



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

AUGUST 2024

93%

**INCREASE IN TOTAL
SESSION vs. 2023**

97%

**INCREASE IN PARTNER
REFERRALS vs. 2023**

76%

**INCREASE IN
PAGEVIEWS vs. 2023**



In August, total sessions to the website hit an all-time high, reaching 413.9K.

- **Optimized:** September is Locals Month blog
- **Optimized:** Camping page
- **Optimized:** Beyond the Port Experience Tours page
- **Optimized:** Sing Out Loud Festival page
- **Create & Deploy:** August Email send

Site Performance

Top Level Performance

413,969

VISITS TO WEBSITE

+93% YOY

346,545

WEBSITE USERS

+104% YOY

69,236

VISIT FROM ORGANIC

+20% YOY

598,508

PAGE VIEWS

+76% YOY

00:0:30

AVERAGE ENGAGEMENT TIME

PER SESSION

-39% YOY

152,577

ENGAGED SESSIONS

+9% YOY

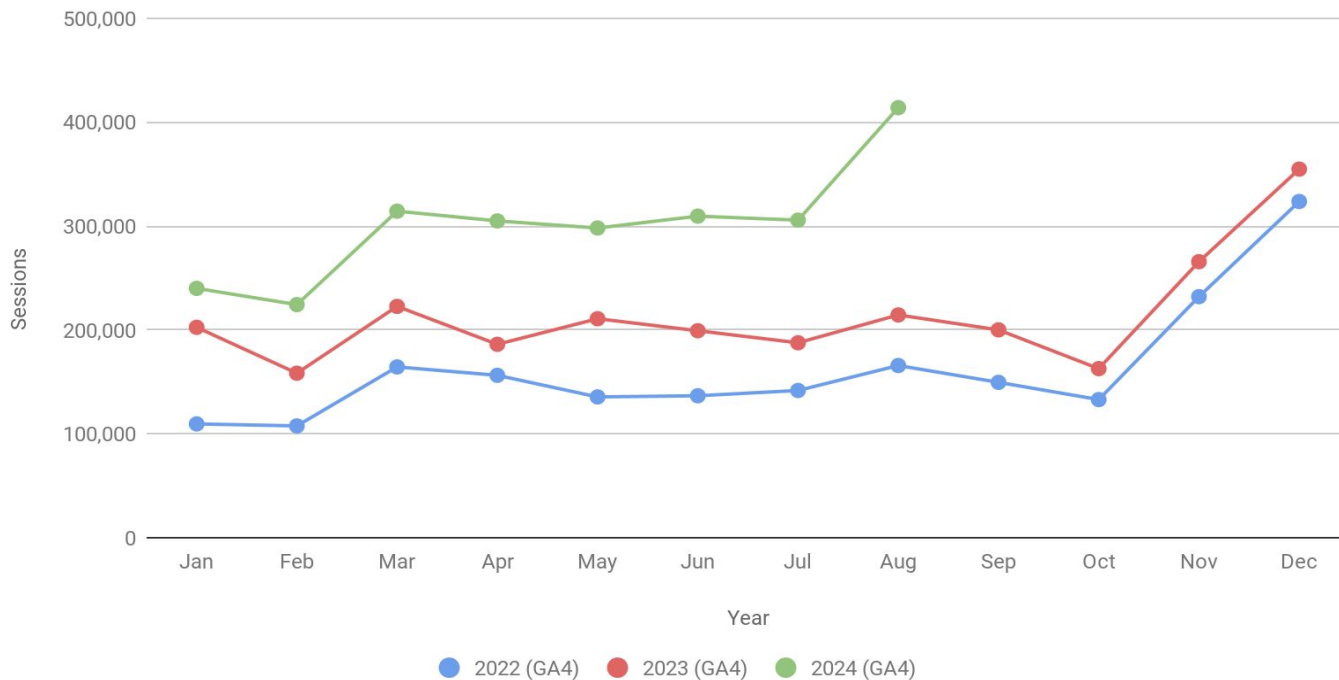
36.86%

ENGAGEMENT RATE

-44% YOY

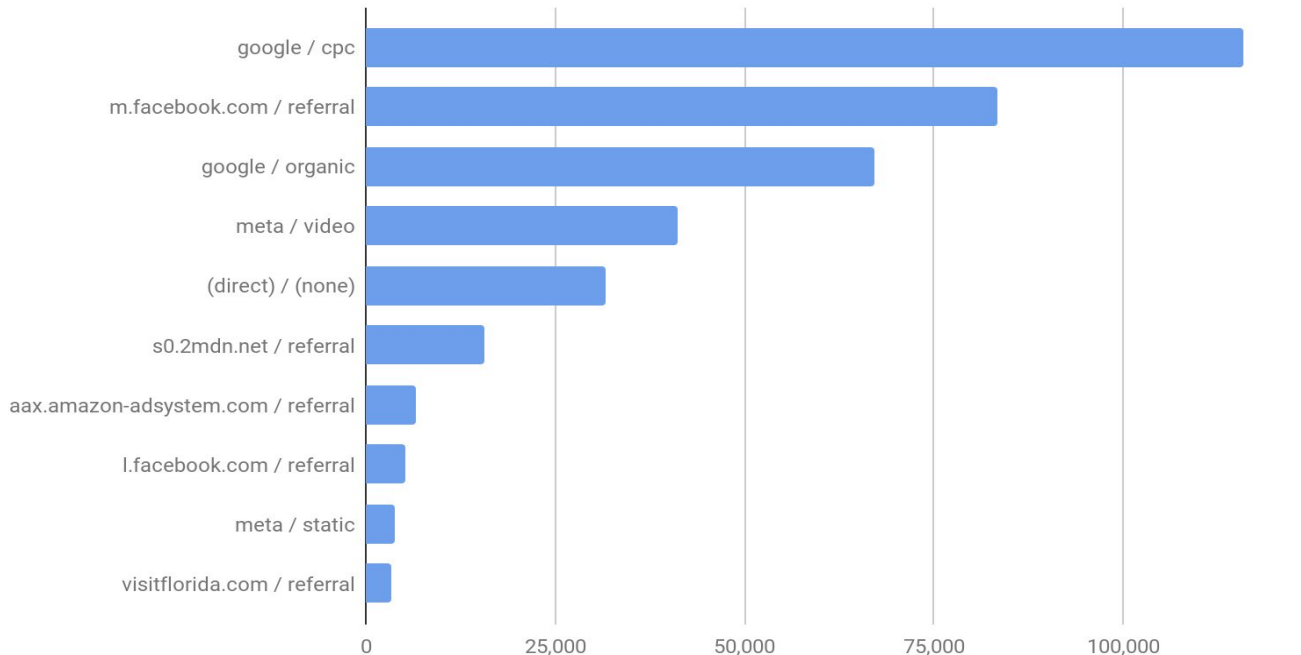
Sessions

Overall website sessions saw a 93% increase compared to last year. This is an all-time high of total website sessions to the website (413.9K).



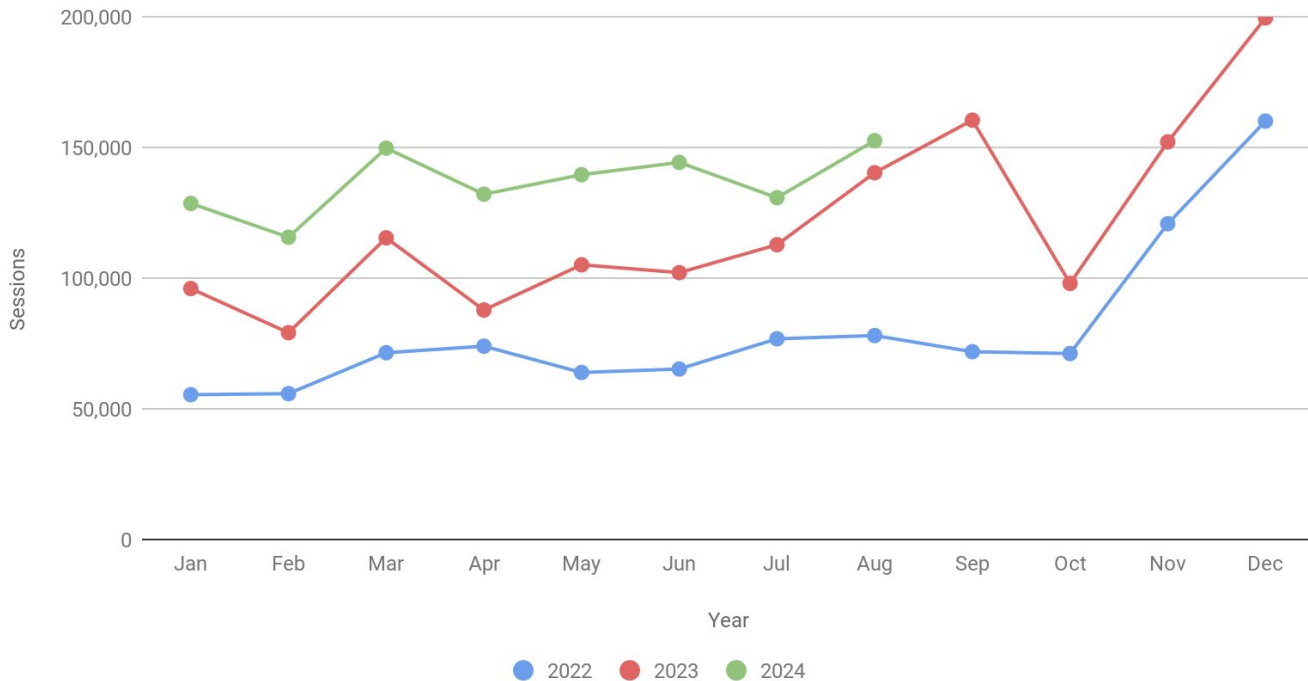
Traffic Sources

Traffic from Google CPC (+85%), mobile Facebook referrals (+1.1K%) and Google organic (+20%) drove the majority of the traffic to the website in August.



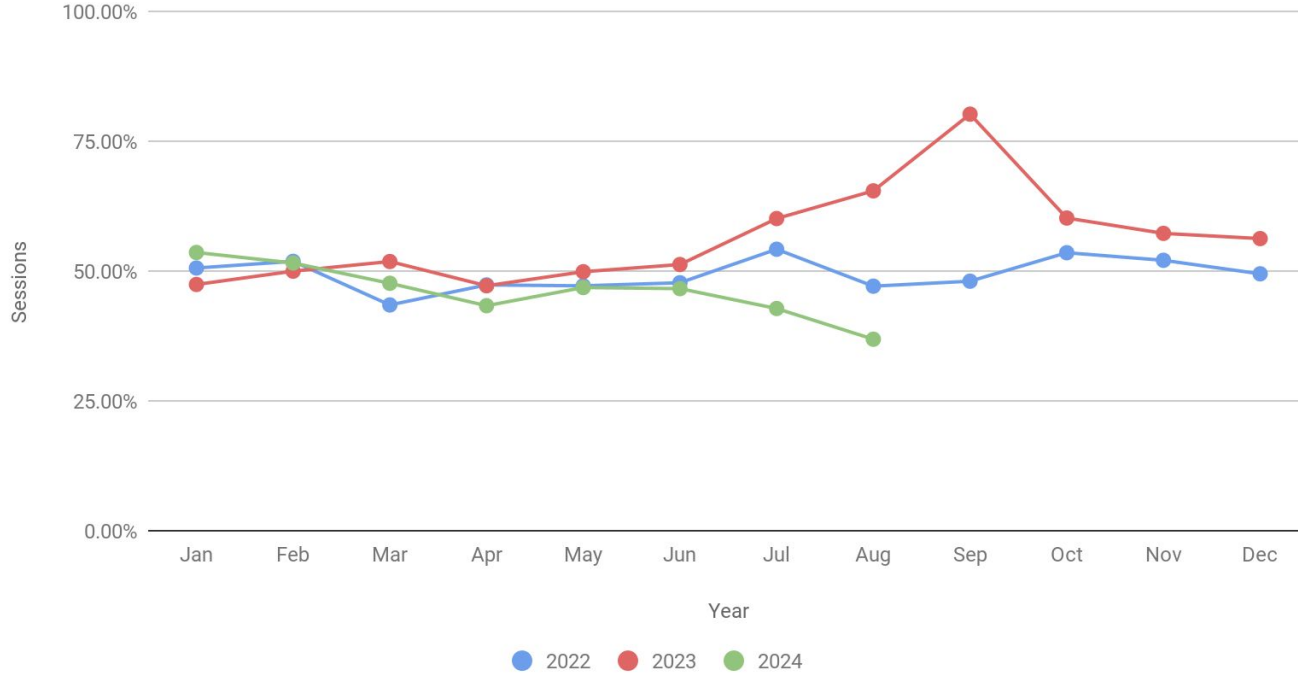
Engaged Sessions

We saw over 152K engaged sessions (+9%) , with an average engaged session of 00:30.



Engagement Rate

The engagement rate was 36.86% - a 44% decrease compared to last year.



Key Performance Indicators

In August, your partner referrals (+97%) and bookdirect clicks (+41%) saw nice year-over-year increases.

940

REQUESTS FOR
PHYSICAL GUIDES

275

ENEWSLETTER
SIGNUPS

17,758

OUTBOUND CLICKS
ON PARTNER
LISTINGS

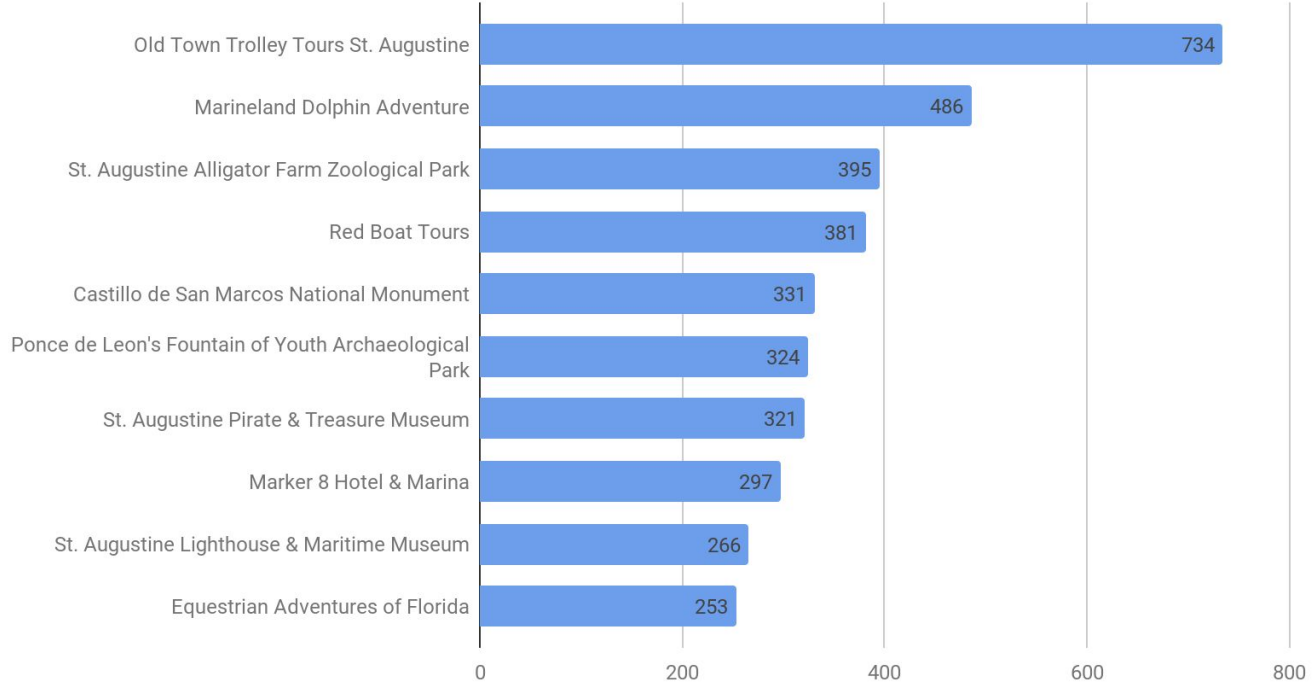
5,008

BOOKDIRECT CLICKS



Partner Listing Clicks

Marker 8 Hotel (+7.3K%), Red Boat Tours (+1.2K%) and St. Augustine Pirate & Treasure Museum (+664%) saw the highest year-over-year increases compared to last year.



Hispanic Microsite Performance

1,517

VISITS TO WEBSITE

+30% YOY

1,296

TOTAL USERS

+28% YOY

1,273

VISIT FROM ORGANIC

+40% YOY

3,839

PAGE VIEWS

+62% YOY

0:02:05

AVERAGE ENGAGEMENT TIME
PER SESSION

+5% YOY

1,116

ENGAGED SESSIONS

+36% YOY

73.57%

ENGAGEMENT RATE

+4% YOY

Organic Search

Organic Performance

69,236

VISITS TO WEBSITE

+20% YOY

51,927

TOTAL USERS

+15% YOY

115,126

PAGEVIEWS

+24% YOY

48,904

ENGAGED SESSIONS

+16% YOY

0:01:07

AVERAGE ENGAGEMENT TIME
PER SESSION

-6% YOY

70.63 %

ENGAGEMENT RATE

-3% YOY

93.92

% OF USERS

0% YOY

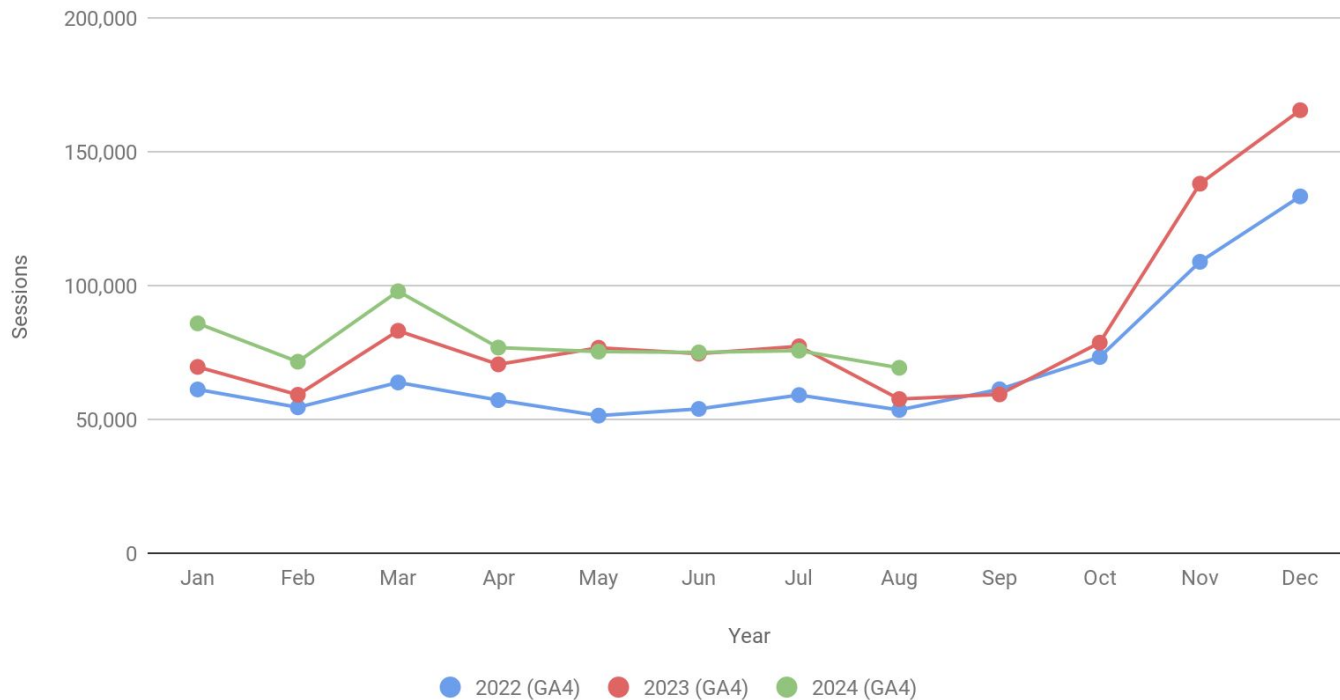
29.37%

BOUNCE RATE

+9% YOY

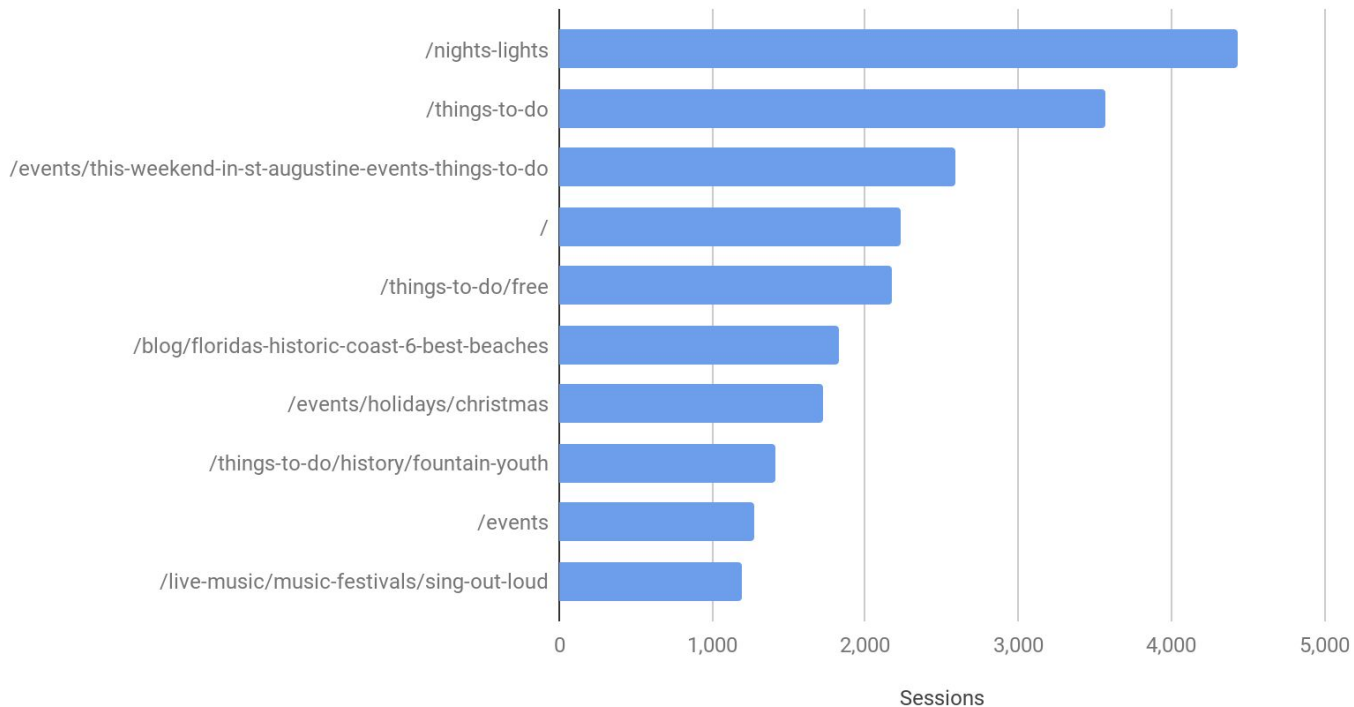
Organic Search

Organic sessions increased by 20% compared to last year.



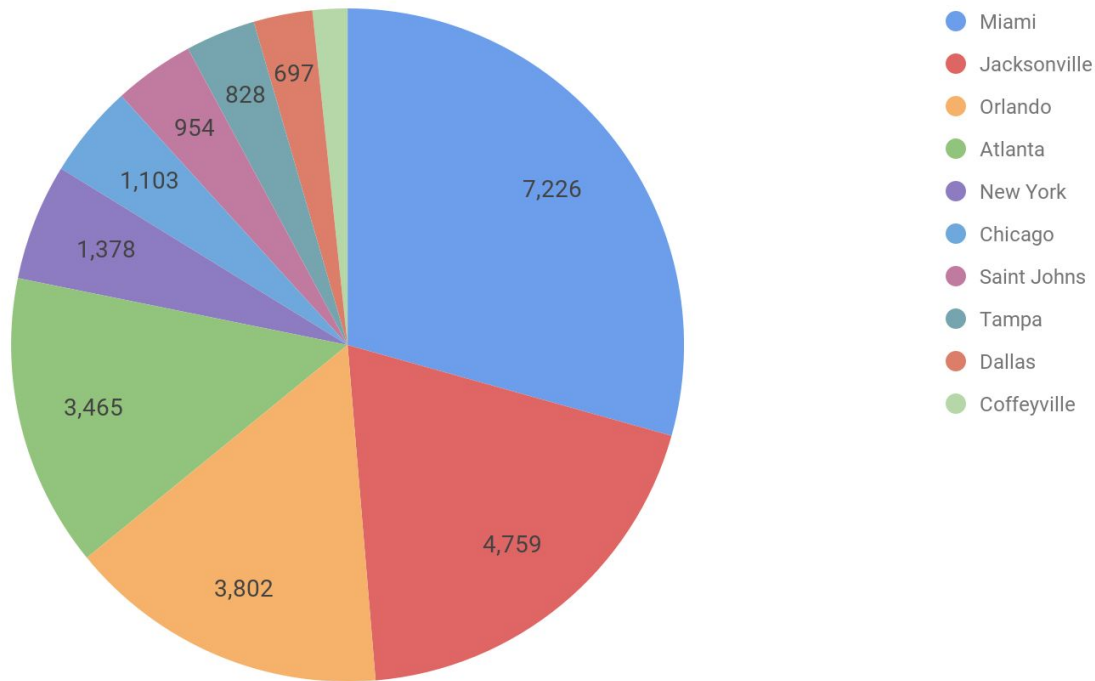
Top Landing Pages

In August, the Sing Out Loud page (+182%) and the Things to Do page (+69%) saw the highest year-over-year increases.



Sessions By City

Coffeyville (+3.3K%), Miami (+186%) and Orlando (+78%) saw the highest year-over-year increases.



Email Marketing

Email Performance

Opt-in Subscribers

32,150

MESSAGES SENT

29%

CTOR

975

SESSIONS

04:12

AVG. SESSION
DURATION

Other Source Subscribers

165,213

MESSAGES SENT

15%

CTOR

600

SESSIONS

05:16

AVG. SESSION
DURATION



Looking Ahead

September 2024

- **Optimize:** Greek Festival annual event page
- **Optimize:** Halloween Holiday page
- **Optimize:** Nights of Lights page
- **Optimize:** Radio page
- **Create & Deploy:** September Email send

Thank You