



TRAVEL MARKETING CAMPAIGN | ST. AUGUSTINE

# Campaign Update

**JULY 2025**

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**10%**

INCREASE IN LLM  
SESSIONS  
MOM

**35%**

INCREASE IN NEWSLETTER  
SUBMISSIONS YOY

**132%**

INCREASE IN BOOK  
DIRECT CLICKS  
YOY

- **Optimize:** Camping page
- **Enhance:** Breakfast & Brunch blog
- **Enhance:** Hiking page



# Site Performance

## Top Level Performance

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**138,628**

VISITS TO WEBSITE

-55% YOY

**110,196**

WEBSITE USERS

-55% YOY

**52,243**

VISIT FROM ORGANIC

-31% YOY

**222,288**

PAGE VIEWS

-54% YOY

**4,449,888**

IMPRESSIONS

+16% YOY

**0:00:50**

AVERAGE ENGAGEMENT TIME

PER SESSION

+28% YOY

**79,881**

ENGAGED SESSIONS

-39% YOY

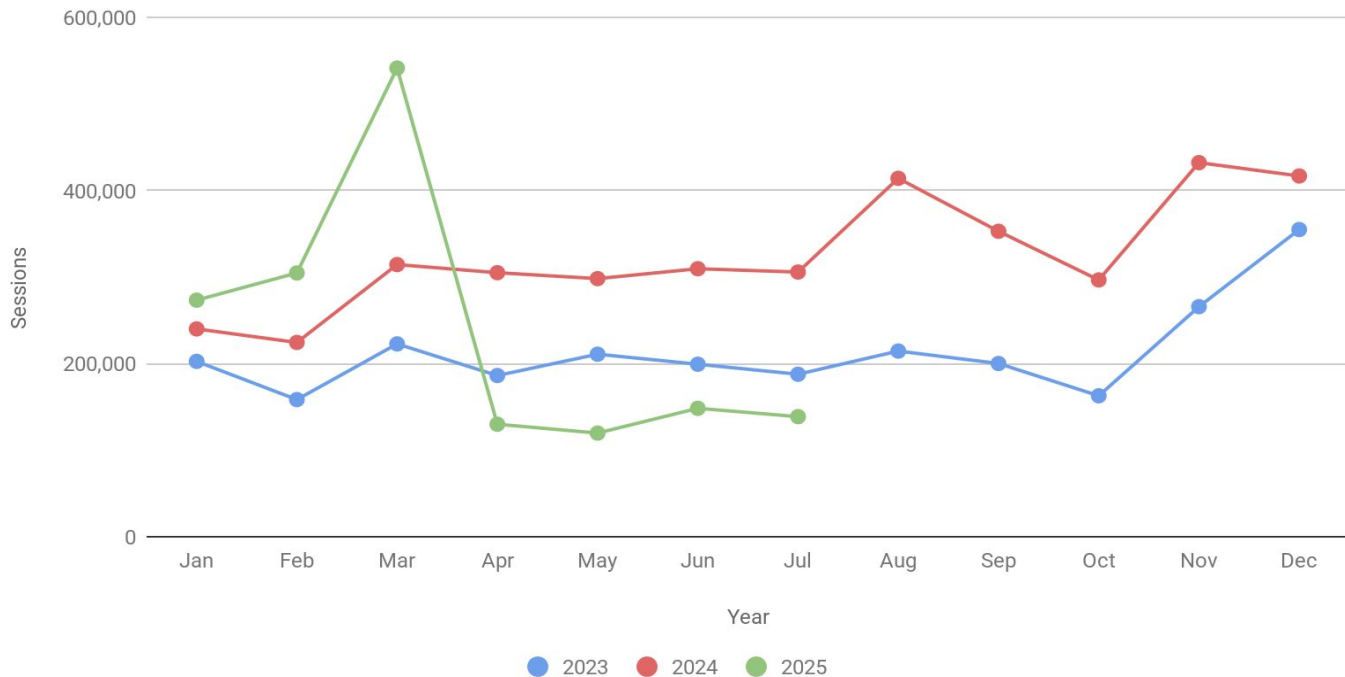
**57.62%**

ENGAGEMENT RATE

+15% YOY

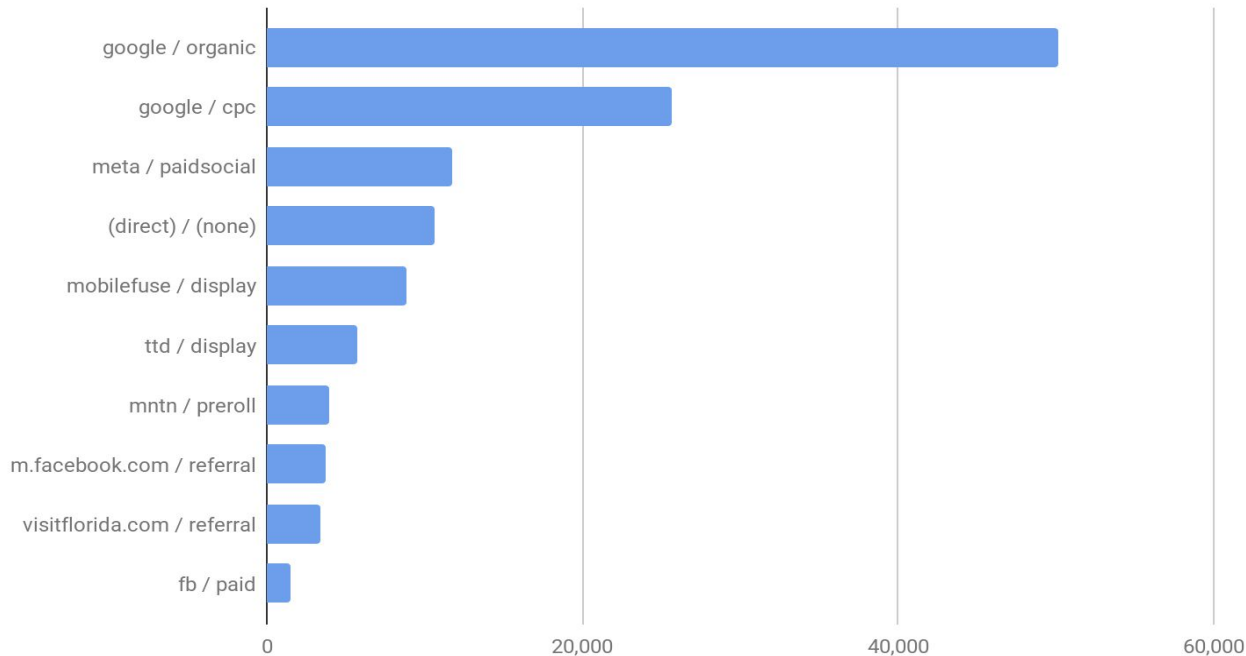
# Sessions

Overall website sessions saw a 55% decrease compared to last year.



# Traffic Sources

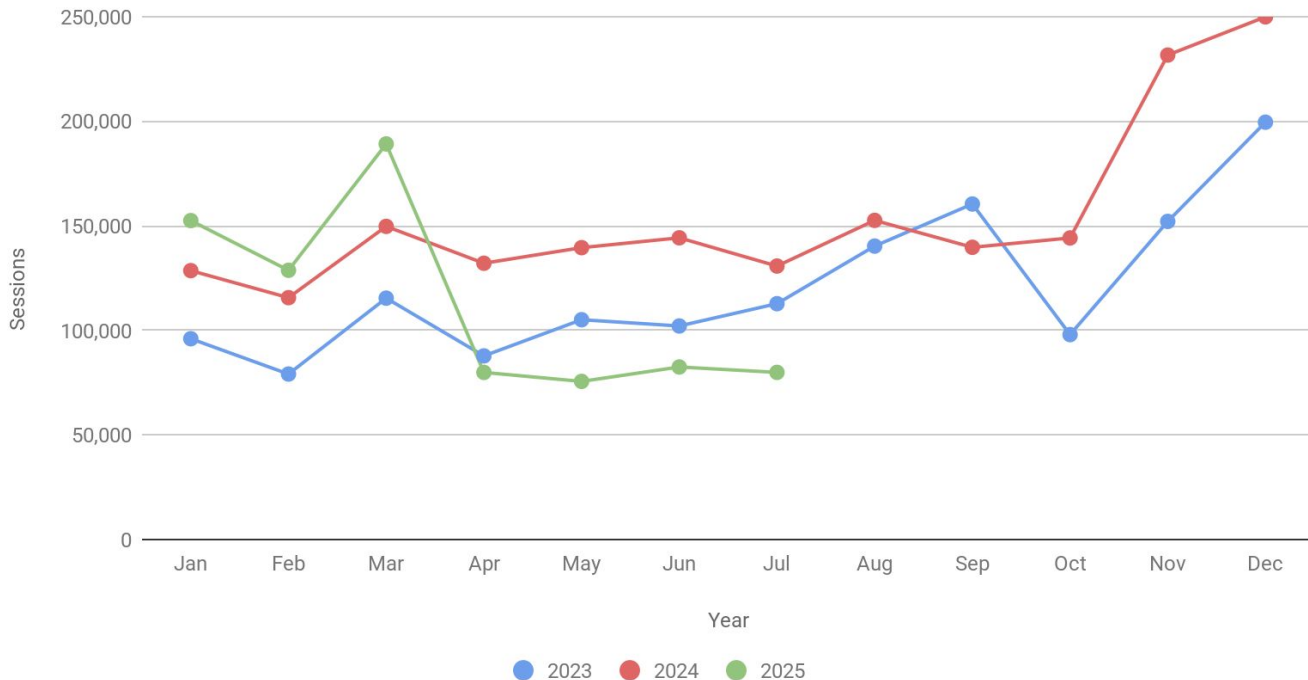
Google organic (-32%) and Google CPC (-62%) drove the most traffic to the website in July.





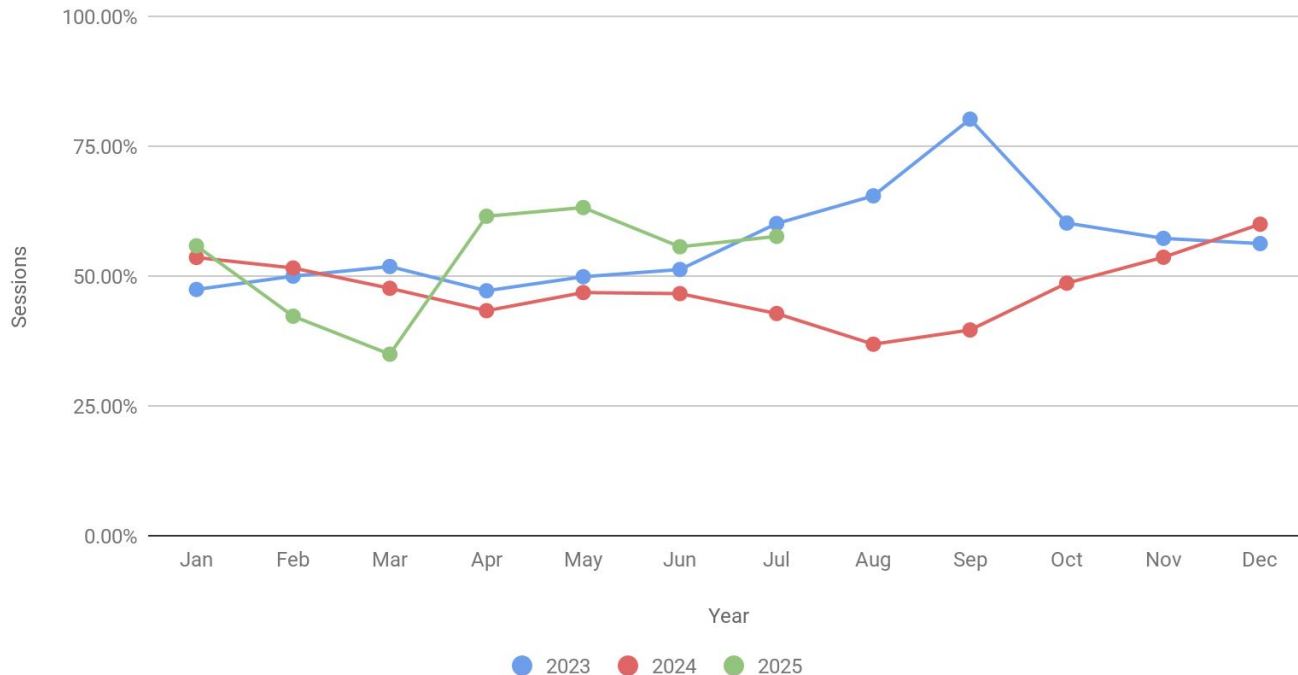
# Engaged Sessions

We saw over 79K engaged sessions with an average engagement time per session of 00:50 (+28%).



# Engagement Rate

The engagement rate was 57.62% - a 15% increase compared to last year.



# Key Performance Indicators

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Newsletter signups increased 35% and Bookdirect clicks increased 132%.

**877**

REQUESTS FOR  
PHYSICAL GUIDES

**310**

ENEWSLETTER  
SIGNUPS

**11,215**

OUTBOUND CLICKS  
ON PARTNER  
LISTINGS

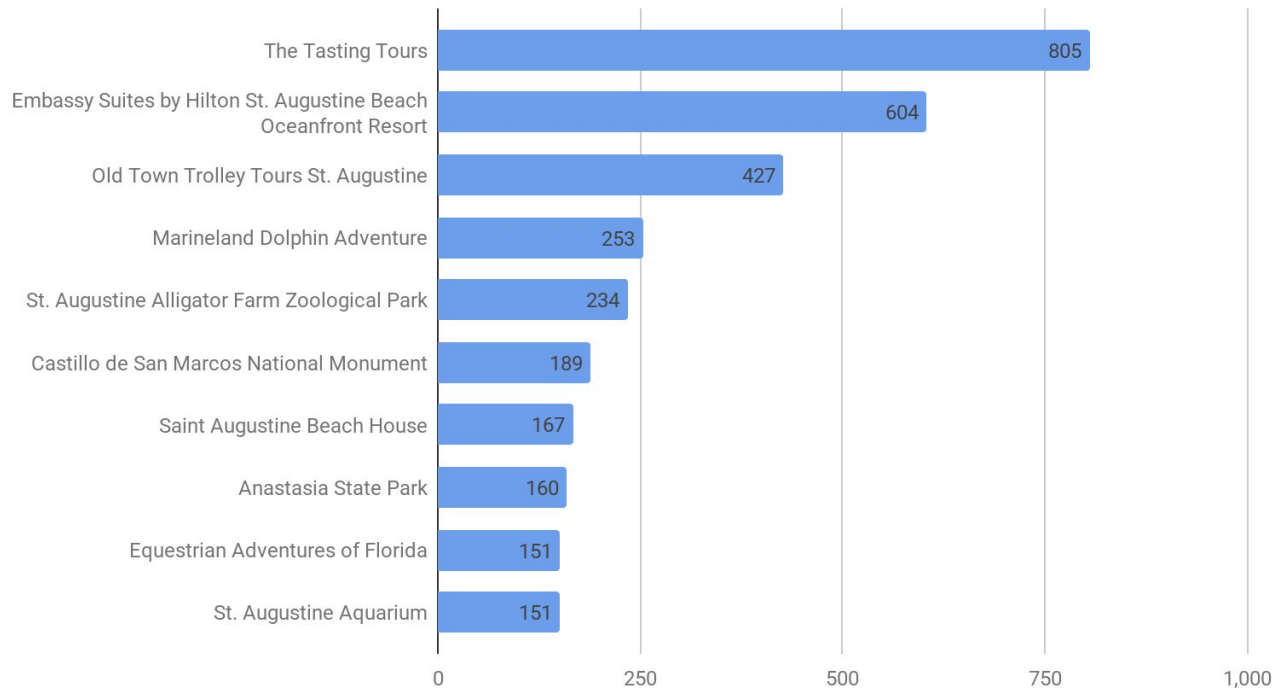
**8,554**

BOOKDIRECT CLICKS



# Partner Listing Clicks

The Tasting Tours increased 274% and Saint Augustine Beach House increased 221%.



# Hispanic Microsite Performance

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**1,106**

VISITS TO WEBSITE

-36% YOY

**931**

TOTAL USERS

-34% YOY

**776**

VISIT FROM ORGANIC

-48% YOY

**2,280**

PAGE VIEWS

-46% YOY

**0:01:26**

AVERAGE ENGAGEMENT TIME

PER SESSION

-23% YOY

**833**

ENGAGED SESSIONS

-34% YOY

**75.32%**

ENGAGEMENT RATE

+2% YOY

# Organic Search



# Organic Performance

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**52,243**

VISITS TO WEBSITE

-31% YOY

**38,511**

TOTAL USERS

-32% YOY

**81,257**

PAGEVIEWS

-36% YOY

**35,849**

ENGAGED SESSIONS

-33% YOY

**0:01:01**

AVERAGE ENGAGEMENT TIME

PER SESSION

-12% YOY

**68.62%**

ENGAGEMENT RATE

-2% YOY

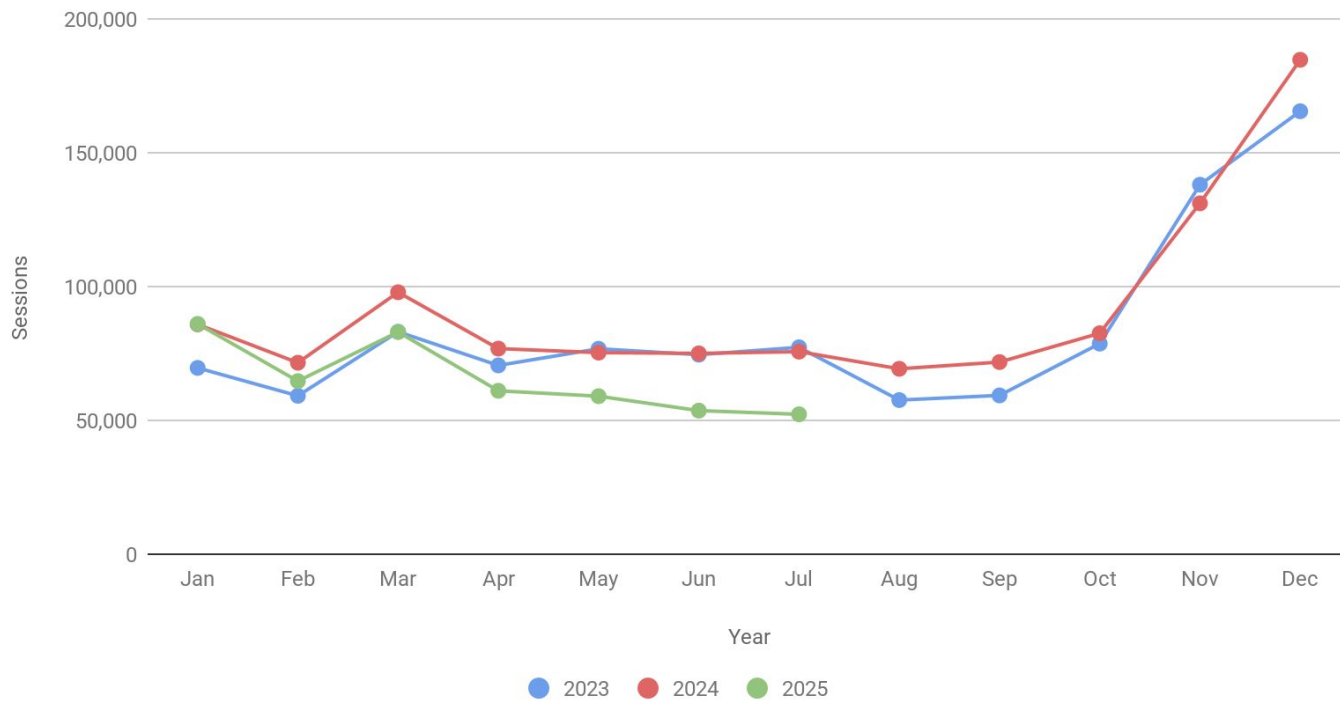
**35,297**

NEW USERS

-32% YOY

# Organic Search

Organic sessions were down 31% compared to last year.



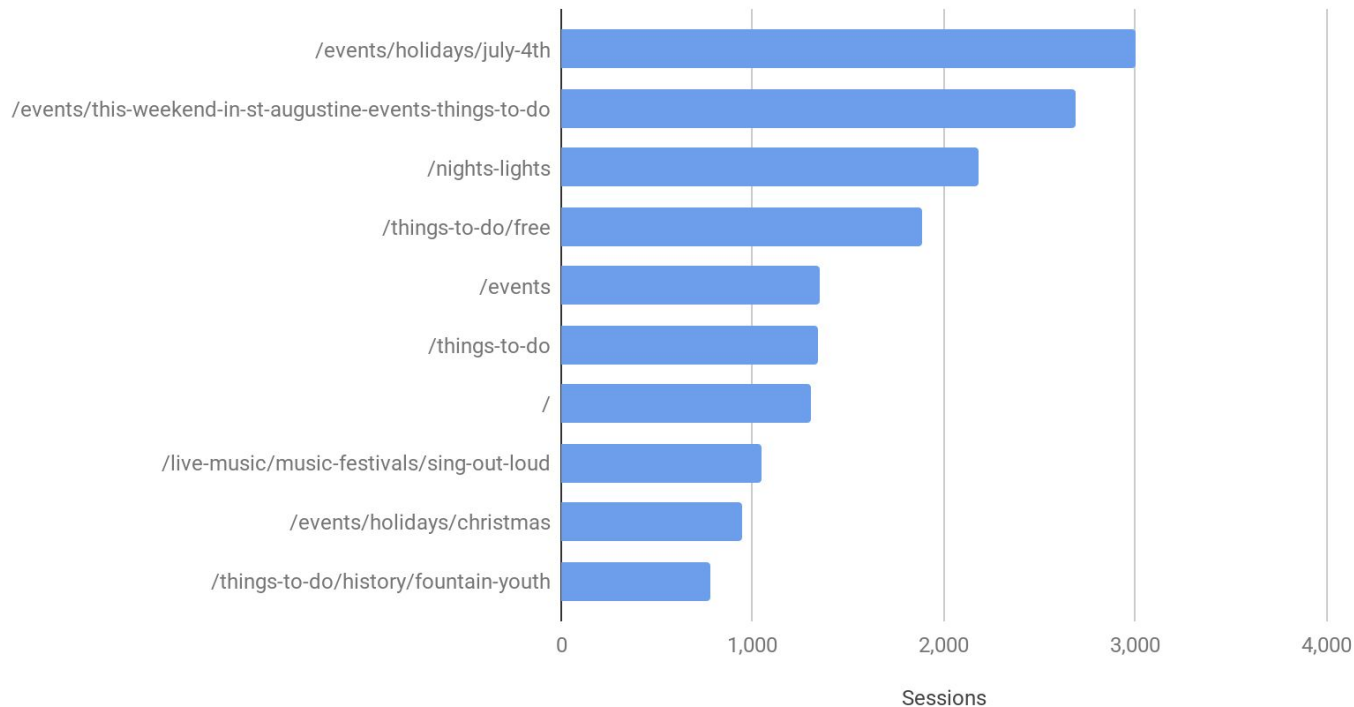
# Top Keywords

Total site impressions have increased 16% compared to last year.

Top Keywords	Clicks	Position	Pos. Δ	CTR
things to do in st augustine	459	6.37	2.82	1.59%
st augustine fireworks 2025	337	1.51	1.51	12.62%
st augustine	278	11.46	2.88	0.17%
st augustine events	238	2.24	-0.53	21.02%
st augustine beach	207	6.54	0.51	0.67%
nocatee farmers market	203	2.04	-1.03	26.36%
crescent beach	201	5.68	0.54	1.46%
vilano beach	198	5.63	1.46	1.70%
st augustine events this weekend	197	1.40	-0.38	29.45%
sing out loud festival 2025	196	2.85	2.85	3.71%

# Top Landing Pages

4th of July Holiday page increased 64% and Sing Out Loud increased 26% year-over-year.



# Top Landing Pages

st augustine fireworks 2025

X🎤🔄🔍

AI ModeAllNewsImagesVideosMapsShort videosMoreTools

AI Overview

St. Augustine, Florida, will host its annual "Fireworks Over the Matanzas" event on **July 4, 2025**, as part of the city's Independence Day celebrations. The event will feature a concert and a fireworks display over the bay, with the fireworks launched from the Bridge of Lions and the Castillo de San Marcos.

**Event Details:**

**Concert:**  
The All-Star Orchestra will perform big band and swing music in the Plaza de la Constitución, starting at 6:00 PM.

**Fireworks:**  
The fireworks display will begin at 9:30 PM, with the best viewing locations between the Castillo de San Marcos and the Bridge of Lions.

**Viewing:**  
The fireworks will be visible from various locations around the bay, including the bayfront, the Bridge of Lions, and Vilano Beach.

**Additional Information:**

- The fireworks display will include approximately 5,000 shells that will explode up to 2,000 feet in the air.
- A local news source reported that the fireworks are synchronized to music, creating a stunning visual and auditory experience.
- The event is a beloved tradition in St. Augustine, attracting large crowds each year.

July 4, 2025  
Fireworks and concert  
over the bay  
at the Castillo de San Marcos

Fireworks Over the Matanzas 2024 in St. Augustine, FL

Florida's Historic Coast

AUCONTE  
RIDA'S HI!

Fireworks Over the Matanzas | St. Augustine, FL

2025 Schedule of Events: 6:00pm - The All-Star Orchestra will provide two hours of Big Band...

St. Augustine

4th of July in St. Augustine - Old Town Trolley Tours

Gather close to the Castillo de San Marcos for a great view of the St. Augustine 4th of July...

Old Town Trolley Tours

Show all

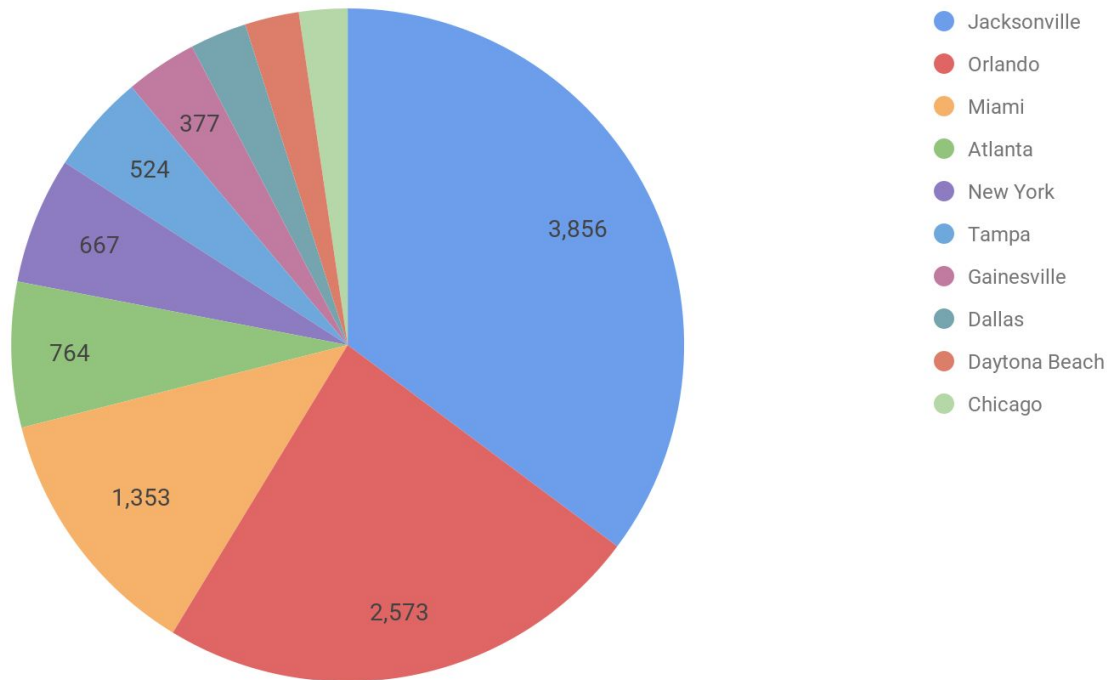
Dive deeper in AI Mode

AI responses may include mistakes. [Learn more](#)

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# Sessions By City

Daytona Beach increased 18% year-over-year.

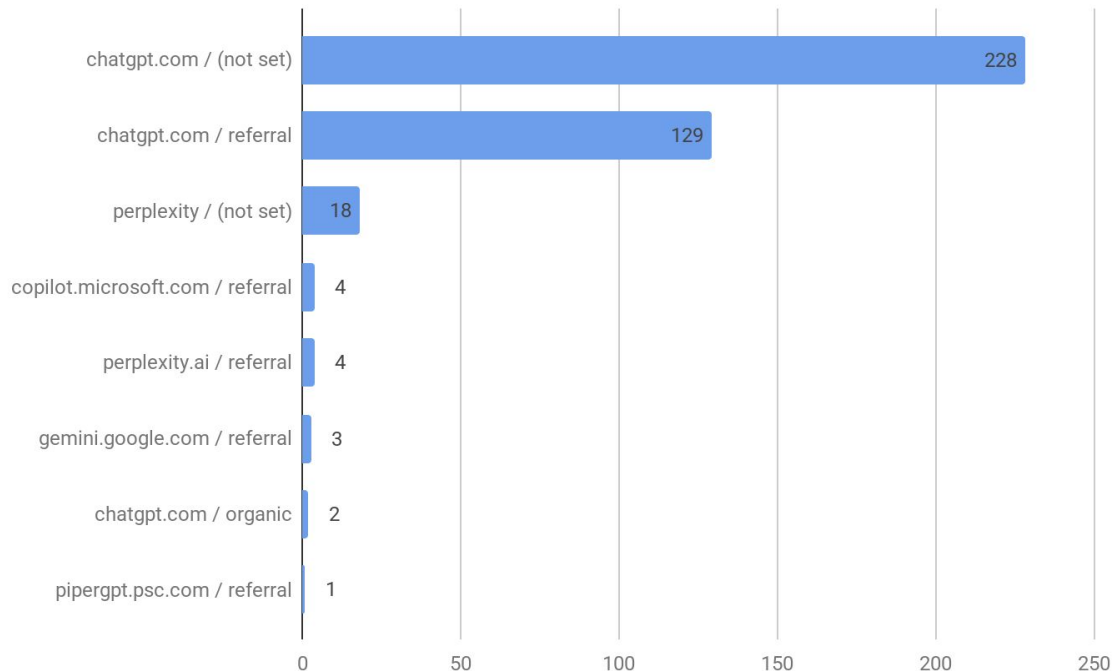




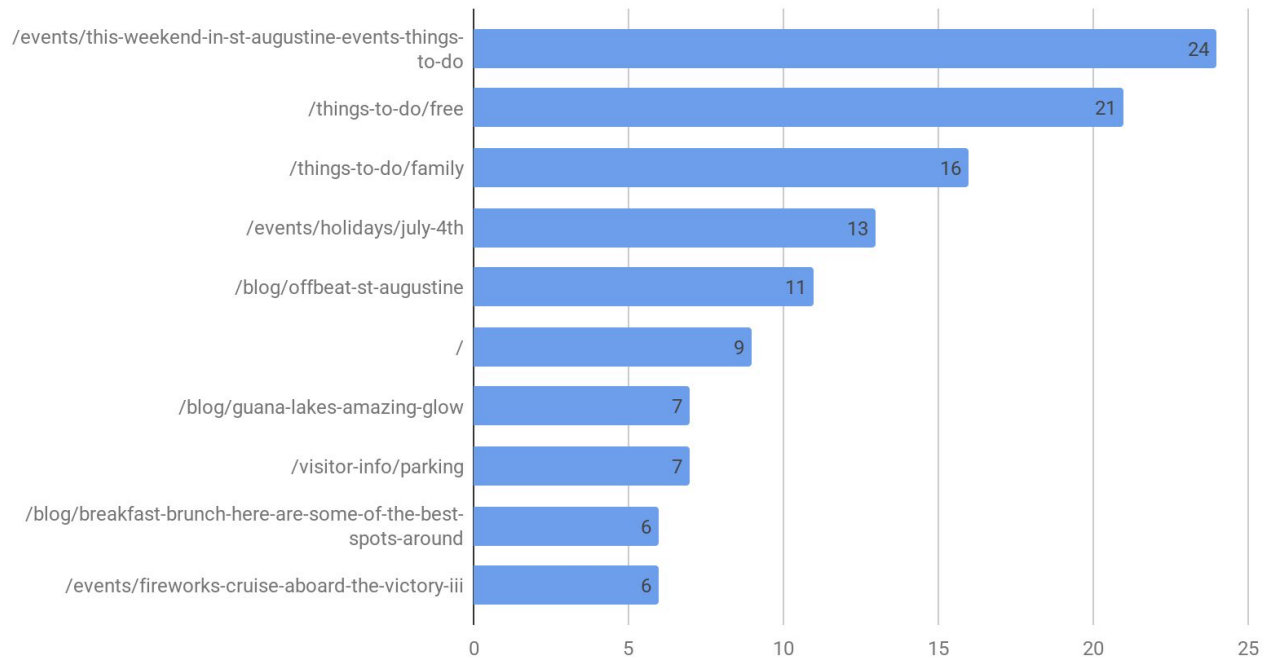
# LLM Performance

# LLM Traffic Sources

LLM Sessions increased 10% compared to last month.



# LLM Landing Pages



# Email Marketing

# Email Performance

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## Opt-in Subscribers

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**39,553**

MESSAGES SENT

**27%**

CTOR

**749**

SESSIONS

**0:03:55**

AVG. SESSION  
DURATION

## Other Source Subscribers

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**161,954**

MESSAGES SENT

**51%**

CTOR

**447**

SESSIONS

**0:03:58**

AVG. SESSION  
DURATION



# Looking Ahead

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## August 2025

- **Optimize:** Sing Out Loud page
- **Enhance:** September is Locals Month blog
- **Optimize:** Greek Festival page

## September 2025

- **Optimize:** Cracker Day page
- **Enhance:** Fishing page
- **Optimize:** Halloween page



# Thank You