



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

SEPTEMBER 2024

76%

INCREASE IN TOTAL
SESSION vs. 2023

58%

INCREASE IN PARTNER
REFERRALS vs. 2023

21%

INCREASE IN ORGANIC
TRAFFIC vs. 2023

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

Site Performance

Top Level Performance

352,774

VISITS TO WEBSITE

+76% YOY

294,110

WEBSITE USERS

+95% YOY

71,750

VISIT FROM ORGANIC

+21% YOY

507,581

PAGE VIEWS

+55% YOY

0:00:33

AVERAGE ENGAGEMENT TIME
PER SESSION

-39% YOY

139,697

ENGAGED SESSIONS

-13% YOY

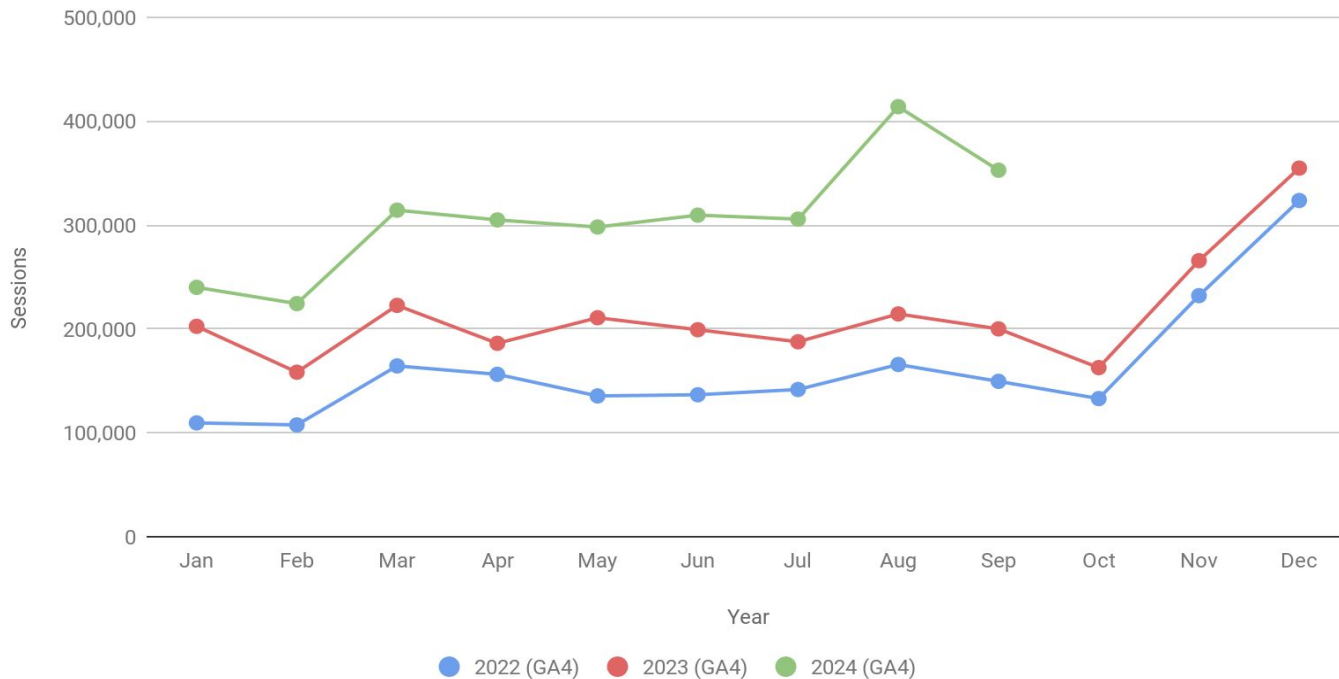
39.60%

ENGAGEMENT RATE

-51% YOY

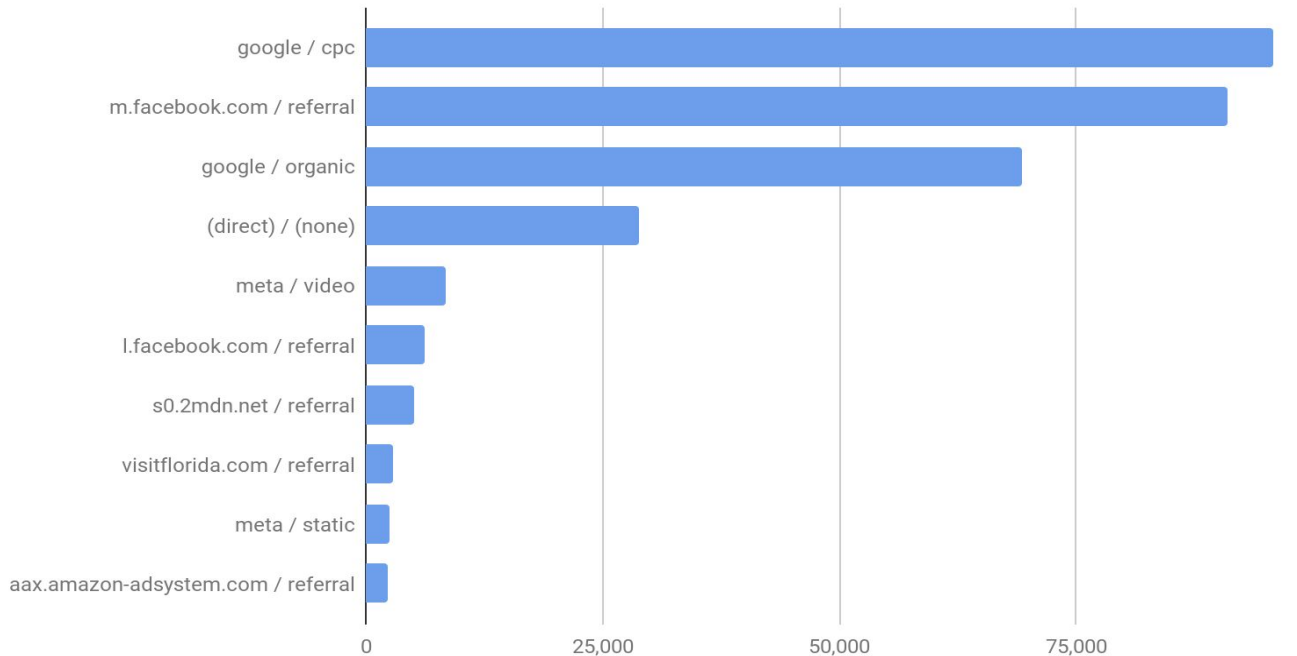
Sessions

Overall website sessions saw a 76% increase compared to last year.



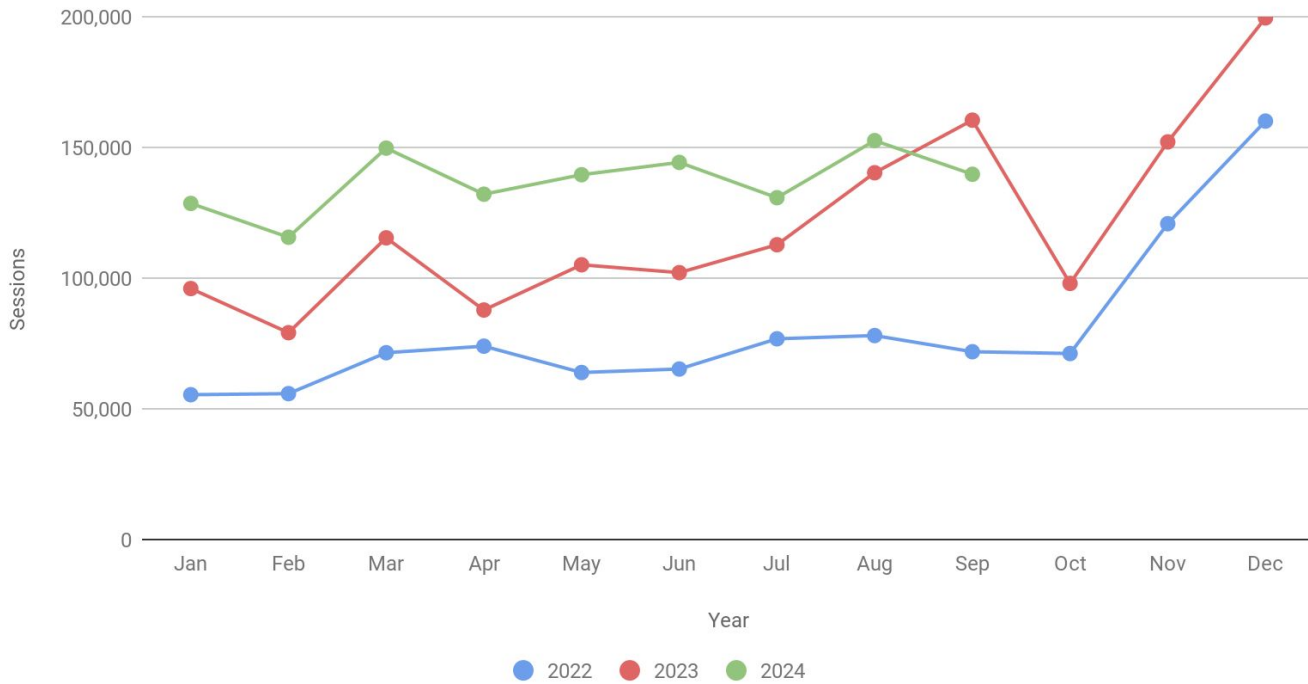
Traffic Sources

Traffic from Google CPC (+38%), mobile Facebook referrals (+2.1K%) and Google organic (+22%) continued to drive strong traffic into the website in September.



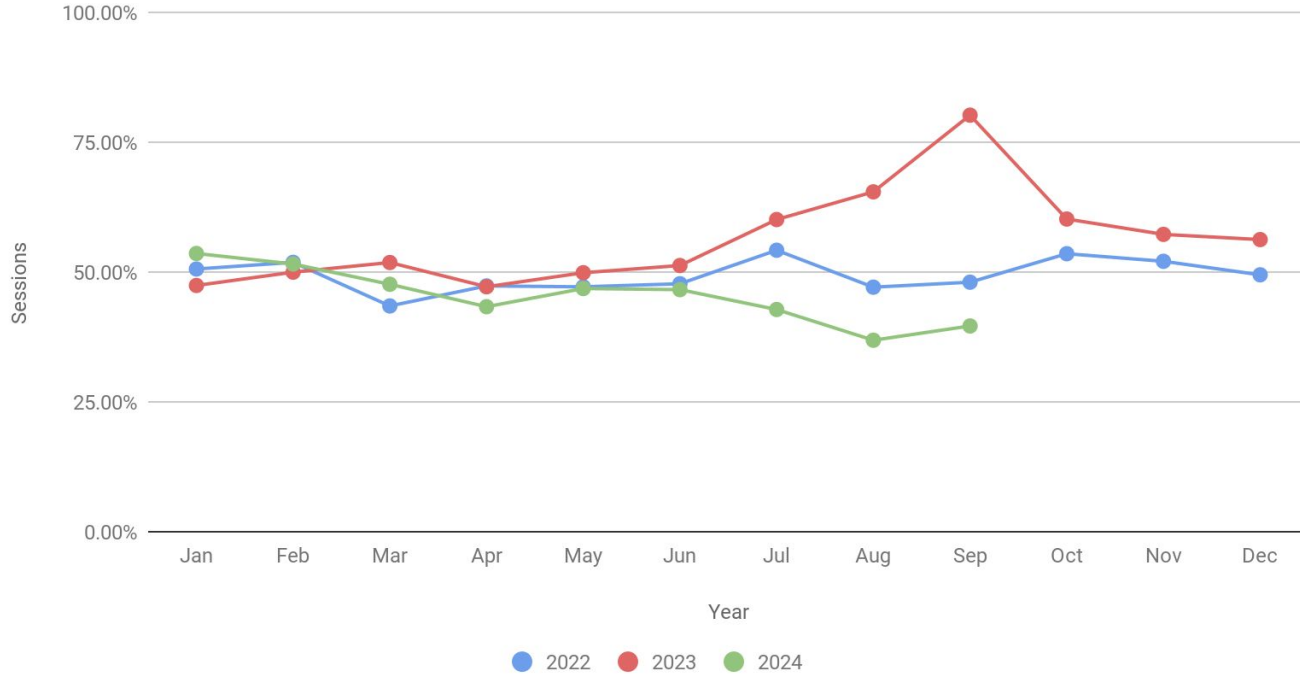
Engaged Sessions

We saw over 139K engaged sessions (-13%) , with an average engaged session of 00:33.



Engagement Rate

The engagement rate was 39.60% - a 51% decrease compared to last year.



Key Performance Indicators

In September, your partner referrals (+58%) and visitor guide requests (+28%) saw nice year-over-year increases.

876

REQUESTS FOR
PHYSICAL GUIDES

251

ENEWSLETTER
SIGNUPS

14,810

OUTBOUND CLICKS
ON PARTNER
LISTINGS

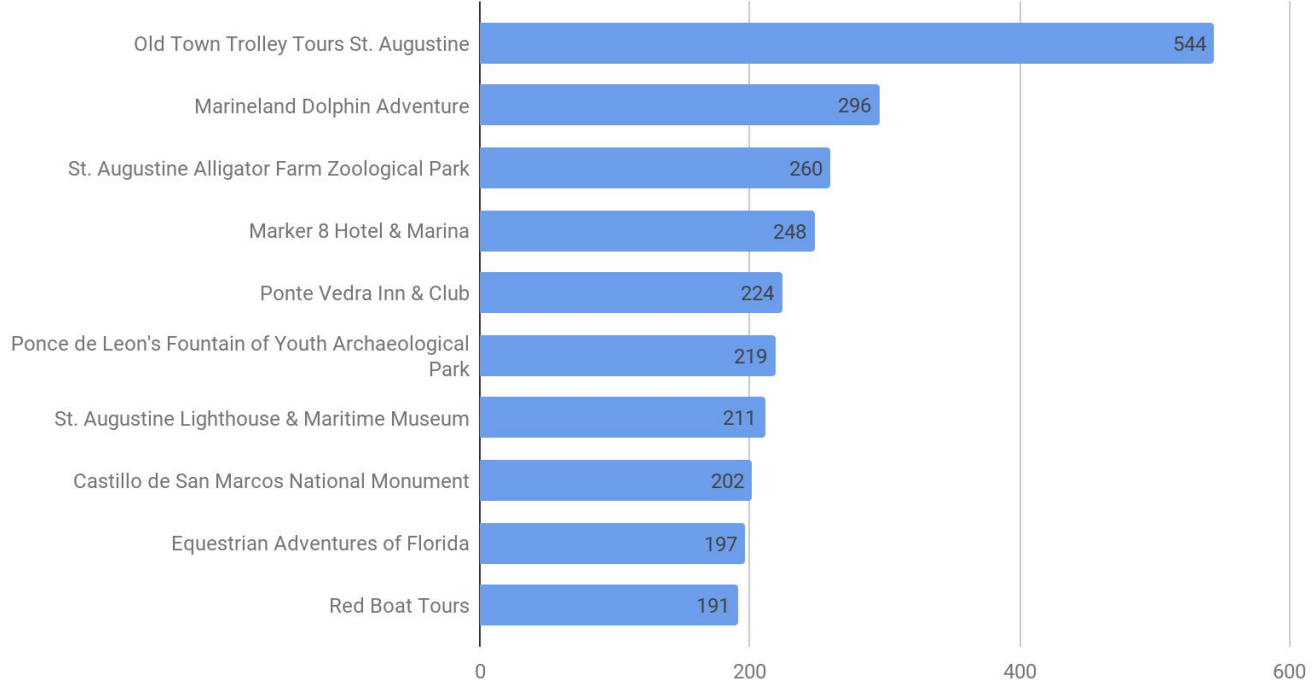
4,587

BOOKDIRECT CLICKS



Partner Listing Clicks

Marineland Dolphin Adventures increased 196% and Ponte Vedra Inn & Club increased 261%.



Hispanic Microsite Performance

1,365

VISITS TO WEBSITE

+47% YOY

1,207

TOTAL USERS

+52% YOY

1,145

VISIT FROM ORGANIC

+38% YOY

3,693

PAGE VIEWS

+97% YOY

0:01:56

AVERAGE ENGAGEMENT TIME
PER SESSION

-3% YOY

1,012

ENGAGED SESSIONS

+52% YOY

74.14%

ENGAGEMENT RATE

+4% YOY

Organic Search

Organic Performance

71,750

VISITS TO WEBSITE

+21% YOY

56,262

TOTAL USERS

+26% YOY

125,273

PAGEVIEWS

+31% YOY

50,802

ENGAGED SESSIONS

+16% YOY

0:01:11

AVERAGE ENGAGEMENT TIME
PER SESSION

-5% YOY

70.80%

ENGAGEMENT RATE

-5% YOY

52,507

NEW USERS

+25% YOY

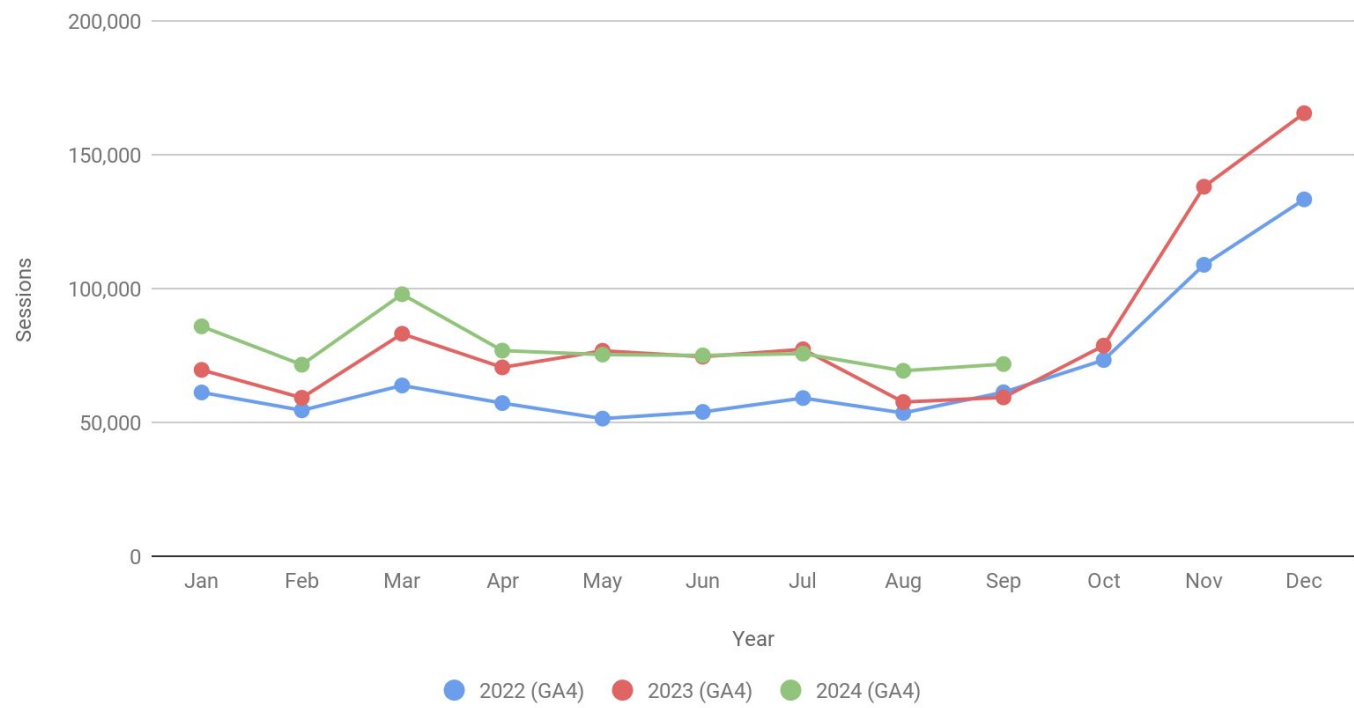
29.20%

BOUNCE RATE

+13% YOY

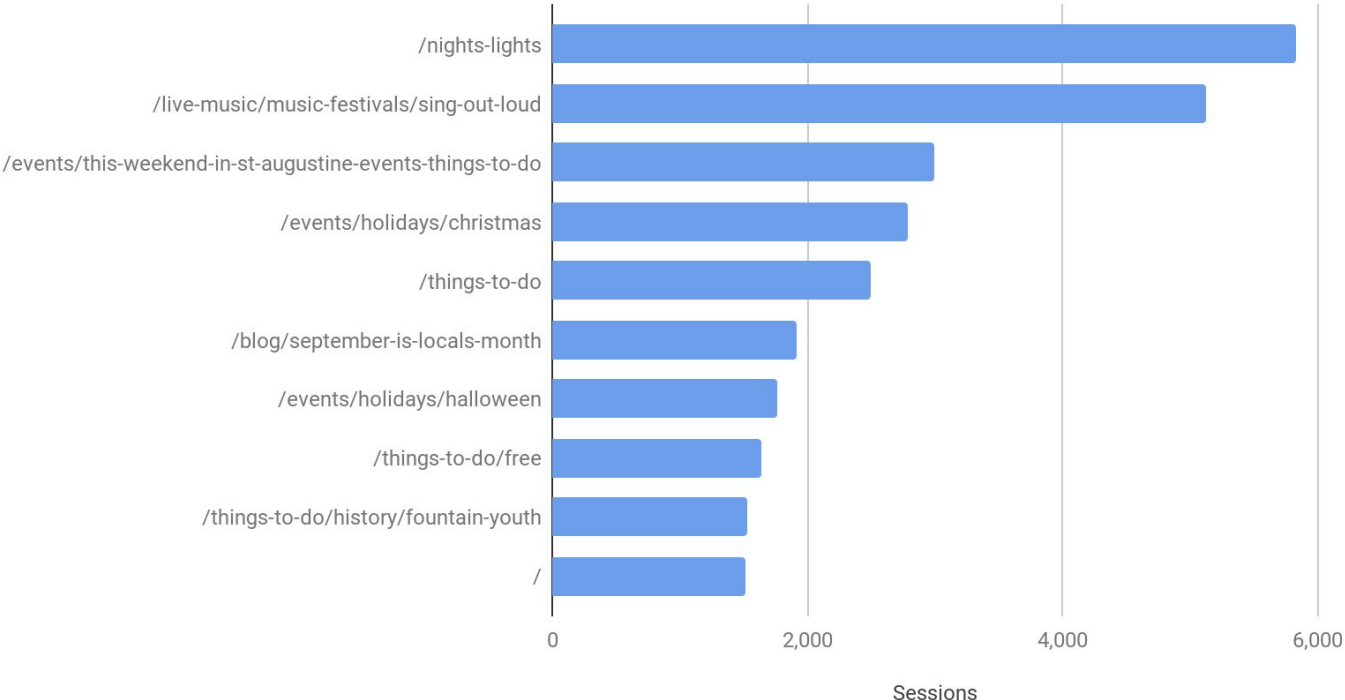
Organic Search

Organic sessions increased by 21% compared to last year.



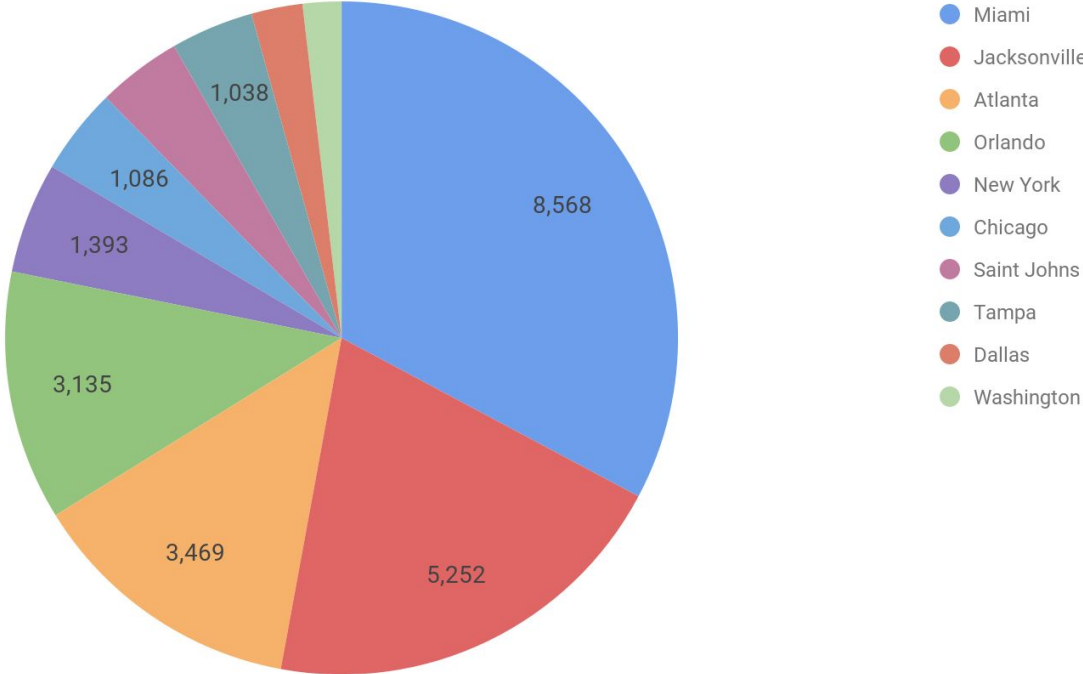
Top Landing Pages

Nights of Lights increased 23% and Sing Out Loud increased 319% compared to September 2023.



Sessions By City

Traffic from Jacksonville increased 19% and Tampa increased 91% year-over-year.



Email Marketing

Email Performance

Opt-in Subscribers

32,268

MESSAGES SENT

26%

CTOR

1,083

SESSIONS

03:47

AVG. SESSION
DURATION

Other Source Subscribers

164,742

MESSAGES SENT

24%

CTOR

724

SESSIONS

05:05

AVG. SESSION
DURATION



Looking Ahead

October 2024

- **Optimize:** Noches de Luces Page
- **Optimize:** Whiskey, Wine and Wildlife Festival Page
- **Optimize:** Paranormal Activities Page
- **Optimize:** Free TTD Page
- **Create & Deploy:** October Email send

Thank You