Website Performance Summary

July 2026

Start Month: Jul 2026 | End Month: Jul 2026 | Select Measure: Sessions

Users
66.1K
-36.9% YOY | -30.8% MOM

Sessions
86.3K
-37.1% YOY | -25.7% MOM

Engaged Sessions
55.4K
-37.3% YOY | -2.1% MOM

Engagement Rate
64.2%
-0.21% pt YOY | +15.48% pt MOM

Page Views
155.8K
-42.0% YOY | -28.2% MOM

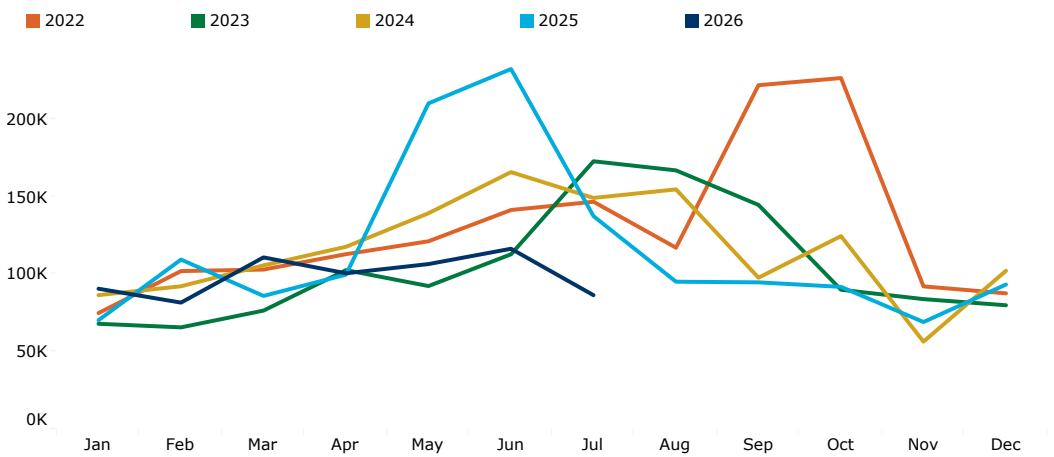
Pages per Session
1.80 pages
-0.15 pages YOY | -0.06 pages MOM

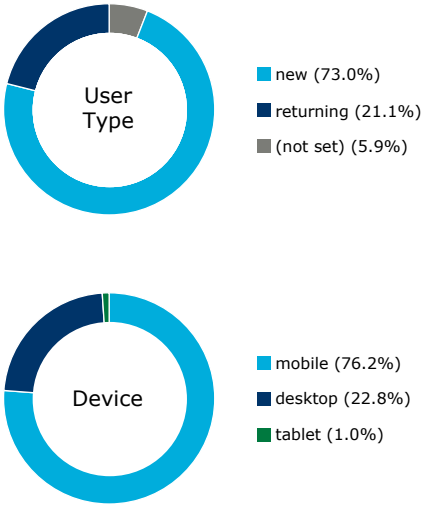
Avg. Session Duration
00:02:44
-32 sec YOY | +15 sec MOM

Bounce Rate
35.8%
+0.21% pt YOY | -15.48% pt MOM

Sessions Analysis

Monthly Trend





Top Campaigns

(organic)	57.1%
Events	17.4%
(direct)	13.2%
Lodging - Non Brand	1.8%
(referral)	1.7%
Lodging - Brand	1.2%
Food & Drink	1.0%
Things to Do | Specific	0.9%
Things to Do | General	0.8%
Brand	0.8%

Top Channels

Organic Search	57.0%
Paid Search	24.9%
Direct	13.1%
Organic Social	1.2%
Referral	1.0%
Email	1.0%
AI Assistant	0.7%
Paid Social	0.4%
Unassigned	0.3%
Display	0.2%

Top Sources

google	78.0%
(direct)	13.2%
bing	1.6%
yahoo	1.3%
Act-On Software	1.0%
duckduckgo	0.7%
chatgpt.com	0.6%
linktree	0.5%
ig	0.4%
(not set)	0.3%

Top Landing Sections

events	41.6%
things-to-do	15.8%
listing	9.4%
home	6.6%
event	4.5%
blog	3.7%
(not set)	3.6%
places-to-stay	3.0%
plan-your-visit	3.0%
eat-drink	2.1%

Source: Google Analytics
Note: Due to Google's practice of exporting sampled data to protect user identities, figures may not precisely match data viewed in the Google Analytics platform.

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