



TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

SEPTEMBER 2025

13%

INCREASE IN
IMPRESSIONS
YOY

75%

INCREASE IN BOOK DIRECT
CLICKS YOY

48%

INCREASE IN AVG.
ENGAGEMENT TIME
PER SESSION YOY



**In September, LLM
sessions to website hit
an all-time high,
reaching 583 sessions.**

- **Optimized:** Cracker Day page
- **Enhanced:** Fishing page
- **Optimized:** Halloween page

Site Performance

Top Level Performance

141,822

VISITS TO WEBSITE

-60% YOY

109,243

WEBSITE USERS

-63% YOY

50,829

VISIT FROM ORGANIC

-29% YOY

227,271

PAGE VIEWS

-55% YOY

3,593,884

IMPRESSIONS

+13% YOY

0:00:49

AVERAGE ENGAGEMENT TIME

PER SESSION

+48% YOY

82,770

ENGAGED SESSIONS

-41% YOY

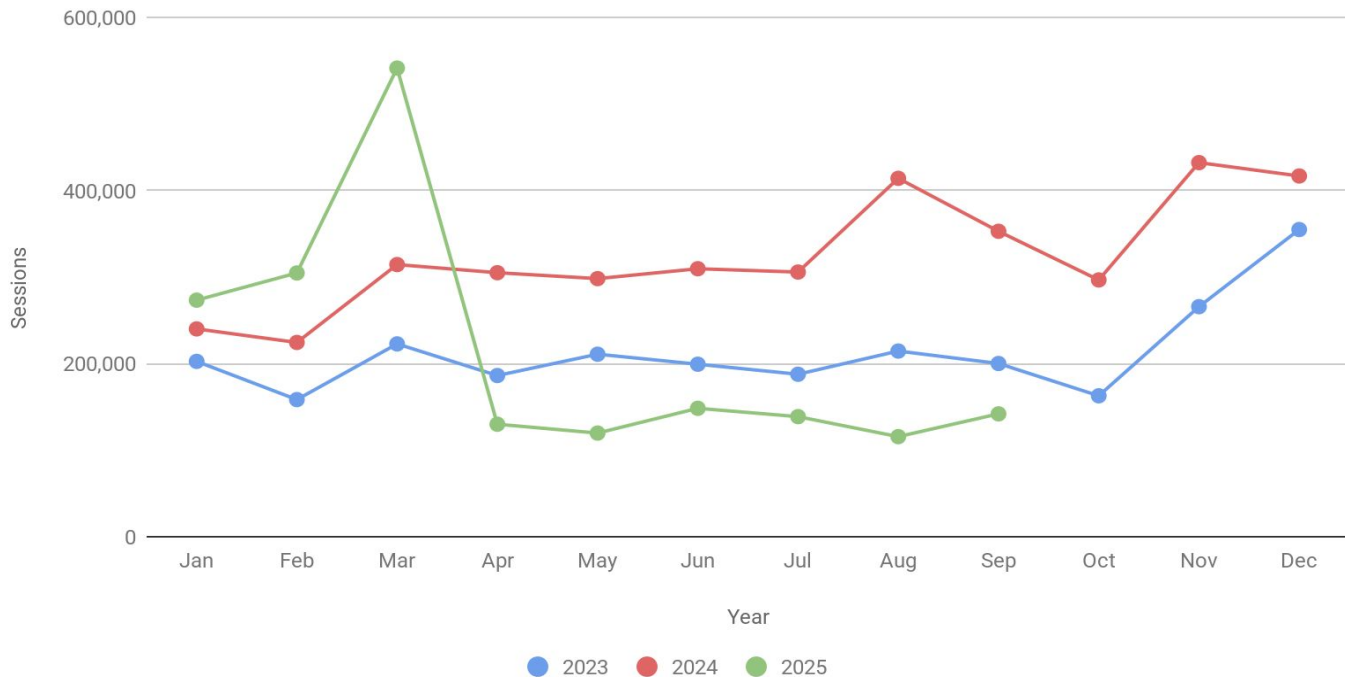
58.36%

ENGAGEMENT RATE

+19% YOY

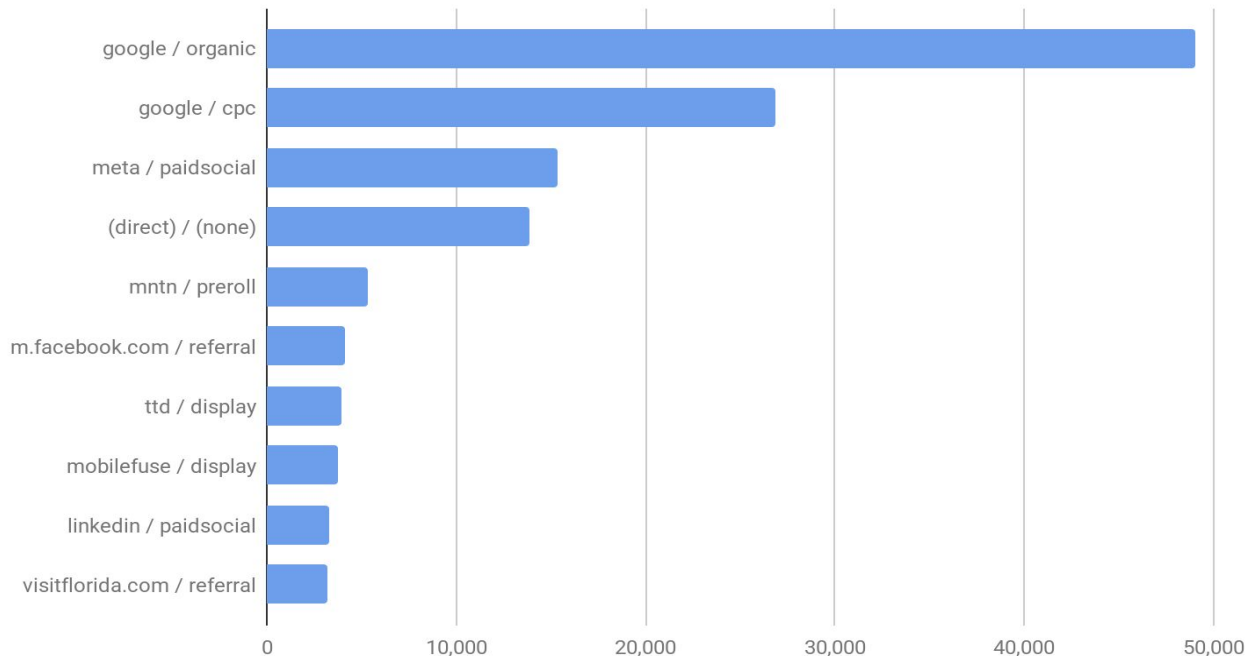
Sessions

Overall website sessions saw a 60% decrease compared to last year.



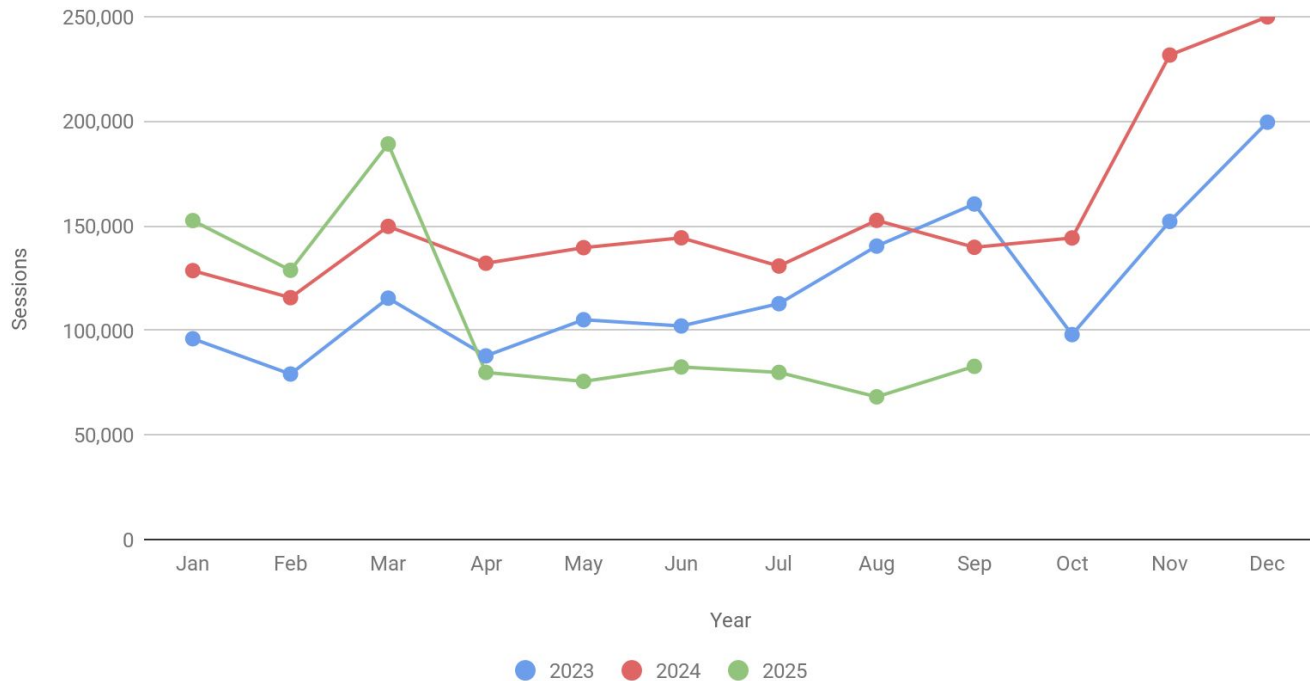
Traffic Sources

Google organic (-29%) and Google CPC (-72%) drove the most traffic to the website in September.



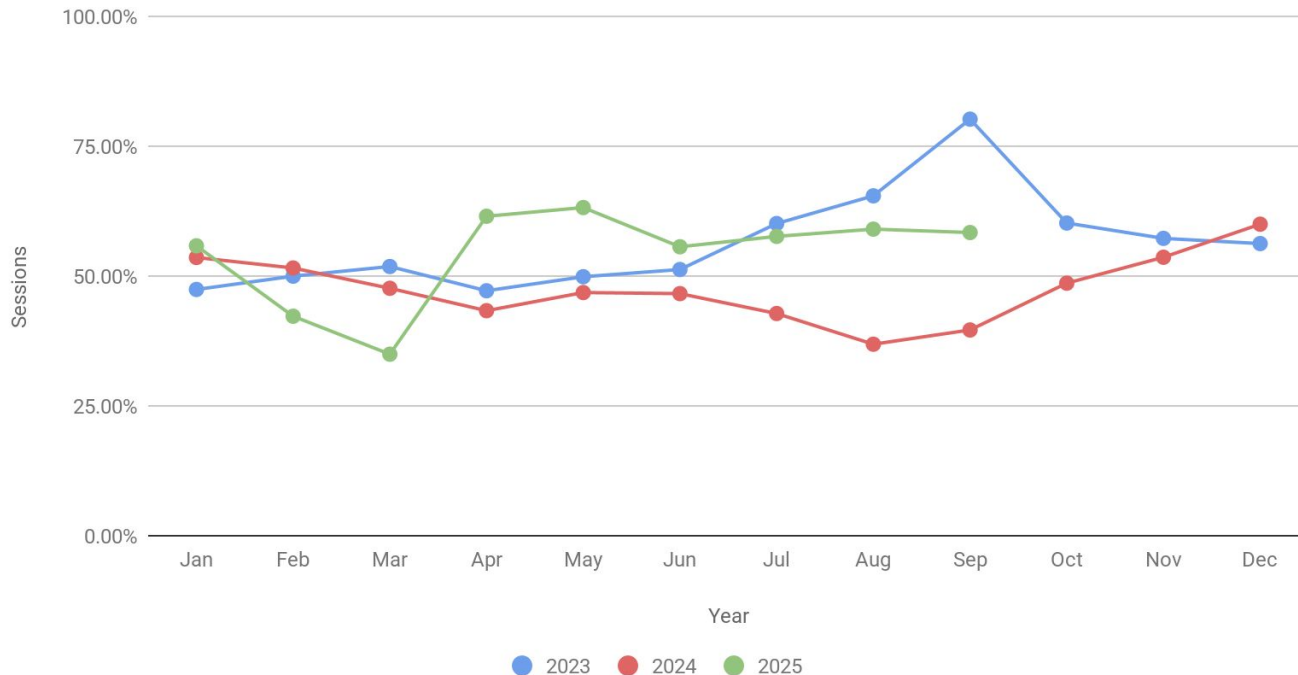
Engaged Sessions

We saw over 82K engaged sessions with an average engagement time per session of 00:49 (+48%).



Engagement Rate

The engagement rate was 58.36% - a 19% increase compared to last year.



Key Performance Indicators

Newsletter signups increased 12% and Bookdirect clicks increased 75%.

746

REQUESTS FOR
PHYSICAL GUIDES

282

ENEWSLETTER
SIGNUPS

8,817

OUTBOUND CLICKS
ON PARTNER
LISTINGS

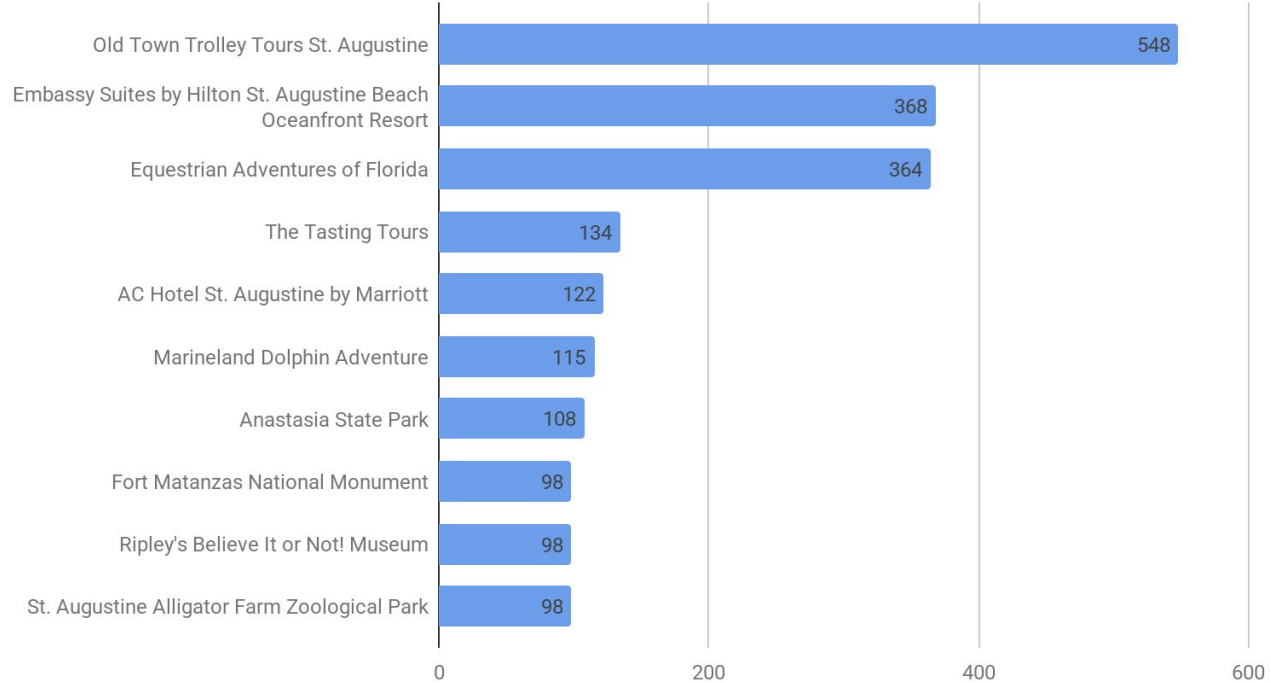
8,786

BOOKDIRECT CLICKS



Partner Listing Clicks

Embassy Suites by Hilton St Augustine Beach Oceanfront Resort increased 212% and Equestrian Adventures of Florida increased 85%



Hispanic Microsite Performance

860

VISITS TO WEBSITE

-37% YOY

735

TOTAL USERS

-39% YOY

608

VISIT FROM ORGANIC

-47% YOY

2,023

PAGE VIEWS

-45% YOY

0:01:12

AVERAGE ENGAGEMENT TIME

PER SESSION

-38% YOY

664

ENGAGED SESSIONS

-34% YOY

77.21%

ENGAGEMENT RATE

+3% YOY

Organic Search

Organic Performance

50,829

VISITS TO WEBSITE

-29% YOY

38,229

TOTAL USERS

-32% YOY

81,851

PAGEVIEWS

-35% YOY

35,086

ENGAGED SESSIONS

-31% YOY

0:01:03

AVERAGE ENGAGEMENT TIME

PER SESSION

-11% YOY

69.03%

ENGAGEMENT RATE

-2% YOY

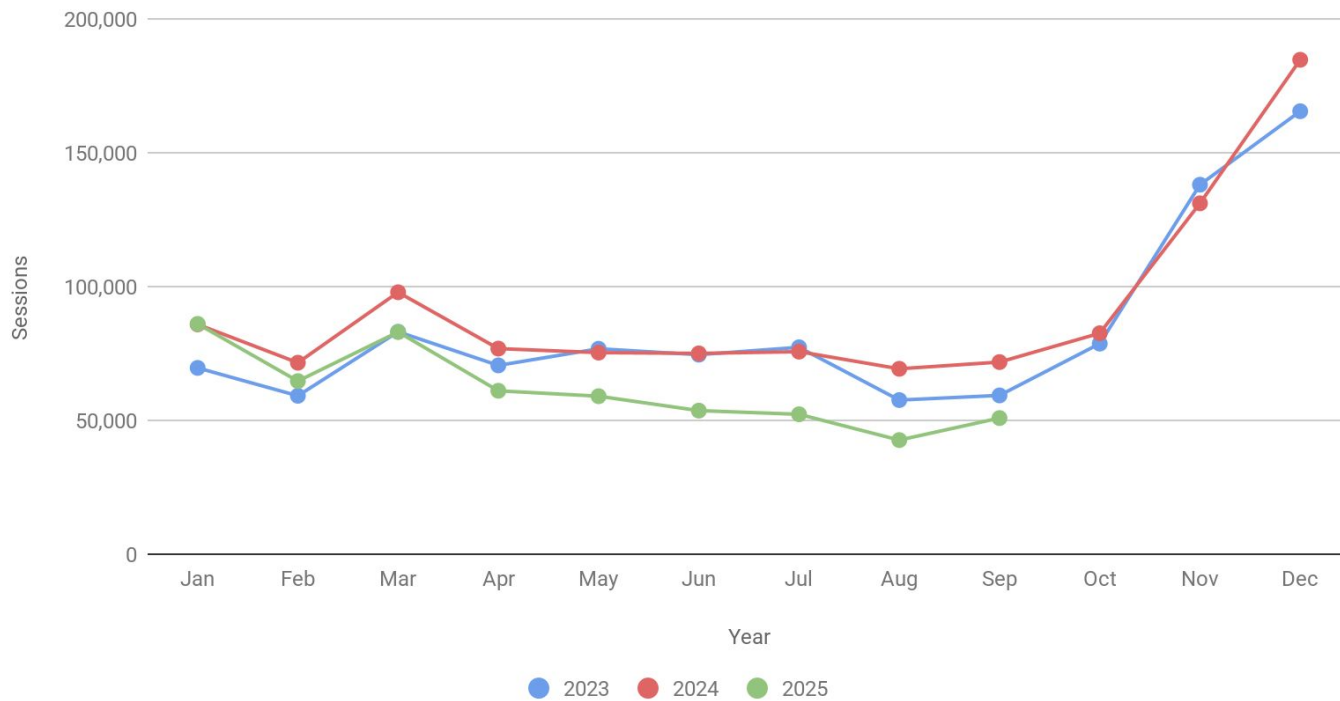
34,878

NEW USERS

-34% YOY

Organic Search

Organic sessions were down 29% compared to last year.



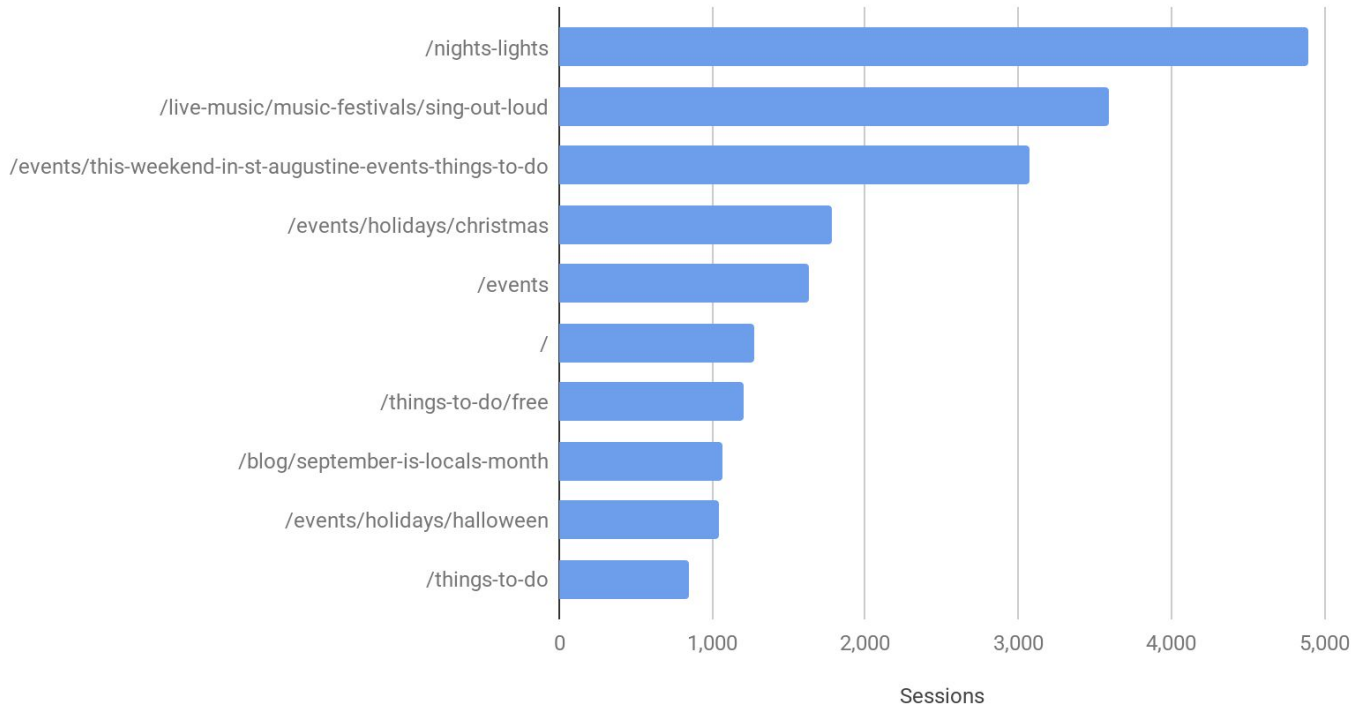
Top Keywords

Total site impressions have increased 13% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
sing out loud festival	710	4.27	1.32	2.98%
st augustine christmas lights	417	3.15	-1.98	15.34%
sing out loud festival 2025	311	3.48	0.86	2.92%
st augustine events this weekend	309	1.09	-0.62	31.86%
sing out loud	293	3.49	-0.14	3.49%
things to do in st augustine	268	5.13	0.51	1.71%
st augustine events	254	1.89	-0.76	19.74%
st augustine lights	248	2.29	-3.84	23.94%
nocatee farmers market	237	1.93	0.08	27.75%
night of lights st augustine	197	2.12	-6.11	11.85%

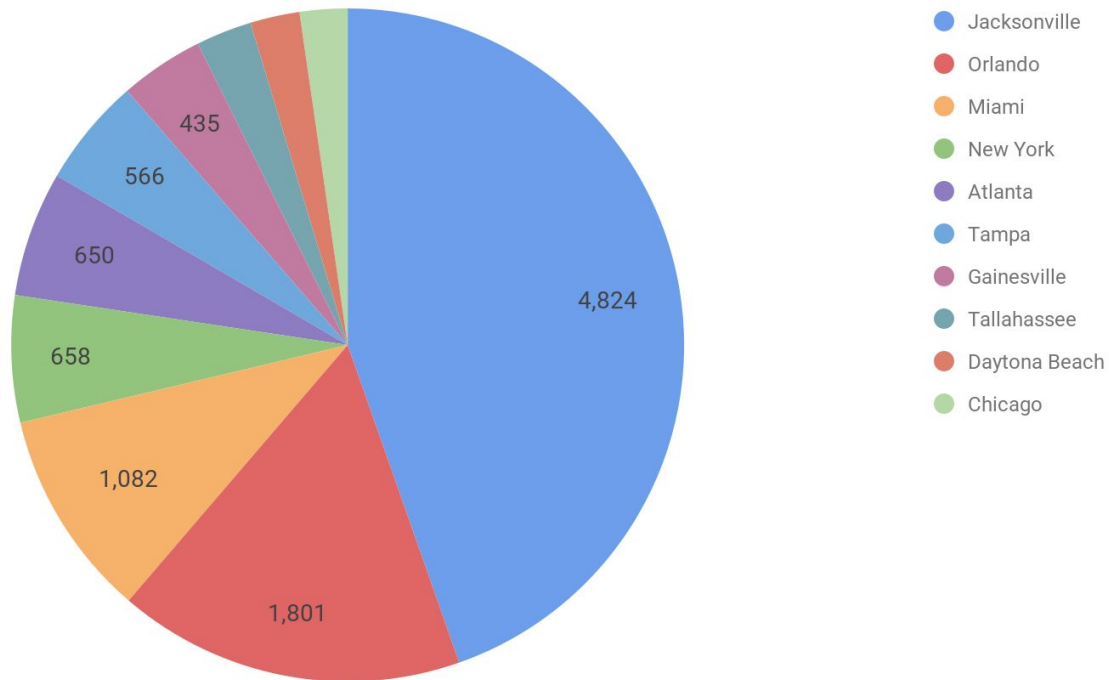
Top Landing Pages

The Events page increased 13% year-over-year and This Weekend in St. Augustine Events page increased 3% year-over-year.



Sessions By City

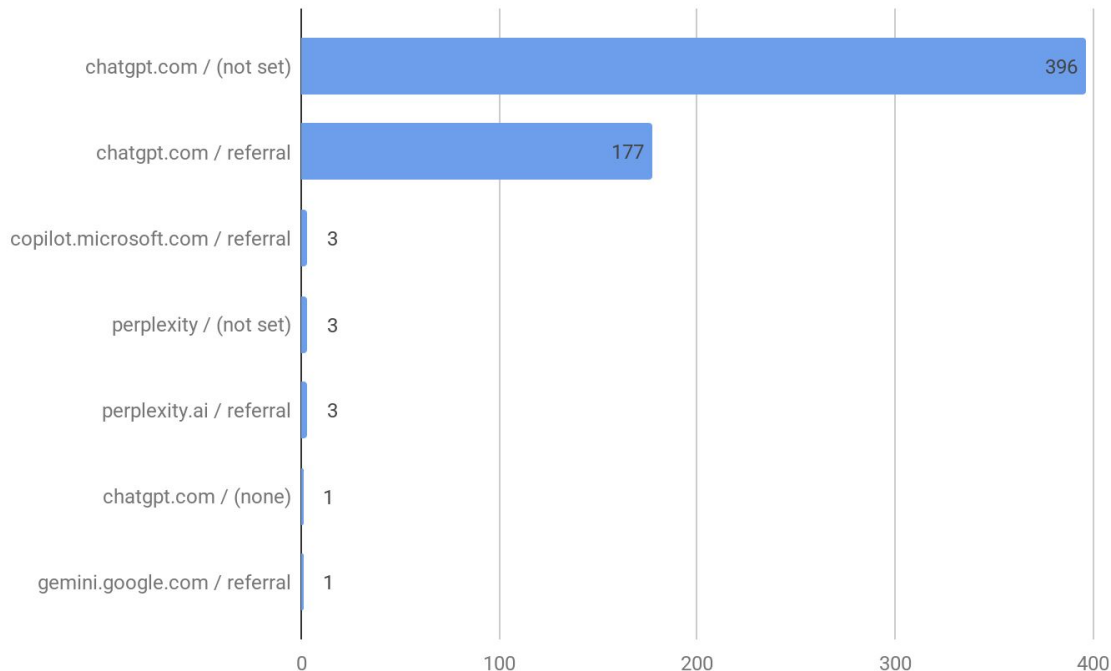
Tallahassee increased 36% and Daytona Beach increased 3% year-over-year.



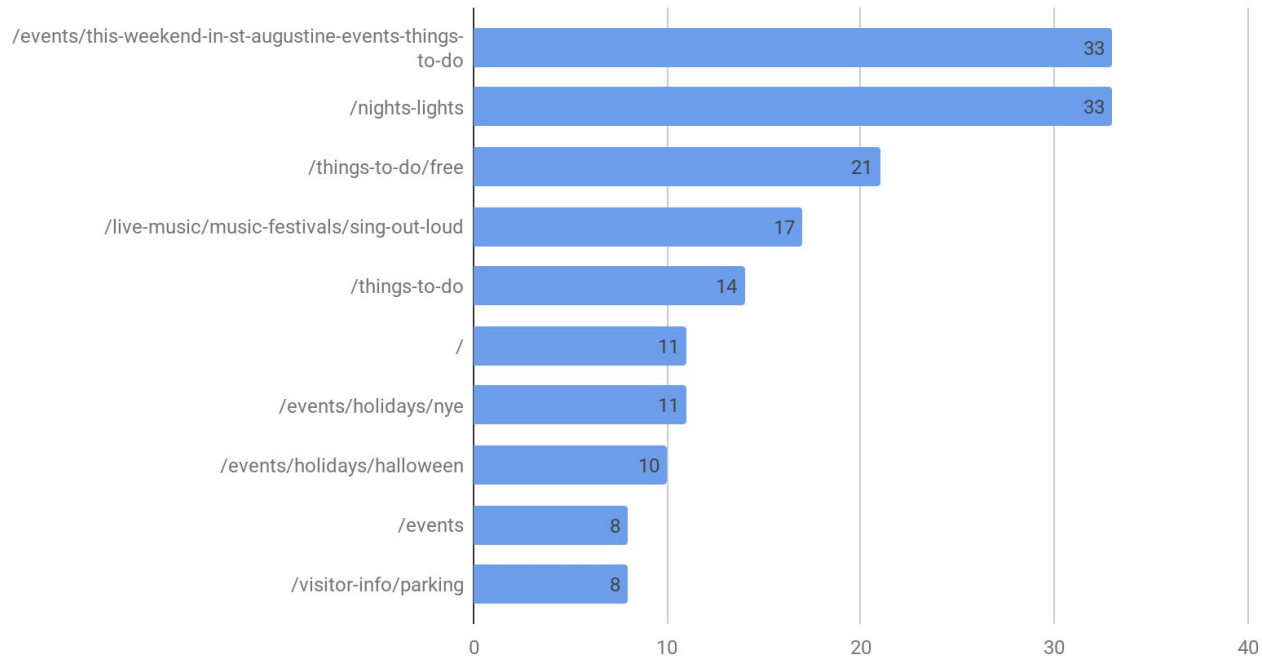
LLM Performance

LLM Traffic Sources

LLM Sessions saw an all-time high, up 8.2K% compared to last year and 48% compared to last month.



LLM Landing Pages



Email Marketing

Email Performance

Opt-in Subscribers

41,004

MESSAGES SENT

44%

CTOR

1,734

SESSIONS

0:04:26

AVG. SESSION
DURATION

Other Source Subscribers

163,586

MESSAGES SENT

37%

CTOR

677

SESSIONS

0:03:26

AVG. SESSION
DURATION

Total Subscribers: 269,803



Looking Ahead

October 2025

- **Optimize:** Christmas Holiday page
- **Enhance:** Thanksgiving Dining blog
- **Optimize:** Nights of Lights page

November 2025

- **Optimize:** Nights of Lights Shuttle page
- **Enhance:** Holiday Shopping blog
- **Enhance:** Offbeat blog

Thank You