



2013 - 2014 Key Performance Indicators

Oct 1, 2013 - Sept 30, 2014

	2013-14	2012-13	Change	
WEBSITE				
Visits	137,799	102,627	34.27%	
Unique Visitors	103,299	76,299	35.39%	
Page Views	693,971	505,446	37.30%	
Avg. Pages per visit	5.04	4.93	2.23%	
Avg. Time on site (mins)	4.21	4.00	5.25%	
Bounce Rate	34%	39%	-13.17%	
% New visits	73.84%	73.28%	0.76%	
Top Countries (visits)				
Canada	113,178	82,058	37.92%	
USA	9,663	8,254	17.07%	
UK	3,202	2,735	17.07%	
Germany	1,744	1,511	15.42%	
Australia	1,647	1,449	13.66%	
Search Traffic	74.20%	66.50%	11.58%	
Referral Traffic	11.00%	12.50%	-12.00%	
Direct Traffic	9.60%	19.80%	-51.52%	
Campaigns	5.20%	1.20%	333.33%	
Content Goals				
Successful researcher 6 pages+	31,081	13,405	131.86%	
Time on site 4 minutes+	35,332	14,290	147.25%	
Visit Guides & Maps page	7,666	n/a		
Visit Trip Planner page	2,200	n/a		
Marketing & P.R. Impressions (YTD)				
Paid Advertising & Collateral	6,302,305	3,152,650	199.91%	
Unpaid Media	31,364,492	10,500,000	298.71%	
SOCIAL MEDIA				
Facebook Likes (total)	4,081	1,988	105.28%	
Facebook Avg Weekly Reach	251,409	47,773	426.25%	
Twitter followers (total)	1,055	667	58.17%	
Youtube views	6,292	3,167	98.67%	
Youtube minutes watched	11,471	5,137	123.30%	
Tripadvisor pageviews	10,984	5,719	92.06%	
Tripadvisor interaction rate	7.46%	9.00%	-17.11%	
Consumer Newsletter recipients	1,412	1,007	40.22%	
Consumer Newsletter open rate	25%	33%	-23.24%	* Industry Av 18.29%
Stakeholder news open rate	44%	45%	-2.22%	* Industry Av 22.54%