



**tempest**

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The Power to Move People

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TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Year-in-Review

# YEAR IN REVIEW

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**63**

GROWTH MARKETING  
TASKS COMPLETED

**1M**

ORGANIC SESSIONS  
IN 2024

**6%**

INCREASE IN 2024  
ORGANIC SESSIONS  
VS 2023

# Top Level Performance 2024

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**3,947,389**

VISITS TO WEBSITE

+52% YOY

**1,089,108**

TRAFFIC FROM ORGANIC

+6% YOY

**3,096,370**

TOTAL USERS

+59% YOY

**6,264,528**

PAGE VIEWS

+38% YOY

**00:42**

AVERAGE ENGAGEMENT  
TIME PER SESSION

-21% YOY

**1,845,827**

ENGAGED SESSIONS

+26% YOY

**46.76**

CONVERSION RATE

-17% YOY

# 2024 Wins

Tempest completed 2 technical audits in 2024.

SEO/Content Piece	Total Organic Sessions	Total YoY Increase
Free Things to Do, #5 landing page in 2024 <i>(optimized in October)</i>	31,032	+17%
Christmas Holiday, #6 landing page in 2024 <i>(optimized in February)</i>	30,101	+17%
6 Best Beaches, #7 landing page in 2024 <i>(optimized in July)</i>	25,962	+30%
New Years Eve Holiday, #8 landing page in 2024 <i>(optimized in November)</i>	25,675	+8%
Homepage, #9 landing page in 2024 <i>(optimized in February)</i>	21,312	+82%

# Campaign Update

## DECEMBER 2024

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**17%**

INCREASE IN TOTAL  
SESSION vs. 2023

**72%**

INCREASE IN PARTNER  
REFERRALS vs. 2023

**12%**

INCREASE IN ORGANIC  
TRAFFIC vs. 2023



**In December, organic sessions, engaged sessions and pageviews all hit an all-time highs.**



- **Optimize:** Indoor Activities blog
- **Optimize:** Weather page
- **Optimize:** Places to Stay page
- **Optimize:** NYE blog

# Site Performance

# Top Level Performance

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**416,685**

VISITS TO WEBSITE

+17% YOY

**309,868**

WEBSITE USERS

+25% YOY

**184,70**

VISIT FROM ORGANIC

+12% YOY

**711,521**

PAGE VIEWS

+16% YOY

**0:00:56**

AVERAGE ENGAGEMENT TIME

PER SESSION

-14% YOY

**249,894**

ENGAGED SESSIONS

+25% YOY

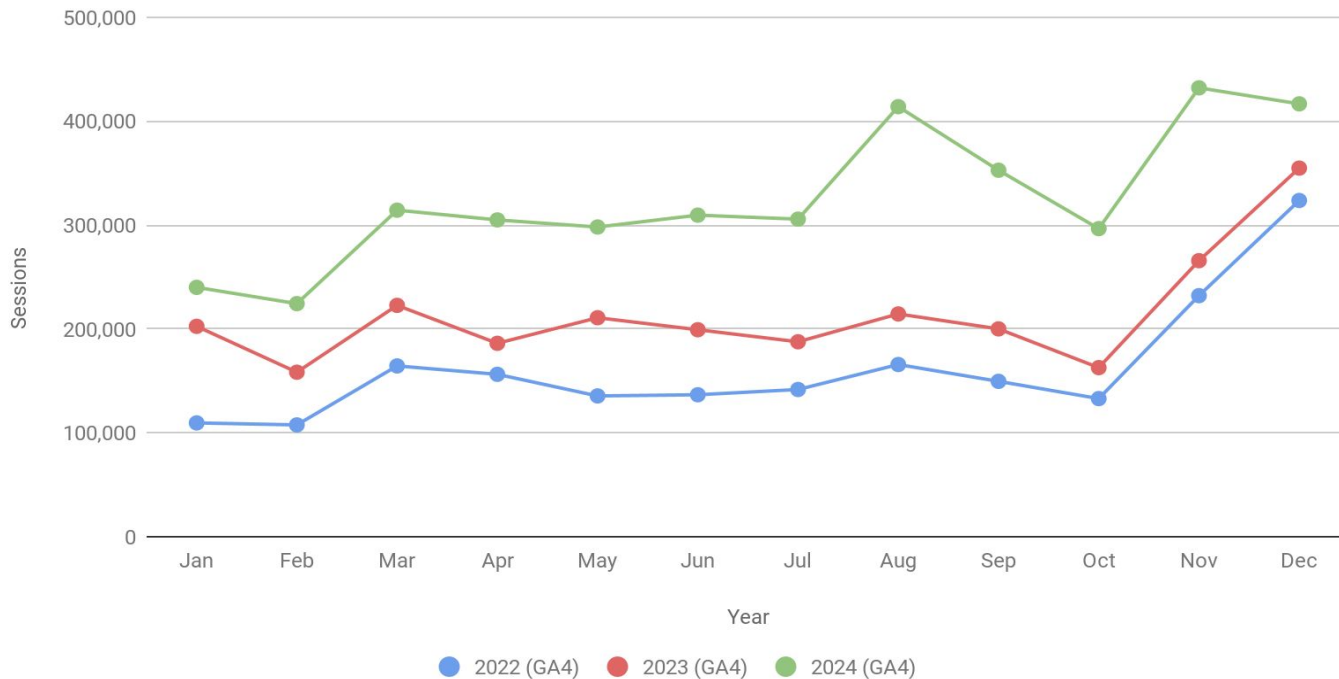
**59.97%**

ENGAGEMENT RATE

+4% YOY

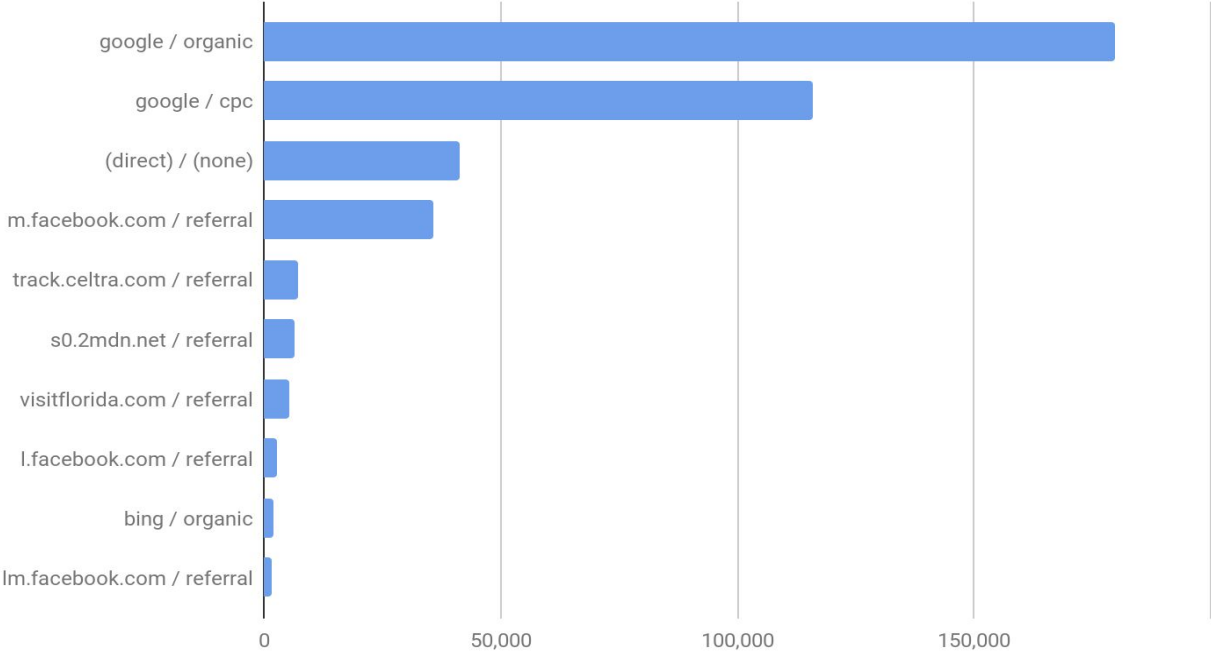
# Sessions

Overall website sessions saw a 17% increase compared to last year.



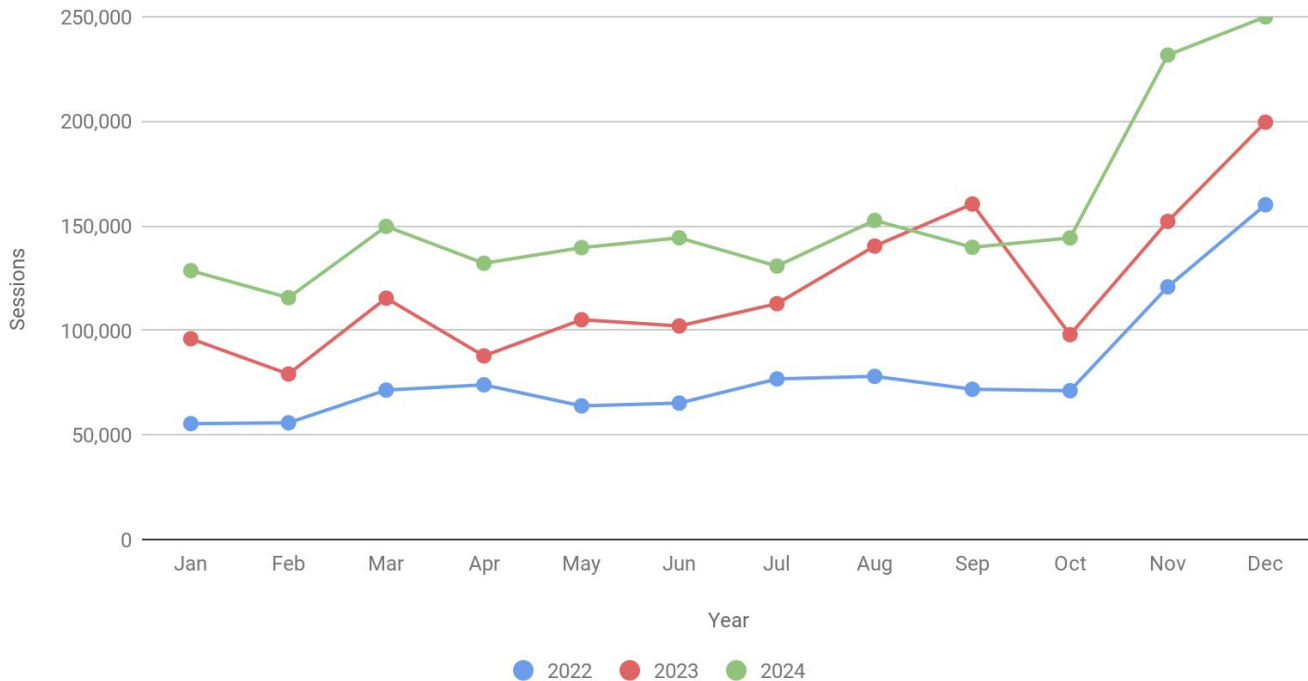
# Traffic Sources

In December, Google organic and paid search drove strong traffic to website.



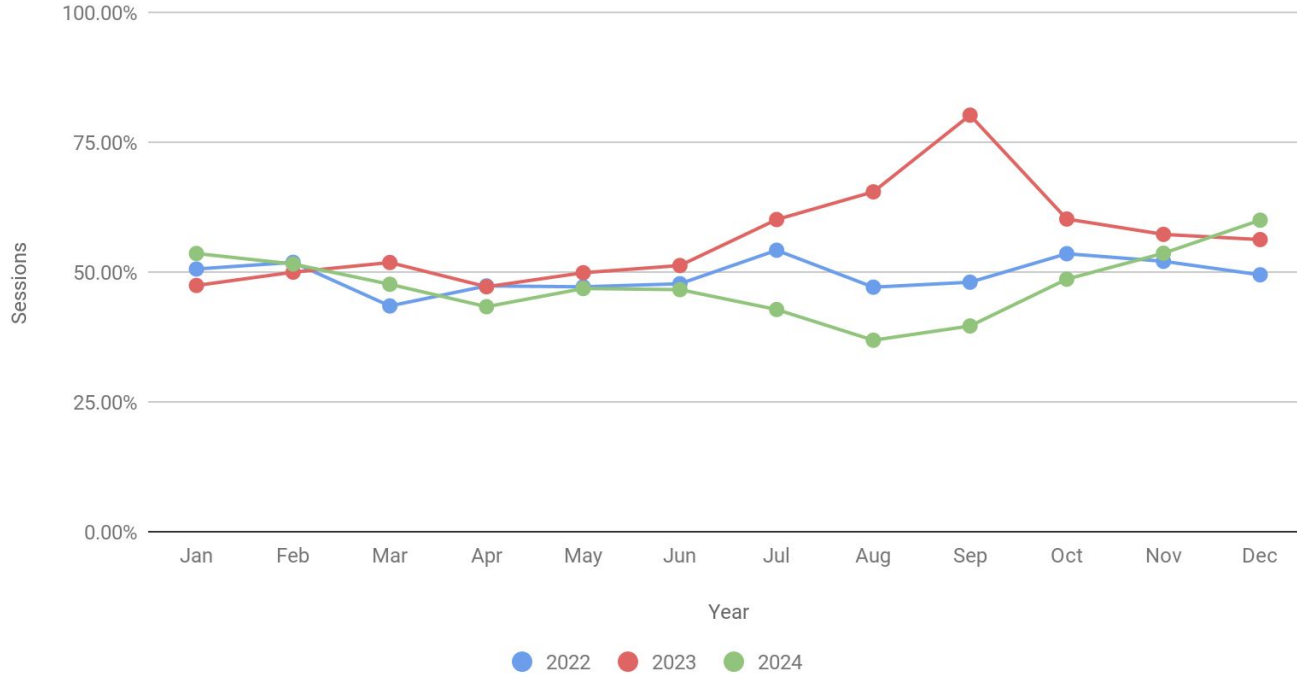
# Engaged Sessions

We saw over 249K engaged sessions (+25%), an all-time high, with an average engaged session of 00:56.



# Engagement Rate

The engagement rate was 59.97% - a 4% increase compared to last year.



# Key Performance Indicators

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In December, partner referrals increased 72% compared to last year.

**593**

REQUESTS FOR  
PHYSICAL GUIDES

**113**

ENEWSLETTER  
SIGNUPS

**35,615**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

**6,338**

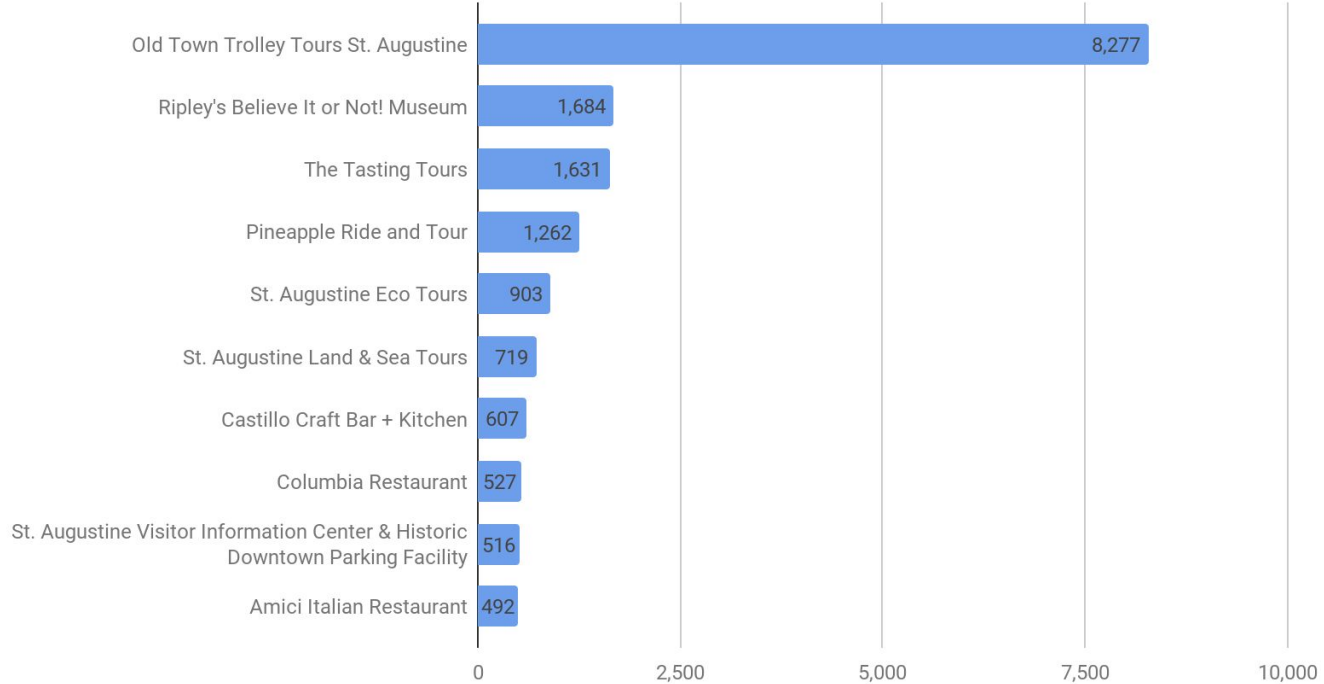
BOOKDIRECT CLICKS





# Partner Listing Clicks

Pineapple Ride and Tour was up 6.9K% and Ripley's Believe It or Not increased 751% compared to December 2023.



# Hispanic Microsite Performance

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**3,486**

VISITS TO WEBSITE

+27% YOY

**3,021**

TOTAL USERS

+30% YOY

**3,069**

VISIT FROM ORGANIC

+27% YOY

**8,481**

PAGE VIEWS

+51% YOY

**0:01:48**

AVERAGE ENGAGEMENT TIME  
PER SESSION

-9% YOY

**2,687**

ENGAGED SESSIONS

+47% YOY

**77.08%**

ENGAGEMENT RATE

+11% YOY

# Organic Search

# Organic Performance

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**184,700**

VISITS TO WEBSITE

+12% YOY

**127,673**

TOTAL USERS

+8% YOY

**339,595**

PAGEVIEWS

+16% YOY

**131,75**

**0** ENGAGED SESSIONS

+20% YOY

**0:01:11**

AVERAGE ENGAGEMENT TIME  
PER SESSION

-1% YOY

**71.33%**

ENGAGEMENT RATE

+5% YOY

**118,247**

NEW USERS

-2% YOY

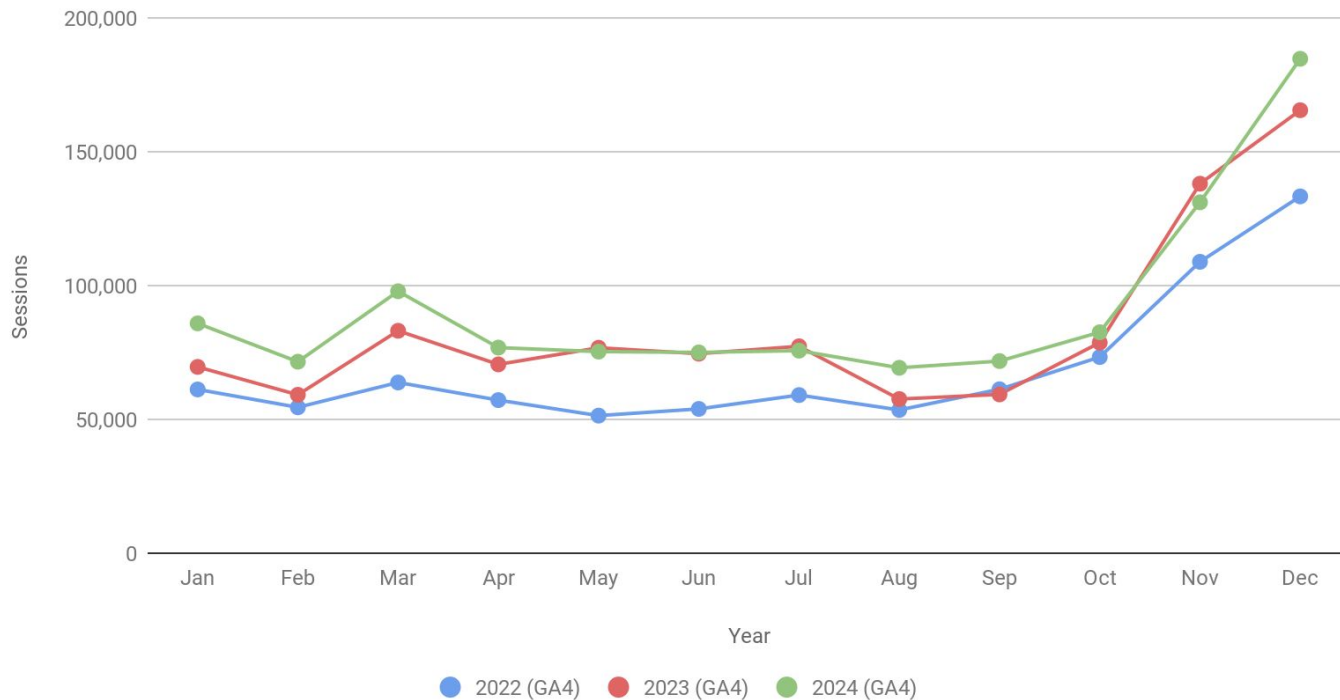
**28.67%**

BOUNCE RATE

-5% YOY

# Organic Search

Organic sessions increased by 12% compared to last year. This is an all-time high amount for organic traffic (184,700).



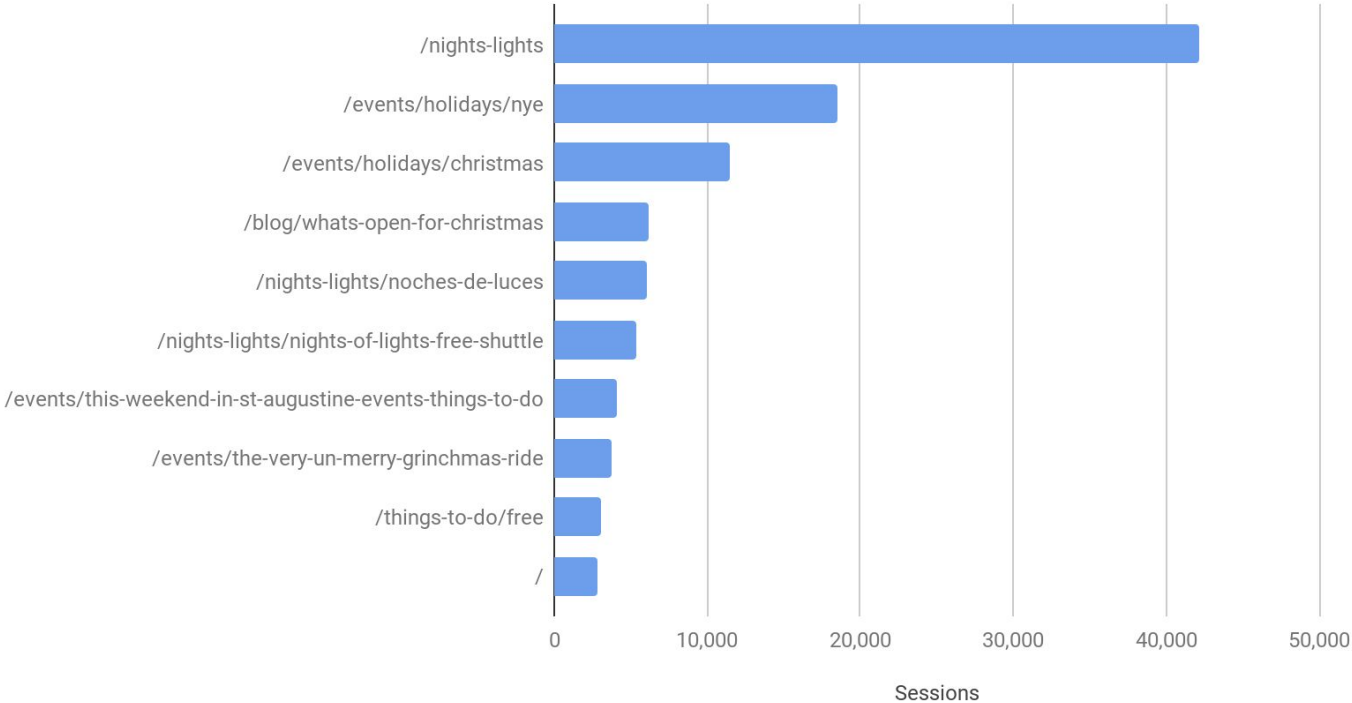
# Top Keywords

Total clicks to the websites in December increased 19% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
st augustine lights	4,670	2.24	-4.41	10.37%
nights of lights	1,991	3.50	0.38	7.63%
st augustine night of lights	1,978	2.96	0.83	4.55%
night of lights	1,508	2.99	-0.13	9.22%
st augustine christmas	1,364	1.35	0.32	26.26%
things to do in st augustine	1,235	4.44	-1.66	3.79%
st augustine christmas lights	1,070	3.37	-3.49	5.56%
st augustine new year's eve	926	1.01	-0.02	61.57%
st augustine new years	732	1.00	-0.13	58.47%
st augustine fireworks new years	689	1.06	0.04	69.67%

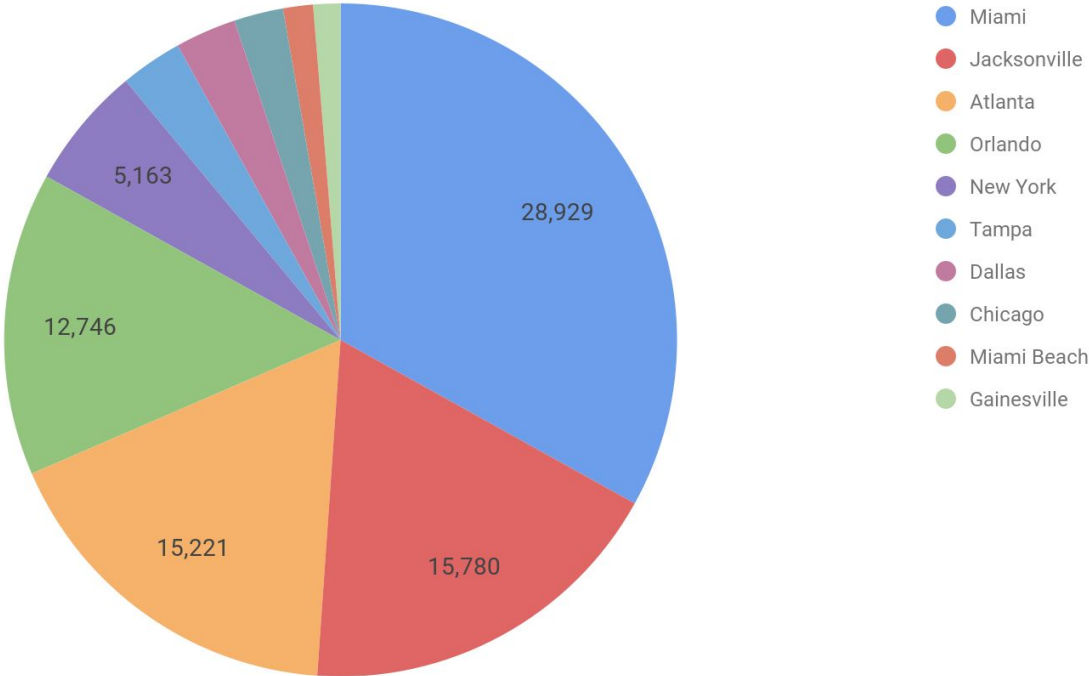
# Top Landing Pages

The Christmas paged (*optimized in October*) increased 31% and the Whats Open for Christmas (*optimized in November*) increased 37%.



# Sessions By City

Traffic from Miami Beach increased 586% and Dallas increased 226% year-over-year.





# Email Marketing

# Email Performance

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## Opt-in Subscribers

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**34,341**

MESSAGES SENT

**31%**

CTOR

**750**

SESSIONS

**06:48**

AVG. SESSION  
DURATION

## Other Source Subscribers

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**163,603**

MESSAGES SENT

**59%**

CTOR

**417**

SESSIONS

**04:09**

AVG. SESSION  
DURATION



# Looking Ahead

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January 2025

- **Optimize:** Black History annual event page
- **Optimize:** Valentine's Day Holiday page
- **Optimize:** Laid Back Luxury Ponte Vedra blog
- **Optimize:** Indoor Activities blog

M P L S

# TOURISM

*Academy*

2 25

JUNE 23-26 | MINNEAPOLIS, MN

# Thank You