



ST AUGUSTINE, PONTE VEDRA & THE BEACHES VCB: DECEMBER 2021

# TRAVEL MARKETING CAMPAIGN

# 32%

Increase in Website Visits  
vs. 2019

# 68%

Increase in Organic Search  
vs. 2019

# 32%

Increase in Partner Referrals  
vs. 2019

## TRAVEL MARKETING

# CAMPAIGN UPDATE

- During the month of December, the Tempest team optimized the Old Senator is Worth a Visit blog.
- The team also review and optimized content ahead of Valentines Day. This included making optimizations to the Romance in St. Augustine and Ponte Vedra blog, as well as Itinerary: Three Days of Romance in St. Augustine and Ponte Vedra blogs.
- The team created and deployed your December email: Give the Gift of Experiences this Holiday!
- The team planned for content to review and optimize during the first quarter of the new year.



A person is shown in silhouette, sitting and looking at a tablet device. The background is a vibrant sunset with orange and yellow clouds. The person is wearing a hoodie.

TRAVEL MARKETING

# SITE PERFORMANCE



**TRAVEL MARKETING**

# TOP-LEVEL PERFORMANCE

Compared to 2019, website performance is still up and is comparing similarly to last year.

**188,271** Visits to Website

**146,929** Users

**312,868** Pageviews

**1.66** Pageviews per Visit

**0:01:50** Average Time on Site

**75.19%** New Sessions

**52.22%** Bounce Rate

**30.09%** 50% Scroll Depth

**TRAVEL MARKETING**

# KEY PERFORMANCE INDICATORS

Compared to 2019, partner referrals increased 32 percent

**426** Requests for Physical Guides

**121** eNewsletter Signups

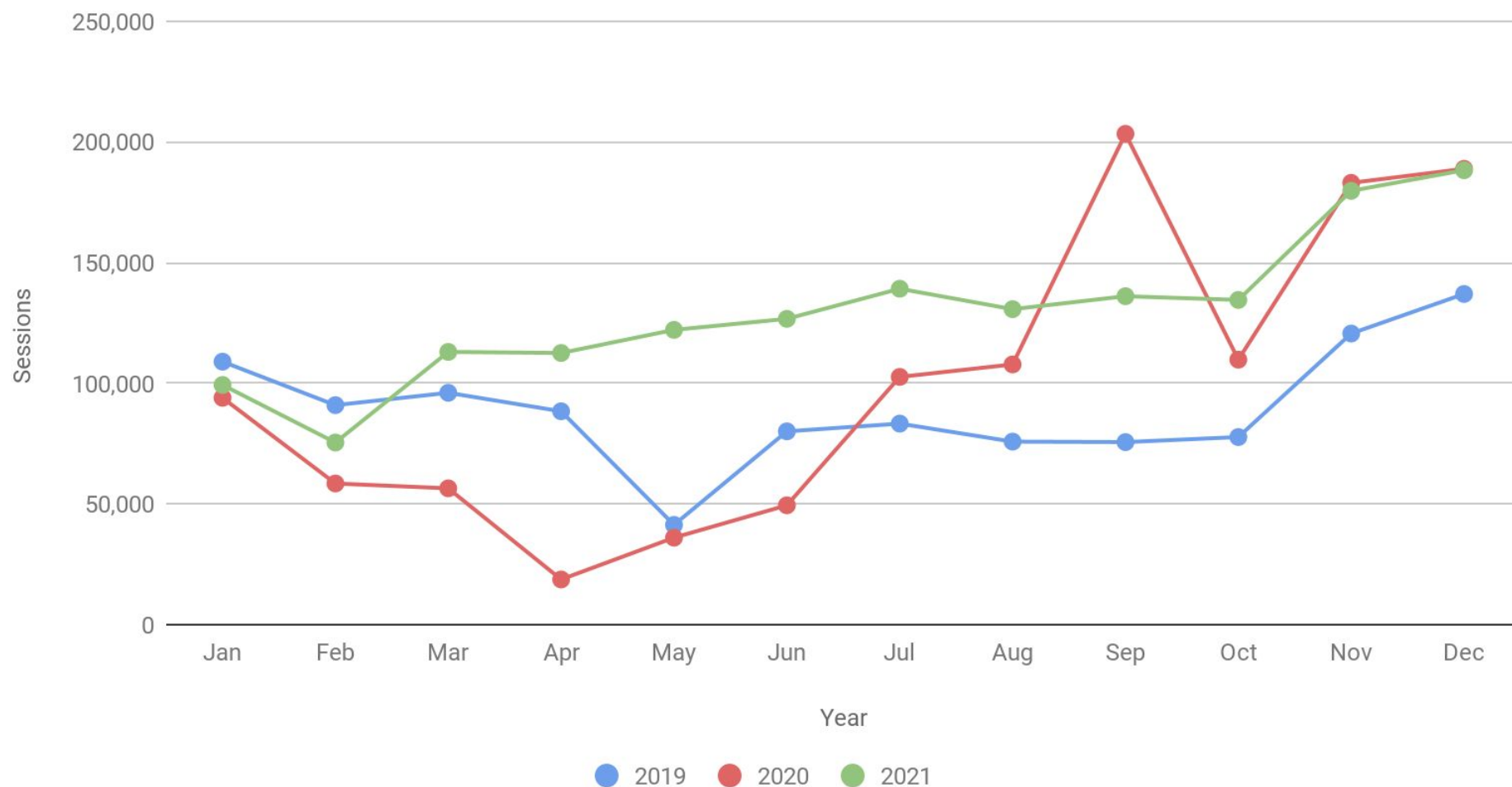
**19,214** Clicks on Partner Listings

**1,719** BookDirect Clicks

## TRAVEL MARKETING

# SESSIONS

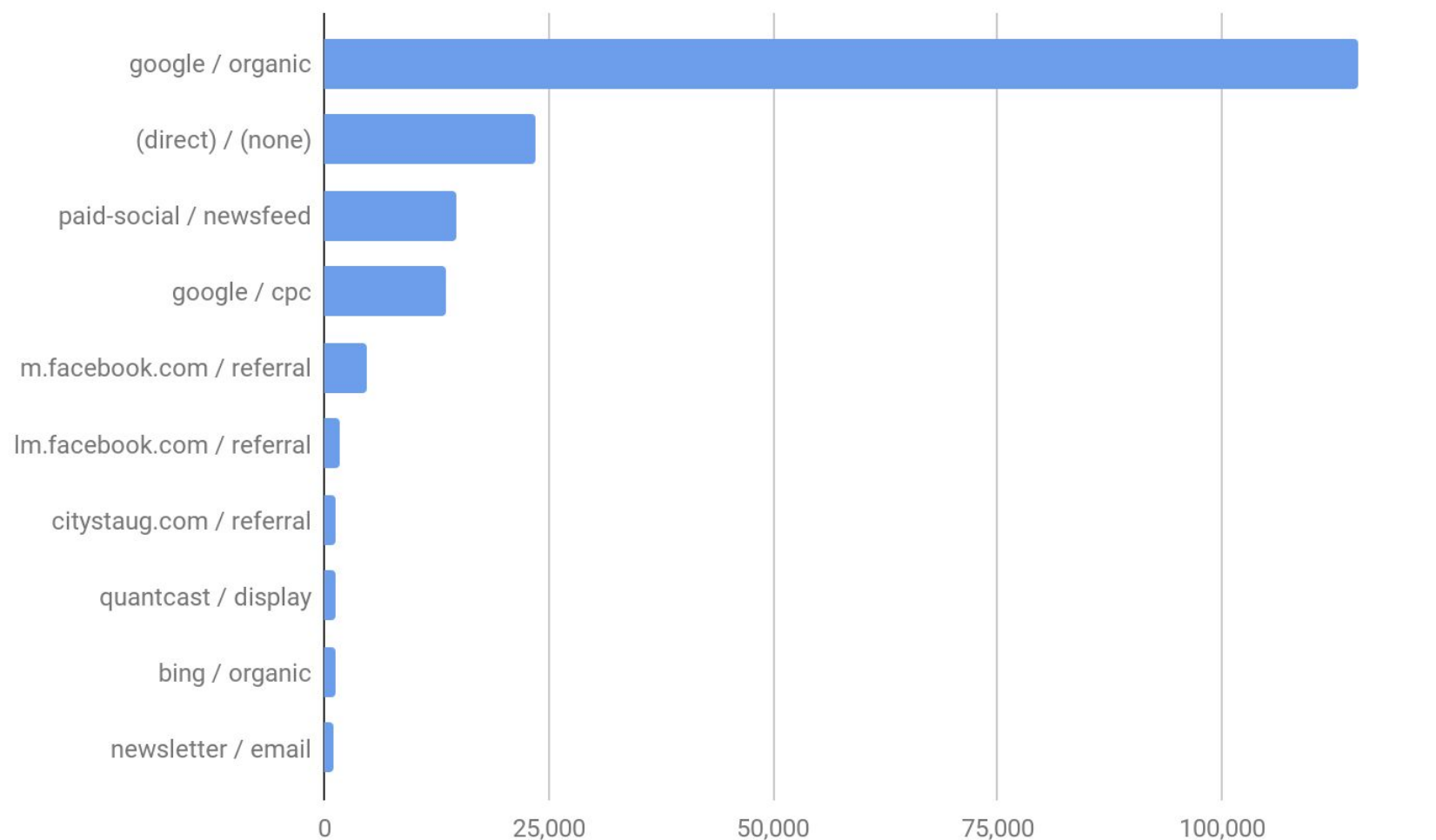
Visits captured by the website was comparable to last year and increased 32 percent compared to 2019.



**TRAVEL MARKETING**

# TOP TRAFFIC SOURCES

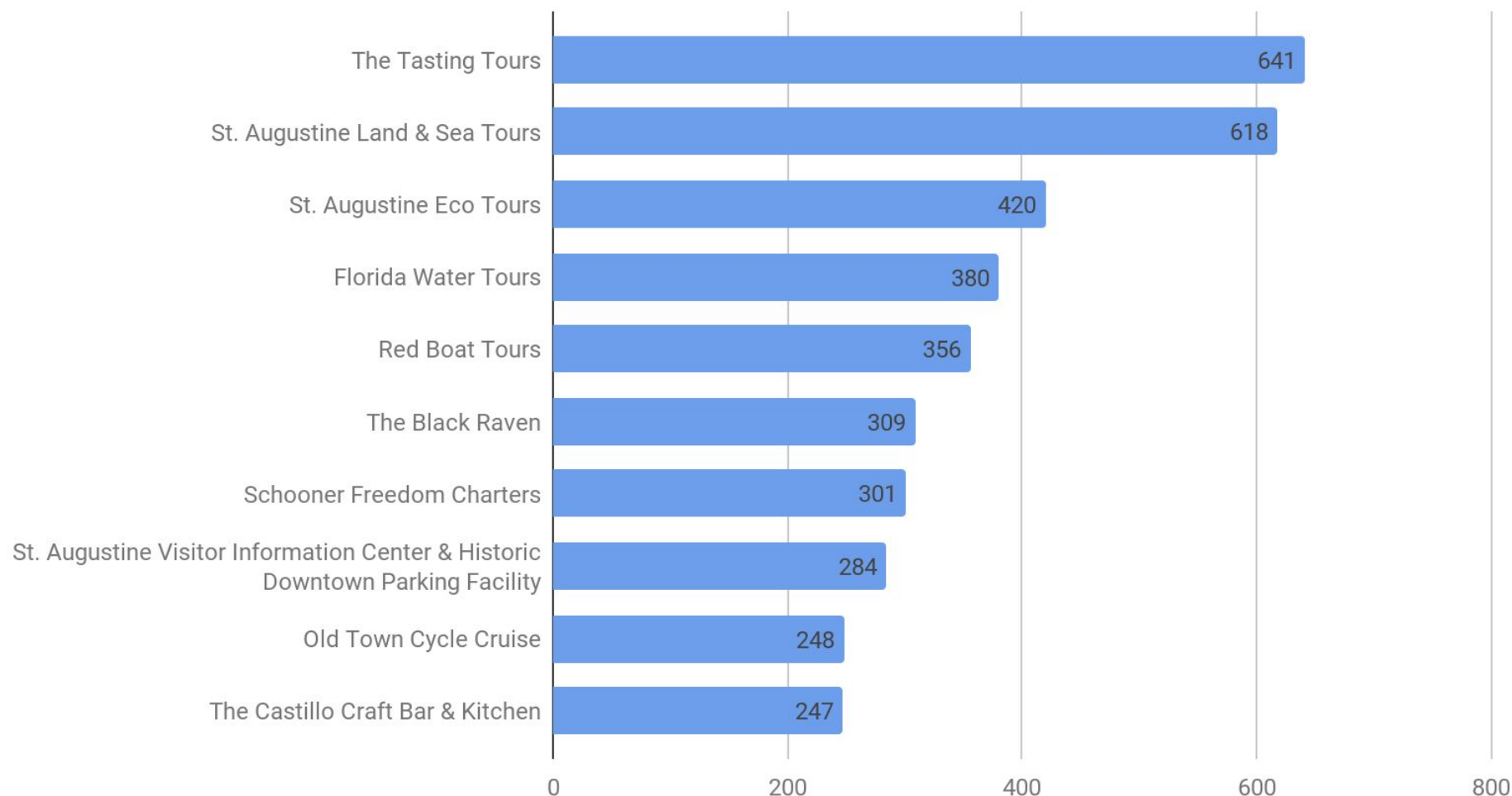
The City of St. Augustine and Facebook drove strong traffic in December.



**TRAVEL MARKETING**

# PARTNER LISTING CLICKS

In December, tour partners received great engagement.







TRAVEL MARKETING

# ORGANIC SEARCH





**TRAVEL MARKETING**

# ORGANIC PERFORMANCE

Organic search contributed 62 percent of the overall website visitation.

**117,688** visits to Website

**88,997** Users

**198,524** Pageviews

**1.69** Pageviews per Visit

**0:02:05** Average Time on Site

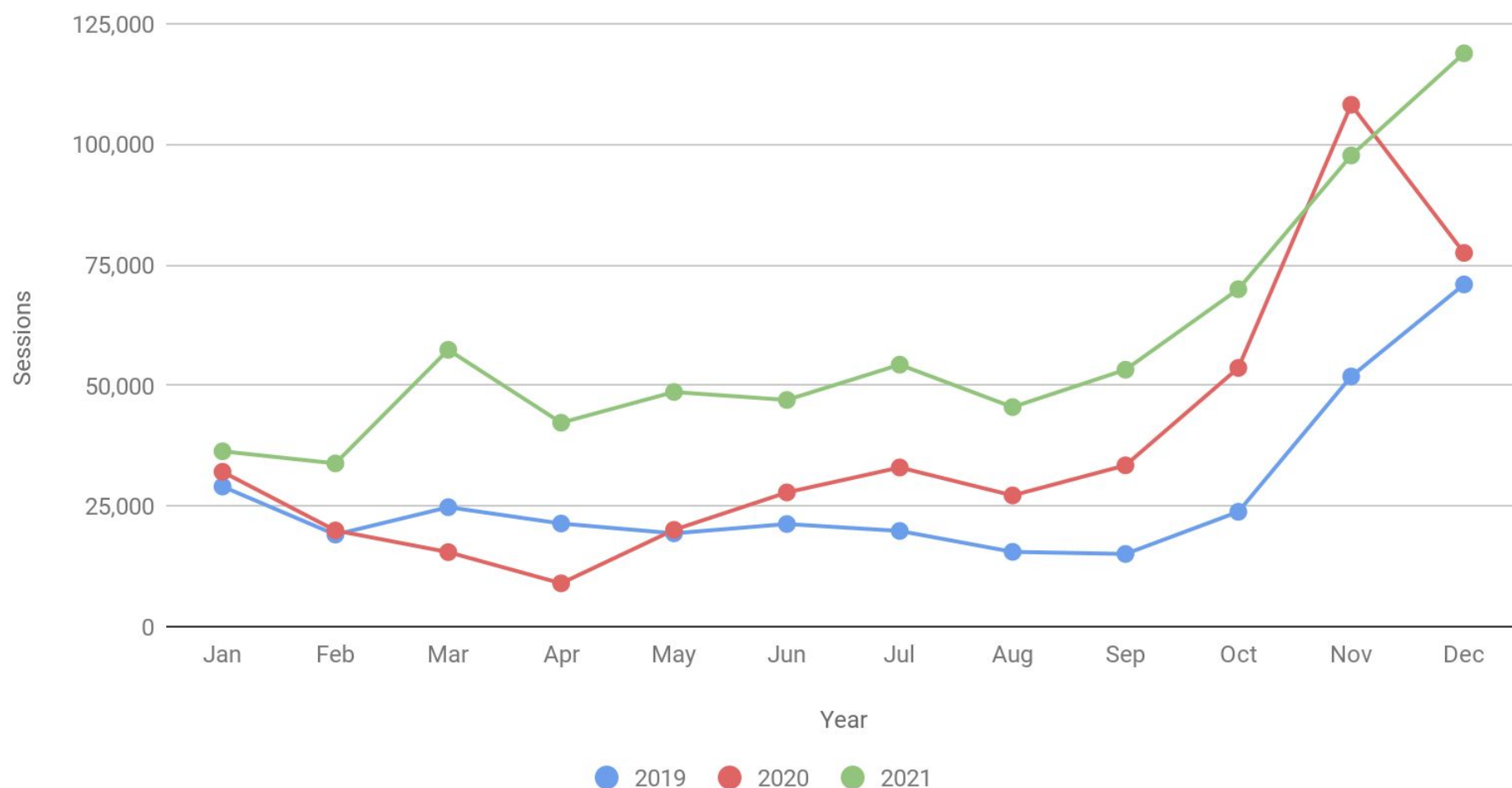
**73.64%** New Sessions

**47.37%** Bounce Rate

**TRAVEL MARKETING**

# ORGANIC SEARCH

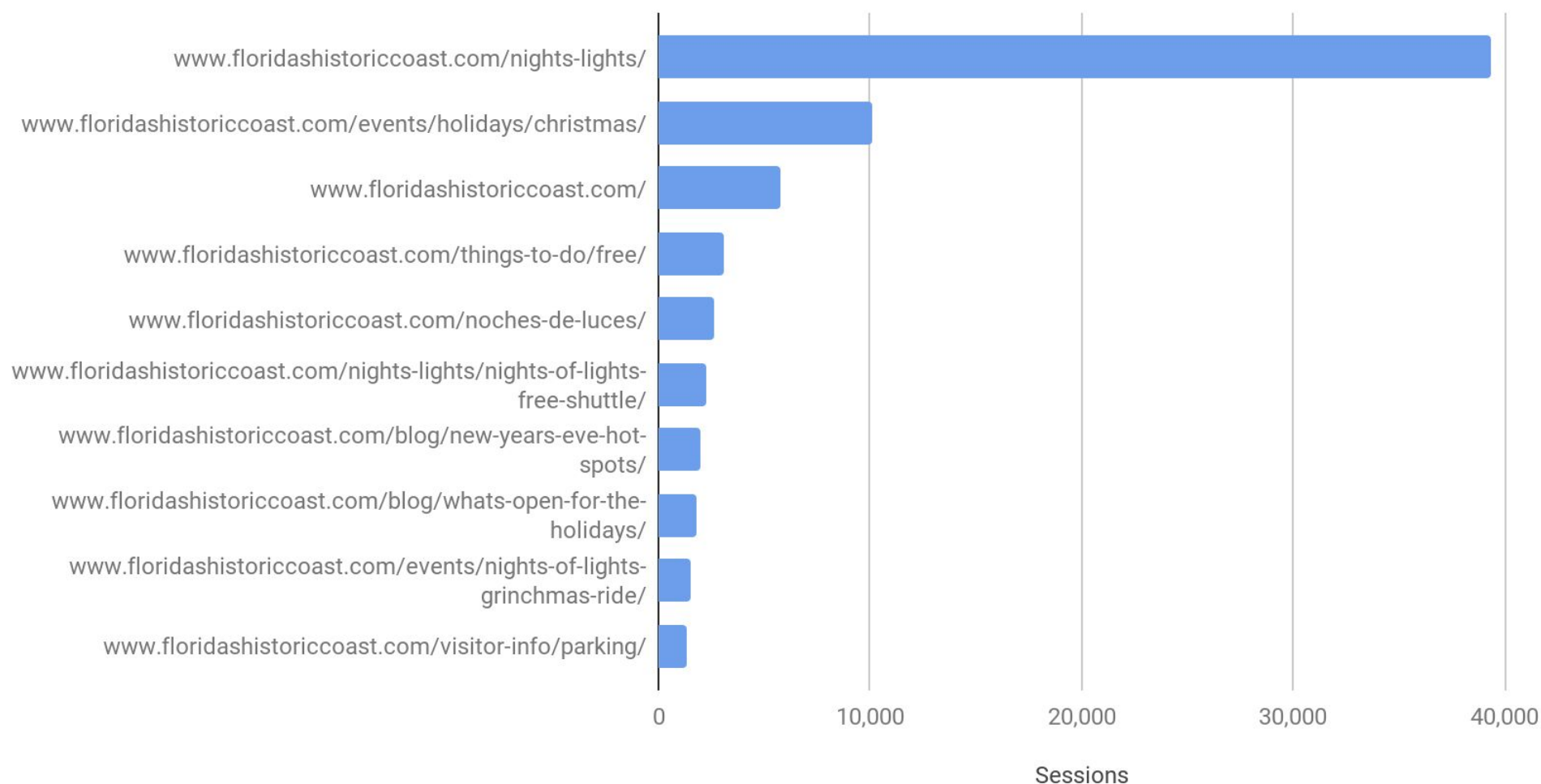
Organic search traffic increased 53 percent year-over-year and increased by 68 percent compared to December 2019.



**TRAVEL MARKETING**

# TOP LANDING PAGES

Compared to December 2019, Nights of Lights is up 22 percent and Christmas is up 107 percent.



**TRAVEL MARKETING**

# SESSIONS BY CITY

Compared to 2019, New York increased 132 percent and Gainesville increased 137 percent.

