tempest September Performance Report

Key Takeaways:

AI Visibility:
- LLM Session increased **14% YoY**
- Generative AI Impressions were up **25%** MoM
- ChatGPT sessions: **10%** increase YoY

Traffic Performance:
Overall sessions decreased **23% YoY**, driven primarily by:
- google / organic (-23%)
- google / cpc (-8%)
- meta / paidsocial (-64%)

Top Partners:
- The Pickle Factory (129 clicks)
- Castillo de San Marcos National Monument (**+46%**)
- Red Boat Tours (**+216%**)

Top Landing Pages:
- /blog/juan-ponce-de-leon/ (**+215%**)
- /beaches/crescent-beach/ (**+33%**), earned AIO citations for "crescent beach"
- /nights-lights/ (**+48%**), earned an AIO citation for "st augustine christmas lights 2026"

Top Markets:
- Orlando: **+4%**
- Philadelphia: **+71%**
- San Francisco: **+262%**

Email Performance

Total Subscribers: 303,744

Opt-In Email:
- **Messages Sent:** 44,444
- **CTOR:** 14%
- **Visit to Website:** 618
- **Length of Visit:** 0:04:02

Other Source Subscribers Email:
- **Messages Sent:** 170,381
- **CTOR:** 18%
- **Visit to Website:** 343
- **Length of Visit:** 0:02:20

Tasks Completed in September:

- **Enhance:** Annual Cracker Day
- **Enhance:** Halloween
- **Enhance:** St. Augustine Greek Festival
- **Enhance:** Perfect Patios blog
- **September Monthly Email**

Upcoming Tasks:

October:
- **Optimize:** Haunted St. Augustine blog
- **Create:** BBQ Restaurants in St. Augustine blog
- **Enhance:** Sightseeing Tours
- **Optimize:** Nights of Lights
- **October Monthly Email**

We'd love to see you at Tourism Academy 2027! Join us May 24–27 in Long Beach, California. Secure your spot at tourismacademy.com.

Please Note: Data processing may take up to 24–48 hours, especially for GA4 and GSC reports.

Executive Summary
GA4 Performance
GSC Performance
AI Visibility

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FLORIDA'S HISTORIC COAST

Top Level Website Performance

Website Traffic & Engagement

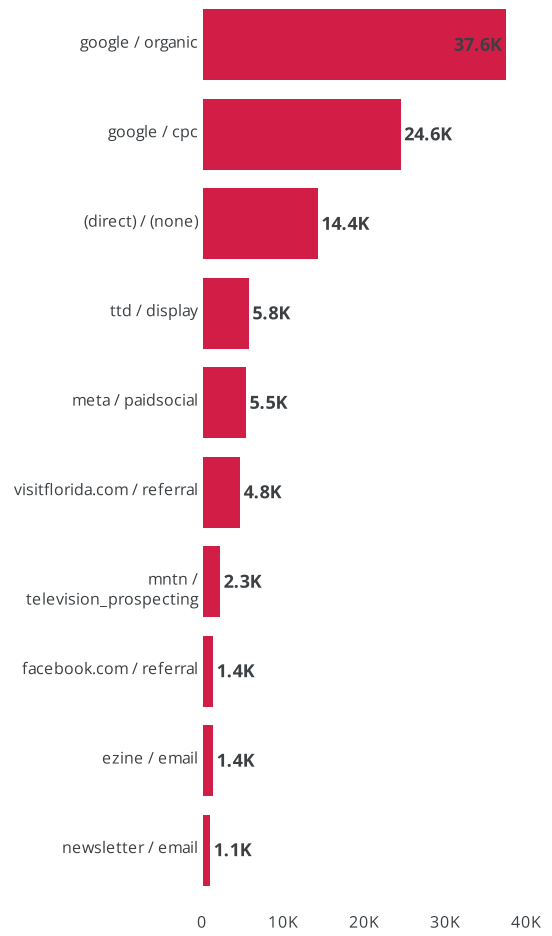
Monthly Website Performance

107,086	88,624	39,627	169,428
-23.4% YOY	-17.8% YOY	-22.0% YOY	-24.9% YOY
Total Sessions	**Total Users**	**Organic Sessions**	**Total View**
00:00:49	56,432	52.70%	2,645,689
-2.3% YOY	-31.1% YOY	-10.0% YOY	-26.4% YOY
Avg Engagement Time Per Sessions	**Engaged Sessions**	**Engagement Rate**	**Google Search Impressions**

YTD Website Performance

993,602	775,661	385,861	1,652,794
-47.2% YOY	-48.8% YOY	-31.9% YOY	-43.7% YOY
Total Sessions	**Total Users**	**Organic Sessions**	**Total View**
00:00:51	587,352	59.11%	
17.9% YOY	-37.3% YOY	18.7% YOY	
Avg Engagement Time Per Sessions	**Engaged Sessions**	**Engagement Rate**	

Top 10 Traffic Sources



Sep 1, 2026 - Sep 30,

Executive Summary

Website Performance

Organic Performance

Custom Reports

Key Metric Report

GSC

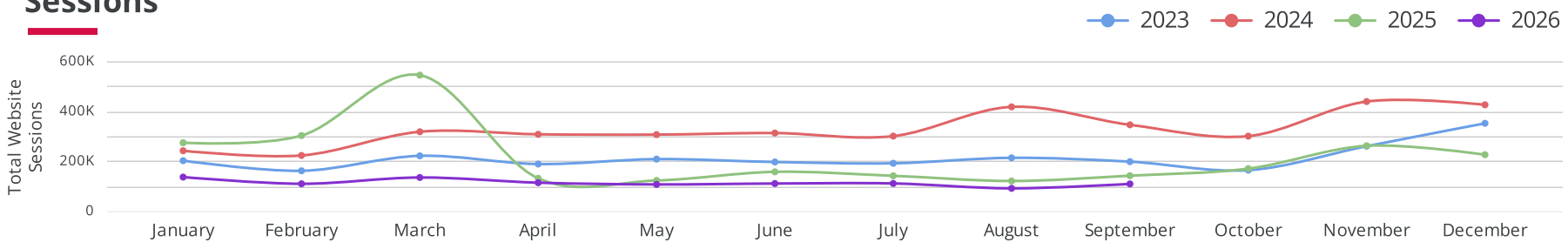
AI

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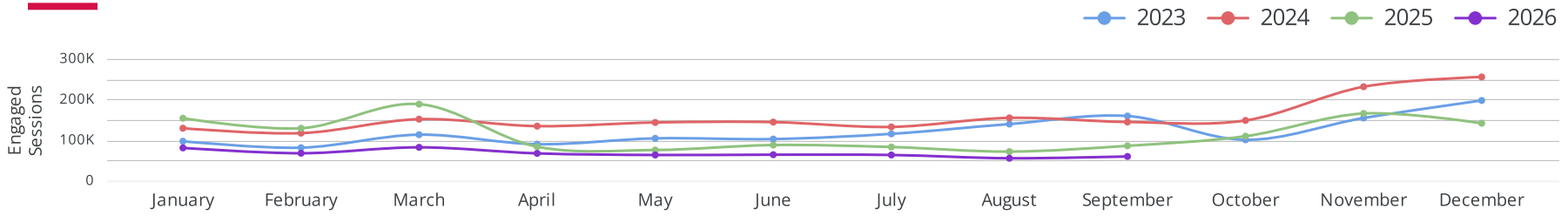
Website Traffic & Engagement

Top Level Website Performance

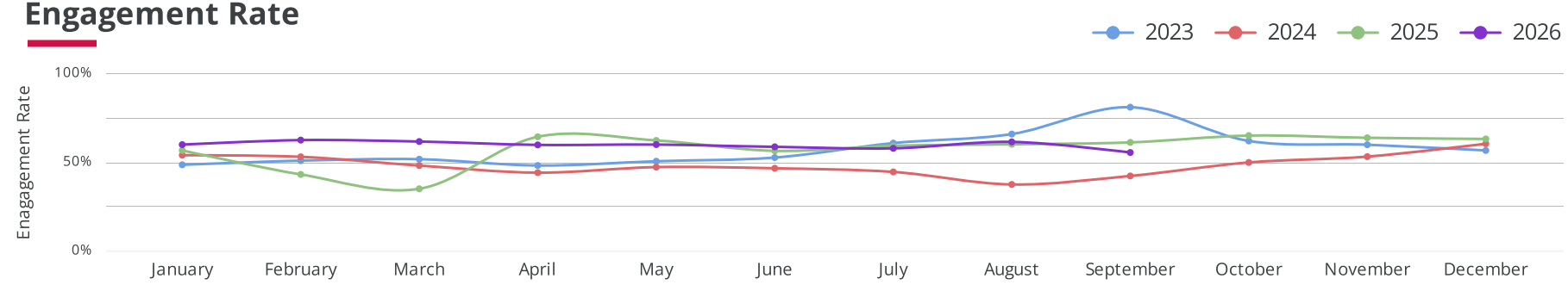
Sessions



Engaged Sessions



Engagement Rate



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AI

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Top Level Organic Performance

Traffic & Engagement

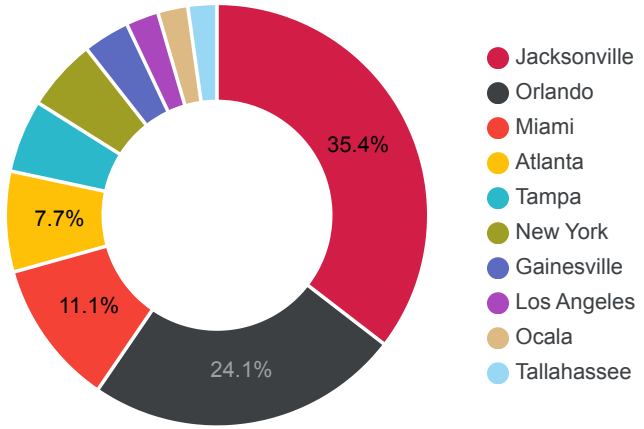
Monthly Organic Performance

39,627	29,574	27,011	68.16%
-22.0% YOY	-22.7% YOY	-23.1% YOY	-1.4% YOY
Total Organic Sessions	Total Organic Users	Engaged Sessions (Organic)	Engagement Rate (Organic)

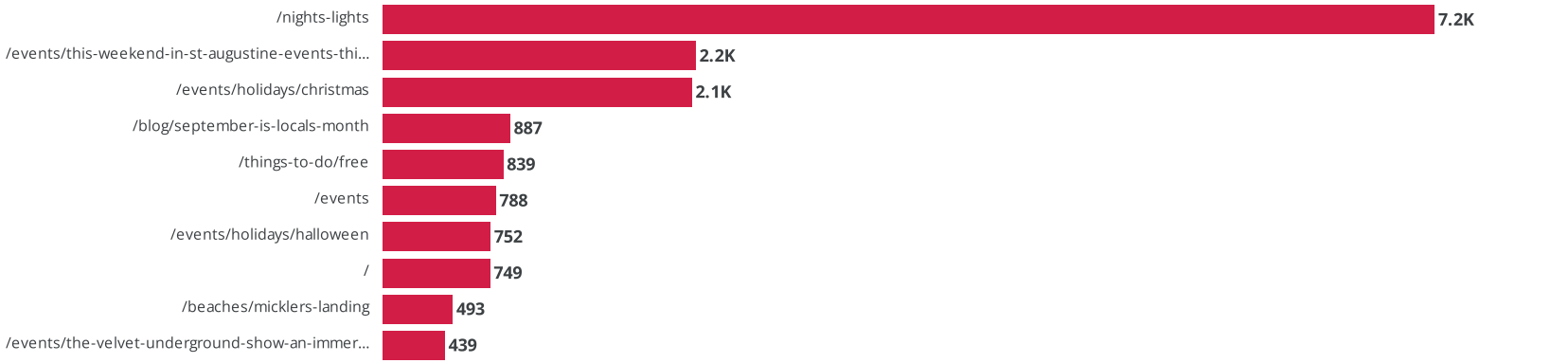
YTD Organic Performance

385,861	278,671	263,938	68.40%
-31.9% YOY	-29.7% YOY	-33.7% YOY	-2.6% YOY
Total Organic Sessions	Total Organic Users	Engaged Sessions (Organic)	Engagement Rate (Organic)

Top 10 Organic Cities



Top 10 Landing Pages



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Key Metric Report

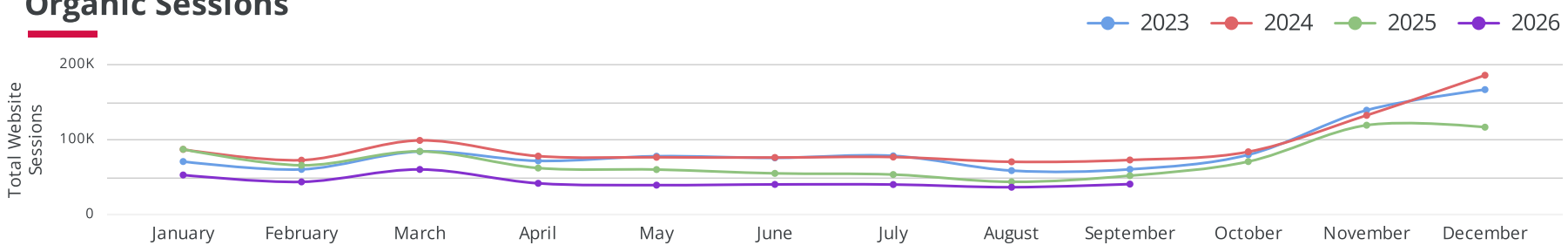
GSC AI

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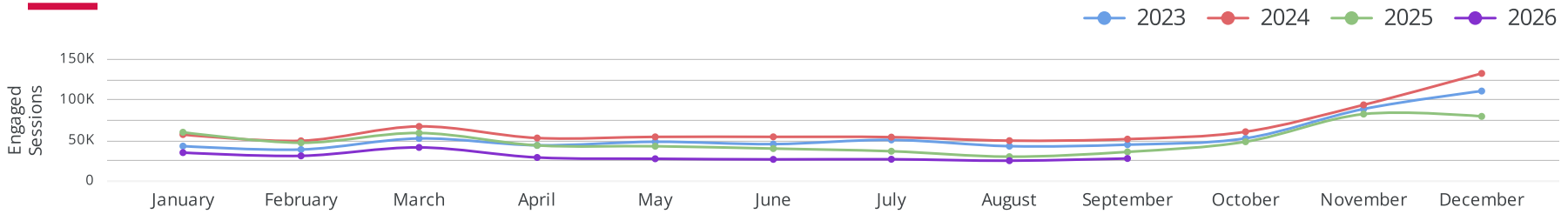
Organic Traffic & Engagement

Top Level Organic Performance

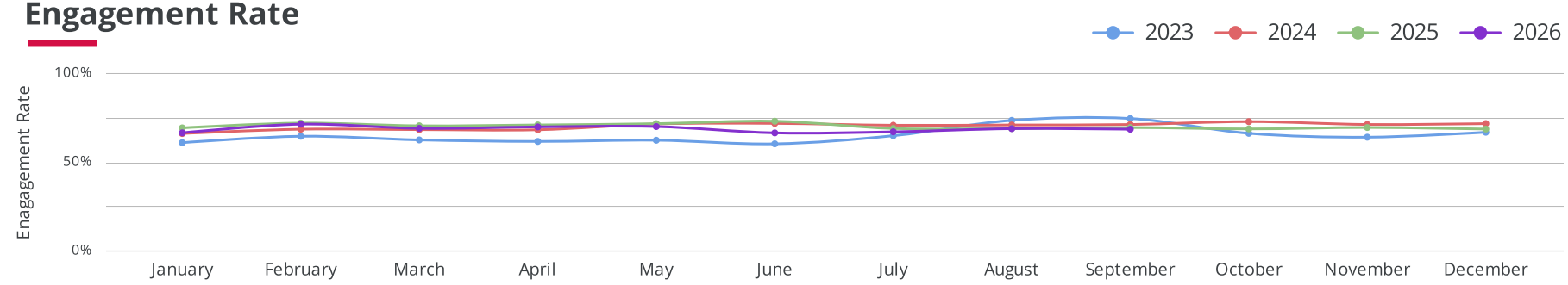
Organic Sessions



Engaged Sessions



Engagement Rate



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GSC

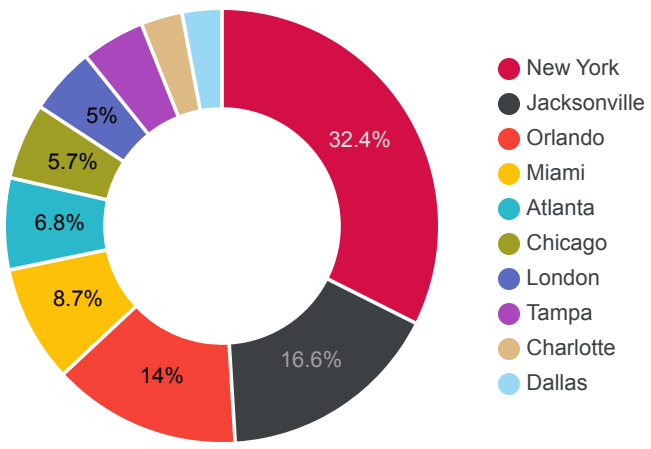
AI

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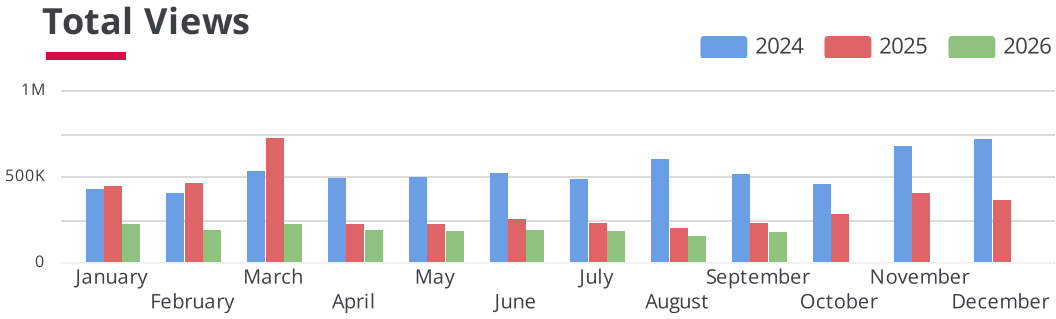
Top Level Website Performance

Microsite Traffic

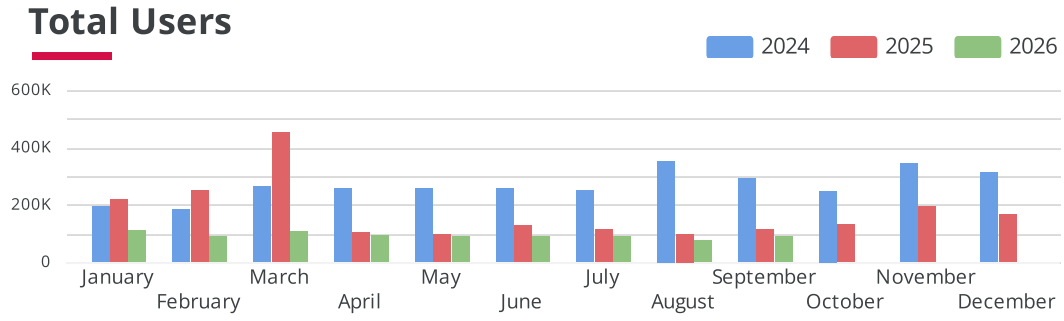
Top 10 Cities By Sessions



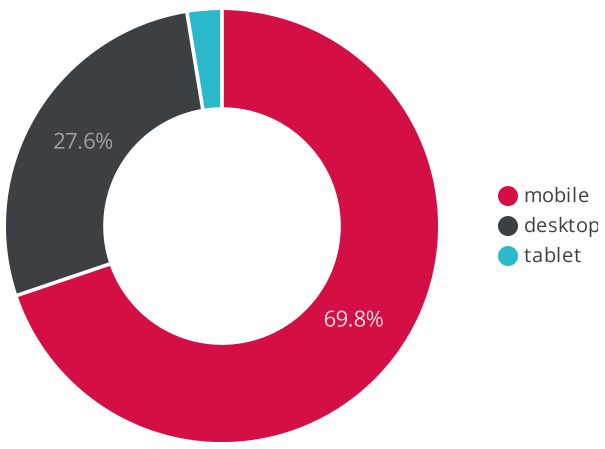
Total Views



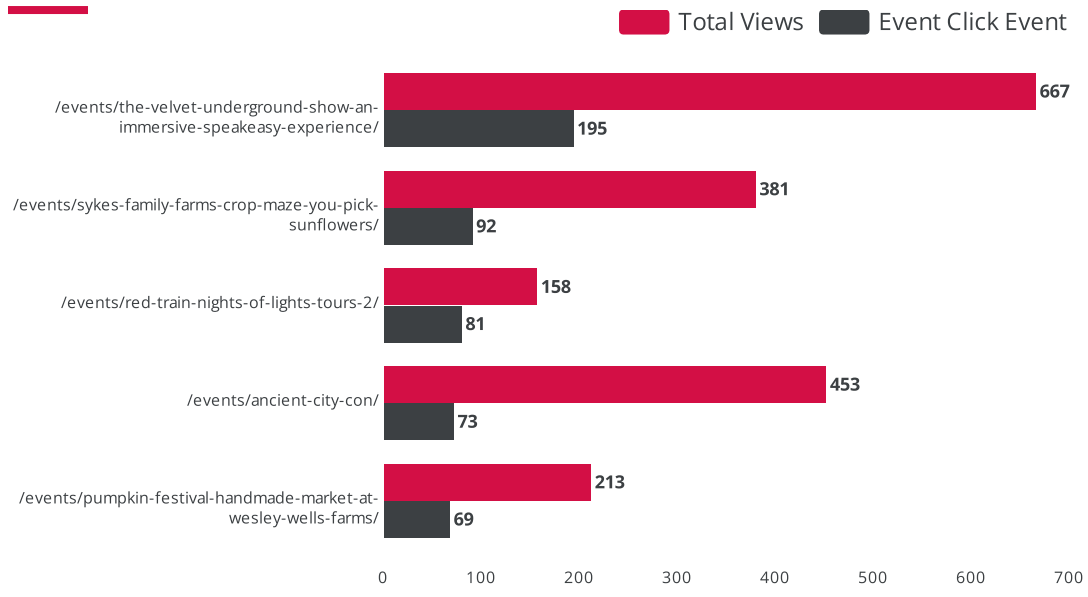
Total Users



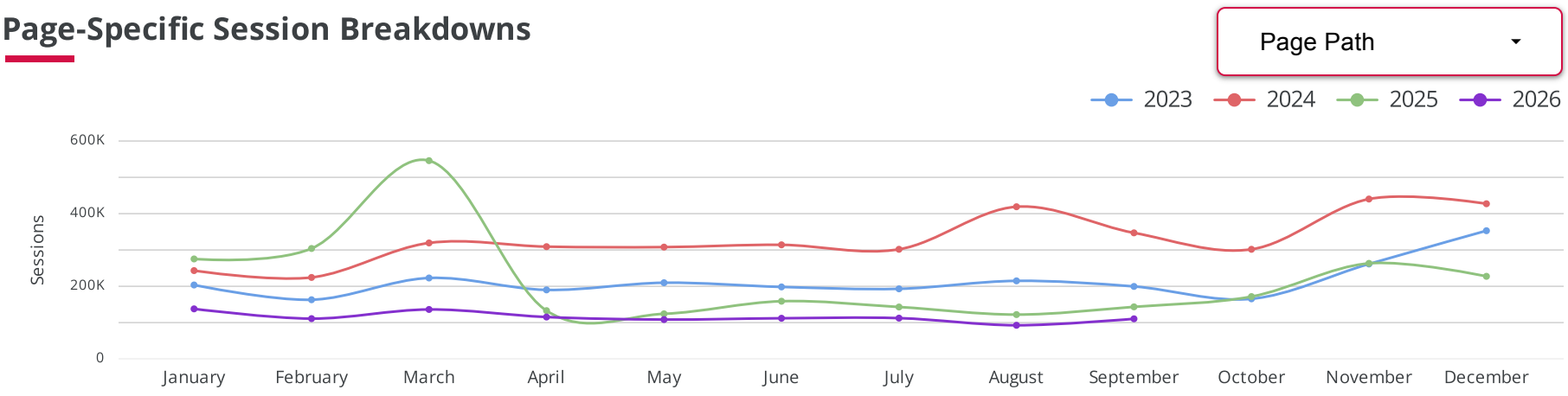
Sessions By Device



Event Listing Clicks/Pageviews



Page-Specific Session Breakdowns

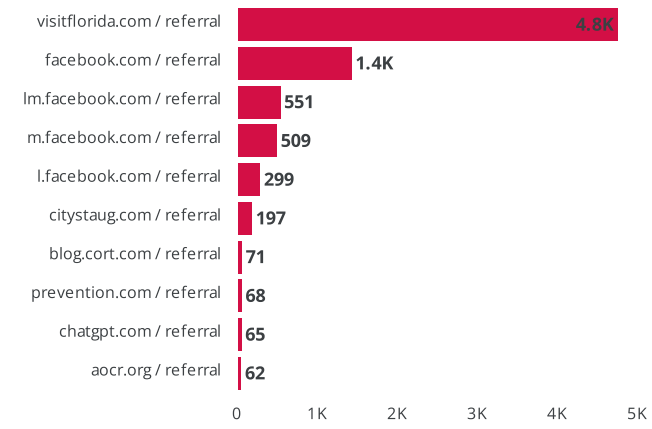


Outbound Clicks

1.	joom.ag	1,848
2.	itunes.apple.com	855
3.	staug.link	717
4.	google.com	631
5.	trolleytours.com	396
6.	st-augustine-2023.s3.amazonaws.com	376
7.	facebook.com	344

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Top 10 Referring Sites



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Executive Summary

Website Performance

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Custom Reports

Key Metric Report

GSC

AI

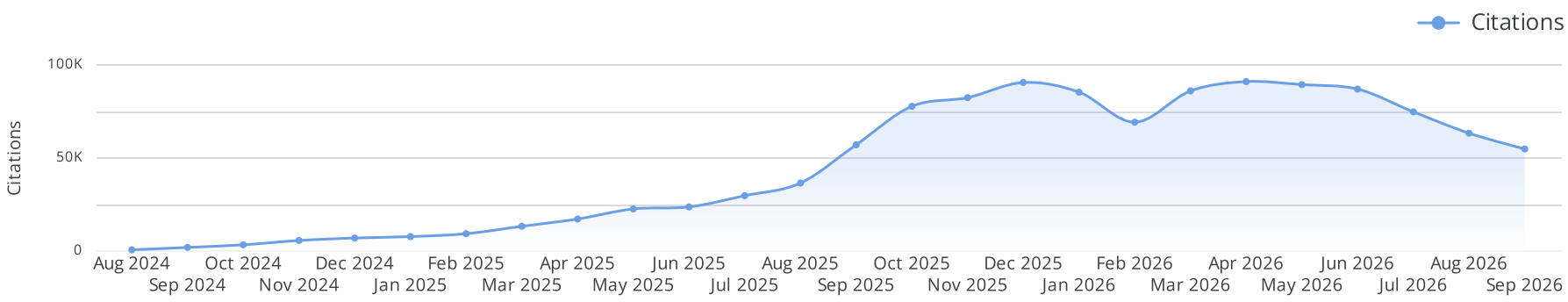
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AI Citations & Visibility

Cumulative Citations	AI Overview Citations	ChatGPT Citations	AI Mode Citations	Generative AI Impressions
54,415	43,272	493	9,541	304,685
-4.0% YoY	63.4% YoY	-71.4% YoY	-62.3% YoY	25.0% MoM

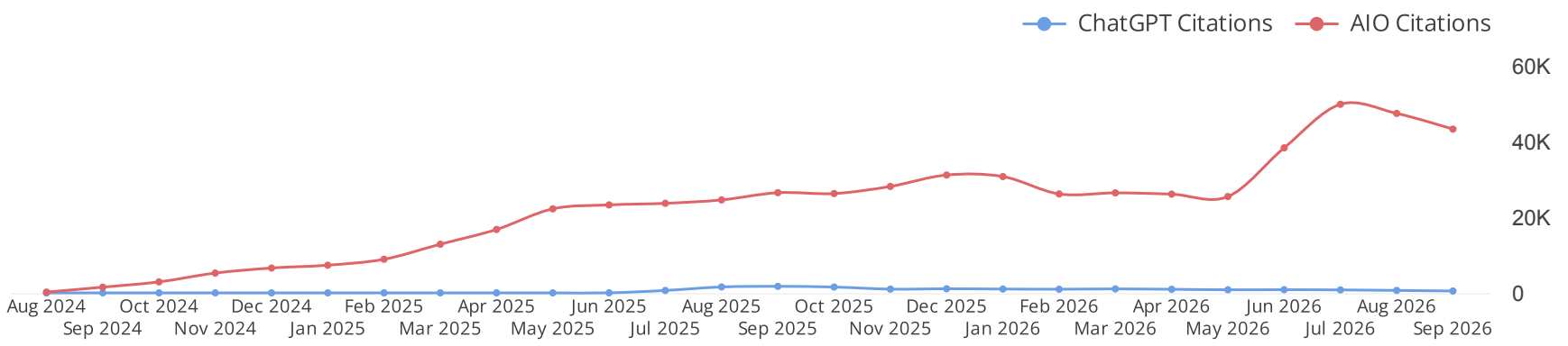
Monthly AI Citations (Overall Citations)

The chart below shows the trend line of the combined citations from AI Overview, ChatGPT, AI Mode, and Perplexity, with monthly granularity.



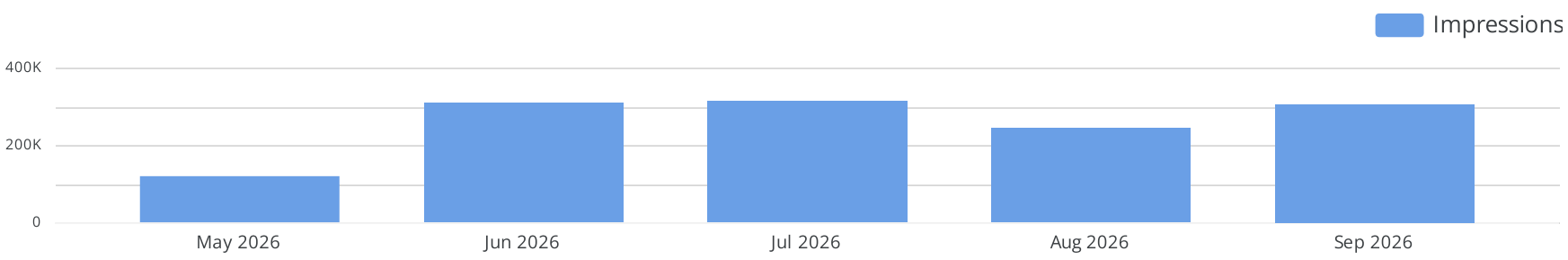
Monthly AI Citations (AIO + ChatGPT)

The chart below shows the trend line of the combined citations from AI Overview and ChatGPT, separated individually. Similar to the Overview Citations, the granularity of this chart is monthly.



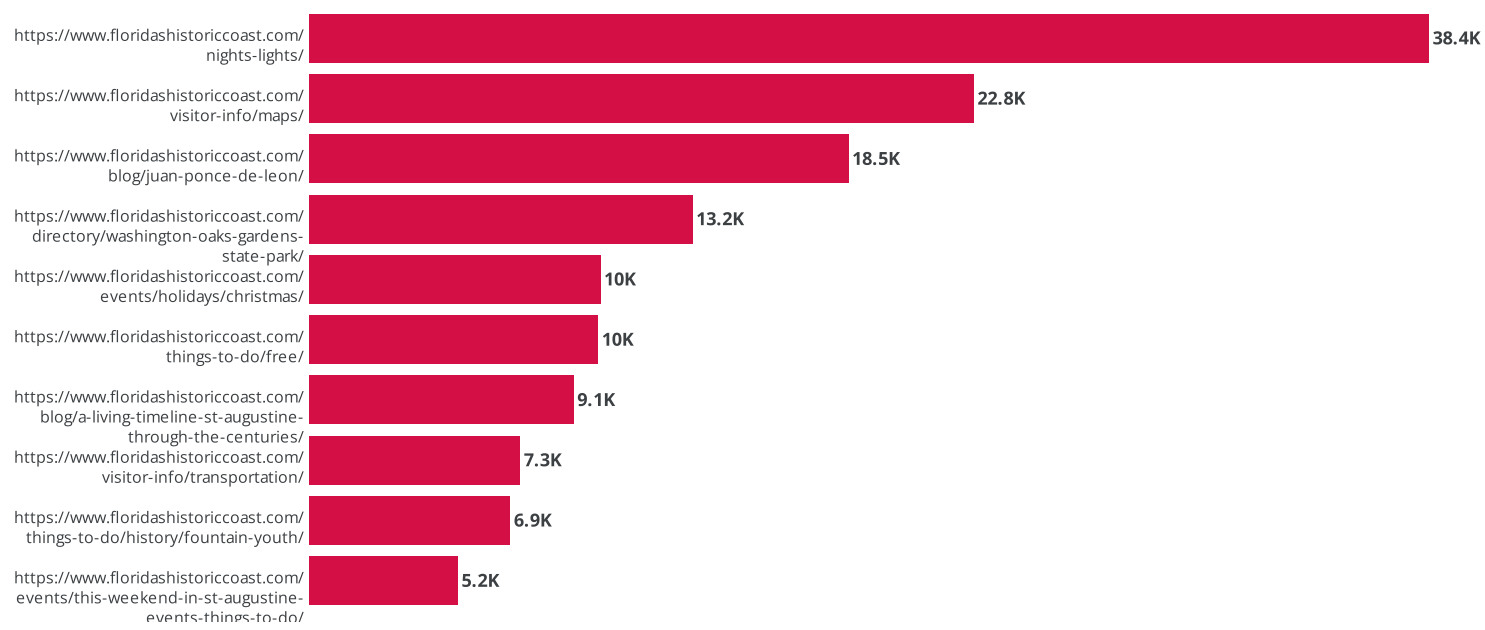
Monthly Google Generative AI Search Impressions (GSC)

The chart below shows the trend line of impressions coming from Google AI Platforms such as AI Overviews and AI Mode, with monthly granularity.



Top 10 Pages By Google Generative AI Search Impressions (GSC)

The chart below shows the ten pages that obtained the most impressions from Google's AI platforms such AI Overview and AI Mode in the current month. This data is derived from Google Search Console's Generative AI report. This chart breaks when the date picker isn't applied to the current month.



Glossary

• ***Overall Citations*** *refer to the sum of daily citations from ChatGPT, AIO, AI Mode, and Perplexity, as reported by aHREFS. We count a single citation recorded over numerous days multiple times. For instance, if a citation appears everyday in the month of June, it's recorded as 30 citations. Due to current limitations, we currently aren't able to track unique citations. Also, this same metric is available in the latest month of the Overall Citations chart below. The delta is in the scorecard reflects YoY change.*

• ***AI Overview Citations*** *refer to the sum of daily citations from Google's AI Overview widget, as reported by aHREFS. Similar to Overall Citations, we count a single citation recorded over numerous days multiple times. For instance, if a citation appears everyday in the month of June, it's recorded as 30 citations. Due to current limitations, we currently aren't able to track unique citations. Also, this same metric is available in the latest month of the AIO + Chat GPT chart (blue trend line). The delta is in the scorecard reflects YoY change.*

• ***Chat GPT Citations*** *refer to the sum of daily citations from ChatGPT, as reported by aHREFS. Similar to Overall Citations, we count a single citation recorded over numerous days multiple times. For instance, if a citation appears everyday in the month of June, it's recorded as 30 citations. Due to current limitations, we currently aren't able to track unique citations. Also, this same metric is available in the latest month of the AIO + Chat GPT chart (red trend line). The delta is in the scorecard reflects YoY change.*

• ***AI Mode Citations*** *refer to the sum of daily citations from Google's AI Mode tab, as reported by aHREFS. Similar to Overall Citations, we count a single citation recorded over numerous days multiple times. For instance, if a citation appears everyday in the month of June, it's recorded as 30 citations. Due to current limitations, we currently aren't able to track unique citations. The delta is in the scorecard reflects YoY change.*

• ***Google AI Impressions*** *refer to the monthly impressions populated in Google Search Console's Generative AI Report. This report shows how often landing pages have been viewed in Google's AI platforms such as AI Overviews and AI Mode. This metric is also available in the latest month of the Monthly Google Generative AI Search Impressions chart. The delta is in the scorecard reflects MoM change.*

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Microsite Traffic Report

Meetings Microsite

	Landing page	Sessions	% Δ
1.	/meetings	6,233	39.8%
2.	/meetings/lodging-meeting-space	27	92.9%
3.	/meetings/venues	22	-85.0%
4.	/meetings/contact-us	15	275.0%
5.	/meetings/special-offers	12	500.0%
6.	/meetings/plan-with-	9	-
	Grand total	**6,340**	**35.9%**

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Religious Spiritual Retreats Microsite

	Landing page	Sessions	% Δ
1.	/religious-spiritual-retreats	100	-25.4%
2.	/religious-spiritual-retreats/florida-camino-passport	36	5.9%
3.	/religious-spiritual-retreats/tracing-the-past-a-journey-through-historic-resting-places	26	-
4.	/religious-spiritual-	5	-
	Grand total	**181**	**3.4%**

1 - 7 / 7

Reunions Microsite

	Landing page	Sessions	% Δ
1.	/reunions	495	3,707.7%
2.	/reunions/family-social-reunions	11	450.0%
3.	/reunions/military-reunions/military-special-offers	7	-66.7%
4.	/reunions/contact-us	3	0.0%
	Grand total	**516**	**1,128.6%**

1 - 4 / 4

Weddings Microsite

	Landing page	Sessions	% Δ
1.	/weddings	264	3.5%
2.	/weddings/wedding-packages	70	16.7%
3.	/weddings/marriage-licenses	51	-22.7%
4.	/weddings/venues	28	21.7%
5.	/weddings/contact-us	4	100.0%
6.	/weddings/vendors	2	-50.0%
	Grand total	**421**	**1.9%**

1 - 7 / 7

Tours Microsite

	Landing page	Sessions	% Δ
1.	/tours/group-friendly-dining	68	-23.6%
2.	/tours	30	-50.8%
3.	/tours/floridas-historic-coast-tapestry-programs/black-history	11	0.0%
4.	/tours/floridas-historic-coast-	9	12.5%
	Grand total	**142**	**-28.3%**

1 - 10 / 10

Sports Recreation Microsite

	Landing page	Sessions	% Δ
1.	/sports-recreation	21	75.0%
2.	/sports-recreation/waterways-fishing	7	250.0%
3.	/sports-recreation/contact-us	1	-66.7%
	Grand total	**29**	**52.6%**

1 - 3 / 3

Top Level Website Performance

Key Performance Indicators

6,695
-24.1% YOY
Partner Referrals

406
-45.2% YOY
Physical Visitor Guide Requests

106
-62.4% YOY
Newsletter Signups

7,479
-14.9% YOY
Bookdirect Clicks

Partner Listing Clicks

Partner Filter

1.	Old Town Trolley Tours St. Augustine	338
2.	Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort	274
3.	The Pickle Factory	129
4.	Castillo de San Marcos National Monument	123
5.	Anastasia State Park	101
6.	Red Boat Tours	98
7.	St. Augustine Alligator Farm Zoological Park	90
8.	Castillo Craft Bar + Kitchen	88
9.	The Conch House Marina Resort	86
10.	Ripley's Believe It or Not! Museum	80
11.	Raintree Restaurant	76
12.	St. Augustine Aquarium	66
13.	Black Raven Adventures	65
14.	Pineapple Ride and Tour	65

1 - 100 / 432

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Top Level Website Performance

LLM Traffic Performance

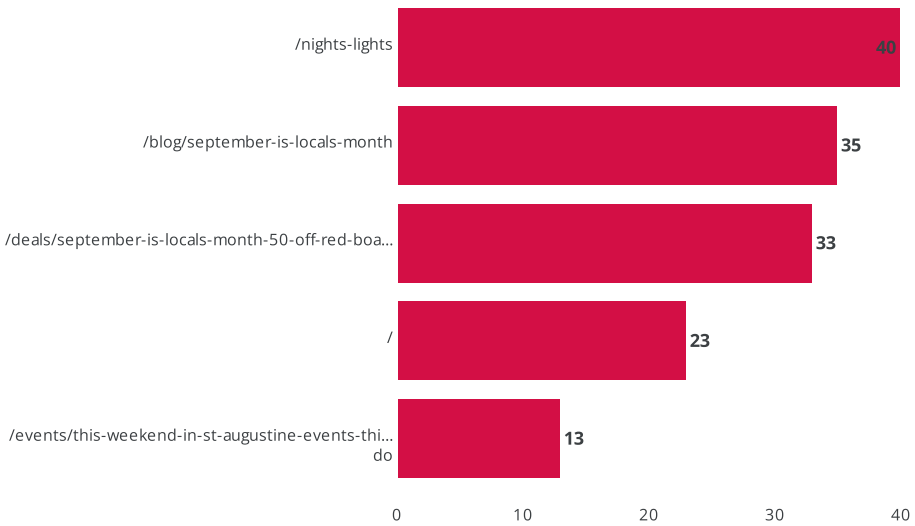
687
13.6% YOY
LLM Sessions

590
11.7% YOY
LLM Users

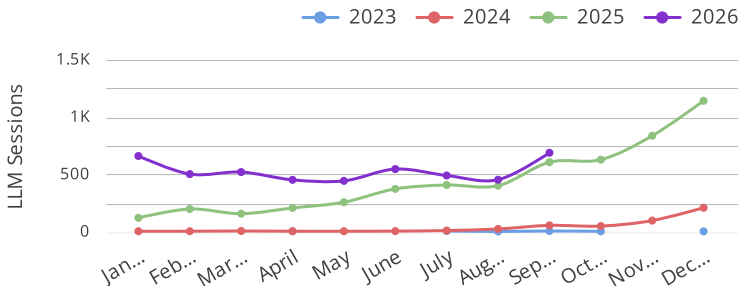
466
10.7% YOY
Engaged LLM Sessions

67.83%
-2.5% YOY
LLM Engagement Rate

LLM Landing Pages



LLM sessions over time



LLM Source/Medium

	Session source	Sessions	% Δ
1.	chatgpt.com	631	10.1%
2.	gemini	17	-
3.	gemini.google.com	9	800.0%
4.	perplexity.ai	7	133.3%

1 - 12 / 12

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Citations & Visibility

LLM Performance

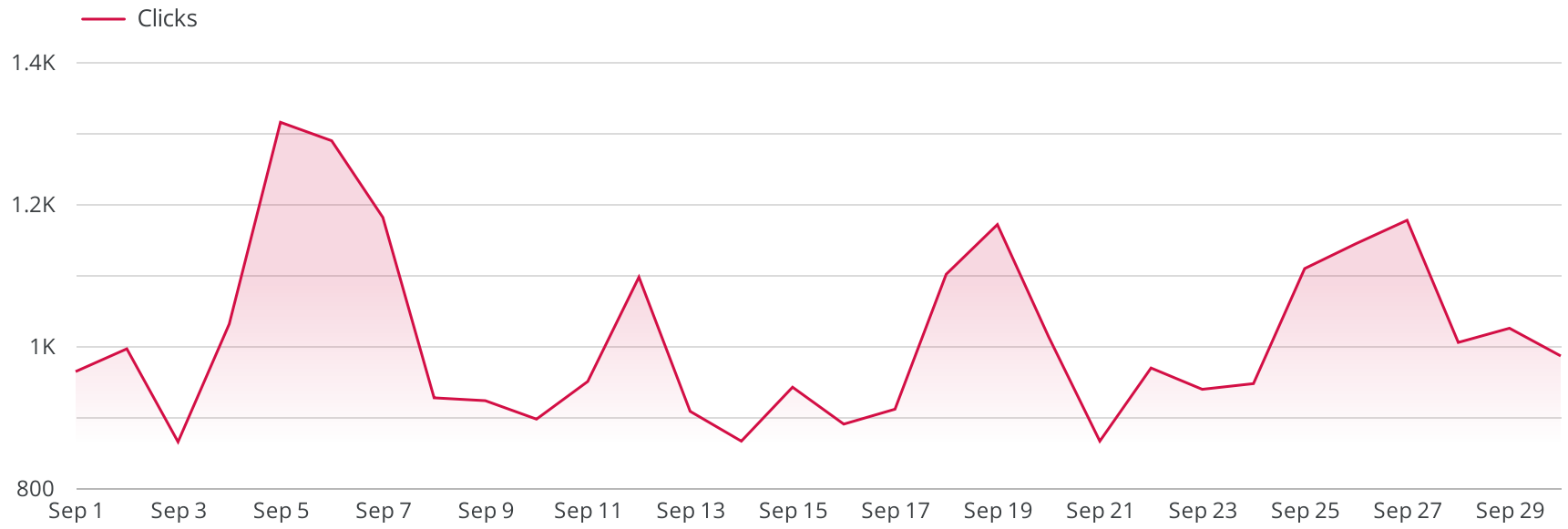
GA4 GSC

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Search Performace Overview

30,404	2,645,689	1.15%	8.06
-30.2% YOY	-26.4% YOY	-5.2% YOY	-23.7% YOY
Clicks	**Impressions**	**CTR**	**Average Position**

Daily Performace



Sep 1, 2026 - Sep 30,

Executive Summary

Search Performance

Query & Landing Page

GA4

AI

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FLORIDA'S HISTORIC COAST

Query & Landing Page Analysis

Query Performance

Query | Landing Page

	Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Posit...	% Δ
1.	st augustine christmas lights	511	68.1%	3,200	53.9%	15.97%	9.2%	1.83	1.8%
2.	st augustine christmas	286	38.2%	1,816	39.7%	15.75%	-1.1%	1.83	-13.8...
3.	st augustine christmas lights 2026	243	10.0%	1,610	52.5%	15.09%	-27.9...	1.64	35.0%
4.	night of lights st augustine	218	23.9%	2,136	44.3%	10.21%	-14.2...	2.17	-16.4...

1 - 500 / 25775

Landing Page Performance

	Landing Page	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Average Position	% Δ
1.	https://www.floridashistoriccoast.com/nights-lights/	5,348	47.6%	91,182	59.5%	5.87%	-7.5%...	3.87	-20.3...
2.	https://www.floridashistoriccoast.com/events/this-weekend-in-st-augustine-events-things-to-do/	2,127	26.7%	33,532	-1.1%	6.34%	28.2...	8.61	-2.6...
3.	https://www.floridashistoriccoast.com/events/holidays/christmas/	1,896	35.9%	20,518	23.2%	9.24%	10.3...	4.26	-32.1...
4.	https://www.floridashistoriccoast.com/things-to-do/free/	791	13.6%	54,538	11.5%	1.45%	1.9%	7.48	-12.0...

1 - 500 / 2596

Sep 1, 2026 - Sep 30,

Executive Summary

Search Performance

Query & Landing Page

GA4 AI

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FLORIDA'S HISTORIC COAST