



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

TRAVEL MARKETING CAMPAIGN

35%

Increase in Total Sessions
YoY

127%

Increase in Engaged
Sessions YoY

303%

Increase in eNewsletter Signups
YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of September, the Tempest team **optimized** the **Greek Festival Annual Event** page.
- The team **optimized** the **Homepage**.
- The team also **optimized** the **Nights of Lights** page.
- We **optimized** the **Whiskey, Wine & Wildlife Festival** annual event page.
- Additionally, the team will **created** and **deployed** the **September** email.

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



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TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In September, we continued to see increases with most of your top level performance compared to last year.

201,635 Website Sessions

163,150 Engaged Sessions

151,565 Website Users

80.91% Engagement Rate

327,031 Pageviews

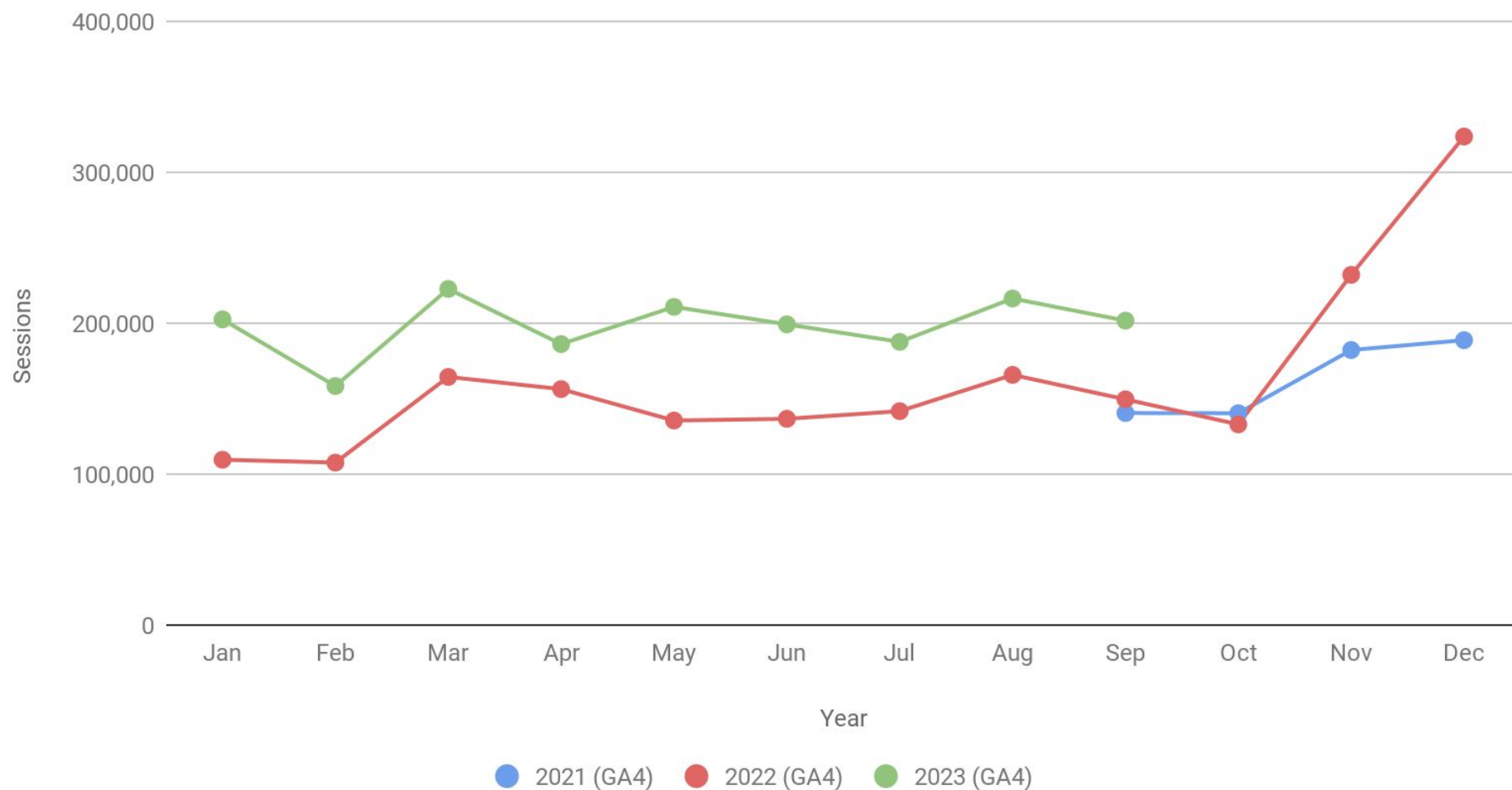
0:03:13 Average Engagement Time per Session

59,802 Organic Website Users

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SESSIONS

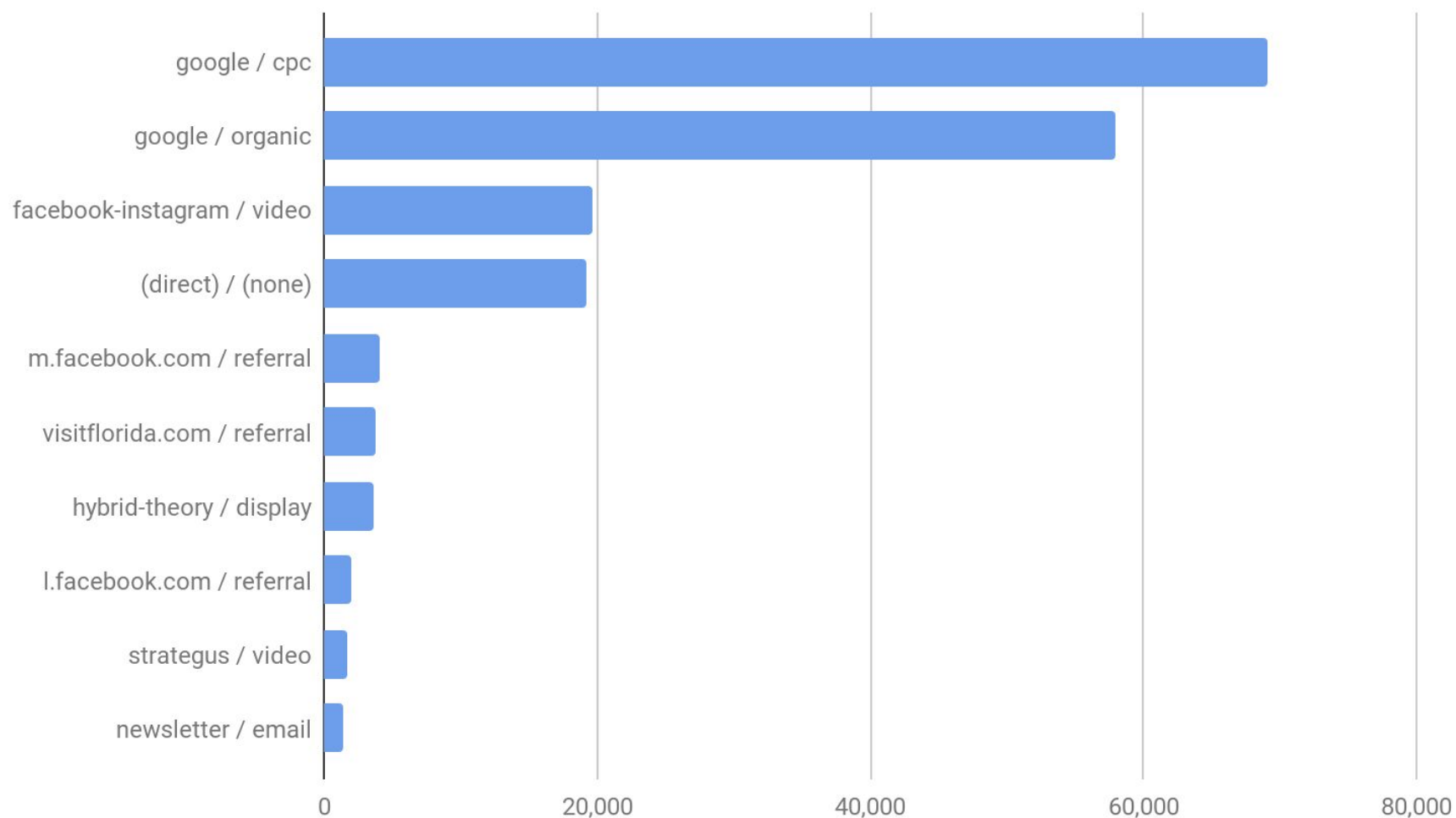
Visits captured by the website saw a nice 35 percent increase compared to September 2022.



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TOP TRAFFIC SOURCES

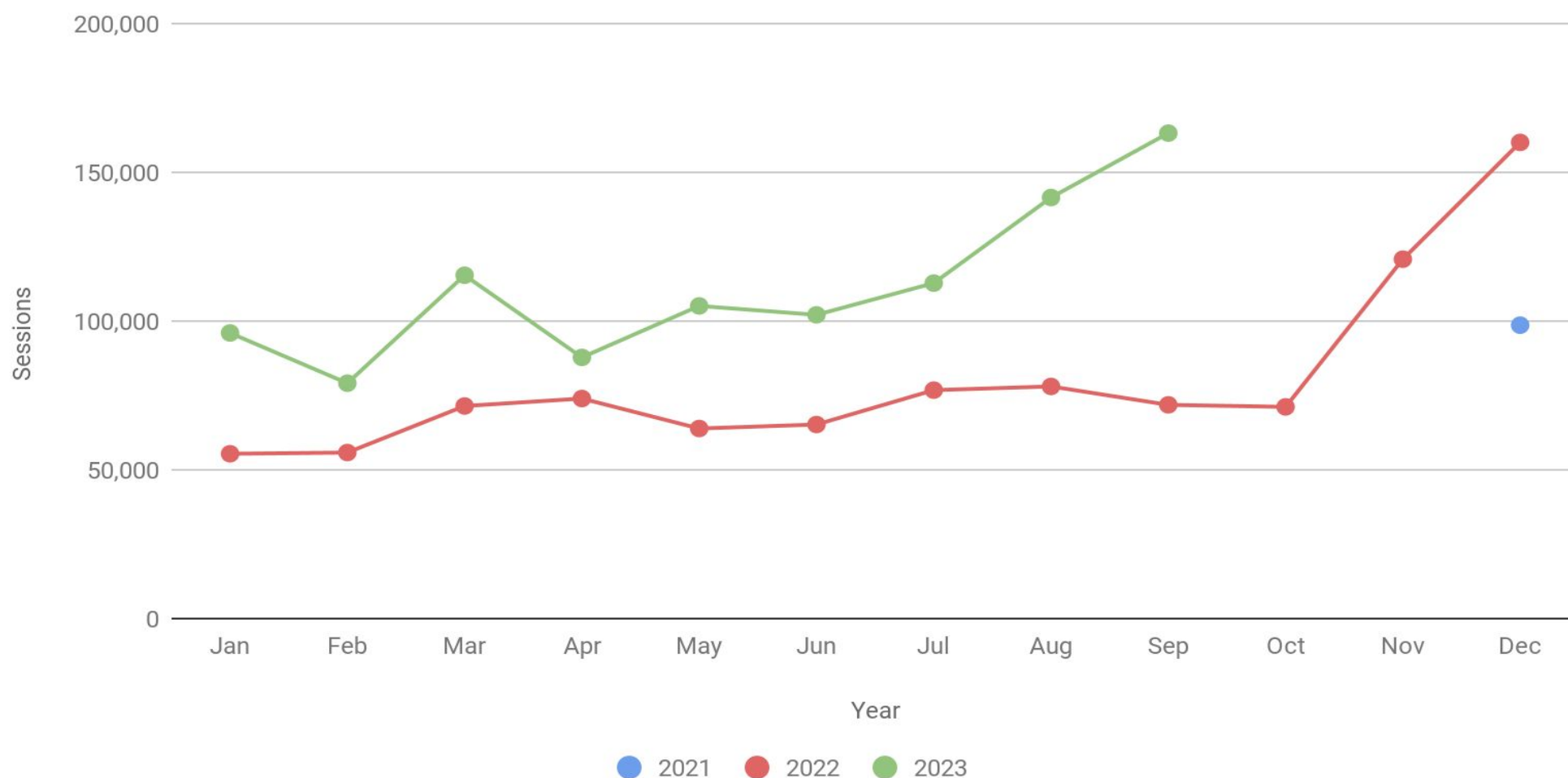
In September, we saw huge increase in the Google CPC traffic up 121 percent. We are also seeing nice increases from l.facebook.com referrals up 78 percent and visitflorida.com referrals up 23 percent compared to last year.



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ENGAGED SESSIONS

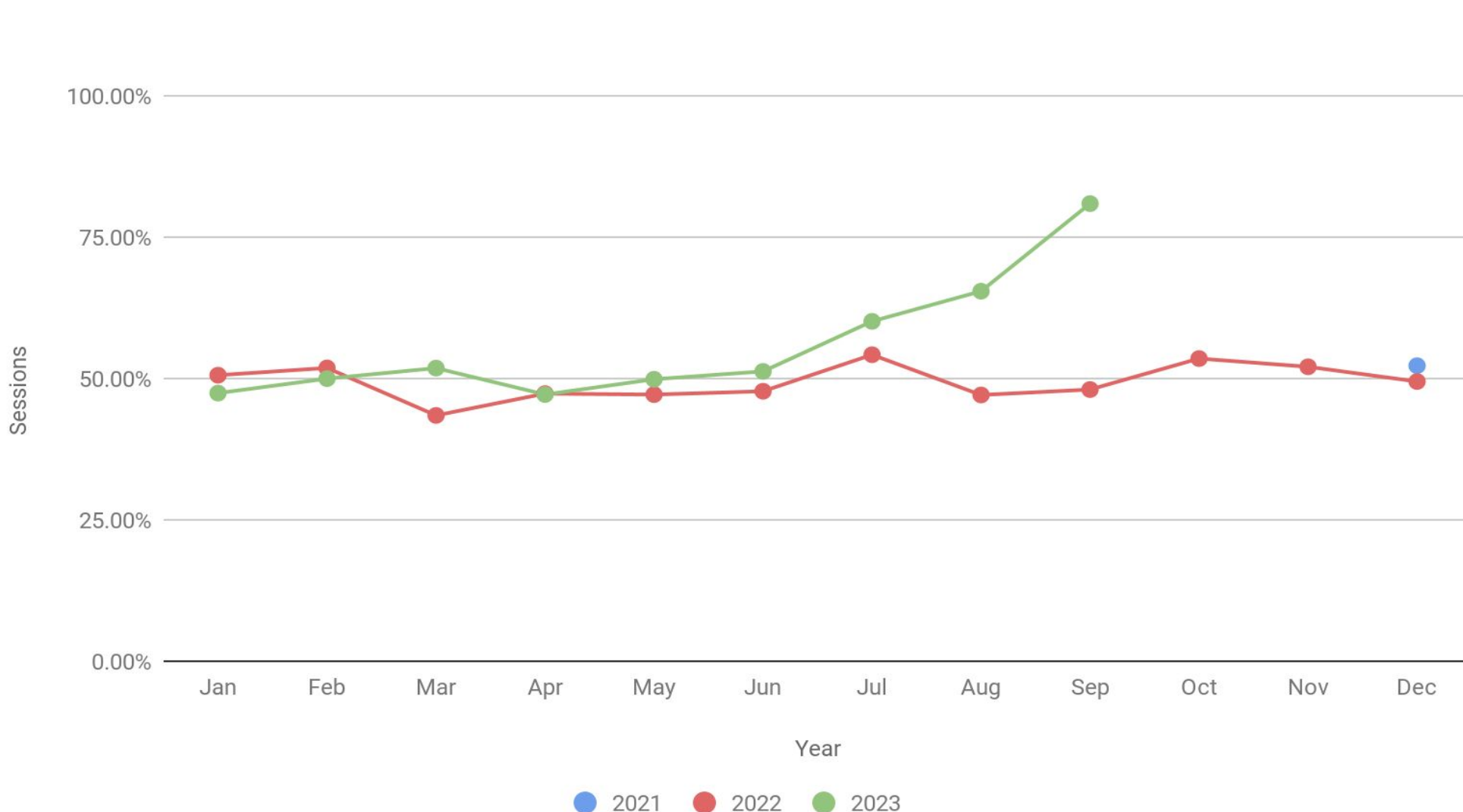
In September, we saw over 163k engaged sessions on the site, a 127 percent increase compared to last year, with an average duration of 03:13.



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ENGAGEMENT RATE

In September, the engagement rate increased 68 percent compared to last year.



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KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increases from the newsletter signups up 303 percent and a 279 percent increase from book direct clicks year-over-year.

687 Requests for Physical Guides

504 eNewsletter Signups

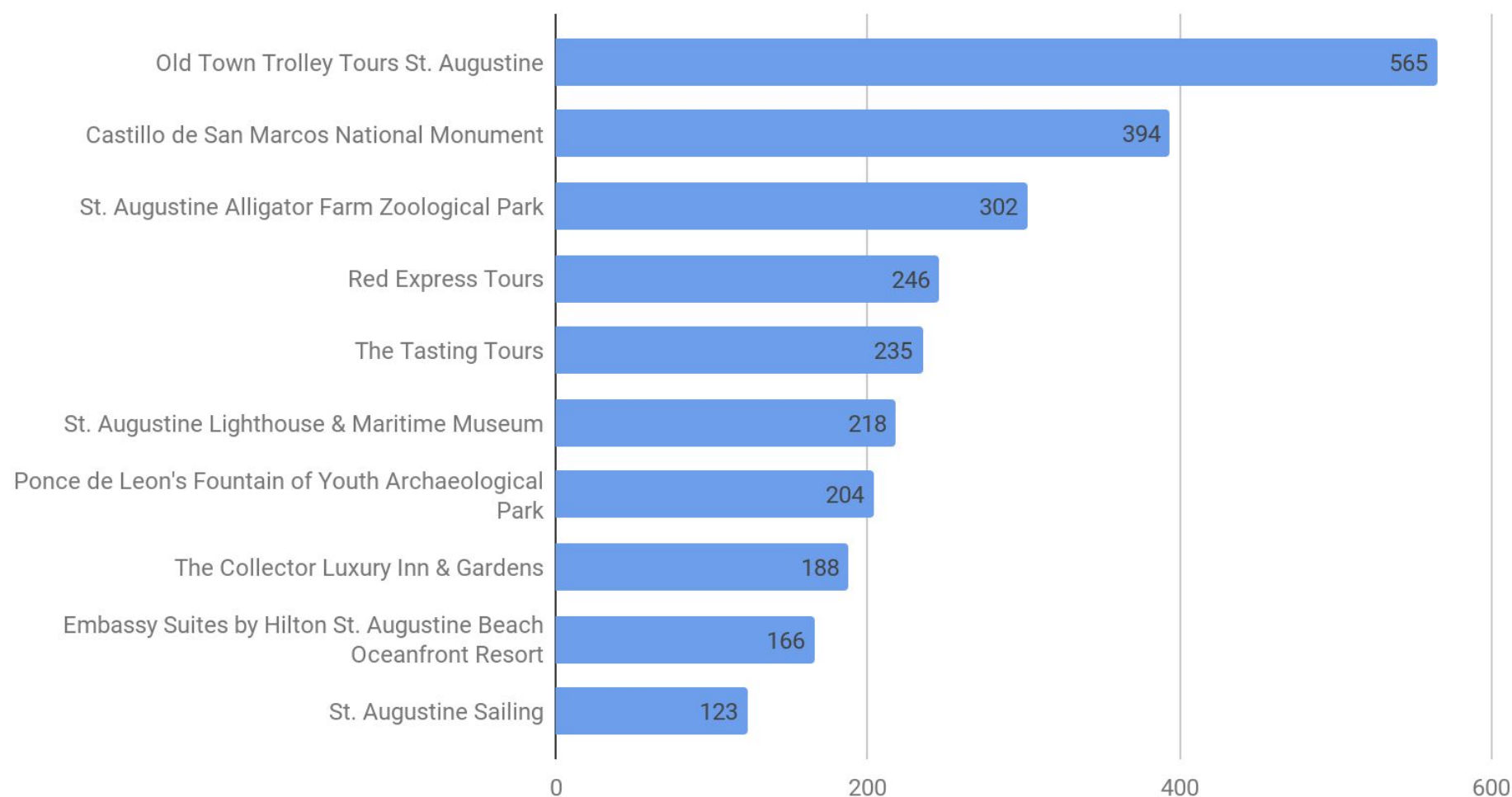
9,360 Clicks on Partner Listings

3,684 BookDirect Clicks

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PARTNER LISTING CLICKS

Old Town Trolley Tours was your top partner in September with a 13 percent increase. We saw the highest increase again from the St. Augustine Alligator Farm Zoological Park up 225 percent compared to last year.



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HISPANIC MICROSITE PERFORMANCE

927 visits to Website

795 Users

1,879 Pageviews

663 Engaged Sessions

826 Organic Sessions

0:04:28 Average Time on Site

71.52% Engagement Rate



TRAVEL MARKETING

ORGANIC SEARCH



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ORGANIC PERFORMANCE

Organic search contributed 26 percent of the overall website visitation.

59,802 visits to Website

45,009 Users

95,426 Pageviews

44,356 Engaged Sessions

74.17% Engagement Rate

0:03:47 Average Time on Site

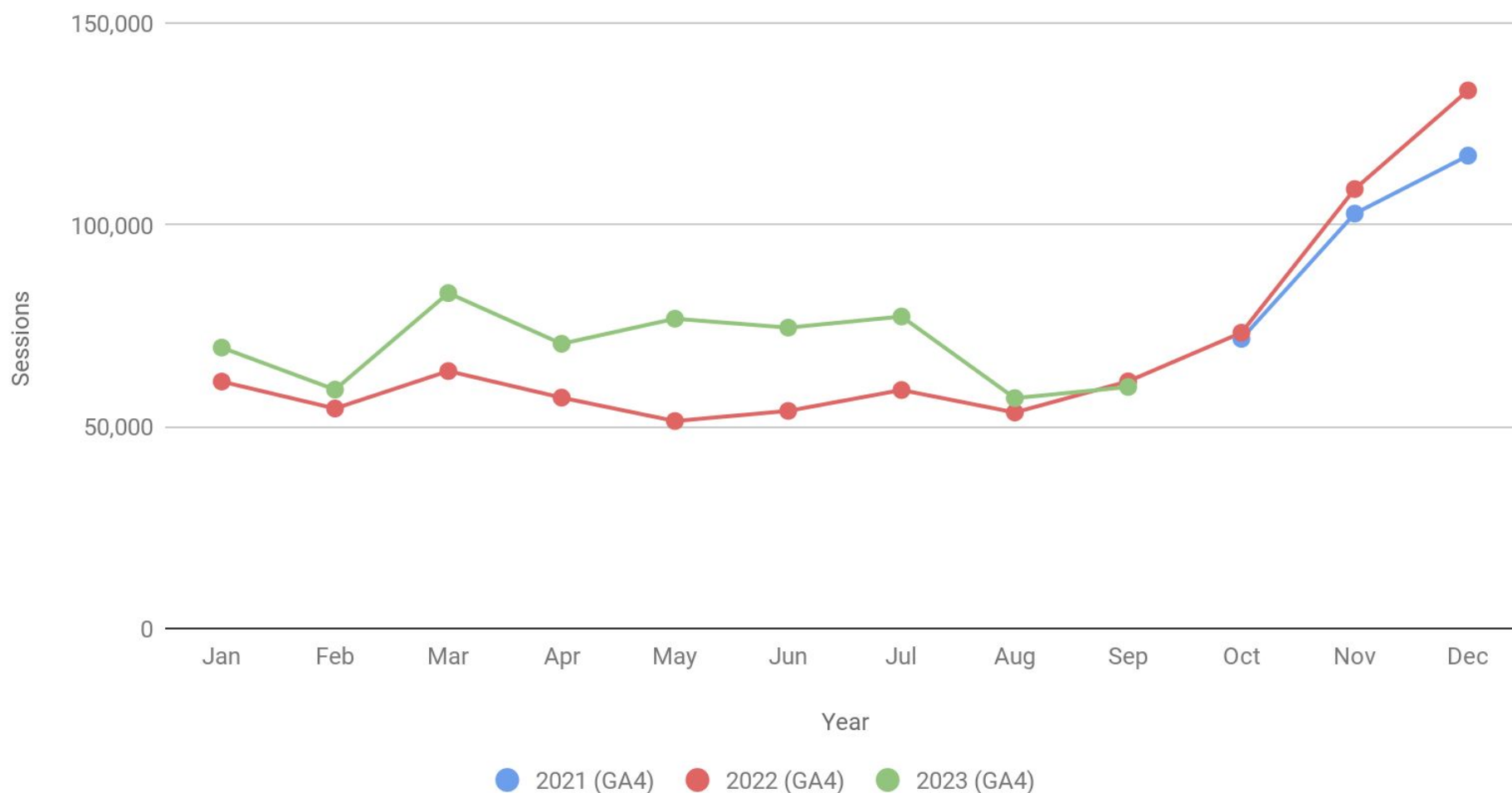
93.44% New Sessions

25.83% Bounce Rate

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ORGANIC SEARCH

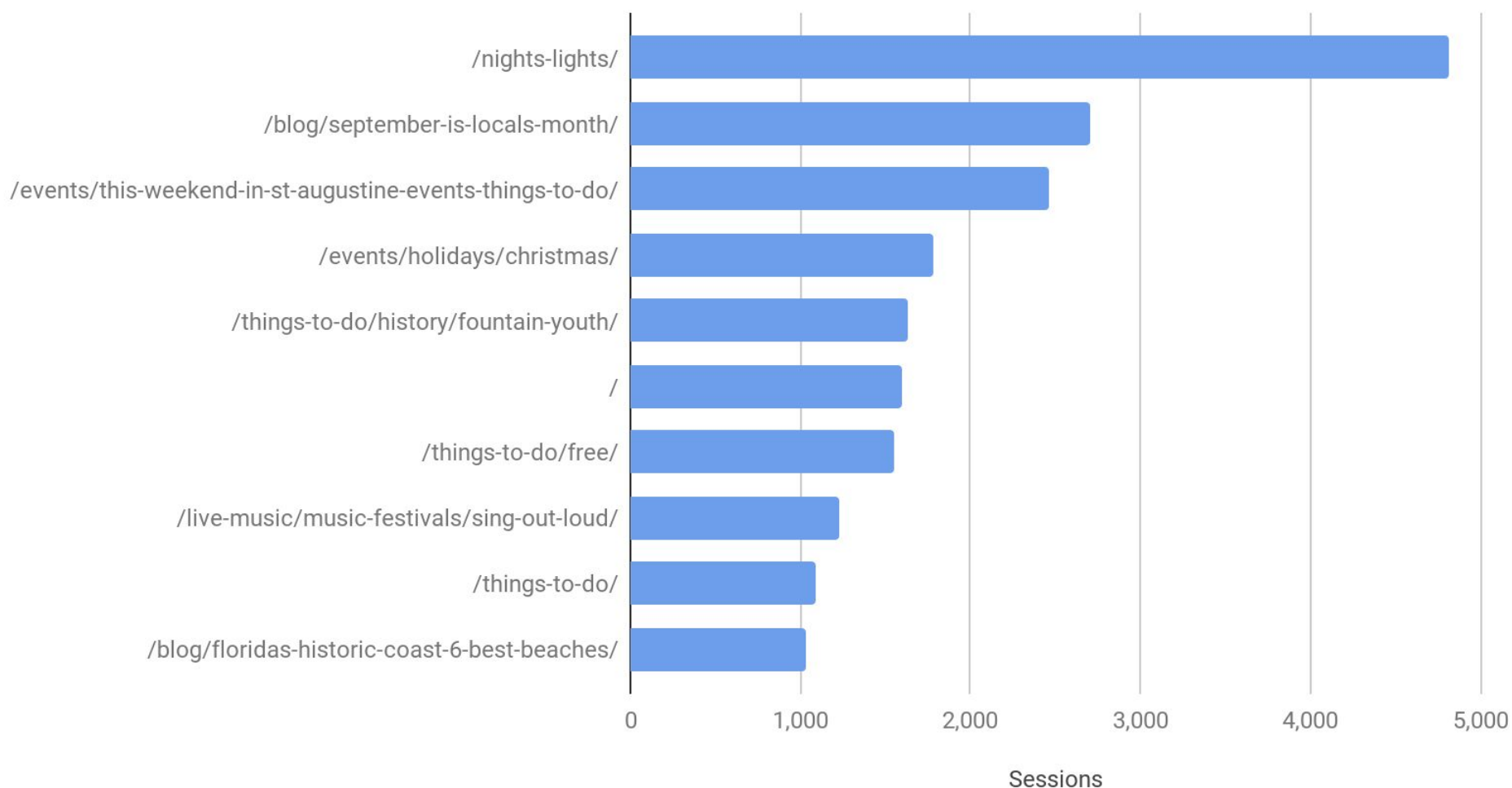
Organic search traffic decreased by 2 percent compared to last year.



TRAVEL MARKETING | GA4

TOP LANDING PAGES

In September, the Things to Do page saw a huge 372 percent increase compared to last year. We also saw a nice increase from the This Weekend in St. Augustine Events (+64%) event page and Christmas events page (+50%) page.



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SESSIONS BY CITY

The Miami market saw a huge increase of 87 percent and Jacksonville saw a 28 percent increase year-over-year.

