



WHAT'S IN, WHAT'S OUT: BEST PRACTICES FOR MONTHLY EMAIL CAMPAIGNS

# **What's In, What's Out:** Best Practices for Monthly Email Campaigns

Presented by Sarah Bellamy, Tempest





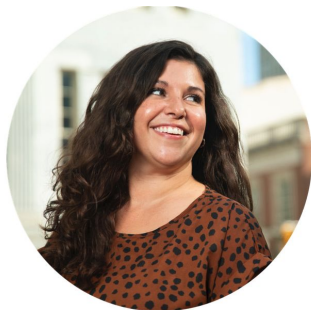
# What We'll Discuss Today

## On The Agenda

- What's IN vs. OUT in email campaigns
- Key benchmarks & performance data
- Design & engagement best practices
- Framework for success

## A Little Bit About Me...

**Sarah Bellamy, Content Marketing Manager**  
**Tempest**



- **Content, SEO** and **email marketing** strategies
- **50+** Growth Marketing Clients & Over **200** Destinations
- **3,188,925** emails sent last year



**Let's Connect**

# WHY EMAIL STILL MATTERS



**\$36-\$42**

AVE ROI FOR EVERY \$1  
SPENT

**60%**

OF CONSUMERS PURCHASE  
BECAUSE OF AN EMAIL

**61%**

PREFER WEEKLY  
PROMOTIONAL EMAILS



**38%**

WANT EVEN MORE  
FREQUENT EMAILS

**21%**

OF EMAILS ARE OPENED  
WITHIN THE FIRST HOUR OF  
DELIVERY

**#1**

DIGITAL CHANNEL FOR ROI  
(ahead of search + social)



# WHAT'S IN vs WHAT'S OUT





# WHAT'S OUT

## Common Email Mistakes to Avoid

- Overstuffed newsletters
- Walls of text & tiny font sizes
- Image-only messaging (blocked by many inboxes)
- Generic subject lines (“September Newsletter”)
- “Spray & pray” sends
- Long load times (large images, heavy design)



# WHAT'S IN

## Best Practices That Drive Performance

- Focused campaigns: 2–3 features max
- Mobile-first design: single column, big buttons, readable fonts
- Event-driven + seasonal content (top click drivers)
- Short, engaging captions (40–60 words)
- Personalization + segmentation by traveler intent
- Clean layouts that highlight CTAs

# METRICS & BENCHMARKS

# KEY METRICS TO TRACK

## What to Look For

- ✓ **Open Rate** → subject line effectiveness + list quality
- ✓ **Click-Through Rate (CTR)** → overall engagement with email
- ✓ **Click-to-Open Rate (CTOR)** → relevance of content + strength of CTAs
- ✓ **Bounce Rate** → list health + deliverability
- ✓ **Unsubscribe Rate** → content quality + frequency alignment





## General Industry Benchmarks (All Sectors)

Based on 2024 Mailchimp, HubSpot & Campaign Monitor reports



Open Rate	
Average	30% – 35%
Strong	40%+
Needs Improvement	<25%

Click-Through Rate (CTR)	
Average	2.5% – 3.5%
Strong	4%+
Needs Improvement	<2%

Click-to-Open Rate	
Average	15% – 20%
Strong	22%+
Needs Improvement	<12%

## Travel & Tourism Benchmarks

Source: Mailchimp + HubSpot + Campaign Monitor 2024



Open Rate	
Average	35% – 40%
Strong	45%+
Needs Improvement	<30%

Click-Through Rate (CTR)	
Average	3.5% – 5%
Strong	5.5%+
Needs Improvement	<3%

Click-to-Open Rate	
Average	18% – 25%
Strong	26%+
Needs Improvement	<15%



## DMO-Specific Benchmarks

Source: Destinations International 2023 Report + Tempest Client Trends

### Monthly Newsletters

Open Rate	<b>35% – 45%</b>
Click-Through Rate (CTR)	<b>3% – 4.5%</b>
Click-to-Open Rate (CTOR)	<b>20% – 28%</b>

### Event Promotions

Open Rate	<b>40% – 50%</b>
Click-Through Rate (CTR)	<b>4% – 6%</b>
Click-to-Open Rate (CTOR)	<b>22% – 30%</b>

### Travel Deals / Packages

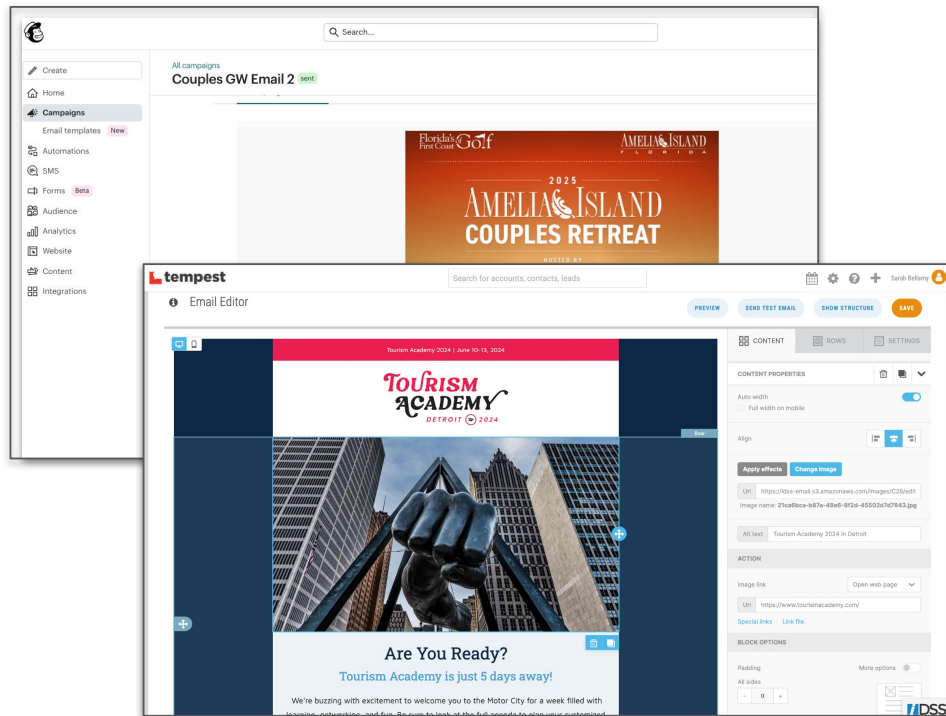
Open Rate	<b>30% – 38%</b>
Click-Through Rate (CTR)	<b>2.5% – 3.5%</b>
Click-to-Open Rate (CTOR)	<b>15% – 22%</b>

# FORMATTING

# FORMATTING RECOMMENDATIONS

## Our Approach

- ✓ Use high-quality photos
- ✓ Headlines and captions should be short and sweet
- ✓ Pyramid format — 1, 2, 3 approach
- ✓ Include a call-to-action button
- ✓ Always check mobile view
- ✓ Use your unique branding (colors, fonts, tone-of-voice)
- ✓ **Bonus Tip:** Add UTM Tracking Codes





# SIZE MATTERS

## Our Approach

- ✓ **Email file size:** Keep under 102KB (to avoid clipping in Gmail)
- ✓ **Subject lines:** Aim for 6–10 words (keep it clear + engaging)
- ✓ **Captions/body copy:** 40–60 words is the sweet spot
- ✓ **Font size:** 14–16px for body, 20–24px+ for headers (readable on mobile)
- ✓ **Buttons/CTAs:** Large enough to tap easily (44x44px minimum)



# Tourism Academy

 **tempest**

REGISTER NOW FOR TOURISM ACADEMY 2026

TOURISM  ACADEMY™



## Register Early and Save

**Mobile**

Tourism Academy returns **May 12-15, 2026**

**at the Hyatt Regency Jacksonville**

**Riverfront.** Register by January 31 and **save**

**\$100 per registration** with the Early Bird

Discount.

REGISTER NOW FOR TOURISM ACADEMY 2026

TOURISM  ACADEMY™



## Register Early and Save

Tourism Academy returns **May 12-15, 2026** at the **Hyatt Regency Jacksonville Riverfront.** Register by January 31 and **save \$100 per registration** with the Early Bird Discount.

Join industry leaders for hands-on training, thought-provoking education, and collaborative sessions designed to help DAOs succeed. Lock in your spot and your savings today.

REGISTER NOW & SAVE \$100 >

*Did you join us for Tourism Academy 2025? Claim your Alumni Discount for an extra \$50 off Early Bird pricing. Available through October 31.*



DISCOVER THE DESTINATION

### Get to Know Our Host City

Tourism Academy 2026 will be hosted in Jacksonville, Florida with 22 miles of beaches, year-round sunshine, and a Southern rock-and-roll spirit that's all its own.

[EXPLORE JACKSONVILLE >](#)



RELIVE TOURISM ACADEMY 2025

### See the 2025 Highlights

Catch up on the excitement of Tourism Academy 2025. From the epic lip sync battle to puppy networking and more, this recap shares the moments that made Minneapolis unforgettable.

[READ THE BLOG >](#)

**Desktop**

Ready to start planning? Check out our agenda for a sneak peek at what's ahead.



## PARKSVILLE QUALICUM BEACH

### A Guide to Camping in Parksville Qualicum Beach

Looking for an unforgettable outdoor adventure? Parksville Qualicum Beach offers a variety of campgrounds and RV resorts to suit any style, from oceanfront sites to riverside relaxation. Bring your RV, tent, or cozy up in a cabin – family fun and pet-friendly amenities await! Photo credit: [@goodnaturelab](#)

[LEARN MORE](#)

#### Plan Your Adventure



##### 10 Amazing Swim Spots to Cool Off This Summer

Between all the beautiful beaches, rivers, and lakes in our backyard, there are plenty of scenic spots to take a dip. The hardest decision you have to make is which one to explore first!

[LEARN MORE](#)

##### Discover Wildlife Tours & Excursions

Get ready to be wowed by majestic whales, soaring birds, curious sea lions, and more on the fantastic tour, excursions and visits to wildlife centres covered in this guide. Photo Credit: [@ocean\\_ana](#)

[LEARN MORE](#)

#### Uncover Exclusive Deals & Offers



##### Parksville Qualicum Beach Savings Pass

FREE

Get savings at your favourite area restaurants AND attractions, and businesses.

[SAVE NOW >>](#)

##### The Longer You Stay, the Less You Pay

\$155 to \$198

Enjoy the pool & hot tub, 60 or 90 minute spa treatment, and lunch at Pacific Prime Restaurant.

[SAVE NOW >>](#)

##### The Longer You Stay, the Less You Pay

Up to 35% Off

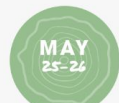
Extend your getaway and save big in PQB – stay 3+ nights for up to 35% off our best rates.

[SAVE NOW >>](#)[BROWSE MORE DEALS](#)

#### Upcoming Events



Echo Players Presents:  
Longing



Tapped in Mini Putt, Craft Beer & Music Festival!



#### Experience Fall Adventures in Ocala Marion County, FL

Discover the ways to enjoy autumn's charm in Ocala Marion County. With sunny days and refreshing breezes, fall invites you to explore parks and trails, linger over dinner and drinks in a cozy patio, and take advantage of unique opportunities to unwind.

[DISCOVER FALL FUN](#)

#### PLAN YOUR TRIP



Gov't Miss Fall Festivals

From live music to artisan markets and historic neighborhoods, autumn in Ocala Marion County buzzes with festivities.

[EXPLORE MORE](#)

Prost to Oktoberfest in Ocala

Put on your lederhosen, raise your stein, and celebrate the season at these fun Oktoberfest events in Ocala Marion County, FL.

[CELEBRATE WITH US](#)

#### INSIDER'S GUIDE



##### Ocala National Forest

Ready to get outdoors in the splendor of Ocala? Insider's Guide to Commissioner Carl Zaleski II and his family explore Ocala National Forest on 10/20.

[WATCH THE EPISODE](#)

#### UPCOMING EVENTS



##### Heart of the Turf Exhibit

Date: September - October 31, 2023

Location: various locations

[DETAILS](#)

##### Live on Stage: Into the Woods

Date: September 11-18, 2023

Location: Ocala Civic Theatre

[DETAILS](#)

##### Boat Tour & Brunch at Silver Springs

Date: October, September 14 - October 15, 2023

Location: Silver Springs State Park

[DETAILS](#)

##### Ocala Polo Club Fall Season Games

Date: September, September 20 - November 15, 2023

Location: Florida Polo Park

[DETAILS](#)

##### Ocala Fall Series 2023

Date: September 24-26, 2023

Location: World Equestrian Center

[DETAILS](#)

##### Ocala Home & Garden Show

Date: September 27-28, 2023

Location: Clayco Center

[DETAILS](#)

##### All Breed Horse Capital Parade

Date: October 4, 2023

Location: Ocala Historic Downtown Square

[DETAILS](#)

Northeast Florida's Premier Golf Destination



#### FIREWORKS & FAIRWAYS: PLAN YOUR 4TH OF JULY GOLF GETAWAY

Break free from the hustle and bustle of your day-to-day routine and celebrate your independence with a 4th of July holiday on Florida's First Coast of Golf.

[PLAN YOUR TRIP](#)

#### FROM BEACHES TO BEER IN NORTHEAST FLORIDA

Nothing pairs better with golfing on a sunny Florida day than a refreshing local beer. After conquering the course, explore a selection of top-rated restaurants, bars, and breweries for an after-round brew.

[LEARN MORE](#)

#### FEATURED GOLF EXPERIENCE: JACKSONVILLE WEEKEND ITINERARY

Our weekend itinerary takes the stress out of playing – all that's left for you to do is focus on perfecting your swing and enjoying the Florida sunshine.

[READ NOW](#)

# Case Study



## Jump into Summer!

[Looking](#)[Things To Do](#)[Food & Drink](#)[Events](#)

Get ready for a summer packed with fun in the sun—Pool Days, BBQs, Festivals, and Adventures Galore! Your ultimate season of excitement starts now!

[Hidden Gems in & Around Pleasant](#)[Guide To Muir Woods National](#)[Hill!](#)[Monument](#)[Learn More](#)[Learn More](#)

Uncover a treasure trove of unforgettable experiences in the Pleasant Hill area, finding top-rated [things to do](#) during a jam-packed adventure. Whether you're traveling with your [family](#) or looking for new activities as a resident, we've got you covered with off-the-beaten-path attractions.



Located only 42 miles from Pleasant Hill, CA, just north of San Francisco, Muir Woods National Monument is a day-trip-worthy outdoor treasure in the central California region. This one-of-a-kind park is unlike anywhere else on the planet and is home to an ancient redwood forest with trees dating back hundreds of years (and in some cases, over 1,000 years).

## Upcoming Events



[Pleasant Hill's 4th of July Celebration!](#)  
Brace yourself for an all-day blast! The Pleasant Hill Fourth of July Commission has planned a day packed with activities. The day includes the firecracker 5k run, a parade through downtown, live music at Pleasant Hill Park, and a [fireworks](#) display at College Park High School. See you there!

[Sunset by the Lake Summer Concert Series](#)

*Presented by the City Of Pleasant Hill*  
One of [Pleasant Hill's popular annual events](#), this summer concert series features some of the top bands and local musicians from the East Bay area. It is a free, [family-friendly](#) event featuring live music in a lovely natural outdoor setting by a small lake.





### Art, Wine & Music Festival

Bring your dancing shoes to the 20th annual Art, Wine, and Music Festival! This can't-miss event features live performances, decadent wines, local vendors, and plenty of family-friendly activities.

[READ MORE](#)

### Explore More



#### The Ultimate Weekend Getaway

Follow our comprehensive itinerary for an unforgettable weekend in Pleasant Hill.

[READ MORE](#)

#### Exciting Spring Activities

Soak up the endless sunshine while exploring Pleasant Hill this spring.

[READ MORE](#)

#### Pleasant Hill Inn

Conveniently located for exploring our region's top attractions, Pleasant Hill Inn offers guests extensive amenities and beautifully remodeled suites.

[READ MORE](#)

### Upcoming Events in the East Bay



#### Off the Grid

When: April 17 & 24

Where: City Hall Lawn

Discover the region's best food trucks at Off the Grid, every Wednesday. Grab your food, bring a blanket, and have a picnic on the lawn.

[DETAILS](#)

#### DVC Drama Presents: Hangmen

When: April 26 to May 12

Where: Arena Theater

Laugh the night away as you watch hangman Harry's jail life with curious locals and a shadowy insider who arrives with a mysterious agenda.

[DETAILS](#)

#### Aloha Family Luau

When: May 17

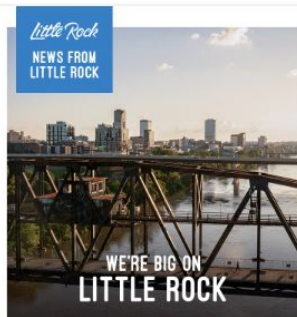
Where: Pili Senior Center

Wear your favorite beach attire and head to the Aloha Family Luau for an evening of hula dancing, aloha crafts and family-friendly hula!

[DETAILS](#)

Find more local events [here](#).

Having problems viewing this page? [View 2 online](#)



THINGS TO DO · EVENTS · PLAN YOUR TRIP

### CELEBRATE SPOOKY SEASON IN LITTLE ROCK!

October is full of awesomeness in Little Rock. From haunted houses and scary movies to Halloween events to map outdoor adventures and fall shopping, there's no better time to explore the capital city. Whether you're planning a festive outing, a family weekend, or a seasonal escape, Little Rock offers something for everyone. Keep reading for spooky stories, scenic trails, and world-class events, all waiting for you right here in the heart of Arkansas.

### BIG EXPERIENCES IN LITTLE ROCK



#### Shadows of Little Rock: Tales That Linger After Dark

Some say the past never really leaves us, and in Little Rock, a few places might just prove it. Explore the city's most haunted hotspots and decide for yourself.

EXPLORE

#### Big Rides, Bold Flavors, and Family Fun at the Arkansas State Fair

Mark your calendar, grab your crew, and meet us at the fairgrounds. One of Arkansas' biggest celebrations of the season is ready to roll.

EXPLORE



# CONTENT RECOMMENDATIONS

## Best Practices That Drive Performance

- Include **events** and **deals**
- Add **engaging subject lines**
- Highlight **seasonal content** and **major holiday events**
- Plan content **1-2 months in advance**
- Feature **fresh, new content**
- Utilize a **content calendar**
- Send **one email a month** to avoid overwhelming subscribers.

BEST PRACTICES FOR MONTHLY EMAIL CAMPAIGNS

# Streamline Workflows



# STREAMLINE WORKFLOWS

## Plan Smart, Save Time

- ✓ Use a **monthly content calendar**
- ✓ **Repurpose** existing content (blogs, guides, events)
- ✓ Build **templates** in your ESP
- ✓ **Automate** welcome + nurture emails
- ✓ A/B Testing

WORK SMARTER, NOT HARDER



Focus/Subject	Email Topics			Notes
	Story 1	Story 2	Story 3	
The PLAYERS Championship	The PLAYERS	Please feature the Clay County Scottish games Blog		THE PLAYERS Championship will be 50 years old in 2024. The Was wondering if the team can implement that phrase and in language with what is already scheduled in our email calendar
Springtime Golf Getaways	Springtime <a href="https://www.florida-golf.org/blogs/spring-golf-getaway/">https://www.florida-golf.org/blogs/spring-golf-getaway/</a>	The Players: <a href="https://www.florida-golf.org/blogs/best-golf-shots-in-the-history-of-the-players-championship/">https://www.florida-golf.org/blogs/best-golf-shots-in-the-history-of-the-players-championship/</a>	Featured Golf Experience: Golf Schools <a href="https://www.florida-golf.org/golf-schools/">https://www.florida-golf.org/golf-schools/</a>	Clay County Scottish games happens this month so will want January to touch on this event
Mother's Day	From Concourse to Golf Course: <a href="https://www.florida-golf.org/plan-your-trip/golfing-base/">https://www.florida-golf.org/plan-your-trip/golfing-base/</a>	Courses: CHALLENGE YOURSELF AT FLORIDA'S BEST <a href="https://www.florida-golf.org/courses/">https://www.florida-golf.org/courses/</a>	Featured Golf Experience: Amelia River Club Performance Center <a href="https://www.florida-golf.org/blogs/amelia-island-golf-packages/">https://www.florida-golf.org/blogs/amelia-island-golf-packages/</a>	Discuss renovations at Oak Marsh & King & Bear
Summer Golf Trip	Whats new at the WGV <a href="https://www.florida-golf.org/world-golf-village/">https://www.florida-golf.org/world-golf-village/</a>	Summer Golf Packages: <a href="https://www.florida-golf.org/blogs/affordable-florida-golf-trips-for-summer/">https://www.florida-golf.org/blogs/affordable-florida-golf-trips-for-summer/</a>	Featured Golf Experience: Amelia Island Golf Packages <a href="https://www.florida-golf.org/blogs/amelia-island-golf-packages/">https://www.florida-golf.org/blogs/amelia-island-golf-packages/</a>	
4th of July	4th of July <a href="https://www.florida-golf.org/blogs/best-of-4th-of-july-itinerary/">https://www.florida-golf.org/blogs/best-of-4th-of-july-itinerary/</a>	From Beaches to Beer <a href="https://www.florida-golf.org/blogs/from-beaches-to-beer-in-northeast-florida/">https://www.florida-golf.org/blogs/from-beaches-to-beer-in-northeast-florida/</a>	Featured Golf Experience: Jacksonville Weekend Itinerary <a href="https://www.florida-golf.org/blogs/weekend-golf-itinerary-jacksonville/">https://www.florida-golf.org/blogs/weekend-golf-itinerary-jacksonville/</a>	
Summer Golf Trip	Family Friendly Golf Vacations <a href="https://www.florida-golf.org/blogs/guide-to-family-friendly-golf-vacations-in-northeast-florida/">https://www.florida-golf.org/blogs/guide-to-family-friendly-golf-vacations-in-northeast-florida/</a>	Summer Golf Accessories: <a href="https://www.florida-golf.org/blogs/summer-golf-accessories/">https://www.florida-golf.org/blogs/summer-golf-accessories/</a>	Featured Golf Experience: Amelia Island Weekend Itinerary <a href="https://www.florida-golf.org/blogs/weekend-golf-itinerary-amelia-island/">https://www.florida-golf.org/blogs/weekend-golf-itinerary-amelia-island/</a>	
Labor Day	Labor Day <a href="https://www.florida-golf.org/blogs/labor-day-golf-getaway-weekend-on-floridas-first-coast/">https://www.florida-golf.org/blogs/labor-day-golf-getaway-weekend-on-floridas-first-coast/</a>	Save Big This Summer <a href="https://www.florida-golf.org/packages/">https://www.florida-golf.org/packages/</a>	Featured Golf Experience: Weekend Golf Itinerary Clay County <a href="https://www.florida-golf.org/blogs/weekend-golf-itinerary-clay-county/">https://www.florida-golf.org/blogs/weekend-golf-itinerary-clay-county/</a>	
Fall Golf Trip	Fall Golf Trip: <a href="https://www.florida-golf.org/blogs/why-fall-is-the-perfect-time-for-a-northeast-florida-golf-trip/">https://www.florida-golf.org/blogs/why-fall-is-the-perfect-time-for-a-northeast-florida-golf-trip/</a>	Easy Season: <a href="https://www.florida-golf.org/blogs/easy-season-on-floridas-historic-coast/">https://www.florida-golf.org/blogs/easy-season-on-floridas-historic-coast/</a>	Featured Golf Experience: Golf Schools <a href="https://www.florida-golf.org/golf-schools/">https://www.florida-golf.org/golf-schools/</a>	Possible Military Campaign inclusion in the Fall as story 3 -JC
Thanksgiving	Fuyk & Friends Tournament <a href="https://www.florida-golf.org/furyk-friends-tournament/">https://www.florida-golf.org/furyk-friends-tournament/</a>	Why Florida? <a href="https://www.florida-golf.org/blogs/best-golf-vacation-northeast-florida-hands-down/">https://www.florida-golf.org/blogs/best-golf-vacation-northeast-florida-hands-down/</a>	Weekend Golf Itinerary in Palm Coast <a href="https://www.florida-golf.org/blogs/weekend-golf-itinerary-palm-coast/">https://www.florida-golf.org/blogs/weekend-golf-itinerary-palm-coast/</a>	
Holiday/Winter Travel	Thanksgiving: <a href="https://www.florida-golf.org/blogs/thanksgiving-on-floridas-first-coast/">https://www.florida-golf.org/blogs/thanksgiving-on-floridas-first-coast/</a>	Veterans Day/ Military Discounts <a href="https://www.florida-golf.org/military-deals/">https://www.florida-golf.org/military-deals/</a>	Top 15 Unwritten Rules of Golf: <a href="https://www.florida-golf.org/blogs/the-15-unwritten-rules-of-golf/">https://www.florida-golf.org/blogs/the-15-unwritten-rules-of-golf/</a>	Possible Military Campaign * Where USA Comes to Play includes
Celebrate NYE	Gift Ideas for Golfers: <a href="https://www.florida-golf.org/blogs/top-gift-ideas-for-golfers/">https://www.florida-golf.org/blogs/top-gift-ideas-for-golfers/</a>	Guide to a Holiday Golf Trip: <a href="https://www.florida-golf.org/blogs/holiday-golf-trip/">https://www.florida-golf.org/blogs/holiday-golf-trip/</a>	Featured Golf Experience: Palm Coast Golf Packages	
Winter/ Valentines Day	New Year <a href="https://www.florida-golf.org/blogs/new-years-eve/">https://www.florida-golf.org/blogs/new-years-eve/</a>	Beginners Guide to Golf/ Play More Golf Should be Your New Year's Resolution <a href="https://www.florida-golf.org/blogs/so-you-want-to-learn-to-play-golf/">https://www.florida-golf.org/blogs/so-you-want-to-learn-to-play-golf/</a>	Featured Golf Experience: Clay County Golf Packages	Can we use the Clay County Wander Video inst

	October	November	December	January	February	March
Deploy Date	10/18/2023	11/15/2023	12/13/2023	1/17/2024	2/21/2024	3/20/2024
Materials Due to TEMPEST	10/11/2023	11/8/2023	12/6/2023	1/10/2024	2/14/2024	3/13/2024
Featured Article	64th Annual Cracker Day	Nights of Lights Tours	Saint Augustine Film Festival	Fort Mose Jazz & Blues Series	THE PLAYERS Championship	Florida's Birding & Photo Fest
Description	Nothing tells the story of Florida ranching heritage than a day at the Cracker Day. This 64th edition is a family-fun way to learn about Cracker cattle herding, watching Cracker horsemanship races and games, and how to crack a whip. There is even a market place that features local produce, crafts and food products.	During the 30th Anniversary year of Nights of Lights in St. Augustine, there even more ways to explore the city while enjoying the great illumination. By land, sea and air, experience the holiday cheer and fun on a special tour through January 28.	Kick off the new year with a great movie or two, or five, or thirty. The annual St. Augustine Film Festival is set to take place January 11-14. Featuring films from multiple genres; biographies, thrillers, comedies, historical dramas and more, plan to attend this exciting festival that offers fresh insight into different cultures through the amazing work of independent and foreign filmmakers.	Florida's Historic Coast celebrates Black History over two weekends with music in February. Fort Mose Jazz & Blues Series which supports the Fort Mose Reconstruction Project will feature an impressive lineup of internationally acclaimed artists performing on the grounds of what was the first free black settlement in North America.	Now in its fiftieth year, THE PLAYERS Championship returns to Ponte Vedra Beach March 12 through March 17 with one of the most formidable rounds on the pro circuit. The world's greatest golfers will compete for the \$25 million purse on The Stadium Course at TPC Sawgrass in Ponte Vedra Beach.	The 22nd annual edition of Florida's Birding & Photo Fest, headquartered at the St. Jude Celebration Hall on Anastasia Island is set to take place April 24-28. Read on to learn more about this exciting event that celebrates the avian life and natural beauty of Florida's Historic Coast through more than 100 workshops, seminars, and fieldtrips.
URL	<a href="https://www.floridashistoriccoast.com/blog/cracker-day/">https://www.floridashistoriccoast.com/blog/cracker-day/</a>	<a href="https://www.floridashistoriccoast.com/blog/nights-of-lights-by-land-or-by-sea-sa-fe-and-spectacular/">https://www.floridashistoriccoast.com/blog/nights-of-lights-by-land-or-by-sea-sa-fe-and-spectacular/</a>	<a href="https://www.floridashistoriccoast.com/events/annual/saint-augustine-film-festival/">https://www.floridashistoriccoast.com/events/annual/saint-augustine-film-festival/</a>	<a href="https://www.floridashistoriccoast.com/live-music/music-festivals/fort-mose-jazz-blue-series/">https://www.floridashistoriccoast.com/live-music/music-festivals/fort-mose-jazz-blue-series/</a>	<a href="https://www.floridashistoriccoast.com/events/annual/players-championship/">https://www.floridashistoriccoast.com/events/annual/players-championship/</a>	<a href="https://www.floridashistoriccoast.com/events/annual/birding-fest/">https://www.floridashistoriccoast.com/events/annual/birding-fest/</a>
Spotlight #1	Whiskey, Wine & Wildlife	Holiday Concerts & Performances	Lighthouse Illuminations	Black History Month	Spanish Food & Wine Festival	Cabbage, Potato & Bacon Festival
Description	Enjoy a full weekend exploring and celebrating great food, tasting amazing whiskeys & wines, great music and safely experiencing costal wildlife up close. Read more to learn about the highlight events that include fine dining, culinary master classes, tours, a grand tasting, and Sunday Jazz Brunch!	From the impressive live musical performances at Ponte Vedra Concert Hall and St. Augustine Amphitheater to shows and sing-a-longs at Historic churches, in the parks and at auditoriums throughout, the holiday spirit is brilliantly celebrated across Florida's Historic Coast.	When night falls at the St. Augustine Lighthouse and Maritime Museum, the holiday spirit brightens things up. Learn more about this illuminating experience where you and yours can visit twenty-one uniquely decorated trees, a walk through the complex and ascend the tower in a rare nighttime climb to view St. Augustine's Nights of Lights display.	Throughout the year visitors can experience the deep historic roots of Black History on Florida's Historic Coast. Museums, parks and attractions tell the story of the African Americans that played key roles in the story of St. Augustine from the Spanish Age of Exploration to the American Civil Rights era. With additional events and experiences taking place, February is a time to recognize these important pages from St. Augustine's Black History.	When Pedro Menendez landed on the shores of Florida's Historic Coast in 1565, he brought with him the 4,000-year-old Spanish tradition of winemaking. From February 29 to March 2, St. Augustine celebrates its rich Spanish heritage through food, wine, music, and culture at the Spanish Food and Wine Festival.	Nothing is more refreshing than spending time celebrating our Florida agricultural heritage. Hastings is bringing back the traditional Cabbage and Potato Festival and making it even better by adding BACON. Enjoy specially created dishes by great chefs, participate in the Lawn mower race, shop the market and enjoy the music.
URL	<a href="https://www.floridashistoriccoast.com/events/annual/whiskey-wine-and-wildlife-festival/">https://www.floridashistoriccoast.com/events/annual/whiskey-wine-and-wildlife-festival/</a>	<a href="https://www.floridashistoriccoast.com/blog/top-holiday-performances-and-concerts/">https://www.floridashistoriccoast.com/blog/top-holiday-performances-and-concerts/</a>	<a href="https://www.floridashistoriccoast.com/blog/lighthouse-illuminations-a-brilliant-way-to-end-a-perfect-day/">https://www.floridashistoriccoast.com/blog/lighthouse-illuminations-a-brilliant-way-to-end-a-perfect-day/</a>	<a href="https://www.floridashistoriccoast.com/events/annual/black-history-month-in-st-augustine/">https://www.floridashistoriccoast.com/events/annual/black-history-month-in-st-augustine/</a>	<a href="https://www.floridashistoriccoast.com/events/annual/saint-augustine-spanish-food-and-wine-festival/">https://www.floridashistoriccoast.com/events/annual/saint-augustine-spanish-food-and-wine-festival/</a>	<a href="https://www.floridashistoriccoast.com/events/annual/garden-of-eden-cabbage-potato-and-bacon-festival/">https://www.floridashistoriccoast.com/events/annual/garden-of-eden-cabbage-potato-and-bacon-festival/</a>

# American Shopping Moments per Month

## Ranked by Spending Propensity



January	
New Year's Day	33%
Martin Luther King Day	6%
Epiphany/Three Kings Day	4%
February	
Valentine's Day	60%
Super Bowl Sunday	31%
Black History Month	7%
Presidents Day	7%
Lunar New Year	6%
Mardi Gras	6%
Groundhog Day	3%
March	
Walmart Deals Week	36%
St. Patrick's Day	26%
International Women's Day	4%
The Oscars	4%
Women's History Month	4%
National Disability Awareness Month	2%
April	
Easter	57%
Spring Break	15%
Earth Day	6%
Coachella Festival	3%
Eid al-Fitr	2%
National Autism Awareness Month/Autism Acceptance Month	2%
May	
Mother's Day	50%
Cinco de Mayo	16%
Asian American and Pacific Islander Heritage Month / Asian Heritage Month	10%
Small Business Week	10%
Met Gala	2%
June	
Father's Day	41%
Summer Break	12%
Pride Month	6%
Juneteenth	6%
Summerween	1%



July	
Amazon Prime Day	64%
Walmart Deals Week	36%
Independence Day	42%
Tax-Free Weekends	20%
August	
Tax-Free Weekends	20%
September	
Labor Day	21%
Rosh Hashanah	3%
Hispanic Heritage Month	2%
October	
Halloween	59%
Prime Big Deal Day	29%
Target Circle Week	19%
Columbus Day/Indigenous Peoples' Day	4%
Diwali	1%
November	
Thanksgiving	71%
Black Friday	64%
Small Business Saturday	14%
Veterans Day	10%
Giving Tuesday	6%
Day of the Dead/Día de los Muertos	4%
Singles' Day	3%
November	2%
Native American Heritage Month	2%
National Entrepreneurship Month	1%
December	
Christmas Day	74%
Cyber Monday	54%
Christmas Eve	46%
New Year's Eve	34%
Super Saturday	16%
Hanukkah	4%
Advent Season	4%
Green Monday	4%
Kwanzaa	2%



# Testing Simplified



# A/B TESTING SIMPLIFIED

## Things to Try

- ✓ Subject lines
- ✓ Send times
- ✓ Content Types





# Build Your Campaign

**PLAN**

Define your audience, goals, and message.

**DISCOVER**

Find the right content, events, or offers to feature.

**CRAFT**

Write clear copy, subject lines, and CTAs.

**DESIGN**

Build a mobile-friendly layout that highlights your content.

# Key Takeaways



# ACTIONABLE ITEMS TO WALK AWAY WITH

Remember these Key Takeaways

- ✓ **Audit your current newsletter** — spot what's working, cut the clutter
- ✓ **Quality beats quantity** — focus on engaged subscribers
- ✓ **Always test** — subject lines, timing, and segments
- ✓ **Keep content focused** — 2-3 strong features, not 10 competing ones
- ✓ **Format to pull readers in** — mobile-first, clean layouts, strong CTAs



## Email

sarah.bellamy@tempest.im

### Tempest Blog



### Connect On LinkedIn



# Thank You