

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

TRAVEL MARKETING CAMPAIGN

19%

Increase in Total Website
Sessions YoY

22%

Increase in Organic Sessions
YoY

36%

Increase in Pageviews YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of April, the Tempest team **optimized** the **Shell Seekers May Find Sharks Teeth in Ponte Vedra Beach** blog.
- The team **optimized** the **Florida's Historic Coast 6 Best Beaches** blog.
- The team also **optimized** the **Ponte Vedra Beach** page.
- We **optimized** the **Crescent Beach** page.
- Additionally, the team will **created** and **deployed** the April 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 April, most of your top level performance saw great increases compared to last year.

185,237 Website Sessions

84,627 Engaged Sessions

151,487 Website Users

45.69% Engagement Rate

69,972 Organic Website Users

0:00:46 Average Engagement Time per Session

328,731 Pageviews

TRAVEL MARKETING

TOP-LEVEL PERFORMANCE

UNIVERSAL ANALYTICS

190,011 Visits to Website

152,597 Users

289,132 Pageviews

1.52 Pageviews per Visit

0:01:13 Average Time on Site

78.32% New Sessions

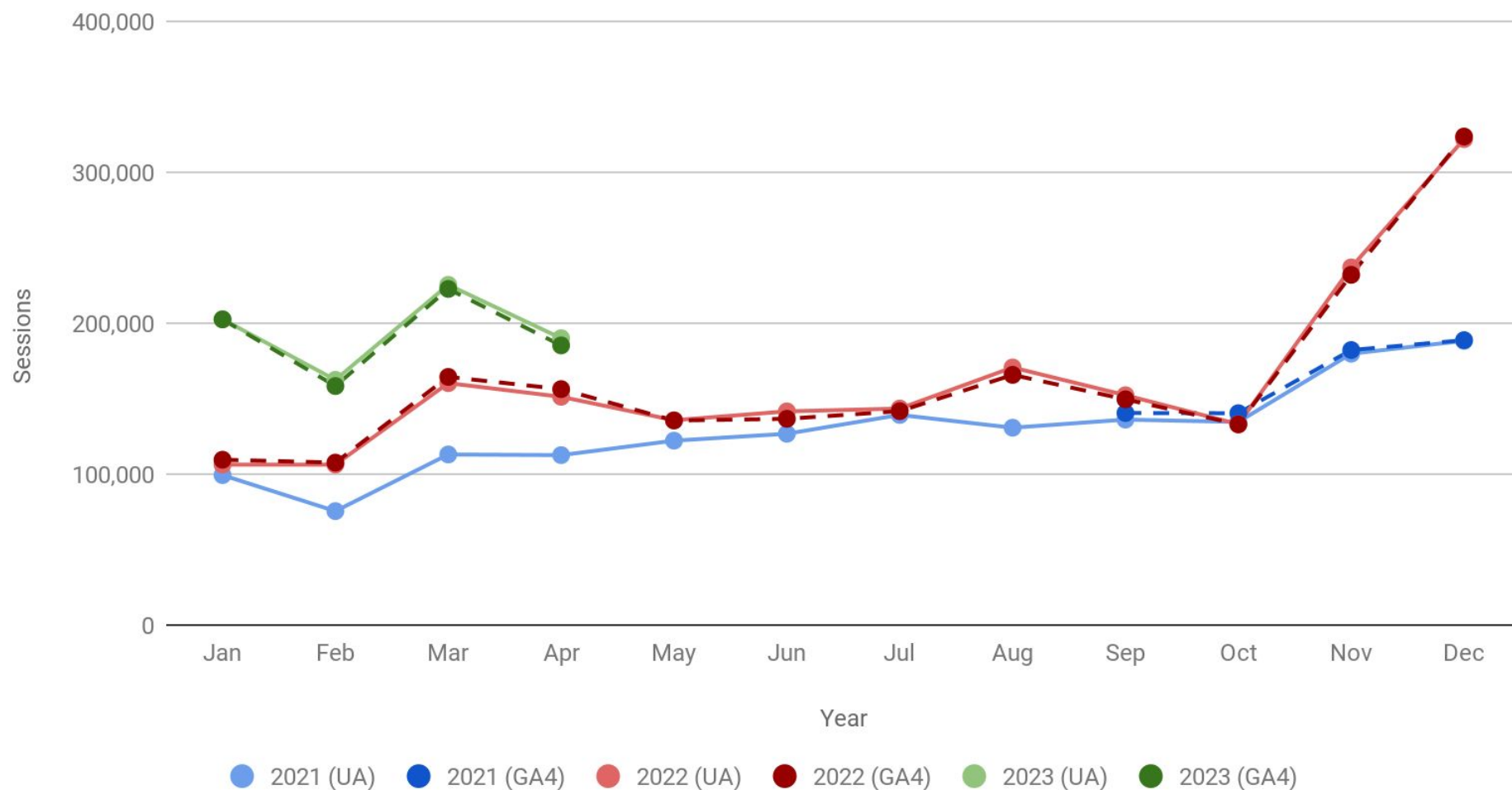
73.95% Bounce Rate

28.79% 50% Scroll Depth

TRAVEL MARKETING | GA4

SESSIONS

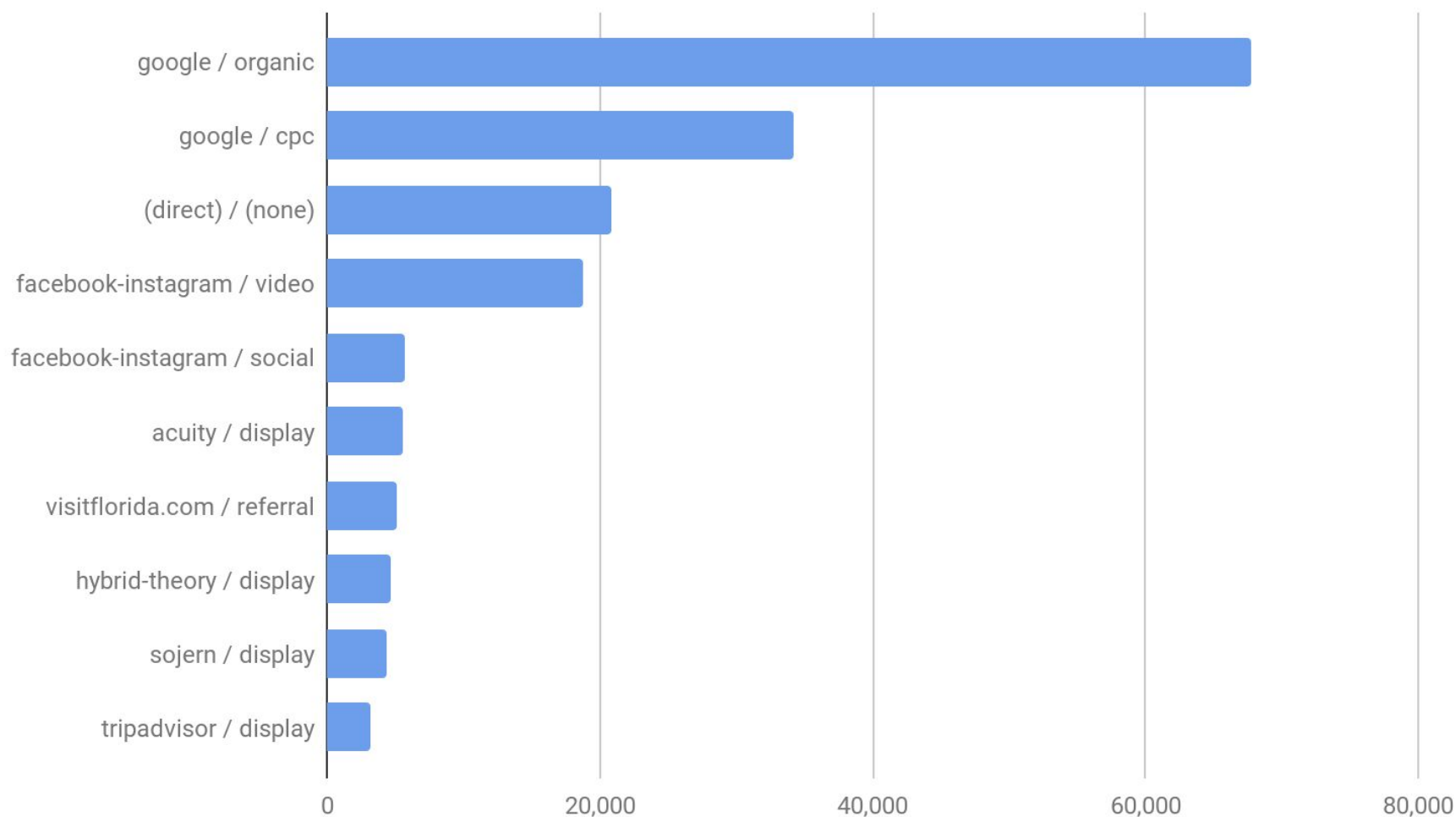
Visits captured by the website saw a nice 19 percent increase compared to April 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

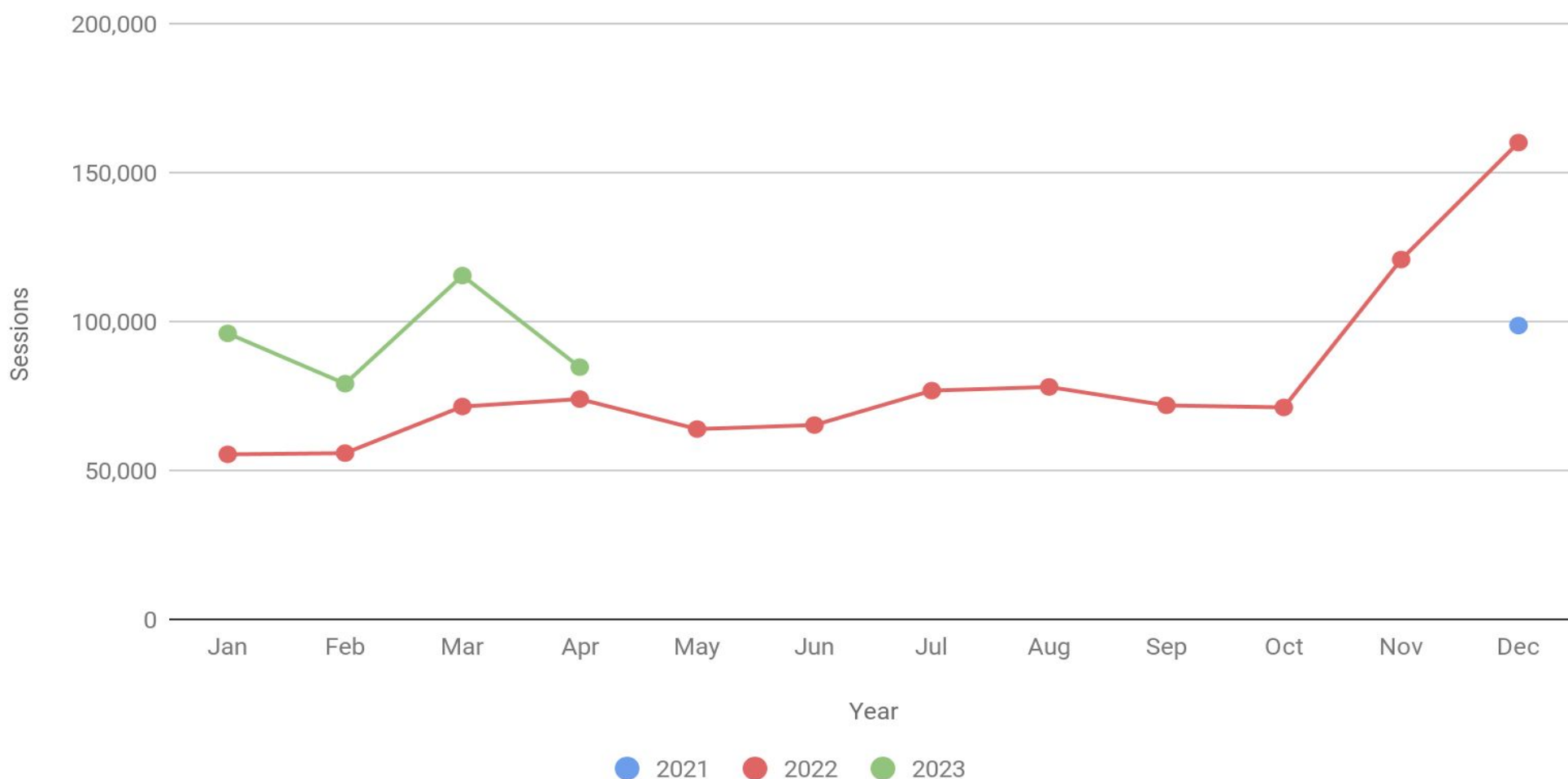
In April, we continue to see strong traffic increases coming from majority of your top channels.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

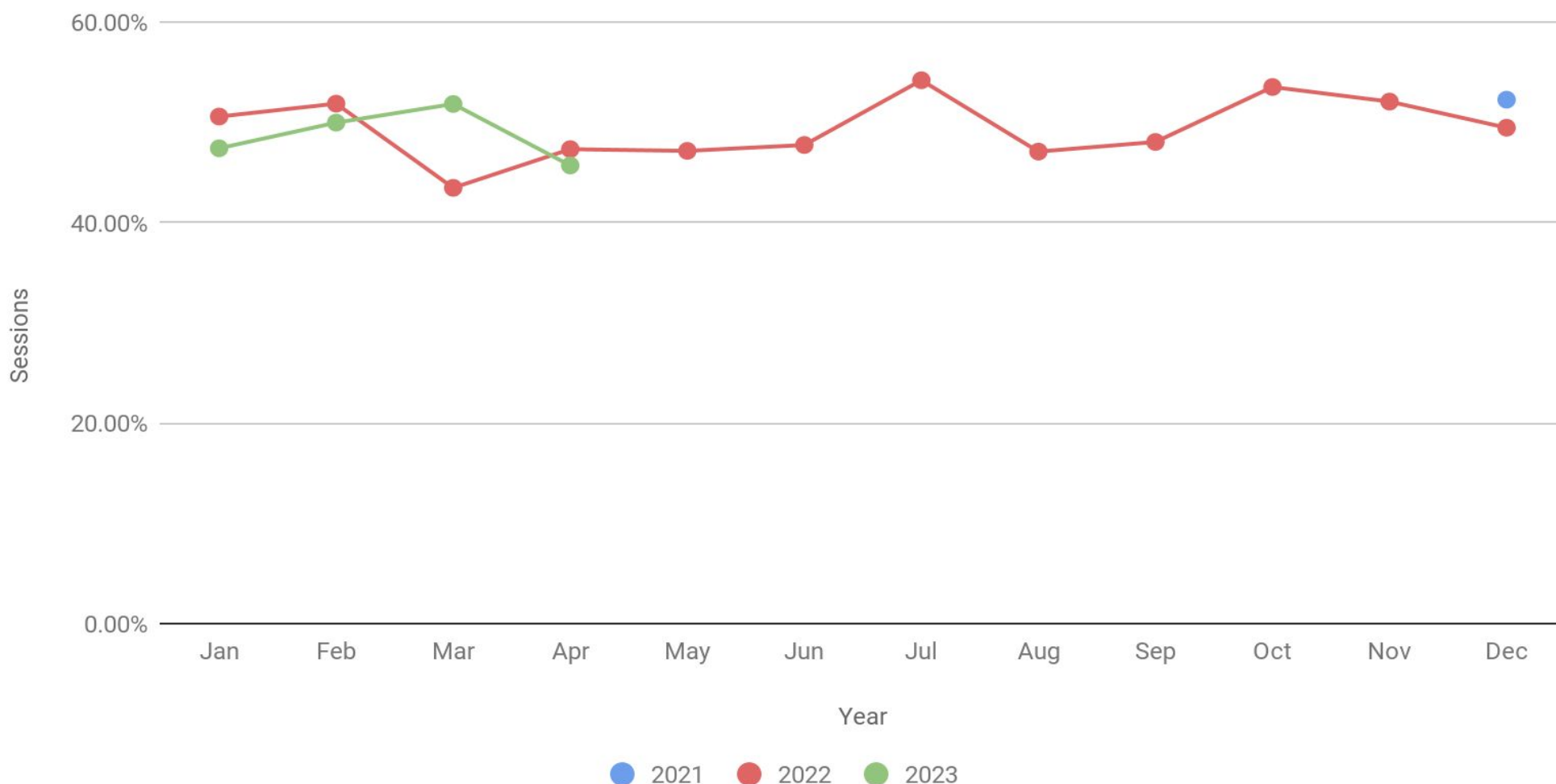
In April, we saw over 84k engaged sessions on the site with an average duration of 00:46.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In April, the engagement rate slightly decreased 3 percent compared to last year.



TRAVEL MARKETING

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increase from BookDirect Clicks up 119 percent year-over-year.

659 Requests for Physical Guides

79 eNewsletter Signups

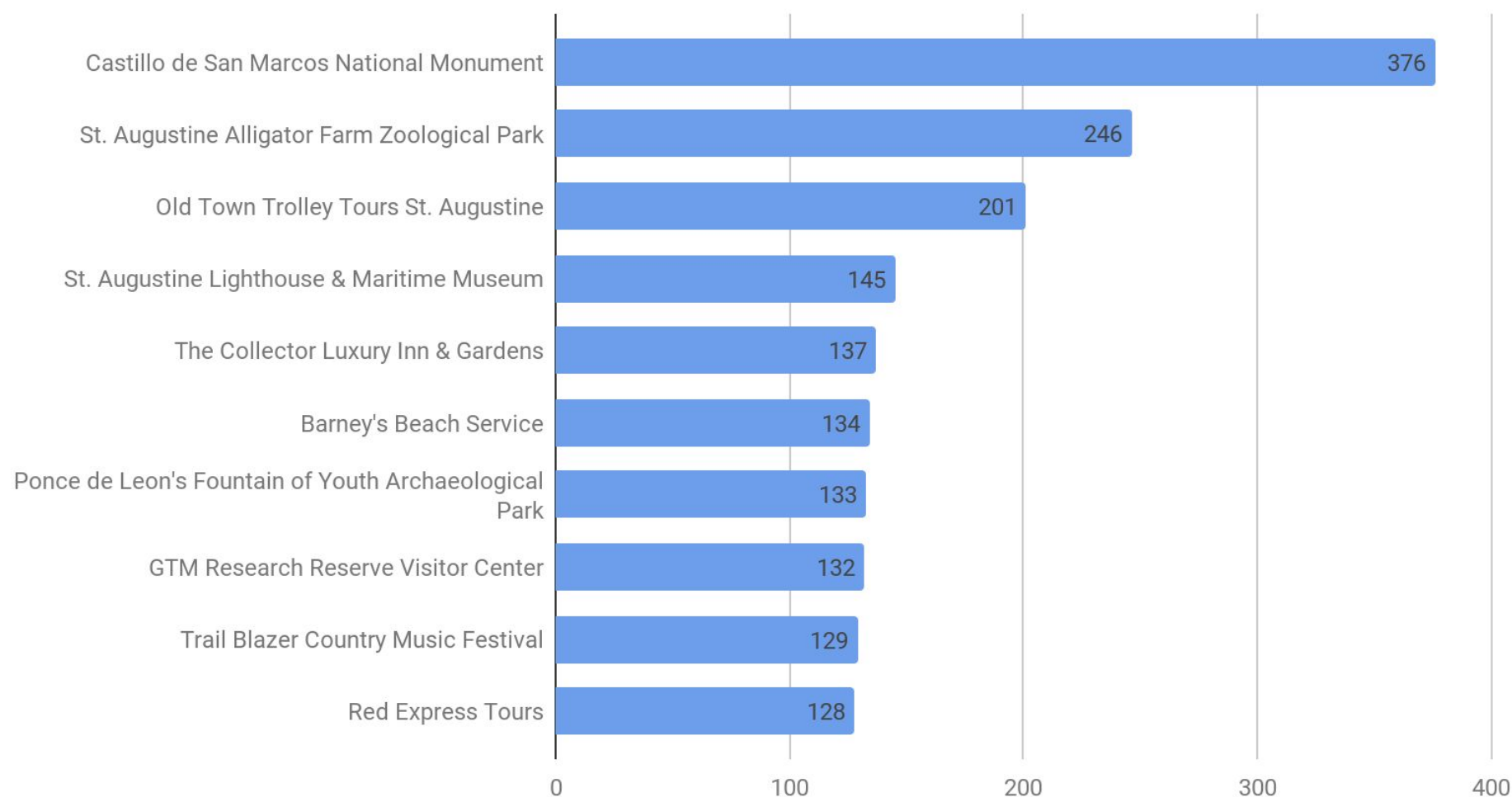
8,007 Clicks on Partner Listings

2,007 BookDirect Clicks

TRAVEL MARKETING

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument your top partner saw another nice increase of 33 percent compared to April 2022.





TRAVEL MARKETING

ORGANIC SEARCH



TRAVEL MARKETING

ORGANIC PERFORMANCE

Organic search contributed 38 percent of the overall website visitation.

71,935 visits to Website

0:01:38 Average Time on Site

59,869 Users

76.32% New Sessions

118,150 Pageviews

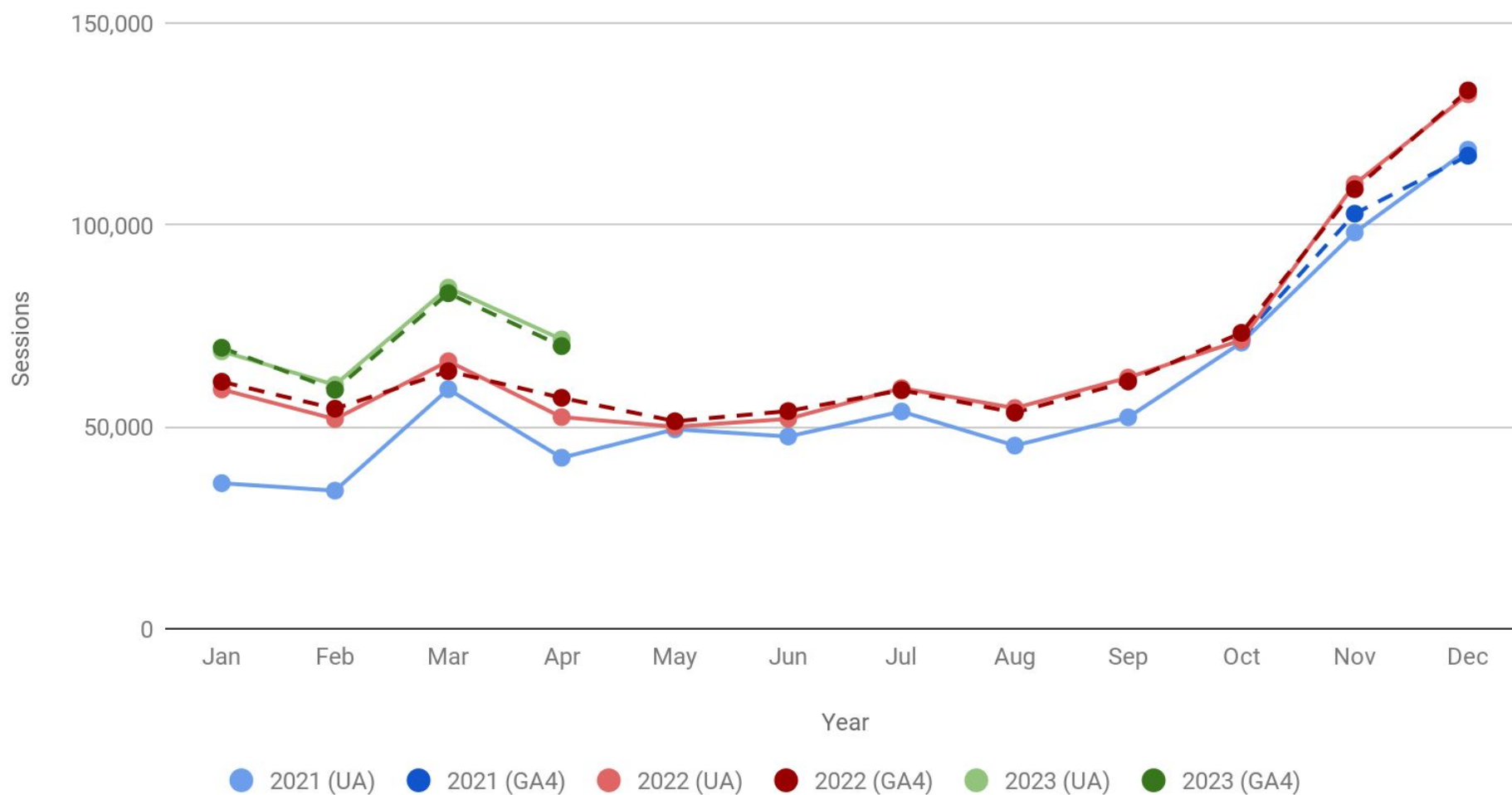
64.19% Bounce Rate

1.64 Pageviews per Visit

TRAVEL MARKETING | GA4

ORGANIC SEARCH

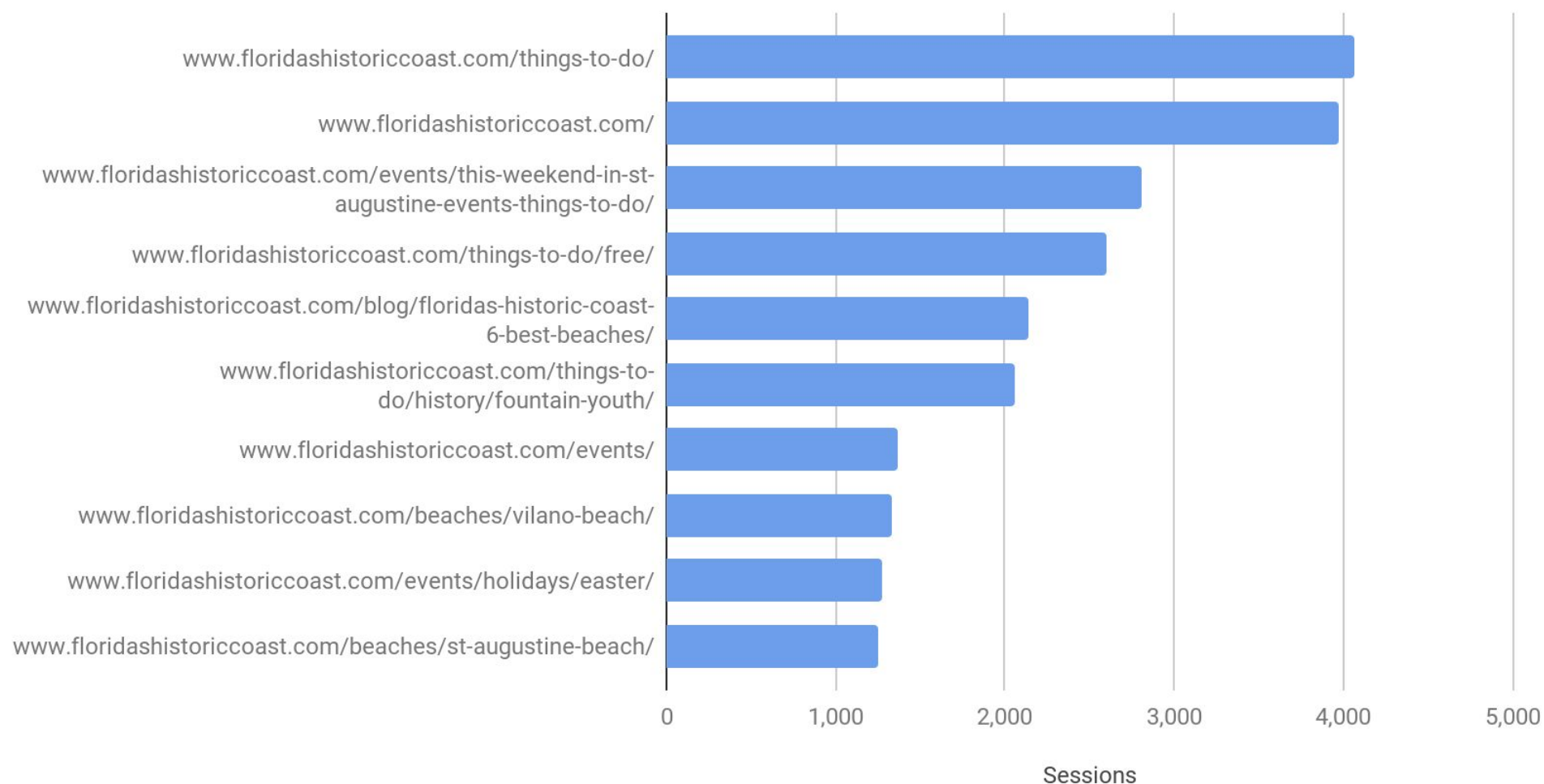
Organic search traffic increased by 22 percent compared to last year.



TRAVEL MARKETING

TOP LANDING PAGES

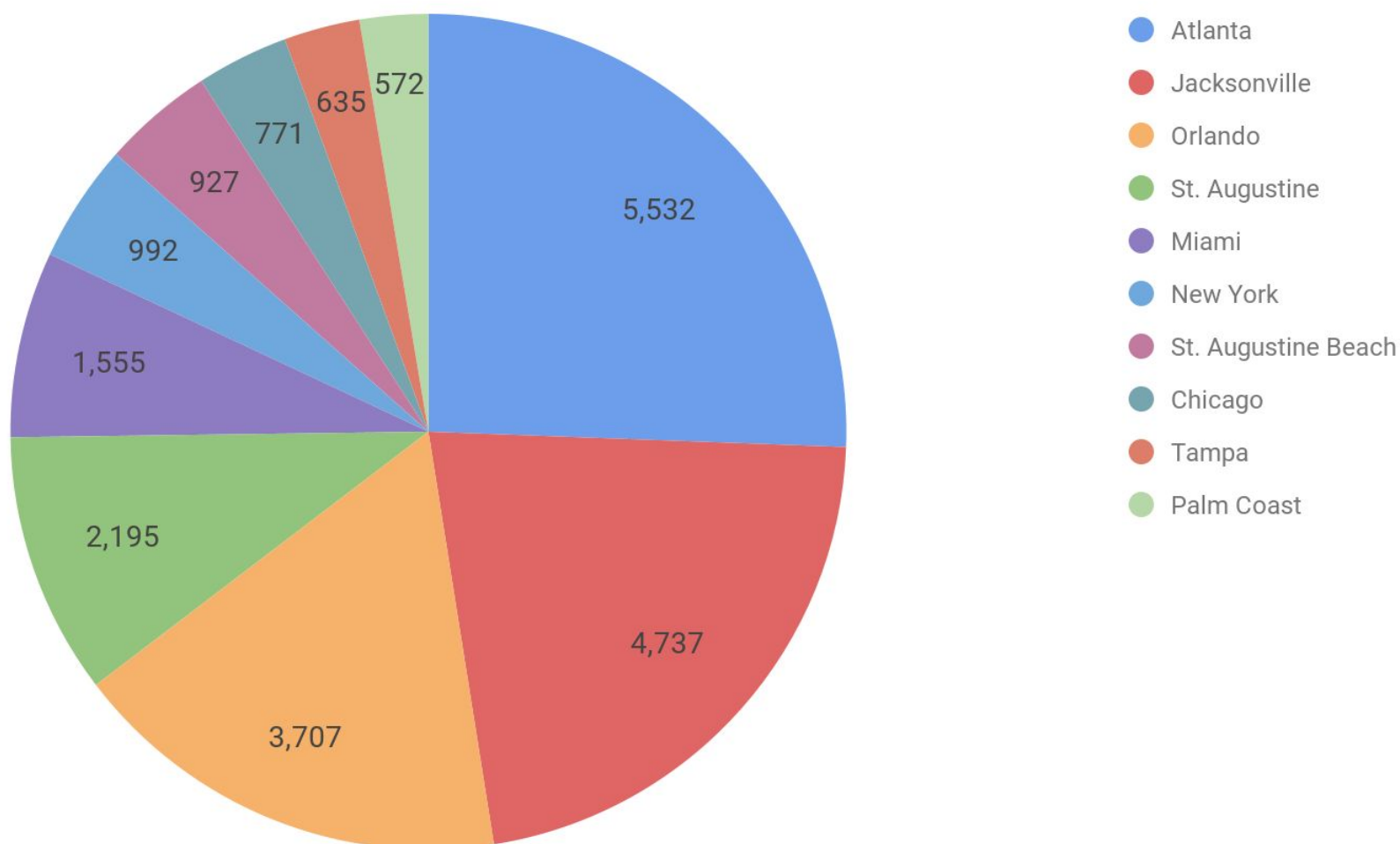
In April, the Things to Do page saw a huge increase of 815 percent compared to last year.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

Atlanta market saw another huge increase of 529 percent, Chicago saw a 103 percent increase and New York saw a 32 percent increase year-over-year.





TRAVEL MARKETING

EMAIL MARKETING



TRAVEL MARKETING

GENERAL EMAIL PERFORMANCE

In April, the top viewed story for the opt in email and the other source subscribers was the Food & Wine Festival Event page.

WEBSITE OPT-IN SUBSCRIBERS

18,869 Messages Sent

23% Click-to-Open Rate

813 Sessions

0:02:43 Average Session Duration

OTHER SOURCE SUBSCRIBERS

167,869 Messages Sent

6% Click-to-Open Rate

1,245 Sessions

01:53 Average Session Duration

Total Subscribers: 213,574

TRAVEL MARKETING

LOOKING AHEAD

- During the month of May, the Tempest team will be **optimizing** the July 4th holiday event page.
- The team will **optimize** the This Weekend in St. Augustine Events Things to Do page.
- The team will also **optimize** the Mickler's Landing Beaches page.
- We will be **optimizing** the Vilano Beach Beaches page.
- Additionally, the team will **create** and **deploy** the May email.

"Those who plan do better than those who do not plan even though they rarely stick to their plan."

~Winston Churchill

TASK TERMINOLOGY

Optimize - Tempest updates metadata, image alt text, publish date and link sculpts.

THANK YOU

QUESTIONS?