Website Performance Summary

August 2026

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

Users
27.1K
-62.1% YOY | -59.0% MOM

Sessions
35.3K
-62.9% YOY | -59.2% MOM

Engaged Sessions
24.2K
-60.9% YOY | -56.3% MOM

Engagement Rate
68.7%
+3.57% pt YOY | +4.50% pt MOM

Page Views
70.7K
-63.9% YOY | -54.6% MOM

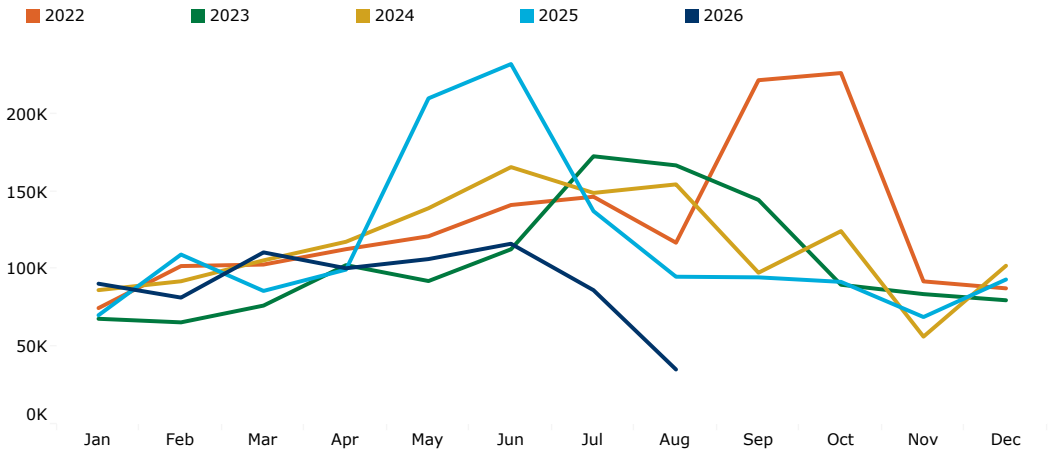
Pages per Session
2.01 pages
-0.05 pages YOY | +0.20 pages MOM

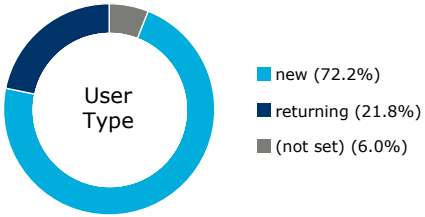
Avg. Session Duration
00:02:49
-26 sec YOY | +5 sec MOM

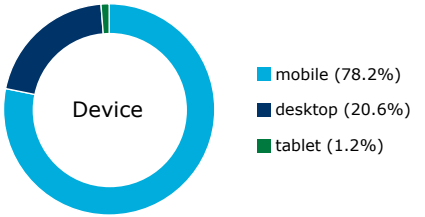
Bounce Rate
31.3%
-3.57% pt YOY | -4.50% pt MOM

Sessions Analysis

Monthly Trend







Top Campaigns

(organic)	53.8%
(direct)	13.2%
Events	11.9%
Lodging - Non Brand	3.1%
Food & Drink	2.8%
Lodging - Brand	2.7%
Things to Do | Specific	2.3%
Things to Do | General	2.2%
Brand	2.0%
(referral)	1.8%

Top Channels

Organic Search	54.4%
Paid Search	28.1%
Direct	13.2%
Organic Social	1.0%
Referral	1.0%
Email	1.0%
AI Assistant	0.6%
Unassigned	0.4%
Cross-network	0.2%
Display	0.1%

Top Sources

google	78.8%
(direct)	13.2%
bing	1.6%
yahoo	1.1%
Act-On Software	1.0%
duckduckgo	0.7%
chatgpt.com	0.6%
(not set)	0.3%
linktree	0.3%
m.facebook.com	0.3%

Top Landing Sections

events	28.2%
things-to-do	21.8%
listing	11.4%
home	7.0%
places-to-stay	5.3%
eat-drink	4.1%
(not set)	4.0%
hotel	3.5%
blog	3.4%
plan-your-visit	3.1%

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.

Powered by Symphony | Tourism Economics