

ST AUGUSTINE, PONTE VEDRA & THE BEACHES VCB: JUNE 2023

TRAVEL MARKETING CAMPAIGN

46%

Increase in Total Website
Sessions YoY

57%

Increase in Engaged
Sessions YoY

64%

Increase in Pageviews YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of June, the Tempest team **optimized** the **Sing Out Loud** annual event page.
- The team **optimized** the **Things to Do** page.
- The team also **optimized** the **Fountain of Youth** page.
- We **optimized** the **Historic Forts** page.
- Additionally, the team **created** and **deployed** the **June** email.

DISCLAIMER: We've begun reporting on more GA4 data within this monthly report, and will continue to replace Universal Analytics (UA) data in the monthly reports in the months leading up to July 1.

A person is shown in silhouette, sitting and looking at a tablet. The background is a vibrant sunset with orange and yellow clouds. The person is wearing a hoodie and is positioned on the right side of the frame, facing left.

TRAVEL MARKETING

SITE PERFORMANCE



TRAVEL MARKETING | GA4

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In June, all of your top level performance saw great increases compared to last year.

199,189 Website Sessions

154,952 Website Users

374,663 Pageviews

74,510 Organic Website Users

102,068 Engaged Sessions

51.24% Engagement Rate

0:02:25 Average Engagement Time per Session

TRAVEL MARKETING

TOP-LEVEL PERFORMANCE

UNIVERSAL ANALYTICS

203,486 Visits to Website

156,094 Users

320,232 Pageviews

1.57 Pageviews per Visit

0:01:19 Average Time on Site

73.69% New Sessions

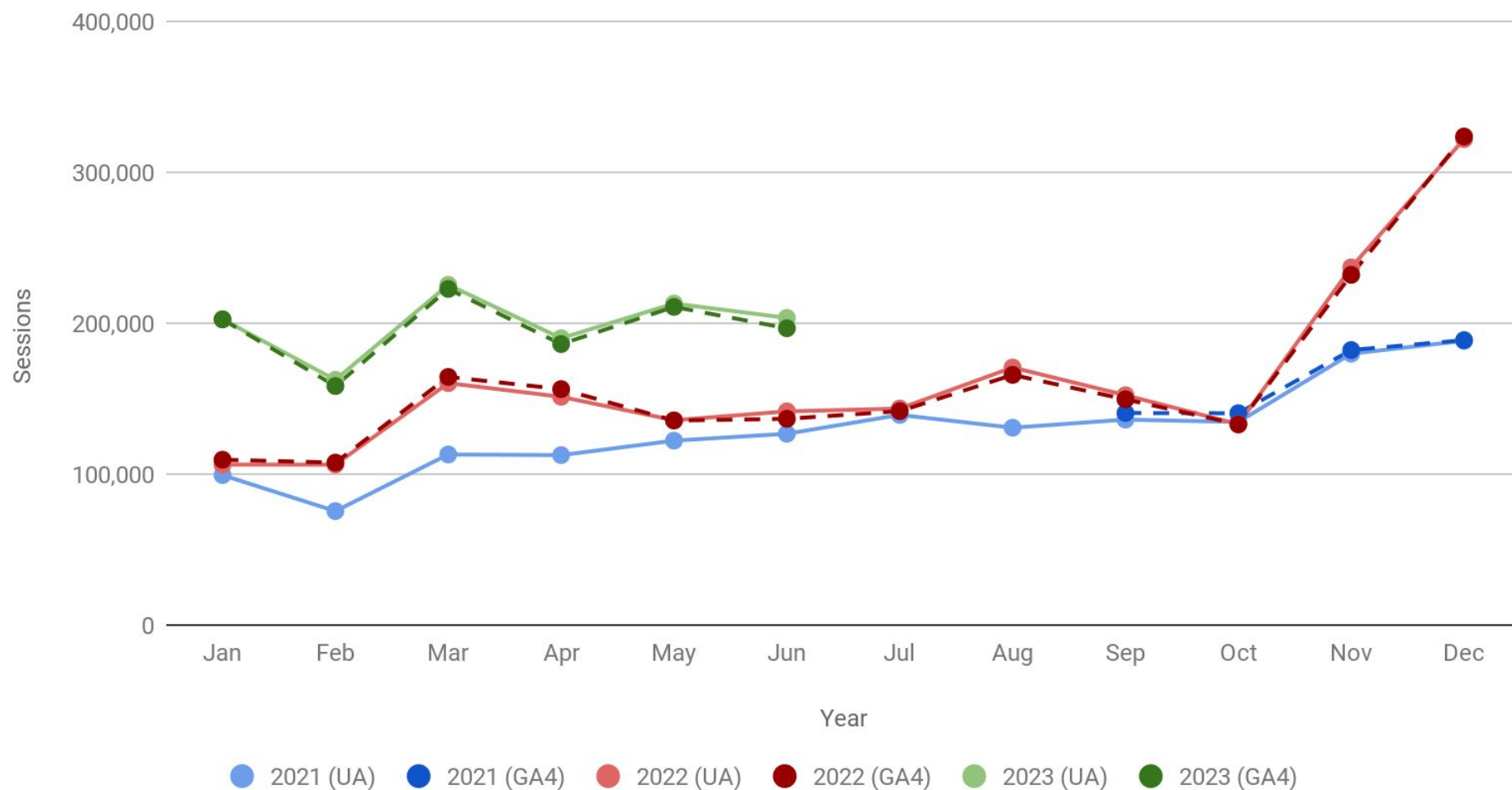
72.18% Bounce Rate

28.58% 50% Scroll Depth

TRAVEL MARKETING | GA4

SESSIONS

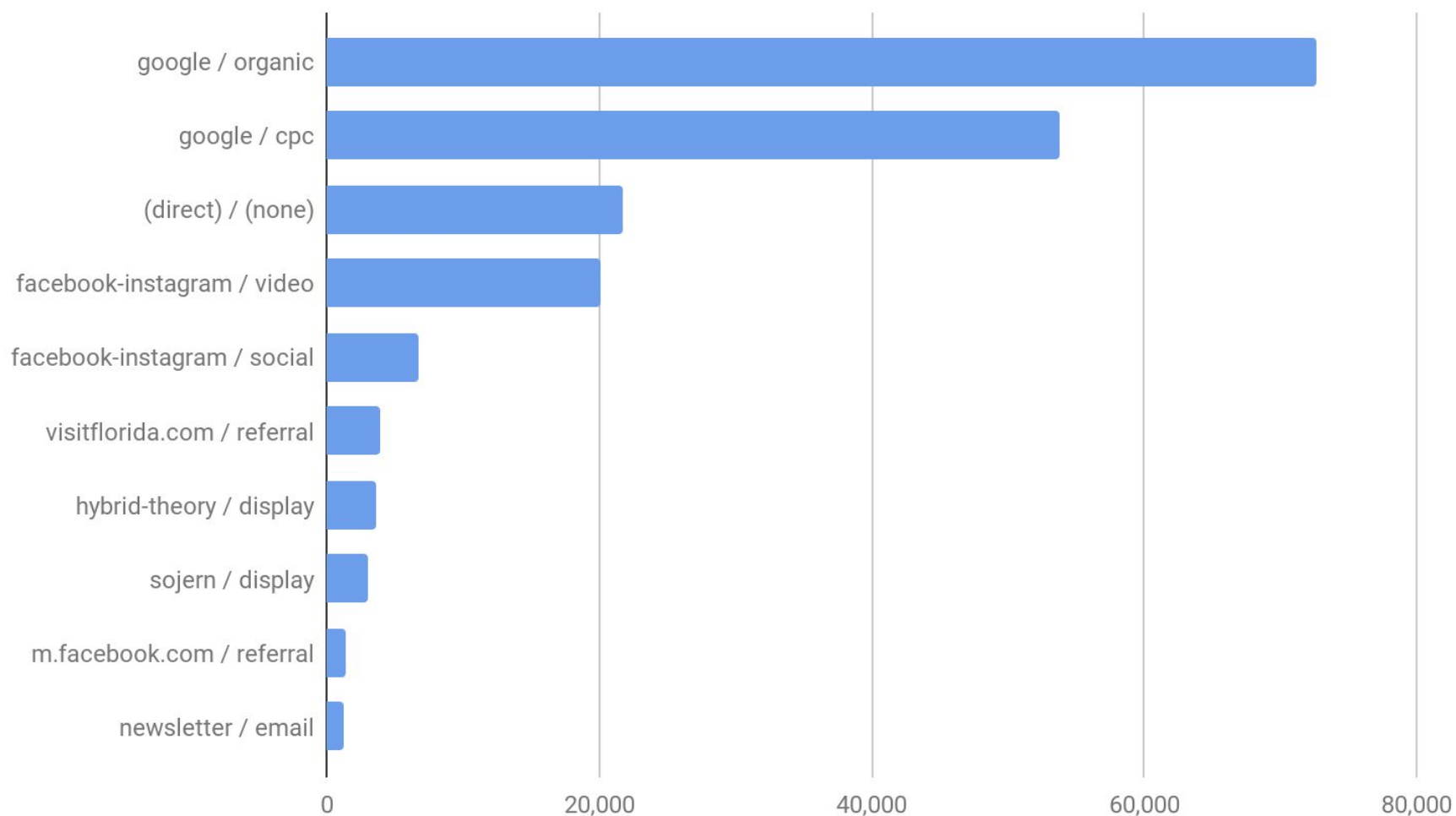
Visits captured by the website saw a nice 46 percent increase compared to June 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

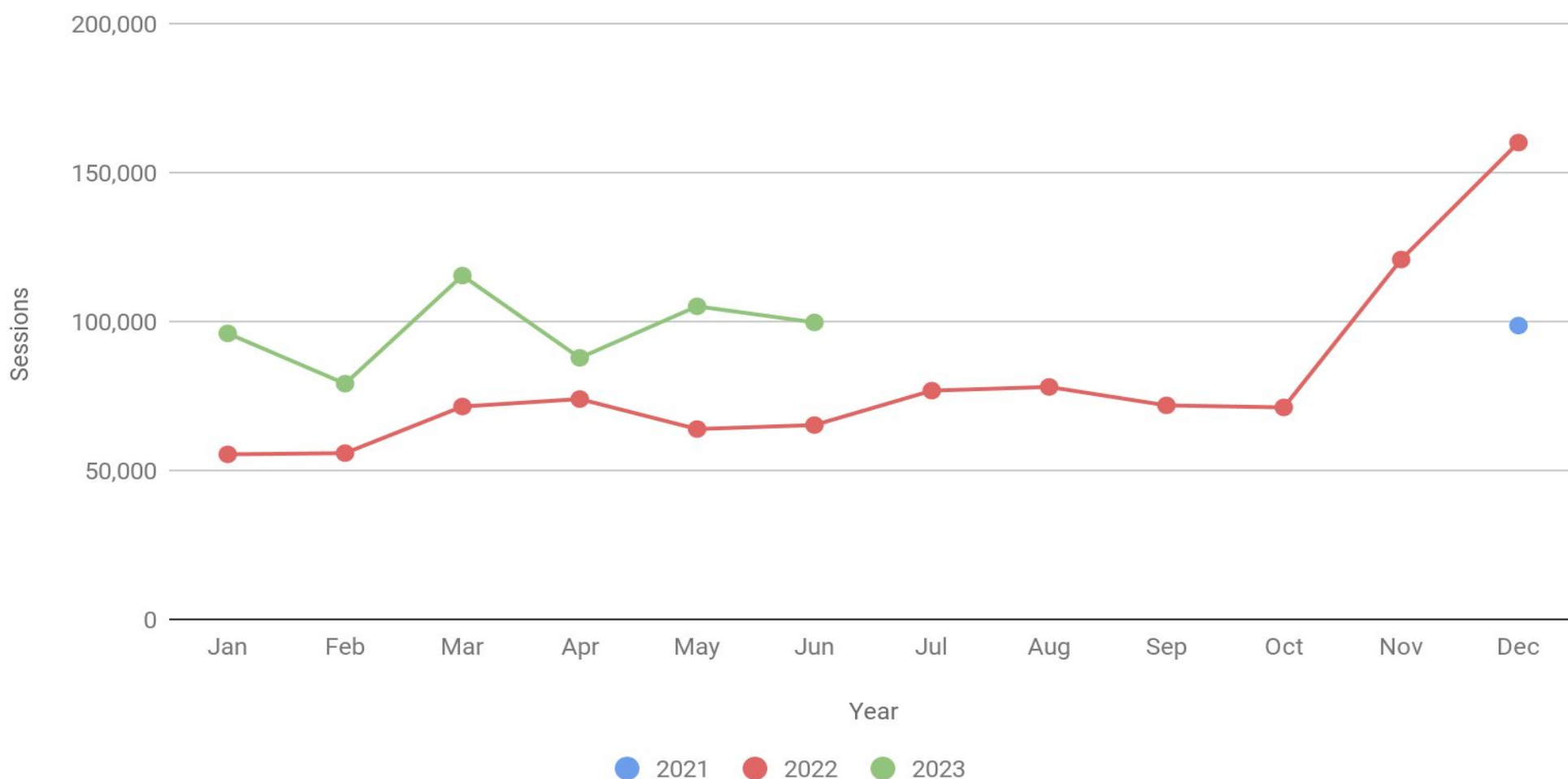
In June, we continue to see strong traffic increases coming from most of your top channels.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

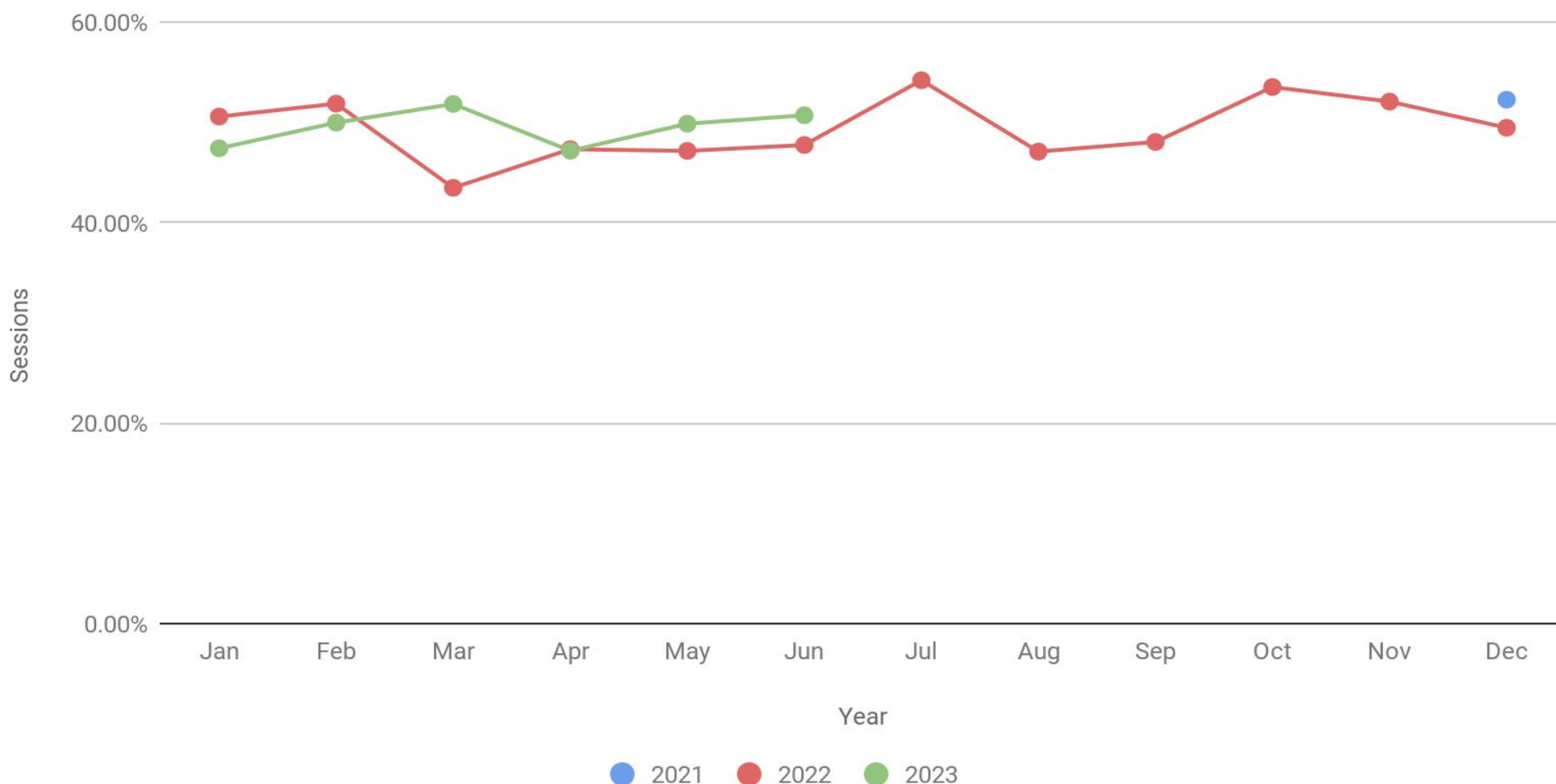
In June, we saw over 102k engaged sessions on the site, a 57 percent increase compared to last year, with an average duration of 02:25.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In June, the engagement rate increased 7 percent compared to last year.



TRAVEL MARKETING

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increase from BookDirect Clicks up 101 percent year-over-year.

687 Requests for Physical Guides

72 eNewsletter Signups

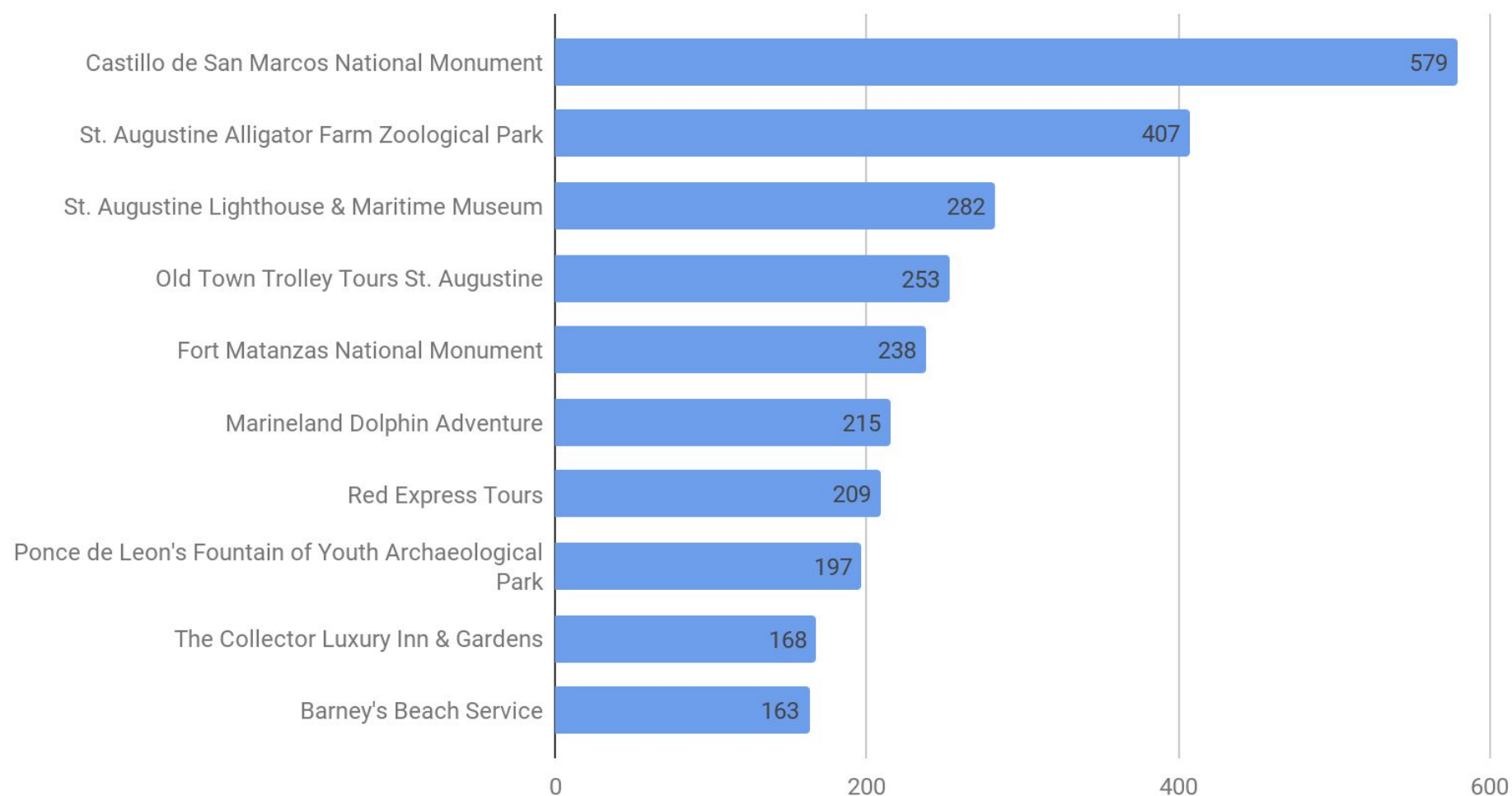
10,400 Clicks on Partner Listings

2,283 BookDirect Clicks

TRAVEL MARKETING

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument your top partner in June, and also saw the highest year-over-year increase of 144.





TRAVEL MARKETING

ORGANIC SEARCH



TRAVEL MARKETING

ORGANIC PERFORMANCE

Organic search contributed 38 percent of the overall website visitation.

77,847 visits to Website

64,314 Users

131,407 Pageviews

1.69 Pageviews per Visit

0:01:44 Average Time on Site

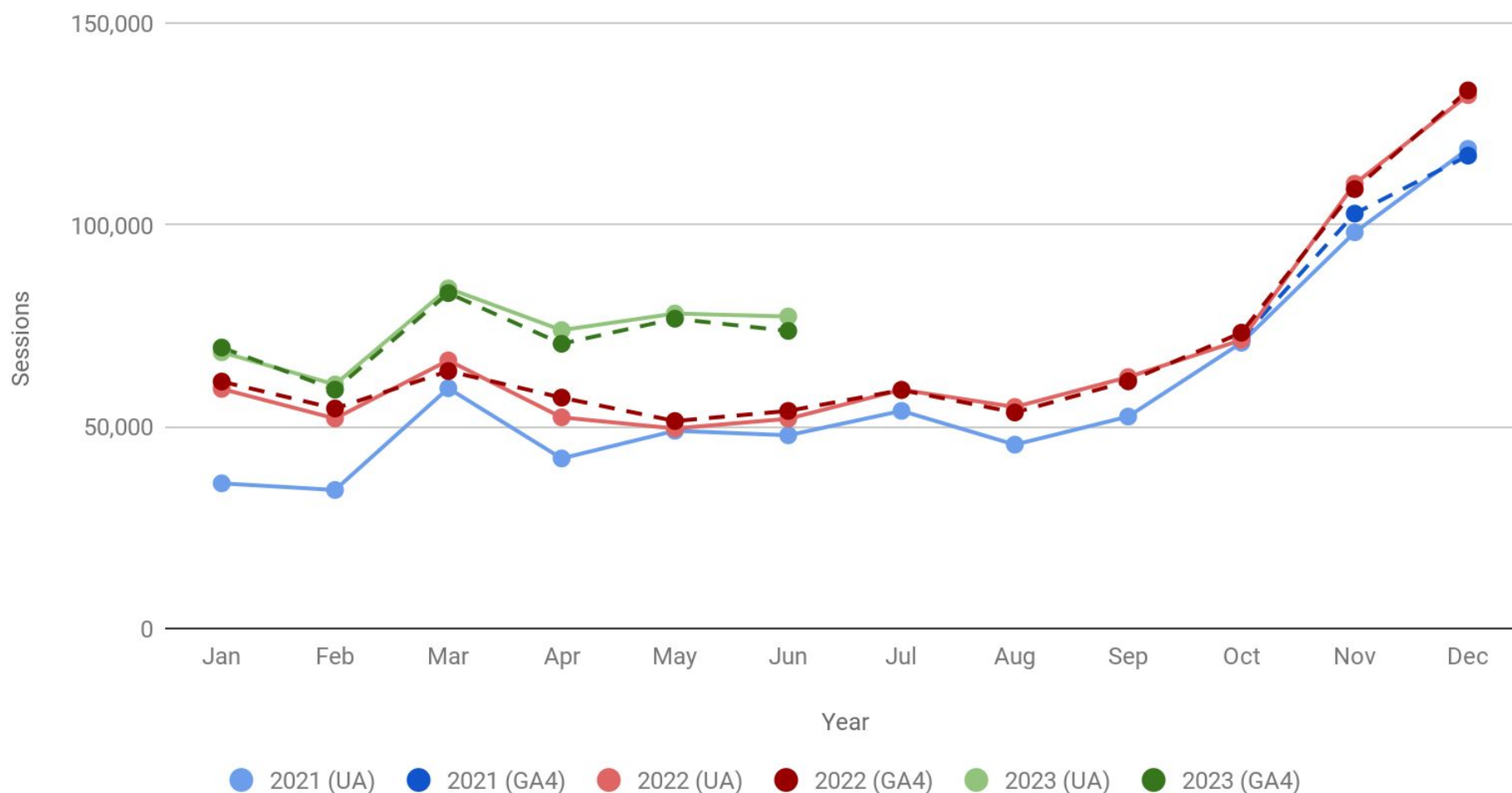
73.46% New Sessions

63.59% Bounce Rate

TRAVEL MARKETING | GA4

ORGANIC SEARCH

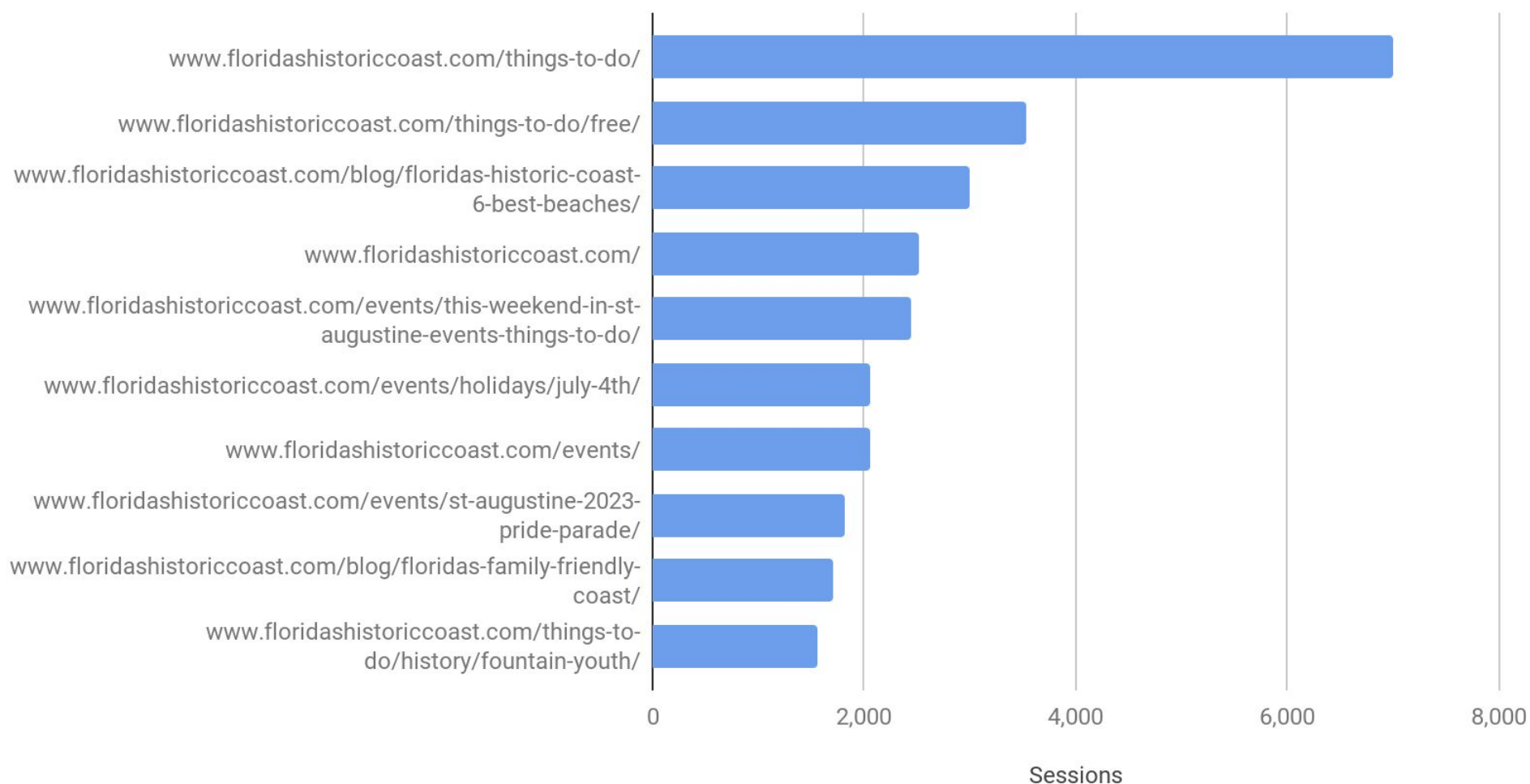
Organic search traffic increased by 38 percent compared to last year.



TRAVEL MARKETING

TOP LANDING PAGES

In June, the Florida's Historic Coast 6 Best Beaches blog (+115%) and 4th of July event page (+285%) recently optimized by the Tempest team saw a nice increase compared to last year.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

The Miami market saw a huge increase of 95 percent, Tampa saw a 38 percent increase and Jacksonville saw a 31 percent increase year-over-year.

