



**tempest**

---

The Power to Move People

---

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Campaign Update

OCTOBER 2024

---

**82%**

INCREASE IN TOTAL  
SESSION vs. 2023

**53%**

INCREASE IN PARTNER  
REFERRALS vs. 2023

**5%**

INCREASE IN ORGANIC  
TRAFFIC vs. 2023

- **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

# Site Performance

# Top Level Performance

---

**296,555**

VISITS TO WEBSITE

+82% YOY

**248,876**

WEBSITE USERS

+99% YOY

**82,521**

VISIT FROM ORGANIC

+5% YOY

**453,195**

PAGE VIEWS

+53% YOY

**0:00:40**

AVERAGE ENGAGEMENT TIME  
PER SESSION

-42% YOY

**144,168**

ENGAGED SESSIONS

+47% YOY

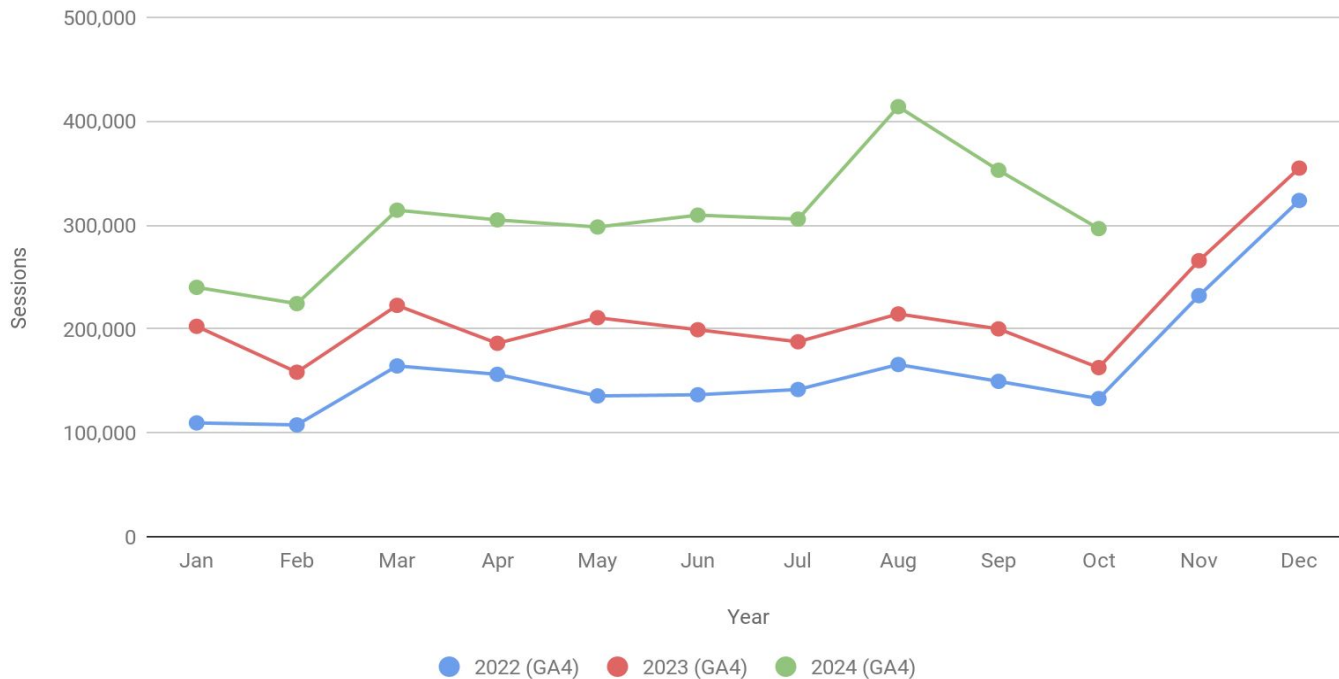
**48.61%**

ENGAGEMENT RATE

-12% YOY

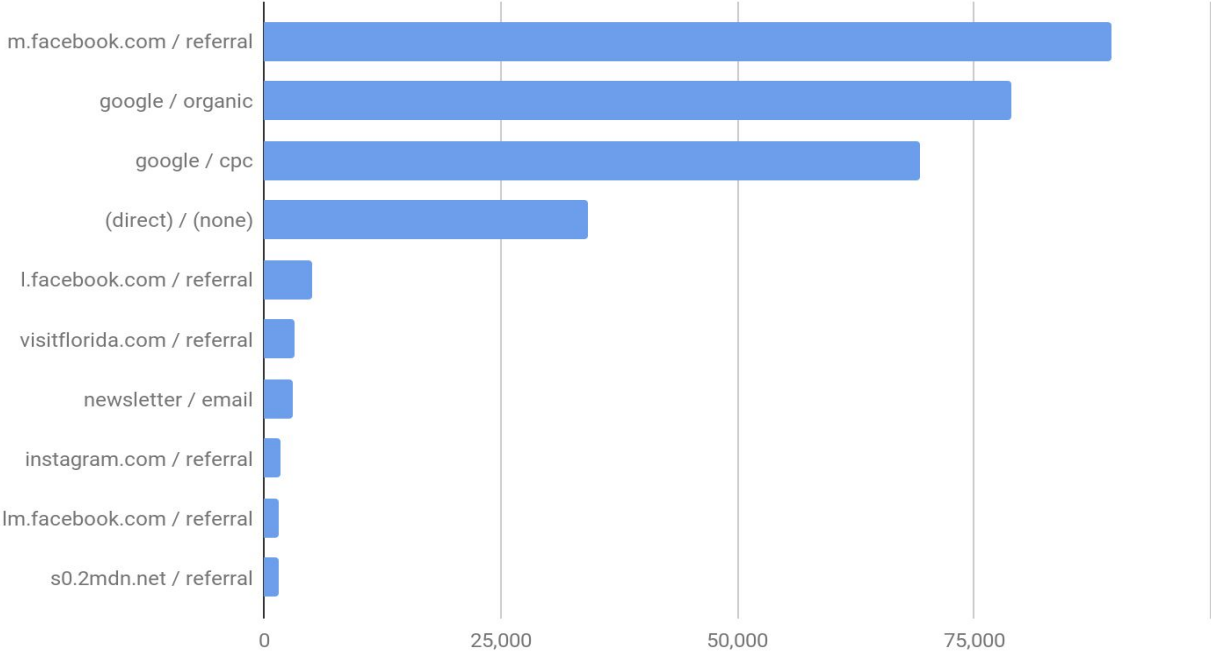
# Sessions

Overall website sessions saw a 82% increase compared to last year.



# Traffic Sources

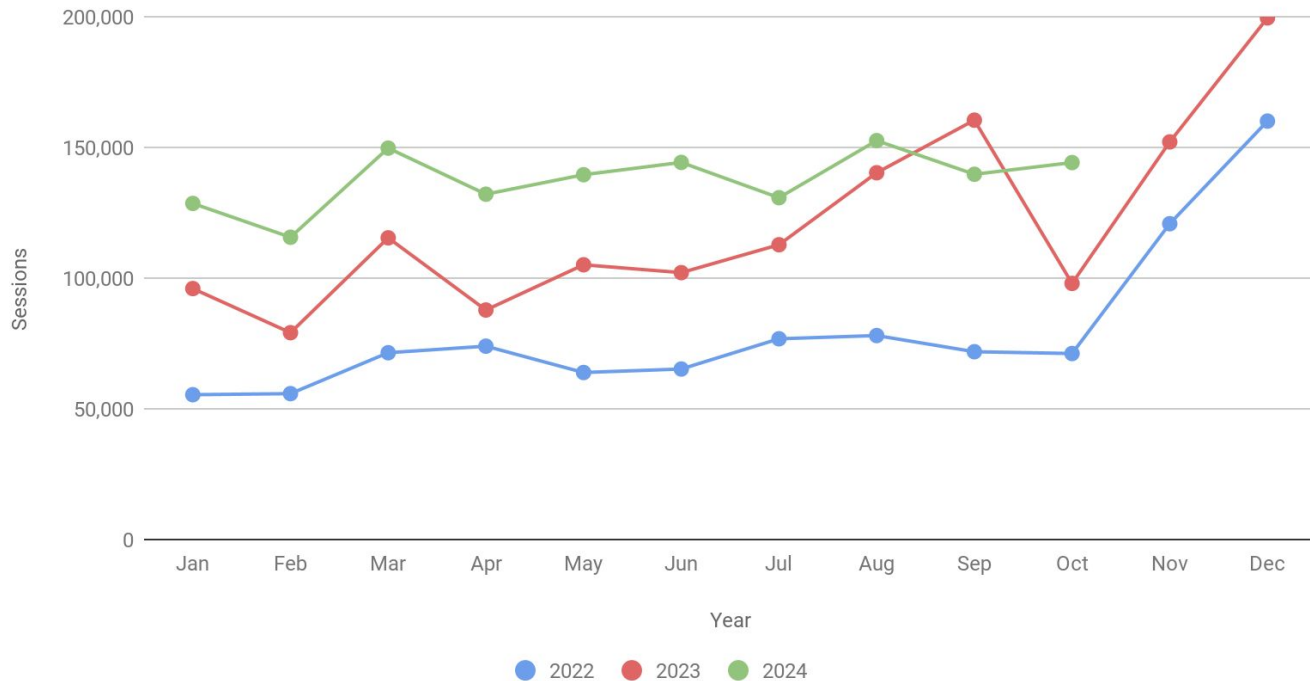
In October, we are continuing to see a larger increase in traffic out of the Facebook channel, as well as Google organic and CPC.





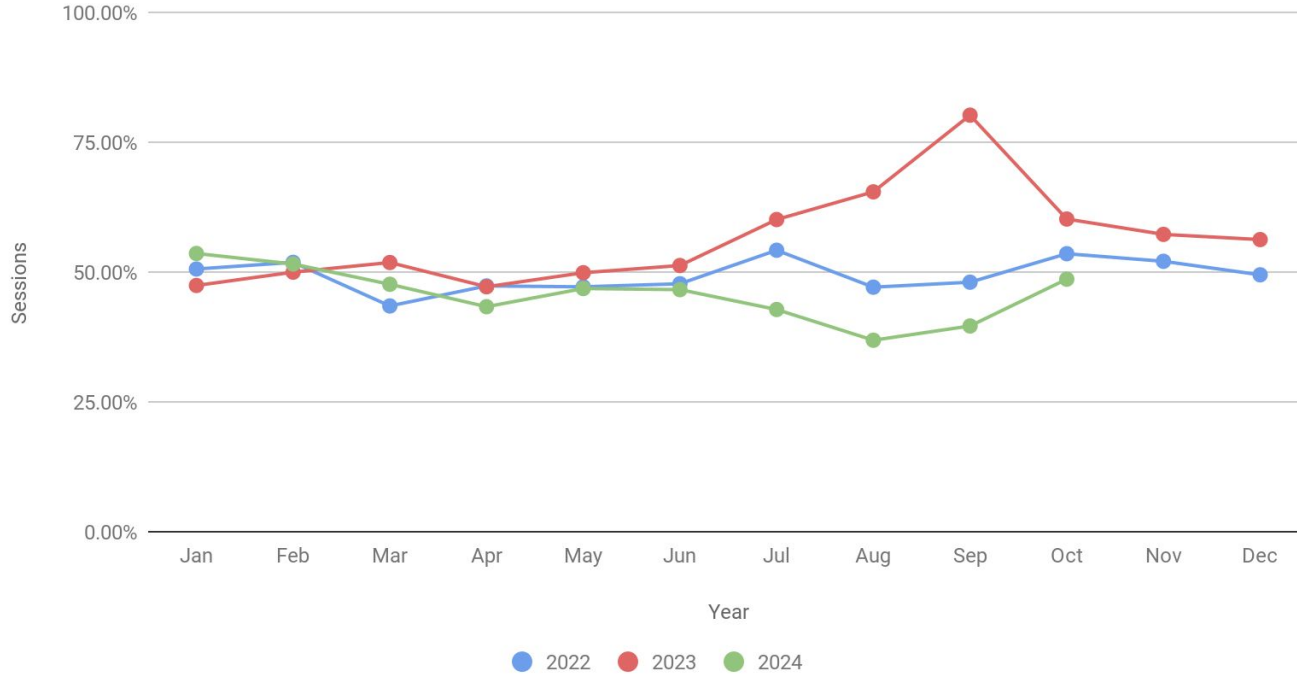
# Engaged Sessions

We saw over 144K engaged sessions (+47%) , with an average engaged session of 00:40.



# Engagement Rate

The engagement rate was 48.61% - a 12% decrease compared to last year.



# Key Performance Indicators

---

In October, partner referrals increased 53%, Visitor Guides increased 11% and Book Direct Clicks increased 44%.

**656**

REQUESTS FOR  
PHYSICAL GUIDES

**197**

ENEWSLETTER  
SIGNUPS

**14,425**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

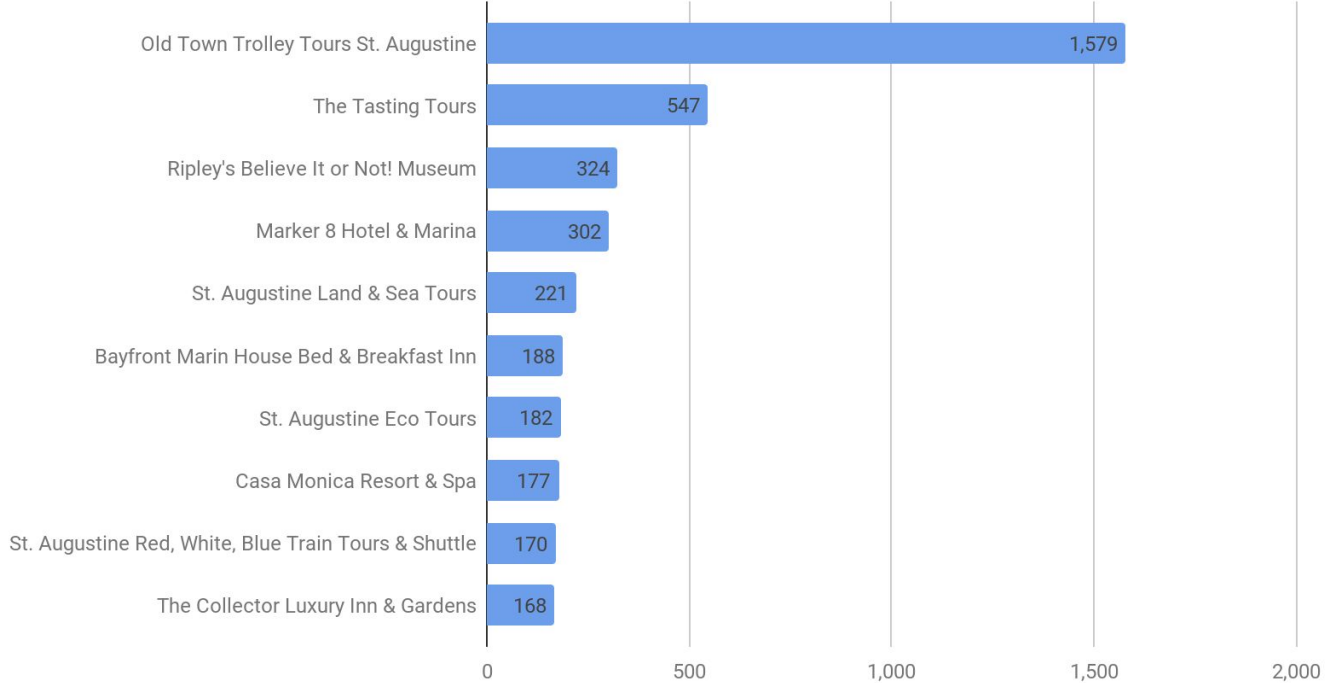
**6,000**

BOOKDIRECT CLICKS



# Partner Listing Clicks

Old Town Trolley Tours were up 114% and The Tastings Tours increased 82% compared to October 2023.



# Hispanic Microsite Performance

---

**1,097**

VISITS TO WEBSITE

-5% YOY

**963**

TOTAL USERS

-4% YOY

**982**

VISIT FROM ORGANIC

-1% YOY

**3,065**

PAGE VIEWS

+31% YOY

**0:01:46**

AVERAGE ENGAGEMENT TIME

PER SESSION

0% YOY

**842**

ENGAGED SESSIONS

+6% YOY

**76.75%**

ENGAGEMENT RATE

+8% YOY

# Organic Search

# Organic Performance

---

**82,521**

VISITS TO WEBSITE

+5% YOY

**63,110**

TOTAL USERS

+6% YOY

**144,769**

PAGEVIEWS

+10% YOY

**59,776**

ENGAGED SESSIONS

+15% YOY

**0:01:10**

AVERAGE ENGAGEMENT TIME  
PER SESSION

-7% YOY

**72.44%**

ENGAGEMENT RATE

+7% YOY

**60,319**

NEW USERS

+8% YOY

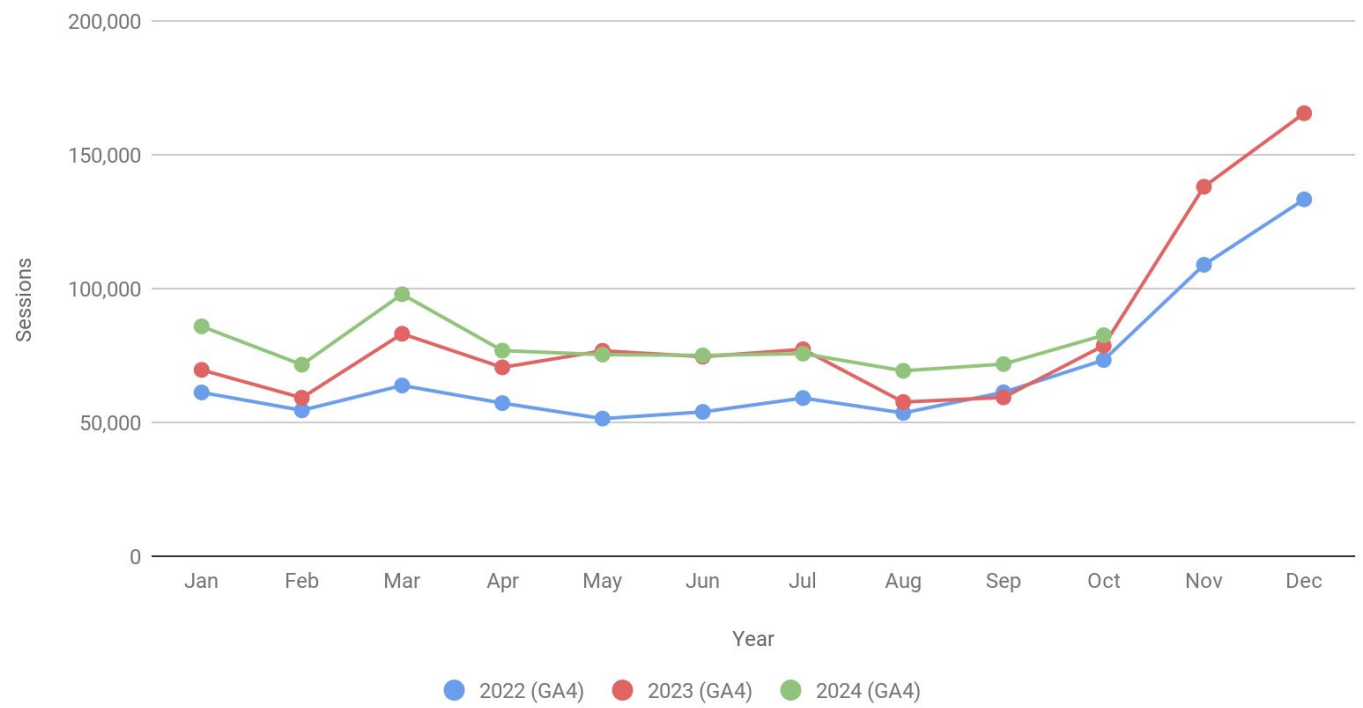
**27.56%**

BOUNCE RATE

-7% YOY

# Organic Search

Organic sessions increased by 5% compared to last year.





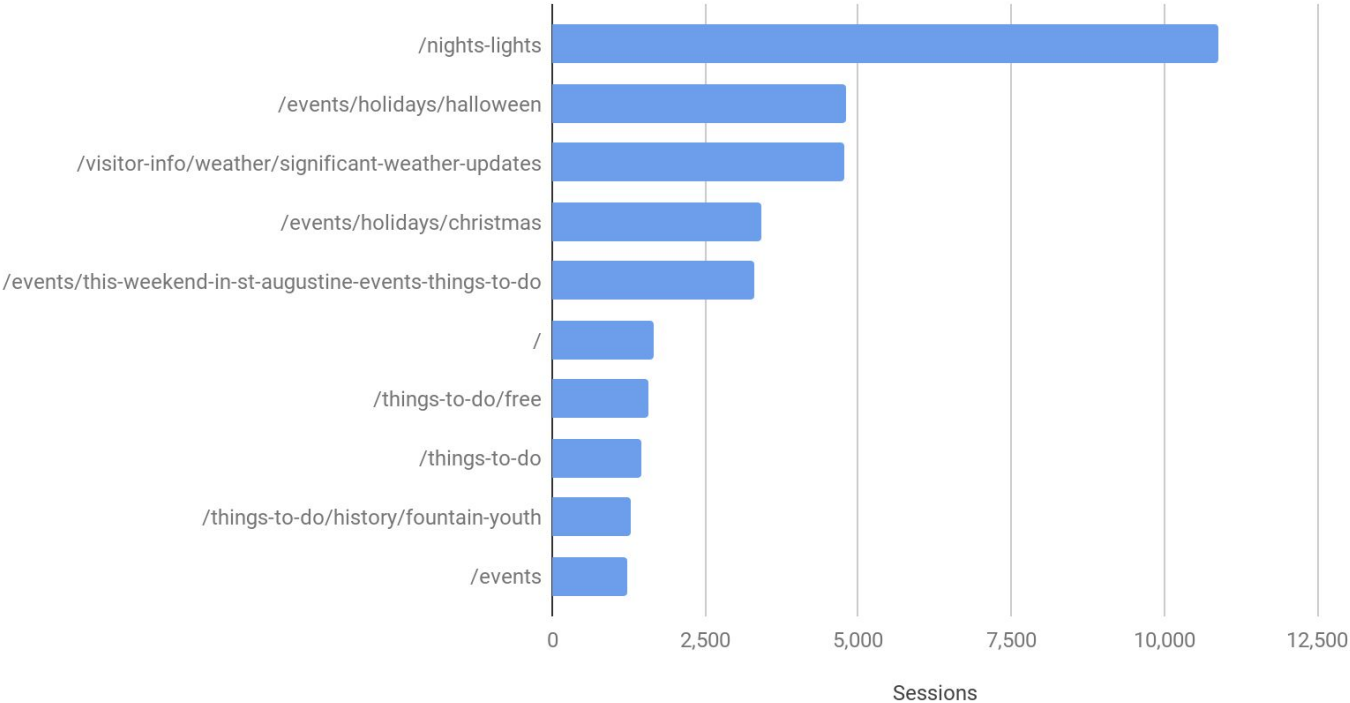
# Top Keywords

Total clicks to the websites in October increased 17% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
st augustine christmas	917	1.01	-0.01	34.97%
things to do in st augustine	659	4.91	-3.68	3.21%
st augustine night of lights	442	2.48	0.59	12.01%
st augustine halloween	416	1.02	-0.16	42.80%
65th annual cracker day, saint johns county fairgrounds, 19 oct	404	1.01	1.01	55.12%
nights of lights	379	3.30	0.05	8.86%
st augustine	368	9.69	-2.18	0.21%
st augustine christmas lights 2024	291	1.00	1	22.99%
nights of lights st augustine	289	3.09	0.67	9.68%
night of lights	283	3.41	-0.17	9.59%

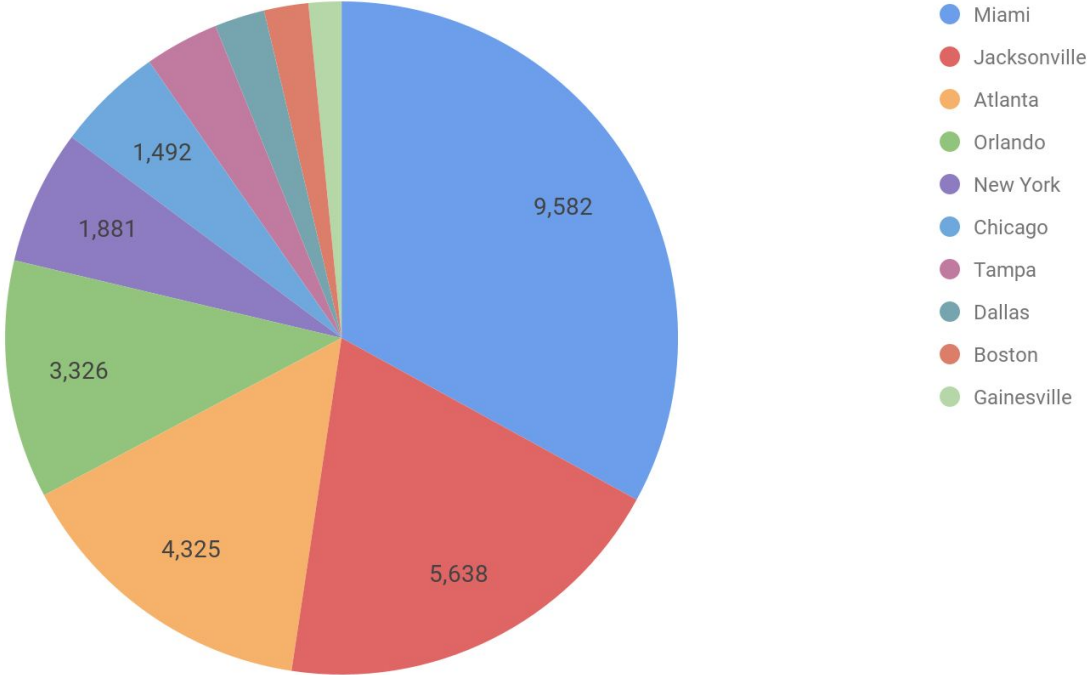
# Top Landing Pages

The Halloween page increased 131% compared to last year.



# Sessions By City

Traffic from Miami increased 95% and New York increased 94% year-over-year.



# Email Marketing

# Email Performance

---

## Opt-in Subscribers

---

**34,905**

MESSAGES SENT

**47%**

CTOR

**1,756**

SESSIONS

**04:18**

AVG. SESSION  
DURATION

## Other Source Subscribers

---

**194,140**

MESSAGES SENT

**48%**

CTOR

**1,152**

SESSIONS

**04:39**

AVG. SESSION  
DURATION



# Looking Ahead

---

## November 2024

- **Optimize:** Thanksgiving Dining Blog
- **Optimize:** Merry Grinchmas Page
- **Optimize:** What's Open for Christmas Blog
- **Optimize:** Parking Page
- **Technical SEO Audit**

M L P S

# TOURISM

2025

*Academy*

JUNE 23-26 | MINNEAPOLIS, MN

# Thank You