



tempest

The Power to Move People

TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

Campaign Update

NOVEMBER 2024

63%


INCREASE IN TOTAL
SESSION vs. 2023

76%

INCREASE IN PARTNER
REFERRALS vs. 2023

7%

INCREASE IN ORGANIC
TRAFFIC YTD vs. 2023



In November, total sessions to the website hit an all-time high, reaching 432K.

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

Site Performance

Top Level Performance

432,104

VISITS TO WEBSITE

+63% YOY

338,736

WEBSITE USERS

+75% YOY

131,076

VISIT FROM ORGANIC

-5% YOY

672,112

PAGE VIEWS

+39% YOY

0:00:45

AVERAGE ENGAGEMENT TIME

PER SESSION

-36% YOY

231,632

ENGAGED SESSIONS

+52% YOY

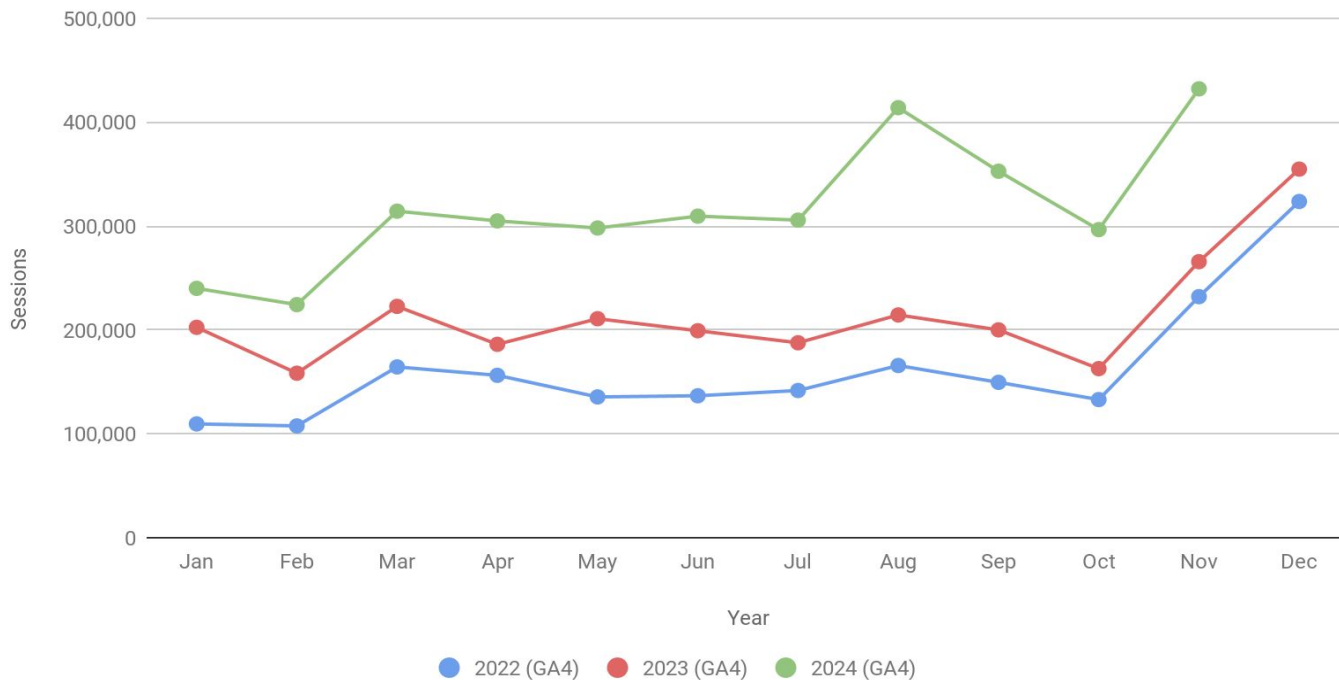
53.61%

ENGAGEMENT RATE

-4% YOY

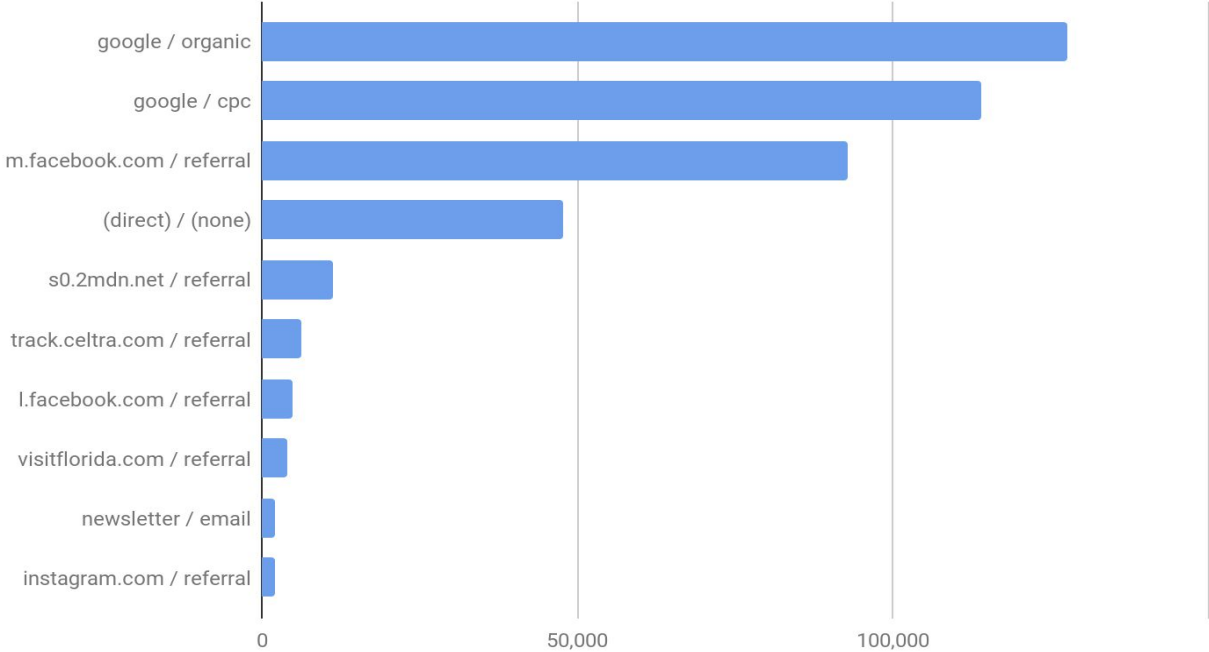
Sessions

Overall website sessions saw a 63% increase compared to last year.



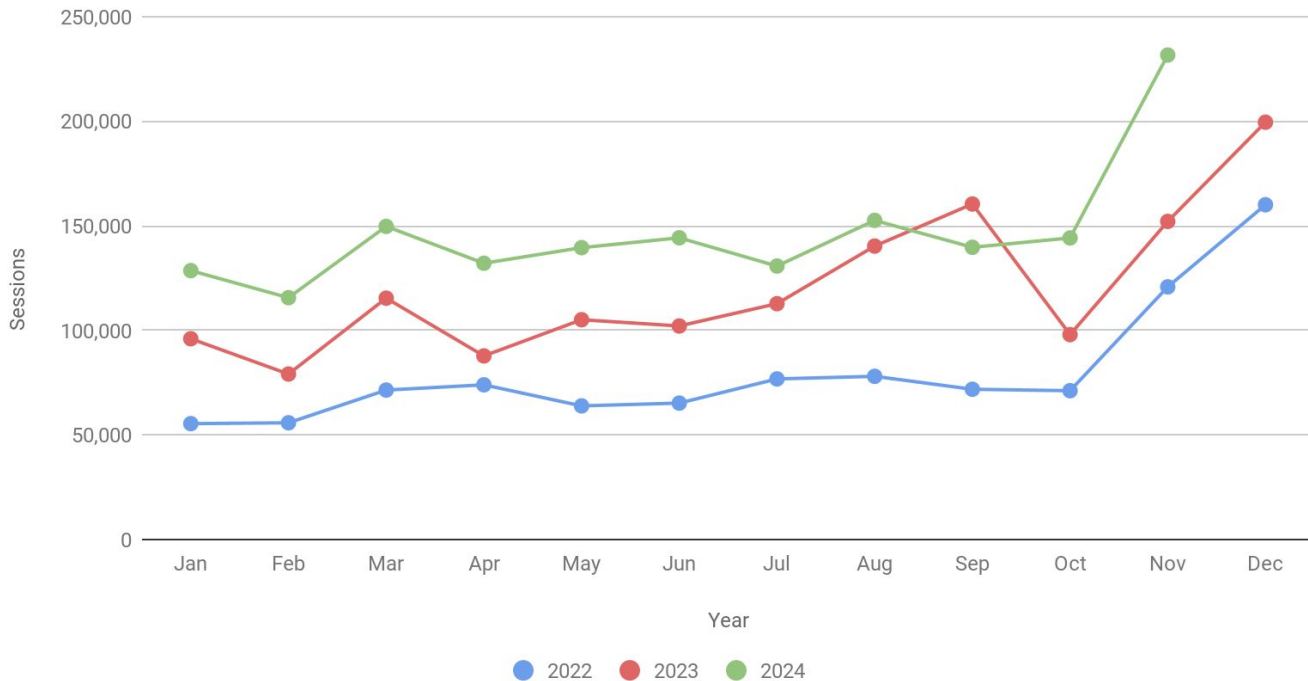
Traffic Sources

In November, paid search, organic, and Facebook drove a strong traffic to website.



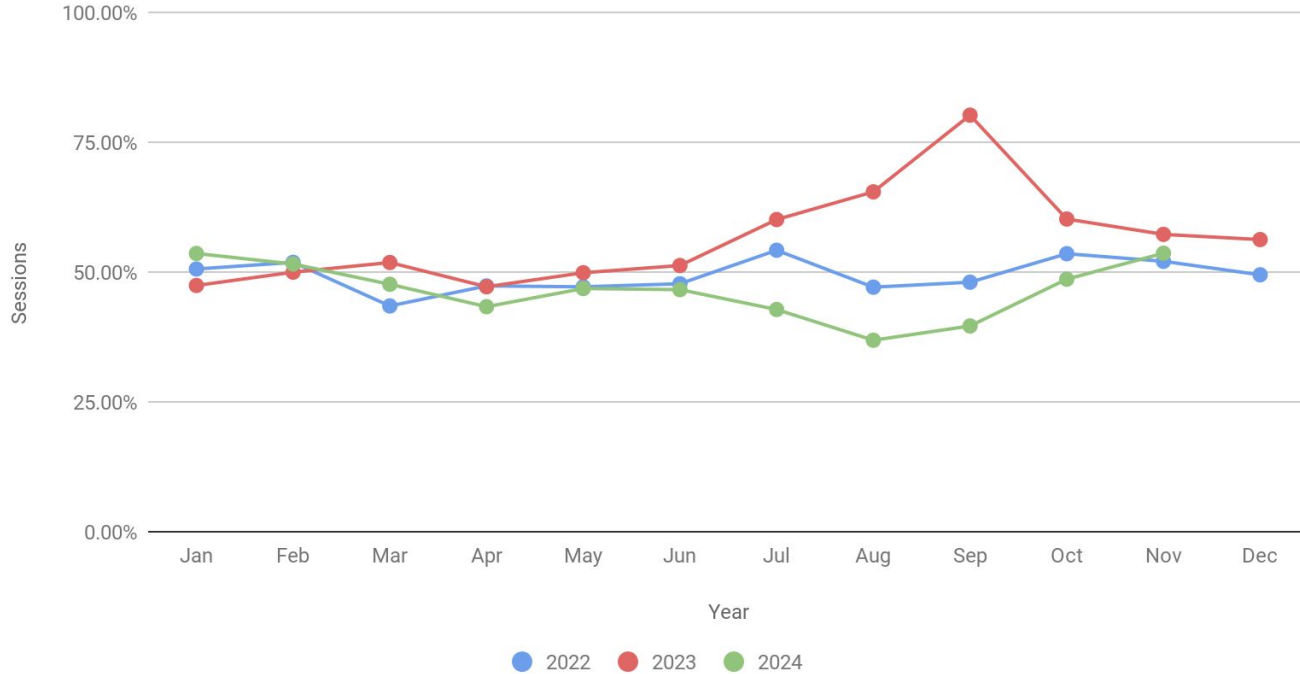
Engaged Sessions

We saw over 231K engaged sessions (+52%) , with an average engaged session of 00:45.



Engagement Rate

The engagement rate was 53.61% - a 4% decrease compared to last year.



Key Performance Indicators

In November, partner referrals increased 76%, Visitor Guides increased 15% and Book Direct Clicks increased 59%.

724

REQUESTS FOR
PHYSICAL GUIDES

203

ENEWSLETTER
SIGNUPS

28,122

OUTBOUND CLICKS
ON PARTNER
LISTINGS

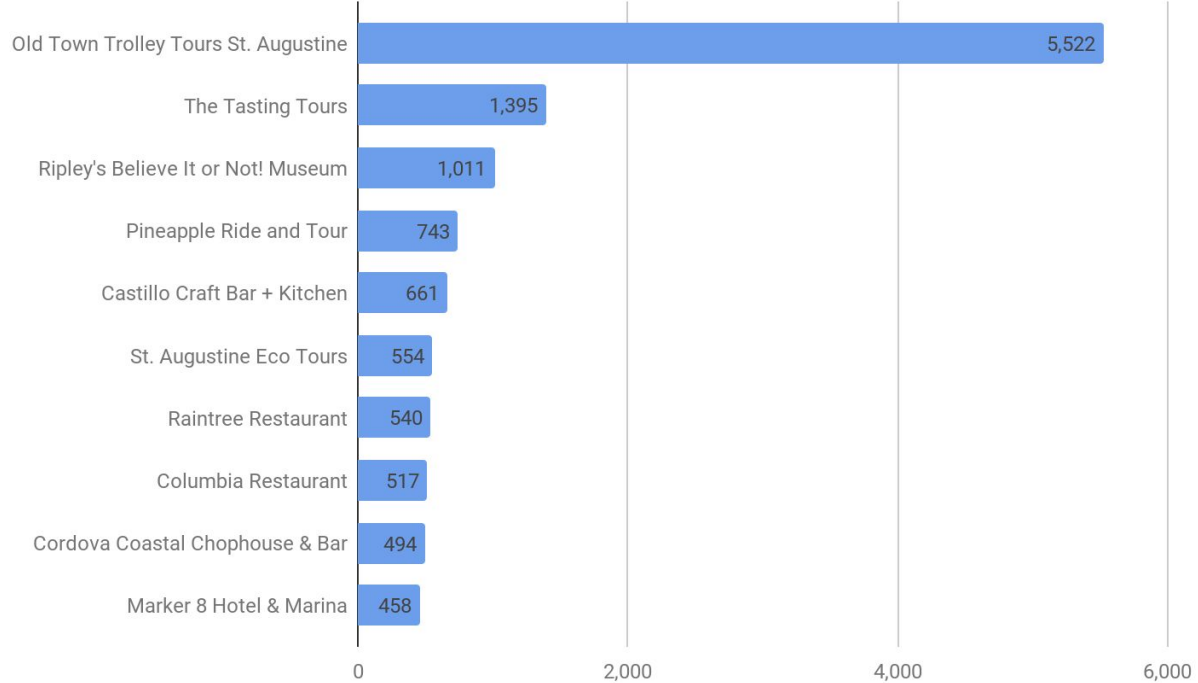
9,399

BOOKDIRECT CLICKS



Partner Listing Clicks

Old Town Trolley Tours were up 158% and Ripley's Believe It or Not increased 597% compared to November 2023.



Hispanic Microsite Performance

1,927

VISITS TO WEBSITE

+5% YOY

1,649

TOTAL USERS

+8% YOY

1,657

VISIT FROM ORGANIC

+2% YOY

4,684

PAGE VIEWS

+7% YOY

0:01:48

AVERAGE ENGAGEMENT TIME
PER SESSION

-9% YOY

1,449

ENGAGED SESSIONS

+21% YOY

75.19%

ENGAGEMENT RATE

+10% YOY

Organic Search

Organic Performance

131,076

VISITS TO WEBSITE

-5% YOY

95,828

TOTAL USERS

-3% YOY

238,489

PAGEVIEWS

+3% YOY

92,904

ENGAGED SESSIONS

+6% YOY

0:01:12

AVERAGE ENGAGEMENT TIME

PER SESSION

0% YOY

70.88%

ENGAGEMENT RATE

+7% YOY

89,177

NEW USERS

-4% YOY

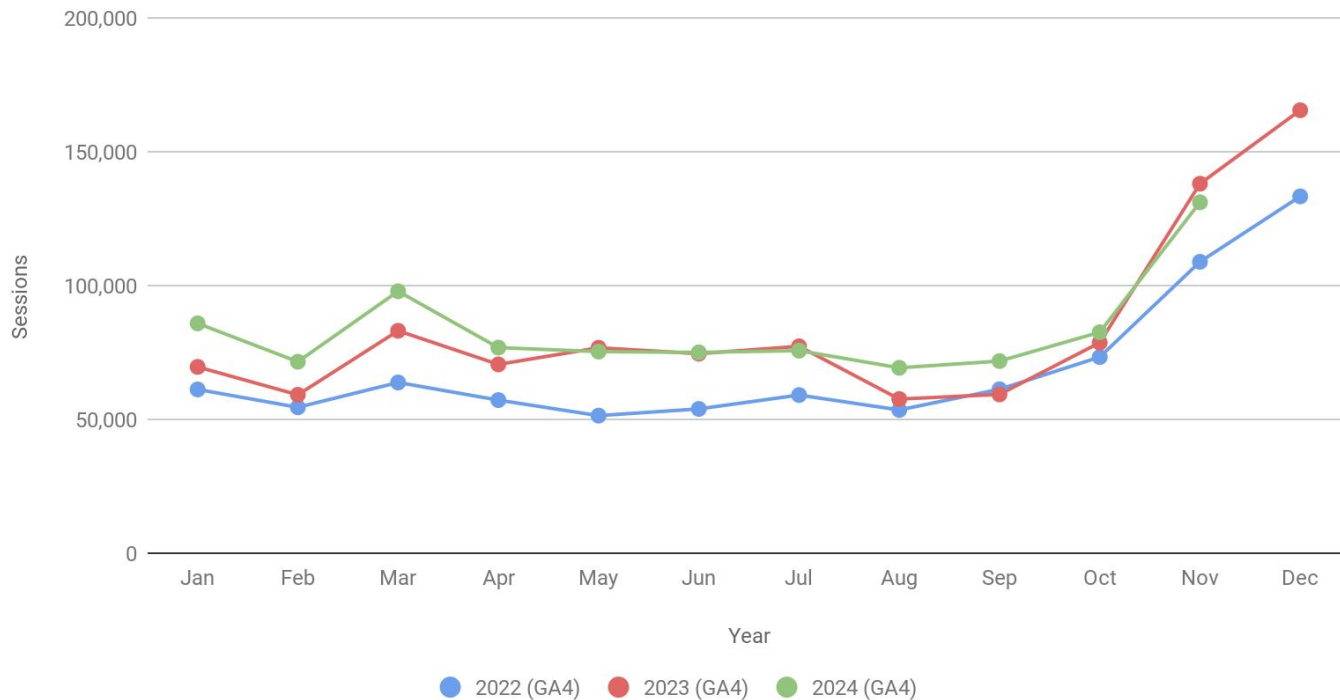
29.12%

BOUNCE RATE

-7% YOY

Organic Search

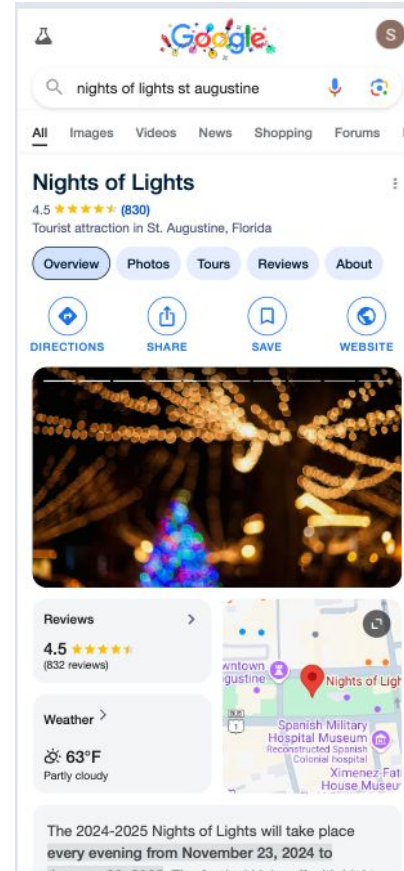
Organic sessions decreased by 5% compared to last year.



Organic Search

Organic Traffic Impacts

- Nights of Lights is down 23% compared to November 2023 (-11,431 sessions)
 - Ads and widgets are dominating the mobile SERP, pushing our organic result down multiple scrolls.
 - See mobile screenshot



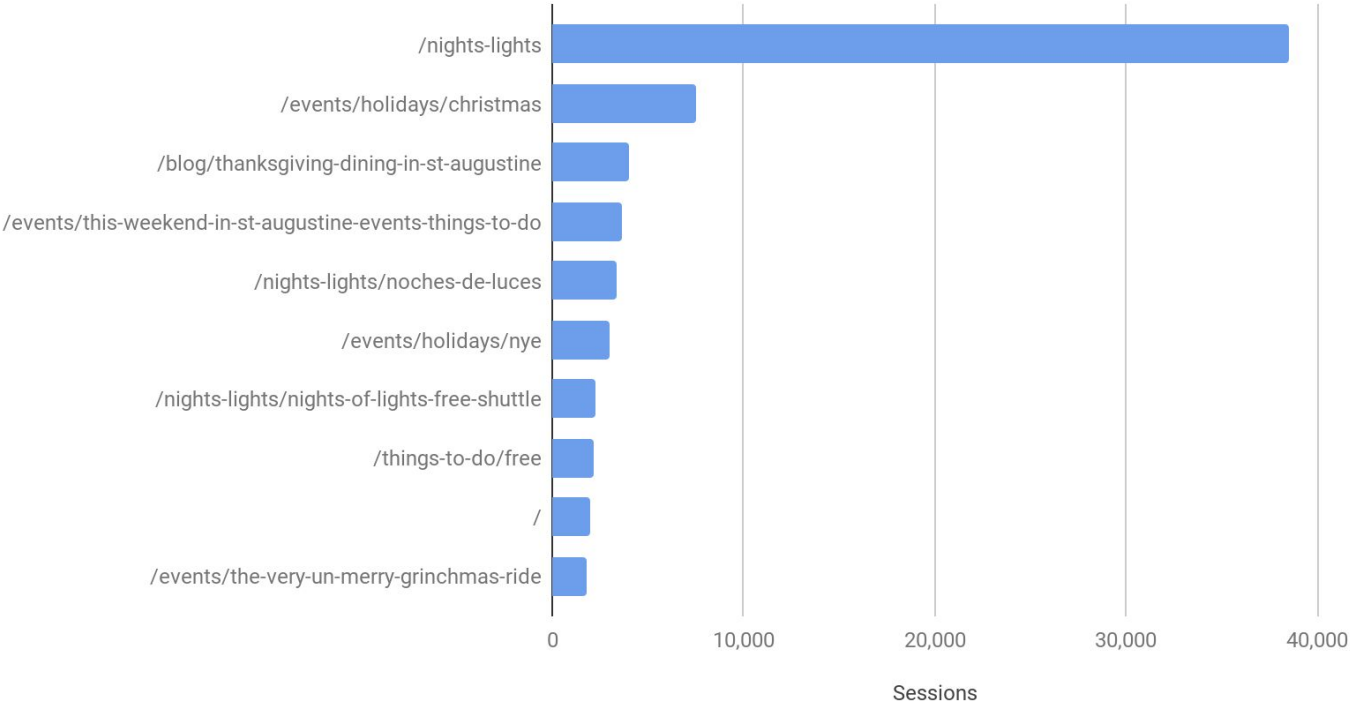
Top Keywords

Total clicks to the websites in November increased 15% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
st augustine lights	3,070	2.90	-3.84	10.22%
nights of lights	2,089	3.17	0.96	11.13%
st augustine night of lights	1,828	2.32	0.44	7.26%
st augustine christmas	1,450	1.11	0.09	29.22%
night of lights	1,385	2.71	0.29	12.68%
st augustine christmas lights	1,112	3.59	-2	5.70%
nights of lights st augustine	827	2.37	-0.46	8.76%
things to do in st augustine	798	5.42	-4.52	3.07%
st augustine christmas lights 2024	648	1.01	1.01	24.40%
night of lights st augustine	589	6.28	-0.24	3.94%

Top Landing Pages

Thanksgiving Dining in St. Augustine blog increased 158% compared to last year.

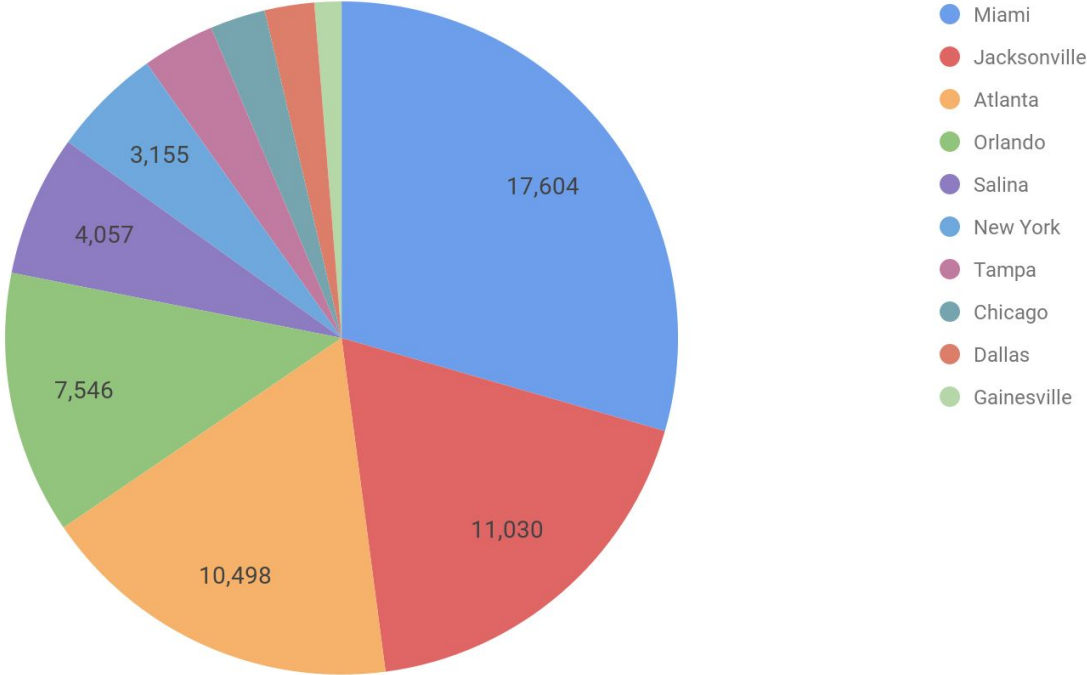


Top Landing Pages

The image shows a Google search interface. At the top, the Google logo is colorful. Below it is a search bar containing the text "st augustine thanksgiving dinner". To the right of the search bar are icons for voice search and image search. Below the search bar are tabs for "All", "Images", "Forums", "News", "Short videos", and "Videos". Underneath these tabs are several filter buttons: "2024", "Prices", "Packages", "Menu", "Open now", and "Ta". Below the filters, it says "Results for St. Augustine, FL · Choose area". The main result is from "Florida's Historic Coast" with the URL "https://www.floridashistoriccoast.com". The title of the result is "Restaurants in St. Augustine Serving Thanksgiving Dinner 2024". The description reads: "Relax, enjoy your family and friends while our local culinary experts provide the feast. Here is a list of local restaurant openings on Thanksgiving Day." To the right of the text is a small image of a smiling child eating.

Sessions By City

Traffic from Miami increased 74% and Chicago increased 29% year-over-year.



Email Marketing

Email Performance

Opt-in Subscribers

32,107

MESSAGES SENT

36%

CTOR

1,096

SESSIONS

04:30

AVG. SESSION
DURATION

Other Source Subscribers

163,965

MESSAGES SENT

34%

CTOR

824

SESSIONS

02:58

AVG. SESSION
DURATION



Looking Ahead

December 2024

- **Optimize:** Indoor Activities Blog
- **Optimize:** Weather Page
- **Optimize:** Places to Stay Page
- **Optimize:** NYE Blog

M P L S

TOURISM

Academy

2 25

JUNE 23-26 | MINNEAPOLIS, MN

Thank You