



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

TRAVEL MARKETING CAMPAIGN

31%

Increase in Total Sessions
YoY

81%

Increase in Engaged
Sessions YoY

203%

Increase in eNewsletter Signups
YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of August, the Tempest team **optimized** the **Offbeat St. Augustine** blog.
- The team **optimized** the **Halloween Holiday Event** page.
- The team also **optimized** the **Restaurants** page.
- We **optimized** the **Cracker Day** blog.
- Additionally, the team **created** and **deployed** the **August** 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. 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 August, we continued to see increases with all of your top level performance compared to last year.

216,299 Website Sessions

141,511 Engaged Sessions

170,612 Website Users

65.42% Engagement Rate

340,769 Pageviews

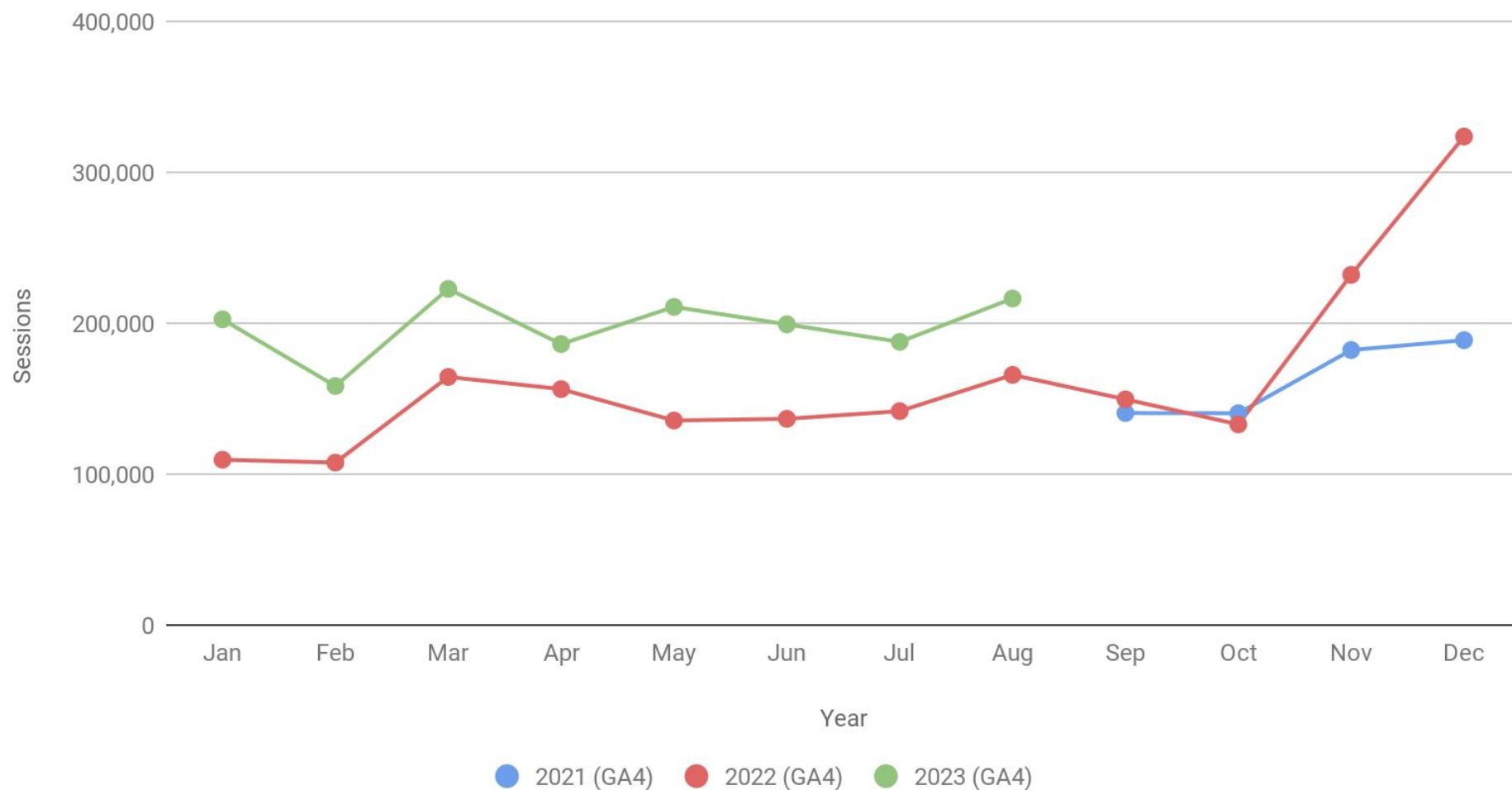
0:02:44 Average Engagement Time per Session

57,039 Organic Website Users

TRAVEL MARKETING | GA4

SESSIONS

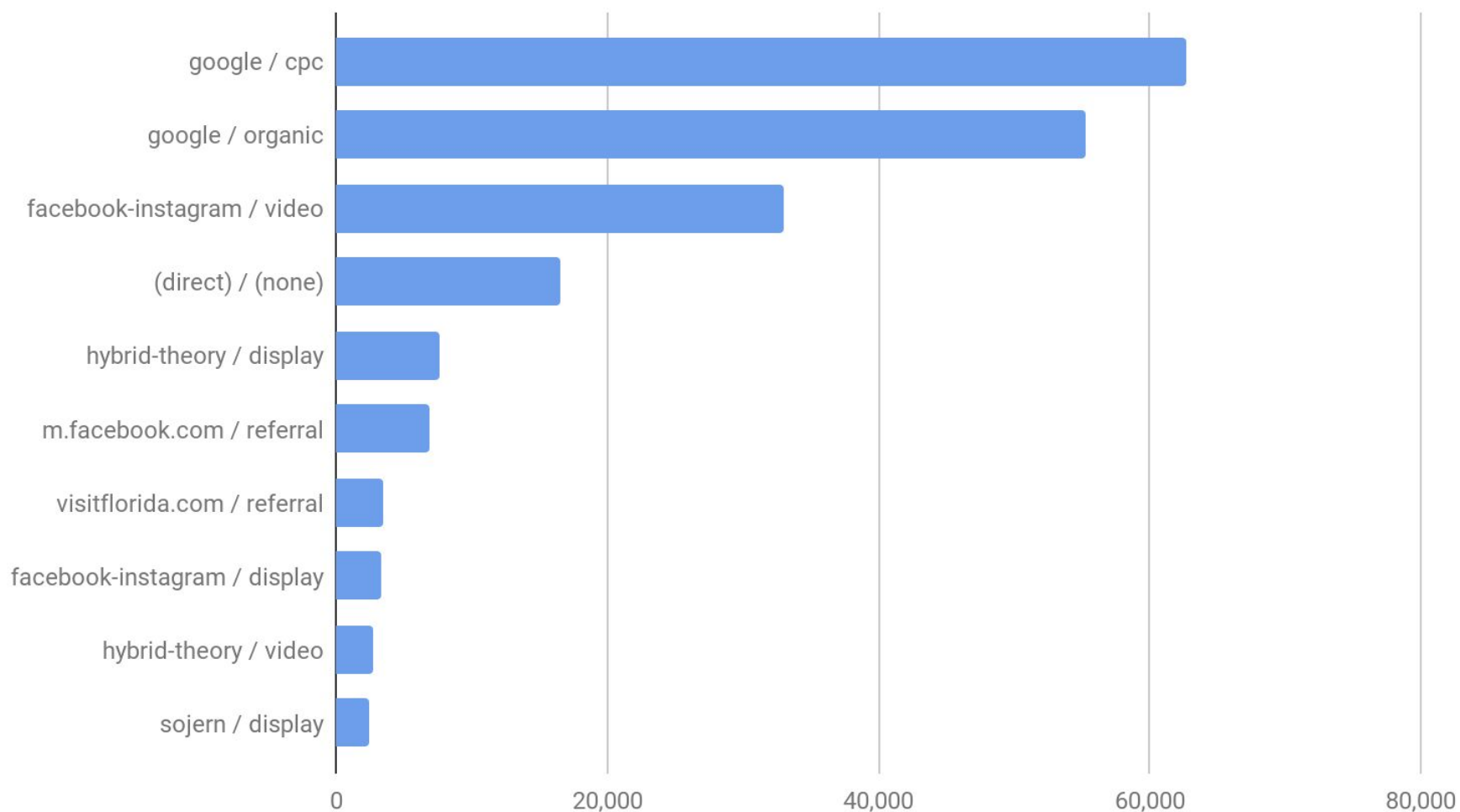
Visits captured by the website saw a nice 31 percent increase compared to August 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

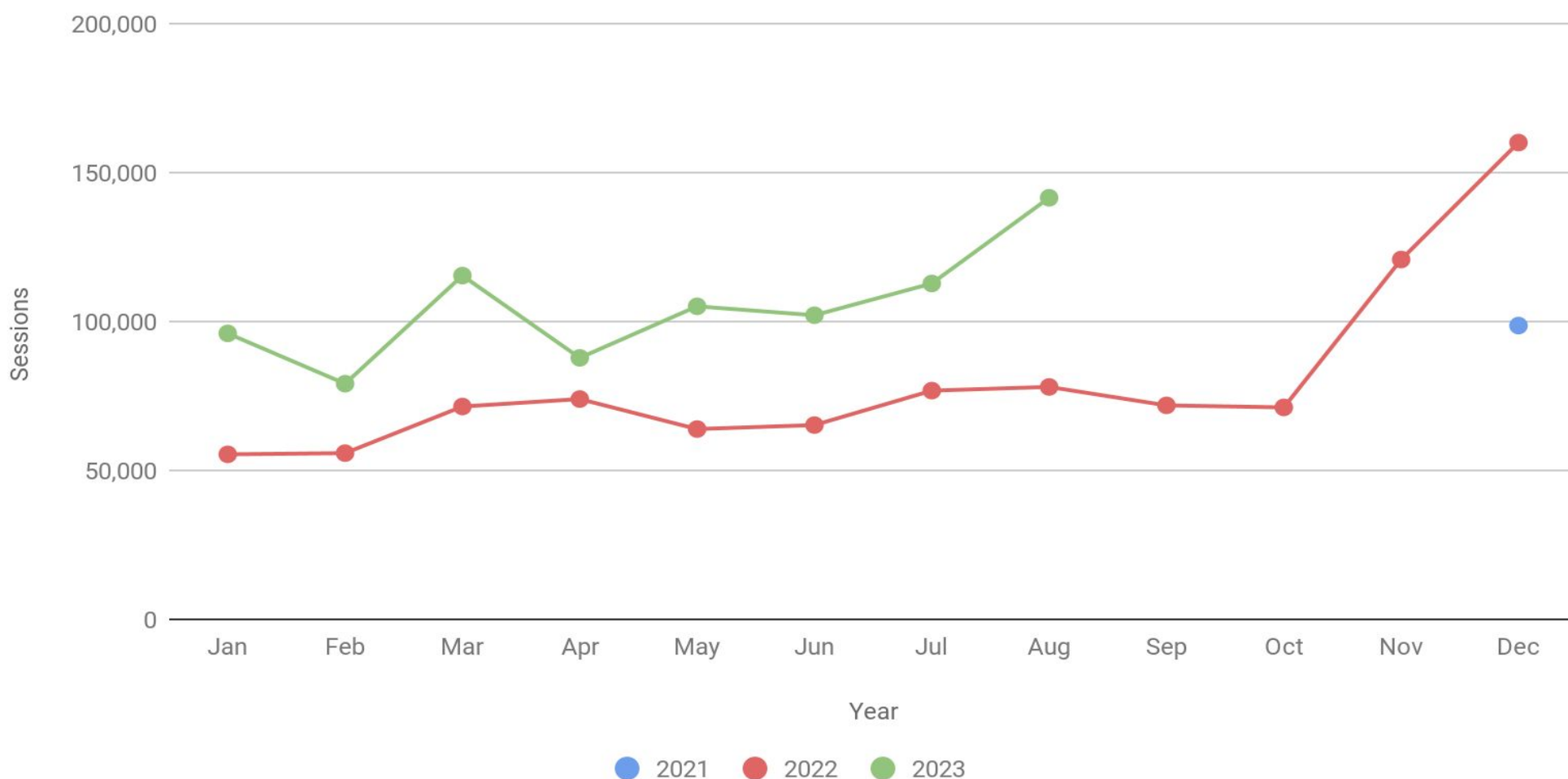
In August, we saw over 32k sessions to your facebook-instagram video source. We also saw a nice increase in the Google CPC traffic up 41 percent.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

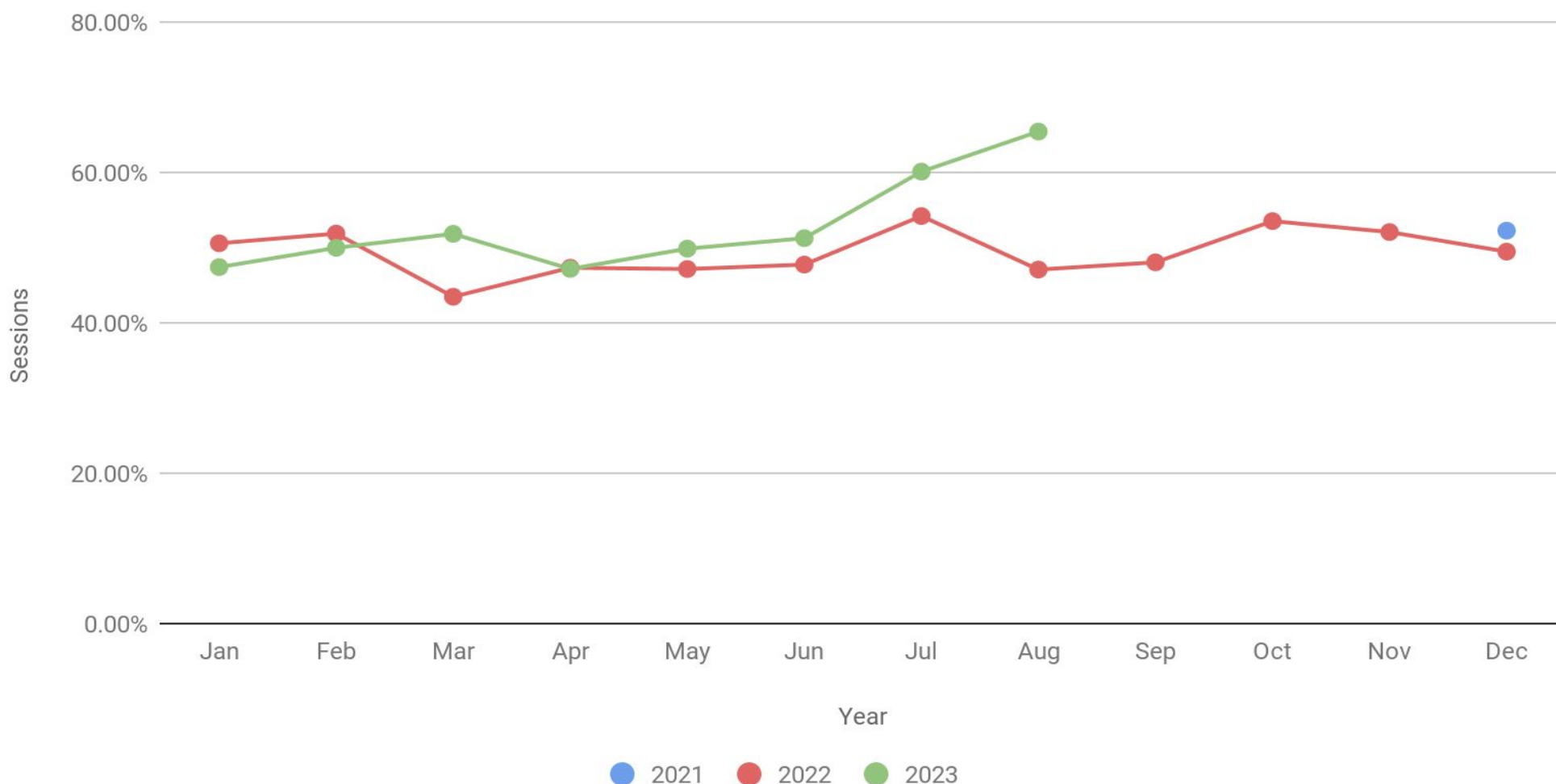
In August, we saw over 141k engaged sessions on the site, a 81 percent increase compared to last year, with an average duration of 02:44.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In August, the engagement rate increased 39 percent compared to last year.



TRAVEL MARKETING | GA4

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increases from the newsletter signups up 203 percent and a 199 percent increase from book direct clicks year-over-year.

725 Requests for Physical Guides

494 eNewsletter Signups

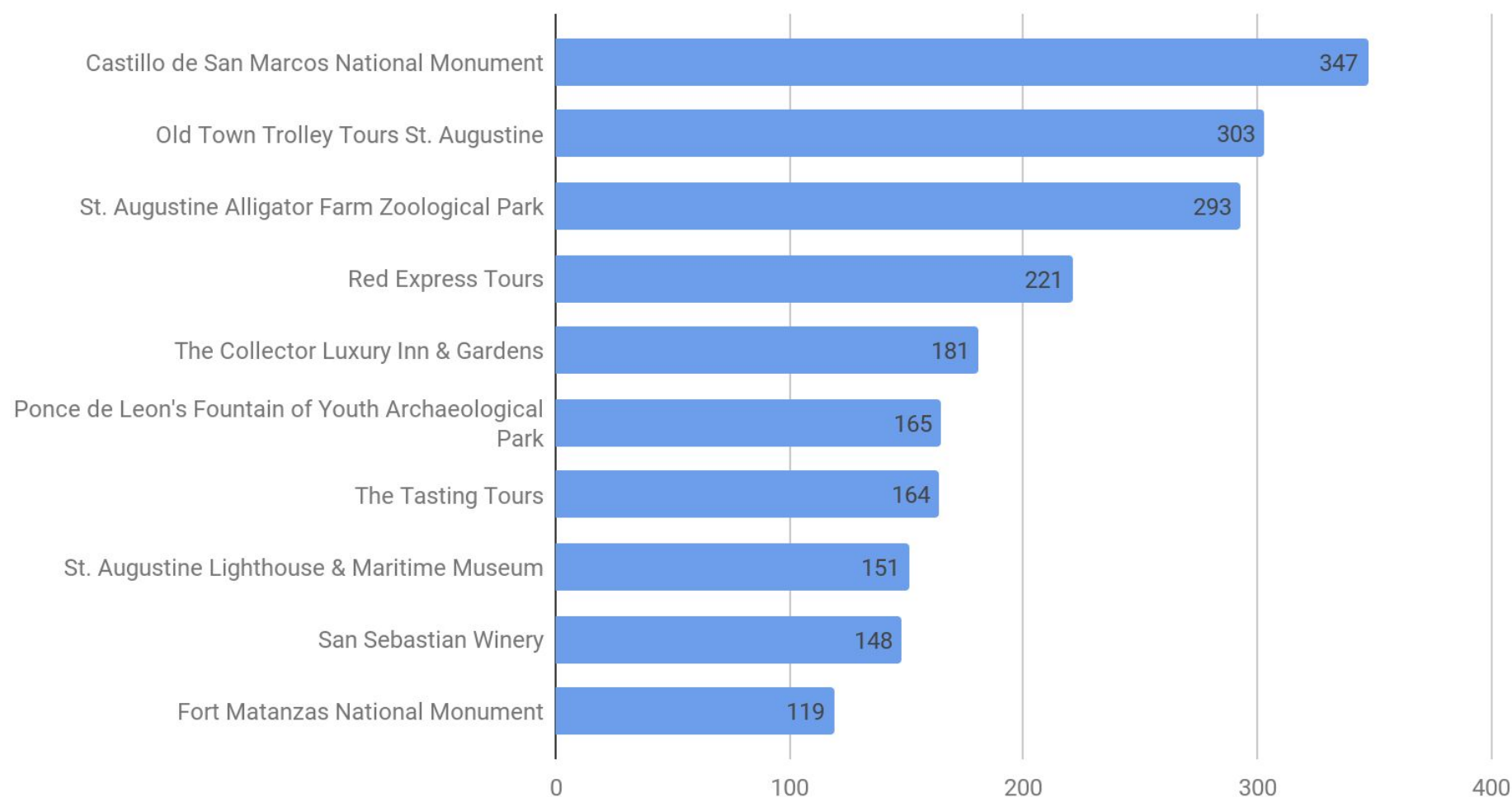
9,029 Clicks on Partner Listings

3,562 BookDirect Clicks

TRAVEL MARKETING | GA4

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument was your top partner in August with a 40 percent increase. We saw the highest increase from the St. Augustine Alligator Farm Zoological Park up 148 percent compared to last year.



TRAVEL MARKETING | GA4

HISPANIC MICROSITE PERFORMANCE

1,160 visits to Website

1,012 Users

2,375 Pageviews

819 Engaged Sessions

906 Organic Sessions

0:04:14 Average Time on Site

70.60% Engagement Rate



TRAVEL MARKETING

ORGANIC SEARCH



TRAVEL MARKETING | GA4

ORGANIC PERFORMANCE

Organic search contributed 26 percent of the overall website visitation.

57,039 visits to Website

45,422 Users

93,069 Pageviews

41,852 Engaged Sessions

73.37% Engagement Rate

0:03:45 Average Time on Site

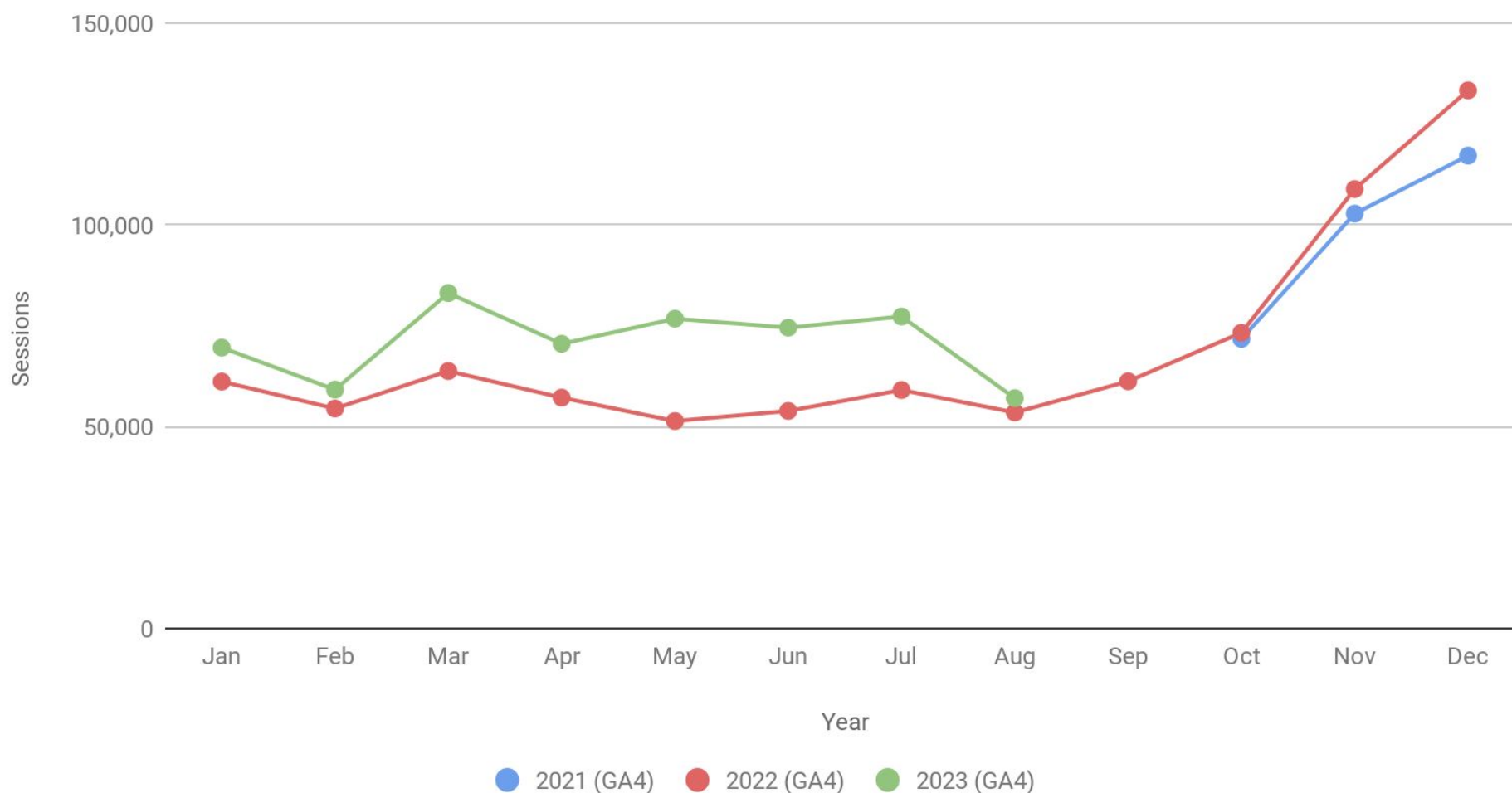
93.29% New Sessions

26.63% Bounce Rate

TRAVEL MARKETING | GA4

ORGANIC SEARCH

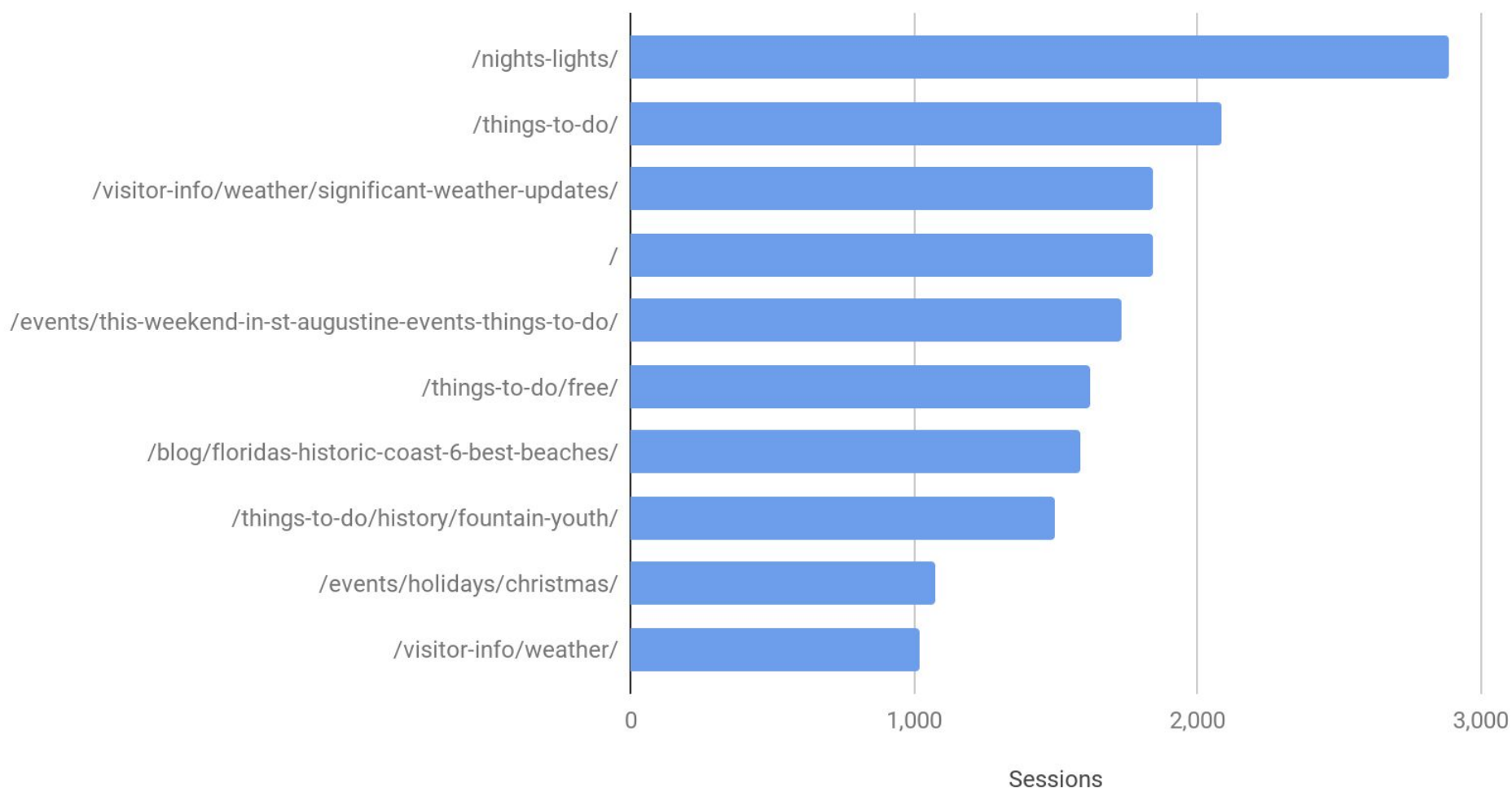
Organic search traffic increased by 7 percent compared to last year.



TRAVEL MARKETING | GA4

TOP LANDING PAGES

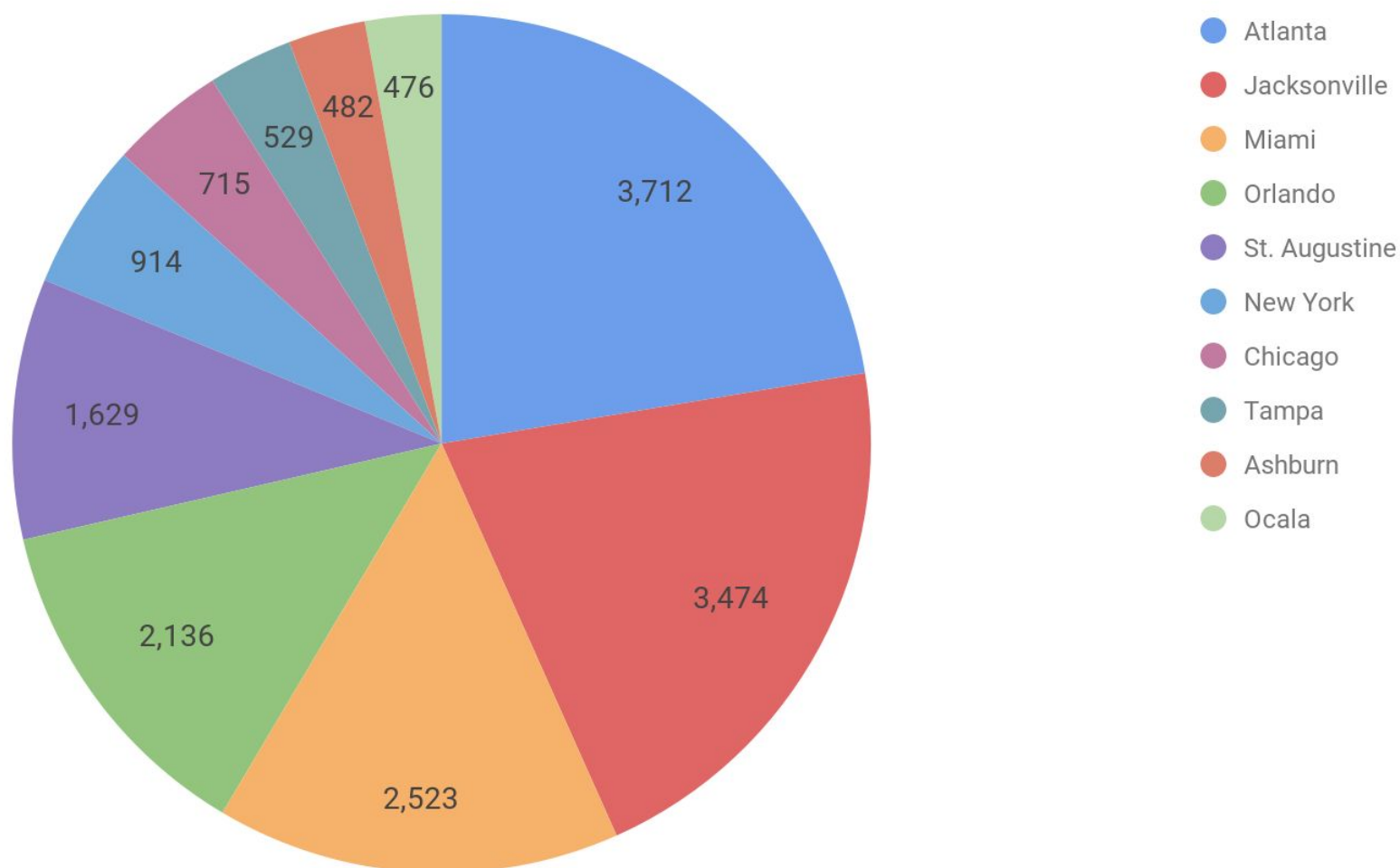
In August, the Significant Weather Updates page saw a huge +1.5k percent increase compared to last year. We also saw a nice increase from the Things to Do (+552%) event page and Christmas events page (+290%) page.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

The Miami market saw a huge increase of 108 percent and Ocala saw a 201 percent increase year-over-year.





TRAVEL MARKETING

EMAIL MARKETING



TRAVEL MARKETING | GA4

GENERAL EMAIL PERFORMANCE

In August, the top viewed story for the both email subscribers was the Sing Out Loud Festival page.

WEBSITE OPT-IN SUBSCRIBERS

21,276 Messages Sent

21% Click-to-Open Rate

696 Sessions

0:03:35 Average Session Duration

OTHER SOURCE SUBSCRIBERS

167,065 Messages Sent

5% Click-to-Open Rate

541 Sessions

02:30 Average Session Duration

Total Subscribers: 220,761

TRAVEL MARKETING

LOOKING AHEAD

- During the month of September, the Tempest team will be **optimizing** the **Nightlife** Food & Drink page.
- The team will **optimize** the **Homepage**.
- The team will also **optimize** the **St. Augustine Bed & Breakfast** blog.
- We will be **optimizing** the **Whiskey, Wine & Wildlife Festival** annual event page.
- Additionally, the team will **create** and **deploy** the **September** email.

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

~Winston Churchill

TASK TERMINOLOGY

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

THANK YOU

QUESTIONS?