

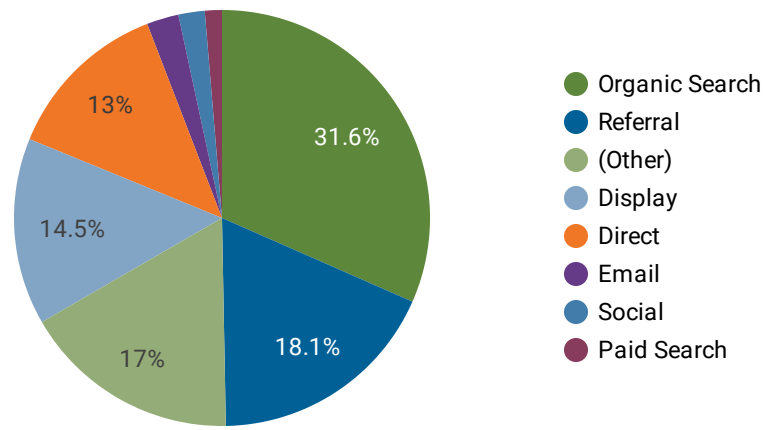
Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
106,230	69,629	1.57	00:01:27
↑ 9.1%	↑ 20.1%	↓ -1.6%	↓ -8.7%

Lodging Page Stats - YoY

Pageviews	Sessions	Users
7,063	1,463	2,793
↑ 14.7%	↓ -24.9%	↑ 5.6%

Top Channels



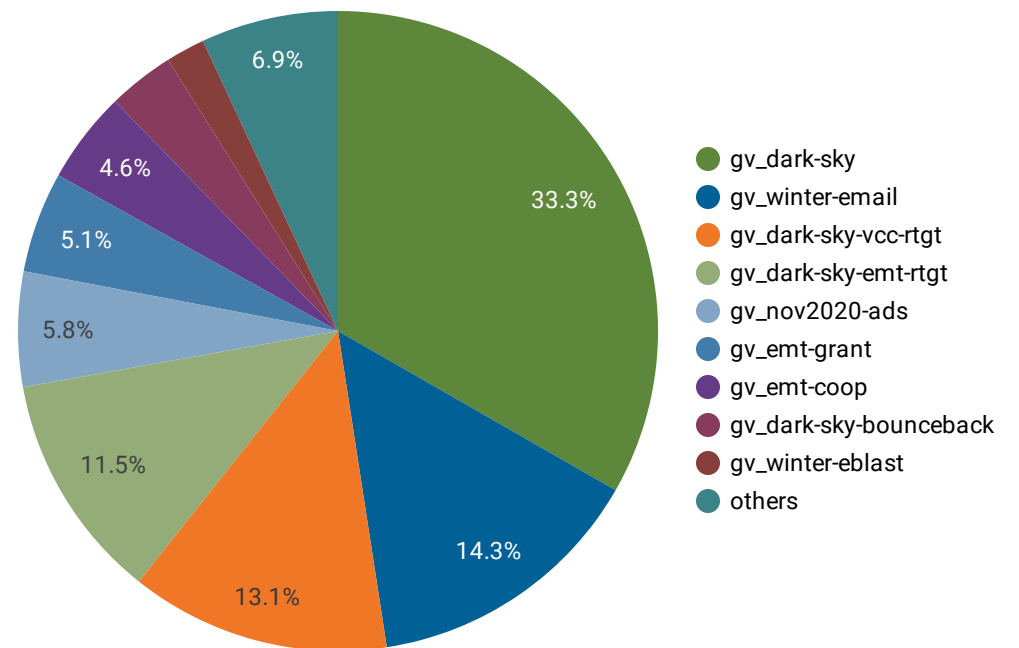
Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	13,141
2. emt / native	5,356
3. facebook / emt	4,709
4. orange-142 / display	3,465
5. facebook / psocial	2,427

Top 5 Web Sources

Source	Users
1. google	32,393
2. facebook	7,002
3. (direct)	6,345
4. emt	4,975
5. duluthharborcam.com	4,171

Campaign Traffic Volume



Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. minnesota rentals	226	2.97%
2. lodging minnesota	171	4.2%
3. minnesota resorts	151	3.16%
4. minnesota vacation rentals	112	7.72%
5. cabin rentals mn	66	6.53%

Total Lodging Clickouts
3.2K
↑ 78.8%

Unique Lodging Clickouts
3.1K
↑ 78.6%

PDF Downloads
2.2K
↑ 29.0%

Video Views
10.6K
↑ 87.0%

Lodging Page Session Duration
03:11
↑ 97.7%

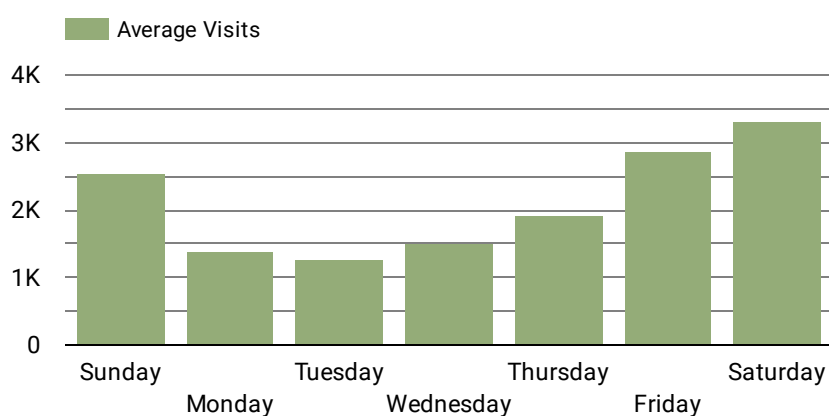
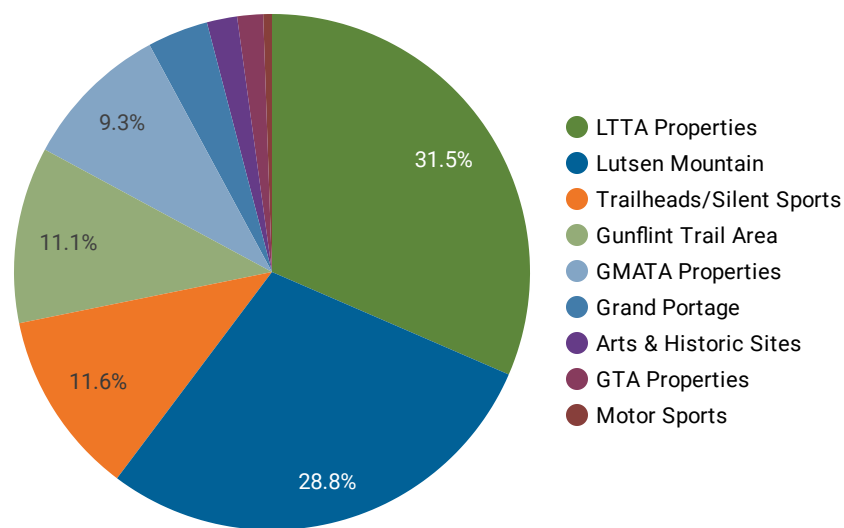
Top 5 Lodging Page Clickouts

	Clicks to Partner Pages	Total Events
1.	cascade vacation rentals	227
2.	gunflint lodge & outfitters	168
3.	lutsen resort on lake superior	128
4.	caribou highlands lodge	117
5.	grand marais hotel co.	91

Top 5 PDF Downloads

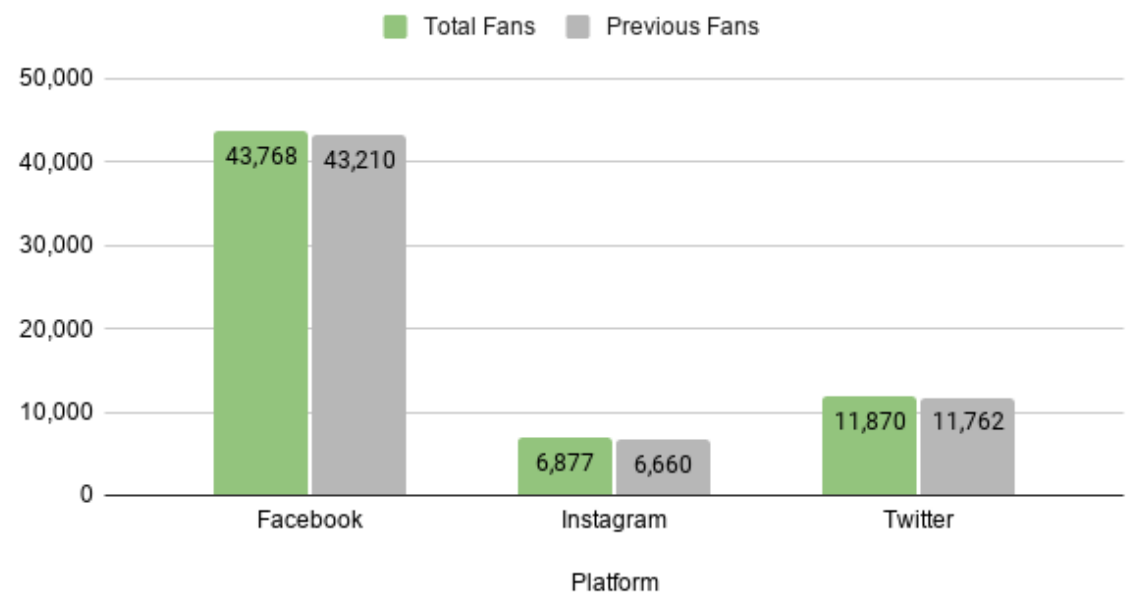
	Asset Names	Total Events
1.	Download Trail Map & Details	475
2.	Snowshoe & Winter Hiking Trails General Guide	131
3.	PDF DOWNLOAD Snowmobile Trail Map	99
4.	DOWNLOAD – 2018 CC Ridge Riders Snowmo...	77
5.	George Washington Pines Winter Recreation ...	44

Unique Visitors by POI

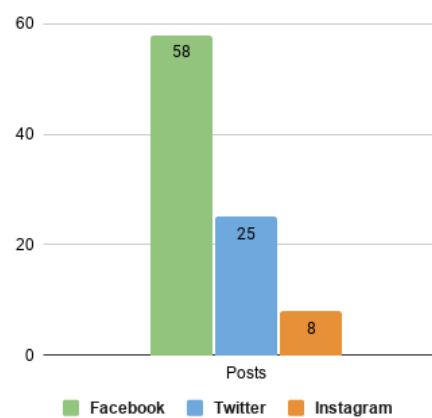


Social Media Highlights

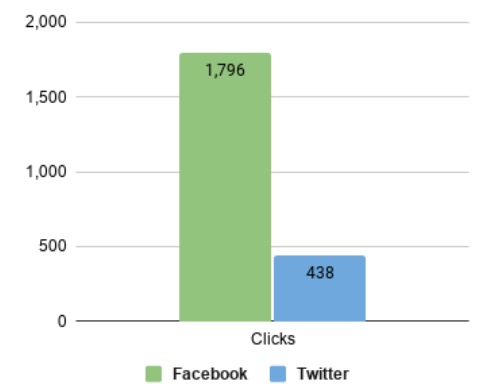
Social Media Audience - Total Fans



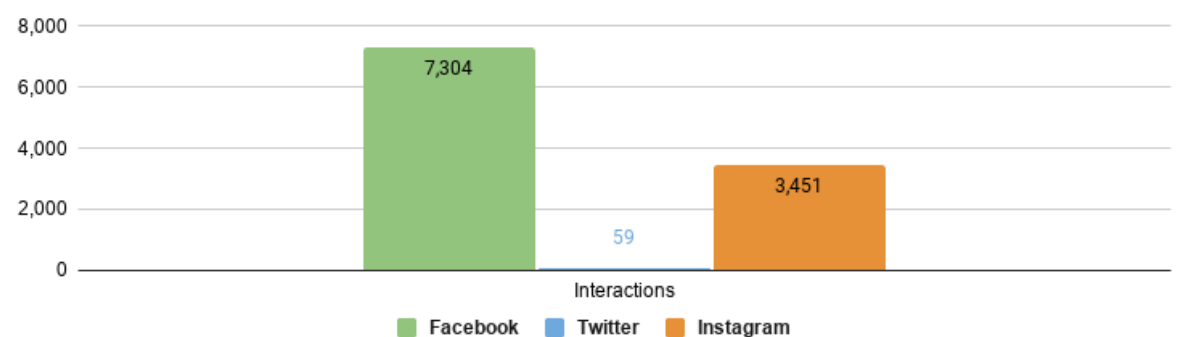
Published Posts



Clicks to website from social content



Interactions (likes, reactions, comments, etc.)



Engagement Rate

Facebook 3.01%
Twitter 0.50%
Instagram 6.71%