

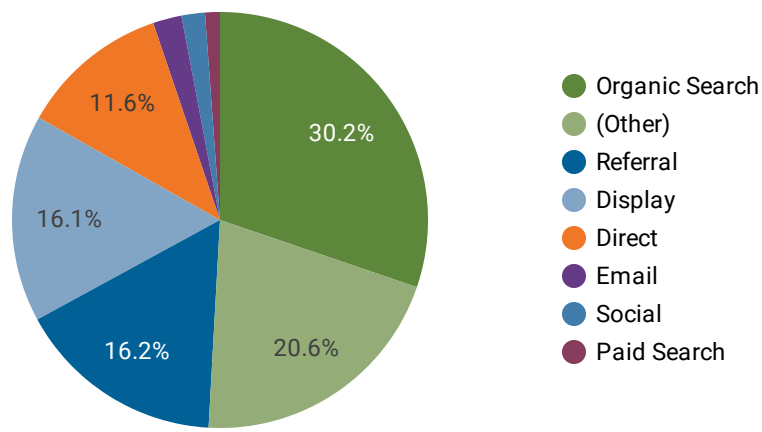
Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
122,591	81,652	1.56	00:01:25
↑ 29.2%	↑ 41.6%	↓ -6.1%	↓ -15.2%

Lodging Page Stats - YoY

Pageviews	Sessions	Users
8,901	1,965	3,517
↑ 34.2%	↑ 7.3%	↑ 31.5%

Top Channels



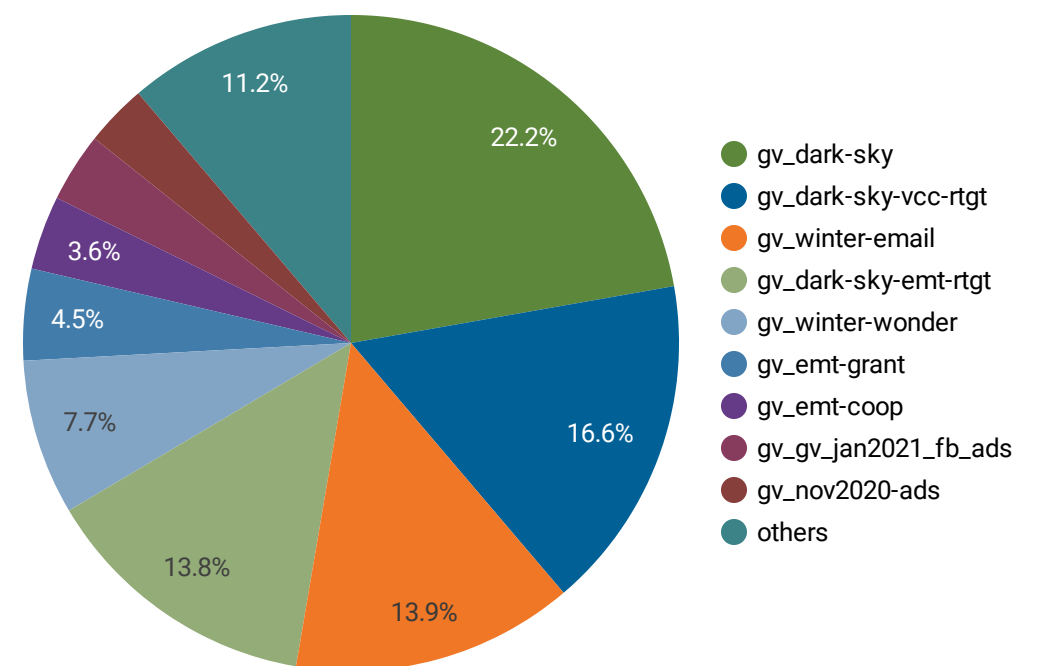
Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	18,800
2. emt / native	9,311
3. facebook / emt	4,541
4. facebook / psocial	3,042
5. media-one / digital-ad	2,606

Top 5 Web Sources

Source	Users
1. google	39,166
2. facebook	7,362
3. (direct)	7,192
4. emt	6,985
5. duluthharborcam.com	4,209

Campaign Traffic Volume



Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. minnesota rentals	243	2.97%
2. lodging minnesota	185	4.11%
3. minnesota resorts	158	3.02%
4. minnesota vacation rentals	100	7.40%
5. cabin rentals mn	67	6.19%

Total Lodging Clickouts
4.2K
↑ 75.1%

Unique Lodging Clickouts
4.0K
↑ 79.7%

PDF Downloads
3.1K
↑ 28.3%

Video Views
14.4K
↑ 124.6%

Lodging Page Session Duration
03:34
↑ 60.2%

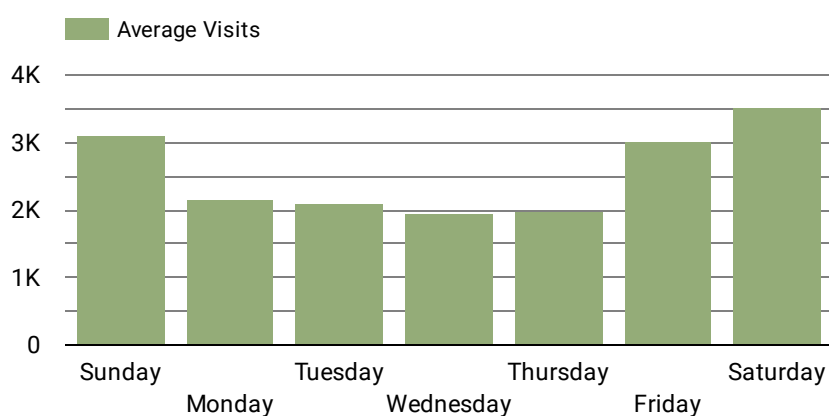
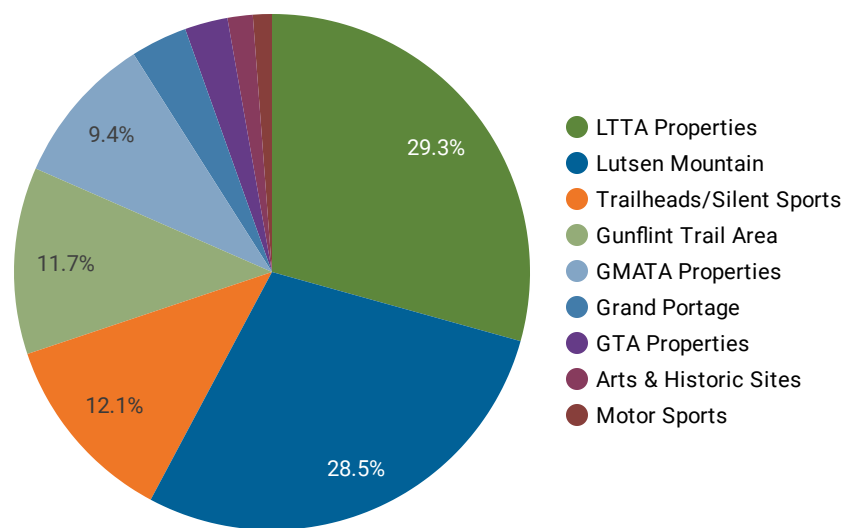
Top 5 Lodging Page Clickouts

	Clicks to Partner Pages	Total Events
1.	cascade vacation rentals	294
2.	gunflint lodge & outfitters	200
3.	lutsen resort on lake superior	154
4.	caribou highlands lodge	151
5.	bluefin bay on lake superior	118

Top 5 PDF Downloads

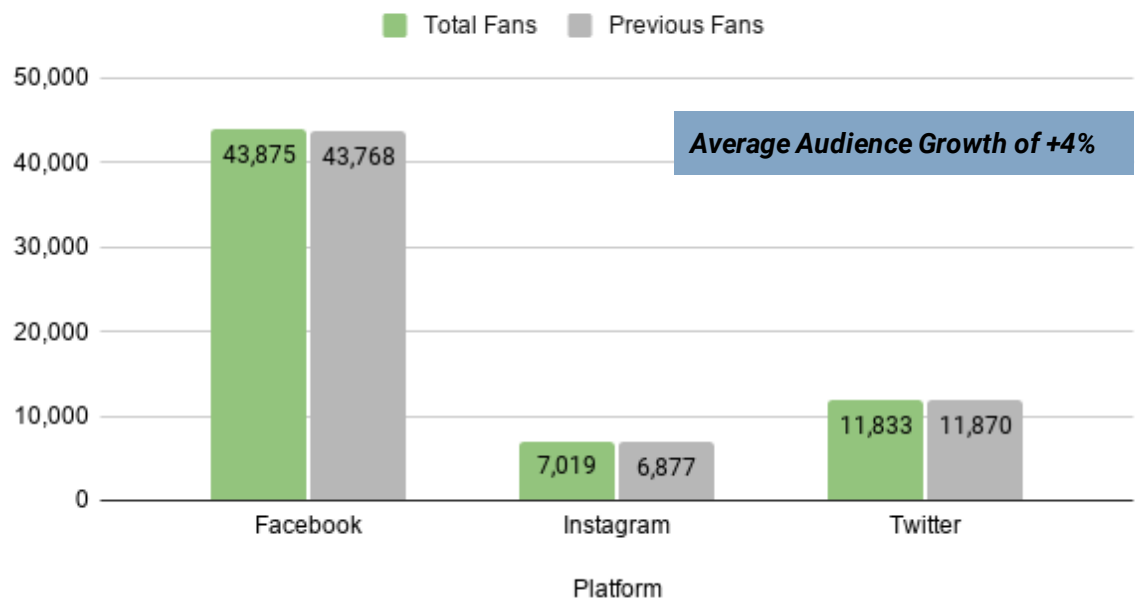
	Asset Names	Total Events
1.	Download Trail Map & Details	765
2.	Snowshoe & Winter Hiking Trails General Guide	214
3.	PDF DOWNLOAD Snowmobile Trail Map	151
4.	DOWNLOAD – 2018 CC Ridge Riders Snowmo...	139
5.	George Washington Pines Winter Recreation ...	73

Unique Visitors by POI

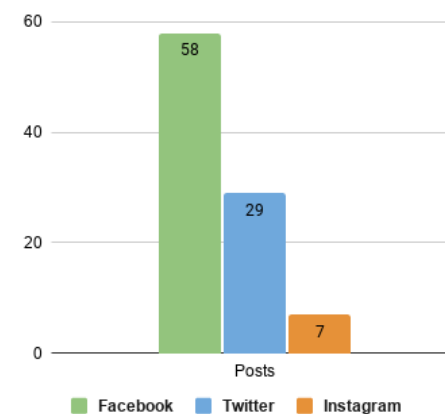


Social Media Highlights

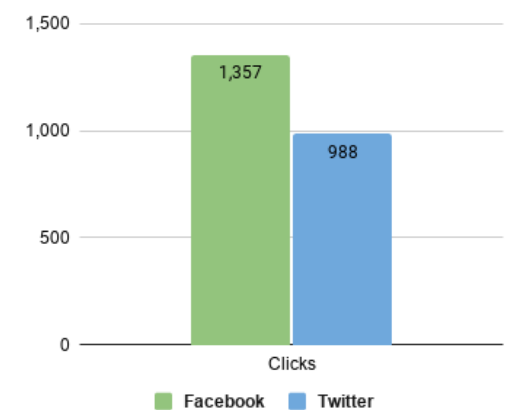
Social Media Audience - Total Fans



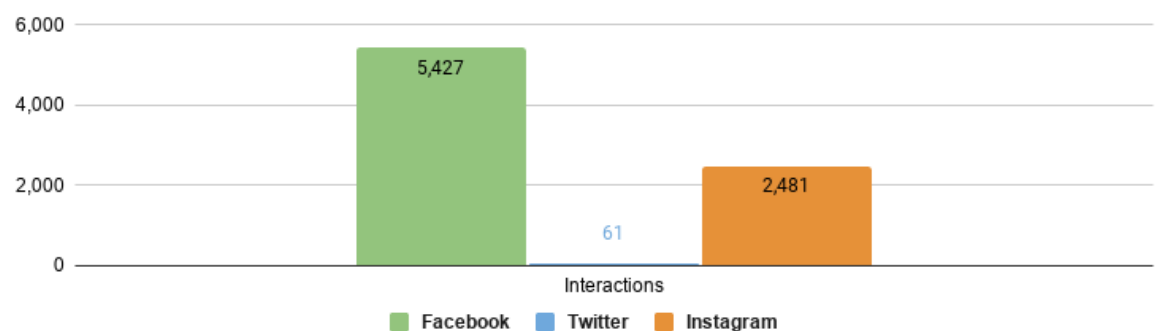
Published Posts



Clicks to website from social content



Interactions (likes, reactions, comments, etc.)



Engagement Rate

Facebook 3.42%
Twitter 0.52%
Instagram 6.54%