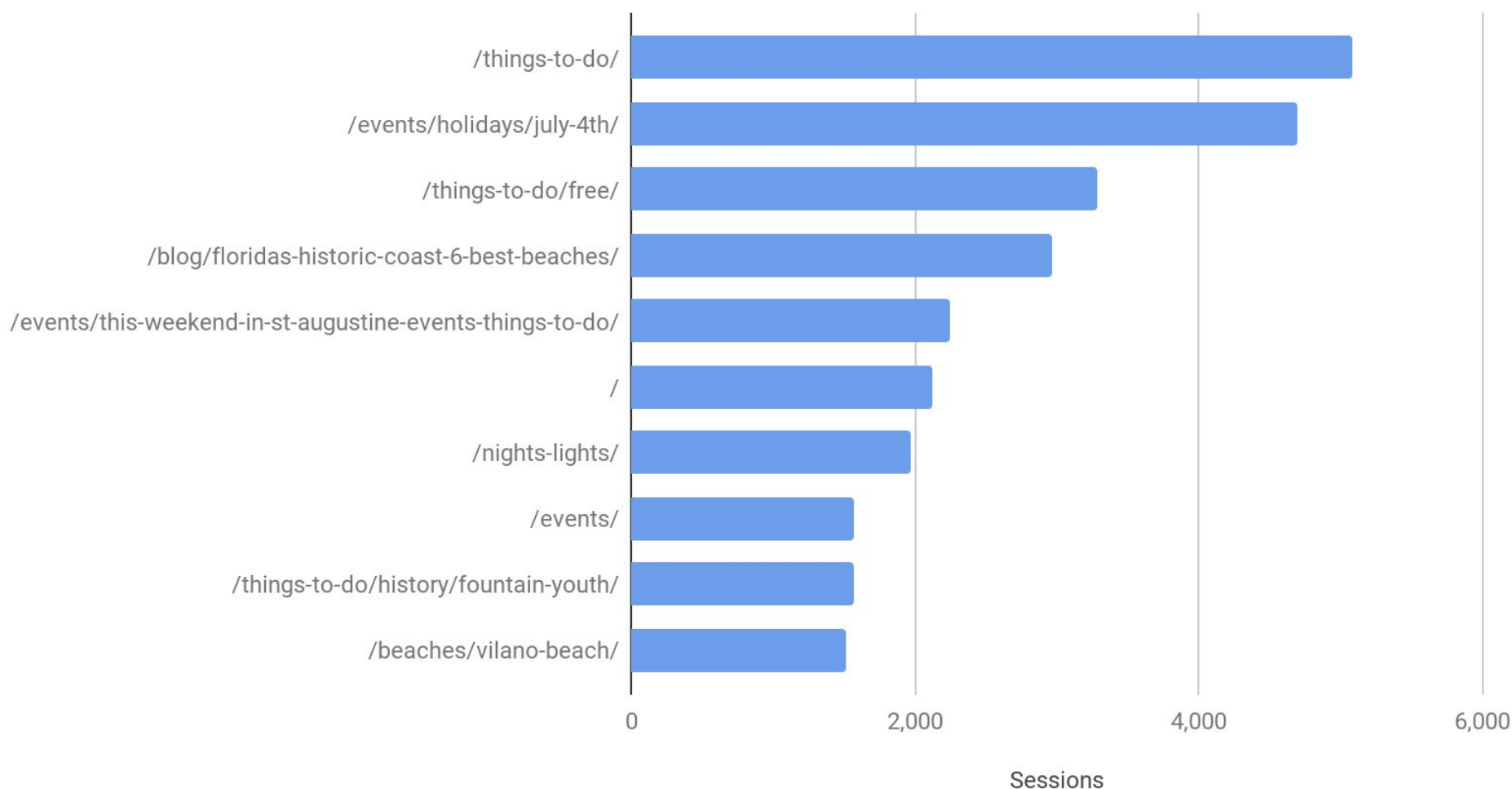
Organic search traffic increased by 30 percent compared to last year.



TRAVEL MARKETING | GA4

TOP LANDING PAGES

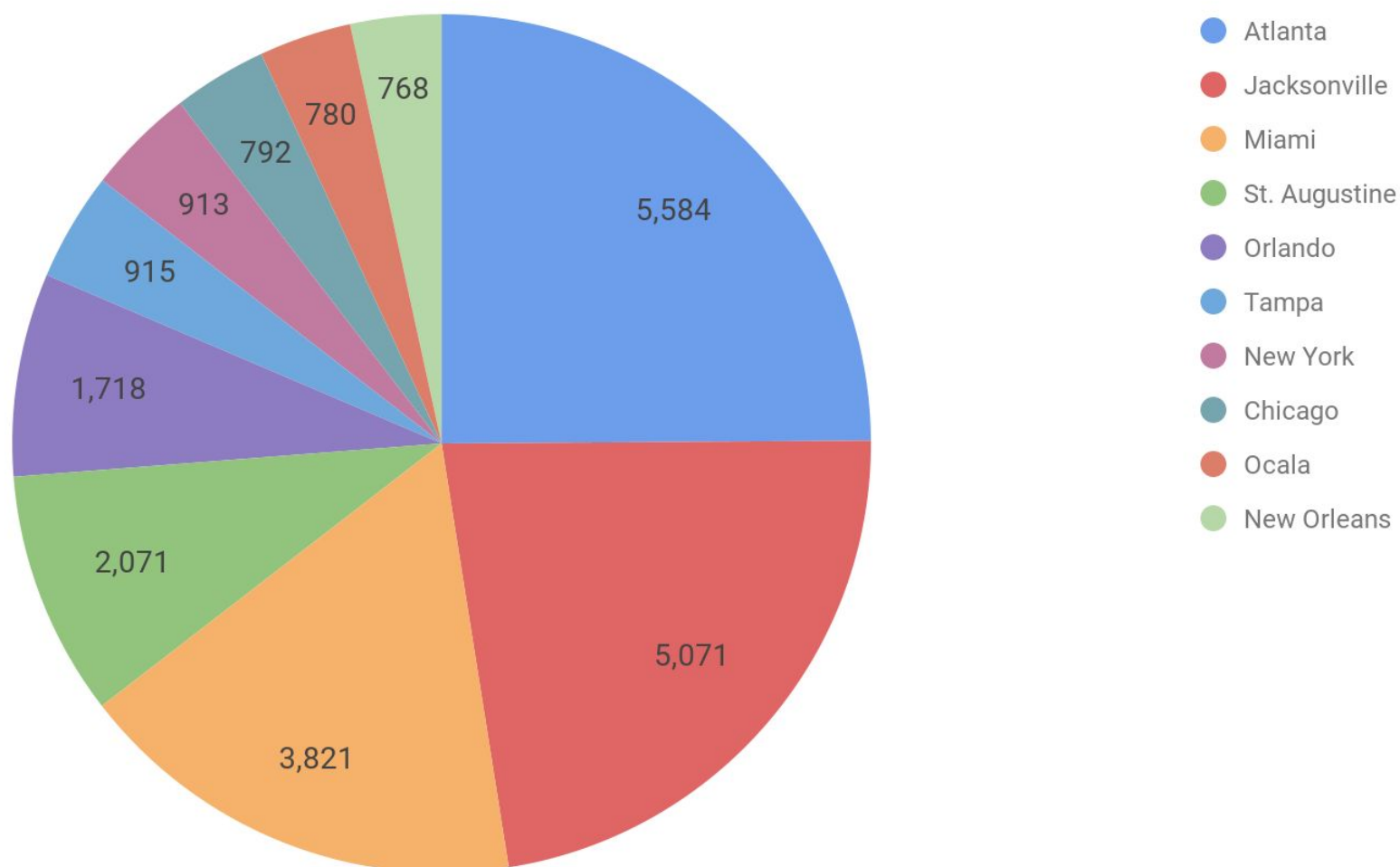
In July, the Things to Do page your top landing page saw a huge +1.1k percent increase compared to last year. We also saw a nice increase from the July 4th (+263%) event page and main Event (+222%) page.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

The Miami market saw a huge increase of 163 percent, Ocala saw a 505 percent increase and New Orleans saw a 897 percent increase year-over-year.





TRAVEL MARKETING

EMAIL MARKETING



TRAVEL MARKETING | GA4

GENERAL EMAIL PERFORMANCE

In July, the top viewed story for the opt in email was the Summer Fun Discounts & Deals page and the other source subscribers was the Deals page.

WEBSITE OPT-IN SUBSCRIBERS

20,726 Messages Sent

21% Click-to-Open Rate

677 Sessions

0:04:39 Average Session Duration

OTHER SOURCE SUBSCRIBERS

166,987 Messages Sent

4% Click-to-Open Rate

683 Sessions

02:59 Average Session Duration

Total Subscribers: 220,267

TRAVEL MARKETING

LOOKING AHEAD

"Those who plan do better than those who do not plan even though they rarely stick to their plan."

~Winston Churchill

- During the month of August, the Tempest team will be **optimizing** the Offbeat St. Augustine blog.
- The team will **optimize** the Halloween Holiday Event page.
- The team will also **optimize** the Restaurants page.
- We will be **optimizing** the Cracker Day blog.
- Additionally, the team will **create** and **deploy** the August email.

TASK TERMINOLOGY

Optimize - Tempest updates metadata, image alt text, publish date and link sculpts.

THANK YOU

QUESTIONS?