

## Website Status Report fla-keys.com

January 2017 Data for the March 7, 2017 TDC Meeting



Section 1: Website Traffic Report

Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors

## Section 1: Website Traffic Report

### Website Traffic Overview

#### Audience Overview

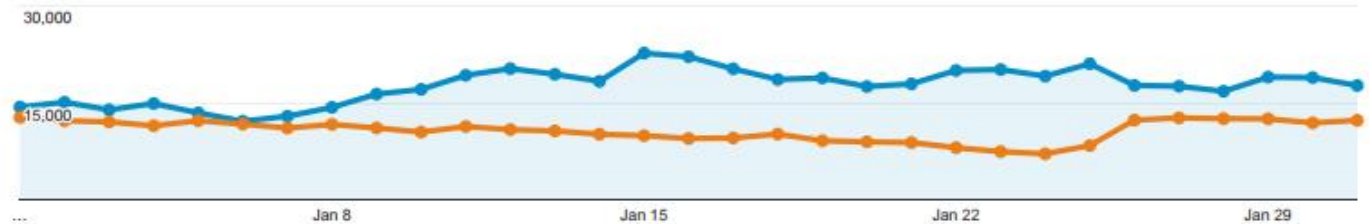
Jan 1, 2017 - Jan 31, 2017  
Compare to: Dec 1, 2016 - Dec 31, 2016



#### Overview

Jan 1, 2017 - Jan 31, 2017: Sessions

Dec 1, 2016 - Dec 31, 2016: Sessions



#### Sessions

65.36%

549,069 vs 332,042



#### Users

65.16%

453,034 vs 274,298



#### Pageviews

58.85%

1,376,934 vs 866,826



#### Pages / Session

-3.94%

2.51 vs 2.61



#### Avg. Session Duration

-2.00%

00:01:55 vs 00:01:58



#### Bounce Rate

0.19%

59.65% vs 59.54%



#### % New Sessions

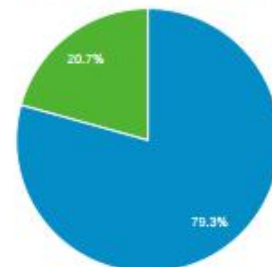
1.59%

79.24% vs 78.00%

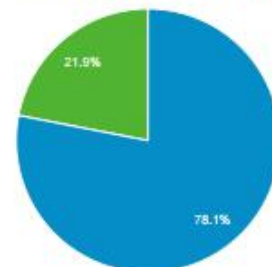


New Visitor Returning Visitor

Jan 1, 2017 - Jan 31, 2017



Dec 1, 2016 - Dec 31, 2016



## Website Traffic Sources

### All Traffic

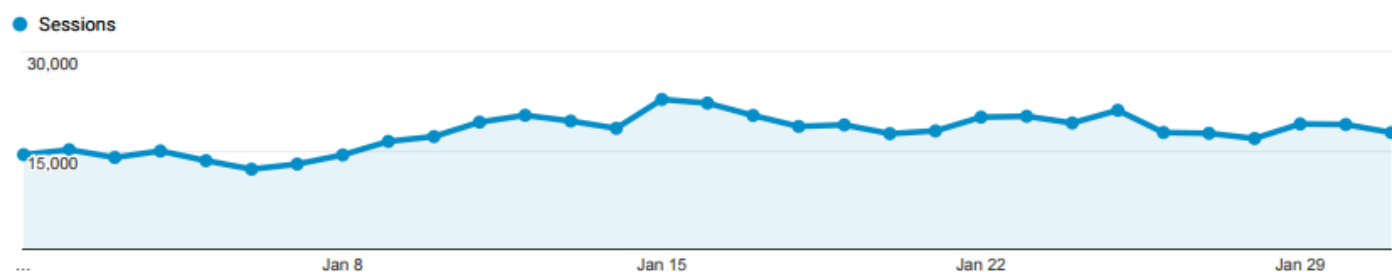
Jan 1, 2017 - Jan 31, 2017



All Users  
100.00% Sessions

#### Explorer

Summary



☐ Source / Medium

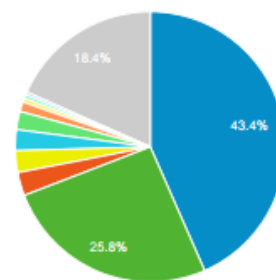
Sessions

Sessions

Contribution to total:

Sessions

	549,069 % of Total: 100.00% (549,069)	549,069 % of Total: 100.00% (549,069)
1.  google / organic	238,306	43.40%
2.  (direct) / (none)	141,398	25.75%
3.  bing / organic	15,341	2.79%
4.  yahoo / organic	14,288	2.60%
5.  google / cpc	13,697	2.49%
6.  m.facebook.com / referral	11,943	2.18%
7.  publicitas / (not set)	6,355	1.16%
8.  floridakeyswebcams.tv / referral	2,763	0.50%
9.  observer.com / referral	2,202	0.40%
10.  goal.com / referral	1,961	0.36%



## Most Visited Sections of Website

### Content Drilldown

Jan 1, 2017 - Jan 31, 2017

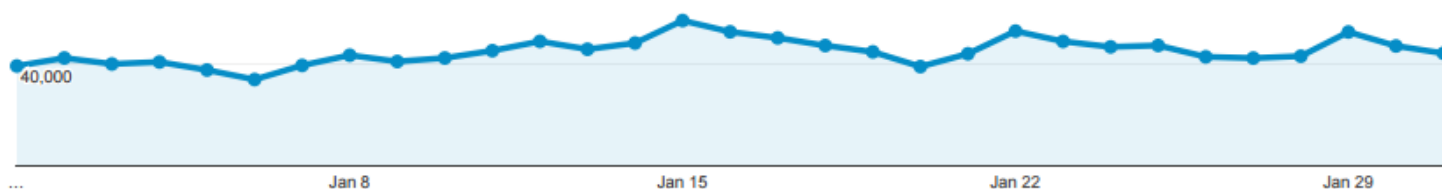


All Users  
100.00% Pageviews

#### Explorer

Pageviews

80,000



Page path level 1

Pageviews

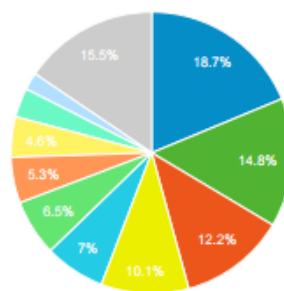
1,376,934  
% of Total: 100.00%  
(1,376,934)

Pageviews

1,376,934  
% of Total: 100.00%  
(1,376,934)

Contribution to total: Pageviews

1.	/key-west/	258,081	18.74%
2.	/webcams/	203,969	14.81%
3.	/index.cfm	168,084	12.21%
4.	/key-largo/	138,388	10.05%
5.	/calendar/	95,746	6.95%
6.	/islamorada/	88,997	6.46%
7.	/marathon/	72,413	5.26%
8.	/lower-keys/	63,814	4.63%
9.	/news/	46,218	3.36%
10.	/photoadventure/	27,394	1.99%





## Device Usage

### Overview

Jan 1, 2017 - Jan 31, 2017



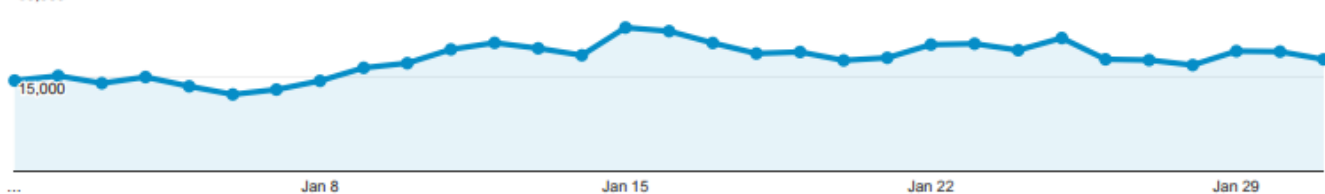
All Users  
100.00% Sessions

#### Explorer

Summary

#### Sessions

30,000



☐ Device Category

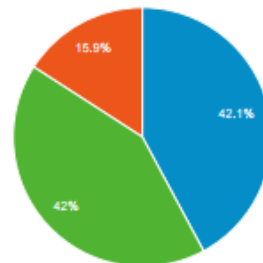
Sessions

Sessions

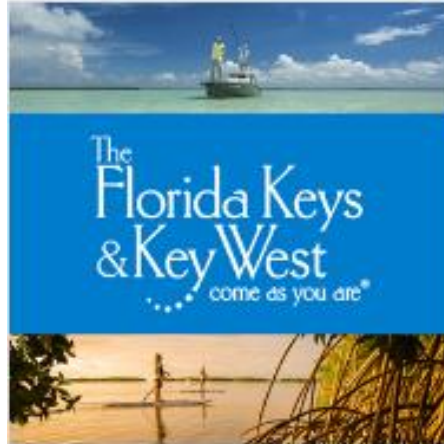
Contribution to total:

Sessions

		549,069 % of Total: 100.00% (549,069)	549,069 % of Total: 100.00% (549,069)
1. <span style="color: blue;">■</span> mobile		231,324	42.13%
2. <span style="color: green;">■</span> desktop		230,439	41.97%
3. <span style="color: red;">■</span> tablet		87,306	15.90%



## Section 2: Social Media Report



Facebook: 303,920 fans

Twitter: 36,401 followers


Instagram: 80,998 followers

Pinterest: 2,948 followers

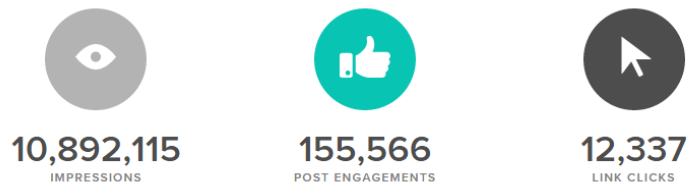
Google +: 2,067 followers

*Data mined 2/6/17*

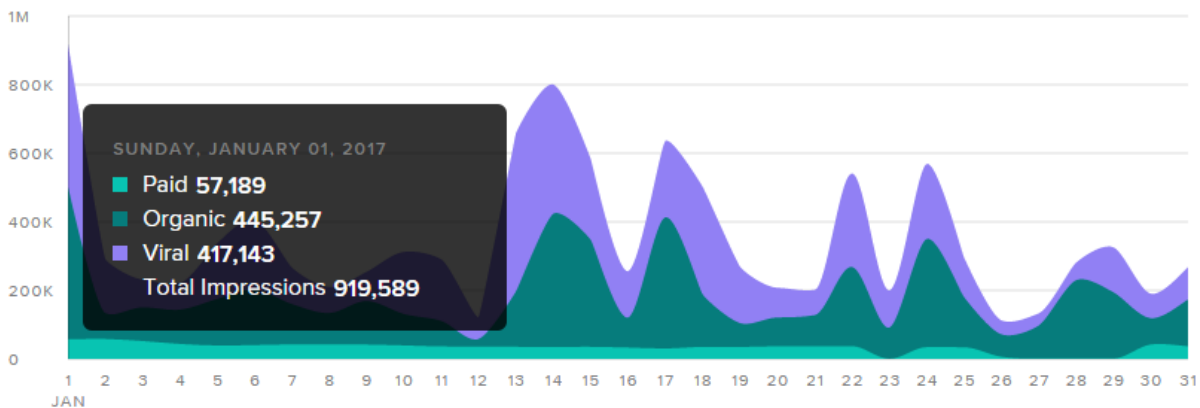
## FACEBOOK SUMMARY

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	303,920	1.80%	80	10,892,115	136,151	155,566	1,944.6	12,337

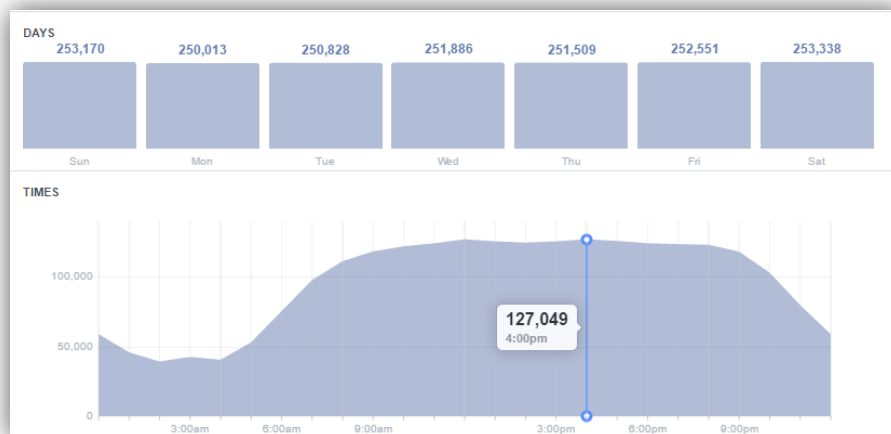
### Facebook Activity Overview



### PAGE IMPRESSIONS, BY DAY



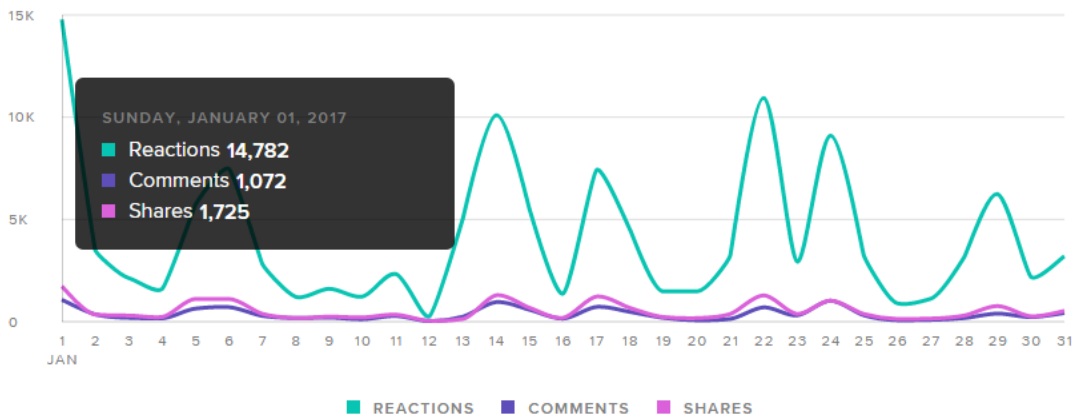
### WHEN THE FACEBOOK PAGE IS MOST ACTIVE



## SHARED CONTENT

### Audience Engagement

#### AUDIENCE ENGAGEMENT, BY DAY

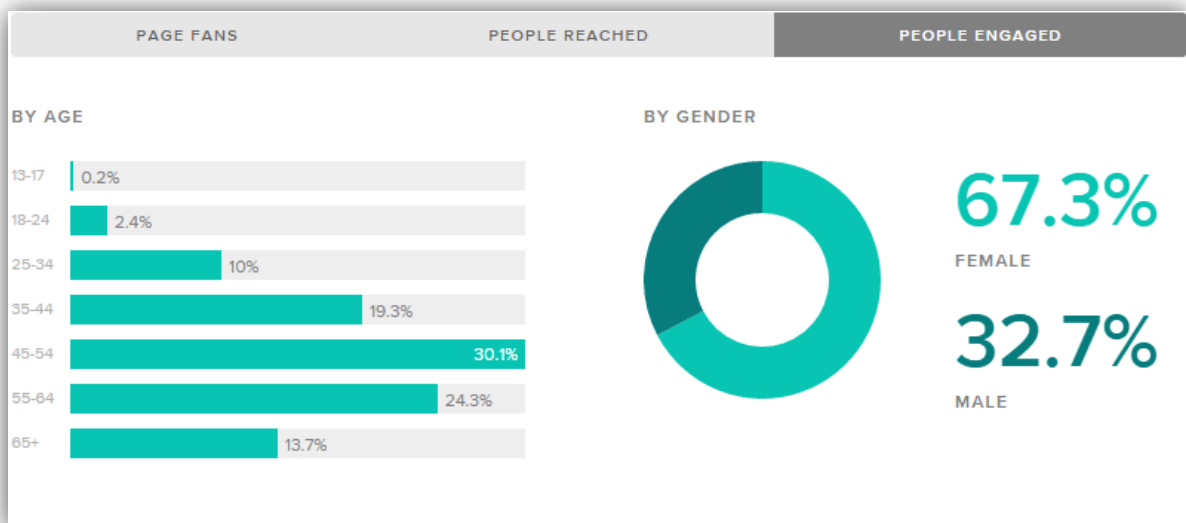


ACTION METRICS	TOTALS
Reactions	127,739
Comments	11,447
Shares	16,380
<b>Total Engagements</b>	<b>155,566</b>











Total Engagements increased by

**▲ 12.0%**

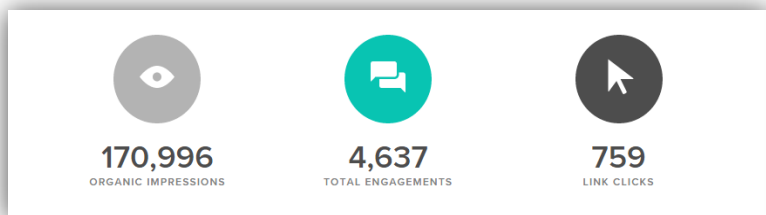
since previous month



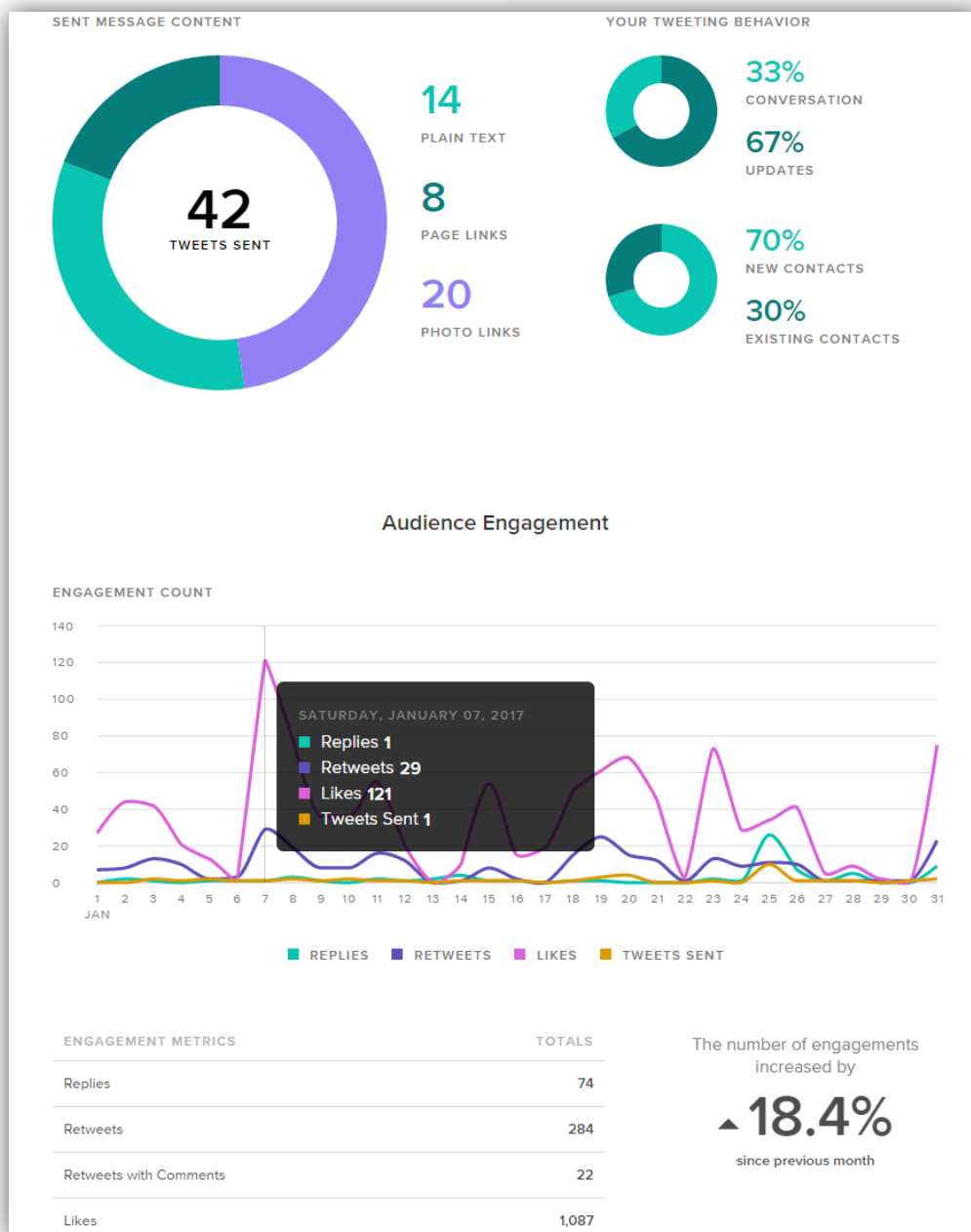
## CONTENT PERFORMANCE (top 5, sorted by Total Reach)

Post	Reactions	Comments	Engagement ▼	Reach
<p>The Florida Keys &amp; Key West</p>   <p>(Post) January 06, 2017 11:46 am</p>	2,696	137	23.4%	12,772
<p>The Florida Keys &amp; Key West</p> <p>Enjoy the view! 🌴</p>   <p>(Post) January 13, 2017 1:19 pm</p>	5,608	218	7.2%	151,188
<p>The Florida Keys &amp; Key West</p> <p>Who wouldn't want to enter-to-win a 5-night stay at the new Oceans Edge Key West Hotel &amp; Marina plus \$500 for dining at Yellowfin Bar and Grill?! You could also enjoy water-sport activities for two or a private fishing charter for two, with Sea-Clusion. Pretty incredible giveaway, really. 🎁🌴🌊</p> <p><a href="http://bit.ly/OEKWWin">http://bit.ly/OEKWWin</a></p>   <p>(Post) January 04, 2017 3:24 pm</p>	1,289	124	6.9%	64,900
<p>The Florida Keys &amp; Key West</p> <p>Live Tuesday over Key West. #flkeys #simplythekeys</p>   <p>(Post) January 17, 2017 1:23 pm</p>	7,517	942	6.7%	234,306
<p>The Florida Keys &amp; Key West</p> <p>Live Tuesday over Lower Keys. #flkeys #simplythekeys</p>   <p>(Post) January 17, 2017 1:32 pm</p>	518	50	6.6%	46,452

## TWITTER REPORT – follower and content data

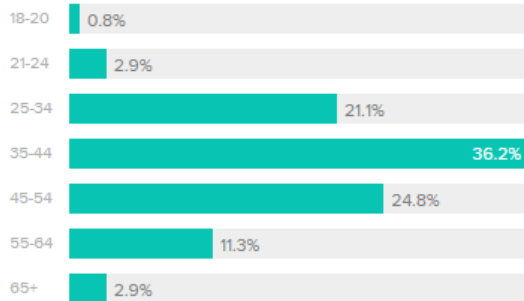


FOLLOWER METRICS	TOTALS
Total Followers	36,401
New Follower alerts	797
Actual Followers gained	614
People that you followed	2

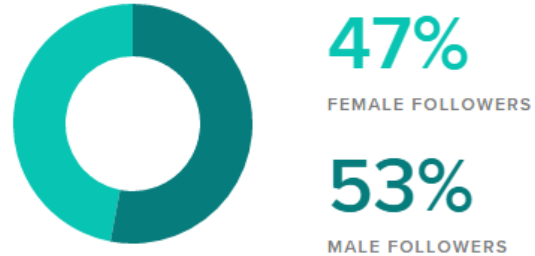


## Audience Demographics

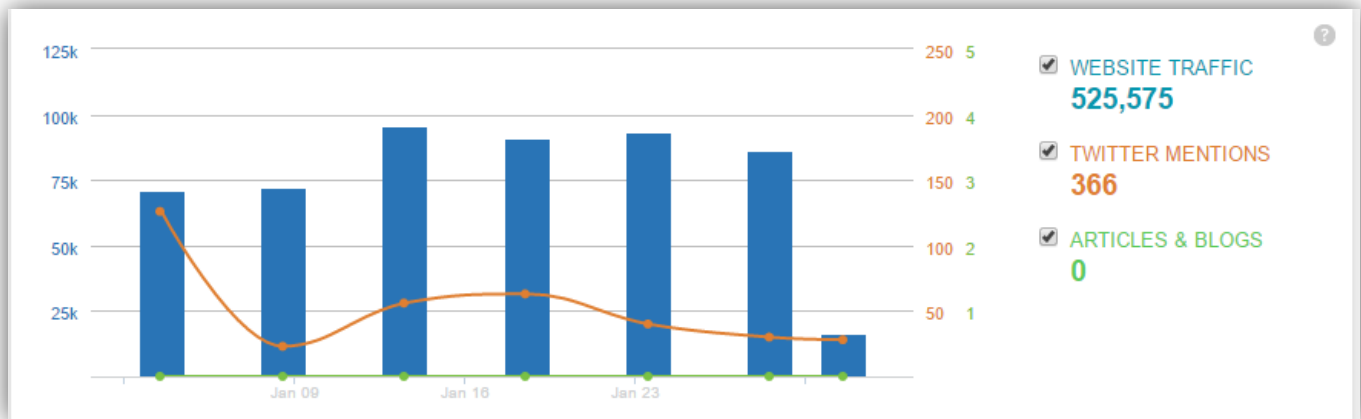
### FOLLOWERS BY AGE



### FOLLOWERS BY GENDER



## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



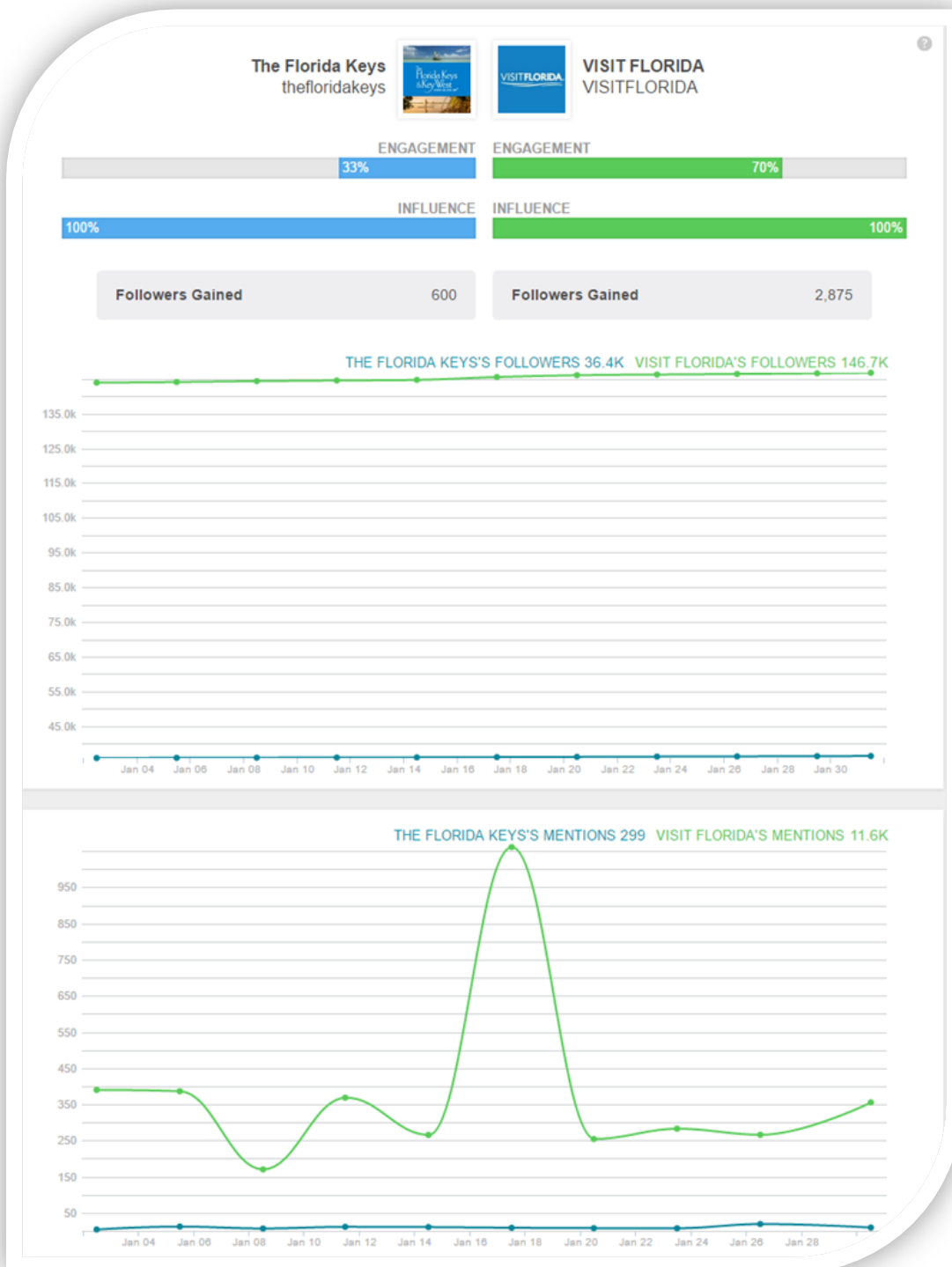
## SOCIAL TRAFFIC





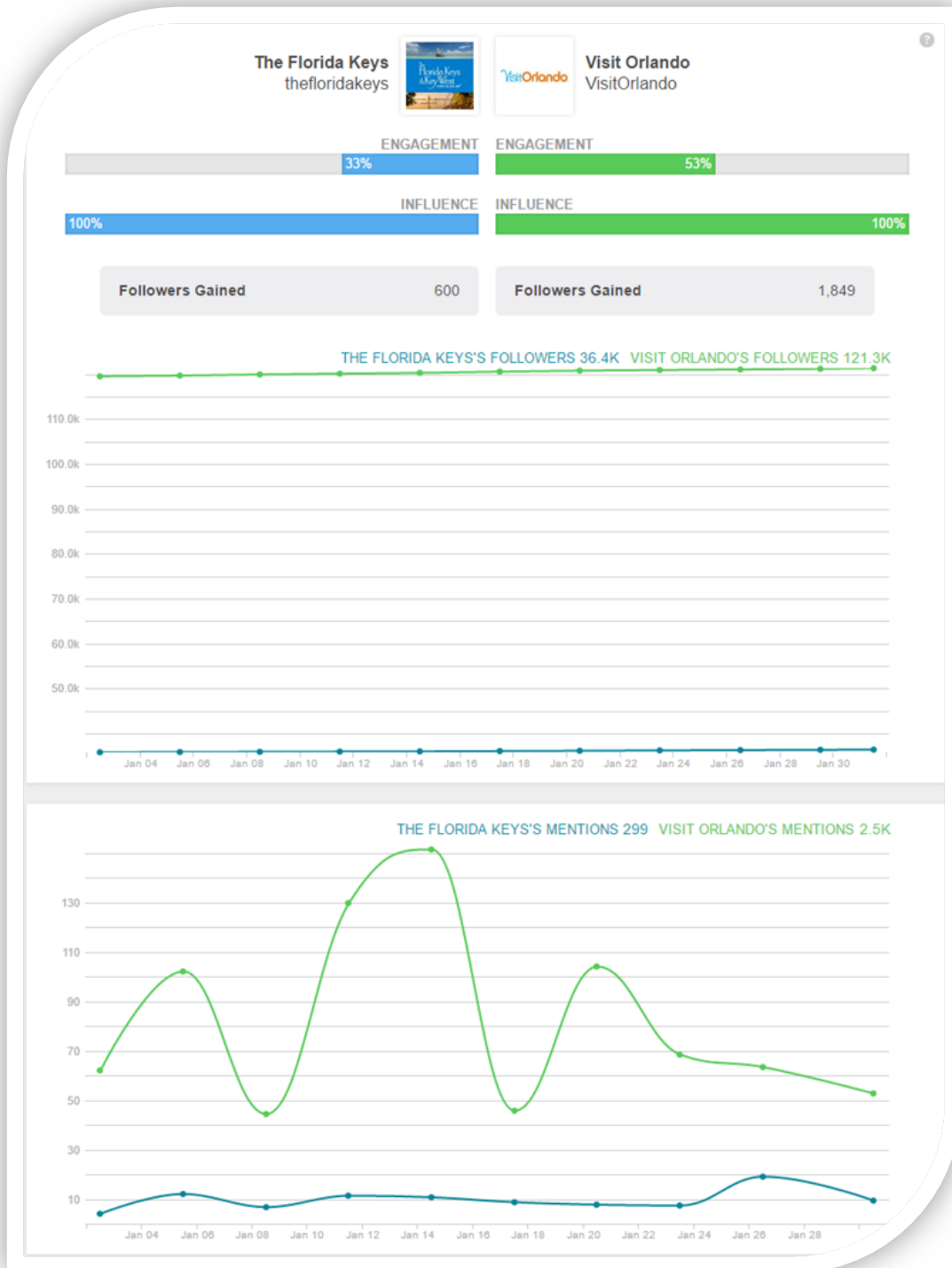
## COMPETITOR TWITTER COMPARISON

### The Florida Keys vs. Visit Florida



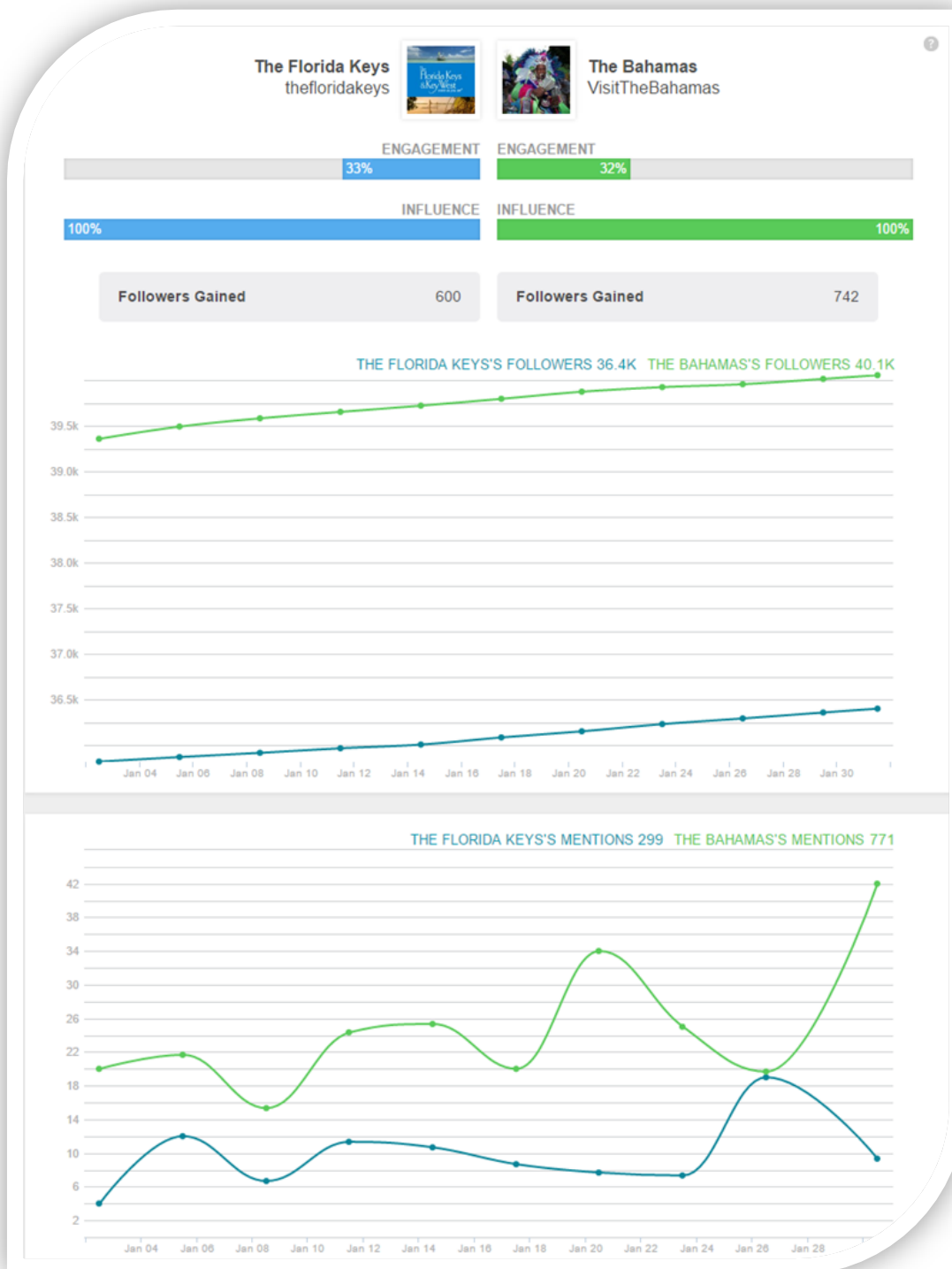
## COMPETITOR TWITTER COMPARISON

### The Florida Keys vs. Visit Orlando



## COMPETITOR TWITTER COMPARISON

The Florida Keys vs. Visit The Bahamas



## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**key west** 13

always full end wish caught touring one ...

**road trip** 8

make stops must-do a5

**florida keys** 8

make stops looking permanently serve

**keys** 7

run luv beautiful misty-eyed relax visiting soooo...

**tonite** 7

playing great performing 9pm-1am

**kids** 6

make stops

**trip** 6

cancelled exploring booked sailfishing complete just...

**day** 5

better end much please sail sooooo else anywhe...

**winter** 4

ago right love miss warm used done take need...

**things** 4

best go top involves

**current tv ad** 4

fire pronounced pronounced(eezzla

**month** 4

best go playing

**isla morada** 4

fire pronounced pronounced(eezzla

**today** 4

9-1 caught 1-5 tag 11-2 catch shows

**history** 4

living full visiting favorite touring discuss 2/18 mu...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#flkeys** 40

playing tonite kids road trip stops florida key...

**#lovefl** 18

kids road trip stops florida keys make key we...

**#keywest** 14

things month sunset day seafood lovers hemi...

**#livemusic** 12

playing tonite 6-10 tonight monday nite cafe ...

**#florida** 8

key west florida key west day key west garden 🏠 h...

**#fltravelchat** 7

a6 a3 year stand-up paddleboard hoping complete ...

**#floridakeys** 7

find therapy dolphins 🏠 hopping read island flo...

**#music** 6

playing cafe 5-7 tonite first today duval st tonite 6-8 ...

**#travel** 6

perfect day wish snow day video escape key west fan...

**#fltravelnews** 4


draw clear night skies when descendants feb presiden...

**#boycottstevharvey** 3

asians racist pull advertising business rethink spon...

**#travelphotography** 2

## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 thefloridakeys	80,998	3.2%	2,487	6	—	8,058	1,343.0	0.10

### Top Instagram Posts



@thefloridakeys  
2718 Engagements



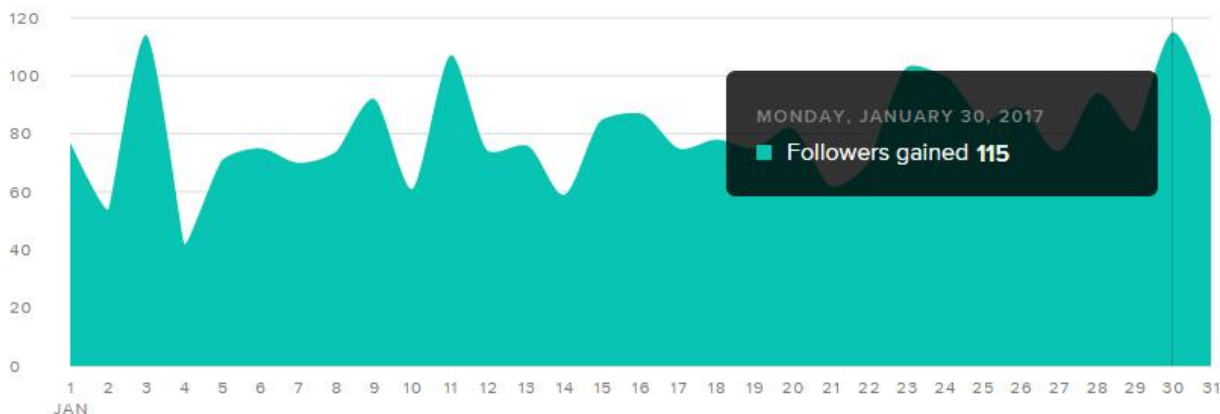
@thefloridakeys  
2214 Engagements



@thefloridakeys  
1678 Engagements

### Audience Growth

AUDIENCE GROWTH, BY DAY

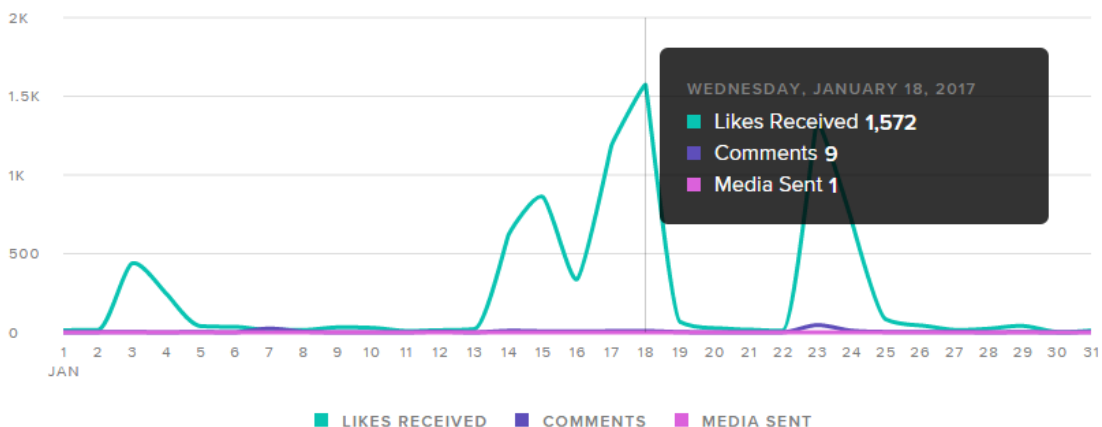


## INSTAGRAM ENGAGEMENT

ENGAGEMENT METRICS	TOTALS	
Likes Received	7,904	
Comments Received	154	
<b>Total Engagements</b>	<b>8,058</b>	
The number of engagements increased by		
<b>▲ 96.7%</b>		
since previous month		
The number of engagements per media decreased by		
<b>▼ 34.4%</b>		
since previous month		
Engagements per Follower	0.1	
Engagements per Media	1,343.0	

### Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



### Outbound Hashtag Performance

MOST USED HASHTAGS

#flkeys	5
#simplythekeys	4

MOST ENGAGED HASHTAGS

#flkeys	7,493
#simplythekeys	6,738
#conchrepublic	12

## PINTEREST SUMMARY

**Avg. daily impressions**

**469**

↑ 108.89%

**Avg. daily viewers**

**263**

↑ 5.09%



### Here's a tip



Add more of your Pins to Pinterest to increase impressions and reach more people. [Learn more.](#)

### Top Pin impressions from the last 30 days

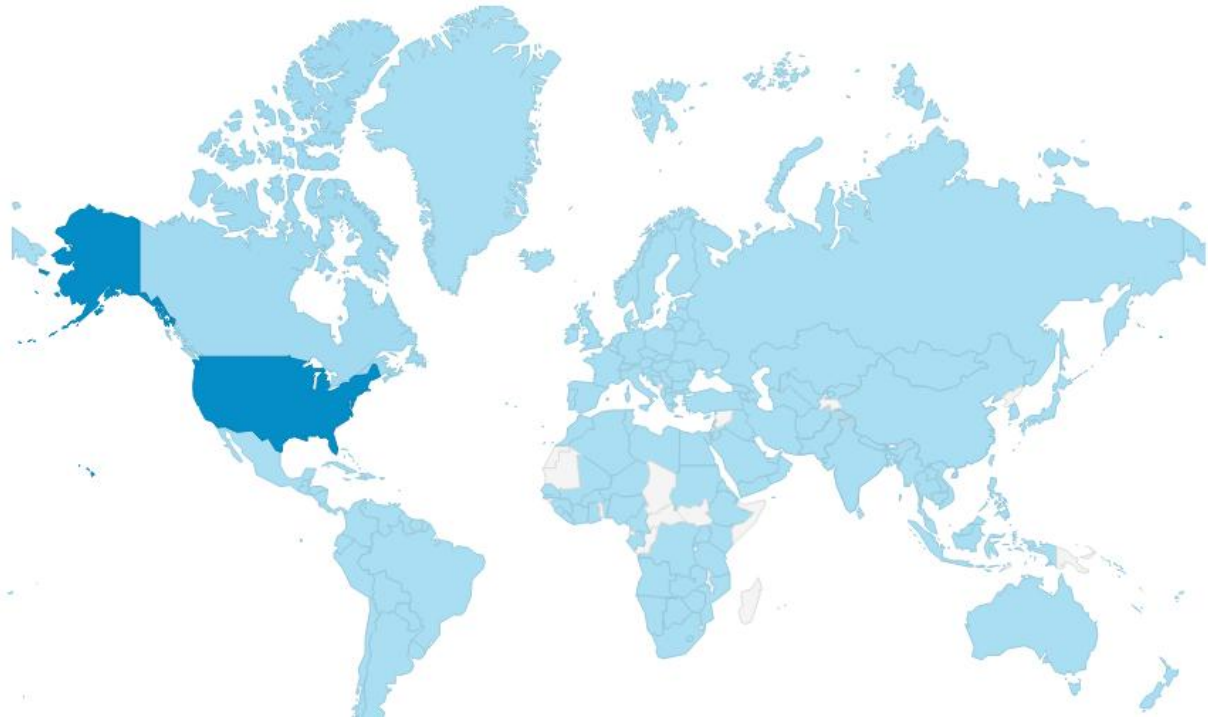
	Impressions	Clicks	Saves	Likes	Pin type
A stunning underwater shot of a Moray e...	4,958	2	39	8	
The tours are now in their 10th year and f...	859	0	3	1	
#SCUBA diving in #KeyLargo, checking o...	734	0	4	0	
"Key Deer on No Name Key" Florida Keys...	686	3	3	1	
Wounded war veterans pedal across the ...	378	0	0	0	
<a href="#">Show more</a>					

### Boards with top Pin impressions from the last 30 days

	Impressions	Clicks	Saves	Likes	# of Pins
Diving and Snorkeling by The Florid...	6,253	5	46	8	36
Florida Keys Visitor Photos by The Florid...	2,141	1	5	0	188
Cool Finds in the Florida Keys by The Florid...	1,026	0	9	0	90
Island Holiday by The Florid...	996	1	3	1	27
Florida Keys Weddings, Honeymoons, Ro... by The Florid...	935	1	0	0	93



### Section 3: Geographic Data on Website Visitors



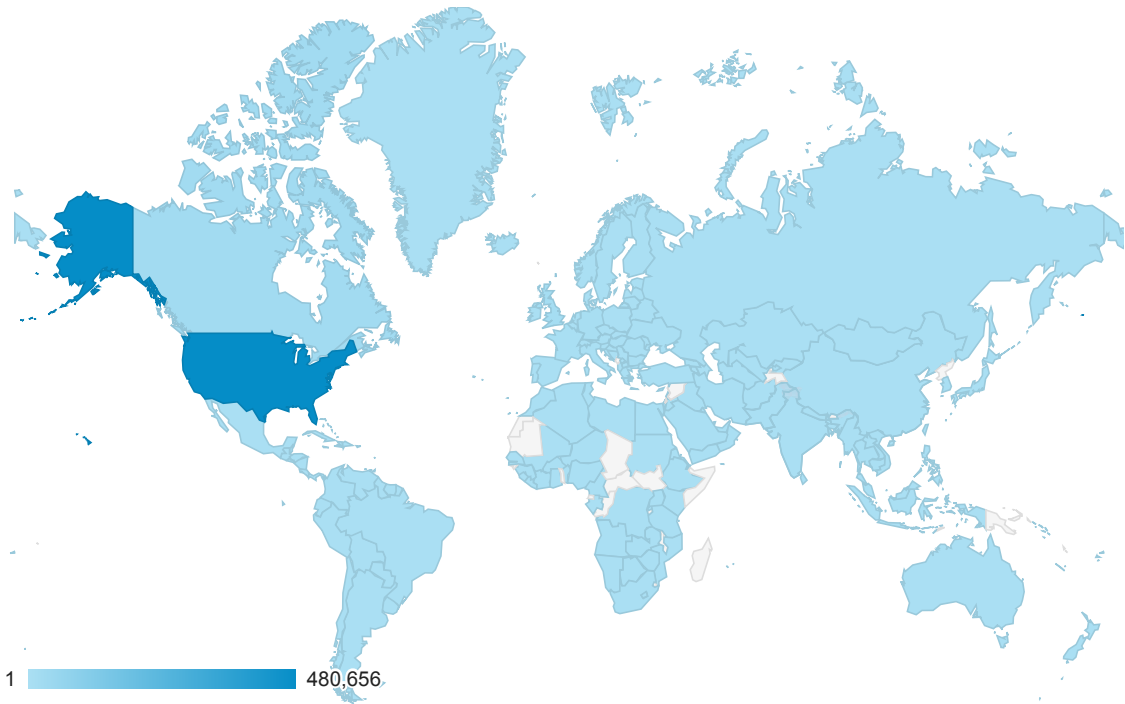
01\_TDC\_01\_World

Jan 1, 2017 - Jan 31, 2017

All Users  
100.00% Sessions

Map Overlay

Site Usage



Country		Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
		549,069 % of Total: 100.00% (549,069)	2.51 Avg for View: 2.51 (0.00%)	00:01:55 Avg for View: 00:01:55 (0.00%)	79.30% Avg for View: 79.24% (0.08%)	59.65% Avg for View: 59.65% (0.00%)
1.	United States	480,656 (87.54%)	2.52	00:01:57	79.12%	58.96%
2.	Canada	23,821 (4.34%)	2.46	00:01:45	82.78%	63.31%
3.	United Kingdom	14,191 (2.58%)	2.12	00:01:22	82.61%	70.62%
4.	Germany	6,731 (1.23%)	3.03	00:02:04	73.61%	53.25%
5.	France	2,255 (0.41%)	2.48	00:01:40	78.05%	64.04%
6.	Sweden	1,290 (0.23%)	2.66	00:02:03	76.20%	55.12%
7.	Denmark	1,268 (0.23%)	2.12	00:01:31	87.78%	69.16%
8.	Netherlands	1,073 (0.20%)	2.91	00:02:08	80.06%	54.71%
9.	Italy	1,012 (0.18%)	3.28	00:02:10	76.88%	54.84%
10.	India	846 (0.15%)	1.57	00:01:06	82.03%	75.65%
11.	Australia	836 (0.15%)	2.36	00:02:10	84.45%	62.44%
12.	(not set)	822 (0.15%)	2.96	00:02:21	86.25%	51.09%
13.	Norway	766 (0.14%)	2.87	00:02:05	80.81%	55.74%
14.	Brazil	728 (0.13%)	2.55	00:02:13	80.36%	65.38%

15.	Switzerland	<b>600</b> (0.11%)	3.23	00:02:14	78.67%	47.67%
16.	Russia	<b>567</b> (0.10%)	1.72	00:00:54	76.54%	73.72%
17.	Belgium	<b>501</b> (0.09%)	3.42	00:02:33	72.46%	51.30%
18.	Czech Republic	<b>485</b> (0.09%)	2.31	00:01:07	83.51%	76.49%
19.	Spain	<b>441</b> (0.08%)	2.69	00:01:45	81.63%	65.31%
20.	Poland	<b>430</b> (0.08%)	2.23	00:01:27	83.72%	75.81%
21.	Turkey	<b>422</b> (0.08%)	1.28	00:00:52	73.70%	86.49%
22.	Argentina	<b>403</b> (0.07%)	3.04	00:02:51	82.63%	56.58%
23.	Mexico	<b>372</b> (0.07%)	1.68	00:01:17	83.60%	74.19%
24.	Austria	<b>360</b> (0.07%)	3.28	00:01:55	81.67%	55.00%
25.	Finland	<b>342</b> (0.06%)	3.28	00:02:31	79.24%	51.17%

01\_TDC\_02\_Usa

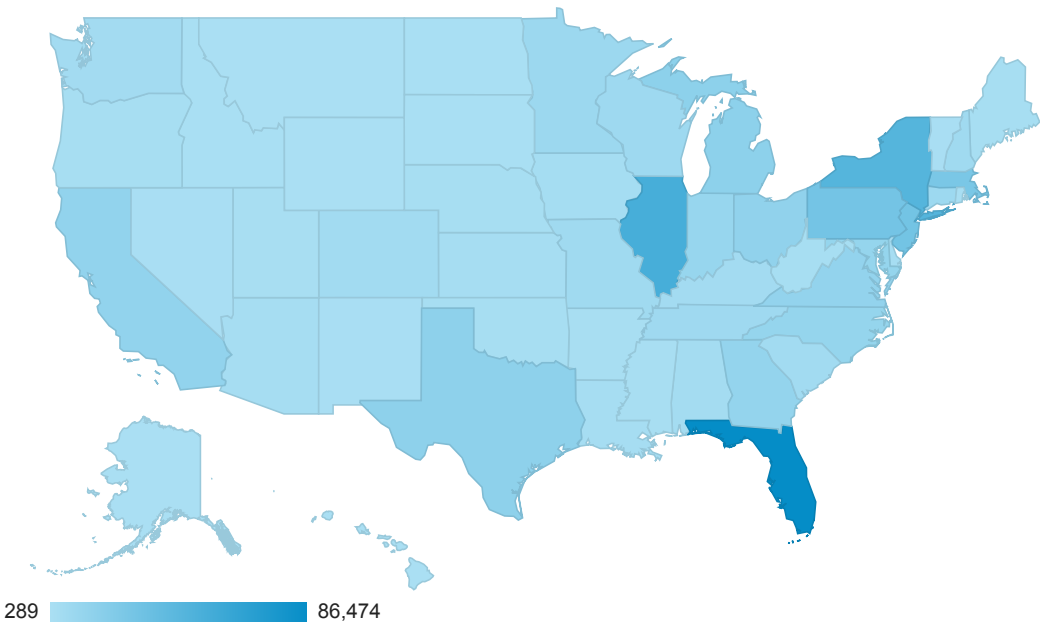
Jan 1, 2017 - Jan 31, 2017

ALL » COUNTRY: United States

All Users  
87.54% Sessions

Map Overlay

Site Usage



Region	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	480,656 % of Total: 87.54% (549,069)	2.52 Avg for View: 2.51 (0.45%)	00:01:57 Avg for View: 00:01:55 (1.64%)	79.12% Avg for View: 79.24% (-0.15%)	58.96% Avg for View: 59.65% (-1.16%)
1. Florida	86,474 (17.99%)	2.39	00:01:58	73.76%	60.10%
2. Illinois	52,166 (10.85%)	2.04	00:01:21	82.76%	62.29%
3. New York	44,799 (9.32%)	2.15	00:01:29	79.89%	68.54%
4. New Jersey	29,126 (6.06%)	2.24	00:01:33	81.16%	63.18%
5. Pennsylvania	28,244 (5.88%)	2.63	00:01:57	78.68%	58.60%
6. Massachusetts	25,403 (5.29%)	2.07	00:01:24	83.58%	62.83%
7. Michigan	15,495 (3.22%)	3.20	00:02:44	76.45%	49.68%
8. Texas	15,162 (3.15%)	2.66	00:02:04	83.28%	56.02%
9. Ohio	13,545 (2.82%)	3.42	00:02:48	76.59%	46.56%
10. California	12,974 (2.70%)	2.17	00:01:29	85.09%	67.24%
11. Virginia	12,484 (2.60%)	2.54	00:02:01	79.39%	59.61%
12. Georgia	11,778 (2.45%)	2.75	00:02:21	79.48%	55.59%
13. North Carolina	11,199 (2.33%)	3.06	00:02:40	78.20%	50.35%

14.	Maryland	11,063 (2.30%)	2.47	00:01:51	79.26%	60.30%
15.	Indiana	10,175 (2.12%)	2.77	00:02:16	76.84%	51.29%
16.	District of Columbia	8,502 (1.77%)	1.88	00:01:16	80.08%	70.21%
17.	Minnesota	7,660 (1.59%)	3.44	00:02:57	75.70%	46.62%
18.	Connecticut	6,941 (1.44%)	2.68	00:01:50	80.98%	55.87%
19.	Wisconsin	6,635 (1.38%)	3.42	00:03:06	75.15%	48.26%
20.	Tennessee	6,147 (1.28%)	3.07	00:02:44	79.01%	50.68%
21.	New Hampshire	5,492 (1.14%)	2.31	00:01:41	84.50%	57.72%
22.	Missouri	5,270 (1.10%)	3.09	00:02:38	79.56%	51.23%
23.	Colorado	4,691 (0.98%)	3.24	00:02:51	78.21%	52.06%
24.	South Carolina	4,253 (0.88%)	3.19	00:02:49	79.29%	49.12%
25.	Washington	4,129 (0.86%)	2.46	00:01:42	85.98%	62.58%
26.	Kentucky	4,023 (0.84%)	3.21	00:02:47	76.26%	48.89%
27.	Alabama	3,349 (0.70%)	3.19	00:03:00	80.02%	48.49%
28.	Iowa	2,885 (0.60%)	3.56	00:03:16	74.84%	44.16%
29.	Louisiana	2,575 (0.54%)	2.87	00:02:27	81.44%	53.86%
30.	Arizona	2,409 (0.50%)	3.07	00:02:11	79.04%	60.02%
31.	Kansas	2,357 (0.49%)	2.66	00:02:03	81.84%	59.48%
32.	Delaware	2,302 (0.48%)	2.64	00:02:02	79.02%	58.04%
33.	Oregon	1,815 (0.38%)	2.58	00:01:59	83.58%	59.50%
34.	West Virginia	1,725 (0.36%)	2.88	00:02:13	77.22%	50.49%
35.	Nebraska	1,712 (0.36%)	3.21	00:02:36	79.32%	51.58%
36.	Oklahoma	1,680 (0.35%)	3.19	00:02:35	78.93%	51.67%
37.	Maine	1,677 (0.35%)	3.10	00:02:45	73.52%	46.75%
38.	Arkansas	1,434 (0.30%)	2.87	00:02:25	79.99%	56.00%
39.	Rhode Island	1,288 (0.27%)	3.14	00:02:41	78.11%	52.02%
40.	Mississippi	1,287 (0.27%)	2.79	00:02:15	80.96%	50.51%
41.	Utah	1,287 (0.27%)	2.62	00:02:02	81.74%	55.71%
42.	New Mexico	1,041 (0.22%)	2.54	00:02:14	79.54%	61.19%
43.	Vermont	1,021 (0.21%)	2.67	00:02:13	83.64%	52.69%
44.	Nevada	1,013 (0.21%)	2.49	00:02:05	83.22%	60.41%
45.	(not set)	656 (0.14%)	1.69	00:00:36	93.45%	78.35%
46.	North Dakota	628 (0.13%)	3.36	00:02:56	80.10%	46.34%
47.	South Dakota	597 (0.12%)	3.60	00:03:12	76.05%	47.07%

48.	<a href="#">Idaho</a>	<b>583</b> (0.12%)	3.34	00:02:53	78.39%	52.83%
49.	<a href="#">Montana</a>	<b>469</b> (0.10%)	2.61	00:02:02	79.96%	55.44%
50.	<a href="#">Hawaii</a>	<b>385</b> (0.08%)	1.72	00:01:09	88.05%	76.88%

Rows 1 - 50 of 52

01\_TDC\_03\_Fla

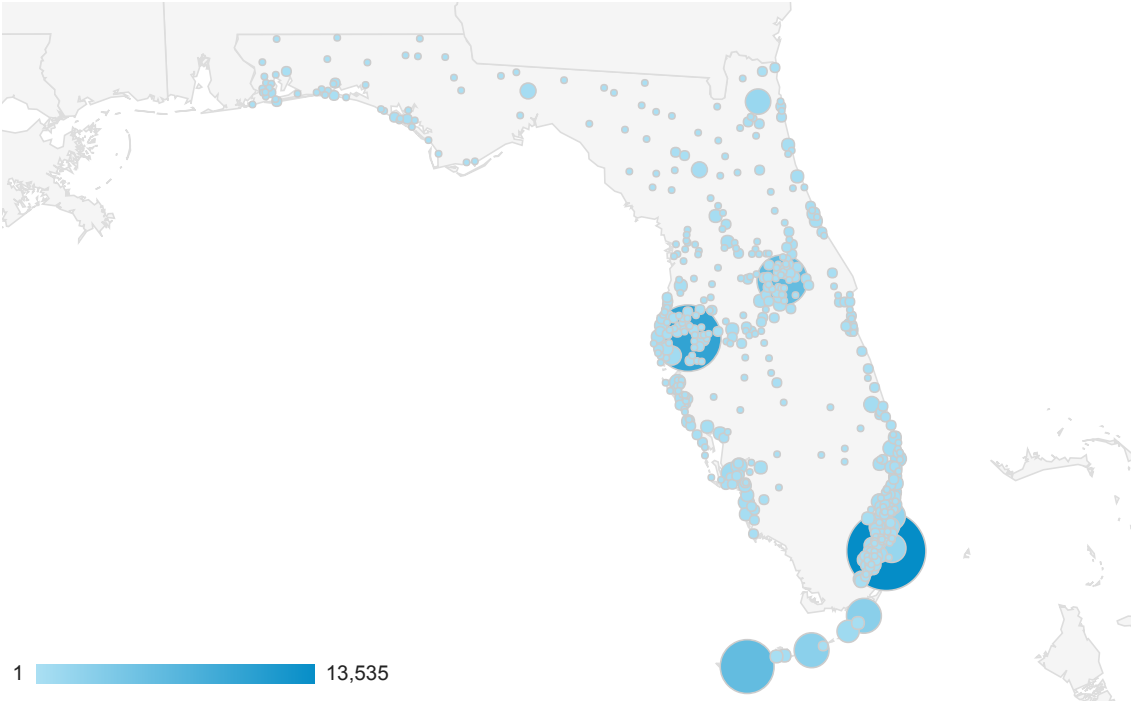
Jan 1, 2017 - Jan 31, 2017

ALL » COUNTRY: United States » REGION: Florida

All Users  
15.75% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	86,474 % of Total: 15.75% (549,069)	2.39 Avg for View: 2.51 (-4.82%)	00:01:58 Avg for View: 00:01:55 (2.44%)	73.76% Avg for View: 79.24% (-6.91%)	60.10% Avg for View: 59.65% (0.76%)
1. Miami	13,535 (15.65%)	1.92	00:01:32	73.31%	69.21%
2. Tampa	9,866 (11.41%)	1.79	00:01:16	74.04%	71.65%
3. Key West	5,851 (6.77%)	2.29	00:02:10	55.96%	63.15%
4. Orlando	5,729 (6.63%)	2.16	00:01:35	79.51%	63.68%
5. Key Largo	2,646 (3.06%)	2.33	00:01:53	61.34%	60.47%
6. Marathon	2,547 (2.95%)	2.51	00:02:27	54.89%	58.85%
7. Fort Lauderdale	1,660 (1.92%)	2.54	00:02:03	73.49%	58.67%
8. Miami Beach	1,534 (1.77%)	2.34	00:01:58	79.07%	60.50%
9. Jacksonville	1,383 (1.60%)	2.81	00:02:34	80.62%	51.19%
10. Cape Coral	904 (1.05%)	2.41	00:01:53	79.54%	53.98%
11. Islamorada	865 (1.00%)	2.33	00:01:35	59.31%	57.34%
12. (not set)	828 (0.96%)	2.31	00:01:47	82.49%	60.75%
13. St. Petersburg	683 (0.79%)	2.66	00:01:57	81.11%	53.59%



14.	Boca Raton	642 (0.74%)	2.59	00:01:53	80.84%	54.36%
15.	Hollywood	642 (0.74%)	2.63	00:01:57	80.69%	55.61%
16.	Pompano Beach	638 (0.74%)	2.60	00:02:01	73.67%	54.70%
17.	West Palm Beach	520 (0.60%)	2.72	00:02:54	67.31%	51.35%
18.	Port St. Lucie	515 (0.60%)	2.65	00:02:08	80.00%	52.43%
19.	Homestead	495 (0.57%)	2.58	00:01:56	76.77%	56.36%
20.	Doral	484 (0.56%)	2.43	00:01:47	78.31%	58.06%
21.	Davie	455 (0.53%)	2.30	00:01:45	76.04%	56.26%
22.	Gainesville	444 (0.51%)	3.02	00:02:15	81.31%	52.25%
23.	Coral Gables	440 (0.51%)	2.17	00:01:48	82.27%	61.14%
24.	Kendall	427 (0.49%)	2.78	00:01:59	73.07%	57.61%
25.	Pembroke Pines	418 (0.48%)	2.61	00:02:14	76.08%	57.89%
26.	Tallahassee	417 (0.48%)	2.74	00:02:07	81.77%	55.16%
27.	Plantation	416 (0.48%)	2.60	00:02:14	79.57%	55.29%
28.	Palm Beach Gardens	381 (0.44%)	2.56	00:01:50	79.27%	51.18%
29.	Fort Myers	378 (0.44%)	3.13	00:02:49	74.60%	48.15%
30.	North Naples	371 (0.43%)	2.75	00:02:04	79.25%	56.06%
31.	Bradenton	367 (0.42%)	2.25	00:01:52	81.47%	55.31%
32.	Hialeah	363 (0.42%)	2.30	00:01:50	84.57%	59.23%
33.	Coral Springs	357 (0.41%)	2.89	00:02:22	71.99%	52.10%
34.	Big Pine Key	345 (0.40%)	1.93	00:01:46	59.42%	66.96%
35.	Melbourne	342 (0.40%)	3.00	00:02:32	78.07%	45.61%
36.	Boynton Beach	333 (0.39%)	2.46	00:01:45	77.78%	53.15%
37.	Ocala	325 (0.38%)	2.92	00:02:46	76.92%	53.23%
38.	Palm Coast	325 (0.38%)	3.08	00:03:23	67.08%	42.46%
39.	Jupiter	304 (0.35%)	2.46	00:01:52	77.63%	52.96%
40.	Naples	297 (0.34%)	2.24	00:01:25	86.20%	60.94%
41.	Miramar	295 (0.34%)	2.59	00:01:59	76.27%	55.25%
42.	Cutler Bay	293 (0.34%)	2.68	00:06:21	47.44%	53.92%
43.	Delray Beach	289 (0.33%)	2.38	00:01:59	78.20%	54.67%
44.	Lakeland	287 (0.33%)	2.51	00:02:15	83.28%	52.26%
45.	Wellington	284 (0.33%)	2.44	00:01:38	77.46%	53.17%
46.	Bonita Springs	280 (0.32%)	2.96	00:02:38	81.43%	49.29%
47.	Largo	278 (0.32%)	2.49	00:01:47	75.90%	49.64%

48.	<a href="#">Coconut Creek</a>	<b>278</b> (0.32%)	5.68	00:07:19	33.09%	38.49%
49.	<a href="#">Brandon</a>	<b>268</b> (0.31%)	2.33	00:01:51	80.22%	56.72%
50.	<a href="#">Greenacres</a>	<b>267</b> (0.31%)	2.53	00:02:12	80.90%	51.31%

Rows 1 - 50 of 478

01\_TDC\_04\_Can

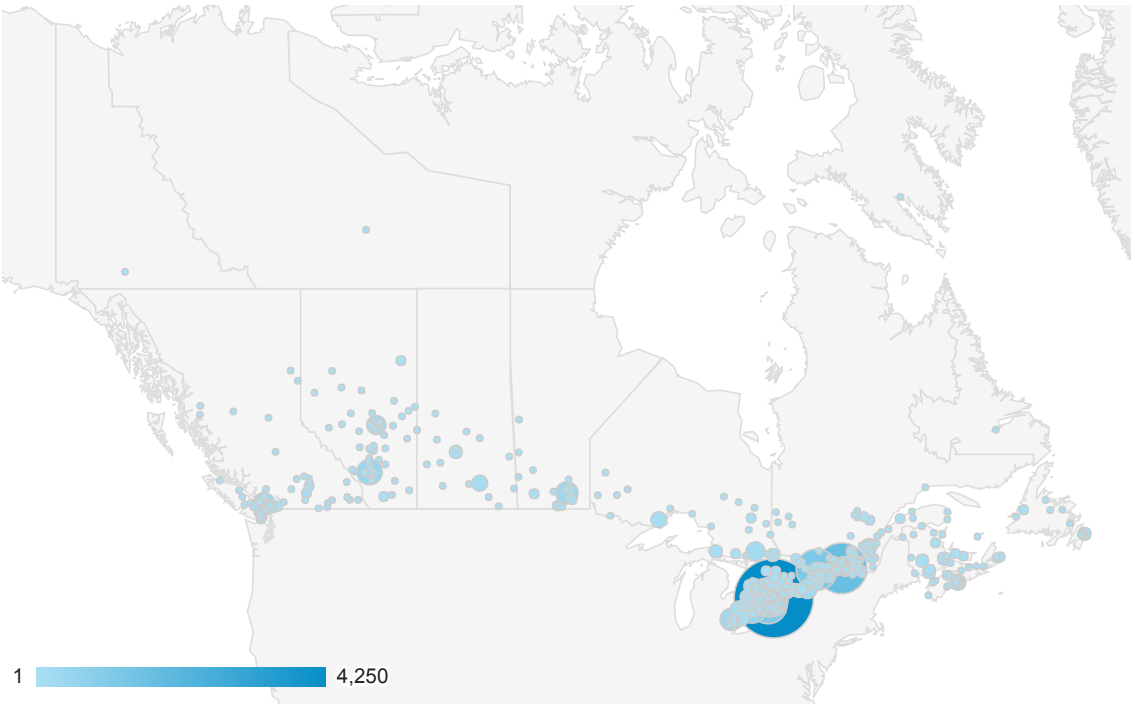
Jan 1, 2017 - Jan 31, 2017

ALL » COUNTRY: Canada

All Users  
4.34% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	23,821 % of Total: 4.34% (549,069)	2.46 Avg for View: 2.51 (-1.88%)	00:01:45 Avg for View: 00:01:55 (-9.26%)	82.78% Avg for View: 79.24% (4.47%)	63.31% Avg for View: 59.65% (6.14%)
1. Toronto	4,250 (17.84%)	2.34	00:01:34	83.29%	66.94%
2. Montreal	1,680 (7.05%)	1.72	00:00:49	91.25%	80.12%
3. Ottawa	1,198 (5.03%)	2.19	00:01:22	86.39%	64.86%
4. Hamilton	1,008 (4.23%)	3.66	00:03:25	75.50%	59.33%
5. Mississauga	743 (3.12%)	2.25	00:01:13	86.14%	70.12%
6. London	549 (2.30%)	2.35	00:01:36	84.52%	63.02%
7. Calgary	426 (1.79%)	2.61	00:02:04	86.15%	53.52%
8. Brampton	412 (1.73%)	1.88	00:01:10	88.11%	69.17%
9. Winnipeg	349 (1.47%)	2.58	00:02:19	82.81%	55.87%
10. Vancouver	334 (1.40%)	2.16	00:01:25	82.63%	63.77%
11. Windsor	314 (1.32%)	2.35	00:01:29	82.80%	57.96%
12. Markham	298 (1.25%)	2.30	00:01:40	80.54%	64.09%
13. Kitchener	294 (1.23%)	2.22	00:01:56	82.99%	63.95%

14. <a href="#">Vaughan</a>	<b>293</b> (1.23%)	2.35	00:01:20	76.45%	66.89%
15. <a href="#">(not set)</a>	<b>288</b> (1.21%)	2.81	00:02:09	85.76%	57.64%
16. <a href="#">Oakville</a>	<b>284</b> (1.19%)	2.47	00:01:35	80.63%	65.49%
17. <a href="#">Burlington</a>	<b>271</b> (1.14%)	2.25	00:01:04	81.55%	60.89%
18. <a href="#">Kingston</a>	<b>259</b> (1.09%)	1.68	00:00:57	83.01%	71.81%
19. <a href="#">Barrie</a>	<b>248</b> (1.04%)	2.36	00:01:27	86.69%	61.69%
20. <a href="#">Richmond Hill</a>	<b>221</b> (0.93%)	2.22	00:02:11	78.28%	65.16%
21. <a href="#">Oshawa</a>	<b>216</b> (0.91%)	2.75	00:02:13	85.19%	62.96%
22. <a href="#">Sudbury</a>	<b>215</b> (0.90%)	2.20	00:01:51	77.67%	66.98%
23. <a href="#">Edmonton</a>	<b>202</b> (0.85%)	2.54	00:02:15	79.70%	50.99%
24. <a href="#">St. Catharines</a>	<b>196</b> (0.82%)	2.99	00:02:25	79.08%	56.12%
25. <a href="#">Guelph</a>	<b>183</b> (0.77%)	2.23	00:01:29	81.42%	61.20%

Rows 1 - 25 of 588

01\_TDC\_05\_UK

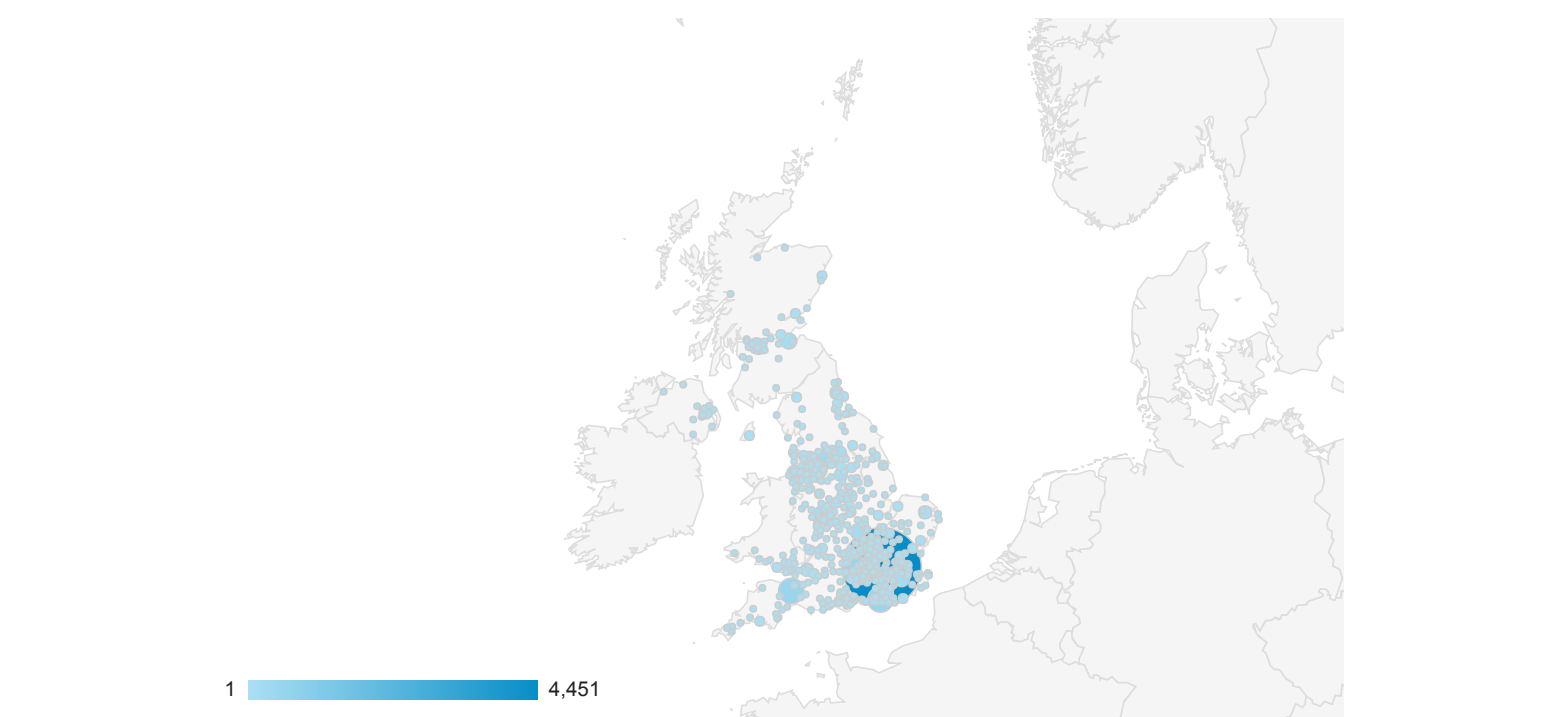
Jan 1, 2017 - Jan 31, 2017

ALL » COUNTRY: United Kingdom

All Users  
2.58% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	14,191 % of Total: 2.58% (549,069)	2.12 Avg for View: 2.51 (-15.55%)	00:01:22 Avg for View: 00:01:55 (-29.05%)	82.61% Avg for View: 79.24% (4.25%)	70.62% Avg for View: 59.65% (18.38%)
1. London	4,451 (31.36%)	1.63	00:00:52	84.90%	78.81%
2. (not set)	954 (6.72%)	1.59	00:00:44	93.19%	85.64%
3. Reading	511 (3.60%)	1.26	00:00:19	95.89%	93.93%
4. Hove	481 (3.39%)	1.05	00:00:05	99.17%	98.75%
5. Taunton	470 (3.31%)	1.20	00:01:29	79.57%	91.70%
6. Halifax	277 (1.95%)	1.10	00:00:05	98.56%	97.47%
7. Halesowen	230 (1.62%)	1.26	00:00:28	99.57%	98.26%
8. Manchester	191 (1.35%)	1.74	00:00:55	90.58%	77.49%
9. Northampton	171 (1.20%)	1.58	00:00:36	94.74%	85.38%
10. Edinburgh	168 (1.18%)	4.21	00:04:09	54.76%	41.07%
11. Wolverhampton	164 (1.16%)	1.40	00:00:34	94.51%	90.24%
12. Birmingham	163 (1.15%)	2.15	00:01:37	71.78%	60.74%
13. Maidstone	149 (1.05%)	1.23	00:00:23	98.66%	94.63%

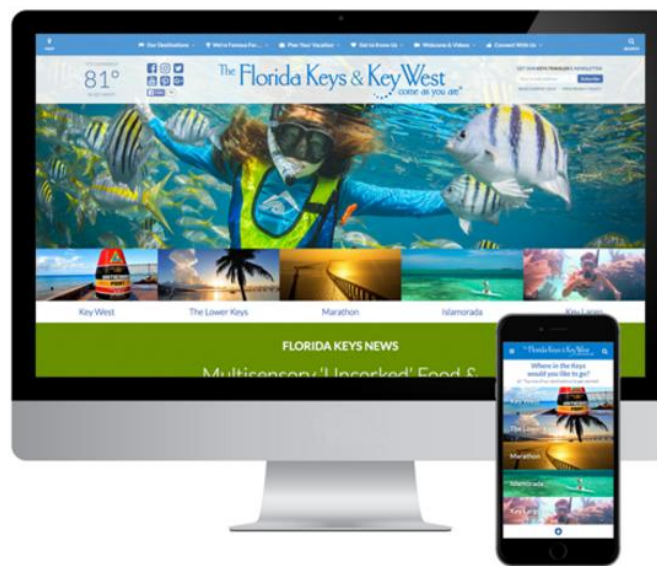
14.	Luton	<b>140</b> (0.99%)	1.42	00:00:33	90.71%	86.43%
15.	Leeds	<b>135</b> (0.95%)	2.97	00:01:41	68.89%	58.52%
16.	Liverpool	<b>133</b> (0.94%)	3.09	00:02:29	75.94%	49.62%
17.	Glasgow	<b>120</b> (0.85%)	2.72	00:01:11	85.00%	55.83%
18.	Sheffield	<b>98</b> (0.69%)	2.88	00:01:50	76.53%	50.00%
19.	Shipley	<b>97</b> (0.68%)	1.00	00:00:00	100.00%	100.00%
20.	Nottingham	<b>75</b> (0.53%)	2.65	00:01:59	70.67%	41.33%
21.	Bristol	<b>74</b> (0.52%)	2.66	00:01:22	77.03%	56.76%
22.	Oxford	<b>74</b> (0.52%)	4.09	00:01:53	59.46%	45.95%
23.	Newcastle upon Tyne	<b>71</b> (0.50%)	3.38	00:03:25	74.65%	47.89%
24.	Slough	<b>70</b> (0.49%)	4.69	00:06:10	75.71%	44.29%
25.	Norwich	<b>68</b> (0.48%)	2.28	00:03:06	67.65%	60.29%

Rows 1 - 25 of 635

## Website Status Report: J.1.

fla-keys.com

February 2017 Data for the April 2017 DAC Meetings



Section 1: Website Traffic Report

Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors





## Section 1: Website Traffic Report

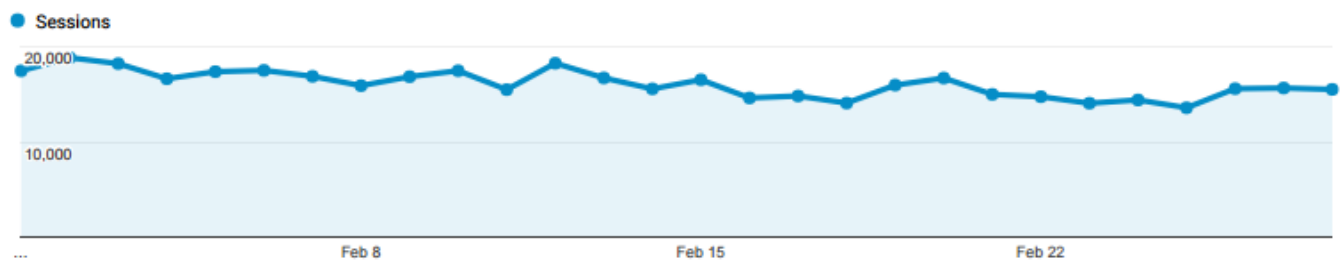
### Website Traffic Overview

#### Audience Overview

Feb 1, 2017 - Feb 28, 2017

All Users  
100.00% Sessions

#### Overview



Sessions

449,600

Users

368,031

Pageviews

1,119,412

Pages / Session

2.49

Avg. Session Duration

00:01:51

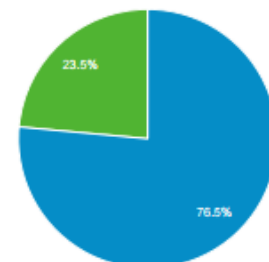
Bounce Rate

60.93%

% New Sessions

76.41%

■ New Visitor ■ Returning Visitor



## Website Traffic Sources

### All Traffic

Feb 1, 2017 - Feb 28, 2017

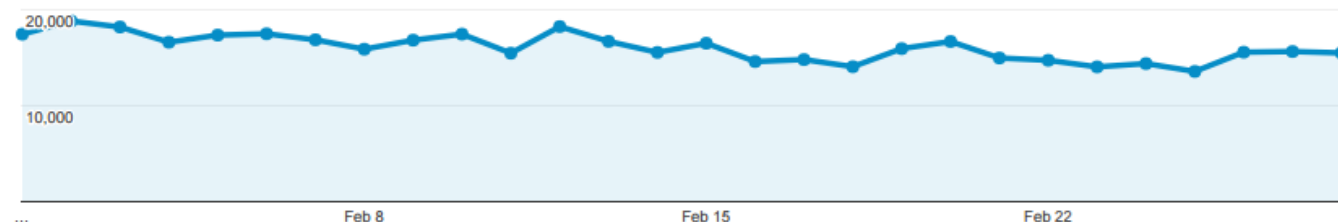


All Users  
100.00% Sessions

#### Explorer

Summary

#### Sessions



Source / Medium	Sessions	Sessions	Contribution to total:
	449,600 % of Total: 100.00% (449,600)	449,600 % of Total: 100.00% (449,600)	
1. google / organic	195,877	43.57%	
2. (direct) / (none)	136,048	30.26%	
3. bing / organic	13,266	2.95%	
4. yahoo / organic	11,995	2.67%	
5. publicitas / (not set)	8,328	1.85%	
6. google / cpc	7,348	1.63%	
7. m.facebook.com / referral	3,769	0.84%	
8. floridakeyswebcams.tv / referral	2,668	0.59%	
9. brand-usa / banner	2,246	0.50%	
10. thedailymeal.com / referral	1,484	0.33%	

## Most Visited Sections of Website

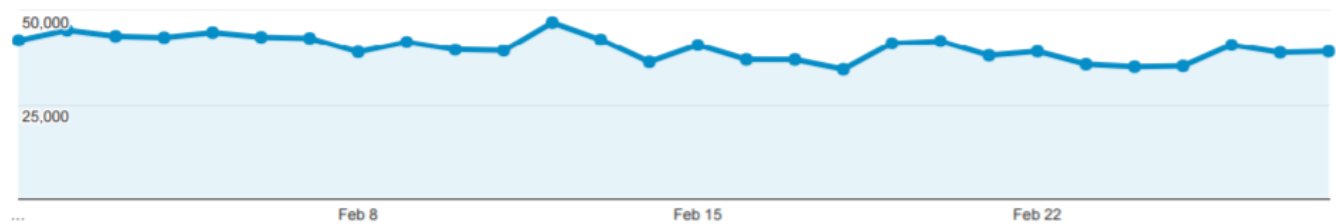
### Content Drilldown

Feb 1, 2017 - Feb 28, 2017

All Users  
100.00% Pageviews

#### Explorer

Pageviews



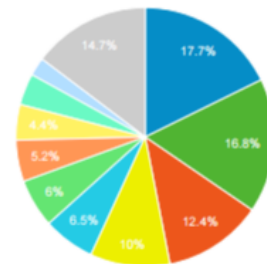
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews


	1,119,412 % of Total: 100.00% (1,119,412)	1,119,412 % of Total: 100.00% (1,119,412)
1.  /key-west/	198,422	17.73%
2.  /webcams/	188,008	16.80%
3.  /	138,925	12.41%
4.  /key-largo/	111,457	9.96%
5.  /islamorada/	72,628	6.49%
6.  /calendar/	67,683	6.05%
7.  /marathon/	58,148	5.19%
8.  /lower-keys/	49,646	4.44%
9.  /news/	44,043	3.93%
10.  /photoadventure/	25,685	2.29%



## Device Usage

### Overview

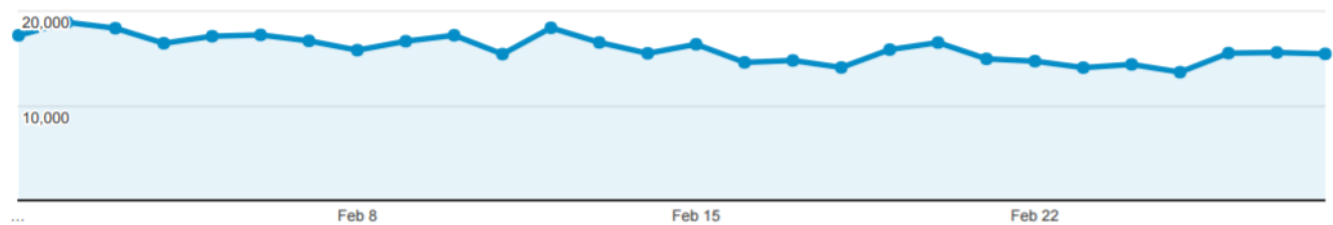
Feb 1, 2017 - Feb 28, 2017

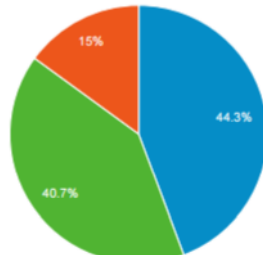
 All Users  
100.00% Sessions

#### Explorer

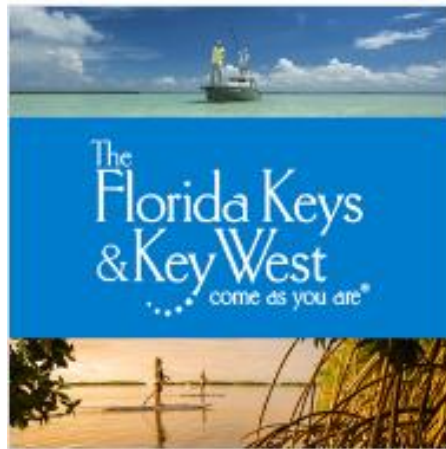
Summary

● Sessions



Device Category		Sessions	Sessions	Contribution to total:
		449,600 % of Total: 100.00% (449,600)	449,600 % of Total: 100.00% (449,600)	Sessions
1.	mobile	199,233	44.31%	
2.	desktop	182,982	40.70%	
3.	tablet	67,385	14.99%	

## Section 2: Social Media Report



Facebook: 310,760 fans

Twitter: 37,028 followers


Instagram: 83,919 followers

Pinterest: 2,983 followers

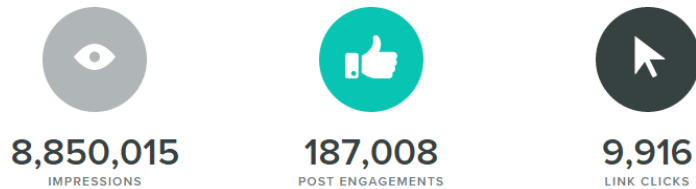
Google +: 2,073 followers

*Data mined 3/17/17*

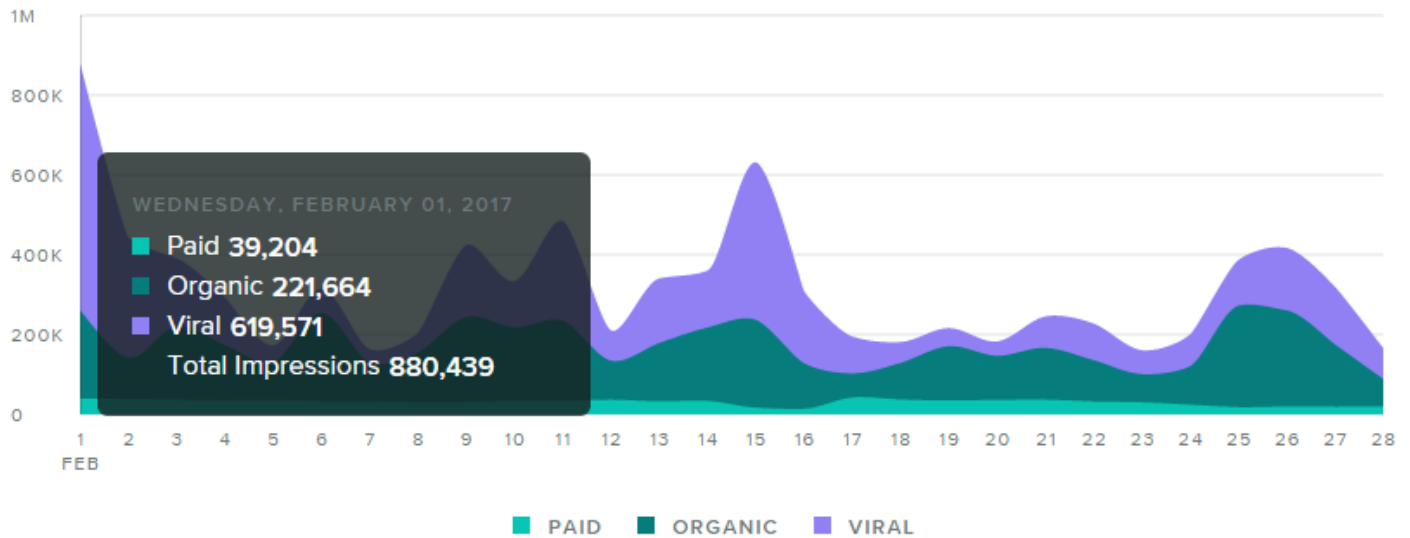
## FACEBOOK SUMMARY

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	309,538	1.89%	79	8,850,015	112,026	187,008	2,367.2	9,916

### Facebook Activity Overview

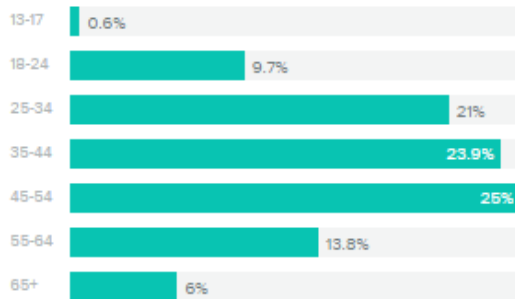


### PAGE IMPRESSIONS, BY DAY

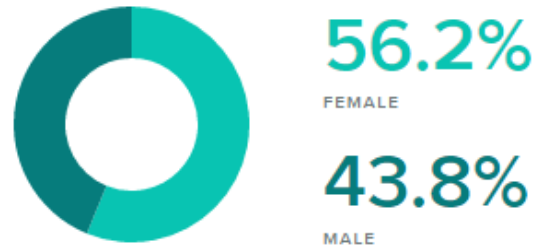


## FACEBOOK SUMMARY (continued)

### BY AGE



### BY GENDER



Women between the ages of 45-54 appear to be the leading force among your fans.

### TOP COUNTRIES

	United States	201,702
	Germany	12,841
	Egypt	5,345
	United Kingdom	4,655
	Philippines	4,267

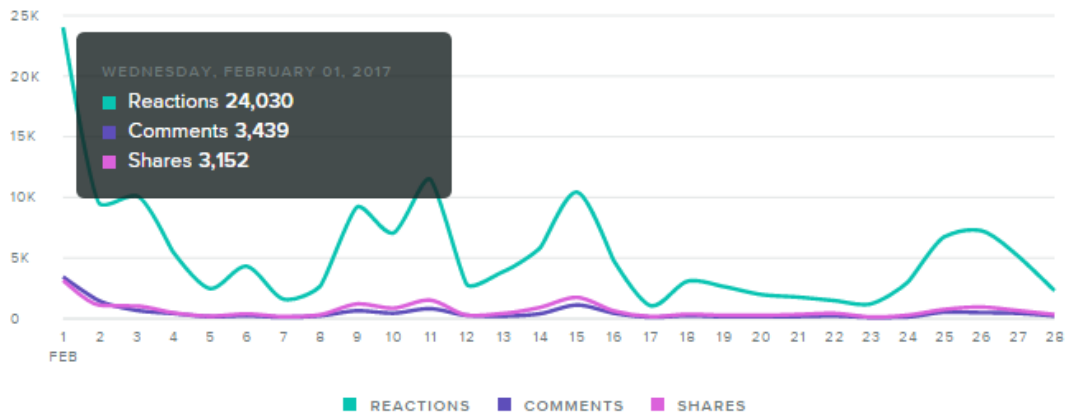
### TOP CITIES

Key West, FL	3,093
Dhaka, Dhaka Division, Bangladesh	2,611
New York, NY	2,064
Cairo, Cairo Governorate, Egypt	2,063
Jacksonville, FL	1,870

## FACBOOK SHARED CONTENT

### Audience Engagement

#### AUDIENCE ENGAGEMENT, BY DAY



#### ACTION METRICS

#### TOTALS

Reactions	153,462
Comments	14,123
Shares	19,423
<b>Total Engagements</b>	<b>187,008</b>

Total Engagements increased by

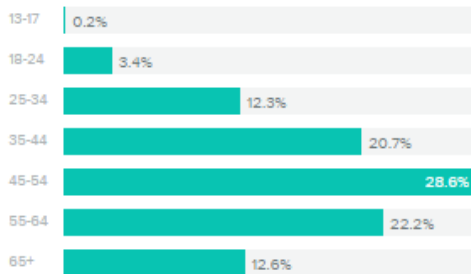
**42.6%**  
since previous month

#### PAGE FANS

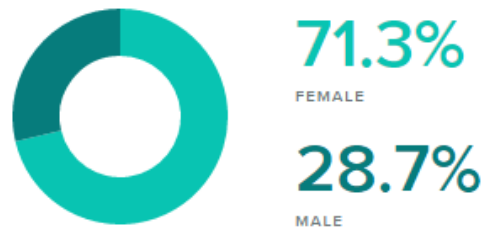
#### PEOPLE REACHED

#### PEOPLE ENGAGED

#### BY AGE

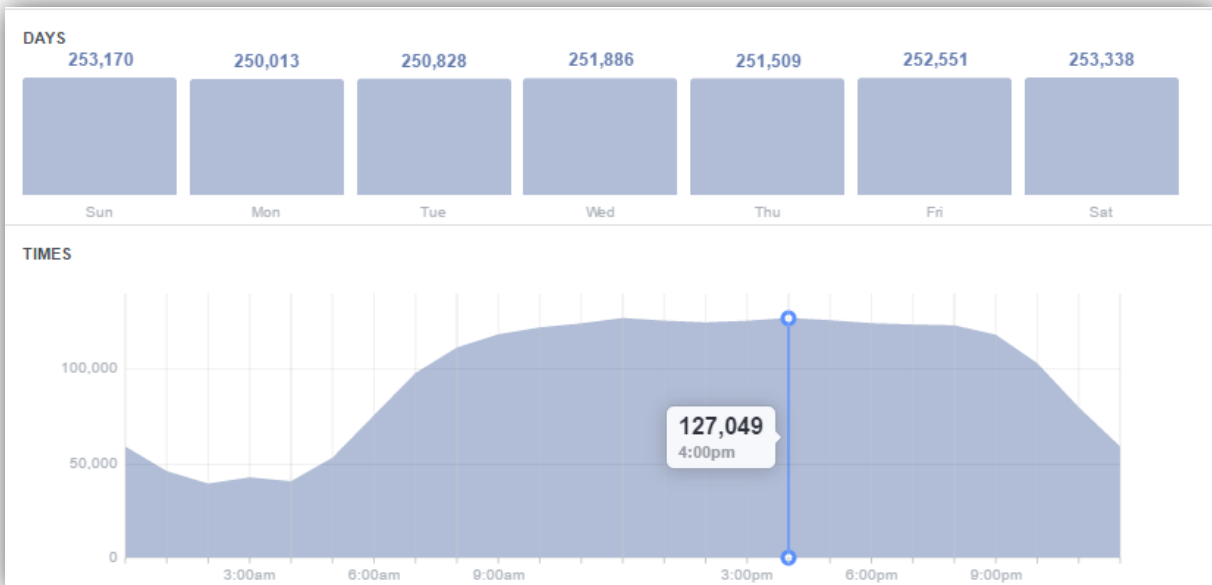


#### BY GENDER











## WHEN THE FACEBOOK PAGE IS MOST ACTIVE



CONTENT PERFORMANCE (top 5, sorted by Total Reach)

The Florida Keys & Key West					
Winter? Not in the Florida Keys! *					
		33,150	5,158	7.6%	654,525
(Post) February 01, 2017 8:01 am					
The Florida Keys & Key West					
Happy Valentine's Day from Key West! More than 250 couples puckered up outside the Custom House Museum beside a 25-foot-tall sculpture by Seward Johnson -- which recreates the world-famous photo of a sailor and a nurse kissing in Times Square, celebrating the end of World War II. Photo: Rob O'Neal					
		8,629	803	7.1%	243,849
(Post) February 14, 2017 8:05 pm					
The Florida Keys & Key West					
Did you know Ernest Hemingway's six-toed cats (also known as 'polydactyl') began with "Snow White," a white kitten that he was gifted in the 1930s? This kitten was a given to him by a sea captain named Stanley Dexter. To date, all of the cats residing on the property still carry the polydactyl gene and have more than five toes. : Marina Sheveleva via Photo Adventure #SimplytheKeys #FLKeys					
		3,448	518	6.8%	122,973

CONTENT PERFORMANCE (top 5, sorted by Total Reach, continued)

The Florida Keys & Key West

Wow, wow, WOW! Thank you TripAdvisor for naming THREE Florida Keys hotels as "Best Romantic Hotels, United States!"  
<https://www.tripadvisor.com/TravelersChoice-Hotels-cRomance-g191>



785 40 6.8% 48,225

(Post) February 06, 2017 2:11 pm

The Florida Keys & Key West

We really believe the Florida Keys are one of the most beautiful places on Earth. Who agrees? 🌴🌊 #FLKeys #SimplyTheKeys 📷: Kathy Sinnes via Photo Adventure



5,710 335 6.5% 106,303

(Post) February 10, 2017 12:07 pm

## TWITTER REPORT – follower and content data

FOLLOWER METRICS	TOTALS
Total Followers	36,882
New Follower alerts	622
Actual Followers gained	481
People that you followed	16



**109,845**  
ORGANIC IMPRESSIONS

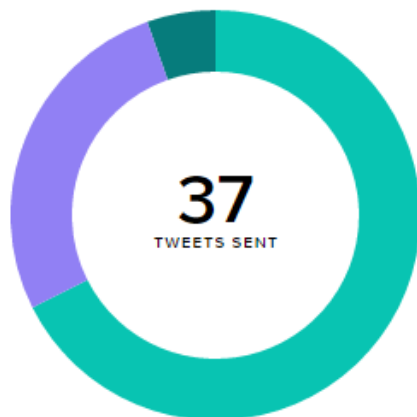


**3,404**  
TOTAL ENGAGEMENTS



**213**  
LINK CLICKS

### SENT MESSAGE CONTENT



**25**  
PLAIN TEXT

**2**  
PAGE LINKS

**10**  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



**35%**  
CONVERSATION



**65%**  
UPDATES



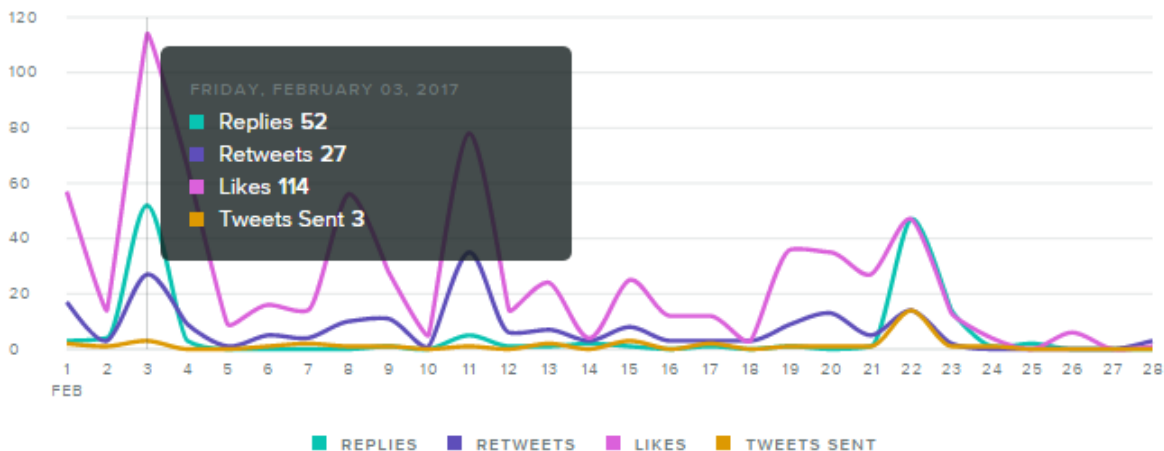
**71%**  
NEW CONTACTS



**29%**  
EXISTING CONTACTS

## TWITTER REPORT (continued)

### ENGAGEMENT COUNT



### ENGAGEMENT METRICS

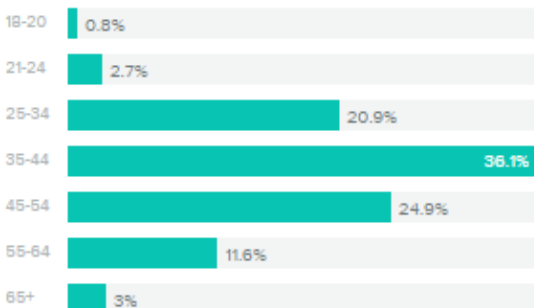
ENGAGEMENT METRICS	TOTALS
Replies	140
Retweets	202
Retweets with Comments	24
Likes	720

The number of engagements decreased by

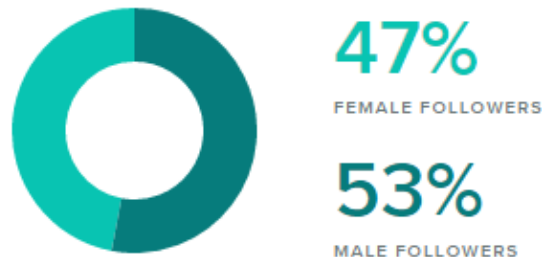
▼ **18.2%**

since previous month

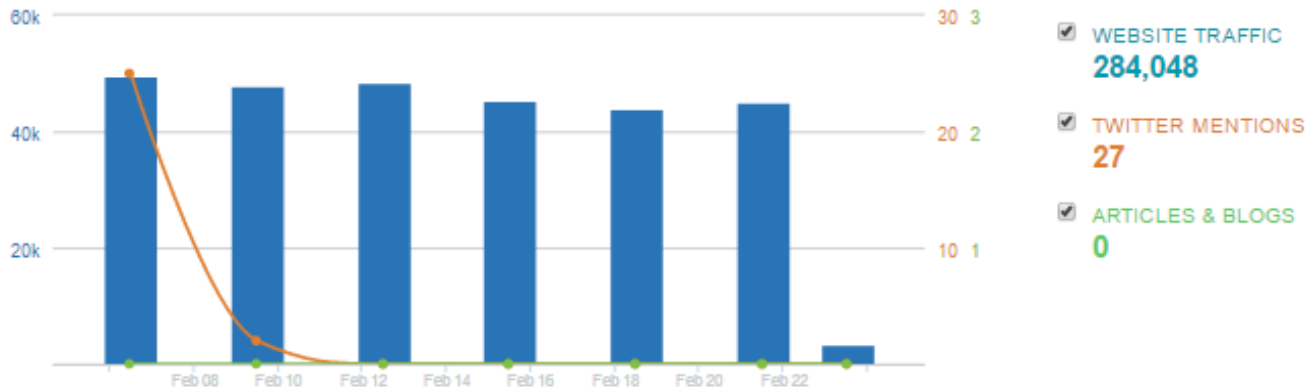
### FOLLOWERS BY AGE



### FOLLOWERS BY GENDER



## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



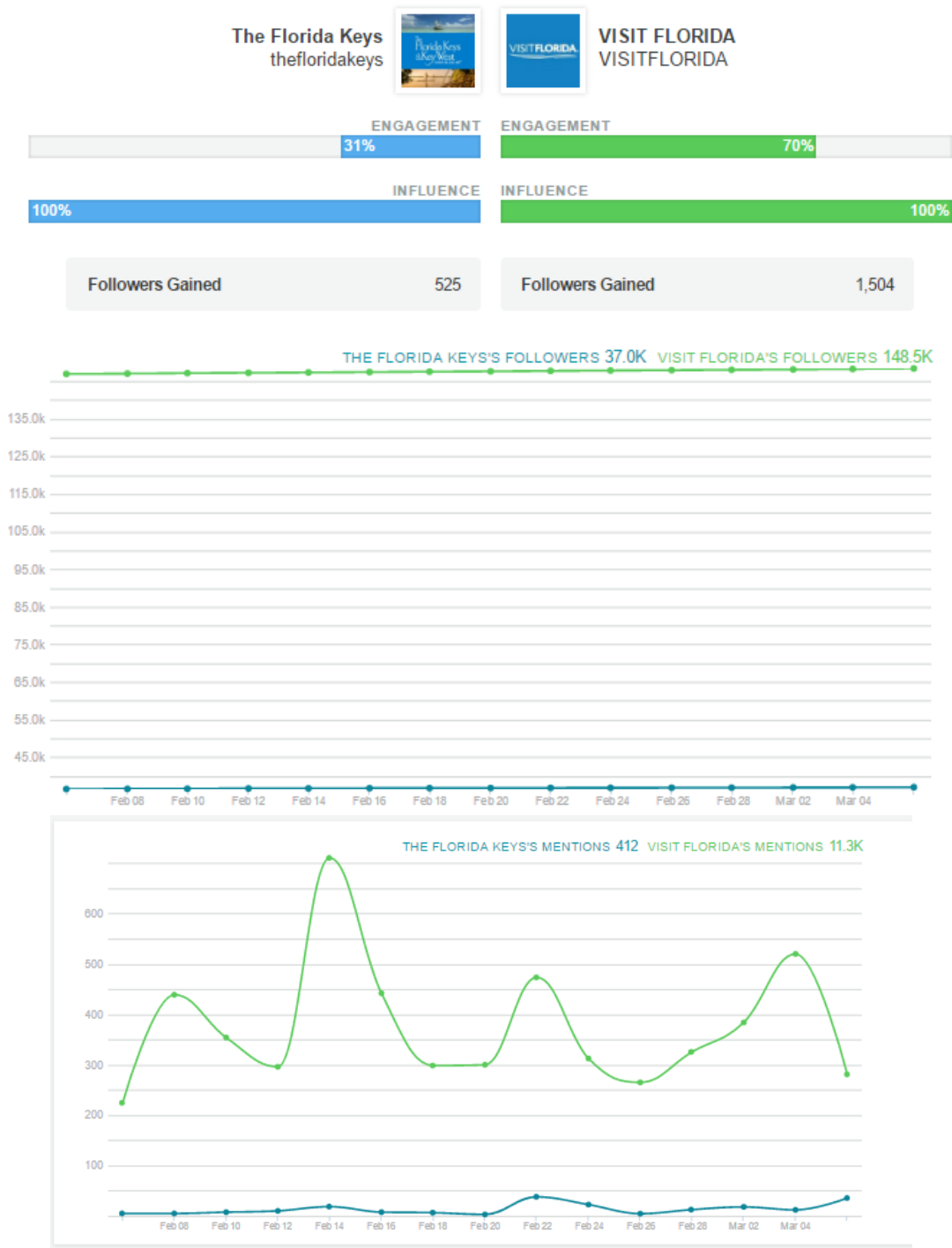
## SOCIAL TRAFFIC

### Social Traffic Sources

Facebook	3,643
Others	385
Twitter	118
Blogs	1
Yelp	0
YouTube	0
Q&A Sites	0

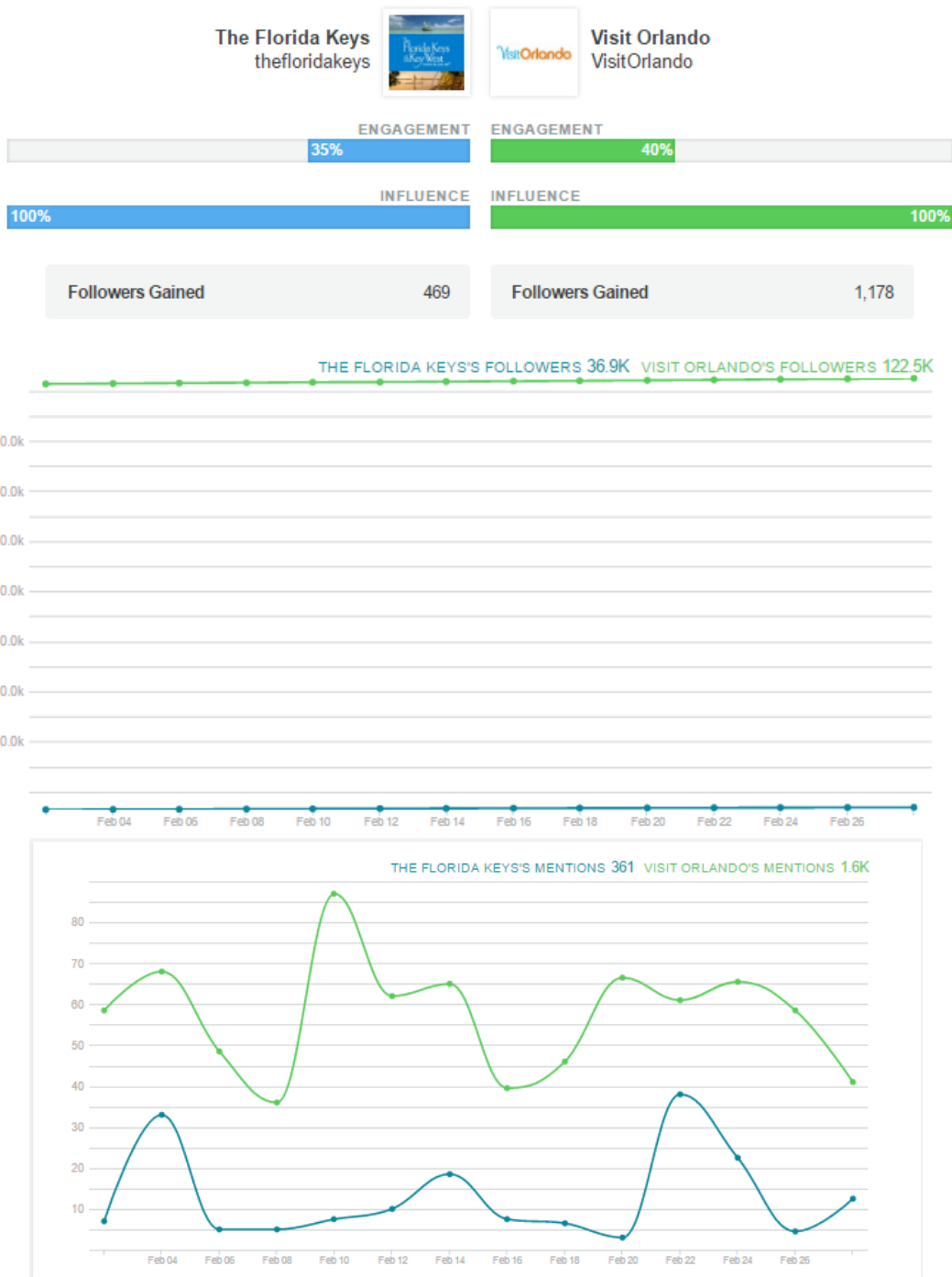
## COMPETITOR TWITTER COMPARISON

### The Florida Keys vs. Visit Florida



## COMPETITOR TWITTER COMPARISON

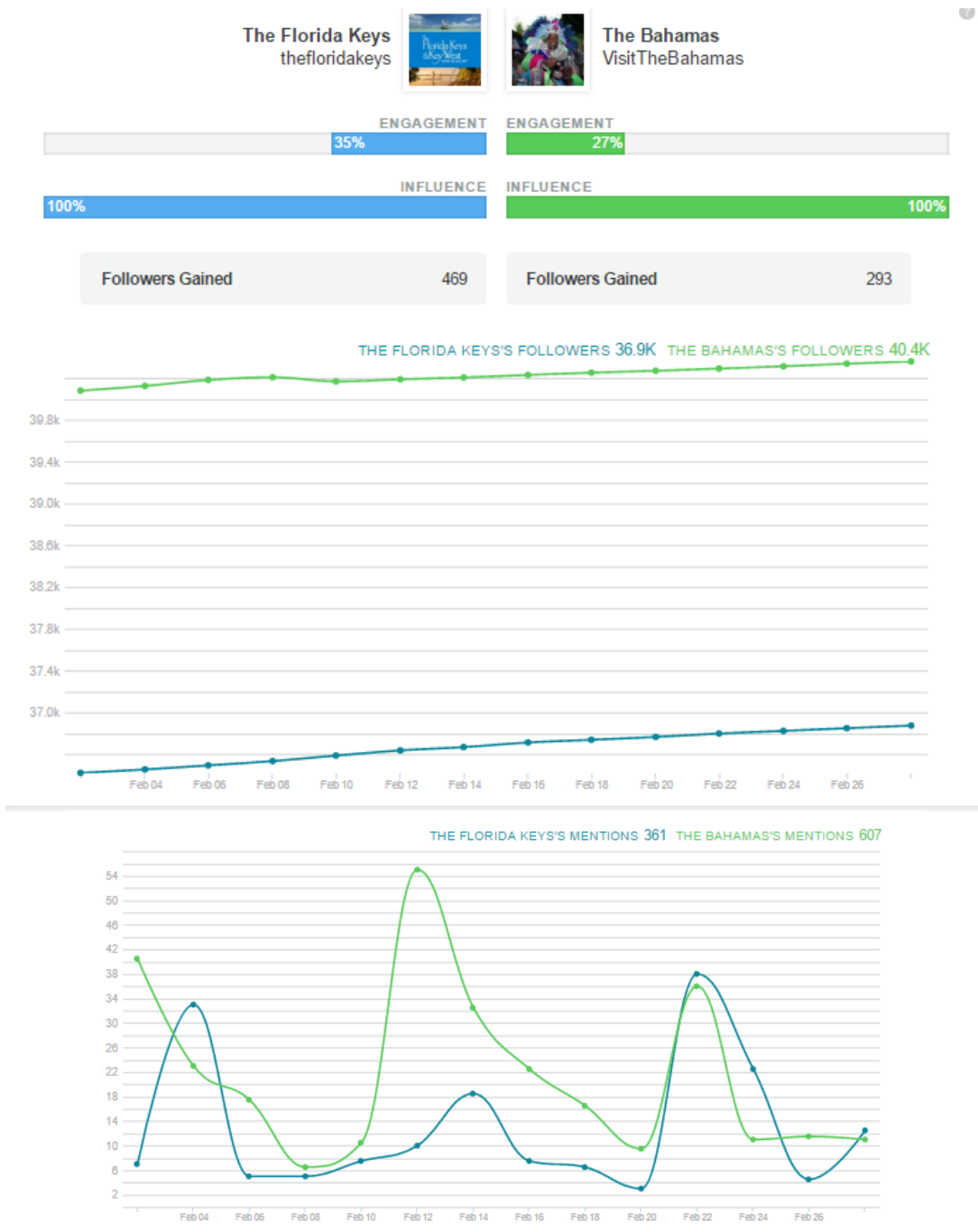
### The Florida Keys vs. Visit Orlando





## COMPETITOR TWITTER COMPARISON

### The Florida Keys vs. Visit The Bahamas



## TWITTER REPORT (continued)

### TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**florida keys** 12  
make stops welcome just starts watch se...

**key west** 12  
explore enjoy building see much roughing ...

**kids** 11  
make stops take loved play love get ft 1...

**keys** 9  
far will arrived find good just start spent a...

**instagram** 8  
big snag go ready dipped early eaten experien...

**photo** 8  
big snag go ready dipped early eaten experien...

**bahia honda** 7  
ago loved booked love always stayed highly s...

**road trip** 7  
make stops

### HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#flkeys** 30  
playing kids tonite florida keys road trip s...

**#lovefl** 15  
florida keys kids road trip stops make insta...

**#flkeyscookoff** 10  
taste 3/6 keys will key lime coolers cooking...

**#fltravelchat** 7  
a8 snorkeling tours offer in-depth look rum distille...

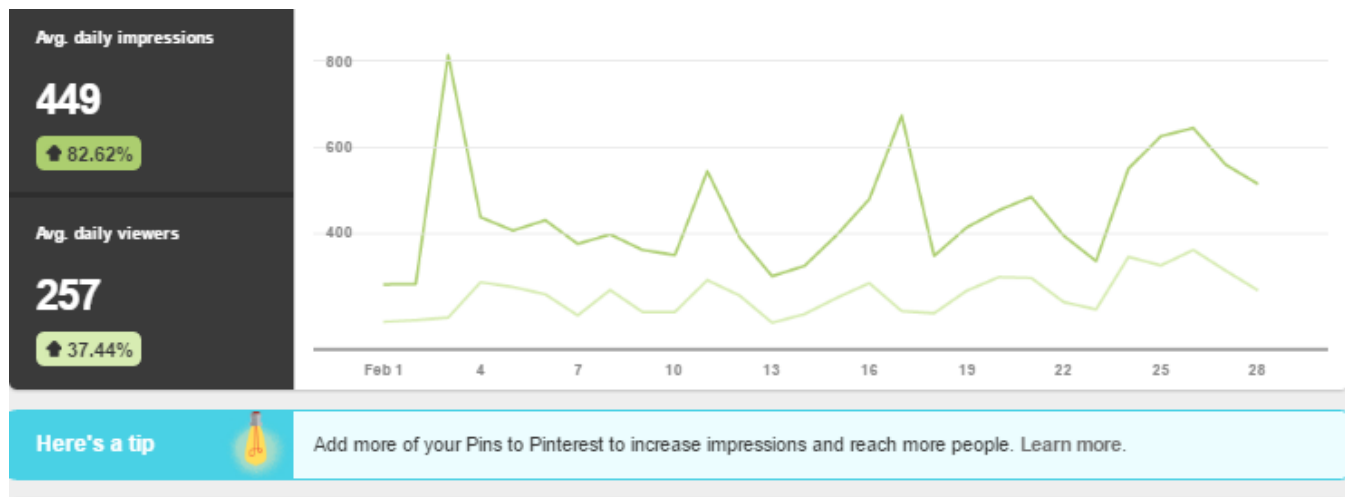
**#ad** 7  
key west perfect day explore time post-valentine's ...

**#livemusic** 6  
playing tonite 6-8 pm 6:30 bohemian crapsody 8-...

**#floridakeys** 6  
info search remember rob stewart needed visit d...

**#keywest** 5  
favorite restaurants top petronia st see try key we...

## PINTEREST SUMMARY



Top Pin impressions from the last 30 days		Impressions	Clicks	Saves	Likes	Pin type
	A stunning underwater shot of a Moray eel ...	4,644	4	37	4	
	In a word "Amaze-balls". What do you thin...	753	1	7	0	R
	"Key Deer on No Name Key" Florida Keys...	723	0	6	0	
	#SCUBA diving in #KeyLargo, checking o...	545	0	2	0	
	The sunset is an attraction all its own in th...	414	0	0	0	

Boards with top Pin impressions from the last 30 days		Impressions	Clicks	Saves	Likes	# of Pins
	Diving and Snorkeling by The Florida...	5,662	8	39	4	36
	Florida Keys Visitor Photos by The Florida...	2,314	2	14	2	192
	trivago Dream Vacation: Flip Flops by trivago	1,182	0	0	0	76
	Animal Action by The Florida...	882	0	8	0	17
	Cool Finds in the Florida Keys by The Florida...	829	0	2	0	90

## Website Status Report fla-keys.com

March 2017 Data for the April 25, 2017 TDC Meeting



Section 1: Website Traffic Report

Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors

## Section 1: Website Traffic Report

### Website Traffic Overview

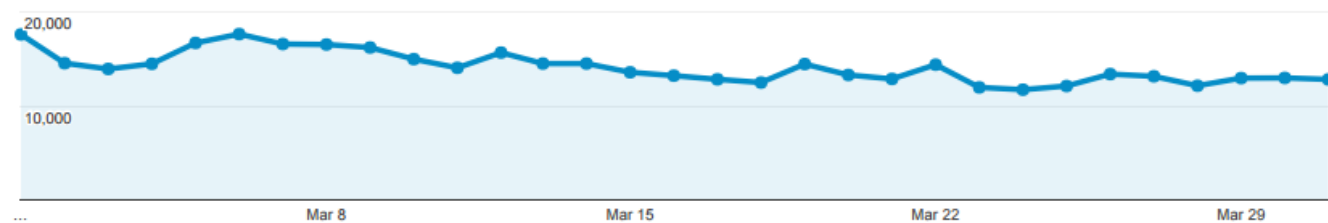
#### Audience Overview

Mar 1, 2017 - Mar 31, 2017



#### Overview

#### Sessions



#### Sessions

437,188

#### Users

352,119

#### Pageviews

1,163,807

#### Pages / Session

2.66

#### Avg. Session Duration

00:02:00

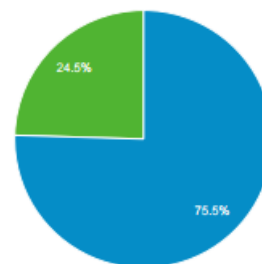
#### Bounce Rate

59.35%

#### % New Sessions

75.42%

#### New Visitor Returning Visitor



## Website Traffic Sources

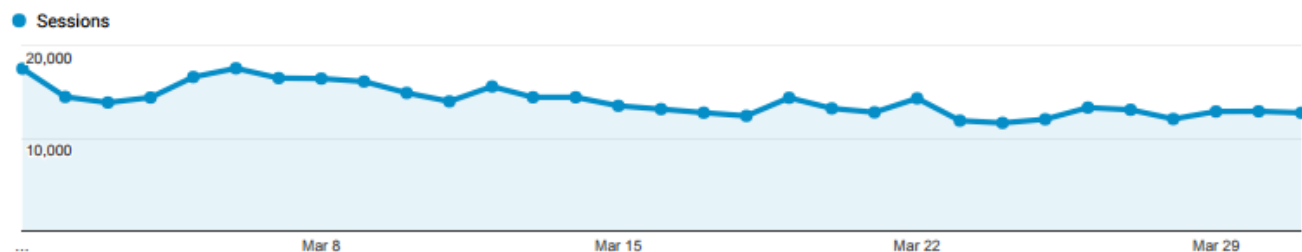
### All Traffic

Mar 1, 2017 - Mar 31, 2017

All Users  
100.00% Sessions

Explorer

Summary



Source / Medium	Sessions	Sessions	Contribution to total:
	437,188 % of Total: 100.00% (437,188)	437,188 % of Total: 100.00% (437,188)	
1. google / organic	208,530	47.70%	
2. (direct) / (none)	109,602	25.07%	
3. bing / organic	14,923	3.41%	
4. philly.com / referral	14,848	3.40%	
5. yahoo / organic	11,893	2.72%	
6. m.facebook.com / referral	6,270	1.43%	
7. google / cpc	6,105	1.40%	
8. floridakeyswebcams.tv / referral	2,789	0.64%	
9. greencarreports.com / referral	1,897	0.43%	
10. dailymotion.com / referral	1,628	0.37%	

## Most Visited Sections of Website

### Content Drilldown

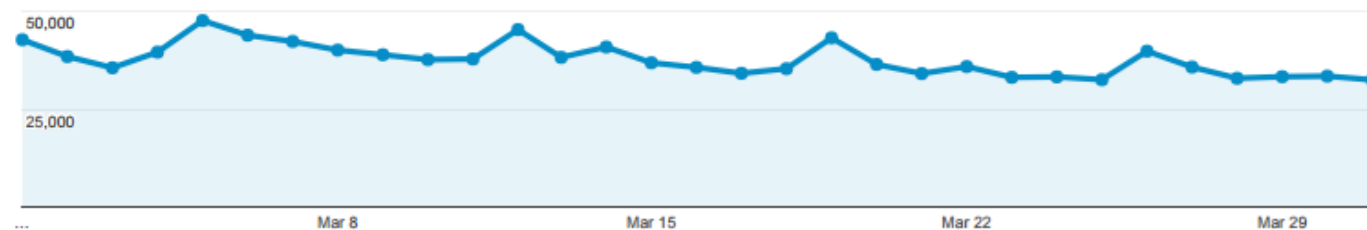
Mar 1, 2017 - Mar 31, 2017



All Users  
100.00% Pageviews

Explorer

Pageviews



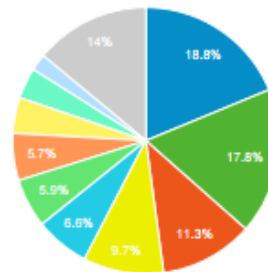
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

		1,163,807 % of Total: 100.00% (1,163,807)	1,163,807 % of Total: 100.00% (1,163,807)
1.	/webcams/	218,303	18.76%
2.	/key-west/	206,741	17.76%
3.	/	132,035	11.35%
4.	/key-largo/	113,468	9.75%
5.	/islamorada/	76,902	6.61%
6.	/calendar/	69,229	5.95%
7.	/marathon/	66,434	5.71%
8.	/lower-keys/	50,557	4.34%
9.	/news/	43,584	3.74%
10.	/photoadventure/	23,664	2.03%



## Device Usage

### Overview

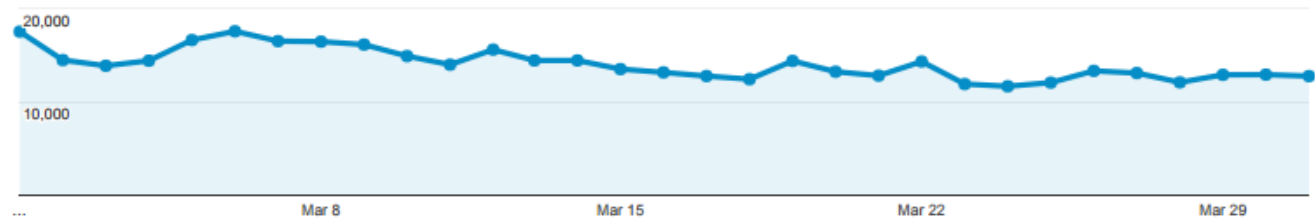
Mar 1, 2017 - Mar 31, 2017

All Users  
100.00% Sessions

Explorer

Summary

Sessions



☐ Device Category

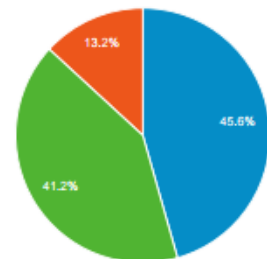
Sessions

Sessions

Contribution to total:

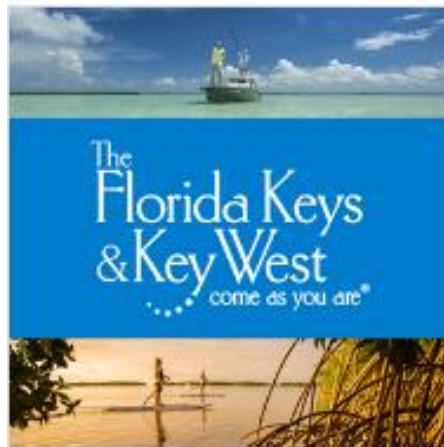
Sessions

		437,188 % of Total: 100.00% (437,188)	437,188 % of Total: 100.00% (437,188)
1. <span style="color: blue;">■</span> mobile		199,353	45.60%
2. <span style="color: green;">■</span> desktop		180,265	41.23%
3. <span style="color: red;">■</span> tablet		57,570	13.17%





## Section 2: Social Media Report



Facebook: 323,239 fans

Twitter: 37,463 followers


Instagram: 89,266 followers

Pinterest: 3,010 followers

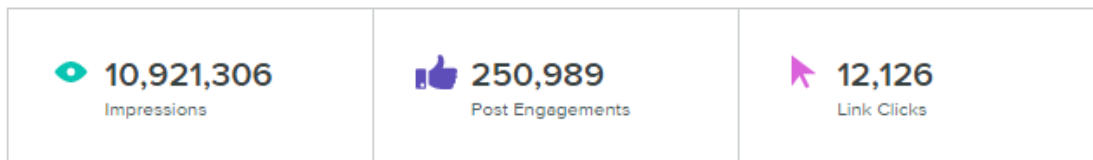
Google +: 2,084 followers

*Data mined 4/5/17*

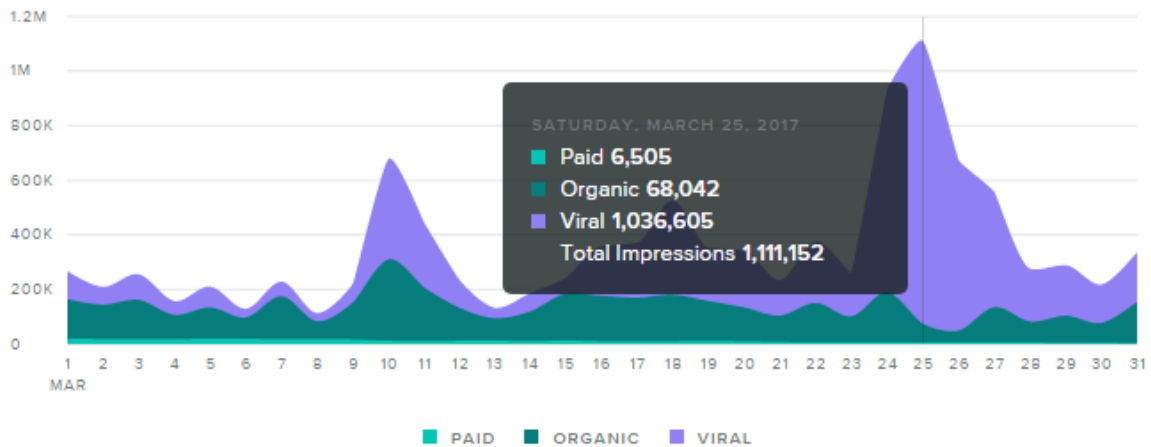
## FACEBOOK SUMMARY

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	320,943	3.75%	75	10,921,306	145,617	250,989	3,346.5	12,126

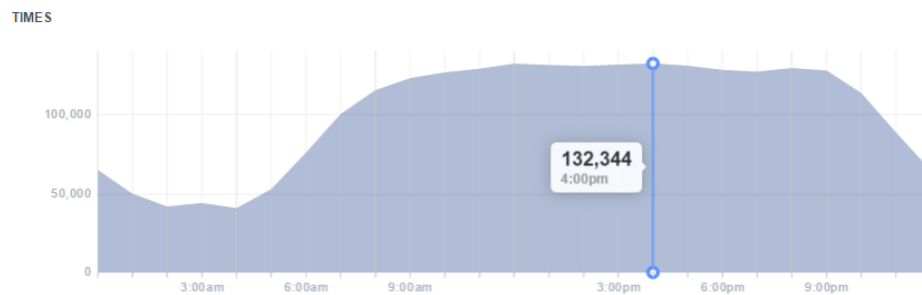
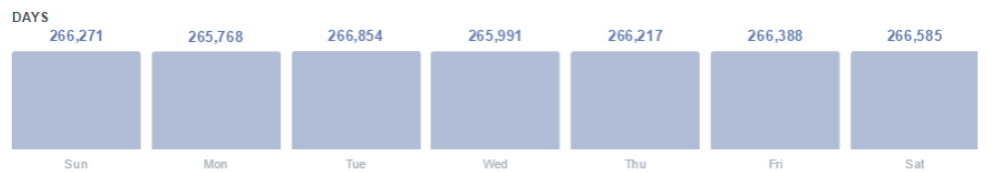
## Facebook Activity Overview



### PAGE IMPRESSIONS, BY DAY

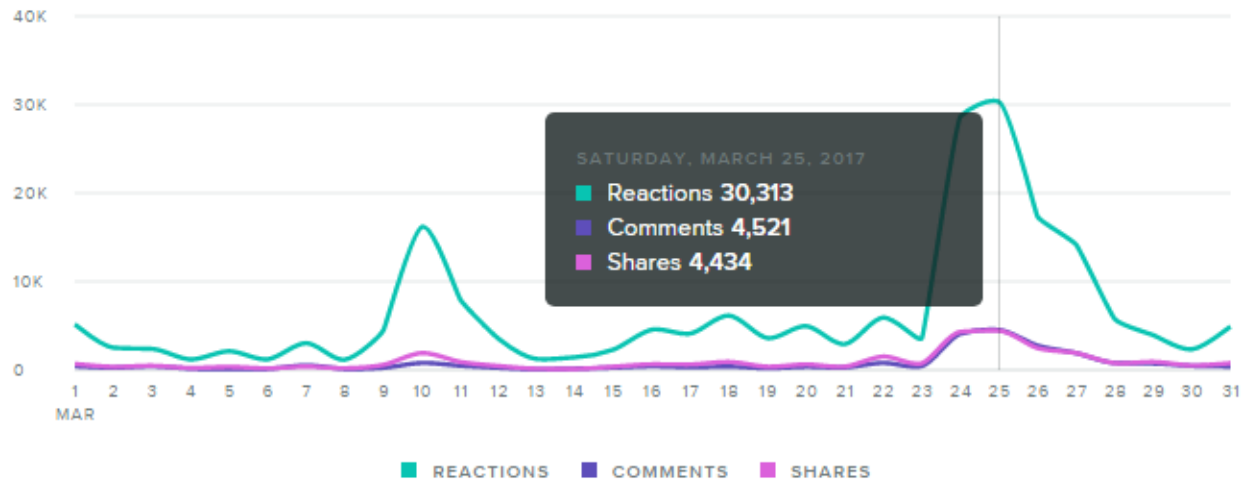


## WHEN THE FACEBOOK PAGE IS MOST ACTIVE



## SHARED CONTENT

### AUDIENCE ENGAGEMENT, BY DAY



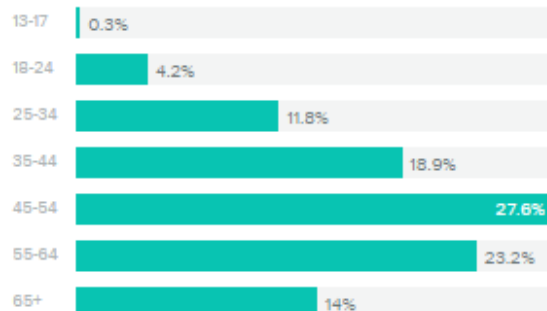
ACTION METRICS	TOTALS
Reactions	198,873
Comments	23,001
Shares	29,115
<b>Total Engagements</b>	<b>250,989</b>

Total Engagements increased by

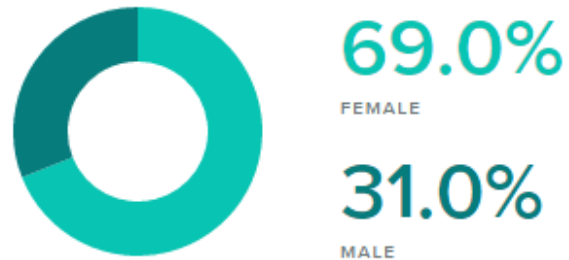
**24.7%**  
since previous month

PAGE FANS	PEOPLE REACHED	PEOPLE ENGAGED
-----------	----------------	----------------











### BY AGE



### BY GENDER



## CONTENT PERFORMANCE (top 5, sorted by Total Reach)

Post	Reactions	Comments	Engagement ▼	Reach
<p>The Florida Keys &amp; Key West</p> <p>We love these #SnorkleSelfies! Show us yours in the comments below! #FLKeys #SimplyTheKeys 📸: Halley Mitchell via Photo Adventure</p>   <p>(Post) March 16, 2017 2:30 pm</p>	70	13	9.1%	10,835
<p>The Florida Keys &amp; Key West</p> <p>Check out this view! #SimplyTheKeys #FLKeys 📸: Tim Hancock via Photo Adventure</p>   <p>(Post) March 10, 2017 10:30 am</p>	1,542	41	8.6%	32,484
<p>The Florida Keys &amp; Key West</p> <p>Did you know you can find American Alligators in the #FLKeys?! 🐊 #SimplyTheKeys 📸: Kristen Hudson via Photo Adventure</p>   <p>(Post) March 14, 2017 2:00 pm</p>	689	152	8.1%	39,270
<p>The Florida Keys &amp; Key West</p> <p>Wowza! What a photo! #SimplyTheKeys #FLKeys Photo by: Blaine Harrington</p>   <p>(Post) March 24, 2017 10:03 am</p>	90,855	14,035	7.6%	1,882,055
<p>The Florida Keys &amp; Key West</p> <p>Friday morning fishing off Islamorada in the #flkeys. #simplythekeys</p>   <p>(Post) March 10, 2017 7:17 am</p>	1,080	47	7.3%	30,160

## TWITTER REPORT – follower and content data

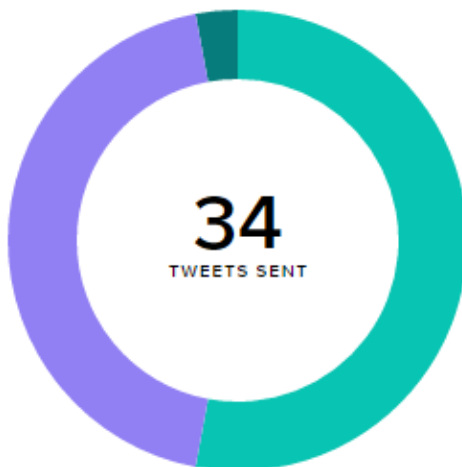
 <b>126,336</b> Organic Impressions	 <b>4,854</b> Total Engagements	 <b>324</b> Link Clicks
---	---	---

### FOLLOWER METRICS

### TOTALS

Total Followers	37,386
New Follower alerts	651
Actual Followers gained	504
People that you followed	5

### SENT MESSAGE CONTENT



**18**

PLAIN TEXT

**1**

PAGE LINKS

**15**

PHOTO LINKS

### YOUR TWEETING BEHAVIOR



**27%**

CONVERSATION

**73%**

UPDATES



**80%**

NEW CONTACTS

**20%**

EXISTING CONTACTS

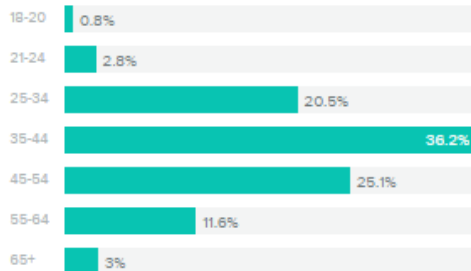
The number of impressions per  
Tweet increased by

**▲ 24.6%**

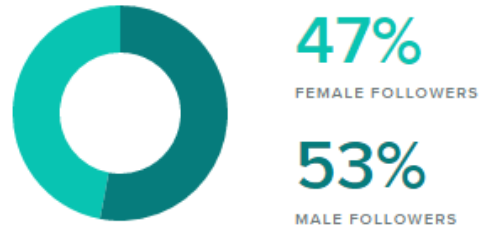
since previous month

## Audience Demographics

### FOLLOWERS BY AGE



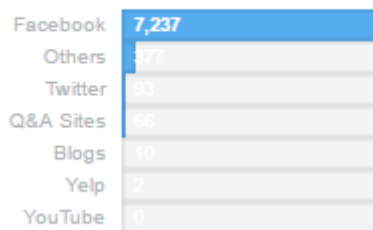
### FOLLOWERS BY GENDER



## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals

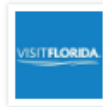
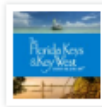


### Social Traffic Sources



## COMPETITOR TWITTER COMPARISON | The Florida Keys vs. Visit Florida

The Florida Keys  
thefloridakeys



VISIT FLORIDA  
VISITFLORIDA

ENGAGEMENT

26%

ENGAGEMENT

72%

INFLUENCE

100%

INFLUENCE

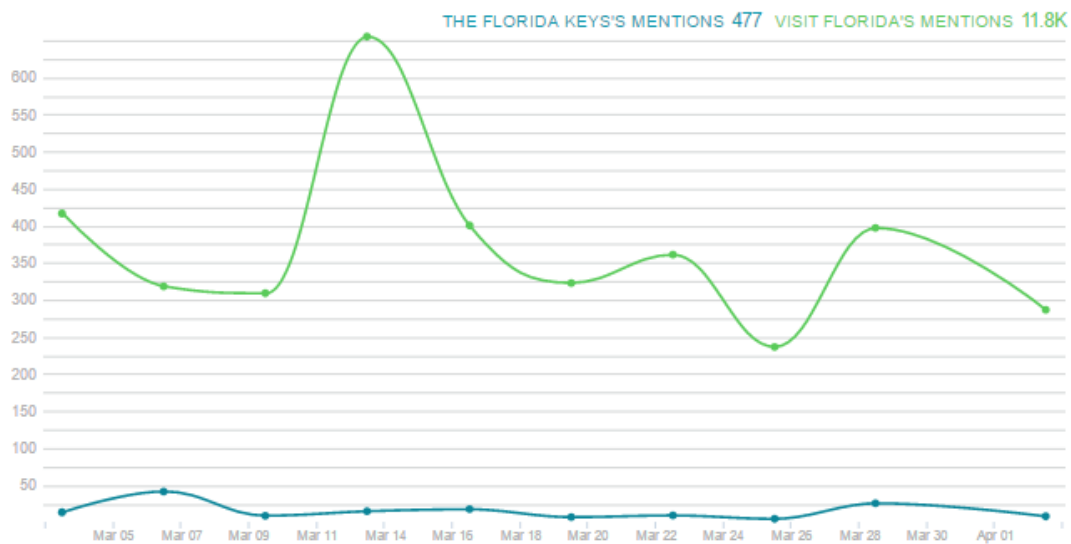
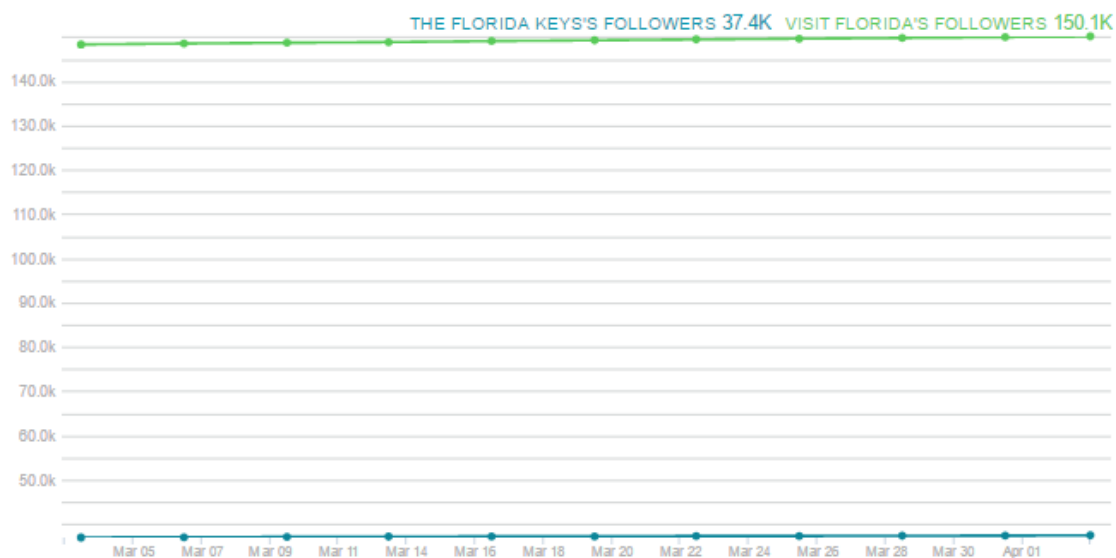
100%

Followers Gained

502

Followers Gained

1,906



## COMPETITOR TWITTER COMPARISON | The Florida Keys vs. Visit Orlando

The Florida Keys  
thefloridakeys



Visit Orlando  
VisitOrlando

ENGAGEMENT

26%

ENGAGEMENT

45%

INFLUENCE

100%

INFLUENCE

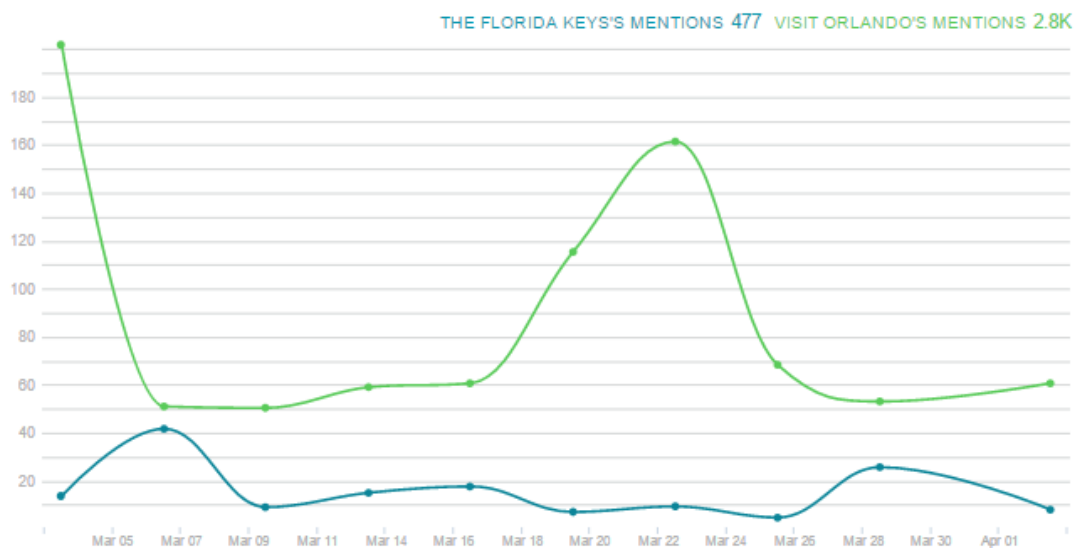
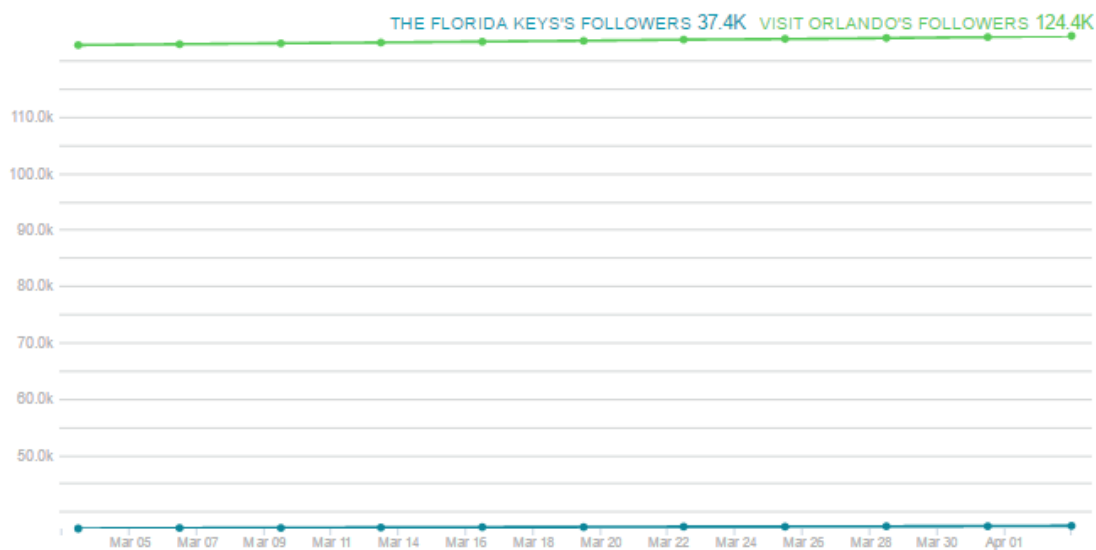
100%

Followers Gained

502

Followers Gained

1,692





## COMPETITOR TWITTER COMPARISON | The Florida Keys vs. Visit The Bahamas

The Florida Keys  
thefloridakeys



The Bahamas  
VisitTheBahamas

ENGAGEMENT

26%

ENGAGEMENT

63%

INFLUENCE

100%

INFLUENCE

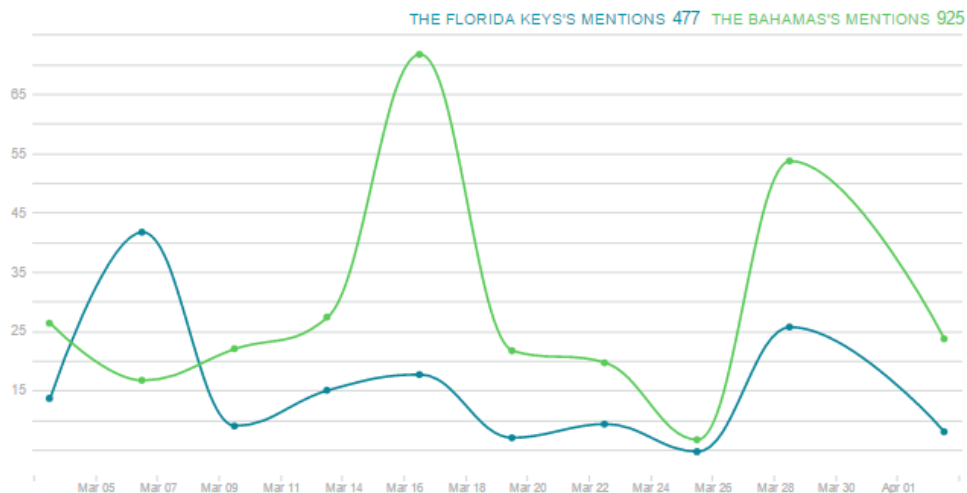
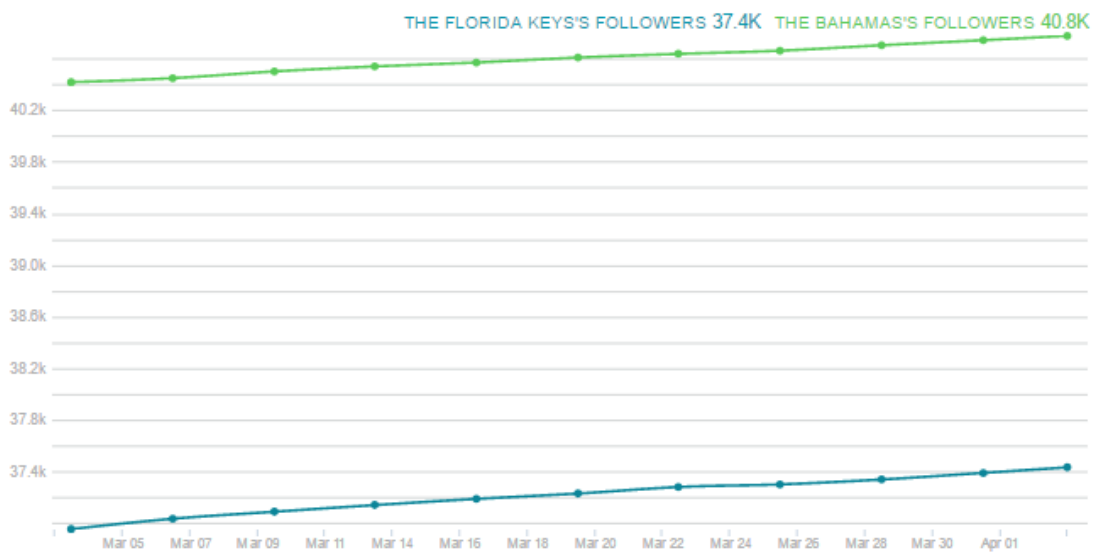
100%

Followers Gained

502

Followers Gained

377



## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**key west** 19  
love get meet come often always pick c...

**florida keys** 17  
make stops come meet leave lived love r...

**marathon** 11  
good love great just get big recommend p...

**tonite** 9  
playing 6:30 6-10 continues join wish perform...

**keys** 8  
enjoy get love luv headed paddle quite helped...

**trip** 8  
see back cooking wait win head love never st...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#flkeyscookoff** 46  
see excited cookoff tonight ready taste ...

**#flkeys** 31  
playing tonite kids road trip stops florida ke...


**#lovefl** 14  
florida keys kids road trip stops make island...

**#florida** 11  
spots best spent florida keys seaworld day ...

**#keywest** 11  
best spots best ways brief history prepared queen...

**#livemusic** 9  
playing tonite 6-8 pm cafe 6-10 grill 6:30 mond..

## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 thefloridakeys	88,250	5.2%	4,331	4	—	18,483	4,620.8	0.21

### Top Instagram Posts



@thefloridakeys  
5784 Engagements

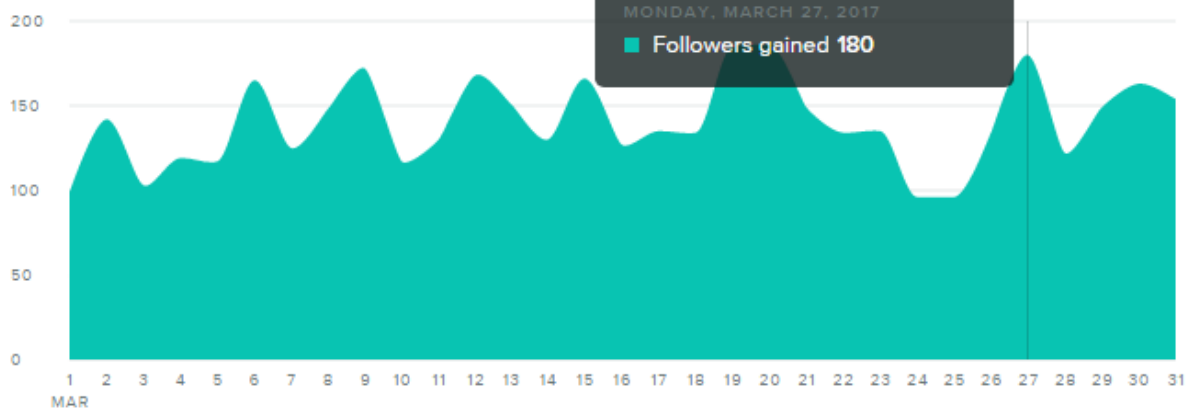


@thefloridakeys  
4432 Engagements



@thefloridakeys  
4193 Engagements

### AUDIENCE GROWTH, BY DAY



## INSTAGRAM ENGAGEMENT

ENGAGEMENT METRICS	TOTALS
Likes Received	18,115
Comments Received	368
<b>Total Engagements</b>	<b>18,483</b>

The number of engagements increased by

**▲ 9.3%**

since previous month

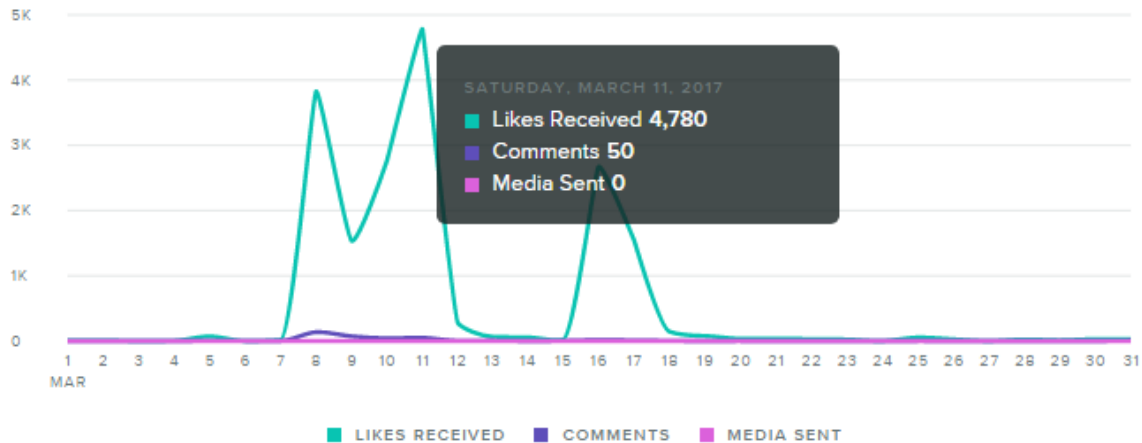
Engagements per Follower	0.2
Engagements per Media	4,620.8

The number of engagements per media increased by

**▲ 36.6%**

since previous month

### AUDIENCE ENGAGEMENT, BY DAY



## Outbound Hashtag Performance

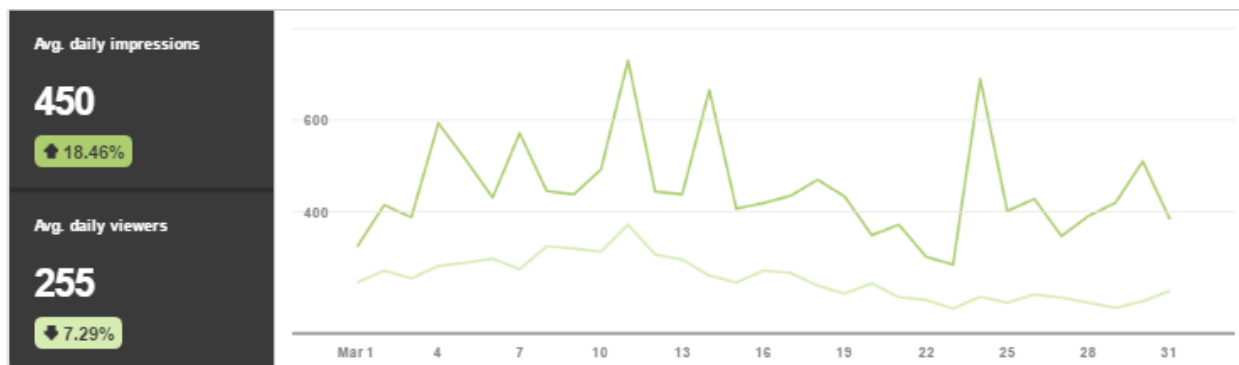
### MOST USED HASHTAGS

#flkeys	4
#simplythekeys	4

### MOST ENGAGED HASHTAGS

#flkeys	18,204
#simplythekeys	18,204

## PINTEREST SUMMARY



### Here's a tip



Add more of your Pins to Pinterest to increase impressions and reach more people. [Learn more.](#)

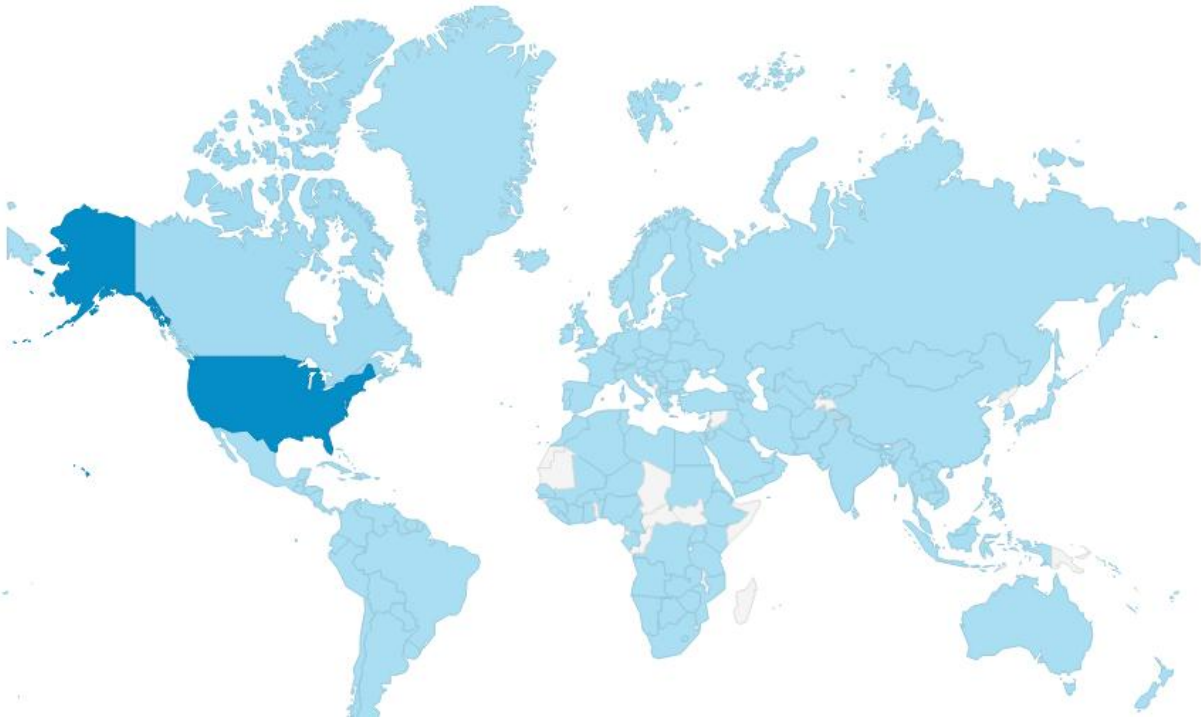
### Top Pin impressions from the last 30 days

	Impressions	Clicks	Saves	Pin type
A stunning underwater shot of a Moray eel ...	4,693	4	36	
In a word "Amaze-balls". What do you thin...	1,038	3	5	R
"Key Deer on No Name Key" Florida Keys...	585	2	1	
#SCUBA diving in #KeyLargo, checking o...	471	0	2	
Jolly a 330-pound green sea turtle was rele...	258	0	1	
A bird's eye view of our lovely islands. Wh...	230	0	3	R
Friday afternoon in Islamorada #flkeys. #si...	221	1	4	R

### Boards with top Pin impressions from the last 30 days

	Impressions	Clicks	Saves	# of Pins
Diving and Snorkeling by The Florida...	5,739	8	39	36
Florida Keys Visitor Photos by The Florida...	3,400	7	15	197
Animal Action by The Florida...	817	3	2	17
Cool Finds in the Florida Keys by The Florida...	813	2	3	90
Florida Keys Weddings, Honeymoons, Ro... by The Florida...	745	2	0	93

### Section 3: Geographic Data on Website Visitors



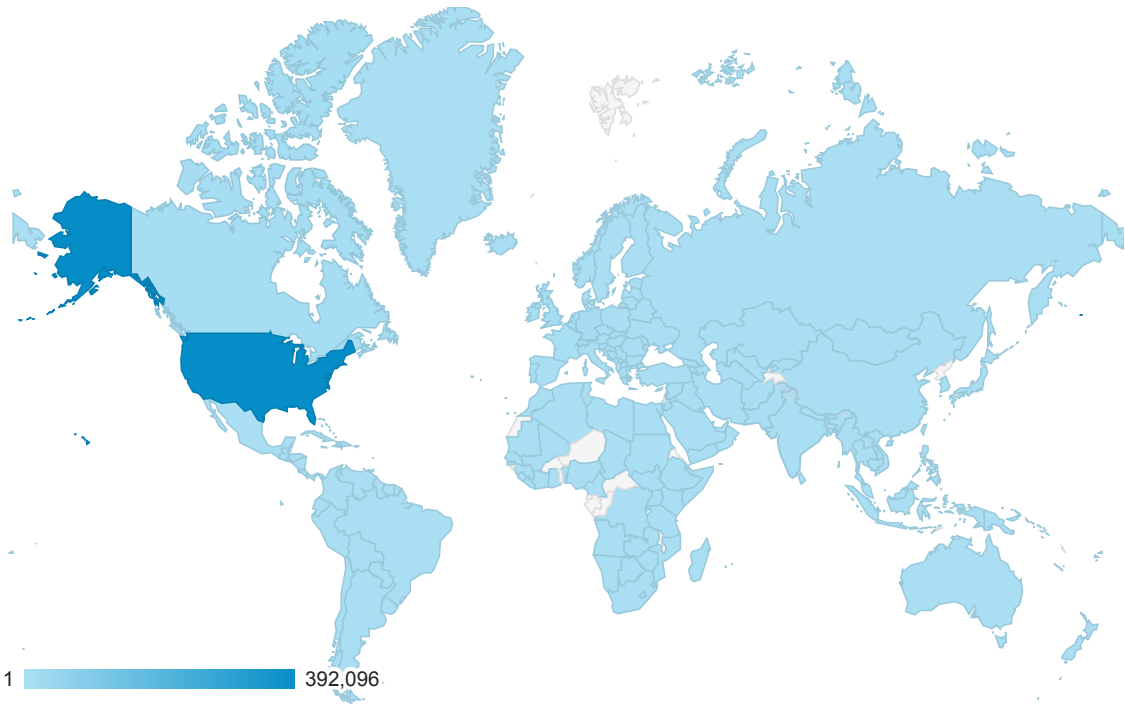
01\_TDC\_01\_World

Mar 1, 2017 - Mar 31, 2017

All Users  
100.00% Sessions

Map Overlay

Site Usage



Country		Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
		437,188 % of Total: 100.00% (437,188)	2.66 Avg for View: 2.66 (0.00%)	00:02:00 Avg for View: 00:02:00 (0.00%)	75.47% Avg for View: 75.42% (0.07%)	59.35% Avg for View: 59.35% (0.00%)
1.	United States	392,096 (89.69%)	2.68	00:02:01	76.09%	59.13%
2.	United Kingdom	11,073 (2.53%)	2.27	00:01:28	56.07%	58.81%
3.	Canada	10,083 (2.31%)	2.84	00:02:08	78.11%	56.83%
4.	Germany	7,480 (1.71%)	2.37	00:01:29	60.67%	65.96%
5.	France	1,391 (0.32%)	2.46	00:01:39	76.42%	64.77%
6.	(not set)	946 (0.22%)	3.67	00:03:09	75.58%	53.38%
7.	Sweden	900 (0.21%)	2.61	00:01:30	63.00%	60.22%
8.	Australia	810 (0.19%)	2.08	00:01:31	90.00%	69.88%
9.	Italy	734 (0.17%)	3.78	00:02:30	77.38%	51.77%
10.	Denmark	733 (0.17%)	2.62	00:04:19	79.95%	67.53%
11.	Netherlands	727 (0.17%)	3.60	00:02:12	75.38%	50.62%
12.	India	631 (0.14%)	1.85	00:01:11	87.16%	73.06%
13.	Brazil	588 (0.13%)	2.26	00:01:49	80.44%	63.61%
14.	Norway	559 (0.13%)	2.56	00:01:43	81.93%	58.50%

15.	<a href="#">Switzerland</a>	<b>493</b> (0.11%)	3.27	00:02:19	81.34%	45.23%
16.	<a href="#">Belgium</a>	<b>397</b> (0.09%)	3.71	00:03:14	64.74%	46.60%
17.	<a href="#">Mexico</a>	<b>296</b> (0.07%)	1.73	00:01:02	86.49%	72.64%
18.	<a href="#">Poland</a>	<b>295</b> (0.07%)	2.36	00:01:26	70.17%	70.17%
19.	<a href="#">Spain</a>	<b>283</b> (0.06%)	2.28	00:02:02	82.33%	65.02%
20.	<a href="#">Russia</a>	<b>274</b> (0.06%)	1.61	00:00:32	88.69%	81.75%
21.	<a href="#">Argentina</a>	<b>268</b> (0.06%)	3.13	00:02:42	87.69%	56.34%
22.	<a href="#">Austria</a>	<b>250</b> (0.06%)	2.88	00:01:26	77.20%	60.40%
23.	<a href="#">Japan</a>	<b>230</b> (0.05%)	1.70	00:00:47	85.22%	79.57%
24.	<a href="#">Philippines</a>	<b>221</b> (0.05%)	1.49	00:00:47	86.43%	85.07%
25.	<a href="#">Ireland</a>	<b>217</b> (0.05%)	2.62	00:01:40	84.33%	56.22%



01\_TDC\_02\_Usa

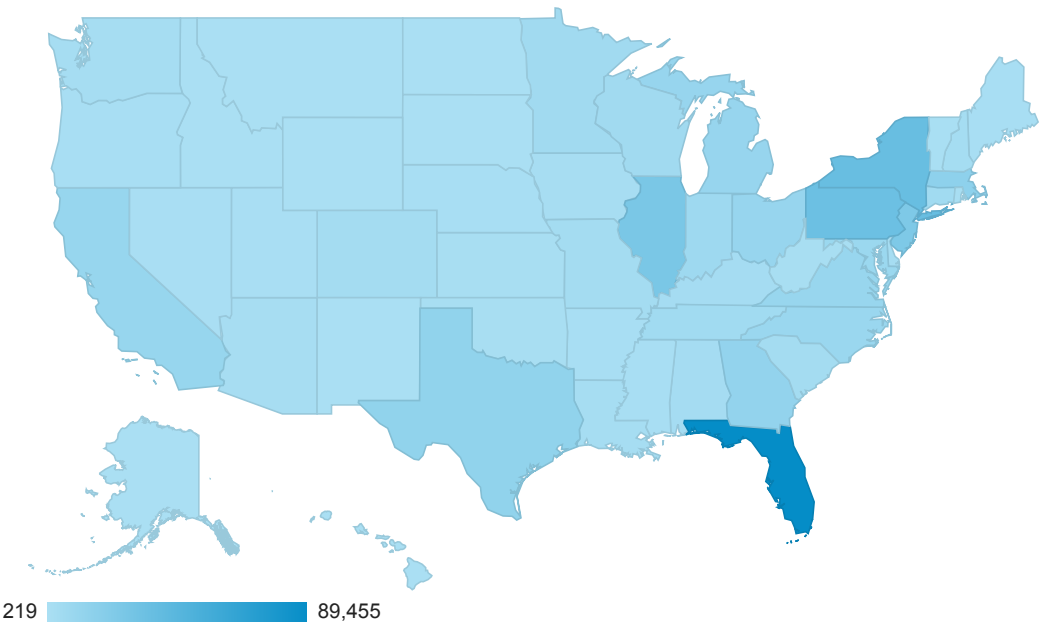
Mar 1, 2017 - Mar 31, 2017

ALL » COUNTRY: United States

All Users  
89.69% Sessions

Map Overlay

Site Usage



Region	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	392,096 % of Total: 89.69% (437,188)	2.68 Avg for View: 2.66 (0.60%)	00:02:01 Avg for View: 00:02:00 (1.07%)	76.09% Avg for View: 75.42% (0.90%)	59.13% Avg for View: 59.35% (-0.36%)
1. Florida	89,455 (22.81%)	2.49	00:01:59	73.42%	59.66%
2. New York	36,060 (9.20%)	2.27	00:01:31	77.78%	67.47%
3. Pennsylvania	33,489 (8.54%)	2.35	00:01:37	76.75%	67.16%
4. Illinois	26,138 (6.67%)	2.31	00:01:36	76.31%	62.51%
5. New Jersey	23,781 (6.07%)	2.44	00:01:43	76.14%	64.70%
6. Massachusetts	15,193 (3.87%)	2.26	00:01:33	78.43%	64.70%
7. Texas	13,674 (3.49%)	2.96	00:02:20	79.69%	52.65%
8. Georgia	12,837 (3.27%)	2.83	00:02:07	76.80%	54.69%
9. Michigan	10,683 (2.72%)	3.46	00:02:51	74.68%	47.77%
10. Ohio	10,648 (2.72%)	3.73	00:02:59	73.05%	46.49%
11. California	10,308 (2.63%)	2.39	00:01:43	82.25%	64.32%
12. Virginia	9,822 (2.50%)	2.69	00:01:57	77.29%	58.16%
13. District of Columbia	8,844 (2.26%)	1.96	00:01:18	76.41%	70.94%

14.	North Carolina	8,661 (2.21%)	3.18	00:02:34	77.01%	49.89%
15.	Maryland	8,209 (2.09%)	2.69	00:02:07	78.06%	61.64%
16.	Indiana	6,721 (1.71%)	3.44	00:02:39	72.21%	49.58%
17.	Minnesota	5,353 (1.37%)	3.55	00:02:49	74.22%	44.65%
18.	Wisconsin	5,340 (1.36%)	3.33	00:02:50	72.17%	50.45%
19.	Tennessee	5,045 (1.29%)	3.42	00:02:44	76.31%	47.18%
20.	Connecticut	5,003 (1.28%)	3.02	00:02:08	78.47%	54.49%
21.	Missouri	3,647 (0.93%)	3.20	00:02:40	77.02%	49.93%
22.	Colorado	3,588 (0.92%)	3.59	00:02:51	73.10%	49.39%
23.	South Carolina	3,454 (0.88%)	3.22	00:02:35	76.49%	50.46%
24.	Kentucky	3,007 (0.77%)	3.51	00:02:58	71.37%	45.09%
25.	Alabama	2,972 (0.76%)	3.64	00:02:51	77.22%	47.51%
26.	New Hampshire	2,859 (0.73%)	2.58	00:01:43	76.50%	59.99%
27.	Washington	2,457 (0.63%)	2.78	00:02:01	81.20%	56.29%
28.	Delaware	2,237 (0.57%)	2.42	00:01:54	75.37%	64.42%
29.	Louisiana	2,231 (0.57%)	3.41	00:03:00	80.41%	47.83%
30.	Iowa	1,908 (0.49%)	3.61	00:02:53	72.90%	42.92%
31.	Arizona	1,882 (0.48%)	3.07	00:02:23	79.06%	56.22%
32.	Kansas	1,517 (0.39%)	2.95	00:02:16	81.61%	55.57%
33.	Oklahoma	1,363 (0.35%)	3.69	00:03:00	77.40%	47.03%
34.	West Virginia	1,342 (0.34%)	3.12	00:02:32	72.13%	53.87%
35.	Rhode Island	1,252 (0.32%)	3.12	00:02:30	73.96%	51.60%
36.	Nebraska	1,186 (0.30%)	3.32	00:02:37	76.05%	51.10%
37.	Maine	1,180 (0.30%)	3.45	00:02:48	76.02%	47.20%
38.	Mississippi	1,135 (0.29%)	3.63	00:03:11	78.33%	50.13%
39.	Oregon	1,126 (0.29%)	3.00	00:02:10	81.79%	55.06%
40.	Arkansas	1,065 (0.27%)	3.32	00:02:44	78.87%	51.83%
41.	Utah	903 (0.23%)	2.97	00:02:03	82.61%	53.27%
42.	Nevada	862 (0.22%)	2.61	00:02:00	77.96%	57.42%
43.	Vermont	618 (0.16%)	3.21	00:02:15	76.70%	50.16%
44.	(not set)	463 (0.12%)	1.41	00:00:23	93.74%	83.37%
45.	New Mexico	447 (0.11%)	3.34	00:02:52	84.79%	48.77%
46.	Idaho	407 (0.10%)	3.22	00:02:19	76.17%	52.83%
47.	North Dakota	403 (0.10%)	4.04	00:02:53	77.67%	43.18%

48. <a href="#">South Dakota</a>	<b>333</b> (0.08%)	3.35	00:02:37	83.78%	44.44%
49. <a href="#">Montana</a>	<b>291</b> (0.07%)	3.27	00:02:55	78.01%	46.74%
50. <a href="#">Hawaii</a>	<b>251</b> (0.06%)	2.00	00:01:00	82.47%	72.11%

Rows 1 - 50 of 52

01\_TDC\_03\_Fla

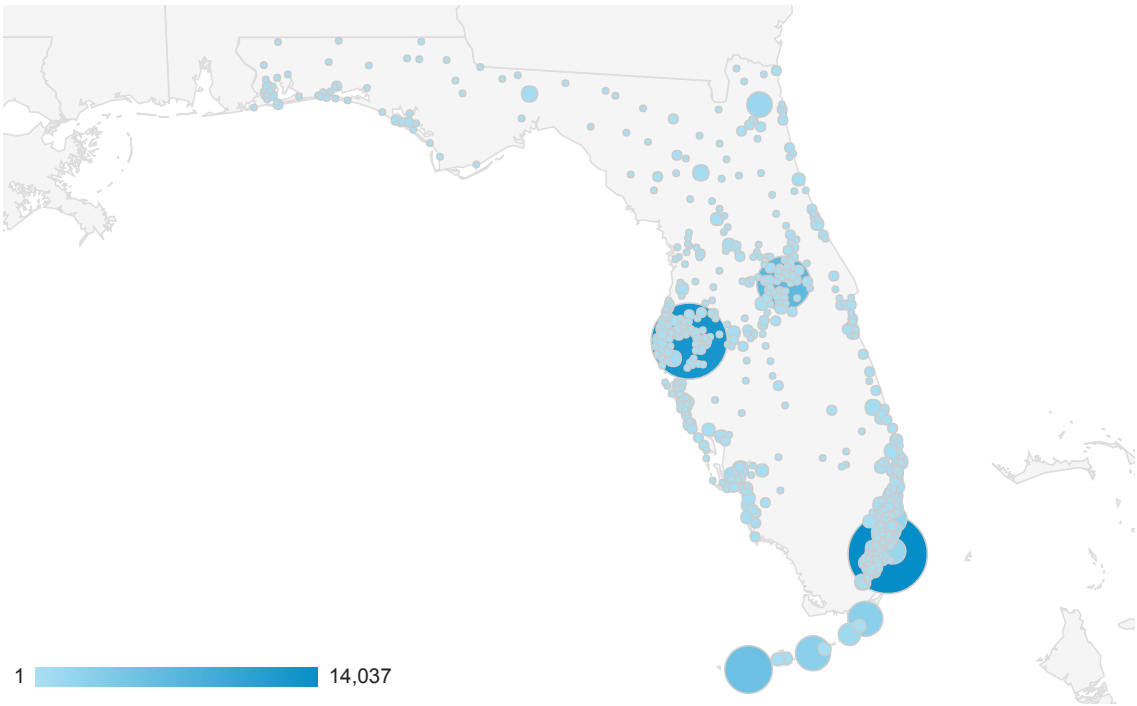
Mar 1, 2017 - Mar 31, 2017

ALL » COUNTRY: United States » REGION: Florida

All Users  
20.46% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	89,455 % of Total: 20.46% (437,188)	2.49 Avg for View: 2.66 (-6.33%)	00:01:59 Avg for View: 00:02:00 (-0.85%)	73.42% Avg for View: 75.42% (-2.64%)	59.66% Avg for View: 59.35% (0.52%)
1. Miami	14,037 (15.69%)	2.04	00:01:33	73.09%	68.33%
2. Tampa	12,553 (14.03%)	1.85	00:01:13	74.40%	71.82%
3. Orlando	6,495 (7.26%)	2.22	00:01:38	78.28%	65.47%
4. Key West	5,259 (5.88%)	2.45	00:02:08	54.55%	60.62%
5. Marathon	2,642 (2.95%)	2.56	00:02:16	56.43%	59.01%
6. Key Largo	2,604 (2.91%)	2.46	00:01:55	60.18%	58.79%
7. Fort Lauderdale	1,688 (1.89%)	2.55	00:01:57	73.70%	58.35%
8. Miami Beach	1,499 (1.68%)	2.42	00:01:41	79.19%	60.24%
9. Jacksonville	1,380 (1.54%)	3.27	00:02:44	78.12%	49.86%
10. Islamorada	944 (1.06%)	2.48	00:02:02	58.90%	57.10%
11. (not set)	762 (0.85%)	3.07	00:02:14	77.30%	53.54%
12. Cape Coral	732 (0.82%)	2.70	00:02:06	80.46%	52.32%
13. Pompano Beach	722 (0.81%)	2.88	00:02:27	64.13%	47.09%

14.	Hollywood	717 (0.80%)	2.80	00:02:29	77.13%	54.95%
15.	Boca Raton	698 (0.78%)	2.62	00:02:02	79.08%	55.01%
16.	St. Petersburg	580 (0.65%)	2.69	00:02:30	79.83%	53.28%
17.	Homestead	552 (0.62%)	3.01	00:02:40	71.01%	51.45%
18.	Doral	544 (0.61%)	2.89	00:02:23	75.92%	53.49%
19.	Port St. Lucie	537 (0.60%)	2.92	00:02:30	73.37%	53.82%
20.	West Palm Beach	516 (0.58%)	3.06	00:02:53	74.22%	50.97%
21.	Tallahassee	457 (0.51%)	2.78	00:01:59	84.68%	56.46%
22.	Plantation	457 (0.51%)	3.11	00:02:50	75.27%	51.64%
23.	Gainesville	437 (0.49%)	2.60	00:02:46	76.89%	52.17%
24.	Davie	422 (0.47%)	2.66	00:02:08	81.99%	51.18%
25.	Kendall	420 (0.47%)	2.55	00:01:56	72.62%	58.57%
26.	Fort Myers	401 (0.45%)	2.86	00:02:43	79.30%	46.13%
27.	Hialeah	395 (0.44%)	2.37	00:01:40	83.80%	53.42%
28.	Palm Beach Gardens	392 (0.44%)	2.52	00:01:45	81.38%	53.57%
29.	Coral Springs	391 (0.44%)	3.13	00:02:26	66.75%	48.85%
30.	Coral Gables	381 (0.43%)	2.47	00:01:53	82.68%	58.01%
31.	Bonita Springs	366 (0.41%)	2.78	00:02:38	69.67%	57.10%
32.	Bradenton	366 (0.41%)	3.14	00:02:40	78.14%	48.09%
33.	Miramar	366 (0.41%)	2.61	00:02:11	78.69%	56.83%
34.	North Naples	362 (0.40%)	2.95	00:02:07	83.98%	54.42%
35.	Melbourne	335 (0.37%)	3.40	00:02:38	80.60%	50.45%
36.	Greenacres	331 (0.37%)	2.68	00:02:19	76.44%	50.76%
37.	Pembroke Pines	327 (0.37%)	2.90	00:02:11	82.26%	49.85%
38.	Big Pine Key	315 (0.35%)	2.16	00:01:27	60.00%	63.81%
39.	Jupiter	314 (0.35%)	2.82	00:02:22	74.52%	50.96%
40.	Boynton Beach	310 (0.35%)	2.63	00:02:18	76.77%	53.55%
41.	Wellington	309 (0.35%)	3.17	00:02:34	81.23%	48.54%
42.	Naples	299 (0.33%)	2.78	00:02:10	79.26%	55.85%
43.	Brandon	296 (0.33%)	2.79	00:02:32	80.41%	48.99%
44.	Summerland Key	281 (0.31%)	2.40	00:01:53	64.06%	56.23%
45.	Clearwater	278 (0.31%)	2.42	00:01:51	78.78%	57.19%
46.	Delray Beach	278 (0.31%)	2.91	00:02:44	83.45%	55.40%
47.	Ocala	277 (0.31%)	2.74	00:02:05	84.48%	55.23%

48. <a href="#">Deerfield Beach</a>	<b>275</b> (0.31%)	2.74	00:02:01	81.09%	50.55%
49. <a href="#">Lakeland</a>	<b>275</b> (0.31%)	3.48	00:02:30	84.00%	46.91%
50. <a href="#">Palm Coast</a>	<b>261</b> (0.29%)	2.65	00:01:43	68.20%	45.21%

Rows 1 - 50 of 484

01\_TDC\_04\_Can

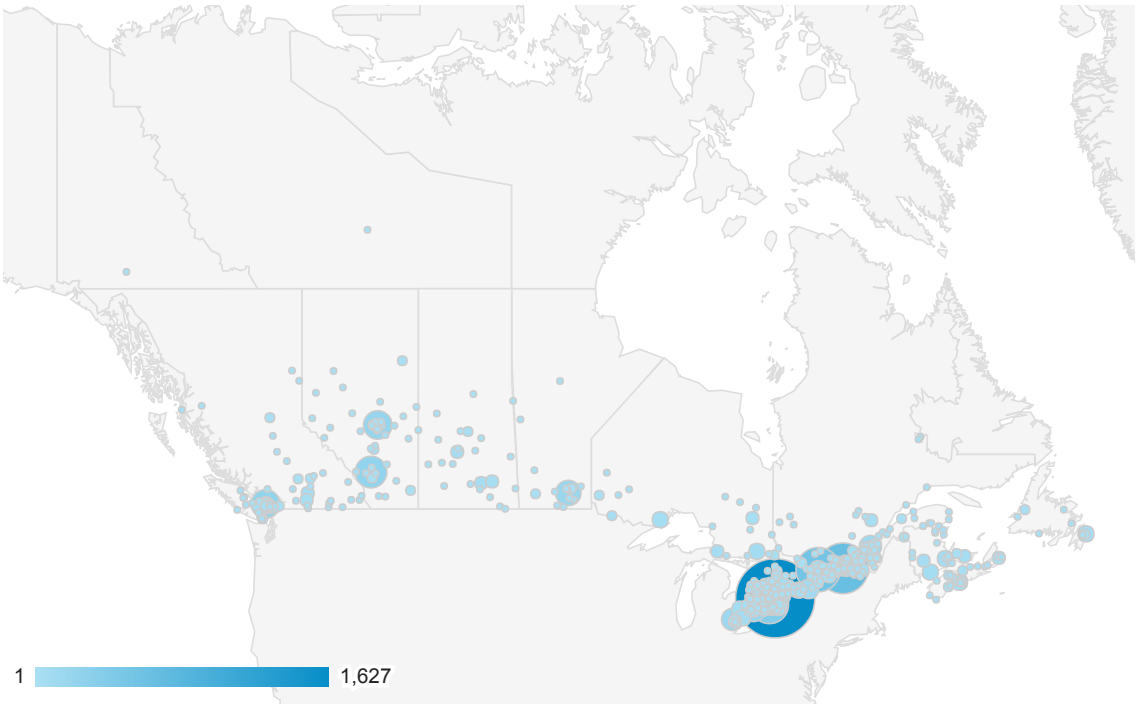
Mar 1, 2017 - Mar 31, 2017

ALL » COUNTRY: Canada

All Users  
2.31% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	10,083 % of Total: 2.31% (437,188)	2.84 Avg for View: 2.66 (6.84%)	00:02:08 Avg for View: 00:02:00 (6.90%)	78.11% Avg for View: 75.42% (3.57%)	56.83% Avg for View: 59.35% (-4.24%)
1. Toronto	1,627 (16.14%)	2.30	00:01:29	76.28%	63.61%
2. Montreal	643 (6.38%)	2.40	00:01:36	78.54%	60.96%
3. Ottawa	530 (5.26%)	2.59	00:02:02	78.11%	62.26%
4. Hamilton	360 (3.57%)	3.73	00:03:18	68.61%	55.56%
5. Mississauga	248 (2.46%)	3.17	00:03:00	76.61%	52.82%
6. Calgary	241 (2.39%)	3.15	00:02:45	77.18%	49.38%
7. Vancouver	223 (2.21%)	2.21	00:01:48	80.27%	66.37%
8. Edmonton	199 (1.97%)	2.94	00:02:48	74.37%	42.71%
9. (not set)	186 (1.84%)	3.05	00:03:06	77.96%	47.31%
10. Winnipeg	168 (1.67%)	3.43	00:02:26	77.98%	49.40%
11. London	155 (1.54%)	2.80	00:02:04	79.35%	51.61%
12. Kitchener	139 (1.38%)	2.65	00:01:07	66.19%	60.43%
13. Windsor	137 (1.36%)	3.20	00:02:53	69.34%	48.91%

14.	Quebec City	<b>118</b> (1.17%)	2.64	00:01:25	83.05%	60.17%
15.	Burlington	<b>111</b> (1.10%)	2.72	00:02:13	81.98%	50.45%
16.	Brampton	<b>104</b> (1.03%)	3.33	00:02:53	86.54%	55.77%
17.	Markham	<b>102</b> (1.01%)	2.98	00:02:08	79.41%	64.71%
18.	Oakville	<b>96</b> (0.95%)	2.81	00:02:56	77.08%	54.17%
19.	Vaughan	<b>88</b> (0.87%)	7.25	00:01:55	79.55%	48.86%
20.	Waterloo	<b>83</b> (0.82%)	2.52	00:01:46	75.90%	67.47%
21.	Richmond Hill	<b>81</b> (0.80%)	2.96	00:03:35	82.72%	44.44%
22.	Oshawa	<b>79</b> (0.78%)	3.18	00:02:09	72.15%	60.76%
23.	Kingston	<b>77</b> (0.76%)	3.03	00:01:53	77.92%	44.16%
24.	Sudbury	<b>67</b> (0.66%)	2.51	00:02:19	77.61%	68.66%
25.	Laval	<b>67</b> (0.66%)	4.01	00:04:18	91.04%	52.24%



01\_TDC\_05\_UK

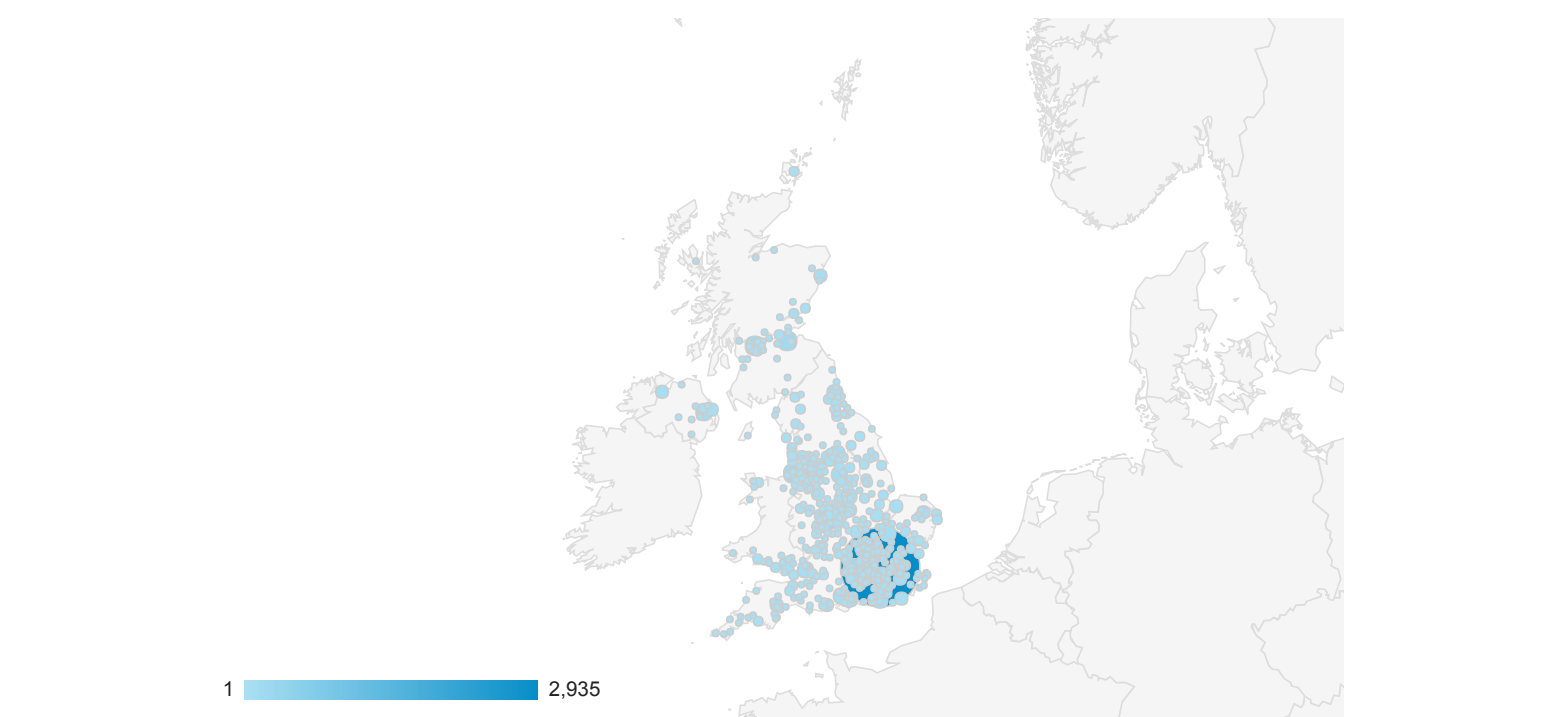
Mar 1, 2017 - Mar 31, 2017

ALL » COUNTRY: United Kingdom

All Users  
2.53% Sessions

Map Overlay

Site Usage



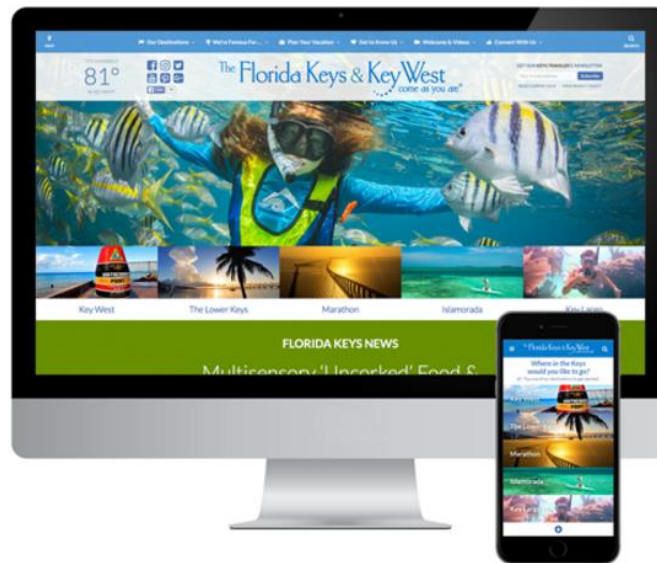
City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	11,073 % of Total: 2.53% (437,188)	2.27 Avg for View: 2.66 (-14.81%)	00:01:28 Avg for View: 00:02:00 (-26.66%)	56.07% Avg for View: 75.42% (-25.65%)	58.81% Avg for View: 59.35% (-0.91%)
1. London	2,935 (26.51%)	1.93	00:01:06	67.46%	69.54%
2. (not set)	687 (6.20%)	1.80	00:00:48	71.18%	70.16%
3. Birmingham	226 (2.04%)	2.03	00:02:05	56.64%	64.60%
4. Reading	188 (1.70%)	1.44	00:00:40	82.98%	83.51%
5. Glasgow	177 (1.60%)	2.26	00:01:10	54.80%	54.24%
6. Liverpool	172 (1.55%)	1.80	00:00:53	47.67%	60.47%
7. Edinburgh	170 (1.54%)	3.58	00:05:05	37.06%	27.65%
8. Manchester	142 (1.28%)	2.21	00:01:18	58.45%	56.34%
9. Leeds	125 (1.13%)	2.26	00:01:18	48.00%	62.40%
10. Sheffield	101 (0.91%)	2.18	00:01:10	52.48%	45.54%
11. Brighton	95 (0.86%)	2.02	00:01:42	35.79%	52.63%
12. Belfast	91 (0.82%)	2.07	00:01:20	38.46%	56.04%
13. Newcastle upon Tyne	90 (0.81%)	1.77	00:01:40	43.33%	52.22%

14.	Nottingham	<b>89</b> (0.80%)	2.82	00:01:48	39.33%	43.82%
15.	Cambridge	<b>81</b> (0.73%)	2.27	00:01:38	49.38%	44.44%
16.	Bristol	<b>80</b> (0.72%)	2.29	00:01:08	53.75%	51.25%
17.	Southampton	<b>79</b> (0.71%)	2.23	00:01:53	50.63%	62.03%
18.	Halifax	<b>77</b> (0.70%)	1.75	00:01:30	96.10%	80.52%
19.	Woking	<b>73</b> (0.66%)	1.47	00:00:20	89.04%	82.19%
20.	Aberdeen	<b>70</b> (0.63%)	1.74	00:00:44	25.71%	70.00%
21.	Maidstone	<b>68</b> (0.61%)	1.32	00:00:13	66.18%	75.00%
22.	Bolton	<b>64</b> (0.58%)	2.78	00:03:25	39.06%	42.19%
23.	Chesham	<b>64</b> (0.58%)	4.44	00:02:04	12.50%	17.19%
24.	Stanwell	<b>63</b> (0.57%)	1.10	00:00:09	80.95%	92.06%
25.	Exeter	<b>61</b> (0.55%)	1.92	00:00:34	29.51%	45.90%

Rows 1 - 25 of 595

## Website Status Report fla-keys.com

April 2017 Data for the May 23, 2017 TDC Meeting



Section 1: Website Traffic Report

Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors

## Section 1: Website Traffic Report

### Website Traffic Overview

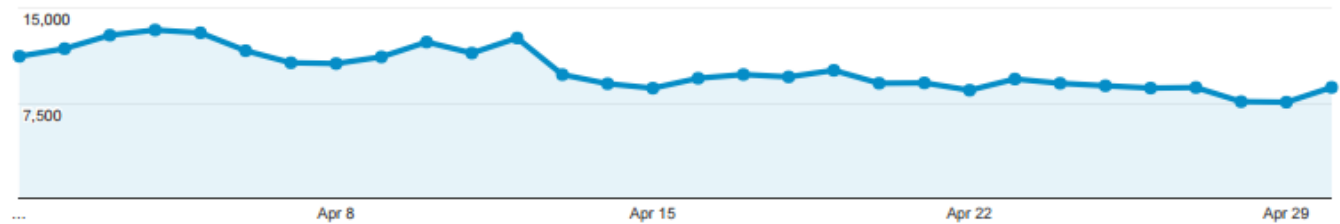
Apr 1, 2017 - Apr 30, 2017

#### Audience Overview

All Users  
100.00% Sessions

#### Overview

#### Sessions



#### Sessions

303,428

#### Users

245,400

#### Pageviews

838,742

#### Pages / Session

2.76

#### Avg. Session Duration

00:02:05

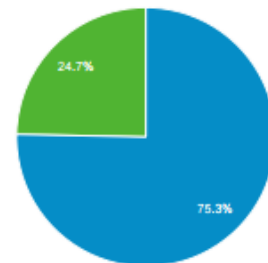
#### Bounce Rate

57.52%

#### % New Sessions

75.27%

■ New Visitor ■ Returning Visitor



## Website Traffic Sources

### All Traffic

Apr 1, 2017 - Apr 30, 2017

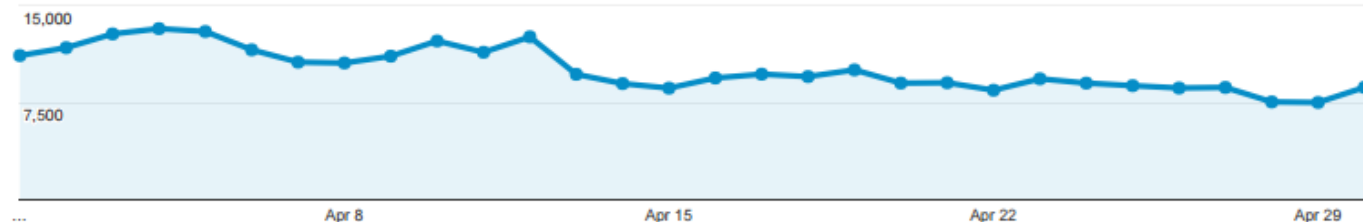


All Users  
100.00% Sessions

#### Explorer

Summary

#### Sessions



#### Source / Medium

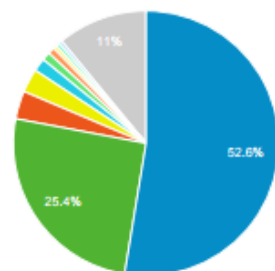
Sessions

Sessions

Contribution to total:

Sessions

	303,428 % of Total: 100.00% (303,428)	303,428 % of Total: 100.00% (303,428)
1.  google / organic	159,585	52.59%
2.  (direct) / (none)	77,005	25.38%
3.  bing / organic	10,392	3.42%
4.  yahoo / organic	8,740	2.88%
5.  google / cpc	4,892	1.61%
6.  m.facebook.com / referral	3,103	1.02%
7.  floridakeyswebcams.tv / referral	2,452	0.81%
8.  bingsearch / referral	1,346	0.44%
9.  chron.com / referral	1,331	0.44%
10.  dailymotion.com / referral	1,307	0.43%



## Most Visited Sections of Website

### Content Drilldown

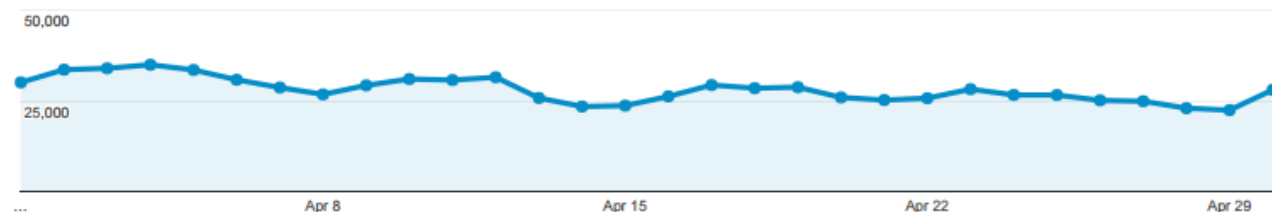
Apr 1, 2017 - Apr 30, 2017



All Users  
100.00% Pageviews

#### Explorer

#### Pageviews



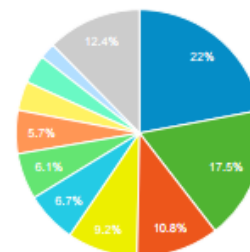
#### Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	838,742 % of Total: 100.00% (838,742)	838,742 % of Total: 100.00% (838,742)
1.  /webcams/	184,715	22.02%
2.  /key-west/	146,682	17.49%
3.  /	90,551	10.80%
4.  /key-largo/	77,217	9.21%
5.  /islamorada/	56,331	6.72%
6.  /calendar/	50,873	6.07%
7.  /marathon/	47,638	5.68%
8.  /lower-keys/	31,951	3.81%
9.  /news/	31,527	3.76%
10.  /photoadventure/	17,361	2.07%



## Device Usage

### Overview

Apr 1, 2017 - Apr 30, 2017

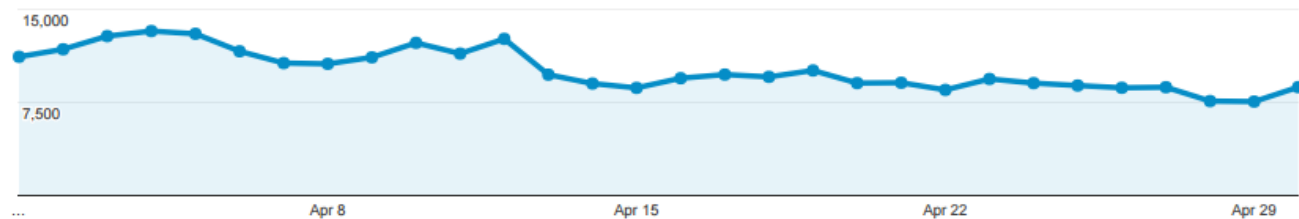


All Users  
100.00% Sessions

### Explorer

Summary

#### Sessions



#### Device Category

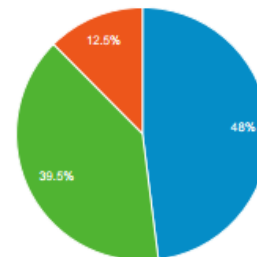
Sessions

Sessions

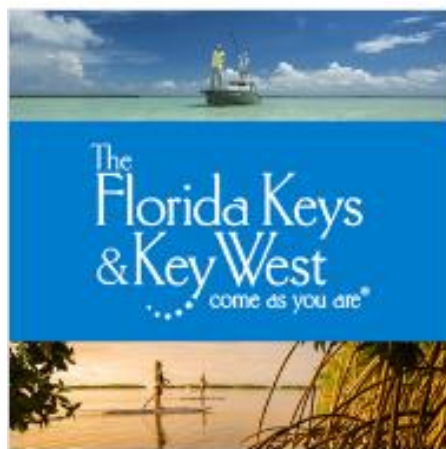
Contribution to total:

Sessions

	303,428 % of Total: 100.00% (303,428)	303,428 % of Total: 100.00% (303,428)
1. <span style="color: blue;">■</span> mobile	145,610	47.99%
2. <span style="color: green;">■</span> desktop	119,979	39.54%
3. <span style="color: red;">■</span> tablet	37,839	12.47%



## Section 2: Social Media Report



Facebook: 331,266 fans

Twitter: 37,836 followers

Instagram: 92,439 followers


Pinterest: 3,028 followers

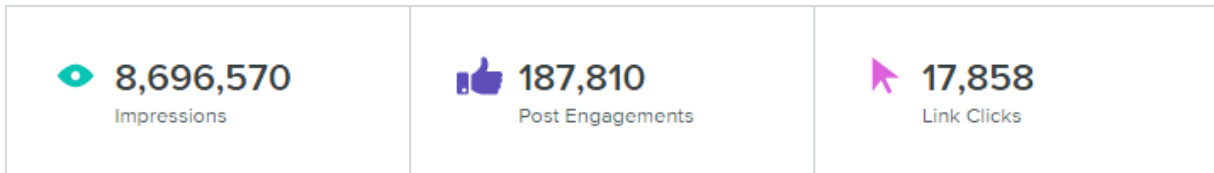
Google +: 2,074 followers

*Data mined 5/3/17*

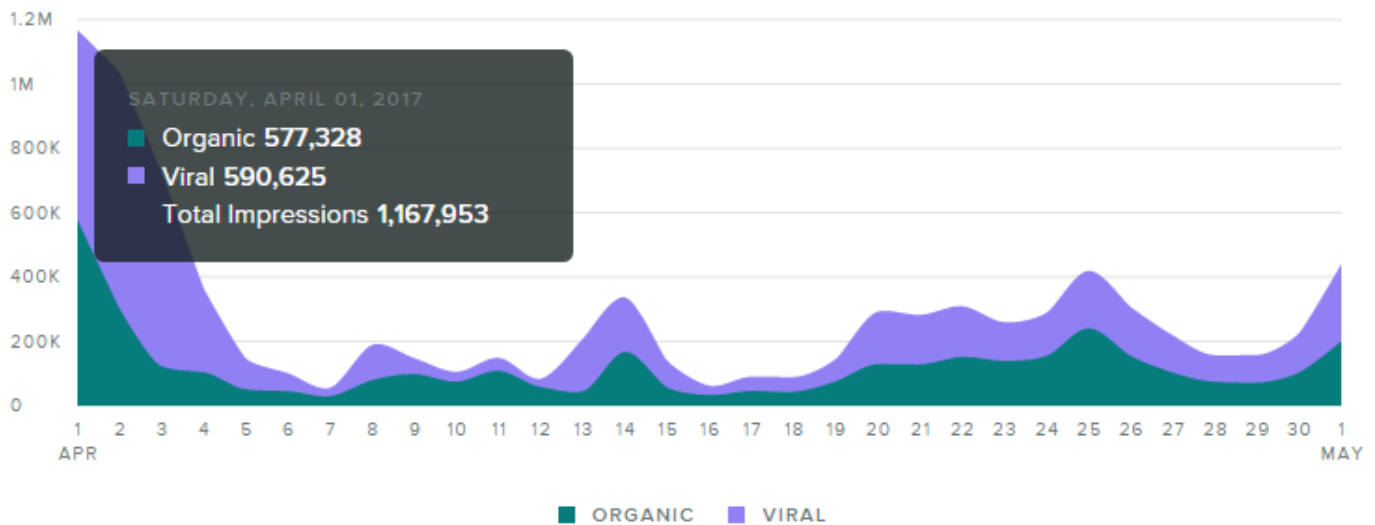


## FACEBOOK SUMMARY

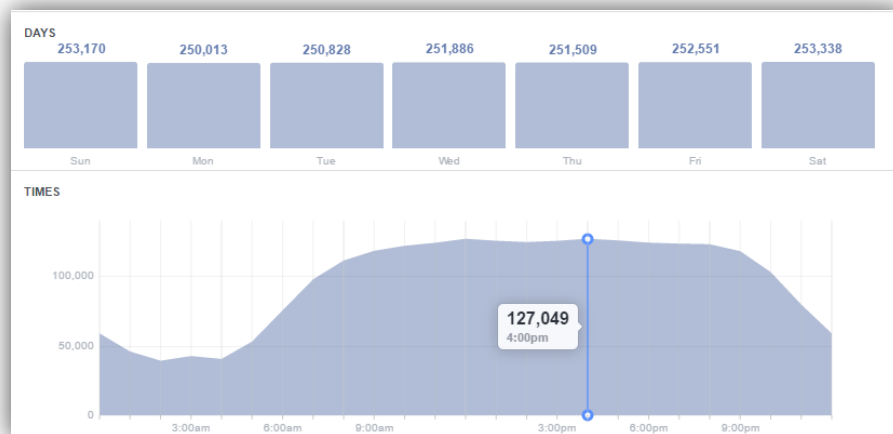
Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	329,508	2.70%	71	8,696,570	122,487	187,810	2,645.2	17,858



### PAGE IMPRESSIONS, BY DAY

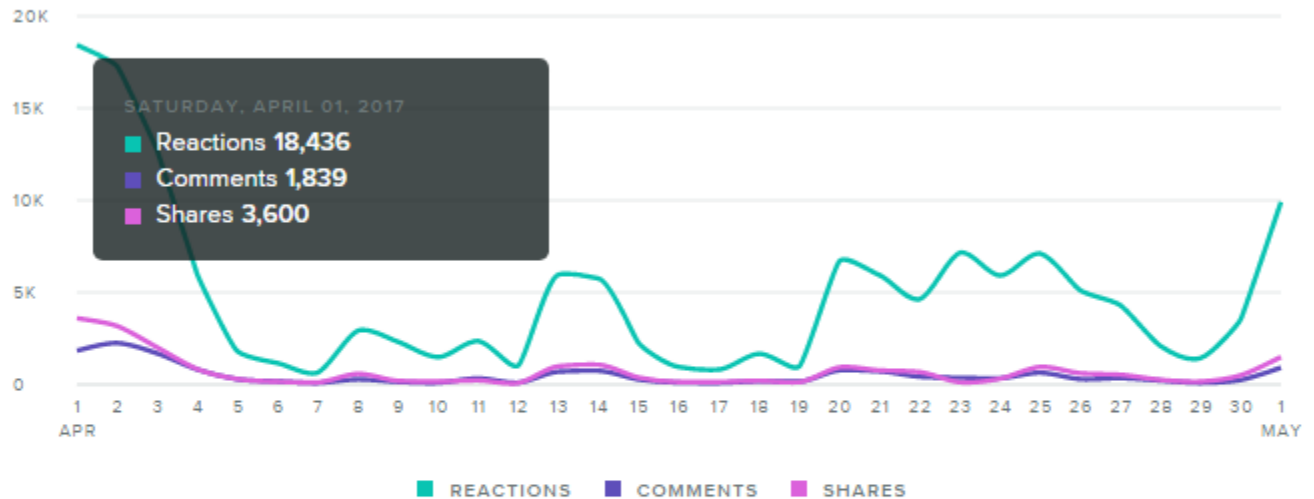


### WHEN THE FACEBOOK PAGE IS MOST ACTIVE



## SHARED CONTENT Audience Engagement

### AUDIENCE ENGAGEMENT, BY DAY



### Action Metrics

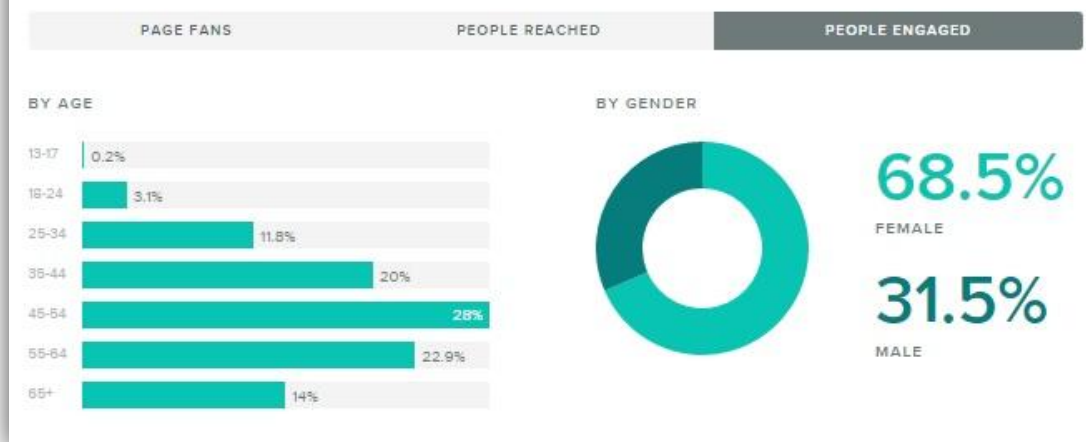
### Totals

Reactions	150,355
Comments	15,674
Shares	21,781
<b>Total Engagements</b>	<b>187,810</b>




Total Engagements decreased by

▼ **25.2%**  
since previous date range

### Demographics



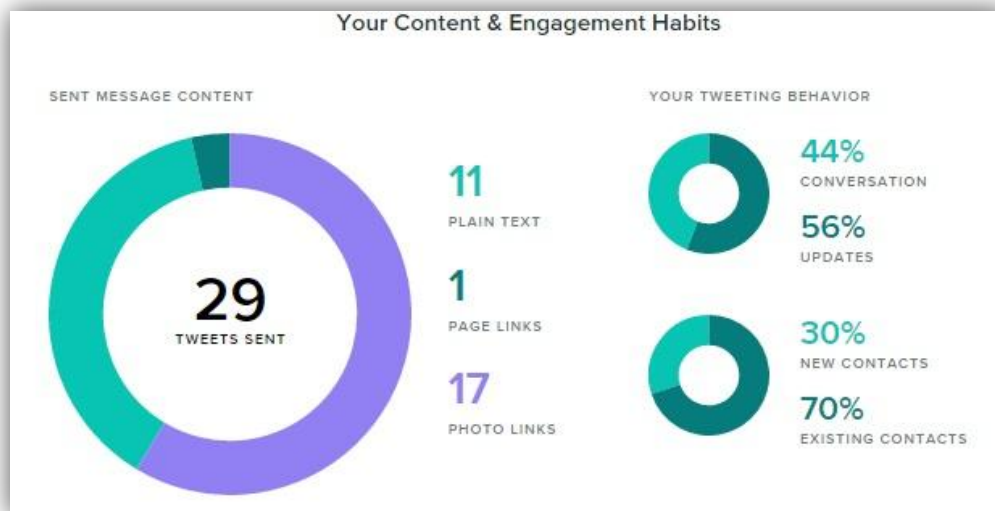
CONTENT PERFORMANCE (top 3, sorted by Total Reach)

Top Posts, by Engagement				
Post	Reactions	Comments	Engagement ▼	Reach
<p>The Florida Keys &amp; Key West</p> <p>Live Saturday over the Marathon side of the Seven Mile Bridge. The Seven Mile Bridge Run will begin soon and the bridge is closed to traffic until 9 a.m.</p>  <p>(Post) April 01, 2017 7:16 am</p>	6,646	676	8.8%	211,348
<p>The Florida Keys &amp; Key West</p> <p>The Seven Mile Bridge has reopened to traffic as we are live Saturday.</p>  <p>(Post) April 01, 2017 9:10 am</p>	3,189	231	7.9%	95,940
<p>The Florida Keys &amp; Key West</p> <p>The 36th running of the Seven Mile Bridge Run is in the books! A field of 1,600 crossed the longest of 42 bridges on the Florida Keys Overseas Highway Saturday, April 1 (no joke!) near Marathon. Images: Andy Newman</p>  <p>(Post) April 01, 2017 12:06 pm</p>	4,660	433	7.8%	133,643

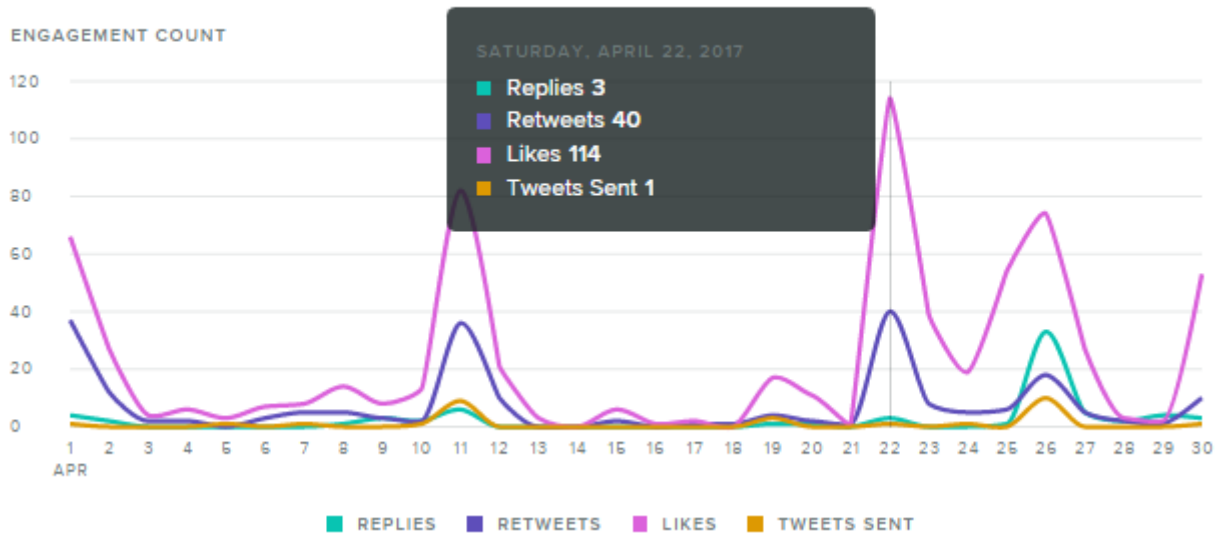
## TWITTER REPORT – follower and content data



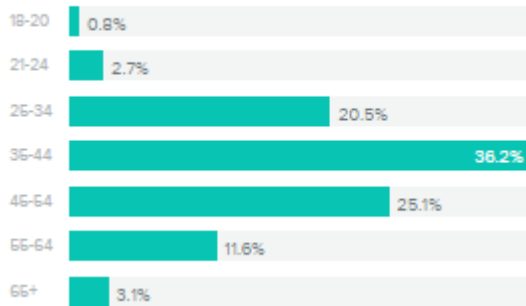
Follower Metrics	Totals
Total Followers	37,806
New Follower alerts	590
Actual Followers gained	420
People that you followed	1



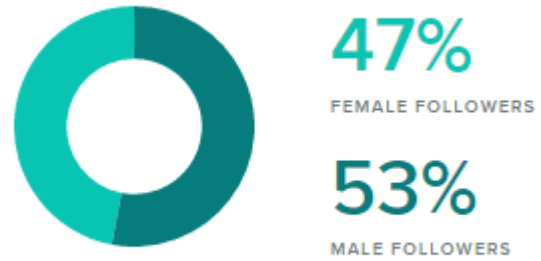
## Audience Engagement



#### FOLLOWERS BY AGE



#### FOLLOWERS BY GENDER



WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals

#### SOCIAL TRAFFIC



## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**florida keys** 13  
make stops starts run 36th share running...

**key west** 10  
enjoy looking fantastic welcome checking s...

**tonite** 9  
playing 6:30 back 6-10 9- 9:30 12:30 happe...

**bahia honda** 8  
loved love missed watching best absolute

**kids** 7  
make stops good

**keys** 6  
enjoy beautiful sharing love relaxing seize brillia...

**road trip** 6  
make stops

**florida** 6  
anywhere enjoy fly love get back st add ever...

**days** 6  
back counting fly loved old less gotta get ad...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#flkeys** 34  
playing tonite kids road trip make stops ...

**#seizethekeys** 12  
just may kayak fabulous dinner tonight view ...

**#travel** 11  
episode check sunsets good views thinking ...

**#lovefl** 10  
kids road trip stops florida keys make long ti...

**#keywest** 9  
key west florida highlights love instagram most iconi...

**#fltravelchat** 8  
love list especially perfect bucket-list adventure vis...


**#floridakeys** 7  
keywest ship wreck museum get florida keys road tri...

**#livemusic** 6  
playing cafe tonite 7-9 pm duval st tonight 7-9 pm...

**#music** 5  
playing tonite 7-9 pm grill great 6:30 wedding to...



## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 thefloridakeys	80,998	3.2%	2,487	6	—	8,058	1,343.0	0.10

### Top Instagram Posts



@thefloridakeys  
2718 Engagements



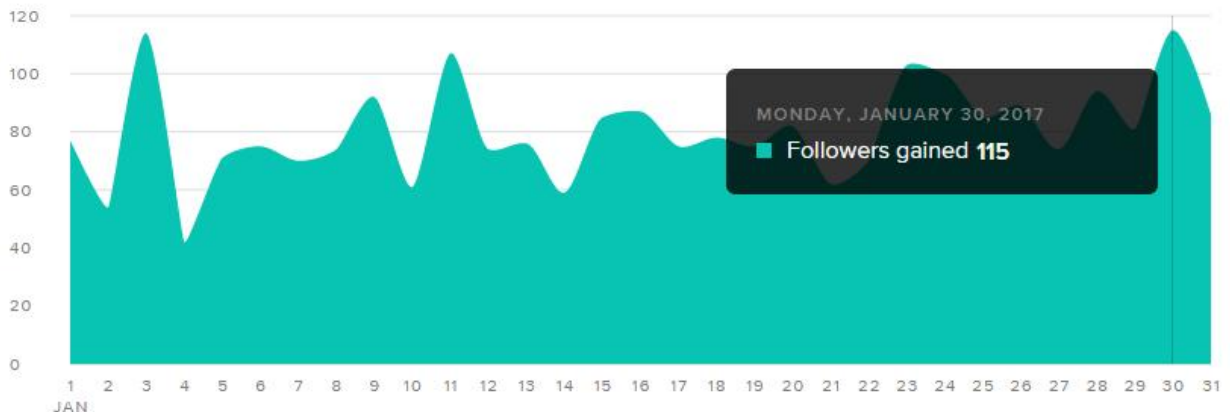
@thefloridakeys  
2214 Engagements



@thefloridakeys  
1678 Engagements

### Audience Growth

AUDIENCE GROWTH, BY DAY

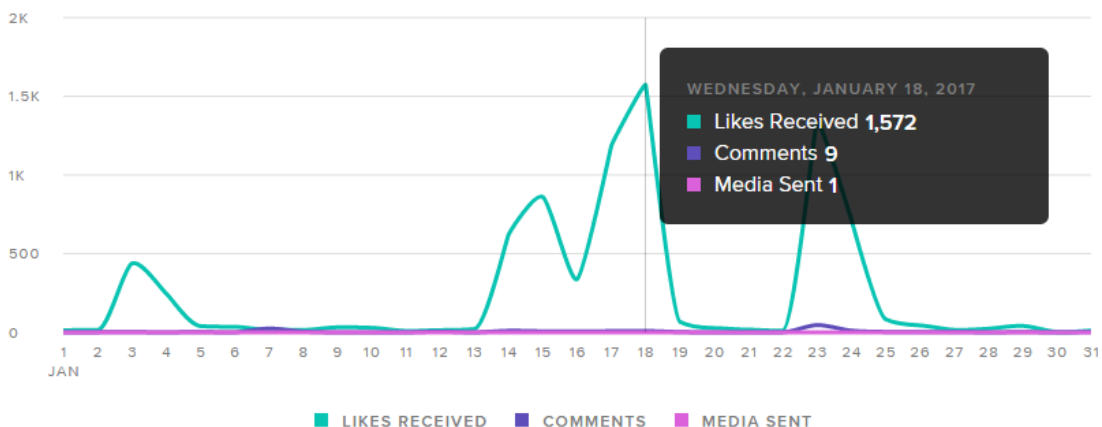


## INSTAGRAM ENGAGEMENT

ENGAGEMENT METRICS	TOTALS	
Likes Received	7,904	
Comments Received	154	
<b>Total Engagements</b>	<b>8,058</b>	
The number of engagements increased by		
<b>▲ 96.7%</b>		
since previous month		
The number of engagements per media decreased by		
<b>▼ 34.4%</b>		
since previous month		
Engagements per Follower	0.1	
Engagements per Media	1,343.0	

### Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



### Outbound Hashtag Performance

MOST USED HASHTAGS

#flkeys	5
#simplythekeys	4

MOST ENGAGED HASHTAGS

#flkeys	7,493
#simplythekeys	6,738
#conchrepublic	12



## PINTEREST SUMMARY

**Avg. daily impressions**

**469**

↑ 108.89%

**Avg. daily viewers**

**263**

↑ 5.09%



### Here's a tip



Add more of your Pins to Pinterest to increase impressions and reach more people. [Learn more.](#)

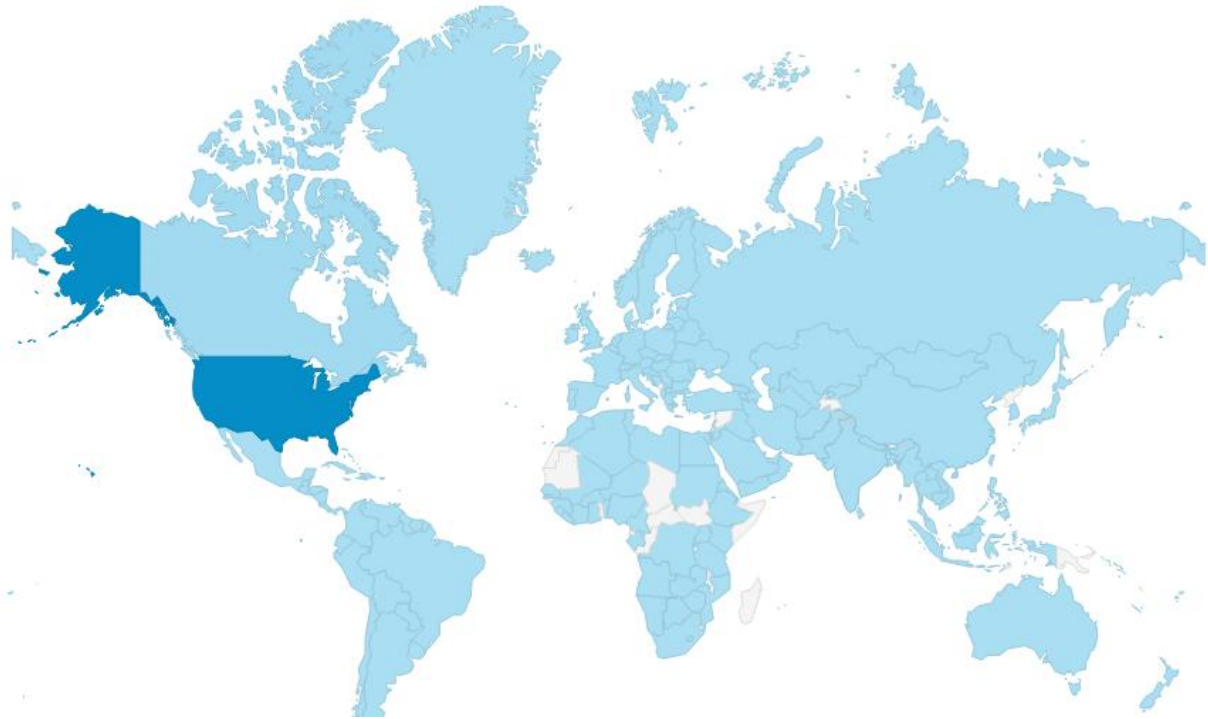
### Top Pin impressions from the last 30 days

	Impressions	Clicks	Saves	Likes	Pin type
A stunning underwater shot of a Moray e...	4,958	2	39	8	
The tours are now in their 10th year and f...	859	0	3	1	
#SCUBA diving in #KeyLargo, checking o...	734	0	4	0	
"Key Deer on No Name Key" Florida Keys...	686	3	3	1	
Wounded war veterans pedal across the ...	378	0	0	0	
<a href="#">Show more</a>					

### Boards with top Pin impressions from the last 30 days

	Impressions	Clicks	Saves	Likes	# of Pins
Diving and Snorkeling by The Florid...	6,253	5	46	8	36
Florida Keys Visitor Photos by The Florid...	2,141	1	5	0	188
Cool Finds in the Florida Keys by The Florid...	1,026	0	9	0	90
Island Holiday by The Florid...	996	1	3	1	27
Florida Keys Weddings, Honeymoons, Ro... by The Florid...	935	1	0	0	93

### Section 3: Geographic Data on Website Visitors



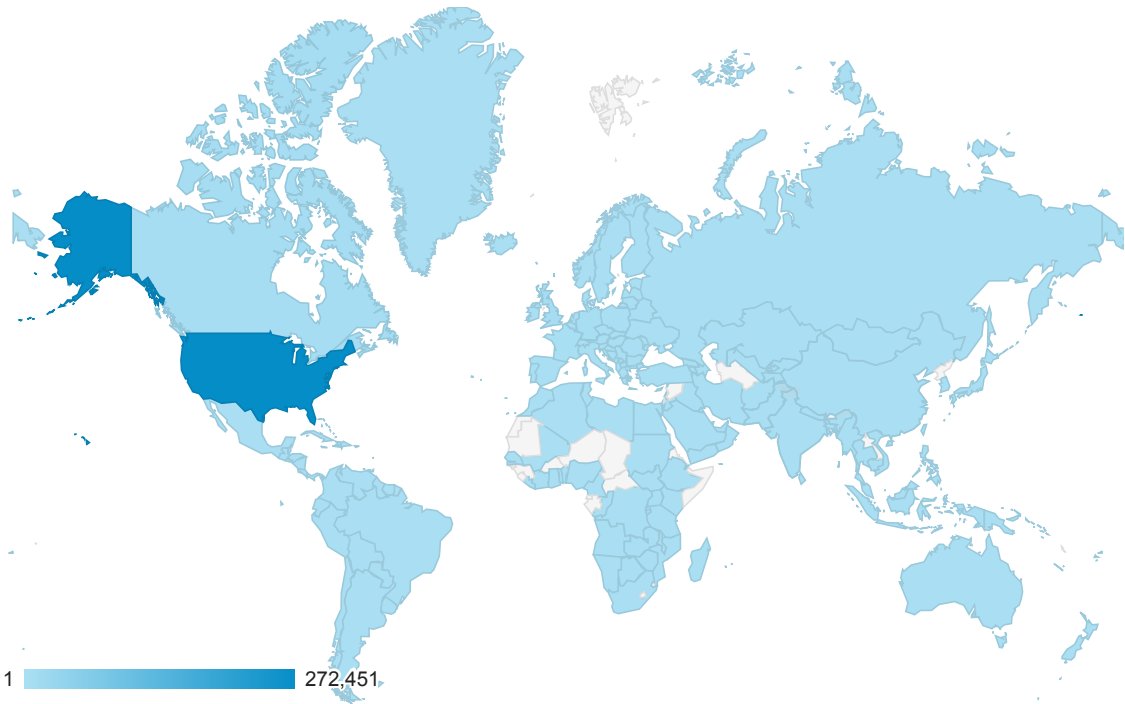
01\_TDC\_01\_World

Apr 1, 2017 - Apr 30, 2017

All Users  
100.00% Sessions

Map Overlay

Site Usage



Country		Sessions	Pages / Session	Avg. Session Duration		% New Sessions	Bounce Rate
		303,428 % of Total: 100.00% (303,428)	2.76 Avg for View: 2.76 (0.00%)	00:02:05 Avg for View: 00:02:05 (0.00%)		75.32% Avg for View: 75.27% (0.07%)	57.52% Avg for View: 57.52% (0.00%)
1.	United States	272,451 (89.79%)	2.76	00:02:05		75.06%	57.37%
2.	United Kingdom	6,575 (2.17%)	2.85	00:02:00		72.68%	55.44%
3.	Canada	6,485 (2.14%)	2.77	00:01:58		80.15%	57.67%
4.	Germany	4,456 (1.47%)	3.14	00:02:04		74.84%	52.76%
5.	France	943 (0.31%)	2.56	00:01:36		81.55%	59.60%
6.	Australia	736 (0.24%)	1.87	00:01:16		91.85%	73.91%
7.	India	670 (0.22%)	1.68	00:01:05		89.70%	76.87%
8.	Sweden	648 (0.21%)	2.67	00:01:49		71.76%	60.34%
9.	Netherlands	594 (0.20%)	3.61	00:02:27		83.50%	44.78%
10.	(not set)	570 (0.19%)	4.82	00:02:39		73.16%	54.39%
11.	Italy	524 (0.17%)	3.51	00:02:07		81.87%	51.72%
12.	Norway	517 (0.17%)	2.67	00:02:14		73.11%	57.25%
13.	Denmark	451 (0.15%)	2.92	00:05:35		76.50%	60.98%
14.	Brazil	428 (0.14%)	2.99	00:02:44		80.61%	64.49%

15.	<a href="#">Switzerland</a>	<b>375</b> (0.12%)	3.53	00:02:18	85.87%	41.07%
16.	<a href="#">Belgium</a>	<b>336</b> (0.11%)	4.15	00:04:09	65.18%	44.64%
17.	<a href="#">Russia</a>	<b>299</b> (0.10%)	1.72	00:00:53	87.96%	79.93%
18.	<a href="#">Austria</a>	<b>296</b> (0.10%)	2.96	00:02:16	69.26%	58.11%
19.	<a href="#">Spain</a>	<b>281</b> (0.09%)	2.67	00:02:09	78.65%	58.36%
20.	<a href="#">Argentina</a>	<b>258</b> (0.09%)	2.88	00:02:40	82.17%	55.81%
21.	<a href="#">Ireland</a>	<b>214</b> (0.07%)	2.67	00:01:26	84.58%	57.94%
22.	<a href="#">Czechia</a>	<b>194</b> (0.06%)	3.03	00:01:36	86.08%	56.19%
23.	<a href="#">Poland</a>	<b>194</b> (0.06%)	2.76	00:01:56	81.96%	57.73%
24.	<a href="#">Japan</a>	<b>192</b> (0.06%)	1.67	00:00:48	82.81%	80.73%
25.	<a href="#">Mexico</a>	<b>188</b> (0.06%)	1.81	00:01:20	84.04%	68.62%

01\_TDC\_02\_Usa

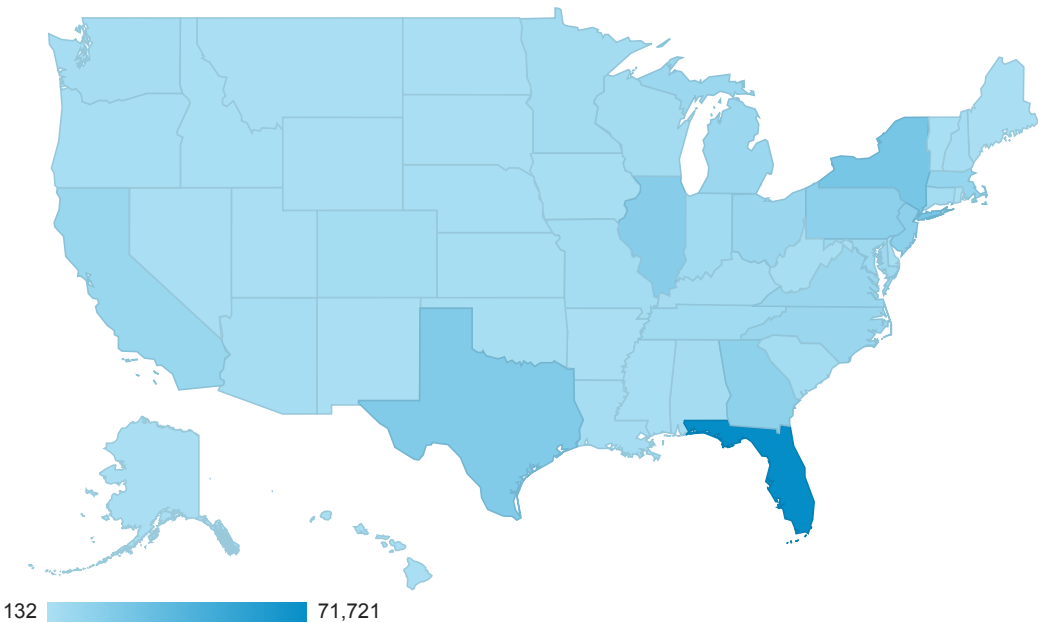
Apr 1, 2017 - Apr 30, 2017

ALL » COUNTRY: United States

All Users  
89.79% Sessions

Map Overlay

Site Usage



Region	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	272,451 % of Total: 89.79% (303,428)	2.76 Avg for View: 2.76 (0.02%)	00:02:05 Avg for View: 00:02:05 (0.23%)	75.06% Avg for View: 75.27% (-0.28%)	57.37% Avg for View: 57.52% (-0.27%)
1. Florida	71,721 (26.32%)	2.67	00:02:07	72.28%	56.13%
2. New York	21,903 (8.04%)	2.39	00:01:38	75.40%	65.44%
3. Texas	18,128 (6.65%)	2.56	00:01:55	83.63%	59.16%
4. Illinois	15,470 (5.68%)	2.30	00:01:32	77.27%	64.30%
5. New Jersey	13,256 (4.87%)	2.65	00:01:52	73.99%	61.56%
6. Pennsylvania	12,850 (4.72%)	2.85	00:02:03	72.38%	58.89%
7. Georgia	12,732 (4.67%)	2.89	00:02:19	74.64%	55.19%
8. Massachusetts	8,719 (3.20%)	2.35	00:01:28	76.97%	64.92%
9. California	7,433 (2.73%)	2.54	00:01:49	82.08%	61.72%
10. Ohio	7,273 (2.67%)	3.67	00:02:52	69.49%	45.69%
11. North Carolina	7,077 (2.60%)	3.04	00:02:26	77.24%	51.39%
12. Virginia	6,937 (2.55%)	2.68	00:01:53	77.22%	58.61%
13. Michigan	6,661 (2.44%)	3.23	00:02:37	74.27%	52.11%

14.	District of Columbia	5,473 (2.01%)	1.97	00:01:15	78.11%	68.48%
15.	Maryland	5,240 (1.92%)	2.81	00:02:11	74.96%	59.90%
16.	Indiana	3,961 (1.45%)	3.36	00:02:31	71.02%	52.54%
17.	Tennessee	3,936 (1.44%)	3.36	00:02:49	73.02%	47.87%
18.	Minnesota	3,196 (1.17%)	3.36	00:02:20	70.96%	48.94%
19.	Wisconsin	3,194 (1.17%)	3.28	00:02:50	69.54%	50.97%
20.	South Carolina	2,913 (1.07%)	3.10	00:02:22	77.07%	52.32%
21.	Missouri	2,874 (1.05%)	3.59	00:02:36	74.77%	49.58%
22.	Connecticut	2,839 (1.04%)	3.09	00:02:13	76.33%	54.24%
23.	Colorado	2,805 (1.03%)	3.50	00:02:49	73.58%	51.59%
24.	Kentucky	2,384 (0.88%)	3.46	00:02:59	69.09%	46.10%
25.	Alabama	2,333 (0.86%)	3.04	00:02:30	75.95%	50.28%
26.	Louisiana	1,973 (0.72%)	3.05	00:02:16	80.39%	48.61%
27.	Washington	1,938 (0.71%)	2.94	00:01:58	82.09%	56.04%
28.	Arizona	1,585 (0.58%)	2.98	00:02:21	79.87%	57.29%
29.	New Hampshire	1,577 (0.58%)	2.56	00:02:00	73.11%	60.88%
30.	Iowa	1,112 (0.41%)	3.15	00:02:28	77.88%	48.38%
31.	Kansas	1,055 (0.39%)	3.13	00:02:26	77.35%	51.47%
32.	Delaware	1,042 (0.38%)	3.01	00:02:06	71.79%	57.77%
33.	Oklahoma	1,007 (0.37%)	3.57	00:03:01	76.66%	49.26%
34.	West Virginia	956 (0.35%)	3.17	00:02:52	63.49%	52.30%
35.	Oregon	924 (0.34%)	3.02	00:02:29	80.74%	54.87%
36.	Mississippi	888 (0.33%)	3.36	00:02:45	80.74%	50.11%
37.	Nebraska	834 (0.31%)	3.05	00:02:24	75.66%	49.64%
38.	Rhode Island	760 (0.28%)	2.96	00:02:08	77.11%	56.05%
39.	Nevada	755 (0.28%)	2.77	00:02:07	81.59%	56.42%
40.	Arkansas	754 (0.28%)	3.39	00:02:50	79.84%	46.15%
41.	Utah	723 (0.27%)	2.82	00:02:00	77.73%	56.15%
42.	Maine	664 (0.24%)	2.94	00:02:10	73.80%	49.25%
43.	Vermont	389 (0.14%)	2.95	00:01:56	73.01%	46.53%
44.	Idaho	365 (0.13%)	3.79	00:03:18	72.60%	47.95%
45.	New Mexico	342 (0.13%)	3.31	00:02:25	78.07%	49.42%
46.	South Dakota	264 (0.10%)	3.55	00:03:37	72.35%	50.00%
47.	(not set)	258 (0.09%)	1.61	00:01:25	90.70%	82.17%

48. <a href="#">Montana</a>	<b>233</b> (0.09%)	3.45	00:02:38	67.81%	51.50%
49. <a href="#">North Dakota</a>	<b>232</b> (0.09%)	4.01	00:02:57	78.45%	53.02%
50. <a href="#">Wyoming</a>	<b>193</b> (0.07%)	3.93	00:04:09	78.76%	49.74%

Rows 1 - 50 of 52

01\_TDC\_03\_Fla

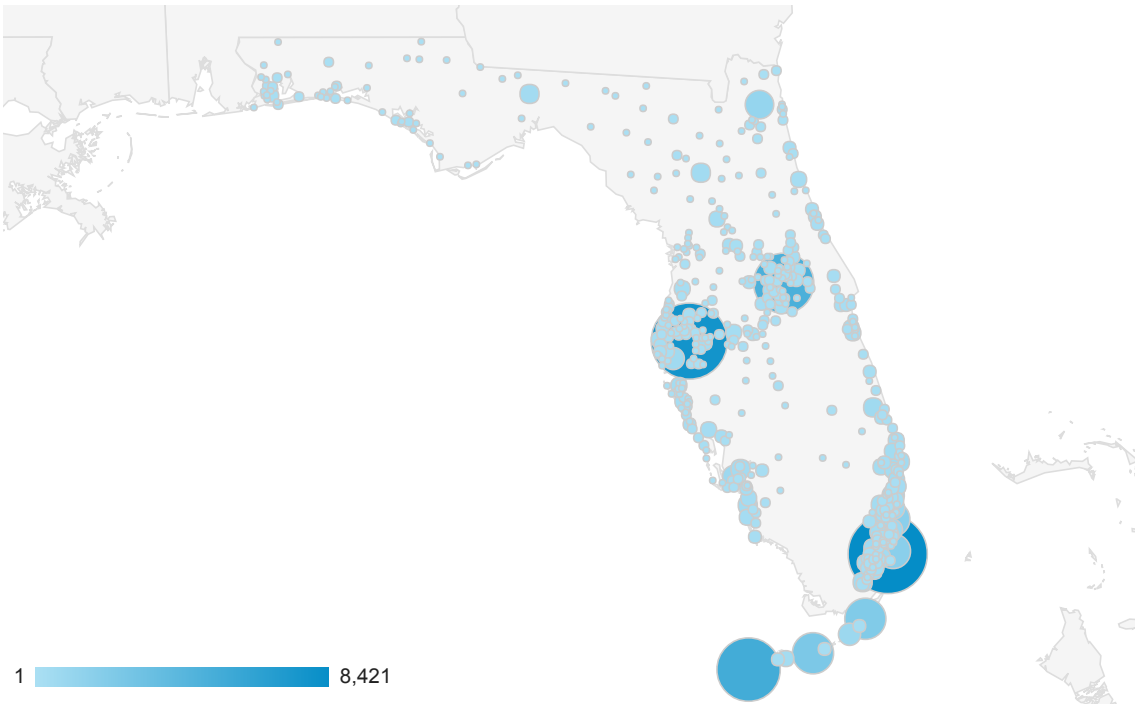
Apr 1, 2017 - Apr 30, 2017

ALL » COUNTRY: United States » REGION: Florida

All Users  
23.64% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	71,721 % of Total: 23.64% (303,428)	2.67 Avg for View: 2.76 (-3.32%)	00:02:07 Avg for View: 00:02:05 (1.72%)	72.28% Avg for View: 75.27% (-3.97%)	56.13% Avg for View: 57.52% (-2.42%)
1. Miami	8,421 (11.74%)	2.24	00:01:50	72.33%	62.66%
2. Tampa	7,714 (10.76%)	2.16	00:01:31	72.87%	64.58%
3. Key West	5,266 (7.34%)	2.37	00:01:55	56.59%	63.79%
4. Orlando	4,833 (6.74%)	2.40	00:01:43	76.62%	59.74%
5. Marathon	2,360 (3.29%)	2.75	00:02:17	56.06%	53.14%
6. Key Largo	2,097 (2.92%)	2.57	00:01:49	61.04%	56.37%
7. Miami Beach	1,623 (2.26%)	2.68	00:02:03	79.30%	55.27%
8. Fort Lauderdale	1,594 (2.22%)	2.68	00:02:10	69.70%	56.46%
9. Jacksonville	1,052 (1.47%)	3.39	00:02:48	77.76%	47.91%
10. Islamorada	691 (0.96%)	2.56	00:01:57	62.95%	59.33%
11. Cape Coral	689 (0.96%)	3.18	00:02:13	75.62%	49.93%
12. (not set)	682 (0.95%)	2.89	00:02:35	75.51%	51.17%
13. Pompano Beach	618 (0.86%)	2.69	00:02:55	62.14%	44.50%



14.	Hollywood	581 (0.81%)	2.90	00:02:15	77.97%	54.56%
15.	Boca Raton	578 (0.81%)	3.04	00:02:08	74.57%	52.08%
16.	St. Petersburg	526 (0.73%)	2.96	00:02:23	80.99%	53.80%
17.	Port St. Lucie	513 (0.72%)	3.15	00:02:46	69.98%	47.76%
18.	Doral	475 (0.66%)	2.95	00:02:34	78.95%	49.26%
19.	West Palm Beach	428 (0.60%)	3.12	00:02:33	77.80%	50.00%
20.	Gainesville	427 (0.60%)	3.56	00:04:08	67.21%	48.48%
21.	Plantation	424 (0.59%)	3.12	00:02:15	77.12%	49.29%
22.	Hialeah	417 (0.58%)	2.72	00:02:09	80.10%	58.03%
23.	Davie	403 (0.56%)	2.78	00:02:03	77.42%	53.85%
24.	Homestead	400 (0.56%)	2.84	00:02:27	74.50%	54.25%
25.	Kendall	393 (0.55%)	2.38	00:02:00	75.57%	56.23%
26.	Coral Gables	380 (0.53%)	2.42	00:01:47	81.58%	58.95%
27.	North Naples	374 (0.52%)	3.06	00:01:59	73.53%	54.81%
28.	Fort Myers	373 (0.52%)	2.64	00:02:08	78.55%	50.94%
29.	Tallahassee	368 (0.51%)	2.72	00:02:03	80.71%	54.35%
30.	Coral Springs	358 (0.50%)	2.80	00:02:15	77.37%	45.81%
31.	Palm Beach Gardens	353 (0.49%)	2.80	00:01:59	73.94%	54.39%
32.	Pembroke Pines	332 (0.46%)	2.66	00:01:43	79.82%	53.31%
33.	Melbourne	327 (0.46%)	3.20	00:03:14	79.20%	46.79%
34.	Wellington	319 (0.44%)	3.39	00:02:57	65.20%	46.71%
35.	Miramar	314 (0.44%)	2.77	00:02:27	73.89%	53.18%
36.	Greenacres	302 (0.42%)	2.71	00:02:08	64.24%	51.32%
37.	Boynton Beach	297 (0.41%)	3.15	00:03:03	71.04%	48.15%
38.	Big Pine Key	292 (0.41%)	2.13	00:01:30	61.64%	66.44%
39.	Cutler Bay	292 (0.41%)	3.00	00:06:03	47.26%	51.03%
40.	Bradenton	289 (0.40%)	2.54	00:01:55	83.04%	55.36%
41.	Ocala	286 (0.40%)	3.01	00:02:05	80.07%	50.70%
42.	Bonita Springs	278 (0.39%)	2.49	00:02:03	82.73%	51.80%
43.	Delray Beach	274 (0.38%)	2.85	00:02:20	78.83%	49.64%
44.	Naples	270 (0.38%)	2.54	00:01:45	84.07%	52.22%
45.	Palm Bay	270 (0.38%)	3.39	00:03:01	78.52%	48.15%
46.	Jupiter	267 (0.37%)	2.91	00:02:14	74.16%	52.81%
47.	North Port	266 (0.37%)	3.57	00:02:38	60.90%	48.50%

48. <a href="#">Lakeland</a>	<b>252</b> (0.35%)	3.55	00:03:05	82.54%	45.63%
49. <a href="#">Brandon</a>	<b>249</b> (0.35%)	3.26	00:03:07	76.31%	52.61%
50. <a href="#">Deerfield Beach</a>	<b>241</b> (0.34%)	2.96	00:02:22	77.18%	54.36%

Rows 1 - 50 of 477

01\_TDC\_04\_Can

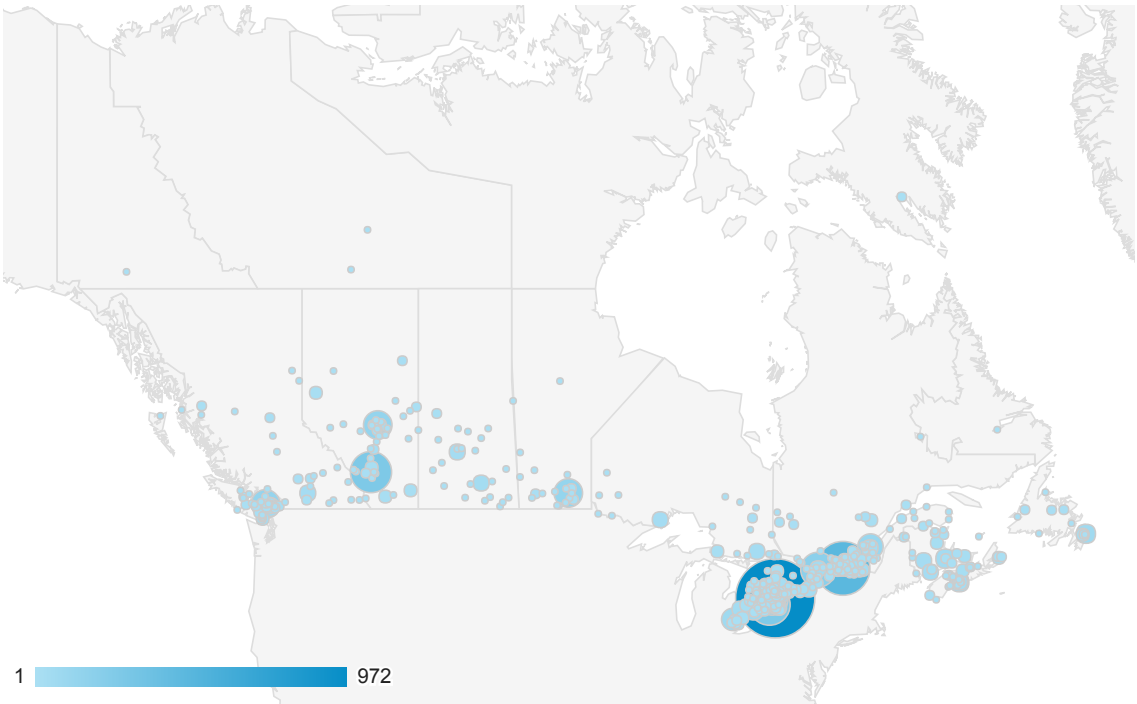
Apr 1, 2017 - Apr 30, 2017

ALL » COUNTRY: Canada

All Users  
2.14% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	6,485 % of Total: 2.14% (303,428)	2.77 Avg for View: 2.76 (0.16%)	00:01:58 Avg for View: 00:02:05 (-5.71%)	80.15% Avg for View: 75.27% (6.49%)	57.67% Avg for View: 57.52% (0.26%)
1. Toronto	972 (14.99%)	2.60	00:01:46	78.70%	62.76%
2. Montreal	466 (7.19%)	2.22	00:01:32	82.83%	60.52%
3. Calgary	262 (4.04%)	2.10	00:01:13	67.94%	67.94%
4. Hamilton	249 (3.84%)	4.91	00:05:04	61.85%	46.59%
5. Ottawa	179 (2.76%)	2.75	00:02:22	87.71%	58.66%
6. (not set)	146 (2.25%)	3.45	00:04:30	80.14%	54.11%
7. Mississauga	139 (2.14%)	3.59	00:03:29	87.77%	49.64%
8. Edmonton	130 (2.00%)	2.59	00:01:33	83.85%	56.92%
9. Vancouver	127 (1.96%)	2.53	00:01:44	85.04%	64.57%
10. Winnipeg	125 (1.93%)	2.81	00:01:48	77.60%	55.20%
11. Quebec City	100 (1.54%)	2.37	00:01:37	91.00%	49.00%
12. Brampton	88 (1.36%)	2.88	00:02:08	70.45%	56.82%
13. London	74 (1.14%)	2.65	00:01:15	87.84%	48.65%

14.	Windsor	<b>64</b> (0.99%)	3.11	00:02:05	78.12%	45.31%
15.	St. John's	<b>59</b> (0.91%)	2.10	00:01:38	89.83%	57.63%
16.	Laval	<b>59</b> (0.91%)	4.78	00:02:50	83.05%	45.76%
17.	Kitchener	<b>57</b> (0.88%)	2.18	00:01:48	71.93%	66.67%
18.	Halifax	<b>54</b> (0.83%)	1.81	00:01:51	83.33%	61.11%
19.	Burlington	<b>52</b> (0.80%)	3.31	00:01:34	78.85%	51.92%
20.	Richmond Hill	<b>52</b> (0.80%)	3.96	00:03:15	80.77%	36.54%
21.	Surrey	<b>47</b> (0.72%)	2.19	00:00:58	91.49%	68.09%
22.	Moncton	<b>44</b> (0.68%)	3.27	00:01:33	77.27%	61.36%
23.	Oakville	<b>44</b> (0.68%)	2.66	00:02:16	88.64%	50.00%
24.	Markham	<b>43</b> (0.66%)	3.58	00:02:58	79.07%	39.53%
25.	St. Catharines	<b>41</b> (0.63%)	4.22	00:04:54	73.17%	36.59%

01\_TDC\_05\_UK

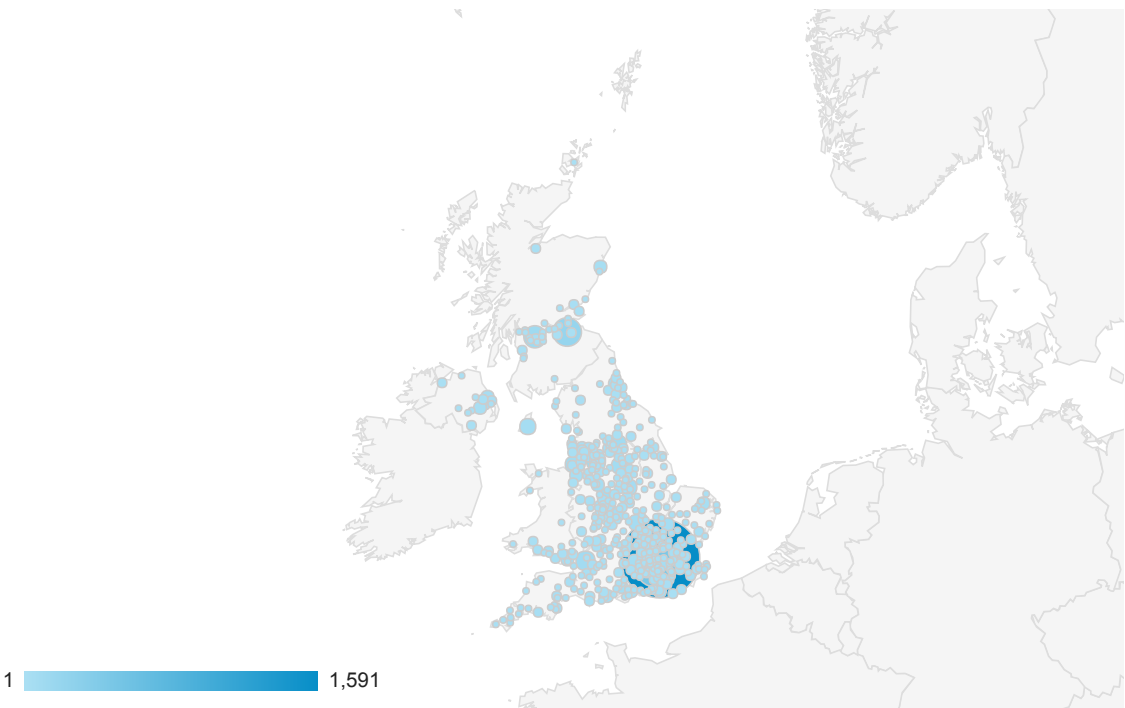
Apr 1, 2017 - Apr 30, 2017

ALL » COUNTRY: United Kingdom

All Users  
2.17% Sessions

Map Overlay

Site Usage



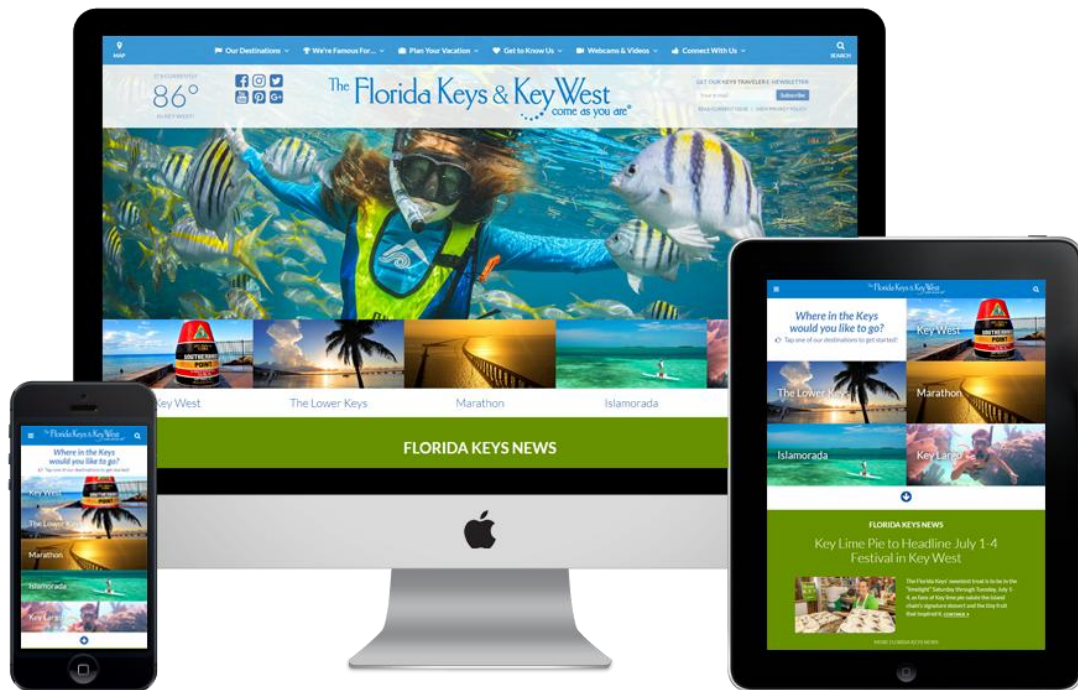
City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	6,575 % of Total: 2.17% (303,428)	2.85 Avg for View: 2.76 (3.13%)	00:02:00 Avg for View: 00:02:05 (-4.10%)	72.68% Avg for View: 75.27% (-3.44%)	55.44% Avg for View: 57.52% (-3.63%)
1. London	1,591 (24.20%)	2.46	00:01:38	77.50%	65.05%
2. Epsom	450 (6.84%)	1.01	<00:00:01	99.78%	99.33%
3. (not set)	305 (4.64%)	2.57	00:01:46	75.41%	55.41%
4. Edinburgh	189 (2.87%)	3.37	00:03:48	33.86%	21.16%
5. Glasgow	103 (1.57%)	2.66	00:01:46	67.96%	60.19%
6. Manchester	97 (1.48%)	5.64	00:04:49	59.79%	38.14%
7. Birmingham	93 (1.41%)	2.73	00:02:22	76.34%	50.54%
8. Leeds	80 (1.22%)	2.48	00:00:42	67.50%	56.25%
9. Bristol	72 (1.10%)	2.85	00:01:25	66.67%	56.94%
10. Rugeley	66 (1.00%)	2.64	00:01:24	100.00%	36.36%
11. Sheffield	66 (1.00%)	3.95	00:02:15	78.79%	45.45%
12. Liverpool	63 (0.96%)	3.05	00:02:08	77.78%	47.62%
13. Nottingham	54 (0.82%)	2.57	00:02:08	68.52%	44.44%

14.	<a href="#">Northampton</a>	<b>51</b> (0.78%)	2.39	00:01:51	49.02%	52.94%
15.	<a href="#">Douglas</a>	<b>46</b> (0.70%)	6.76	00:03:08	28.26%	41.30%
16.	<a href="#">Coventry</a>	<b>41</b> (0.62%)	3.93	00:03:29	75.61%	53.66%
17.	<a href="#">Reading</a>	<b>38</b> (0.58%)	1.71	00:01:15	76.32%	57.89%
18.	<a href="#">Stoke-on-Trent</a>	<b>37</b> (0.56%)	3.49	00:02:59	48.65%	62.16%
19.	<a href="#">Cambridge</a>	<b>36</b> (0.55%)	2.39	00:02:07	72.22%	50.00%
20.	<a href="#">Croydon</a>	<b>36</b> (0.55%)	4.03	00:04:09	47.22%	47.22%
21.	<a href="#">Newcastle upon Tyne</a>	<b>36</b> (0.55%)	3.67	00:01:46	75.00%	36.11%
22.	<a href="#">Chesham</a>	<b>35</b> (0.53%)	5.89	00:03:19	2.86%	2.86%
23.	<a href="#">Southampton</a>	<b>35</b> (0.53%)	3.91	00:03:48	77.14%	40.00%
24.	<a href="#">Watford</a>	<b>34</b> (0.52%)	3.21	00:01:34	64.71%	32.35%
25.	<a href="#">Brighton</a>	<b>33</b> (0.50%)	1.79	00:00:40	69.70%	63.64%

Rows 1 - 25 of 537

## J.1. Website Status Report fla-keys.com

May 2017 Data for the June 20 & 21, 2017 DAC Meetings



Section 1: Website Traffic Report

Section 2: Social Media Report

## Section 1: Website Traffic Report

### Website Traffic Overview

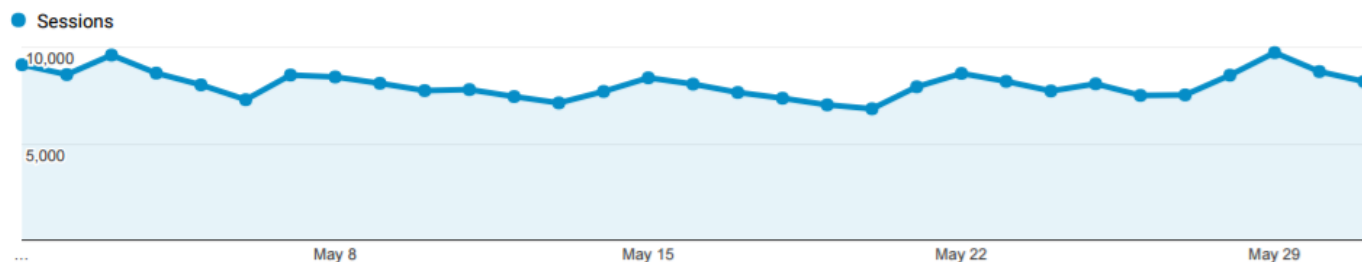
#### Audience Overview

May 1, 2017 - May 31, 2017



All Users  
100.00% Sessions

#### Overview



Sessions

249,814

Users

199,515

Pageviews

732,882

Pages / Session

2.93

Avg. Session Duration

00:02:18

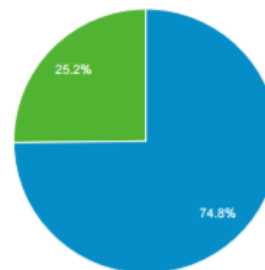
Bounce Rate

54.39%

% New Sessions

74.73%

■ New Visitor ■ Returning Visitor





## Website Traffic Sources

### All Traffic

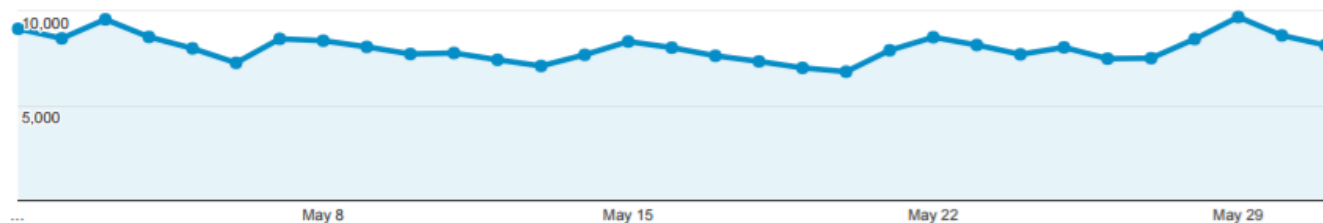
May 1, 2017 - May 31, 2017

All Users  
100.00% Sessions

Explorer

Summary

Sessions



Source / Medium

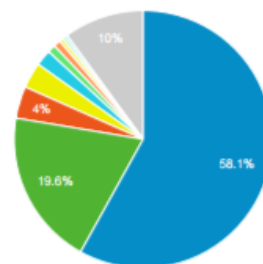
Sessions

Sessions

Contribution to total:

Sessions

	249,814 % of Total: 100.00% (249,814)	249,814 % of Total: 100.00% (249,814)
1. google / organic	145,047	58.06%
2. (direct) / (none)	48,886	19.57%
3. bing / organic	10,039	4.02%
4. yahoo / organic	8,076	3.23%
5. google / cpc	5,054	2.02%
6. m.facebook.com / referral	2,498	1.00%
7. floridakeyswebcams.tv / referral	2,185	0.87%
8. bingsearch / referral	1,326	0.53%
9. fla-keys.co.uk / referral	836	0.33%
10. surfingator.com / referral	793	0.32%



## Most Visited Sections of Website

### Content Drilldown

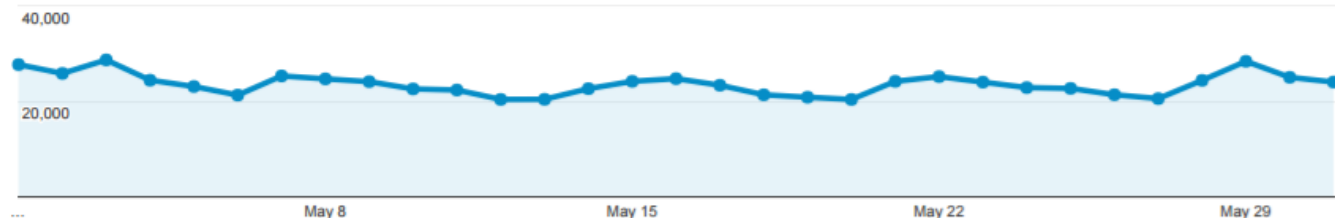
May 1, 2017 - May 31, 2017



All Users  
100.00% Pageviews

Explorer

Pageviews



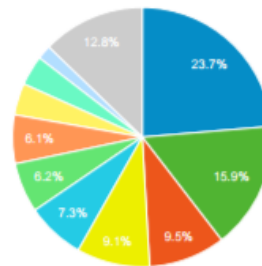
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

		732,882 % of Total: 100.00% (732,882)	732,882 % of Total: 100.00% (732,882)
1.	/webcams/	173,476	23.67%
2.	/key-west/	116,326	15.87%
3.	/	69,947	9.54%
4.	/key-largo/	66,777	9.11%
5.	/islamorada/	53,369	7.28%
6.	/calendar/	45,557	6.22%
7.	/marathon/	44,476	6.07%
8.	/lower-keys/	28,924	3.95%
9.	/news/	27,353	3.73%
10.	/photoadventure/	12,927	1.76%



## Device Usage

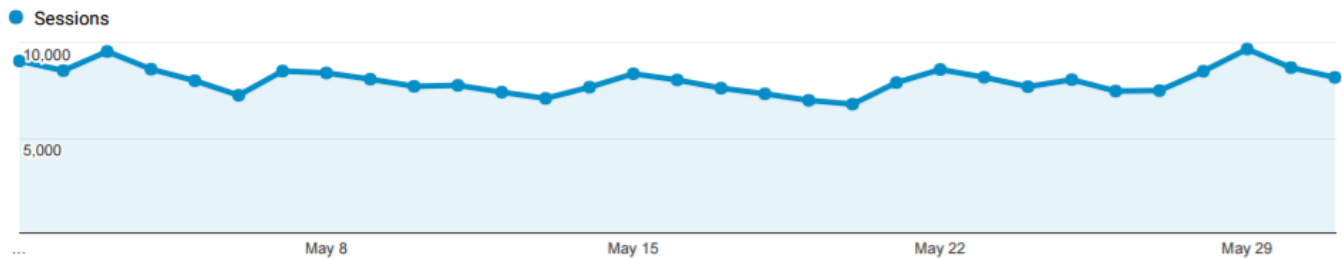
### Overview

May 1, 2017 - May 31, 2017

All Users  
100.00% Sessions

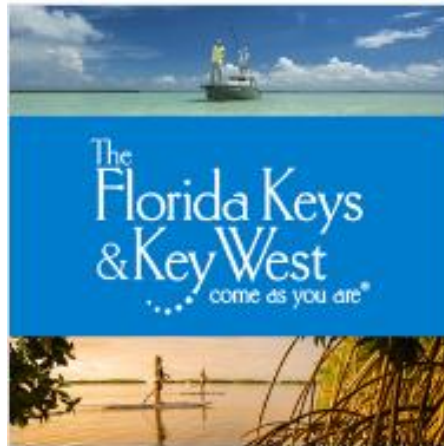
### Explorer

Summary



Device Category	Sessions	Sessions	Contribution to total:
	249,814 % of Total: 100.00% (249,814)	249,814 % of Total: 100.00% (249,814)	
1. mobile	110,718	44.32%	
2. desktop	106,542	42.65%	
3. tablet	32,554	13.03%	

## Section 2: Social Media Report



Facebook: 342,796 fans

Twitter: 38,281 followers


Instagram: 96,566 followers

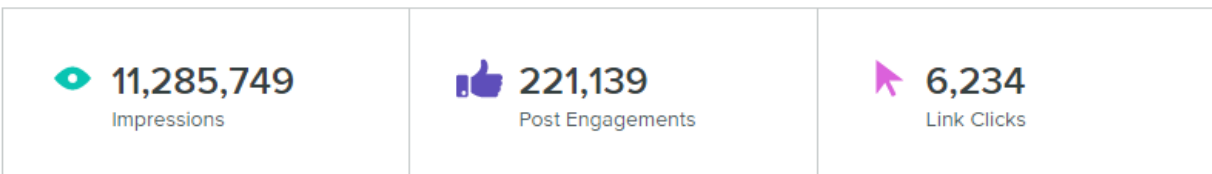
Pinterest: 3,049 followers

Google +: 2,091 followers

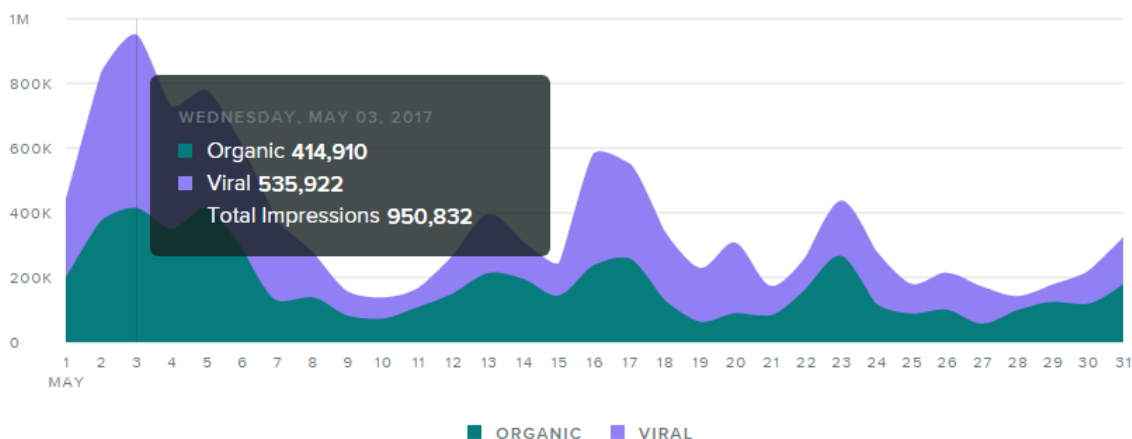
Data mined 6/7/17

## FACEBOOK SUMMARY

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	341,008	3.61%	106	11,285,749	106,469	221,139	2,086.2	6,234



### PAGE IMPRESSIONS, BY DAY



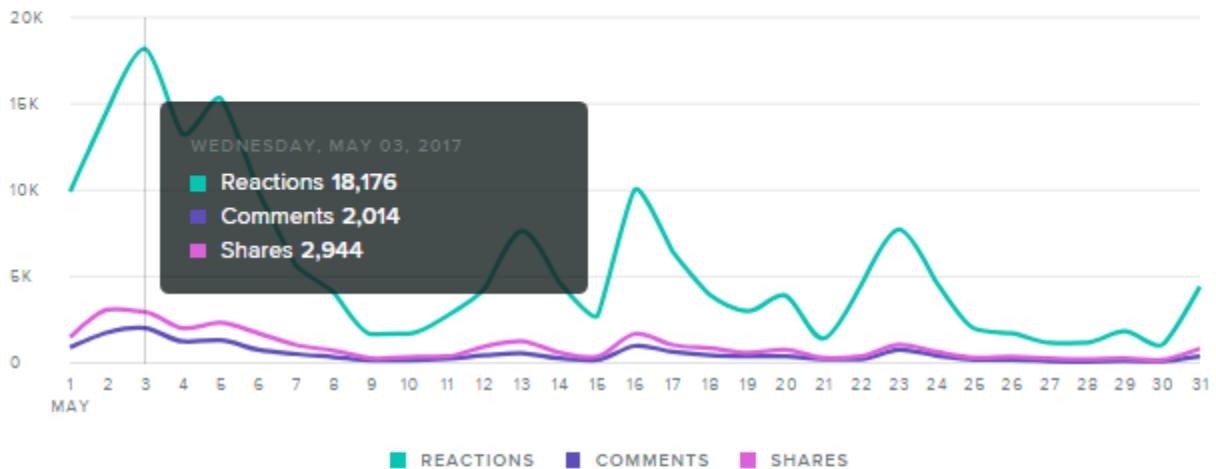
### WHEN THE FACEBOOK PAGE IS MOST ACTIVE



## SHARED CONTENT

### Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

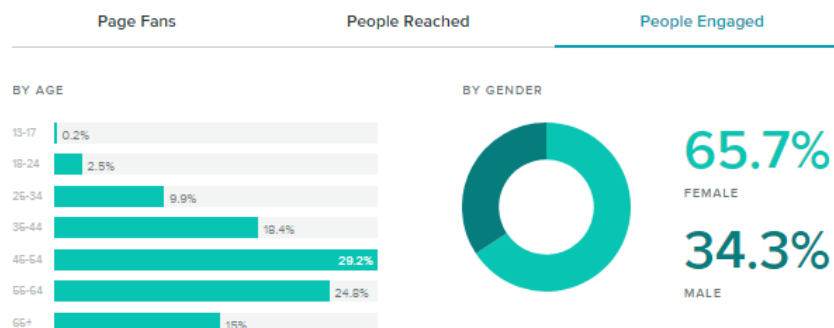


Action Metrics	Totals
Reactions	175,274
Comments	16,586
Shares	29,279
<b>Total Engagements</b>	<b>221,139</b>

Total Engagements increased by

**▲ 21.8%**  
since previous month







### Demographics






Women between the ages of 45-54 are most likely to engage with your content.

CONTENT PERFORMANCE (top 3, sorted by Total Reach)

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>The Florida Keys &amp; Key West</p> <p>#FLKeysRoadTrip Live from the Hogfish Bar &amp; Grill in Key West on Stock Island, a historic gem at mile marker 5.</p>   <p>(Post) May 23, 2017 1:39 pm</p>	4,785	779	7.5%	141,072
<p>The Florida Keys &amp; Key West</p> <p>Live on the Seven Mile Bridge Wednesday near Marathon in the #flkeys. #FLKeysRoadTrip</p>   <p>(Post) May 03, 2017 4:53 pm</p>	4,309	521	7.2%	100,142
<p>The Florida Keys &amp; Key West</p> <p>#FLKeysRoadTrip Live Friday from the "African Queen" in Key Largo. Yes, it's the original boat from the film, starring Humphrey Bogart and Katharine Hepburn. #flkeys</p>   <p>(Post) May 05, 2017 10:36 am</p>	1,753	212	7.2%	61,214

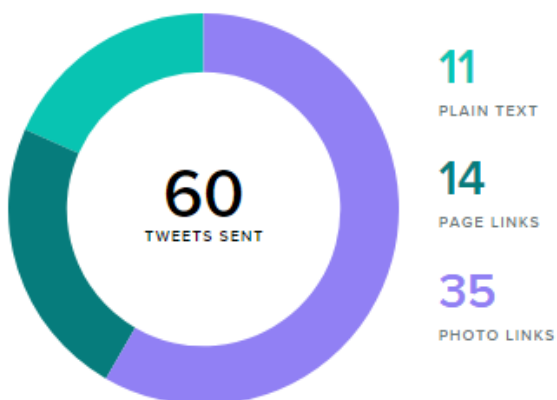
## TWITTER REPORT – follower and content data

 <b>213,898</b> Organic Impressions	 <b>12,390</b> Total Engagements	 <b>1,266</b> Link Clicks
---	--	---

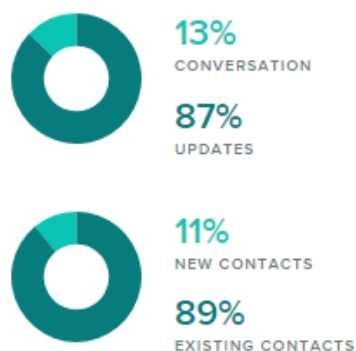
Follower Metrics	Totals
<b>Total Followers</b>	<b>38,219</b>
New Follower alerts	520
Actual Followers gained	413
People that you followed	6

### Your Content & Engagement Habits

#### SENT MESSAGE CONTENT



#### YOUR TWEETING BEHAVIOR



The number of impressions per  
Tweet increased by

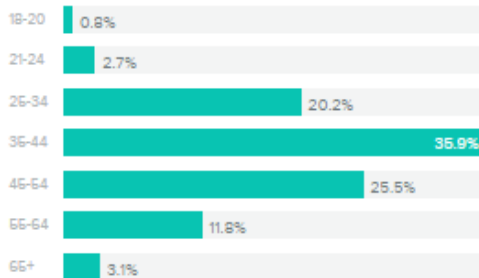
**▲ 1.9%**

since previous month

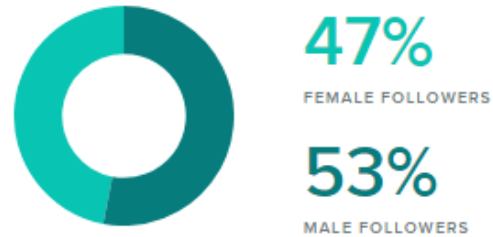


## Audience Demographics

### FOLLOWERS BY AGE



### FOLLOWERS BY GENDER



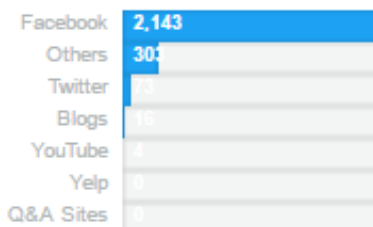
Men between ages of 35-44 appear to be the leading force among your recent followers.

## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



## SOCIAL TRAFFIC

### Social Traffic Sources



## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**keys** 11  
anywhere enter best beautiful getting back ...

**florida** 9  
go dine eating forget spraying covering kip ...

**florida keys** 9  
make stops beautiful sharing watch take new..

**key west** 9  
driving miss can't standing might cant wait ...

**tonite** 7  
playing 9-1 7-9 happening back

**today** 7  
playing last help miss win watch please long ...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#flkeys** 34  
playing tonite kids road trip stops florida ...

**#lovefl** 16  
florida keys kids road trip stops make fun ...


**#keywest** 9  
bars good capt mike bartlett boys keys hope ...

**#music** 7  
playing tonite cafe 9-1 1-4 pm 7-9 wedding tod..

**#destinationofthemoth** 7  
fish-lovers heaven duval street boys perfect white sa...

**#florida** 6  
boat cruise city love ideally gay historic indian ke...

## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 thefloridakeys	96,097	4.4%	4,018	26	15	59,445	2,286.3	0.62

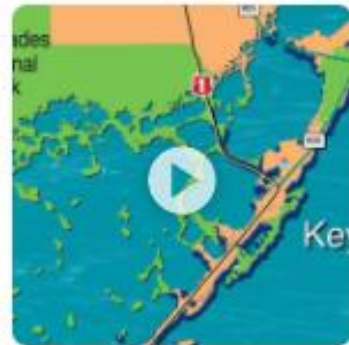
### Top Instagram Posts



@thefloridakeys  
5648 Engagements



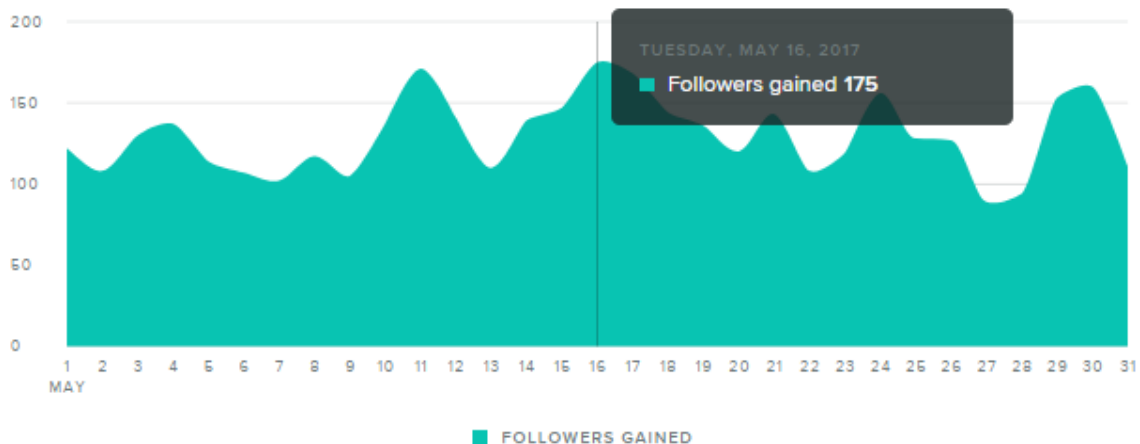
@thefloridakeys  
4708 Engagements



@thefloridakeys  
4093 Engagements

### Audience Growth

AUDIENCE GROWTH, BY DAY



## INSTAGRAM ENGAGEMENT

Engagement Metrics	Totals
Likes Received	58,610
Comments Received	835
Total Engagements	59,445

The number of engagements increased by

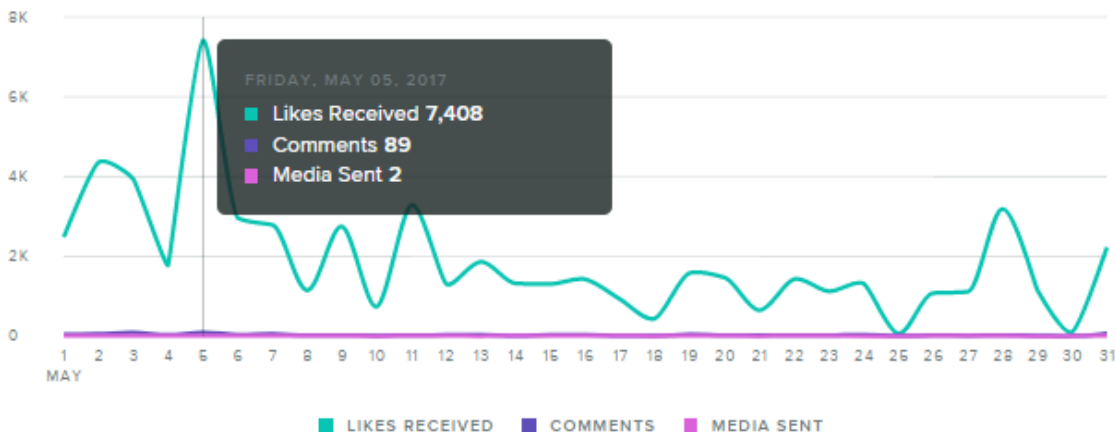
**▲ 279.7%**  
since previous month

Engagements per Follower	0.6
Engagements per Media	2,286.3

The number of engagements per media decreased by

**▼ 41.6%**  
since previous month

AUDIENCE ENGAGEMENT, BY DAY



## Outbound Hashtag Performance

MOST USED HASHTAGS

#flkeysroadtrip	23
#flkeys	22
#simplythekeys	5

MOST ENGAGED HASHTAGS

#flkeysroadtrip	53,065
#flkeys	50,673
#simplythekeys	11,975

## PINTEREST SUMMARY



### Here's a tip



Add more of your Pins to Pinterest to increase impressions and reach more people. [Learn more.](#)

### Top Pin impressions from the last 30 days

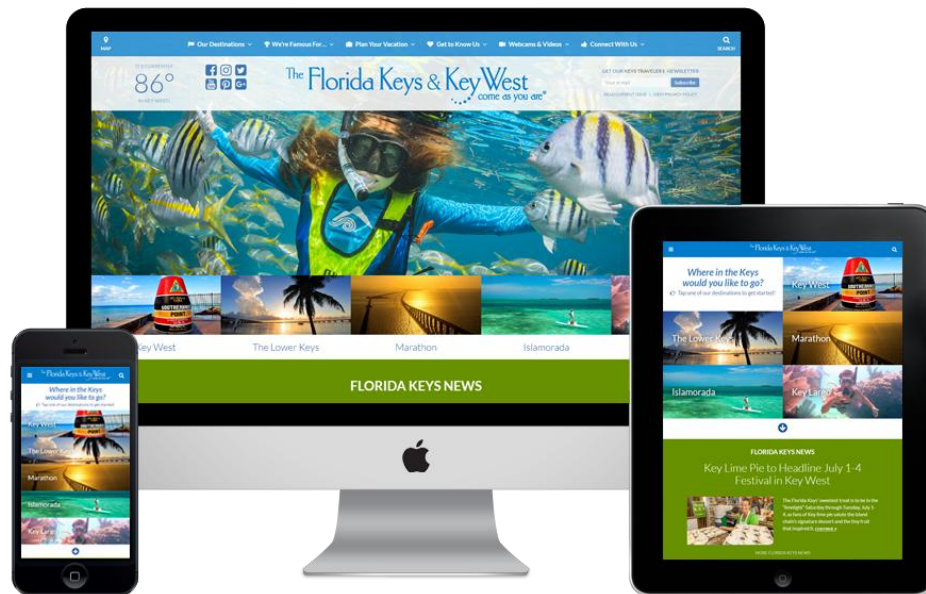
	Impressions	Clicks	Saves	Pin type
A stunning underwater shot of a Moray eel ...	4,476	3	26	
LOVE diving with turtles in @thefloridakeys..	1,386	0	3	R
Offshore fishing Florida Keys	370	0	0	
#SCUBA diving in #KeyLargo, checking ou..	235	0	2	
"Key Deer on No Name Key" Florida Keys...	196	0	2	

### Boards with top Pin impressions from the last 30 days

	Impressions	Clicks	Saves	# of Pins
Diving and Snorkeling by The Florida...	5,497	5	33	36
Cool Finds in the Florida Keys by The Florida...	1,994	0	4	90
Florida Keys Visitor Photos by The Florida...	1,806	4	2	207
Florida Keys Weddings, Honeymoons, Ro... by The Florida...	646	3	0	93
Island Holiday by The Florida...	462	1	2	27

## Website Status Report fla-keys.com

June 2017 Data for the July 18, 2017 TDC Meeting



Section 1: Website Traffic Report

Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors

## Section 1: Website Traffic Report

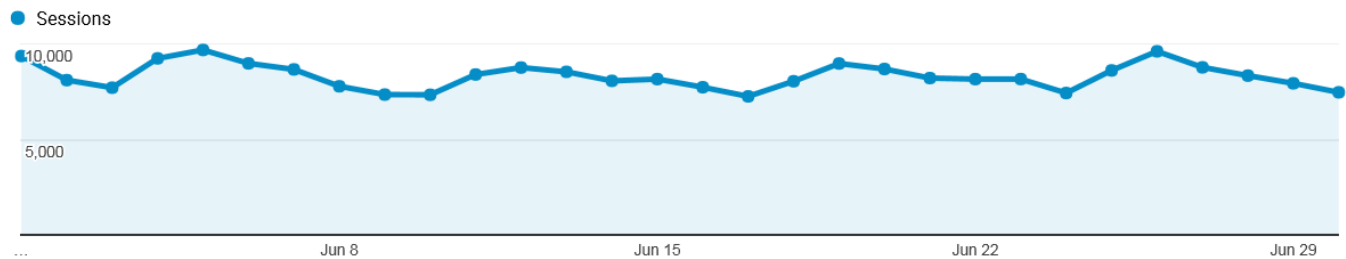
### Website Traffic Overview

Jun 1, 2017 - Jun 30, 2017

#### Audience Overview



#### Overview



Sessions  
**249,697**

Users  
**198,333**

Pageviews  
**736,283**

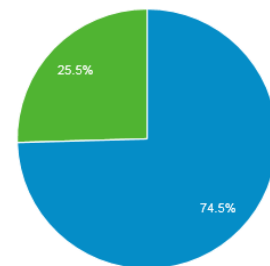
Pages / Session  
**2.95**

Avg. Session Duration  
**00:02:15**

Bounce Rate  
**54.97%**

% New Sessions  
**74.48%**

■ New Visitor ■ Returning Visitor



## Website Traffic Sources

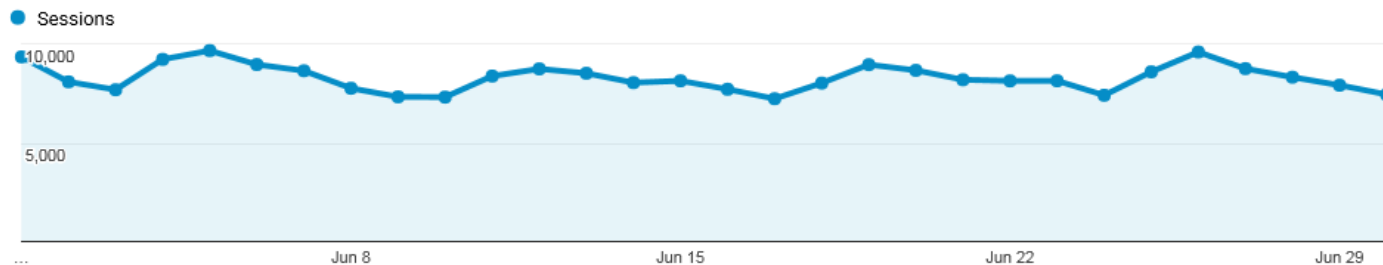
### All Traffic

Jun 1, 2017 - Jun 30, 2017

All Users  
100.00% Sessions

Explorer

Summary



Source / Medium

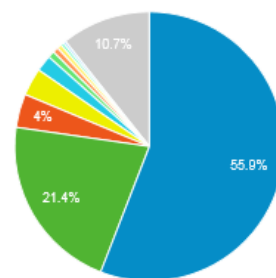
Sessions

Sessions

Contribution to total:

Sessions

	249,697 % of Total: 100.00% (249,697)	249,697 % of Total: 100.00% (249,697)
1. google / organic	139,556	55.89%
2. (direct) / (none)	53,393	21.38%
3. bing / organic	10,066	4.03%
4. yahoo / organic	8,260	3.31%
5. google / cpc	4,891	1.96%
6. floridakeyswebcams.tv / referral	2,008	0.80%
7. m.facebook.com / referral	1,677	0.67%
8. bingsearch / referral	1,346	0.54%
9. surfinggator.com / referral	888	0.36%
10. yahoo.com / referral	825	0.33%





## Most Visited Sections of Website

### Content Drilldown

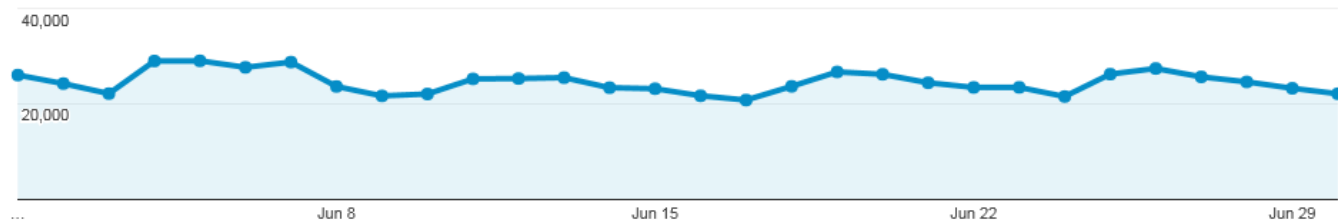
Jun 1, 2017 - Jun 30, 2017



All Users  
100.00% Pageviews

#### Explorer

#### Pageviews



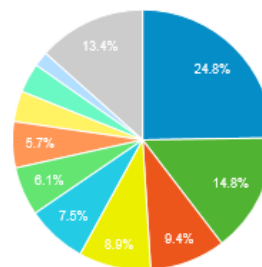
#### Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	736,283 % of Total: 100.00% (736,283)	736,283 % of Total: 100.00% (736,283)
1.  /webcams/	182,269	24.76%
2.  /key-west/	109,314	14.85%
3.  /	69,311	9.41%
4.  /key-largo/	65,819	8.94%
5.  /islamorada/	55,265	7.51%
6.  /marathon/	44,650	6.06%
7.  /calendar/	42,225	5.73%
8.  /news/	28,016	3.81%
9.  /lower-keys/	27,060	3.68%
10.  /photoadventure/	13,634	1.85%



## Device Usage

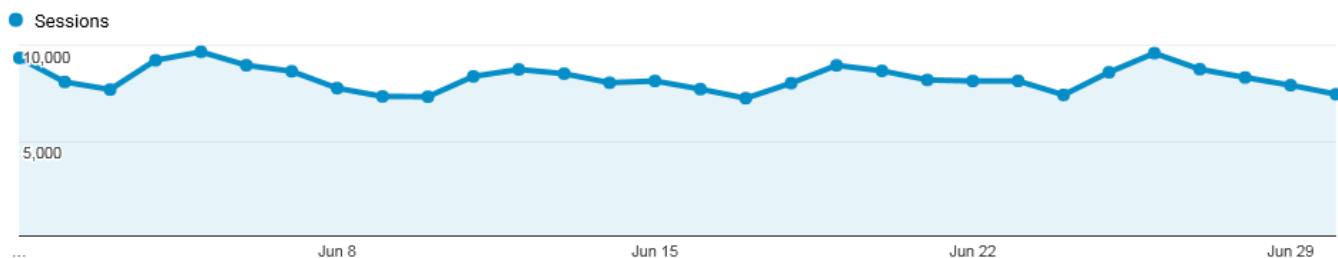
### Overview

Jun 1, 2017 - Jun 30, 2017

All Users  
100.00% Sessions

#### Explorer

Summary



☐ Device Category

Sessions

Sessions

Contribution to total:

Sessions

249,697

% of Total: 100.00% (249,697)

249,697

% of Total: 100.00% (249,697)

1. mobile

115,615

46.30%

2. desktop

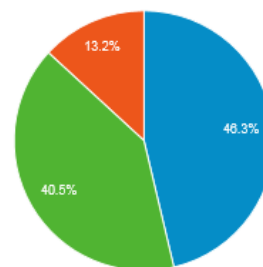
101,207

40.53%

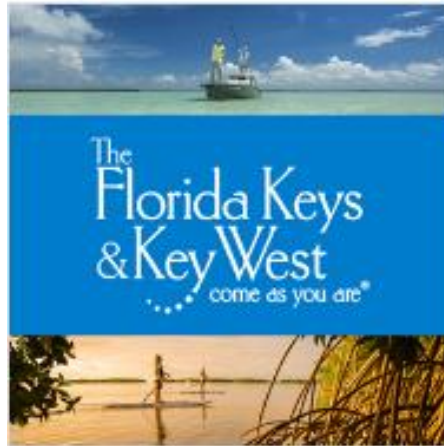
3. tablet

32,875

13.17%



## Section 2: Social Media Report



Facebook: 346,441 fans

Twitter: 38,718 followers

Instagram: 100,013 followers

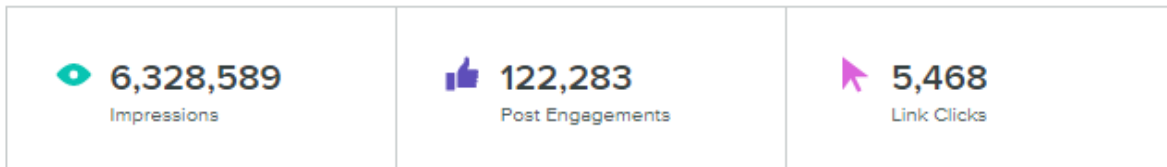
Pinterest: 3,057 followers

Google +: 2,102 followers

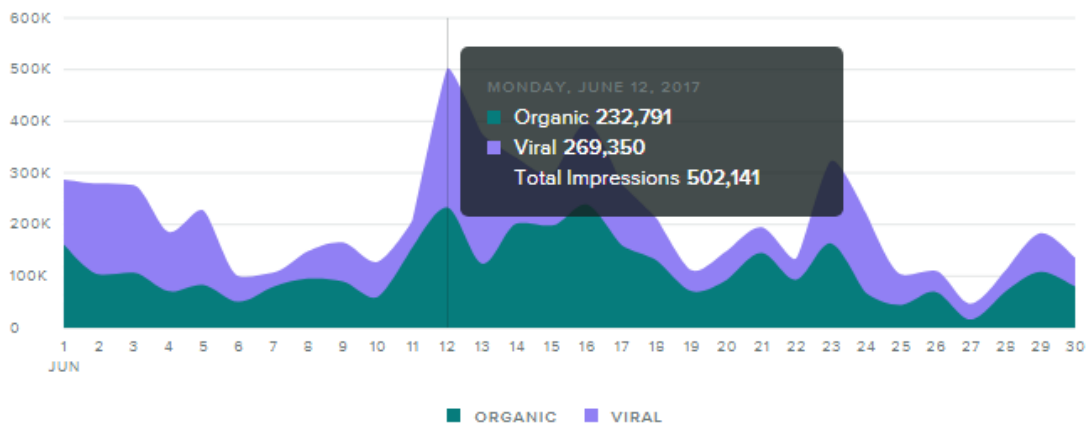
Data mined 7/5/17

## FACEBOOK SUMMARY

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	346,441	1.59%	57	6,328,589	111,028	122,283	2,145.3	5,468



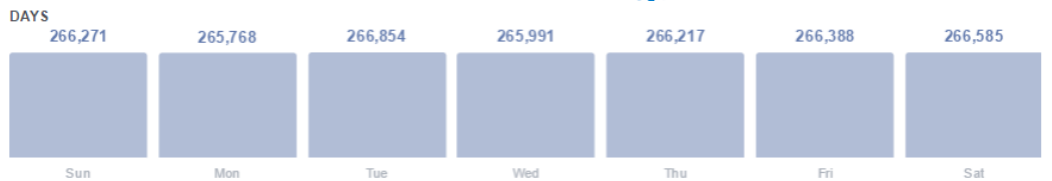
PAGE IMPRESSIONS, BY DAY



## WHEN THE FACEBOOK PAGE IS MOST ACTIVE

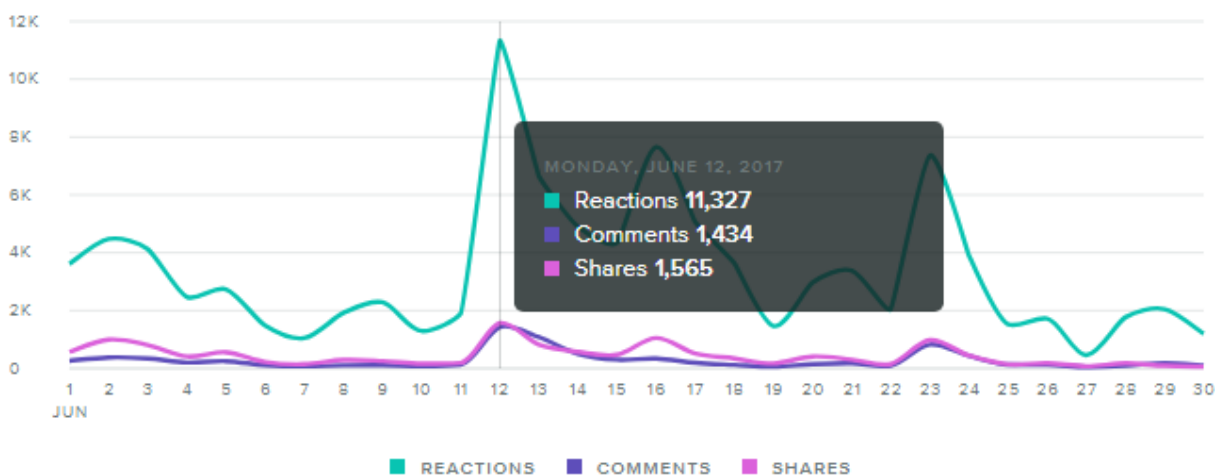
# The Florida Keys & Key West

... come as you are®



## SHARED CONTENT

### AUDIENCE ENGAGEMENT, BY DAY



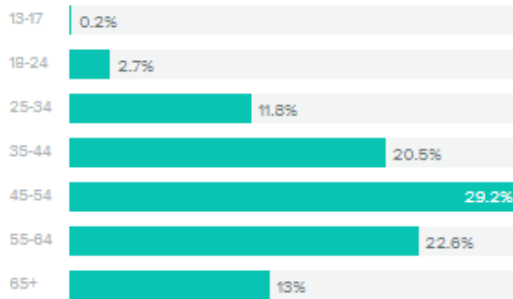
Action Metrics	Totals
Reactions	100,731
Comments	8,436
Shares	13,116
<b>Total Engagements</b>	<b>122,283</b>

Total Engagements decreased by

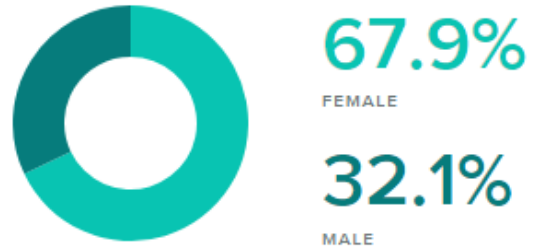
**-41.4%**

since previous month

## BY AGE



## BY GENDER



Women between the ages of 45-54 are most likely to engage with your content.

## CONTENT PERFORMANCE (top 3, sorted by Total Reach)

## The Florida Keys & Key West

#SimplyTheKeys Together with friends in the #FLKeys make the day perfect.



9,954

1,287

7.4%

247,555

(Post) June 23, 2017 1:39 pm

## The Florida Keys & Key West

#SimplyTheKeys Picture yourself strolling Sombrero Beach in Marathon.



15,127

2,010

6.8%

371,773

(Post) June 12, 2017 8:00 am

## The Florida Keys & Key West

#SimplyTheKeys We love to remind ourselves here to slow down and "keep it simple." And we wanted to share. Watch, breathe, relax.



4,537




252

6.2%

128,957

(Post) June 02, 2017 7:00 pm

## TWITTER REPORT – follower and content data

 <b>171,905</b> Organic Impressions	 <b>6,431</b> Total Engagements	 <b>1,760</b> Link Clicks
---	---	---

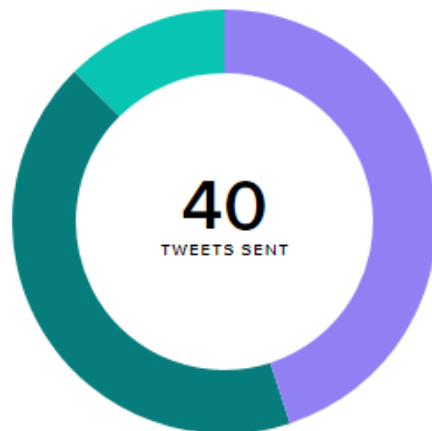
### Follower Metrics

### Totals

<b>Total Followers</b>	<b>38,718</b>
New Follower alerts	638
Actual Followers gained	499
People that you unfollowed	-4

## Your Content & Engagement Habits

### SENT MESSAGE CONTENT

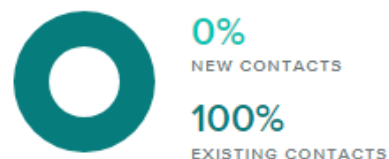
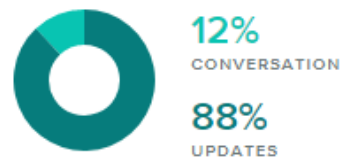


**5**  
PLAIN TEXT

**17**  
PAGE LINKS

**18**  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



The number of impressions per  
Tweet increased by

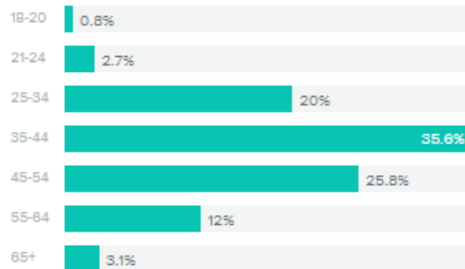
**+19.7%**

since previous month

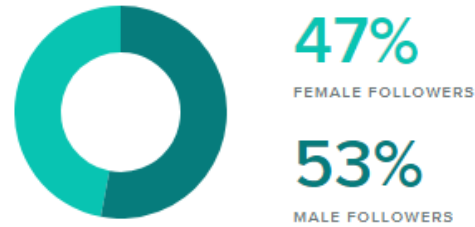


## Audience Demographics

### FOLLOWERS BY AGE

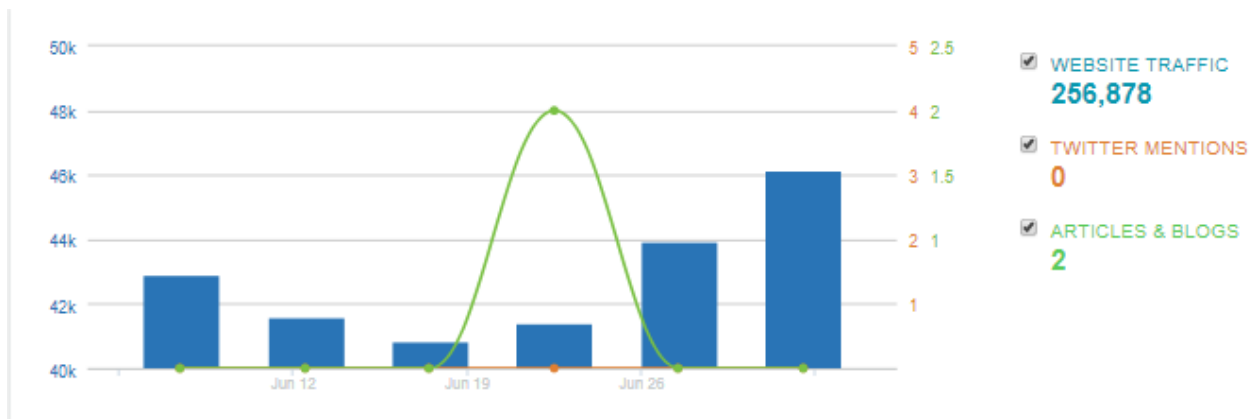


### FOLLOWERS BY GENDER



Men between ages of 35-44 appear to be the leading force among your recent followers.

## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



## SOCIAL TRAFFIC

### Social Traffic Sources



## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**cuba festival**

9/7-13 check

13

**lgbt key west**

9/7-13 check

13

**key west**

love six-toed lived takes launches travel o...

10

**florida keys**

make stops set

7

**keys**

back love just read exactly next looks fun ta...

5

**kids**

make stops will love

4

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#marlinbay**

follow home made join top destination lo...

13

**#lovefl**

kids florida keys road trip stops make cam...

12

**#flkeys**

kids make stops playing florida keys key w...

10

**#cubatravel**

cuba festival 9/7-13 lgbt key west check

7

**#socialmediaday**

y'all feed draw travel/tourism partners just scary ...


7

**#florida**

swim video escape alligator lighthouse 2min florid...

6

## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 thefloridakeys	100,013	4.1%	3,916	19	7	44,233	2,328.1	0.44

### Top Instagram Posts



@thefloridakeys  
4997 Engagements

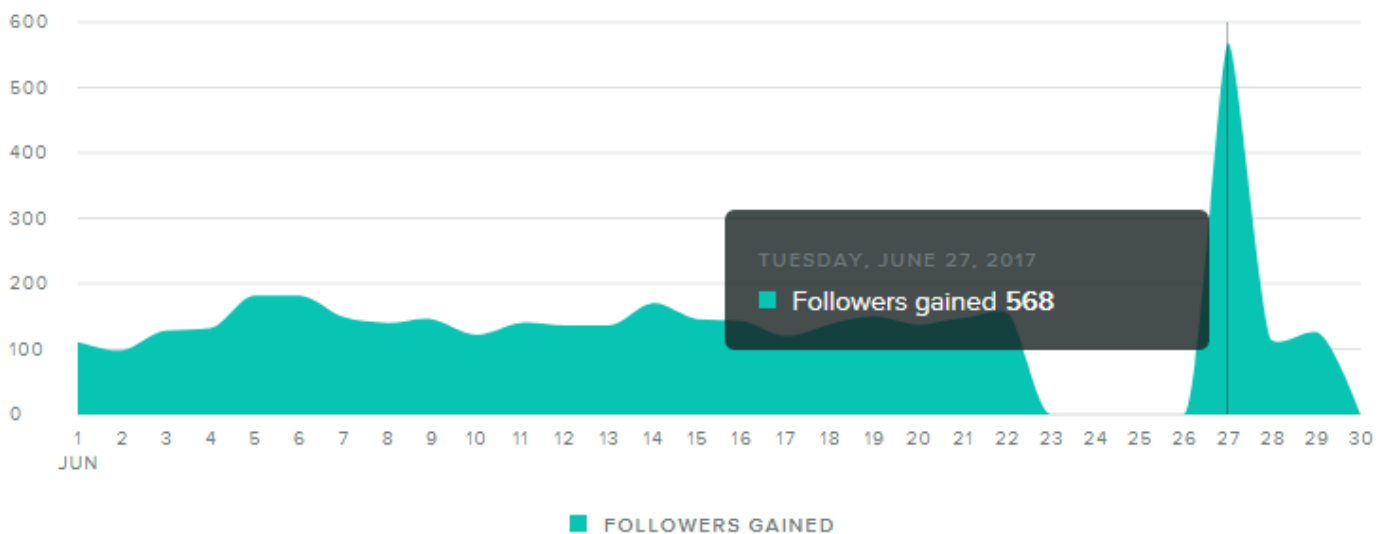


@thefloridakeys  
4372 Engagements



@thefloridakeys  
4165 Engagements

### AUDIENCE GROWTH, BY DAY



## INSTAGRAM ENGAGEMENT

Engagement Metrics	Totals
Likes Received	43,750
Comments Received	483
<b>Total Engagements</b>	<b>44,233</b>

The number of engagements decreased by

**-22.3%**

since previous month

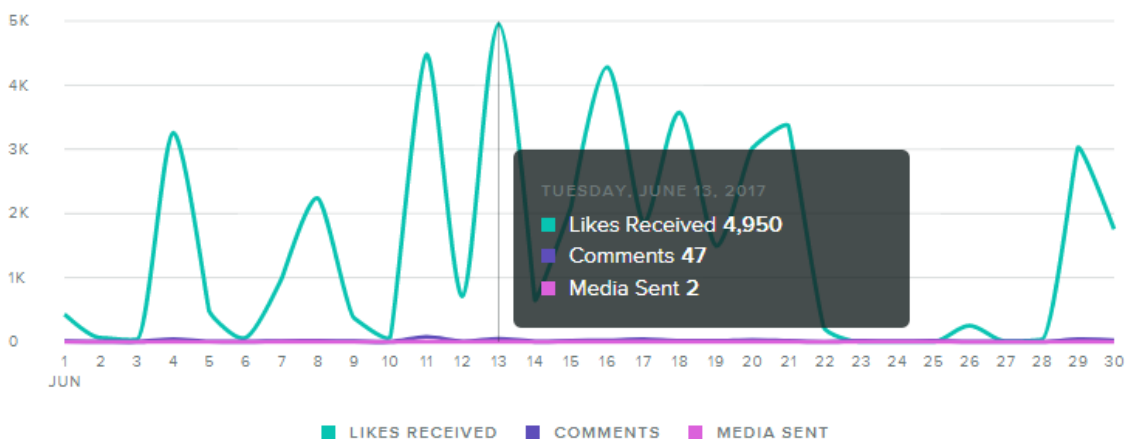
Engagements per Follower	-
Engagements per Media	2,328.1

The number of engagements per media increased by

**+2.2%**

since previous month

### AUDIENCE ENGAGEMENT, BY DAY



### Outbound Hashtag Performance

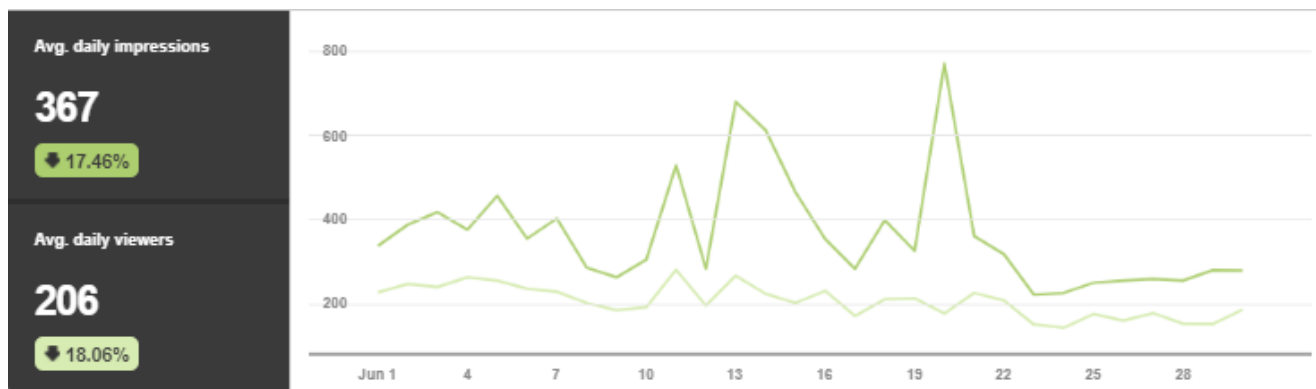
#### MOST USED HASHTAGS

#simplythekeys	19
#flkeys	11
#floridakeys	6
#keywest	2
#fishing	1

#### MOST ENGAGED HASHTAGS

#simplythekeys	43,513
#flkeys	19,237
#floridakeys	12,579
#keywest	3,770
#fishing	1,672

## PINTEREST SUMMARY



### Here's a tip



Add more of your Pins to Pinterest to increase impressions and reach more people. [Learn more.](#)

### Top Pin impressions from the last 30 days

	Impressions	Clicks	Saves	Pin type
A stunning underwater shot of a Moray ee...	2,221	2	12	
LOVE diving with turtles in @thefloridake...	640	0	0	R
#SCUBA diving in #KeyLargo, checking o...	327	3	3	
As the cold, dark December days herald t...	254	2	0	
Offshore fishing Florida Keys	228	0	0	

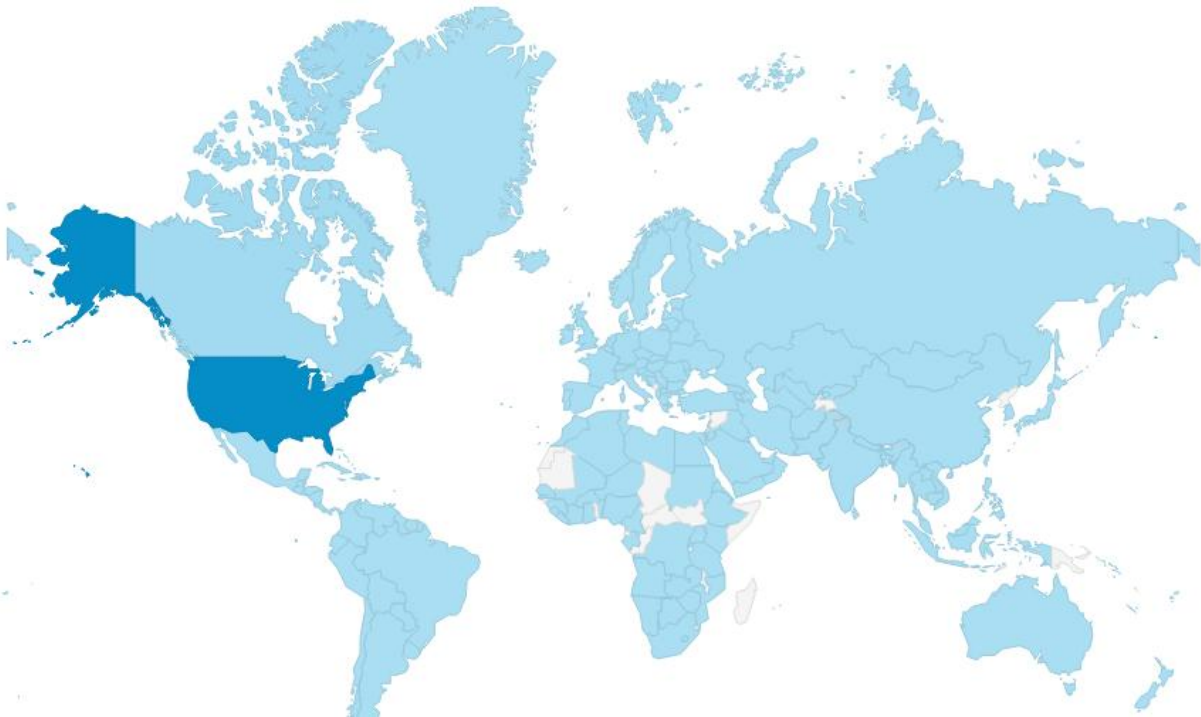
### Boards with top Pin impressions from the last 30 days

	Impressions	Clicks	Saves	# of Pins
Diving and Snorkeling by The Florid...	3,254	8	15	36
Florida Keys Visitor Photos by The Florid...	1,695	4	6	214
Cool Finds in the Florida Keys by The Florid...	1,196	0	1	90
"Me in the Keys!" by The Florid...	838	1	1	12
Florida Keys Weddings, Vow Renewals, H... by The Florid...	732	3	0	93

### Section 3: Geographic Data on Website Visitors



Google Analytics



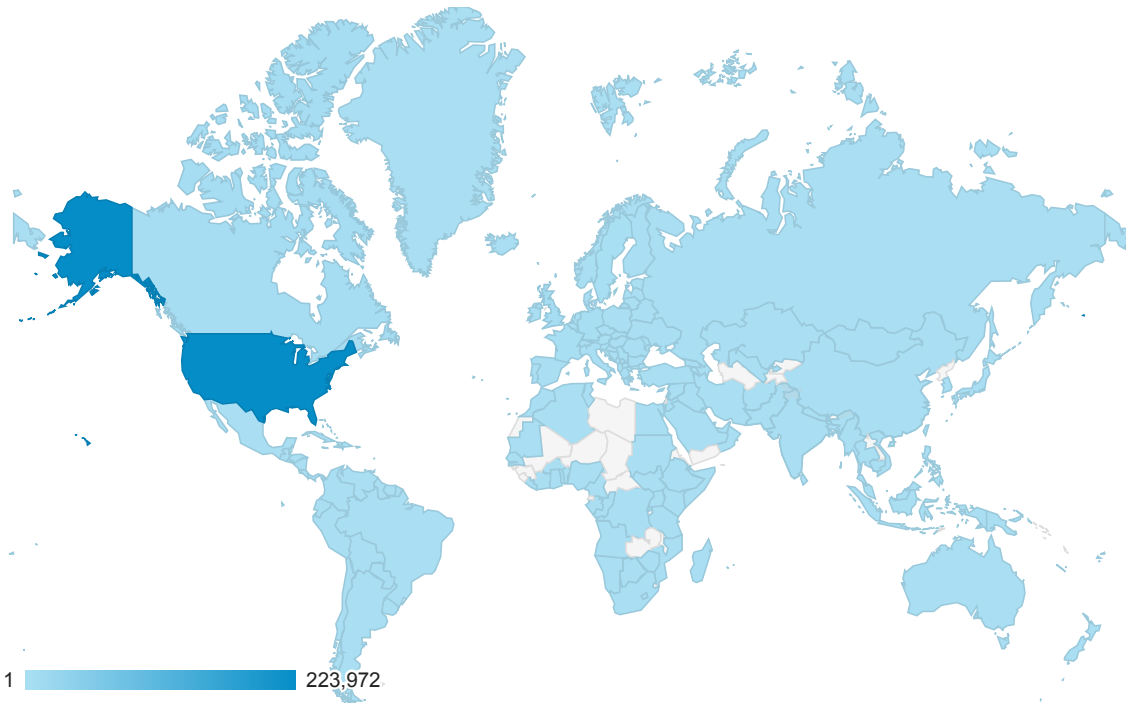
01\_TDC\_01\_World

Jun 1, 2017 - Jun 30, 2017

All Users  
100.00% Sessions

Map Overlay

Site Usage



Country		Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
		249,697 % of Total: 100.00% (249,697)	2.95 Avg for View: 2.95 (0.00%)	00:02:15 Avg for View: 00:02:15 (0.00%)	74.55% Avg for View: 74.48% (0.09%)	54.97% Avg for View: 54.97% (0.00%)
1.	United States	223,972 (89.70%)	2.95	00:02:15	74.24%	54.78%
2.	United Kingdom	5,343 (2.14%)	3.03	00:02:30	75.82%	52.42%
3.	Canada	4,227 (1.69%)	3.00	00:02:17	77.34%	53.68%
4.	Germany	3,806 (1.52%)	3.06	00:02:05	76.14%	53.18%
5.	France	888 (0.36%)	2.80	00:01:50	78.94%	59.35%
6.	Sweden	710 (0.28%)	2.86	00:04:54	59.86%	52.25%
7.	Netherlands	639 (0.26%)	3.21	00:02:07	74.18%	50.08%
8.	Italy	609 (0.24%)	3.68	00:01:55	72.74%	47.62%
9.	India	606 (0.24%)	2.13	00:01:53	89.44%	77.06%
10.	Australia	491 (0.20%)	2.64	00:02:09	87.37%	59.06%
11.	Brazil	437 (0.18%)	2.57	00:02:01	80.55%	62.70%
12.	(not set)	414 (0.17%)	5.54	00:03:20	72.22%	49.76%
13.	Denmark	405 (0.16%)	3.40	00:02:56	67.41%	44.69%
14.	Norway	399 (0.16%)	3.08	00:02:09	74.19%	53.38%

15.	<a href="#">Belgium</a>	<b>365</b> (0.15%)	5.02	00:03:40	69.04%	39.73%
16.	<a href="#">Switzerland</a>	<b>352</b> (0.14%)	3.27	00:01:36	78.41%	53.69%
17.	<a href="#">Spain</a>	<b>247</b> (0.10%)	2.71	00:02:06	80.97%	55.87%
18.	<a href="#">Argentina</a>	<b>226</b> (0.09%)	2.95	00:02:25	80.97%	49.56%
19.	<a href="#">Russia</a>	<b>224</b> (0.09%)	1.79	00:00:53	90.18%	82.14%
20.	<a href="#">Austria</a>	<b>220</b> (0.09%)	2.27	00:01:12	75.91%	65.45%
21.	<a href="#">Mexico</a>	<b>209</b> (0.08%)	2.22	00:01:38	82.78%	62.20%
22.	<a href="#">Ireland</a>	<b>199</b> (0.08%)	2.95	00:02:08	89.95%	56.28%
23.	<a href="#">Puerto Rico</a>	<b>196</b> (0.08%)	2.72	00:02:33	76.02%	59.69%
24.	<a href="#">Philippines</a>	<b>178</b> (0.07%)	1.41	00:01:15	85.39%	82.58%
25.	<a href="#">Estonia</a>	<b>169</b> (0.07%)	1.60	00:05:59	14.20%	58.58%



01\_TDC\_02\_Usa

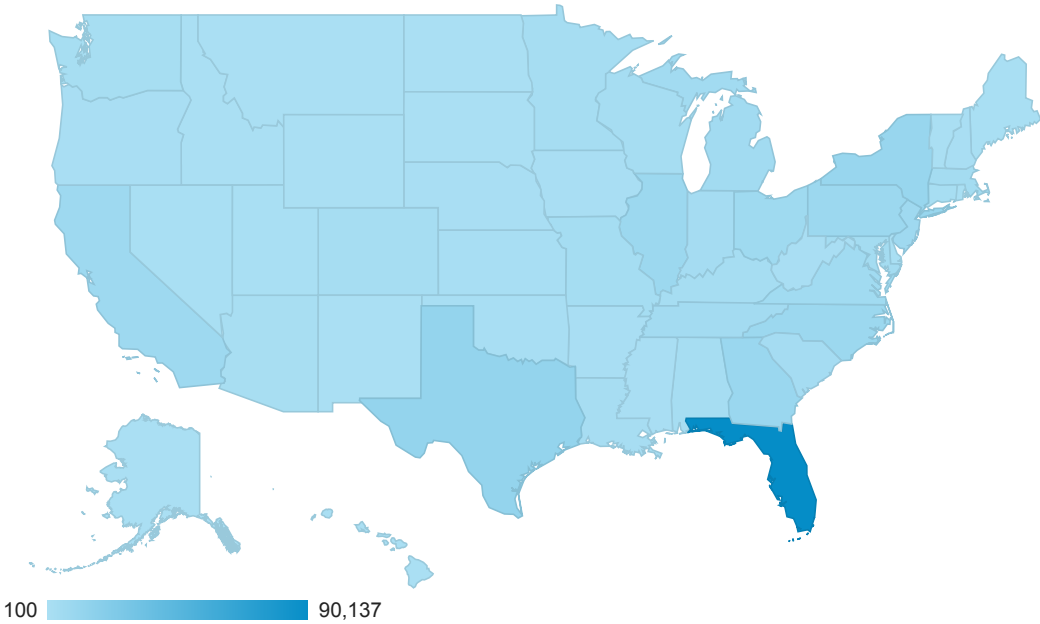
Jun 1, 2017 - Jun 30, 2017

ALL » COUNTRY: United States

All Users  
89.70% Sessions

Map Overlay

Site Usage



Region	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	223,972 % of Total: 89.70% (249,697)	2.95 Avg for View: 2.95 (0.18%)	00:02:15 Avg for View: 00:02:15 (-0.01%)	74.24% Avg for View: 74.48% (-0.33%)	54.78% Avg for View: 54.97% (-0.34%)
1. Florida	90,137 (40.24%)	2.56	00:01:57	74.51%	60.18%
2. Texas	11,899 (5.31%)	3.21	00:02:27	78.29%	50.47%
3. New York	10,020 (4.47%)	2.91	00:02:08	72.14%	54.35%
4. Georgia	8,846 (3.95%)	3.06	00:02:35	74.30%	52.96%
5. Illinois	7,795 (3.48%)	3.09	00:02:17	72.02%	52.55%
6. North Carolina	7,757 (3.46%)	3.04	00:02:19	76.16%	54.42%
7. Pennsylvania	7,714 (3.44%)	3.66	00:02:40	69.11%	47.91%
8. California	6,452 (2.88%)	2.68	00:01:59	82.04%	59.76%
9. New Jersey	6,266 (2.80%)	3.24	00:02:31	70.17%	51.39%
10. Ohio	6,040 (2.70%)	3.68	00:02:41	72.17%	45.17%
11. Virginia	4,740 (2.12%)	3.24	00:02:24	76.22%	49.32%
12. Michigan	4,277 (1.91%)	3.11	00:02:20	73.18%	52.75%
13. Tennessee	4,082 (1.82%)	3.38	00:02:39	71.88%	47.75%

14.	Massachusetts	3,540 (1.58%)	2.89	00:01:59	74.86%	52.60%
15.	Maryland	3,294 (1.47%)	3.35	00:02:22	74.86%	49.03%
16.	South Carolina	3,075 (1.37%)	3.27	00:02:40	72.85%	48.78%
17.	Indiana	3,046 (1.36%)	3.79	00:02:45	67.47%	43.93%
18.	Missouri	2,763 (1.23%)	3.43	00:02:33	75.53%	49.76%
19.	District of Columbia	2,554 (1.14%)	2.66	00:02:02	72.94%	56.19%
20.	Kentucky	2,350 (1.05%)	3.61	00:03:03	68.17%	45.74%
21.	Alabama	2,337 (1.04%)	3.41	00:02:49	78.22%	49.12%
22.	Colorado	2,237 (1.00%)	3.23	00:02:19	74.52%	51.50%
23.	Minnesota	2,108 (0.94%)	3.31	00:02:20	72.44%	48.34%
24.	Wisconsin	2,086 (0.93%)	3.23	00:02:44	70.61%	54.70%
25.	Louisiana	1,909 (0.85%)	3.12	00:02:25	78.58%	48.72%
26.	Connecticut	1,742 (0.78%)	3.62	00:02:23	74.00%	49.02%
27.	Washington	1,567 (0.70%)	3.06	00:02:12	80.22%	55.26%
28.	Arizona	1,390 (0.62%)	3.71	00:02:57	71.73%	48.49%
29.	Oklahoma	1,068 (0.48%)	3.64	00:03:01	75.37%	47.47%
30.	Kansas	1,000 (0.45%)	3.40	00:02:54	77.00%	47.30%
31.	Mississippi	917 (0.41%)	3.37	00:02:40	71.54%	48.42%
32.	Iowa	915 (0.41%)	3.34	00:02:39	77.92%	46.99%
33.	West Virginia	757 (0.34%)	3.41	00:03:02	67.64%	48.88%
34.	Arkansas	752 (0.34%)	3.98	00:02:59	76.86%	43.62%
35.	Nebraska	708 (0.32%)	3.36	00:02:30	75.85%	50.00%
36.	New Hampshire	692 (0.31%)	3.18	00:02:41	71.82%	48.84%
37.	Oregon	680 (0.30%)	3.04	00:02:26	80.00%	56.18%
38.	Nevada	596 (0.27%)	2.68	00:01:52	78.19%	57.55%
39.	Utah	569 (0.25%)	3.20	00:03:01	68.19%	52.90%
40.	Delaware	546 (0.24%)	3.13	00:02:12	70.33%	47.44%
41.	Rhode Island	454 (0.20%)	3.06	00:02:22	73.35%	48.90%
42.	Maine	409 (0.18%)	3.45	00:02:48	65.28%	50.86%
43.	New Mexico	344 (0.15%)	3.67	00:03:17	78.20%	49.42%
44.	Idaho	270 (0.12%)	3.33	00:02:45	74.81%	51.48%
45.	Vermont	215 (0.10%)	3.86	00:03:22	65.12%	39.07%
46.	(not set)	191 (0.09%)	1.52	00:00:43	93.72%	82.20%
47.	South Dakota	185 (0.08%)	3.27	00:02:08	77.30%	49.73%

48. <a href="#">Hawaii</a>	<b>162</b> (0.07%)	1.97	00:01:26	82.72%	69.75%
49. <a href="#">Montana</a>	<b>157</b> (0.07%)	3.52	00:02:08	77.07%	47.77%
50. <a href="#">North Dakota</a>	<b>146</b> (0.07%)	3.82	00:02:54	80.14%	53.42%

Rows 1 - 50 of 52



01\_TDC\_03\_Fla

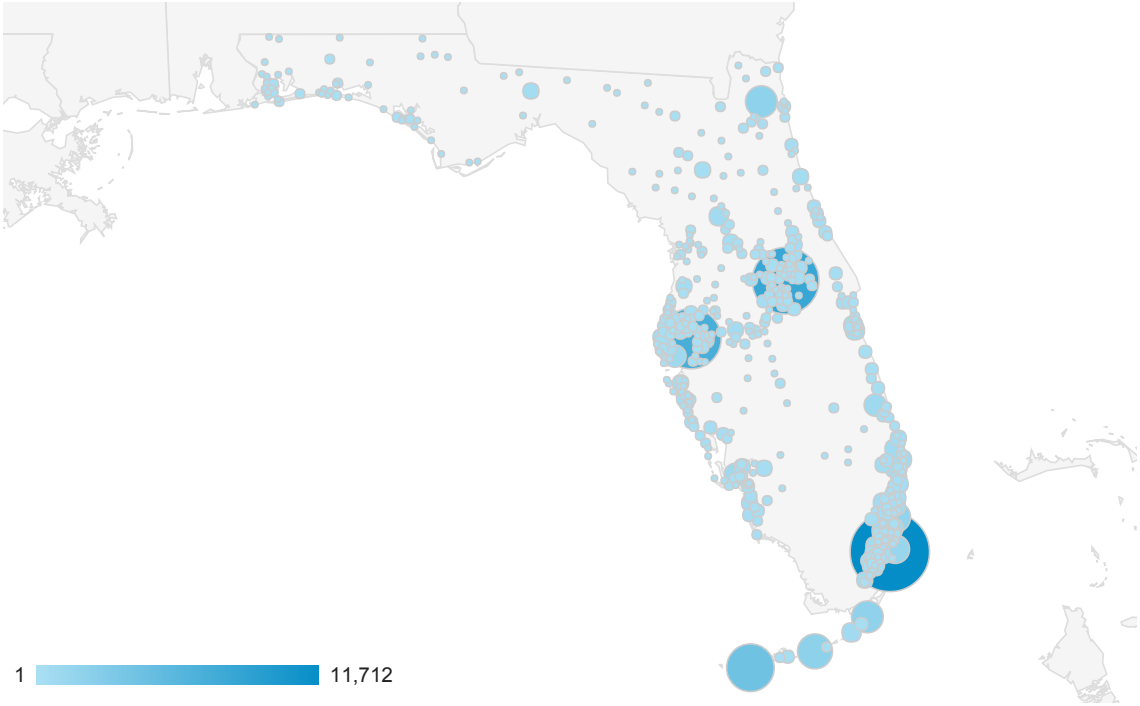
Jun 1, 2017 - Jun 30, 2017

ALL » COUNTRY: United States » REGION: Florida

All Users  
36.10% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	90,137 % of Total: 36.10% (249,697)	2.56 Avg for View: 2.95 (-13.20%)	00:01:57 Avg for View: 00:02:15 (-13.47%)	74.51% Avg for View: 74.48% (0.04%)	60.18% Avg for View: 54.97% (9.47%)
1. Miami	11,712 (12.99%)	2.23	00:01:45	71.47%	64.85%
2. Orlando	8,048 (8.93%)	2.33	00:01:32	76.27%	64.86%
3. Tampa	6,877 (7.63%)	2.20	00:01:29	73.90%	65.99%
4. Key West	4,128 (4.58%)	2.60	00:02:15	56.64%	59.57%
5. Marathon	2,024 (2.25%)	2.84	00:02:25	56.92%	55.43%
6. Jacksonville	1,902 (2.11%)	2.85	00:02:13	76.76%	56.89%
7. Key Largo	1,880 (2.09%)	2.64	00:02:32	56.97%	55.90%
8. Fort Lauderdale	1,700 (1.89%)	2.91	00:02:01	76.18%	57.12%
9. Miami Beach	1,310 (1.45%)	2.78	00:02:21	76.34%	54.27%
10. (not set)	950 (1.05%)	2.66	00:01:37	81.37%	58.32%
11. Cape Coral	839 (0.93%)	2.95	00:02:06	73.78%	54.95%
12. Port St. Lucie	824 (0.91%)	2.80	00:02:13	78.64%	57.04%
13. St. Petersburg	820 (0.91%)	2.58	00:01:58	79.63%	58.17%

14.	Hollywood	720 (0.80%)	2.69	00:01:55	74.31%	57.22%
15.	Boca Raton	640 (0.71%)	2.68	00:01:35	77.81%	55.47%
16.	Pompano Beach	603 (0.67%)	2.67	00:02:07	72.64%	57.38%
17.	Islamorada	572 (0.63%)	2.51	00:01:56	57.69%	56.12%
18.	West Palm Beach	570 (0.63%)	2.57	00:01:59	82.63%	60.35%
19.	Palm Beach Gardens	549 (0.61%)	2.71	00:02:37	79.23%	52.28%
20.	Ocala	538 (0.60%)	2.79	00:02:21	78.81%	56.51%
21.	Hialeah	533 (0.59%)	2.12	00:01:25	84.24%	65.85%
22.	Coral Springs	530 (0.59%)	2.62	00:01:50	77.74%	53.21%
23.	Davie	528 (0.59%)	2.59	00:01:44	76.70%	56.82%
24.	Palm Bay	519 (0.58%)	2.73	00:02:03	68.21%	58.57%
25.	Doral	517 (0.57%)	2.29	00:01:40	82.98%	62.09%
26.	Greenacres	517 (0.57%)	3.06	00:02:16	77.56%	54.74%
27.	Melbourne	514 (0.57%)	2.65	00:02:16	79.18%	57.20%
28.	Pembroke Pines	490 (0.54%)	2.98	00:01:43	75.51%	55.10%
29.	Plantation	486 (0.54%)	2.73	00:02:39	80.04%	53.29%
30.	Lakeland	484 (0.54%)	2.14	00:01:34	82.64%	63.64%
31.	Brandon	473 (0.52%)	2.44	00:01:58	81.82%	60.68%
32.	Kendall	472 (0.52%)	2.60	00:02:05	75.00%	60.38%
33.	Bradenton	468 (0.52%)	2.31	00:01:33	78.21%	61.54%
34.	Wellington	449 (0.50%)	2.65	00:02:43	70.38%	56.35%
35.	Fort Myers	446 (0.49%)	2.42	00:01:48	79.82%	61.43%
36.	Palm Coast	435 (0.48%)	2.62	00:02:01	68.74%	54.94%
37.	Miramar	431 (0.48%)	2.80	00:02:20	78.89%	56.61%
38.	Coral Gables	414 (0.46%)	2.14	00:01:27	82.61%	63.77%
39.	Boynton Beach	413 (0.46%)	2.85	00:02:14	78.21%	53.27%
40.	Homestead	412 (0.46%)	2.57	00:01:24	77.18%	65.53%
41.	Spring Hill	410 (0.45%)	2.90	00:01:52	79.27%	64.88%
42.	Tallahassee	408 (0.45%)	3.32	00:02:35	82.11%	49.51%
43.	Jupiter	406 (0.45%)	2.76	00:01:40	77.59%	52.22%
44.	Clearwater	399 (0.44%)	2.38	00:01:34	77.19%	59.40%
45.	North Naples	392 (0.43%)	2.96	00:01:54	76.53%	56.12%
46.	Sarasota	381 (0.42%)	2.71	00:01:38	76.90%	63.25%
47.	Gainesville	345 (0.38%)	3.12	00:02:18	79.42%	54.78%

48. <a href="#">Largo</a>	<b>332</b> (0.37%)	2.63	00:02:25	81.63%	60.24%
49. <a href="#">The Villages</a>	<b>331</b> (0.37%)	2.19	00:01:34	77.64%	60.42%
50. <a href="#">Deerfield Beach</a>	<b>320</b> (0.36%)	2.49	00:02:12	76.25%	58.75%

Rows 1 - 50 of 488



# 01\_TDC\_04\_Can

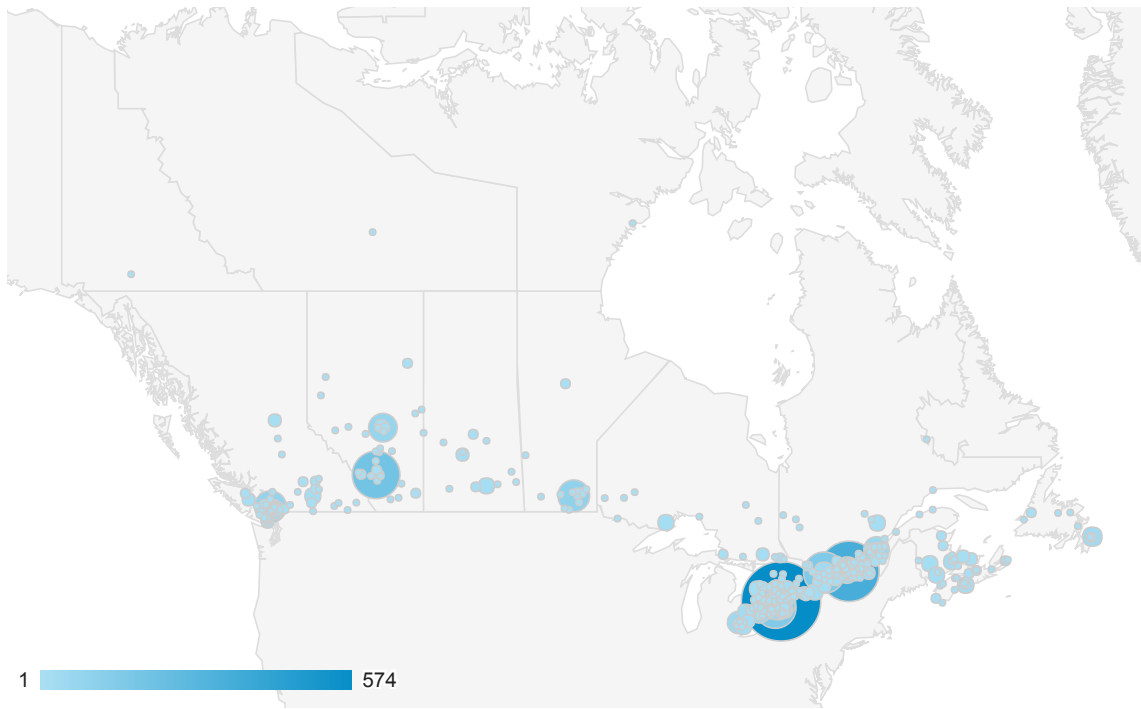
Jun 1, 2017 - Jun 30, 2017

ALL » COUNTRY: Canada

All Users  
1.69% Sessions

Map Overlay

Site Usage



City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	4,227 % of Total: 1.69% (249,697)	3.00 Avg for View: 2.95 (1.58%)	00:02:17 Avg for View: 00:02:15 (1.35%)	77.34% Avg for View: 74.48% (3.84%)	53.68% Avg for View: 54.97% (-2.35%)
1. Toronto	574 (13.58%)	3.10	00:02:21	72.82%	53.83%
2. Montreal	343 (8.11%)	2.49	00:01:14	80.76%	56.56%
3. Calgary	192 (4.54%)	3.60	00:02:47	70.31%	45.83%
4. Ottawa	149 (3.52%)	3.21	00:02:12	87.25%	52.35%
5. Hamilton	144 (3.41%)	5.74	00:09:52	50.00%	35.42%
6. Mississauga	109 (2.58%)	2.43	00:02:01	77.06%	59.63%
7. Winnipeg	93 (2.20%)	2.75	00:02:24	73.12%	51.61%
8. Vancouver	83 (1.96%)	1.92	00:01:18	84.34%	66.27%
9. Kitchener	80 (1.89%)	2.56	00:02:36	46.25%	51.25%
10. Edmonton	73 (1.73%)	3.22	00:02:19	89.04%	47.95%
11. (not set)	70 (1.66%)	2.80	00:02:40	74.29%	54.29%
12. Richmond Hill	63 (1.49%)	2.22	00:01:56	90.48%	46.03%
13. Burlington	57 (1.35%)	2.40	00:00:50	61.40%	64.91%

14.	Laval	<b>57</b> (1.35%)	3.44	00:02:29	89.47%	56.14%
15.	Quebec City	<b>54</b> (1.28%)	2.44	00:02:08	79.63%	61.11%
16.	London	<b>49</b> (1.16%)	2.53	00:01:43	77.55%	61.22%
17.	Brampton	<b>47</b> (1.11%)	4.00	00:02:48	70.21%	48.94%
18.	Oakville	<b>47</b> (1.11%)	3.15	00:03:00	76.60%	46.81%
19.	Vaughan	<b>41</b> (0.97%)	2.54	00:01:22	90.24%	60.98%
20.	Windsor	<b>41</b> (0.97%)	1.90	00:01:28	78.05%	60.98%
21.	Dorval	<b>39</b> (0.92%)	7.64	00:02:49	17.95%	7.69%
22.	Markham	<b>38</b> (0.90%)	2.26	00:01:54	86.84%	47.37%
23.	Surrey	<b>34</b> (0.80%)	2.74	00:01:53	88.24%	64.71%
24.	St. John's	<b>31</b> (0.73%)	3.39	00:03:02	90.32%	41.94%
25.	Gatineau	<b>29</b> (0.69%)	3.86	00:04:07	86.21%	51.72%

Rows 1 - 25 of 382



01\_TDC\_05\_UK

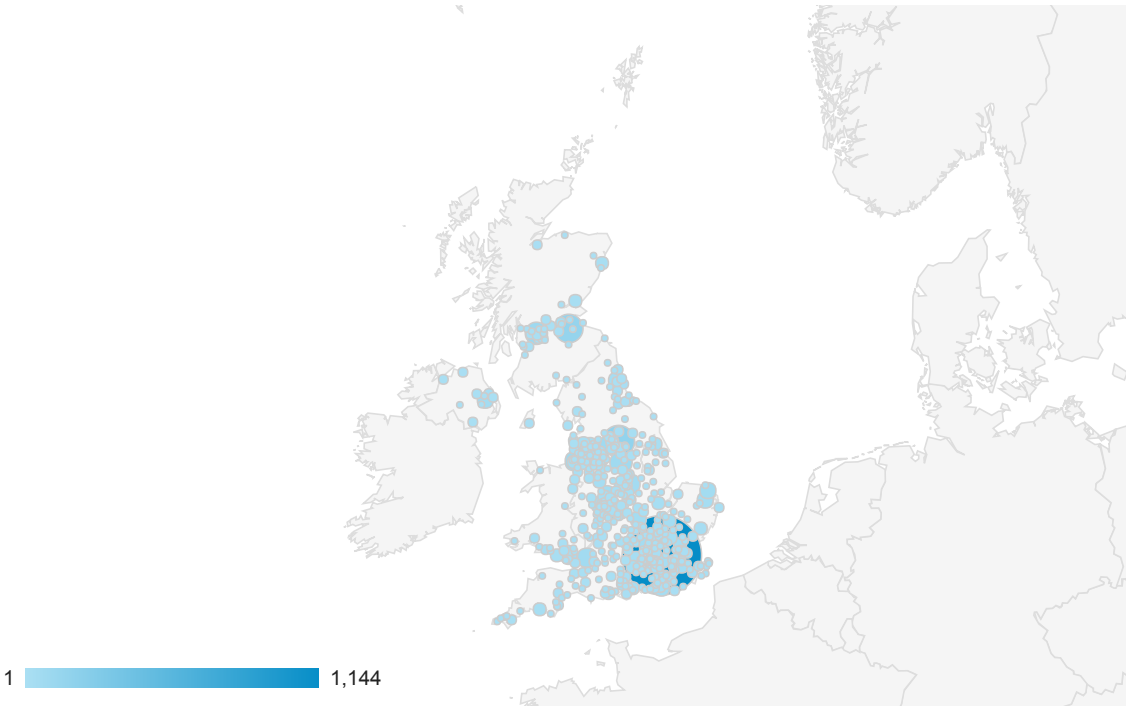
Jun 1, 2017 - Jun 30, 2017

ALL » COUNTRY: United Kingdom

All Users  
2.14% Sessions

Map Overlay

Site Usage



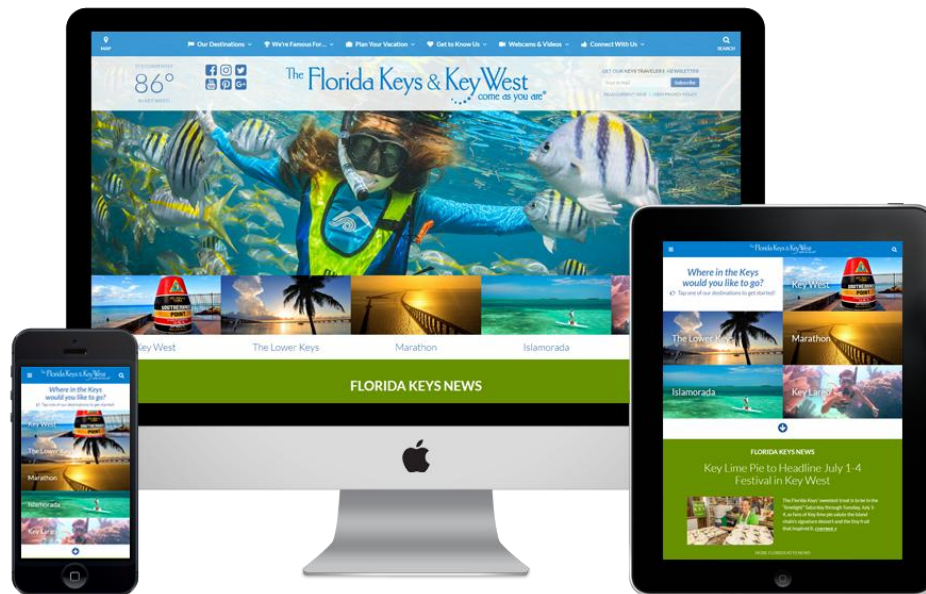
City	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	5,343 % of Total: 2.14% (249,697)	3.03 Avg for View: 2.95 (2.76%)	00:02:30 Avg for View: 00:02:15 (11.04%)	75.82% Avg for View: 74.48% (1.80%)	52.42% Avg for View: 54.97% (-4.63%)
1. London	1,144 (21.41%)	2.67	00:02:11	76.49%	60.84%
2. (not set)	181 (3.39%)	2.98	00:02:33	81.22%	56.91%
3. Leeds	165 (3.09%)	3.30	00:04:22	49.70%	40.00%
4. Edinburgh	149 (2.79%)	3.09	00:02:34	41.61%	26.85%
5. Birmingham	125 (2.34%)	2.83	00:01:43	87.20%	60.80%
6. Glasgow	88 (1.65%)	2.47	00:02:36	72.73%	52.27%
7. Manchester	82 (1.53%)	3.32	00:02:37	79.27%	51.22%
8. Sheffield	72 (1.35%)	2.71	00:01:51	70.83%	48.61%
9. Liverpool	70 (1.31%)	2.54	00:02:11	74.29%	52.86%
10. Halifax	69 (1.29%)	2.77	00:02:54	95.65%	52.17%
11. Bristol	57 (1.07%)	3.39	00:02:31	84.21%	54.39%
12. Nottingham	51 (0.95%)	3.31	00:01:36	72.55%	45.10%
13. North Walsham	48 (0.90%)	2.56	00:04:42	8.33%	8.33%

14. <a href="#">Belfast</a>	<b>45</b> (0.84%)	2.16	00:01:36	86.67%	60.00%
15. <a href="#">Rugeley</a>	<b>42</b> (0.79%)	2.74	00:06:01	83.33%	40.48%
16. <a href="#">Northampton</a>	<b>41</b> (0.77%)	4.56	00:03:26	80.49%	43.90%
17. <a href="#">Chesham</a>	<b>40</b> (0.75%)	6.42	00:03:29	10.00%	2.50%
18. <a href="#">Cardiff</a>	<b>39</b> (0.73%)	3.62	00:05:36	82.05%	56.41%
19. <a href="#">Slough</a>	<b>36</b> (0.67%)	3.00	00:01:49	83.33%	58.33%
20. <a href="#">Brighton</a>	<b>34</b> (0.64%)	2.00	00:01:53	76.47%	61.76%
21. <a href="#">Wombourne</a>	<b>33</b> (0.62%)	2.06	00:01:30	96.97%	30.30%
22. <a href="#">Norwich</a>	<b>32</b> (0.60%)	3.47	00:02:59	78.12%	50.00%
23. <a href="#">Coventry</a>	<b>31</b> (0.58%)	3.65	00:03:48	83.87%	54.84%
24. <a href="#">Newcastle upon Tyne</a>	<b>31</b> (0.58%)	2.94	00:03:12	77.42%	64.52%
25. <a href="#">Basildon</a>	<b>30</b> (0.56%)	2.60	00:02:38	80.00%	73.33%

Rows 1 - 25 of 549

## Website Status Report fla-keys.com

July 2017 Data for the September 12, 2017 TDC Meeting



Section 1: Website Traffic Report

Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors

## Section 1: Website Traffic Report

### Website Traffic Overview

#### Audience Overview

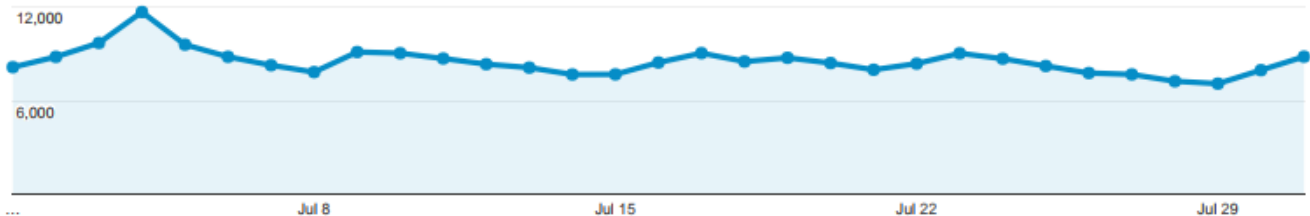


All Users  
100.00% Sessions

Jul 1, 2017 - Jul 31, 2017

#### Overview

#### Sessions



#### Sessions

262,257

#### Users

207,065

#### Pageviews

761,417

#### Pages / Session

2.90

#### Avg. Session Duration

00:02:16

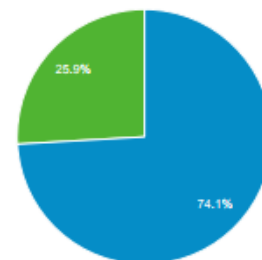
#### Bounce Rate

55.16%

#### % New Sessions

74.01%

■ New Visitor ■ Returning Visitor



## Website Traffic Sources

### All Traffic



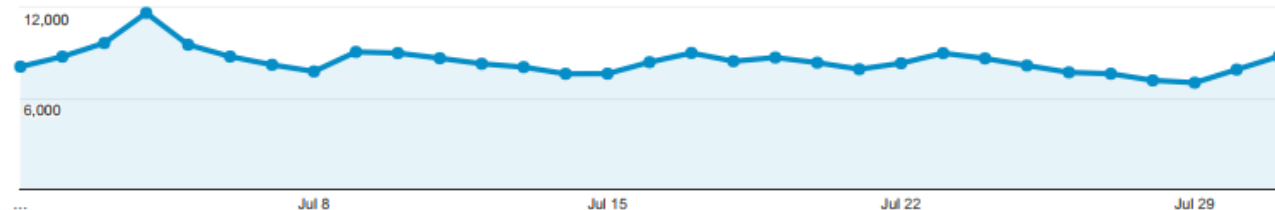
All Users  
100.00% Sessions

Jul 1, 2017 - Jul 31, 2017

#### Explorer

Summary

#### Sessions



Source / Medium

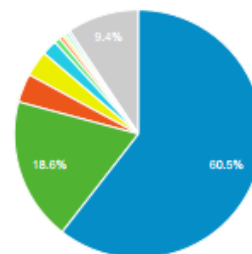
Sessions

Sessions

Contribution to total:

Sessions

		262,257 % of Total: 100.00% (262,257)	262,257 % of Total: 100.00% (262,257)
1.	google / organic	158,725	60.52%
2.	(direct) / (none)	48,892	18.64%
3.	bing / organic	9,803	3.74%
4.	yahoo / organic	8,773	3.35%
5.	google / cpc	5,191	1.98%
6.	floridakeyswebcams.tv / referral	1,963	0.75%
7.	m.facebook.com / referral	1,366	0.52%
8.	bingsearch / referral	1,075	0.41%
9.	yahoosearch / referral	980	0.37%
10.	fla-keys.co.uk / referral	946	0.36%



## Most Visited Sections of Website

### Content Drilldown

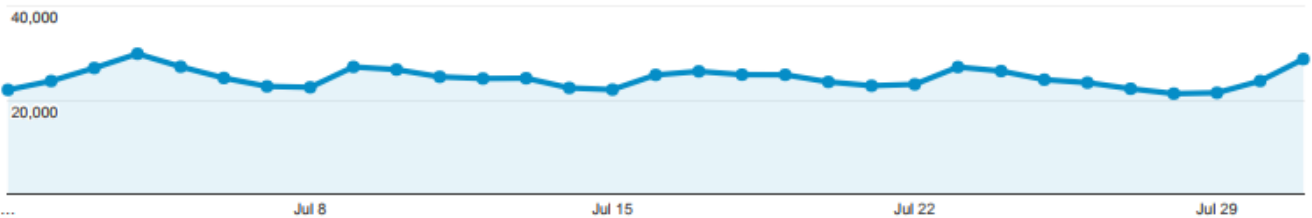


All Users  
100.00% Pageviews

Jul 1, 2017 - Jul 31, 2017

#### Explorer

#### Pageviews



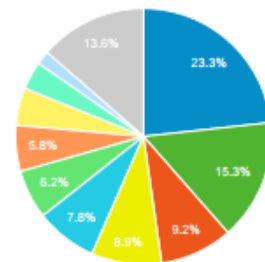
#### Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	761,417 % of Total: 100.00% (761,417)	761,417 % of Total: 100.00% (761,417)
1.  /webcams/	177,110	23.26%
2.  /key-west/	116,208	15.26%
3.  /key-largo/	70,052	9.20%
4.  /	67,443	8.86%
5.  /islamorada/	59,377	7.80%
6.  /calendar/	47,202	6.20%
7.  /marathon/	44,266	5.81%
8.  /news/	35,900	4.71%
9.  /lower-keys/	27,118	3.56%
10.  /photoadventure/	13,089	1.72%



## Device Usage

### Overview



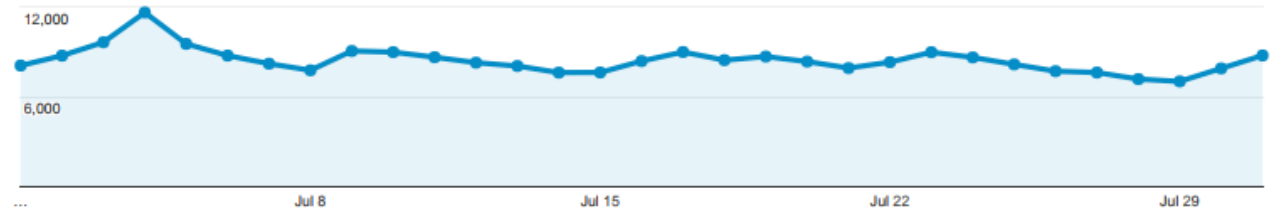
All Users  
100.00% Sessions

Jul 1, 2017 - Jul 31, 2017

### Explorer

Summary

### Sessions



☐ Device Category

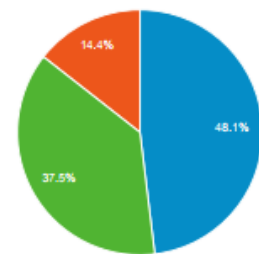
Sessions

Sessions

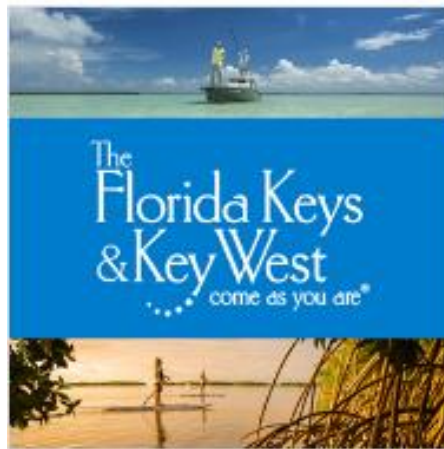
Contribution to total:

Sessions

		262,257 % of Total: 100.00% (262,257)	262,257 % of Total: 100.00% (262,257)
1. <span style="color: blue;">■</span> mobile		126,065	48.07%
2. <span style="color: green;">■</span> desktop		98,344	37.50%
3. <span style="color: red;">■</span> tablet		37,848	14.43%



## Section 2: Social Media Report



Facebook: 350,560 fans

Twitter: 39,179 followers

Instagram: 103,442 followers


Pinterest: 3,070 followers

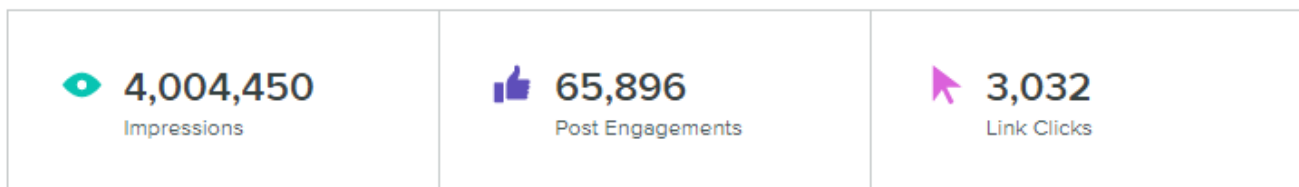
Google +: 2,110 followers



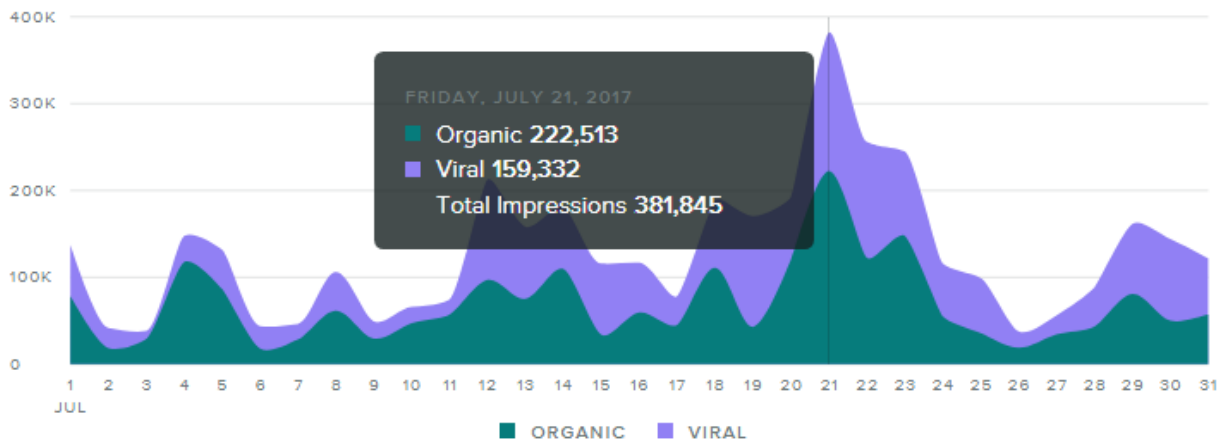
Data mined 8/2/17

## FACEBOOK SUMMARY

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	350,210	1.09%	48	4,004,450	83,426	65,896	1,372.8	3,032



PAGE IMPRESSIONS, BY DAY

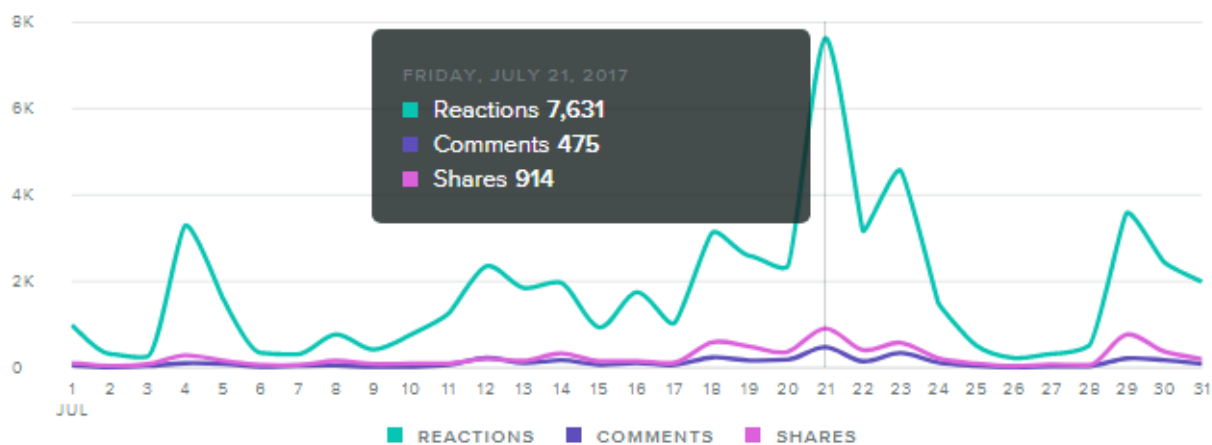


## WHEN THE FACEBOOK PAGE IS MOST ACTIVE



## SHARED CONTENT

### AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	54,724
Comments	3,595
Shares	7,577
<b>Total Engagements</b>	<b>65,896</b>

Total Engagements decreased by

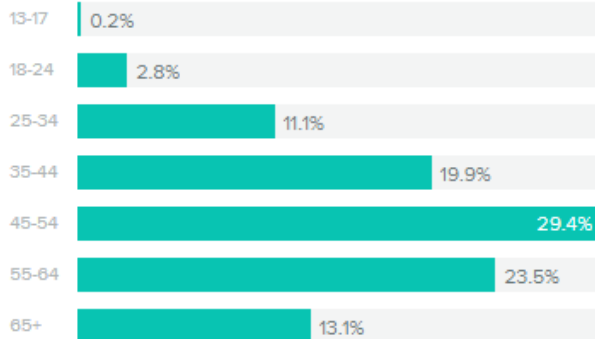
**-48.5%**  
since previous month

Page Fans

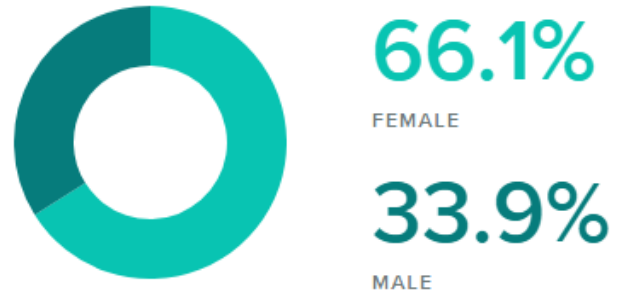
People Reached

People Engaged







BY AGE






BY GENDER



## CONTENT PERFORMANCE (top 3, sorted by Total Reach)

Post	Reactions	Comments	Engagement	Reach ▼
<p><b>The Florida Keys &amp; Key West</b></p> <p>This one is too cool NOT to share ... an abundance of thanks to our local friends for their Sunday footage of the Content Keys, and a typical summer day in #floridakeys! Video: Chris Haack Don't forget to enter YOUR #flkeys 1-minute video in the #MeInTheKeys contest to win a trip back here! Spend 4 nights/5 days in Key Largo &amp; Key West at two luxurious hotels, Playa Largo Resort &amp; Spa, Autograph Collection and The Marker, passes to attractions like Florida Keys Aquarium Encounters , all for a trip valued at over \$4,000! Enter here: <a href="https://a.pgtb.me/8050fQ">https://a.pgtb.me/8050fQ</a> HINT: Don't have a video? Make a little montage of your pictures! Be as creative as you want! Video with most votes wins, so you want to ask friends for their vote!</p>   <p>(Post) July 18, 2017 8:38 am</p>	6,441	542	7.7%	240,801
<p><b>The Florida Keys &amp; Key West</b></p> <p>Live Sunday from the Channel 5 Bridge near Islamorada in the #flkeys. #MeInTheKeys</p>   <p>(Post) July 23, 2017 3:14 pm</p>	4,557	448	5.9%	132,234
<p><b>The Florida Keys &amp; Key West</b></p> <p>Happy Saturday from the Florida Keys! Take a trip to the reef today #floridakeys #coralreef #seaturtles</p>   <p>(Post) July 29, 2017 10:19 am</p>	4,971	301	5.9%	115,061

## TWITTER REPORT – follower and content data

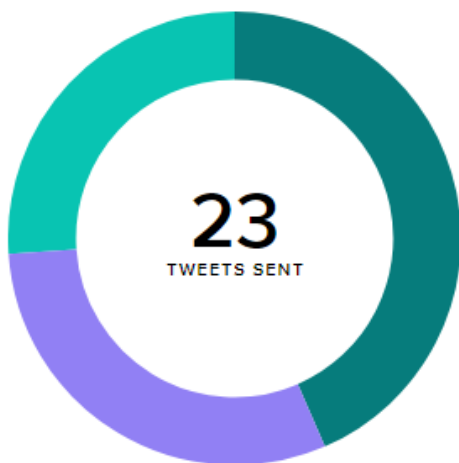
 <b>102,669</b> Organic Impressions	 <b>2,912</b> Total Engagements	 <b>1,019</b> Link Clicks
---	---	---

### Follower Metrics

### Totals

<b>Total Followers</b>	<b>39,158</b>
New Follower alerts	585
Actual Followers gained	440
People that you followed	–

### SENT MESSAGE CONTENT



**6**

PLAIN TEXT

**10**

PAGE LINKS

**7**

PHOTO LINKS

### YOUR TWEETING BEHAVIOR



**8%**

CONVERSATION

**92%**

UPDATES



**25%**

NEW CONTACTS

**75%**

EXISTING CONTACTS

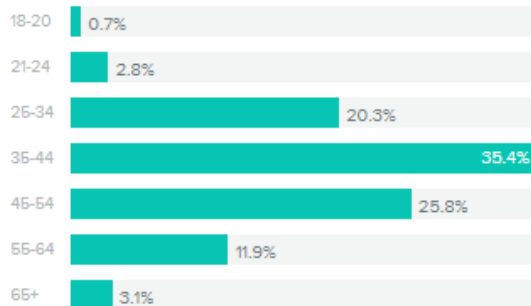
The number of impressions per  
Tweet increased by

**▲16.7%**

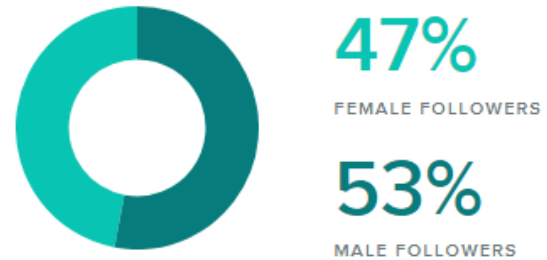
since previous month

## Audience Demographics

### FOLLOWERS BY AGE

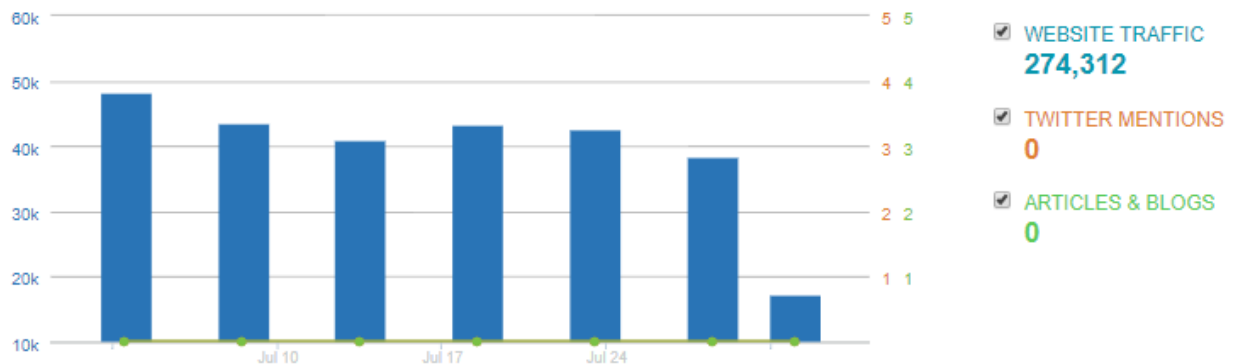


### FOLLOWERS BY GENDER



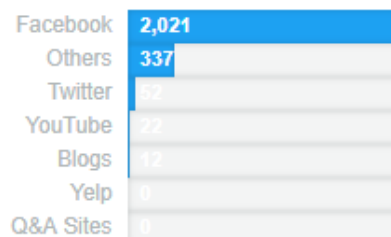
Men between ages of 35-44 appear to be the leading force among your recent followers.

## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



## SOCIAL TRAFFIC

### Social Traffic Sources



## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**key west** 11  
back touched giddy use reading missed dr...

**time** 10  
head full love look lost spending always ...

**florida keys** 8  
make stops beautiful going ordered like just...

**marathon** 8  
eat

**view** 7  
beat will serene hard look tired always never ...

**keys** 6  
just still now last like dies work visit fancy ...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#keywest** 18  
want key west martin's visit check go go...

**#flkeys** 18  
key west florida keys view marathon kids b...


**#lovefl** 14  
key west kids just road trip hotel stops trip...

**#meinthekeys** 12  
just back want time ever trip best help s...

**#marlinbay** 9  
usa things visit best places 🌴🌊🍹🌴 listed li...

**#keylargo** 7  
already getting started main rec's visit glass-bott...

## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 thefloridakeys	103,242	2.6%	2,626	11	23	23,256	2,114.2	0.23

### Top Instagram Posts



@thefloridakeys  
4425 Engagements

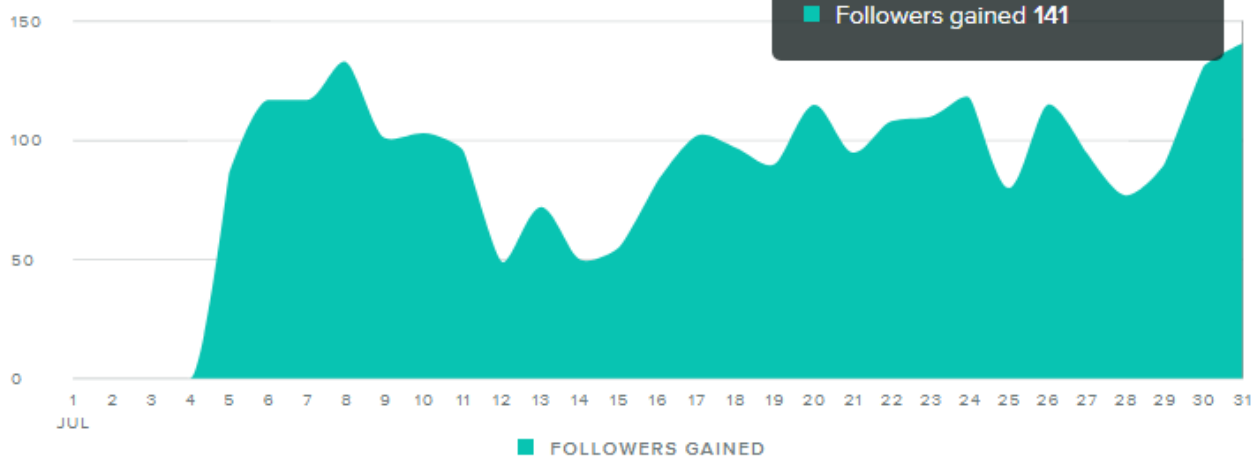


@thefloridakeys  
3668 Engagements



@thefloridakeys  
3308 Engagements

### AUDIENCE GROWTH, BY DAY





## INSTAGRAM ENGAGEMENT

Engagement Metrics	Totals
Likes Received	23,024
Comments Received	232
<b>Total Engagements</b>	<b>23,256</b>

The number of engagements decreased by

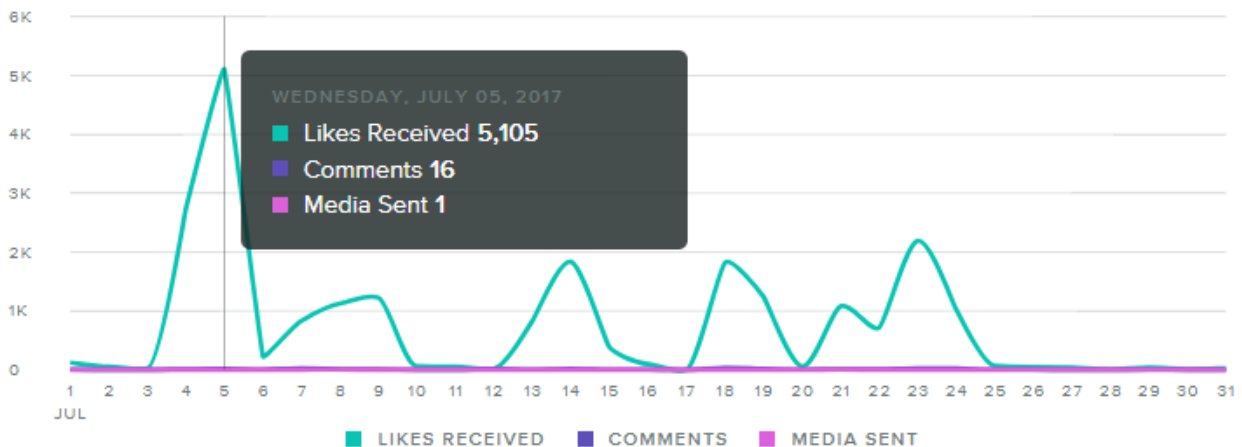
▼ **50.0%**  
since previous month

Engagements per Follower	0.2
Engagements per Media	2,114.2

The number of engagements per media decreased by

▼ **9.1%**  
since previous month

### AUDIENCE ENGAGEMENT, BY DAY



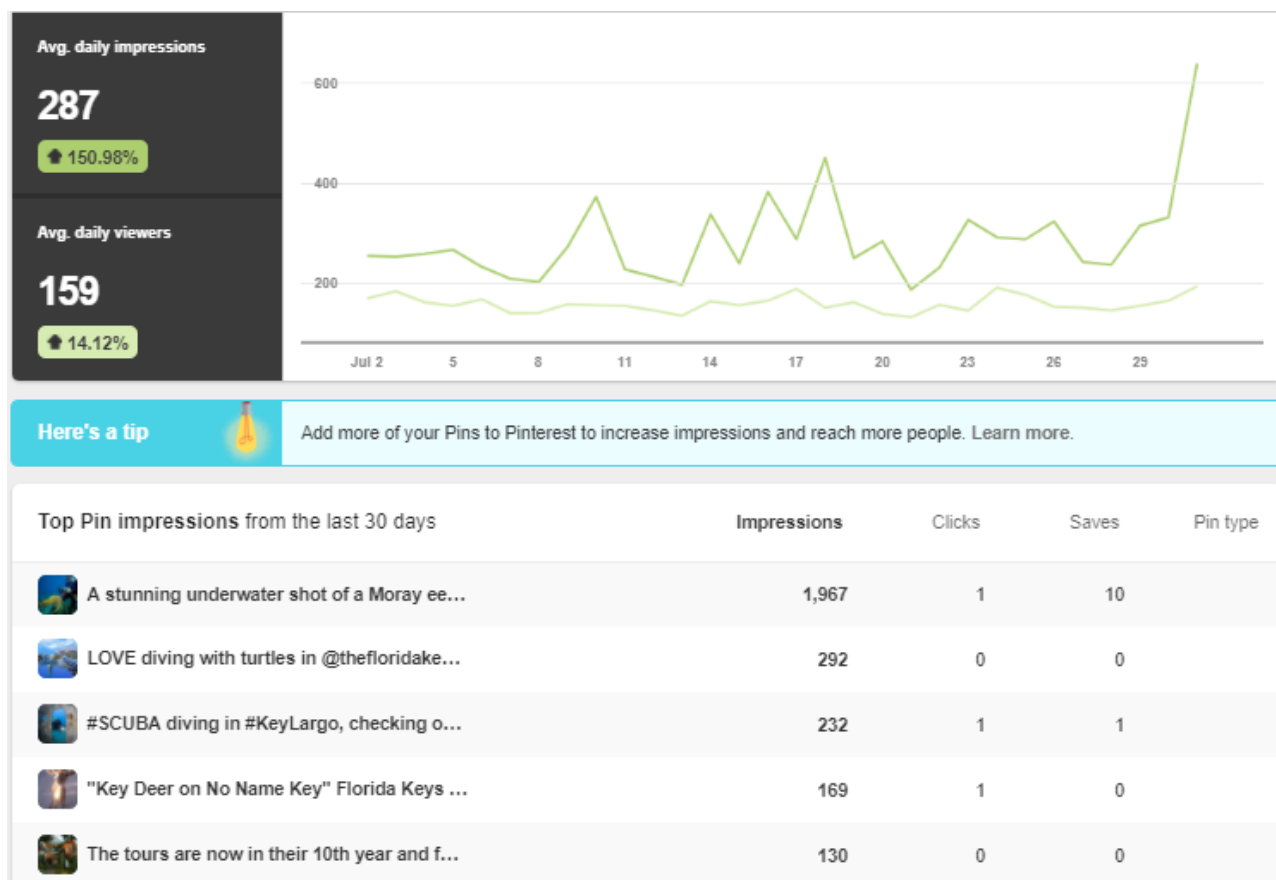
## MOST USED HASHTAGS






#floridakeys	11
#flkeys	9
#meinthekkeys	6
#coralreef	3
#keysdiving	3
#simplythekkeys	3
#mermaid	2
#hemingway	1

## MOST ENGAGED HASHTAGS

#floridakeys	23,115
#flkeys	17,730
#simplythekkeys	9,712
#meinthekkeys	9,554
#coralreef	3,947
#keysdiving	3,947
#mermaid	2,259
#seaturtle	1,845

## PINTEREST SUMMARY

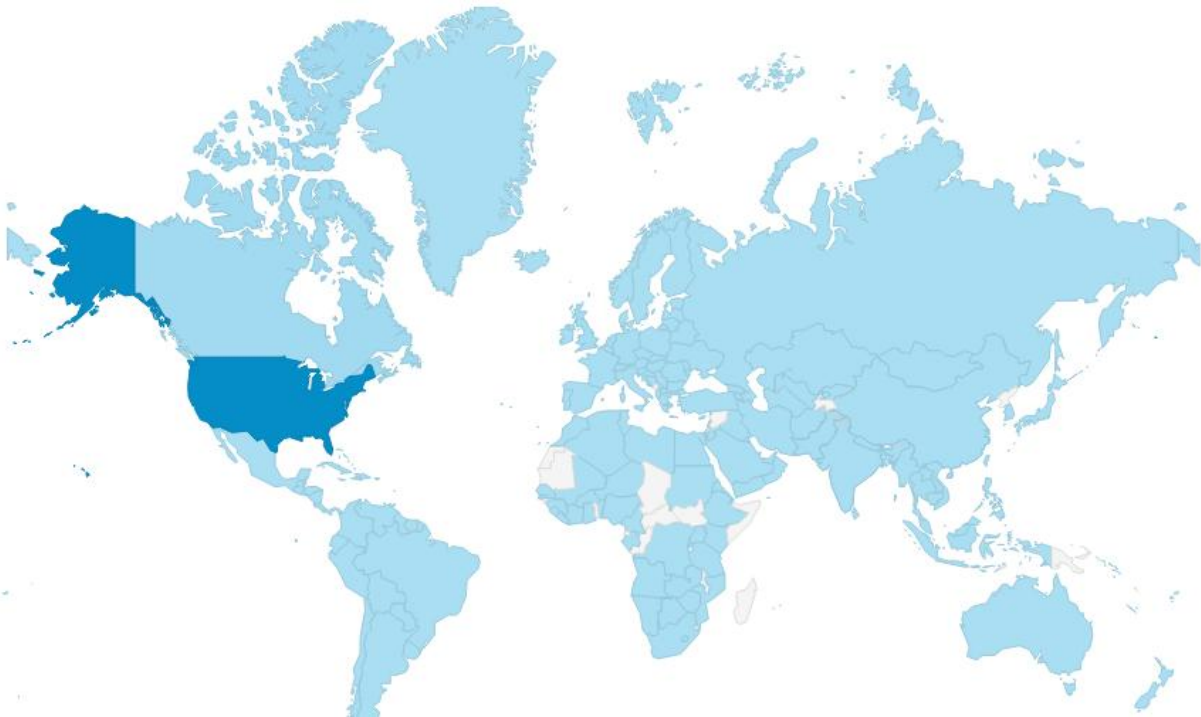


Boards with top Pin impressions from the last 30 days		Impressions	Clicks	Saves	# of Pins
	Diving and Snorkeling by The Florid...	2,900	6	13	36
	Florida Keys Visitor Photos by The Florid...	1,260	3	3	214
	Cool Finds in the Florida Keys by The Florid...	755	0	1	90
	Florida Keys Weddings, Vow Renewals, H... by The Florid...	674	0	1	93
	Key West by The Florid...	505	0	1	56

### Section 3: Geographic Data on Website Visitors



Google Analytics





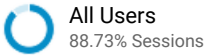
13.	(not set)	<b>452</b> (0.17%)	74.56%	<b>337</b> (0.17%)	57.52%	4.24	00:03:19	4.20%	<b>19</b> (0.26%)	<b>\$0.00</b> (0.00%)
14.	Norway	<b>438</b> (0.17%)	75.80%	<b>332</b> (0.17%)	57.53%	2.85	00:02:12	1.60%	<b>7</b> (0.10%)	<b>\$0.00</b> (0.00%)
15.	Belgium	<b>370</b> (0.14%)	74.32%	<b>275</b> (0.14%)	45.95%	3.64	00:02:48	3.78%	<b>14</b> (0.19%)	<b>\$0.00</b> (0.00%)
16.	Spain	<b>343</b> (0.13%)	83.38%	<b>286</b> (0.15%)	62.68%	2.40	00:01:48	2.62%	<b>9</b> (0.12%)	<b>\$0.00</b> (0.00%)
17.	Switzerland	<b>324</b> (0.12%)	89.51%	<b>290</b> (0.15%)	48.46%	3.09	00:01:46	5.86%	<b>19</b> (0.26%)	<b>\$0.00</b> (0.00%)
18.	Argentina	<b>288</b> (0.11%)	81.60%	<b>235</b> (0.12%)	53.12%	3.16	00:03:07	2.43%	<b>7</b> (0.10%)	<b>\$0.00</b> (0.00%)
19.	Ireland	<b>278</b> (0.11%)	85.97%	<b>239</b> (0.12%)	59.71%	2.48	00:01:37	3.60%	<b>10</b> (0.14%)	<b>\$0.00</b> (0.00%)
20.	Austria	<b>265</b> (0.10%)	76.98%	<b>204</b> (0.10%)	53.96%	3.23	00:02:38	4.91%	<b>13</b> (0.18%)	<b>\$0.00</b> (0.00%)
21.	Philippines	<b>259</b> (0.10%)	85.33%	<b>221</b> (0.11%)	84.94%	1.27	00:01:02	0.39%	<b>1</b> (0.01%)	<b>\$0.00</b> (0.00%)
22.	Russia	<b>213</b> (0.08%)	89.20%	<b>190</b> (0.10%)	77.93%	1.82	00:00:39	0.94%	<b>2</b> (0.03%)	<b>\$0.00</b> (0.00%)
23.	Poland	<b>190</b> (0.07%)	82.11%	<b>156</b> (0.08%)	65.79%	2.43	00:01:14	1.05%	<b>2</b> (0.03%)	<b>\$0.00</b> (0.00%)
24.	Mexico	<b>189</b> (0.07%)	83.60%	<b>158</b> (0.08%)	62.96%	2.29	00:01:44	2.12%	<b>4</b> (0.05%)	<b>\$0.00</b> (0.00%)
25.	Czechia	<b>151</b> (0.06%)	78.81%	<b>119</b> (0.06%)	61.59%	2.62	00:01:47	3.31%	<b>5</b> (0.07%)	<b>\$0.00</b> (0.00%)

Rows 1 - 25 of 192

Location

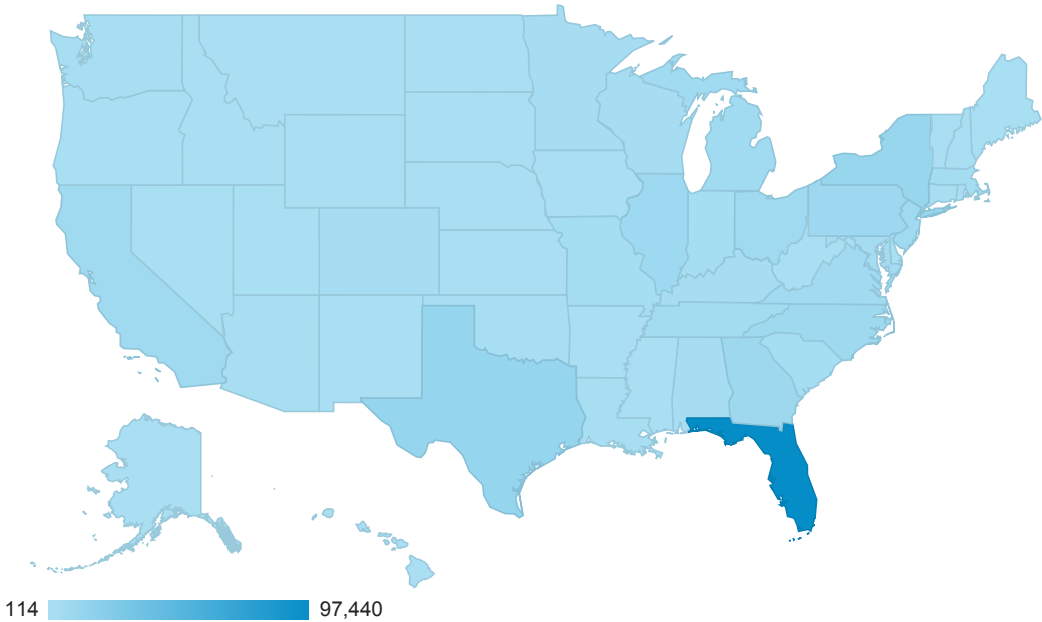
ALL » COUNTRY: United States

Jul 1, 2017 - Jul 31, 2017



Map Overlay

Summary



Region	Acquisition			Behavior			Conversions	Goal 1: Visited Places to Stay	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	232,705 % of Total: 88.73% (262,257)	73.56% Avg for View: 74.01% (-0.62%)	171,170 % of Total: 88.18% (194,106)	54.95% Avg for View: 55.16% (-0.37%)	2.91 Avg for View: 2.90 (0.24%)	00:02:17 Avg for View: 00:02:16 (0.75%)	2.68% Avg for View: 2.79% (-4.10%)	6,233 % of Total: 85.09% (7,325)	\$0.00 % of Total: 0.00% (\$0.00)
1. Florida	97,440 (41.87%)	72.06%	70,217 (41.02%)	60.69%	2.47	00:01:56	1.51%	1,471 (23.60%)	\$0.00 (0.00%)
2. Texas	11,881 (5.11%)	78.01%	9,268 (5.41%)	51.93%	3.00	00:02:28	3.69%	438 (7.03%)	\$0.00 (0.00%)
3. New York	10,817 (4.65%)	75.97%	8,218 (4.80%)	54.99%	2.87	00:02:02	3.24%	350 (5.62%)	\$0.00 (0.00%)
4. Georgia	8,022 (3.45%)	76.19%	6,112 (3.57%)	52.68%	3.06	00:02:24	3.19%	256 (4.11%)	\$0.00 (0.00%)
5. Pennsylvania	7,832 (3.37%)	70.93%	5,555 (3.25%)	46.39%	3.60	00:02:47	3.95%	309 (4.96%)	\$0.00 (0.00%)
6. Illinois	7,673 (3.30%)	72.25%	5,544 (3.24%)	51.23%	3.20	00:02:28	3.83%	294 (4.72%)	\$0.00 (0.00%)
7. North Carolina	7,386 (3.17%)	74.21%	5,481 (3.20%)	51.44%	3.26	00:02:44	3.26%	241 (3.87%)	\$0.00 (0.00%)
8. Ohio	6,564 (2.82%)	71.34%	4,683 (2.74%)	44.77%	3.86	00:02:51	4.02%	264 (4.24%)	\$0.00 (0.00%)
9. California	6,548 (2.81%)	81.90%	5,363 (3.13%)	58.95%	2.71	00:02:01	2.95%	193 (3.10%)	\$0.00 (0.00%)
10. New Jersey	6,394 (2.75%)	72.44%	4,632 (2.71%)	48.14%	3.32	00:02:46	3.38%	216 (3.47%)	\$0.00 (0.00%)
11. Michigan	5,181 (2.23%)	73.00%	3,782 (2.21%)	52.15%	3.07	00:02:31	3.36%	174 (2.79%)	\$0.00 (0.00%)
12. Virginia	4,624 (1.99%)	76.47%	3,536 (2.07%)	48.25%	3.09	00:02:35	3.55%	164 (2.63%)	\$0.00 (0.00%)

13.	Tennessee	4,088 (1.76%)	73.46%	3,003 (1.75%)	50.07%	3.24	00:02:26	3.52%	144 (2.31%)	\$0.00 (0.00%)
14.	Massachusetts	3,454 (1.48%)	76.66%	2,648 (1.55%)	51.39%	3.13	00:02:17	4.00%	138 (2.21%)	\$0.00 (0.00%)
15.	Maryland	3,285 (1.41%)	74.52%	2,448 (1.43%)	46.33%	3.68	00:02:36	3.99%	131 (2.10%)	\$0.00 (0.00%)
16.	Indiana	3,033 (1.30%)	69.73%	2,115 (1.24%)	45.83%	4.00	00:03:11	3.46%	105 (1.68%)	\$0.00 (0.00%)
17.	South Carolina	2,958 (1.27%)	71.70%	2,121 (1.24%)	49.36%	3.25	00:03:00	4.19%	124 (1.99%)	\$0.00 (0.00%)
18.	Missouri	2,863 (1.23%)	74.68%	2,138 (1.25%)	50.58%	3.18	00:02:34	3.39%	97 (1.56%)	\$0.00 (0.00%)
19.	Wisconsin	2,535 (1.09%)	68.56%	1,738 (1.02%)	49.59%	3.20	00:02:53	4.22%	107 (1.72%)	\$0.00 (0.00%)
20.	Minnesota	2,419 (1.04%)	70.11%	1,696 (0.99%)	49.11%	3.35	00:02:30	3.93%	95 (1.52%)	\$0.00 (0.00%)
21.	District of Columbia	2,317 (1.00%)	75.62%	1,752 (1.02%)	56.11%	2.72	00:02:05	1.90%	44 (0.71%)	\$0.00 (0.00%)
22.	Kentucky	2,305 (0.99%)	63.30%	1,459 (0.85%)	43.43%	4.01	00:03:18	3.21%	74 (1.19%)	\$0.00 (0.00%)
23.	Colorado	2,255 (0.97%)	75.21%	1,696 (0.99%)	49.58%	3.26	00:02:34	3.50%	79 (1.27%)	\$0.00 (0.00%)
24.	Alabama	2,085 (0.90%)	77.89%	1,624 (0.95%)	50.41%	3.14	00:02:30	3.41%	71 (1.14%)	\$0.00 (0.00%)
25.	Louisiana	1,839 (0.79%)	78.03%	1,435 (0.84%)	48.72%	3.46	00:02:39	3.43%	63 (1.01%)	\$0.00 (0.00%)
26.	Connecticut	1,783 (0.77%)	74.87%	1,335 (0.78%)	50.93%	3.27	00:02:19	3.03%	54 (0.87%)	\$0.00 (0.00%)
27.	Washington	1,539 (0.66%)	83.69%	1,288 (0.75%)	61.14%	2.62	00:01:56	3.18%	49 (0.79%)	\$0.00 (0.00%)
28.	Arizona	1,286 (0.55%)	80.64%	1,037 (0.61%)	53.81%	3.35	00:02:32	3.27%	42 (0.67%)	\$0.00 (0.00%)
29.	Oklahoma	1,080 (0.46%)	77.04%	832 (0.49%)	48.33%	3.88	00:03:24	4.17%	45 (0.72%)	\$0.00 (0.00%)
30.	Iowa	967 (0.42%)	78.18%	756 (0.44%)	45.71%	3.46	00:02:54	4.86%	47 (0.75%)	\$0.00 (0.00%)
31.	Kansas	959 (0.41%)	77.69%	745 (0.44%)	50.57%	3.47	00:03:09	4.07%	39 (0.63%)	\$0.00 (0.00%)
32.	Mississippi	829 (0.36%)	74.55%	618 (0.36%)	49.46%	3.29	00:02:24	3.86%	32 (0.51%)	\$0.00 (0.00%)
33.	Nebraska	823 (0.35%)	77.40%	637 (0.37%)	51.40%	3.33	00:02:15	2.92%	24 (0.39%)	\$0.00 (0.00%)
34.	Arkansas	759 (0.33%)	75.76%	575 (0.34%)	48.35%	3.42	00:02:35	4.87%	37 (0.59%)	\$0.00 (0.00%)
35.	New Hampshire	719 (0.31%)	75.24%	541 (0.32%)	55.49%	2.76	00:01:58	4.31%	31 (0.50%)	\$0.00 (0.00%)
36.	West Virginia	687 (0.30%)	71.76%	493 (0.29%)	50.51%	3.33	00:02:54	3.49%	24 (0.39%)	\$0.00 (0.00%)
37.	Nevada	663 (0.28%)	69.68%	462 (0.27%)	52.94%	2.91	00:02:23	2.11%	14 (0.22%)	\$0.00 (0.00%)
38.	Oregon	654 (0.28%)	82.42%	539 (0.31%)	57.03%	3.04	00:02:27	3.36%	22 (0.35%)	\$0.00 (0.00%)
39.	Delaware	636 (0.27%)	70.75%	450 (0.26%)	47.64%	3.36	00:02:44	3.46%	22 (0.35%)	\$0.00 (0.00%)
40.	Utah	574 (0.25%)	70.03%	402 (0.23%)	48.95%	3.00	00:02:49	2.96%	17 (0.27%)	\$0.00 (0.00%)
41.	Rhode Island	498 (0.21%)	69.48%	346 (0.20%)	44.38%	3.50	00:02:43	4.02%	20 (0.32%)	\$0.00 (0.00%)
42.	Maine	465 (0.20%)	68.60%	319 (0.19%)	52.04%	3.05	00:02:14	2.58%	12 (0.19%)	\$0.00 (0.00%)
43.	New Mexico	293 (0.13%)	79.52%	233 (0.14%)	50.51%	2.88	00:02:50	3.07%	9 (0.14%)	\$0.00 (0.00%)
44.	(not set)	273 (0.12%)	89.38%	244 (0.14%)	80.59%	1.70	00:00:44	1.83%	5 (0.08%)	\$0.00 (0.00%)
45.	Idaho	246 (0.11%)	77.24%	190 (0.11%)	51.63%	3.14	00:01:57	3.25%	8 (0.13%)	\$0.00 (0.00%)
46.	Vermont	219 (0.09%)	66.67%	146 (0.09%)	44.75%	3.39	00:02:02	3.20%	7 (0.11%)	\$0.00 (0.00%)



47.	<a href="#">South Dakota</a>	<b>205</b> (0.09%)	76.59%	<b>157</b> (0.09%)	44.39%	4.36	00:03:44	5.85%	<b>12</b> (0.19%)	<b>\$0.00</b> (0.00%)
48.	<a href="#">Montana</a>	<b>170</b> (0.07%)	78.24%	<b>133</b> (0.08%)	47.06%	4.39	00:03:51	1.18%	<b>2</b> (0.03%)	<b>\$0.00</b> (0.00%)
49.	<a href="#">North Dakota</a>	<b>168</b> (0.07%)	76.19%	<b>128</b> (0.07%)	42.86%	3.43	00:04:01	5.95%	<b>10</b> (0.16%)	<b>\$0.00</b> (0.00%)
50.	<a href="#">Alaska</a>	<b>151</b> (0.06%)	73.51%	<b>111</b> (0.06%)	57.62%	3.54	00:03:29	1.99%	<b>3</b> (0.05%)	<b>\$0.00</b> (0.00%)

Location

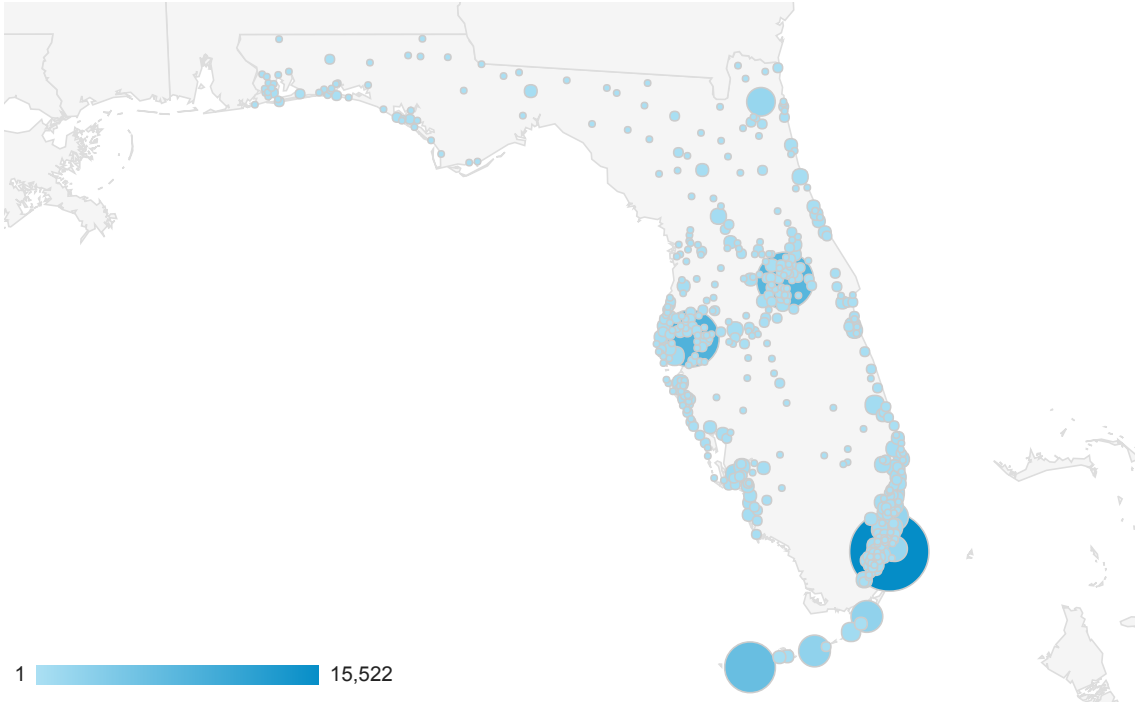
ALL » COUNTRY: United States » REGION: Florida

Jul 1, 2017 - Jul 31, 2017

All Users  
37.15% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	97,440 % of Total: 37.15% (262,257)	72.06% Avg for View: 74.01% (-2.64%)	70,217 % of Total: 36.17% (194,106)	60.69% Avg for View: 55.16% (10.04%)	2.47 Avg for View: 2.90 (-14.86%)	00:01:56 Avg for View: 00:02:16 (-14.72%)	1.51% Avg for View: 2.79% (-45.95%)	1,471 % of Total: 20.08% (7,325)	\$0.00 % of Total: 0.00% (\$0.00)
1. Miami	15,522 (15.93%)	70.51%	10,945 (15.59%)	65.14%	2.08	00:01:32	0.73%	114 (7.75%)	\$0.00 (0.00%)
2. Tampa	8,438 (8.66%)	71.39%	6,024 (8.58%)	66.33%	2.15	00:01:34	0.85%	72 (4.89%)	\$0.00 (0.00%)
3. Orlando	7,836 (8.04%)	73.77%	5,781 (8.23%)	65.40%	2.19	00:01:35	1.24%	97 (6.59%)	\$0.00 (0.00%)
4. Key West	6,242 (6.41%)	58.20%	3,633 (5.17%)	62.56%	2.23	00:01:45	0.30%	19 (1.29%)	\$0.00 (0.00%)
5. Marathon	2,460 (2.52%)	56.59%	1,392 (1.98%)	58.94%	2.46	00:01:54	0.04%	1 (0.07%)	\$0.00 (0.00%)
6. Key Largo	2,371 (2.43%)	61.66%	1,462 (2.08%)	61.79%	2.44	00:01:49	0.13%	3 (0.20%)	\$0.00 (0.00%)
7. Fort Lauderdale	1,857 (1.91%)	69.63%	1,293 (1.84%)	57.51%	2.55	00:02:03	1.67%	31 (2.11%)	\$0.00 (0.00%)
8. Jacksonville	1,778 (1.82%)	77.05%	1,370 (1.95%)	59.96%	2.61	00:01:58	2.59%	46 (3.13%)	\$0.00 (0.00%)
9. Miami Beach	1,481 (1.52%)	80.28%	1,189 (1.69%)	61.17%	2.37	00:01:37	1.62%	24 (1.63%)	\$0.00 (0.00%)
10. (not set)	974 (1.00%)	73.61%	717 (1.02%)	56.06%	2.64	00:01:57	1.54%	15 (1.02%)	\$0.00 (0.00%)
11. Cape Coral	955 (0.98%)	77.17%	737 (1.05%)	56.96%	2.78	00:02:11	1.78%	17 (1.16%)	\$0.00 (0.00%)
12. Islamorada	747 (0.77%)	63.05%	471 (0.67%)	58.63%	2.43	00:01:46	0.40%	3 (0.20%)	\$0.00 (0.00%)

City		Population	Area (sq mi)	Population Density	Median Age	Median Income	Unemployment Rate	Cost of Living Index	Quality of Life Index	Home Value Index
13.	St. Petersburg	740 (0.76%)	78.11%	578 (0.82%)	57.70%	2.71	00:02:27	1.49%	11 (0.75%)	\$0.00 (0.00%)
14.	Hollywood	731 (0.75%)	71.55%	523 (0.74%)	61.42%	2.37	00:01:53	1.64%	12 (0.82%)	\$0.00 (0.00%)
15.	Boca Raton	664 (0.68%)	82.23%	546 (0.78%)	57.53%	2.58	00:01:51	1.81%	12 (0.82%)	\$0.00 (0.00%)
16.	Port St. Lucie	658 (0.68%)	78.72%	518 (0.74%)	54.26%	3.12	00:02:17	4.10%	27 (1.84%)	\$0.00 (0.00%)
17.	Pompano Beach	619 (0.64%)	76.41%	473 (0.67%)	52.18%	2.76	00:02:05	1.62%	10 (0.68%)	\$0.00 (0.00%)
18.	Doral	616 (0.63%)	74.51%	459 (0.65%)	60.55%	2.60	00:02:16	0.97%	6 (0.41%)	\$0.00 (0.00%)
19.	Ocala	525 (0.54%)	70.67%	371 (0.53%)	59.43%	2.74	00:02:23	3.81%	20 (1.36%)	\$0.00 (0.00%)
20.	Homestead	514 (0.53%)	72.96%	375 (0.53%)	60.31%	2.30	00:01:30	0.97%	5 (0.34%)	\$0.00 (0.00%)
21.	West Palm Beach	509 (0.52%)	78.59%	400 (0.57%)	54.03%	2.73	00:01:52	1.96%	10 (0.68%)	\$0.00 (0.00%)
22.	Palm Beach Gardens	501 (0.51%)	73.05%	366 (0.52%)	50.30%	3.02	00:02:42	2.99%	15 (1.02%)	\$0.00 (0.00%)
23.	Kendall	498 (0.51%)	74.10%	369 (0.53%)	55.02%	2.52	00:02:39	1.61%	8 (0.54%)	\$0.00 (0.00%)
24.	Plantation	493 (0.51%)	78.90%	389 (0.55%)	53.96%	2.60	00:01:49	2.03%	10 (0.68%)	\$0.00 (0.00%)
25.	Davie	481 (0.49%)	75.47%	363 (0.52%)	55.30%	2.64	00:02:20	2.29%	11 (0.75%)	\$0.00 (0.00%)
26.	Coral Springs	470 (0.48%)	78.51%	369 (0.53%)	52.34%	2.84	00:02:10	0.21%	1 (0.07%)	\$0.00 (0.00%)
27.	Miramar	468 (0.48%)	81.62%	382 (0.54%)	57.48%	2.40	00:01:48	1.71%	8 (0.54%)	\$0.00 (0.00%)
28.	Wellington	464 (0.48%)	69.61%	323 (0.46%)	49.35%	3.10	00:02:51	2.80%	13 (0.88%)	\$0.00 (0.00%)
29.	Melbourne	463 (0.48%)	76.24%	353 (0.50%)	58.53%	2.66	00:01:56	3.24%	15 (1.02%)	\$0.00 (0.00%)
30.	Greenacres	459 (0.47%)	71.90%	330 (0.47%)	58.82%	2.59	00:01:54	3.70%	17 (1.16%)	\$0.00 (0.00%)
31.	Palm Bay	445 (0.46%)	71.24%	317 (0.45%)	57.75%	3.08	00:03:05	3.37%	15 (1.02%)	\$0.00 (0.00%)
32.	Hialeah	438 (0.45%)	79.45%	348 (0.50%)	57.08%	2.37	00:01:44	2.05%	9 (0.61%)	\$0.00 (0.00%)
33.	Boynton Beach	436 (0.45%)	75.46%	329 (0.47%)	54.13%	2.81	00:02:51	2.98%	13 (0.88%)	\$0.00 (0.00%)
34.	Fort Myers	428 (0.44%)	76.17%	326 (0.46%)	55.84%	2.54	00:02:45	2.34%	10 (0.68%)	\$0.00 (0.00%)
35.	Pembroke Pines	424 (0.44%)	81.37%	345 (0.49%)	59.20%	2.50	00:01:56	0.94%	4 (0.27%)	\$0.00 (0.00%)
36.	Palm Coast	419 (0.43%)	66.35%	278 (0.40%)	59.43%	2.57	00:02:02	2.63%	11 (0.75%)	\$0.00 (0.00%)
37.	Coral Gables	418 (0.43%)	78.71%	329 (0.47%)	57.89%	2.56	00:02:05	1.91%	8 (0.54%)	\$0.00 (0.00%)
38.	Bradenton	417 (0.43%)	80.34%	335 (0.48%)	59.23%	2.31	00:01:30	0.96%	4 (0.27%)	\$0.00 (0.00%)
39.	Lakeland	415 (0.43%)	77.83%	323 (0.46%)	56.87%	2.63	00:02:44	4.58%	19 (1.29%)	\$0.00 (0.00%)
40.	Tallahassee	396 (0.41%)	86.36%	342 (0.49%)	59.09%	2.77	00:02:29	2.53%	10 (0.68%)	\$0.00 (0.00%)
41.	Jupiter	381 (0.39%)	75.07%	286 (0.41%)	56.43%	2.65	00:02:03	1.05%	4 (0.27%)	\$0.00 (0.00%)
42.	Largo	376 (0.39%)	70.48%	265 (0.38%)	54.52%	3.26	00:01:50	2.66%	10 (0.68%)	\$0.00 (0.00%)
43.	North Naples	374 (0.38%)	70.59%	264 (0.38%)	53.48%	3.44	00:02:25	2.41%	9 (0.61%)	\$0.00 (0.00%)
44.	Spring Hill	369 (0.38%)	77.78%	287 (0.41%)	62.06%	2.72	00:01:58	3.25%	12 (0.82%)	\$0.00 (0.00%)
45.	Brandon	367 (0.38%)	79.56%	292 (0.42%)	65.12%	2.42	00:01:58	2.45%	9 (0.61%)	\$0.00 (0.00%)
46.	Four Corners	363 (0.37%)	75.76%	275 (0.39%)	58.40%	2.70	00:02:20	5.79%	21 (1.43%)	\$0.00 (0.00%)


47.	<a href="#">Sarasota</a>	<b>362</b> (0.37%)	77.35%	<b>280</b> (0.40%)	56.91%	2.55	00:01:59	1.66%	<b>6</b> (0.41%)	<b>\$0.00</b> (0.00%)
48.	<a href="#">Gainesville</a>	<b>358</b> (0.37%)	83.52%	<b>299</b> (0.43%)	57.54%	2.74	00:01:58	1.96%	<b>7</b> (0.48%)	<b>\$0.00</b> (0.00%)
49.	<a href="#">Clearwater</a>	<b>356</b> (0.37%)	82.58%	<b>294</b> (0.42%)	61.80%	2.32	00:01:41	1.69%	<b>6</b> (0.41%)	<b>\$0.00</b> (0.00%)
50.	<a href="#">Naples</a>	<b>332</b> (0.34%)	82.83%	<b>275</b> (0.39%)	50.60%	2.71	00:02:10	1.51%	<b>5</b> (0.34%)	<b>\$0.00</b> (0.00%)

Rows 1 - 50 of 477

Location

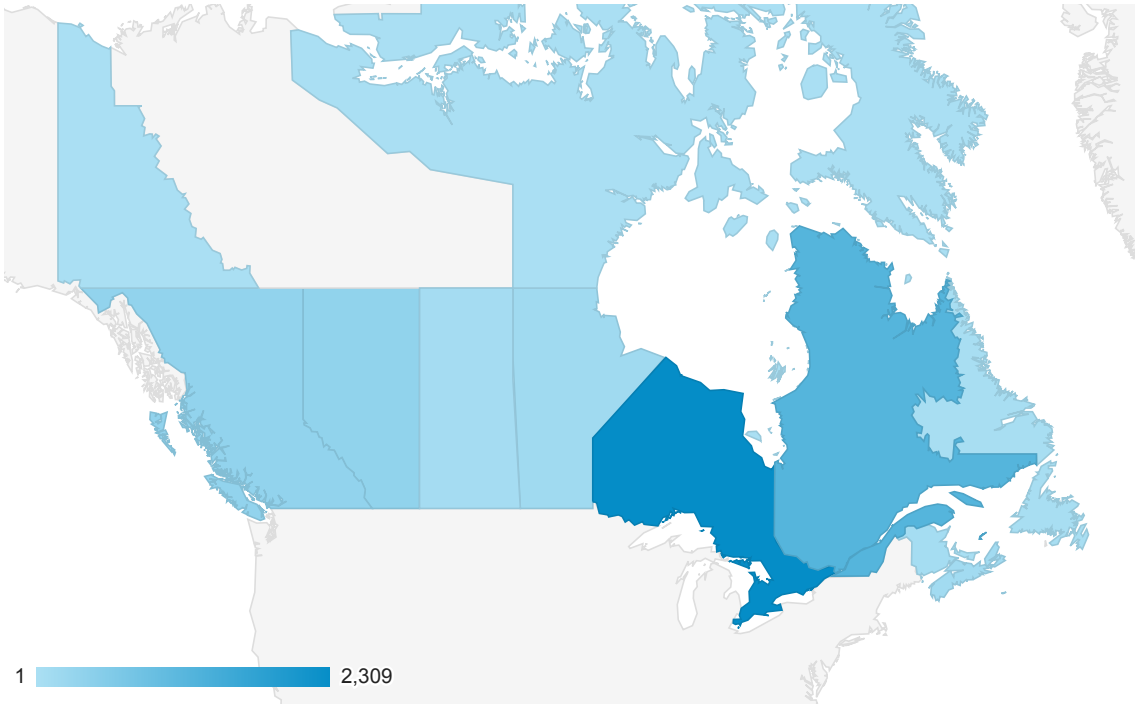
ALL » COUNTRY: Canada

Jul 1, 2017 - Jul 31, 2017

 **All Users**  
1.77% Sessions

Map Overlay

Summary




Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	4,630 % of Total: 1.77% (262,257)	77.26% Avg for View: 74.01% (4.38%)	3,577 % of Total: 1.84% (194,106)	52.27% Avg for View: 55.16% (-5.24%)	3.05 Avg for View: 2.90 (5.18%)	00:02:12 Avg for View: 00:02:16 (-3.14%)	4.71% Avg for View: 2.79% (68.58%)	218 % of Total: 2.98% (7,325)	\$0.00 % of Total: 0.00% (\$0.00)
1. Ontario	2,309 (49.87%)	76.27%	1,761 (49.23%)	51.15%	3.14	00:02:23	4.50%	104 (47.71%)	\$0.00 (0.00%)
2. Quebec	1,193 (25.77%)	76.70%	915 (25.58%)	51.55%	3.08	00:01:57	3.69%	44 (20.18%)	\$0.00 (0.00%)
3. Alberta	349 (7.54%)	80.80%	282 (7.88%)	48.14%	3.09	00:02:04	7.45%	26 (11.93%)	\$0.00 (0.00%)
4. British Columbia	340 (7.34%)	81.76%	278 (7.77%)	64.12%	2.54	00:01:33	5.59%	19 (8.72%)	\$0.00 (0.00%)
5. Manitoba	137 (2.96%)	70.07%	96 (2.68%)	54.74%	2.88	00:02:46	6.57%	9 (4.13%)	\$0.00 (0.00%)
6. Nova Scotia	114 (2.46%)	71.93%	82 (2.29%)	50.00%	2.87	00:01:47	2.63%	3 (1.38%)	\$0.00 (0.00%)
7. Saskatchewan	77 (1.66%)	85.71%	66 (1.85%)	45.45%	3.18	00:02:52	7.79%	6 (2.75%)	\$0.00 (0.00%)
8. New Brunswick	68 (1.47%)	83.82%	57 (1.59%)	64.71%	2.26	00:02:37	8.82%	6 (2.75%)	\$0.00 (0.00%)
9. Newfoundland and Labrador	31 (0.67%)	93.55%	29 (0.81%)	61.29%	3.68	00:02:46	3.23%	1 (0.46%)	\$0.00 (0.00%)
10. Prince Edward Island	8 (0.17%)	87.50%	7 (0.20%)	75.00%	1.88	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Yukon Territory	2 (0.04%)	100.00%	2 (0.06%)	50.00%	1.50	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. (not set)	1 (0.02%)	100.00%	1 (0.03%)	0.00%	3.00	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)

13. Nunavut	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
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Location

ALL » COUNTRY: United Kingdom

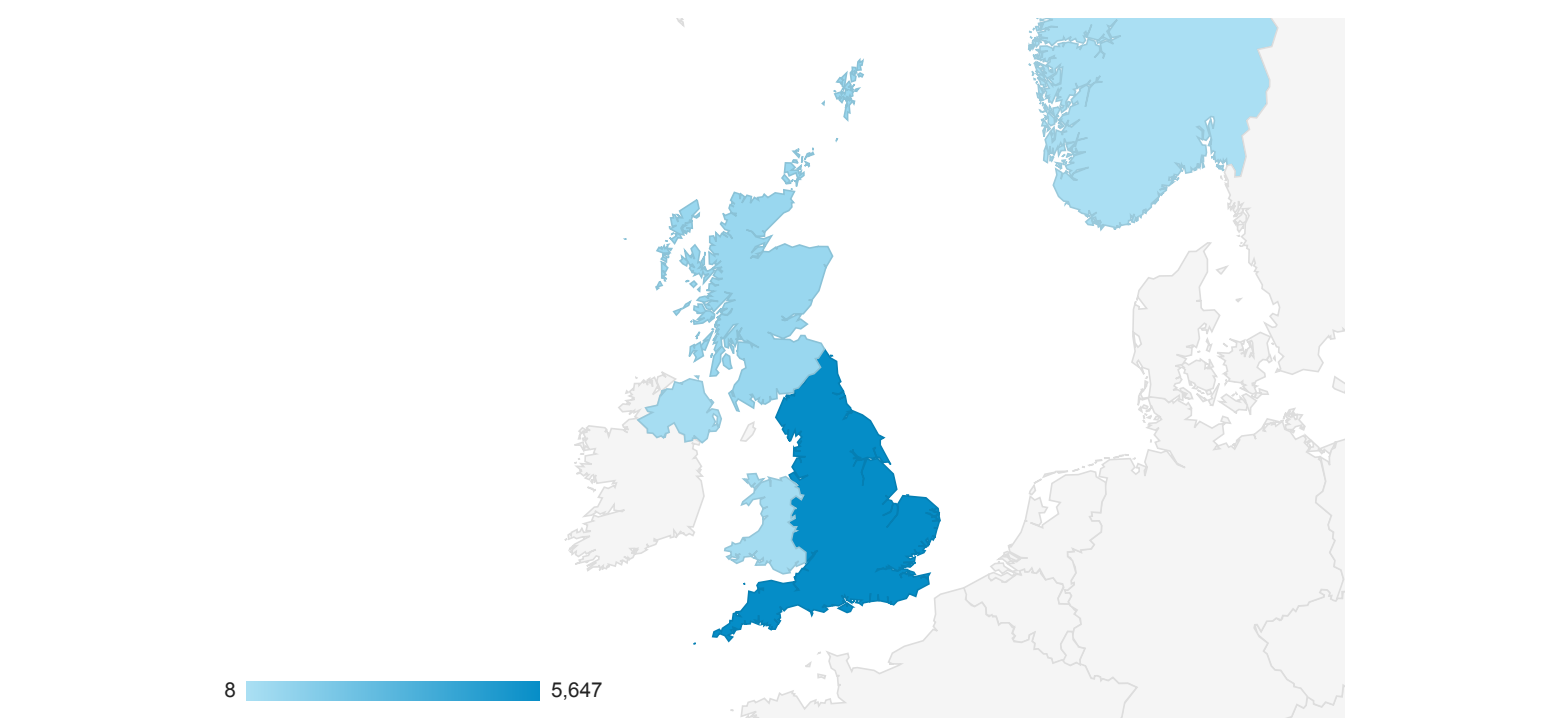
Jul 1, 2017 - Jul 31, 2017



All Users  
2.52% Sessions

Map Overlay

Summary

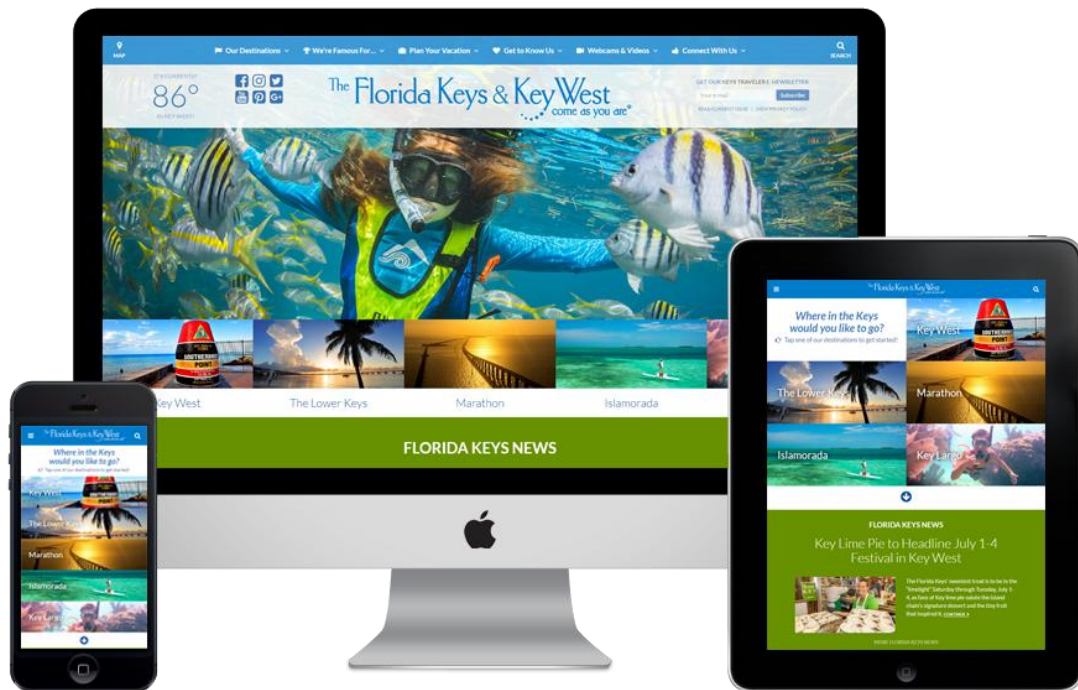


Region	Acquisition			Behavior			Conversions <div>Goal 1: Visited Places to Stay</div>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	6,612 % of Total: 2.52% (262,257)	75.51% Avg for View: 74.01% (2.03%)	4,993 % of Total: 2.57% (194,106)	51.85% Avg for View: 55.16% (-6.00%)	2.93 Avg for View: 2.90 (1.08%)	00:02:11 Avg for View: 00:02:16 (-4.04%)	4.84% Avg for View: 2.79% (73.28%)	320 % of Total: 4.37% (7,325)	\$0.00 % of Total: 0.00% (\$0.00)
1. England	5,647 (85.41%)	76.82%	4,338 (86.88%)	52.01%	2.94	00:02:12	4.80%	271 (84.69%)	\$0.00 (0.00%)
2. Scotland	581 (8.79%)	62.82%	365 (7.31%)	49.74%	2.67	00:01:46	3.27%	19 (5.94%)	\$0.00 (0.00%)
3. Wales	215 (3.25%)	75.81%	163 (3.26%)	51.63%	3.13	00:02:06	6.51%	14 (4.38%)	\$0.00 (0.00%)
4. Northern Ireland	140 (2.12%)	72.14%	101 (2.02%)	56.43%	3.26	00:02:54	8.57%	12 (3.75%)	\$0.00 (0.00%)
5. (not set)	21 (0.32%)	85.71%	18 (0.36%)	52.38%	2.48	00:01:05	4.76%	1 (0.31%)	\$0.00 (0.00%)
6. Isle of Man	8 (0.12%)	100.00%	8 (0.16%)	12.50%	6.50	00:03:46	37.50%	3 (0.94%)	\$0.00 (0.00%)

Rows 1 - 6 of 6

## J.1. Website Status Report fla-keys.com

August 2017 Data for the October 3 & 4, 2017 DAC Meetings



Section 1: Website Traffic Report

Section 2: Social Media Report



## Section 1: Website Traffic Report

### Website Traffic Overview

#### Audience Overview

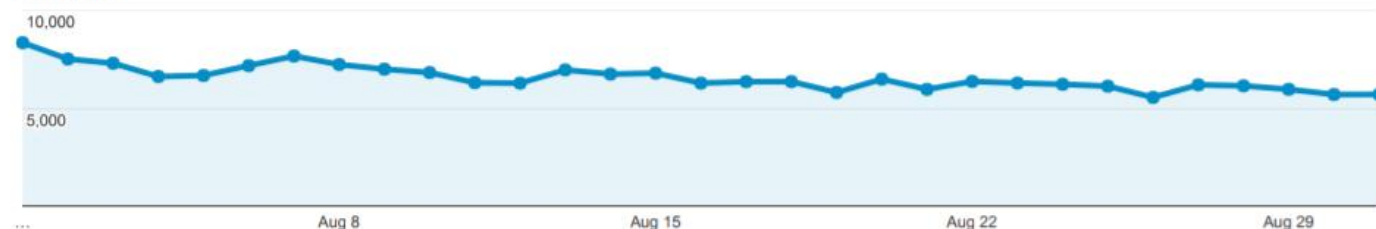


All Users  
100.00% Sessions

Aug 1, 2017 - Aug 31, 2017

#### Overview

Sessions



Sessions

202,763

Users

158,868

Pageviews

614,423

Pages / Session

3.03

Avg. Session Duration

00:02:22

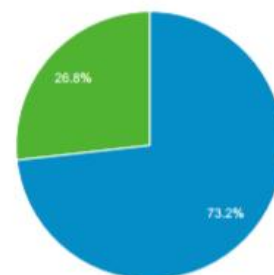
Bounce Rate

53.27%

% New Sessions

73.17%

New Visitor Returning Visitor



## Website Traffic Sources

### All Traffic

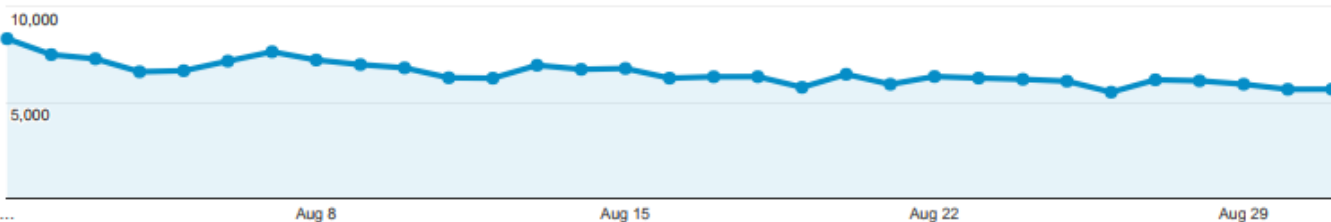
All Users  
100.00% Sessions

Aug 1, 2017 - Aug 31, 2017

#### Explorer

Summary

#### Sessions



Source / Medium

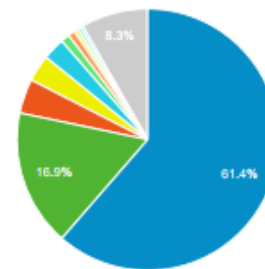
Sessions

Sessions

Contribution to total:

Sessions

	202,763 % of Total: 100.00% (202,763)	202,763 % of Total: 100.00% (202,763)
1. google / organic	124,496	61.40%
2. (direct) / (none)	34,214	16.87%
3. bing / organic	8,619	4.25%
4. yahoo / organic	6,684	3.30%
5. google / cpc	5,565	2.74%
6. m.facebook.com / referral	2,211	1.09%
7. floridakeyswebcams.tv / referral	1,669	0.82%
8. yahoosearch / referral	1,004	0.50%
9. fla-keys.co.uk / referral	795	0.39%
10. bingsearch / referral	735	0.36%



## Most Visited Sections of Website

### Content Drilldown

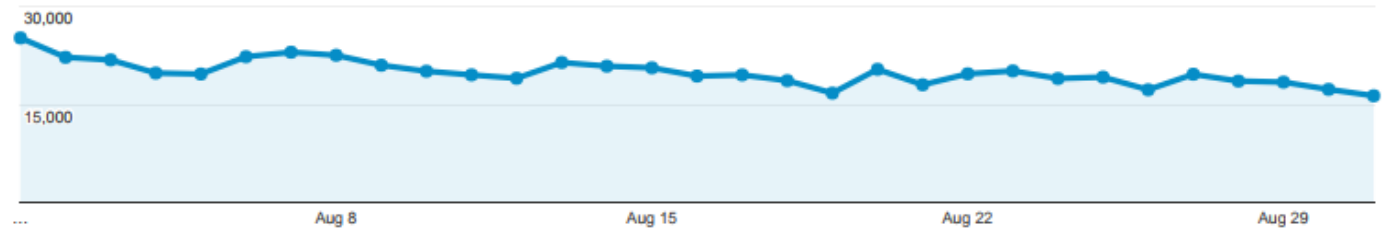


All Users  
100.00% Pageviews

Aug 1, 2017 - Aug 31, 2017

#### Explorer

#### Pageviews



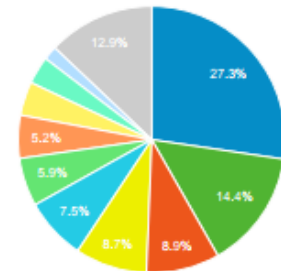
#### Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	614,423 % of Total: 100.00% (614,423)	614,423 % of Total: 100.00% (614,423)
1.  /webcams/	167,976	27.34%
2.  /key-west/	88,564	14.41%
3.  /	54,510	8.87%
4.  /key-largo/	53,550	8.72%
5.  /islamorada/	46,334	7.54%
6.  /calendar/	36,001	5.86%
7.  /marathon/	31,988	5.21%
8.  /news/	25,092	4.08%
9.  /lower-keys/	20,577	3.35%
10.  /photoadventure/	10,366	1.69%



## Device Usage

### Overview



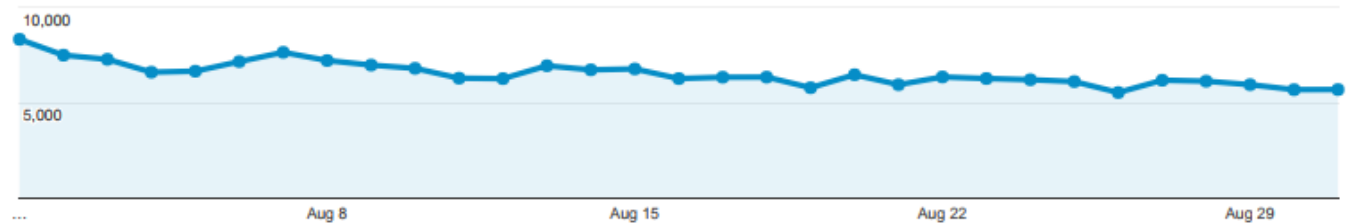
All Users  
100.00% Sessions

Aug 1, 2017 - Aug 31, 2017

### Explorer

Summary

### Sessions



☐ Device Category

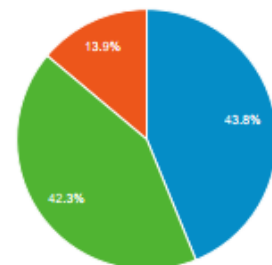
Sessions

Sessions

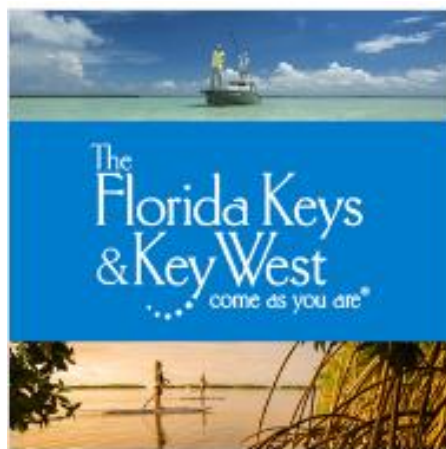
Contribution to total:

Sessions

	202,763 % of Total: 100.00% (202,763)	202,763 % of Total: 100.00% (202,763)
1. <span style="color: blue;">■</span> mobile	88,889	43.84%
2. <span style="color: green;">■</span> desktop	85,698	42.27%
3. <span style="color: red;">■</span> tablet	28,176	13.90%



## Section 2: Social Media Report



Facebook: 352,855 fans

Twitter: 39,555 followers


Instagram: 105,881 followers

Pinterest: 3,077 followers




Google +: 2,129 followers

*Data mined 9/27/17*

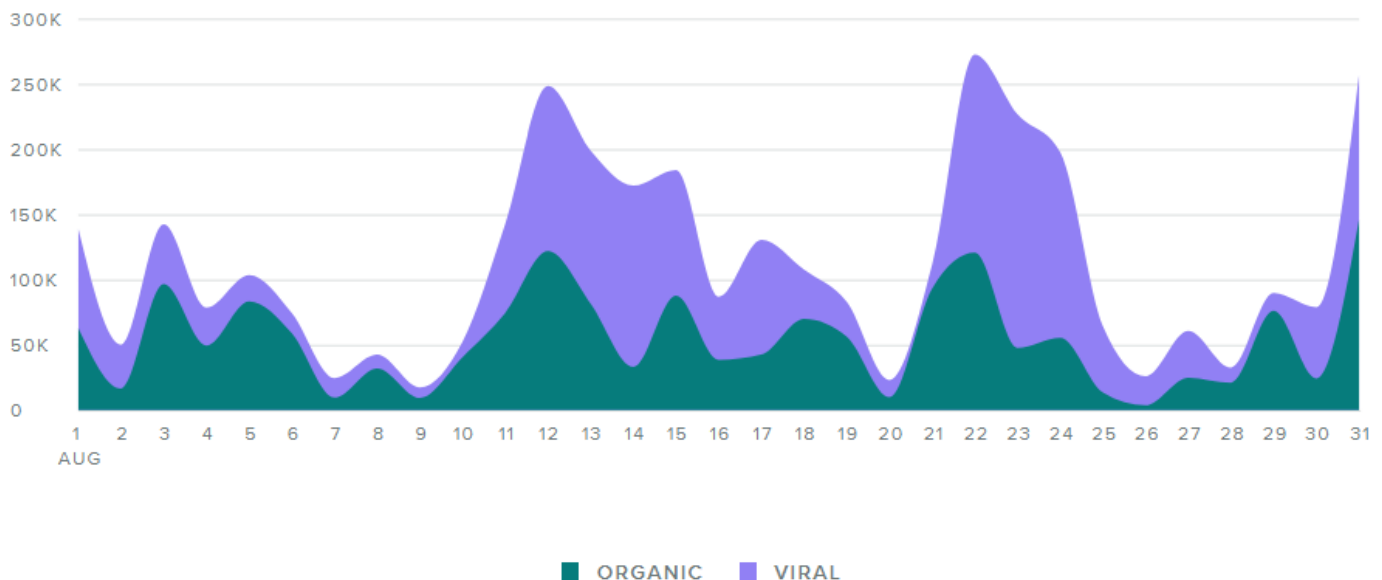
## FACEBOOK SUMMARY

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	352,855	0.75%	40	3,517,455	87,936	66,863	1,671.6	2,420

## Facebook Activity Overview

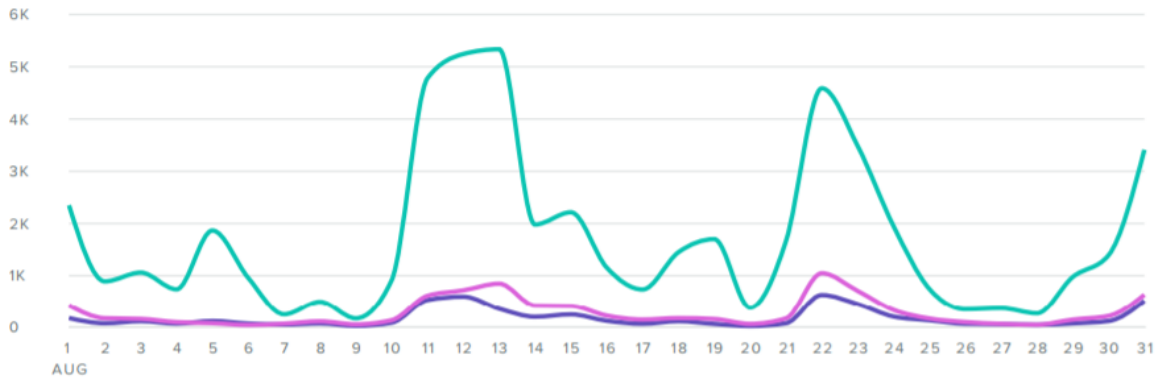
 <b>3,517,455</b> Impressions	 <b>66,863</b> Post Engagements	 <b>2,420</b> Link Clicks
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## PAGE IMPRESSIONS, BY DAY



## WHEN THE FACEBOOK PAGE IS MOST ACTIVE SHARED CONTENT

### AUDIENCE ENGAGEMENT, BY DAY



REACTIONS COMMENTS SHARES

#### Action Metrics

#### Totals

Reactions	53,445
Comments	5,105
Shares	8,313
<b>Total Engagements</b>	<b>66,863</b>

Total Engagements increased by

**1.5%**

since previous date range

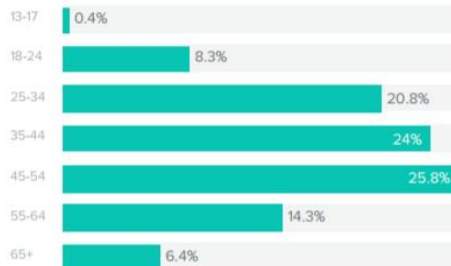
### Demographics

#### Page Fans

#### People Reached

#### People Engaged

#### BY AGE






#### BY GENDER



Women between the ages of 45-54 appear to be the leading force among your fans.




CONTENT PERFORMANCE (top 3, sorted by Total Reach)

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>The Florida Keys &amp; Key West</b></p>  <p>We're live. joining Key West Mayor Craig Cates taking you on a preview of the free Duval Loop bus service that debuts Thursday. It's an easy way to get around the Historic Seaport and downtown districts without using your car. The service is a project of Car-Free Key West. And, it's FREE. #keywest #flkeys #floridakeys</p> <p>(Post) August 31, 2017 11:16 am</p>	—	—	—	—
<p><b>The Florida Keys &amp; Key West</b></p>  <p>Standby for live from Key West as we give you a preview of the new and free Duval Loop bus.</p> <p>(Post) August 31, 2017 11:05 am</p>	—	—	—	—
<p><b>The Florida Keys &amp; Key West</b></p> <p>Want to avoid the hassle of traffic and parking? Why not park your car and leave it, then hop on the free Duval Loop! Key West Transit launched the much-awaited free bus service to the downtown corridor Aug. 31. This free hop-on hop-off bus service runs from the City's Park and Ride on Grinnell Street, along Caroline Street, up the length of Whitehead, then returns down the length of Simonton to Fleming. Duval Loop provides free and easy access to restaurants, galleries, gift shops and theatres. Just park once and forget it. The free Duval Loop will run Thursday through Sunday until November, when it will begin running seven days a week. The Duval Loop makes 16 stops along the way, and runs every half hour in the mornings -- from 6 a.m. to 10 a.m. -- and it runs every 15 minutes from 11 a.m. until midnight. For a detailed schedule or to track the Duval Loop bus in real time, go to <a href="http://www.kwtransit.com">www.kwtransit.com</a> Go green and ride the bus --The Free Duval Loop!</p>  <p>(Post) August 31, 2017 9:00 am</p>	—	—	—	—



## TWITTER REPORT – follower and content data

### Twitter Activity Overview

 <b>105,049</b> Organic Impressions	 <b>2,349</b> Total Engagements	 <b>554</b> Link Clicks
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#### Follower Metrics

#### Totals

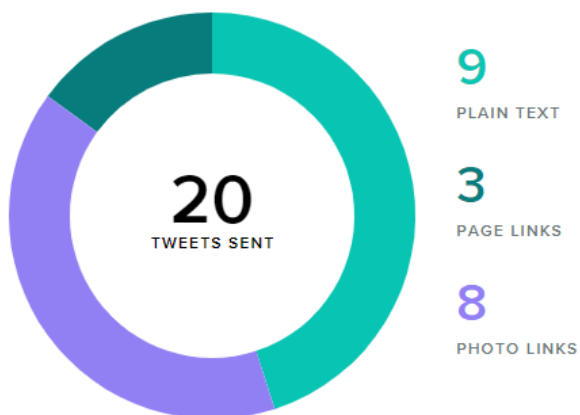
<b>Total Followers</b>	<b>39,555</b>
New Follower alerts	547
Actual Followers gained	397
People that you unfollowed	-3

Total followers increased by

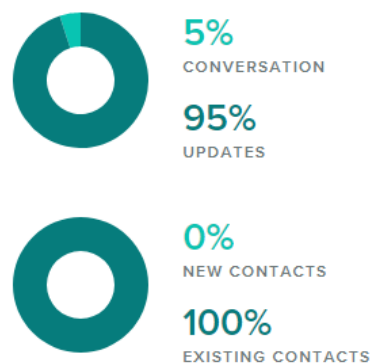
**▲1.0%**  
since previous month

### Your Content & Engagement Habits

#### SENT MESSAGE CONTENT



#### YOUR TWEETING BEHAVIOR



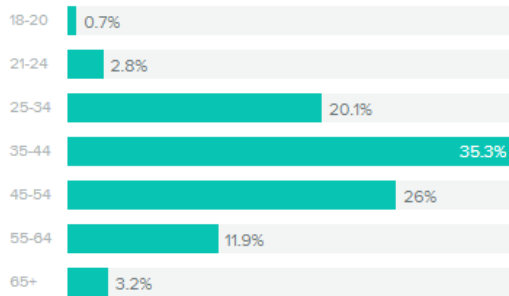
The number of impressions per  
Tweet increased by

**▲13.6%**

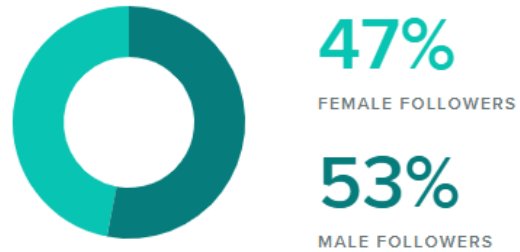
since previous month

## Audience Demographics

### FOLLOWERS BY AGE

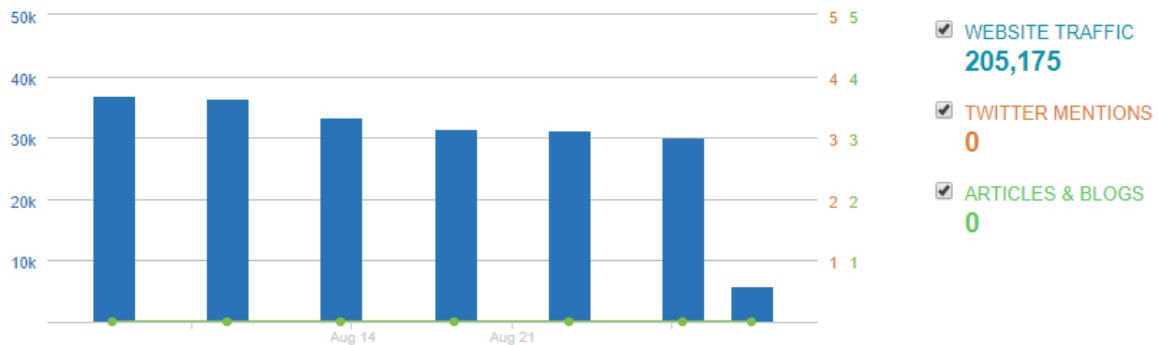


### FOLLOWERS BY GENDER



Men between ages of 35-44 appear to be the leading force among your recent followers.

## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



## Social Traffic Sources ?

Facebook	2,812
Others	288
Twitter	93
YouTube	12
Blogs	9
Yelp	0
Q&A Sites	0

## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**key west** 19  
can know now start see allign love ma...

**keys** 12  
driving get win live always just may gon...

**florida keys** 12  
make stops please beautiful little headed ...

**thanks** 12  
even ago certainly already working will fu...

**summer** 11  
end offers

**trip** 11  
win stand plan kayaking continues escape ama...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#keywest** 18  
end bang summer beautiful loved key wes...

**#flkeys** 18  
kids road trip stops florida keys make chat ...


**#cuba** 13  
end summer bang beautiful resort claim hea...

**#fltravelchat** 13  
florida drive will a2 q2 lived chance good...

**#lovefl** 12  
kids make stops florida keys road trip keeping c...

**#travel** 12  
summer end bang relaxing scamming look days...

## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 thefloridakeys	105,881	2.6%	2,639	5	2	10,899	2,179.8	0.10

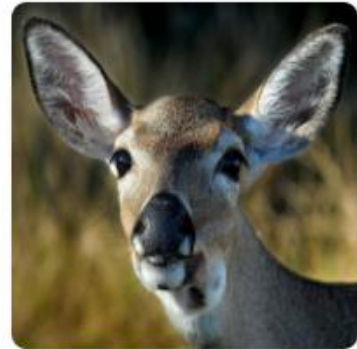
### Top Instagram Posts



@thefloridakeys  
4202 Engagements

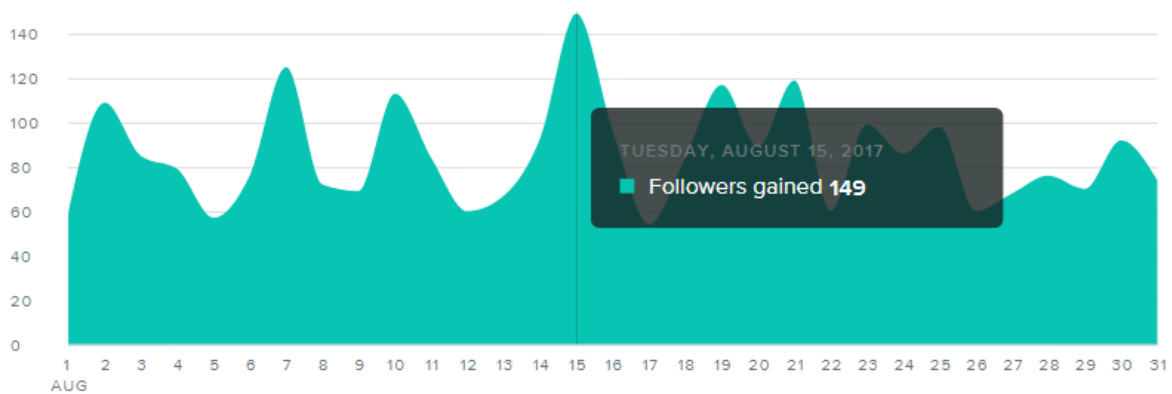


@thefloridakeys  
2981 Engagements



@thefloridakeys  
1863 Engagements

### AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

## INSTAGRAM ENGAGEMENT

Engagement Metrics	Totals
Likes Received	10,771
Comments Received	128
<b>Total Engagements</b>	<b>10,899</b>

The number of engagements decreased by

**-53.1%**

since previous month

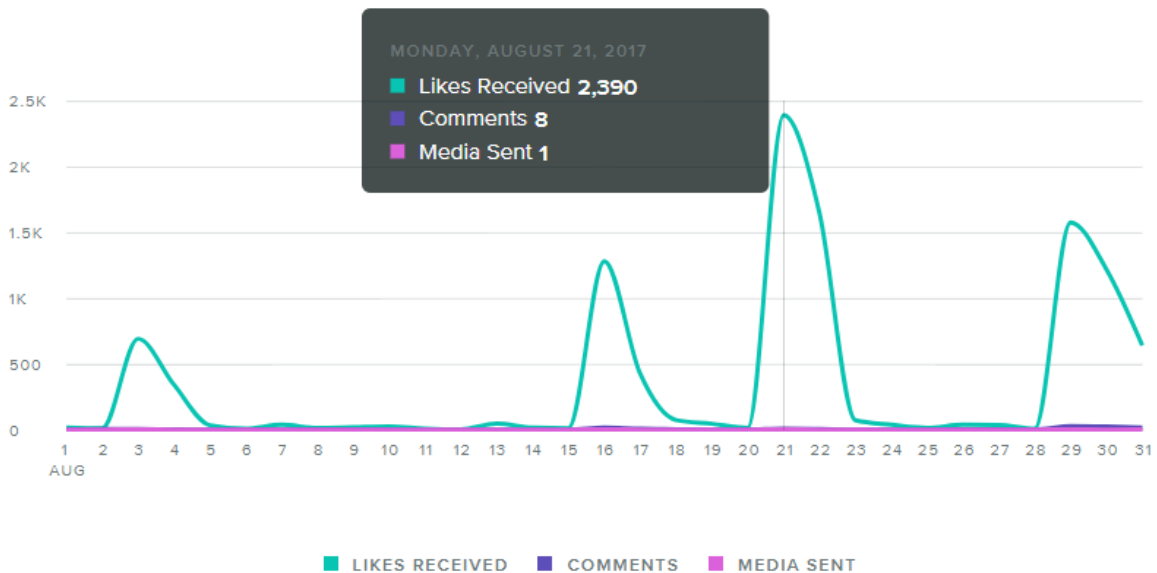
Engagements per Follower	0.1
Engagements per Media	2,179.8

The number of engagements per media increased by

**+3.1%**

since previous month

### AUDIENCE ENGAGEMENT, BY DAY



## Outbound Hashtag Performance

### MOST USED HASHTAGS

#floridakeys	3
#dogsofinstagram	1
#keywest	1
#flkeys	1
#dogs	1

### MOST ENGAGED HASHTAGS

#floridakeys	7,159
#flkeys	1,125
#keywest	1,075
#dogs	1,059
#dogsofinstagram	1,059

## Website Status Report fla-keys.com

September 2017 Data for the November 7, 2017 TDC Meeting



Section 1: Website Traffic Report

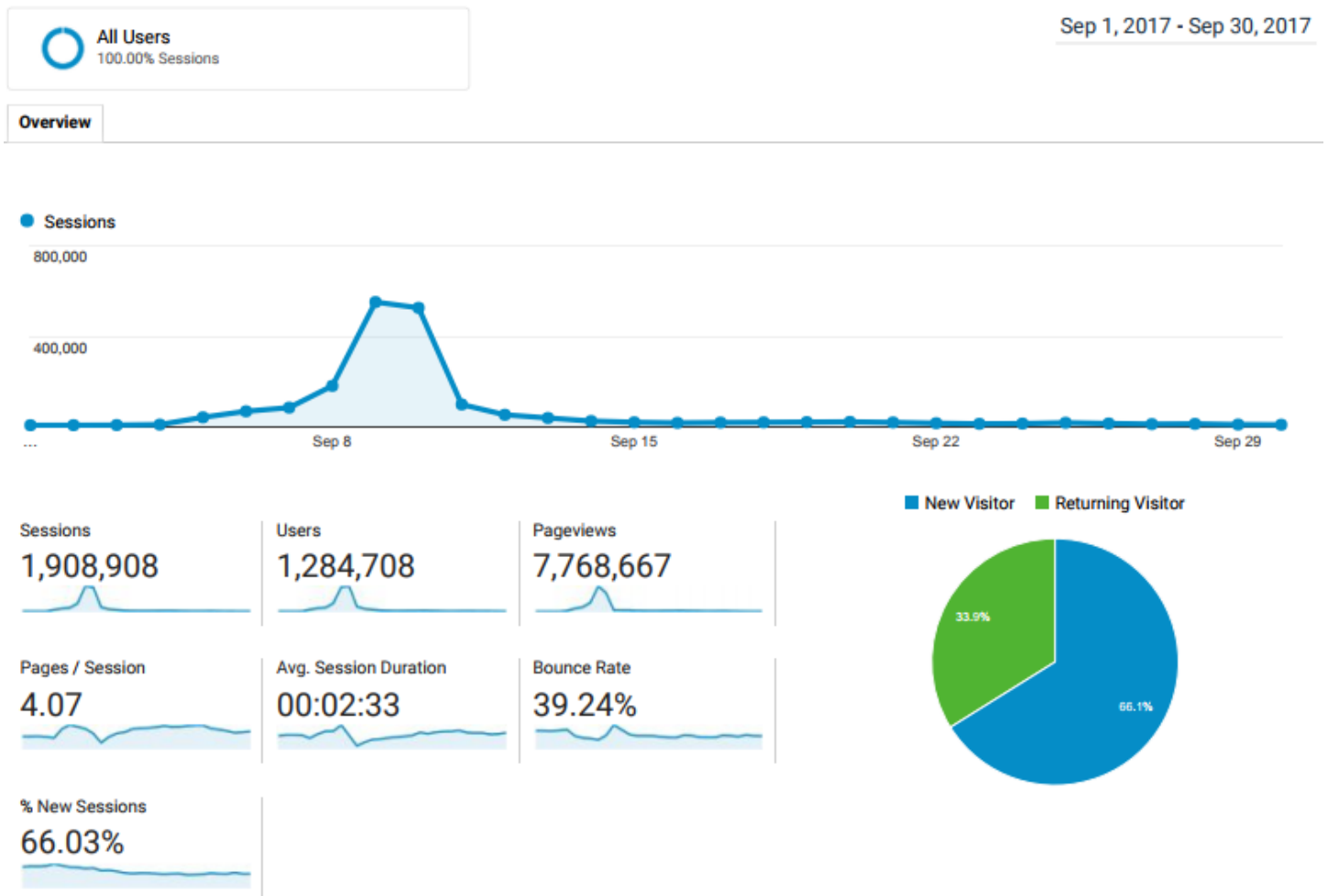
Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors

## Section 1: Website Traffic Report

### Website Traffic Overview

#### Audience Overview





## Website Traffic Sources

### All Traffic



All Users  
100.00% Sessions

Sep 1, 2017 - Sep 30, 2017

#### Explorer

Summary

Sessions



Source / Medium

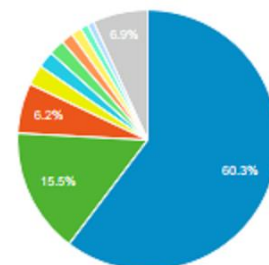
Sessions

Sessions

Contribution to total:

Sessions

		1,908,908 % of Total: 100.00% (1,908,908)	1,908,908 % of Total: 100.00% (1,908,908)
1.	google / organic	1,151,066	60.30%
2.	(direct) / (none)	296,511	15.53%
3.	m.facebook.com / referral	118,799	6.22%
4.	surfinggator.com / referral	48,235	2.53%
5.	bing / organic	39,619	2.08%
6.	yahoo / organic	37,211	1.95%
7.	beachcamsusa.com / referral	28,165	1.48%
8.	facebook.com / referral	24,709	1.29%
9.	floridakeyswebcams.tv / referral	18,287	0.96%
10.	Fla-Keys.com / WebCam	15,424	0.81%



## Most Visited Sections of Website

### Content Drilldown



All Users  
100.00% Pageviews

Sep 1, 2017 - Sep 30, 2017

#### Explorer

#### Pageviews

3,000,000

1,500,000



Page path level 1

Pageviews

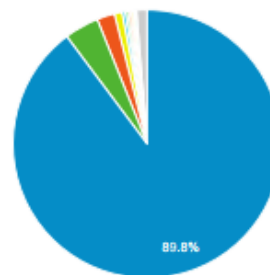
Pageviews

Contribution to total: Pageviews

7,768,667  
% of Total: 100.00%  
(7,768,667)

7,768,667  
% of Total: 100.00%  
(7,768,667)

		7,768,667 % of Total: 100.00% (7,768,667)	7,768,667 % of Total: 100.00% (7,768,667)
1.	/webcams/	6,974,632	89.78%
2.	/news/	322,702	4.15%
3.	/	165,947	2.14%
4.	/key-west/	70,334	0.91%
5.	/key-largo/	31,619	0.41%
6.	/marathon/	24,950	0.32%
7.	/islamorada/	23,499	0.30%
8.	/hurricane-information/	21,317	0.27%
9.	/webcams	17,779	0.23%
10.	/lower-keys/	17,059	0.22%



## Device Usage

### Overview



All Users  
100.00% Sessions

Sep 1, 2017 - Sep 30, 2017

#### Explorer

Summary

● Sessions



☐ Device Category

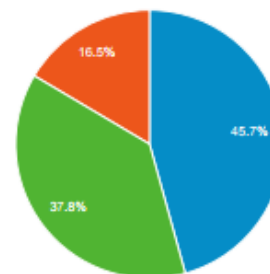
Sessions

Sessions

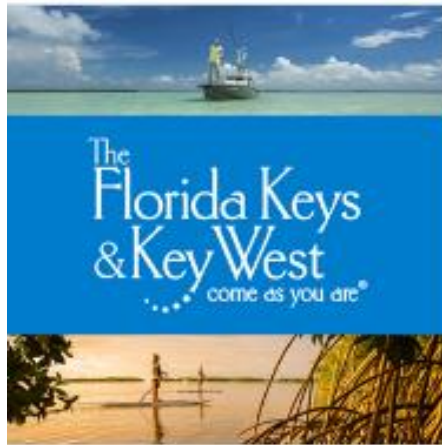
Contribution to total:

Sessions

	1,908,908 % of Total: 100.00% (1,908,908)	1,908,908 % of Total: 100.00% (1,908,908)
1. <span style="color: blue;">■</span> mobile	872,402	45.70%
2. <span style="color: green;">■</span> desktop	721,673	37.81%
3. <span style="color: orange;">■</span> tablet	314,833	16.49%



## Section 2: Social Media Report



Facebook: 362,855 fans

Twitter: 42,941 followers

Instagram: 109,371 followers

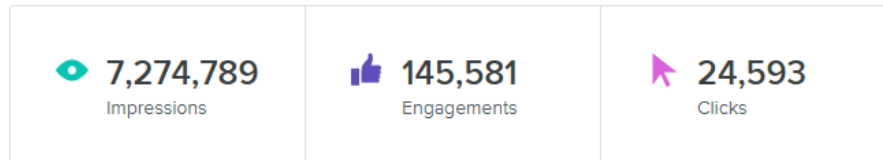
Pinterest: 3,076 followers

Google +: 2,136 followers

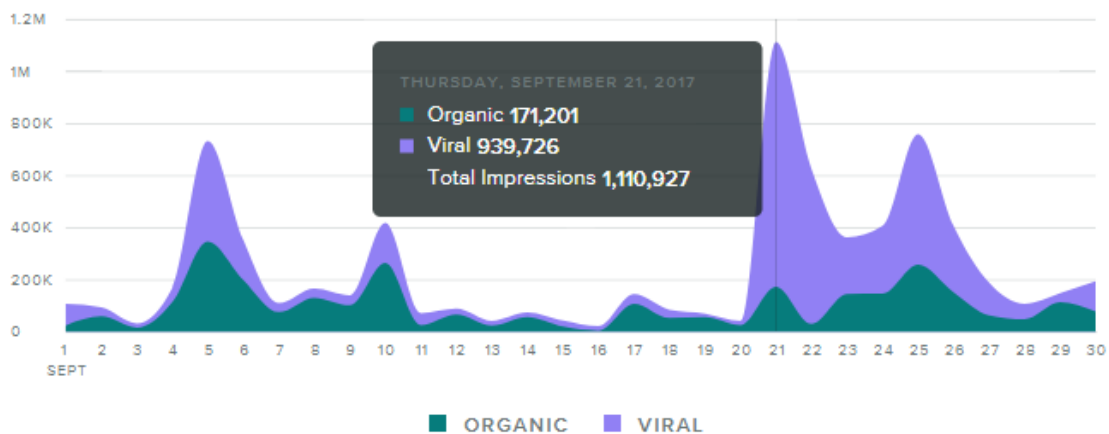
*Data mined 10/23/17*

## FACEBOOK SUMMARY

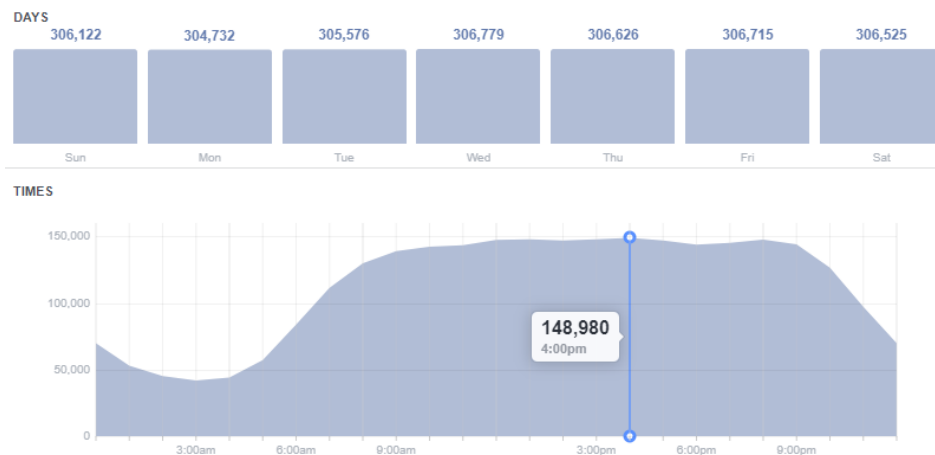
Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Ke...	362,855	2.83%	42	7,274,789	173,209	145,581	3,466.2	24,593



### PAGE IMPRESSIONS, BY DAY



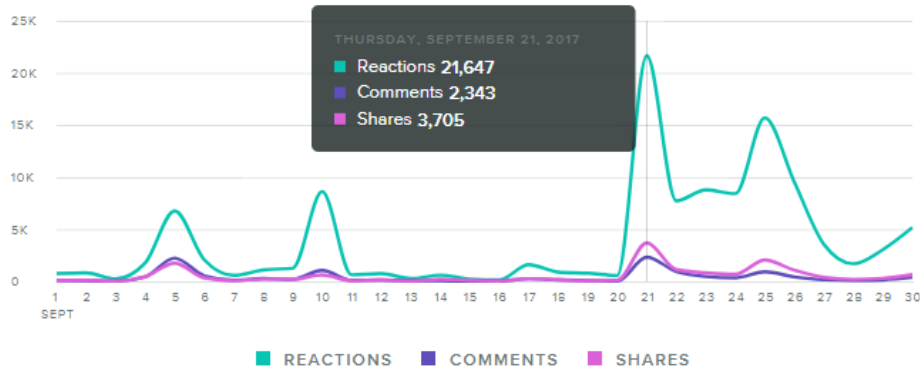
### WHEN THE FACEBOOK PAGE IS MOST ACTIVE



## SHARED CONTENT

### Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics

Totals

Reactions	116,201
Comments	12,760
Shares	16,620
<b>Total Engagements</b>	<b>145,581</b>

Total Engagements  
increased by

**+127.6%**

since previous month

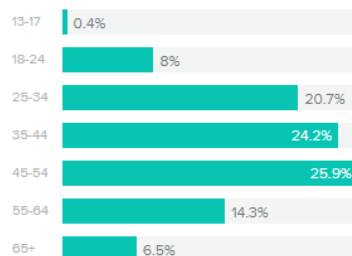
### Demographics

Page Fans

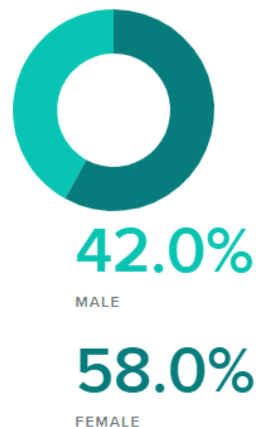
People Reached

People Engaged

BY AGE









BY GENDER



Women between the ages of 45-54 appear to be the leading force among your fans.




CONTENT PERFORMANCE (top 3, sorted by Total Reach)

Top Posts, by Engagement

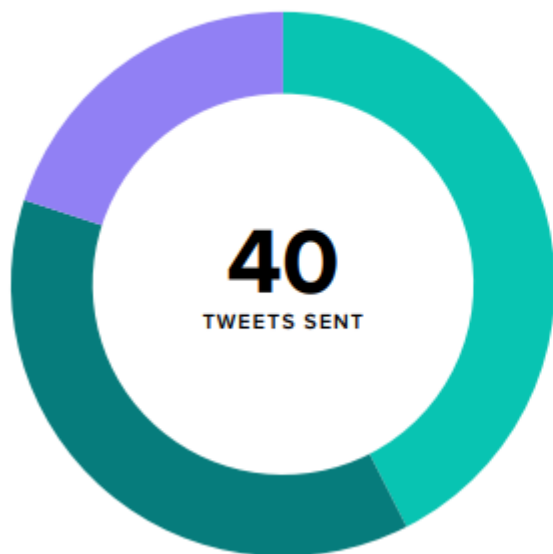
Post	Reactions	Comments	Engagement ▼	Reach
<p><b>The Florida Keys &amp; Key West</b></p> <p>UPDATE: We appreciate everyone's patience as the recovery effort continues, your supportive messages have been amazing and heartfelt. Thank you so very much. We wanted to share a few pics taken from the skies Tuesday, Sept. 19, perhaps some of your favorite areas in the Keys, to give you a sense of things here, post-Irma. The Florida Keys still remain temporarily closed to visitors and a local state of emergency is in effect. The initial goal for visitors to return remains Oct. 20, the beginning of Key West's Fantasy Fest, but that date may be advanced. <b>#KeysRecovery</b> <b>#floridakeysstrong</b></p>   <p>(Post) September 21, 2017 12:04 pm</p>	19,904	1,808	20.1%	934,775
<p><b>The Florida Keys &amp; Key West</b></p> <p>In post-Irma Florida Keys, a rescue story. Although we remain in full-time recovery mode, our residents and responders remain committed to the preservation of our marine mammals! Today, a homeowner on Rocky Road, Sugarloaf Key was looking out one of his windows while working on storm damage in his house at 11 a.m. He spotted what looked like a dolphin stranded in some mangroves on a flat offshore. He called to report it to the Sheriff's Office. Sheriff's deputies, Florida Fish and Wildlife Conservation Commission officers, local Veterinarian Dr. Doug Mader and Brandon Paquin from Dolphins Plus sprang into action. They waded out to the stranded female and carried her to deeper water where she swam away. Dr. Mader, who owns Marathon Veterinary Hospital, said it appears she had not been stranded too long because she only had minor sunburn visible on her skin. He is hopeful she will be fine, however if she had remained there long she may have suffered much more sun damage. He thinks perhaps she washed in with one of the recent very high tides in the area. Photos of the rescue, courtesy of Detective Sgt. David Smith</p>   <p>(Post) September 23, 2017 4:24 pm</p>	4,814	131	14.0%	172,919
<p><b>The Florida Keys &amp; Key West</b></p> <p>The first cruise ship since prior to Hurricane Irma arrived in Key West Sunday. The Empress of the Seas had almost 900 passengers. Monday, Keys officials are to discuss timing for the official return of visitors to the island chain. <b>#keysrecovery</b></p>   <p>(Post) September 24, 2017 4:55 pm</p>	4,161	239	12.1%	174,798



## TWITTER REPORT – follower and content data

 <b>762,018</b> Organic Impressions	 <b>32,000</b> Total Engagements	 <b>10,152</b> Link Clicks
Follower Metrics		Totals
<b>Total Followers</b>		<b>42,941</b>
New Follower alerts		3,114
Actual Followers gained		3,386
People that you followed		–

### SENT MESSAGE CONTENT



**17**  
PLAIN TEXT

**15**  
PAGE LINKS

**8**  
PHOTO LINKS

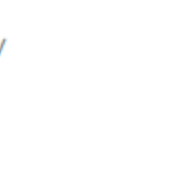
### YOUR TWEETING BEHAVIOR



**35%**  
CONVERSATION



**65%**  
UPDATES



**52%**  
NEW CONTACTS

**48%**  
EXISTING CONTACTS

Total Impressions increased by

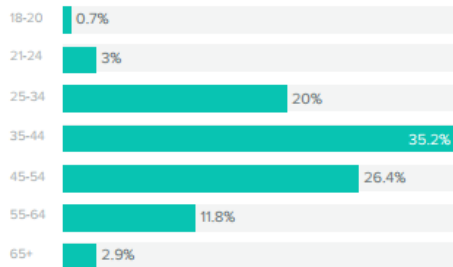
**▲ 648.3%**

since previous month

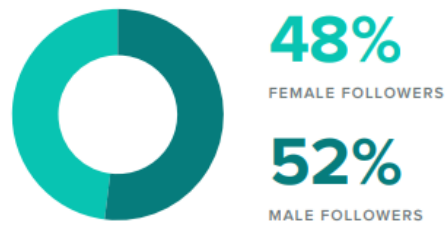


## Twitter Audience Demographics

### FOLLOWERS BY AGE

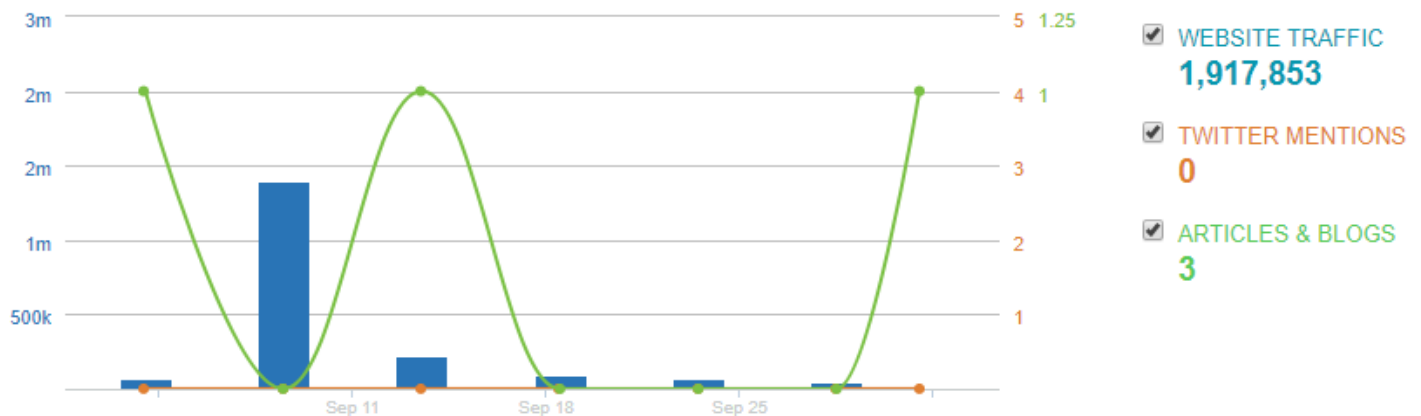


### FOLLOWERS BY GENDER



Men between ages of 35-44 appear to be the leading force among your recent followers.

## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



## SOCIAL TRAFFIC

### Social Traffic Sources

Facebook	144,048
Twitter	8,000
Others	187
YouTube	54
Blogs	9
Yelp	0
Q&A Sites	0

## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**keys** 27  
will safe love always go thinking stay ...

**prayers** 22  
safe sending stay will happening holds t...

**people** 21  
get love just stay safe help thinking worr...

**key west** 21  
praying thinking will back met now ago r...

**hurricane** 19  
regarding compiled transmitted safe evacuate wil...

**friends** 18  
thinking safe praying stay know bless reopenin...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#irma** 34  
hurricane regarding compiled transmitted L...

**#keywest** 22  
hurricane regarding compiled transmitted L...

**#hurricaneirma** 20  
now heart victims help prayers safe plea...

**#flwx** 19  
hurricane regarding compiled transmitted late...

**#flkeys** 19  
hurricane regarding compiled transmitted latest ke...

**#floridakeys** 15  
love fort zachary state park full bit open history ...

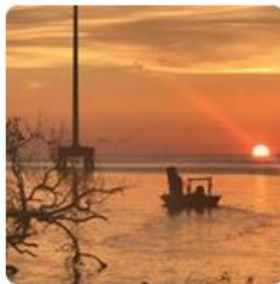
## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 The Florida Keys & Ke...	109,371	3.3%	3,490	13	17	41,508	3,192.9	0.38

### Instagram Top Posts



@thefloridakeys  
5598 Engagements

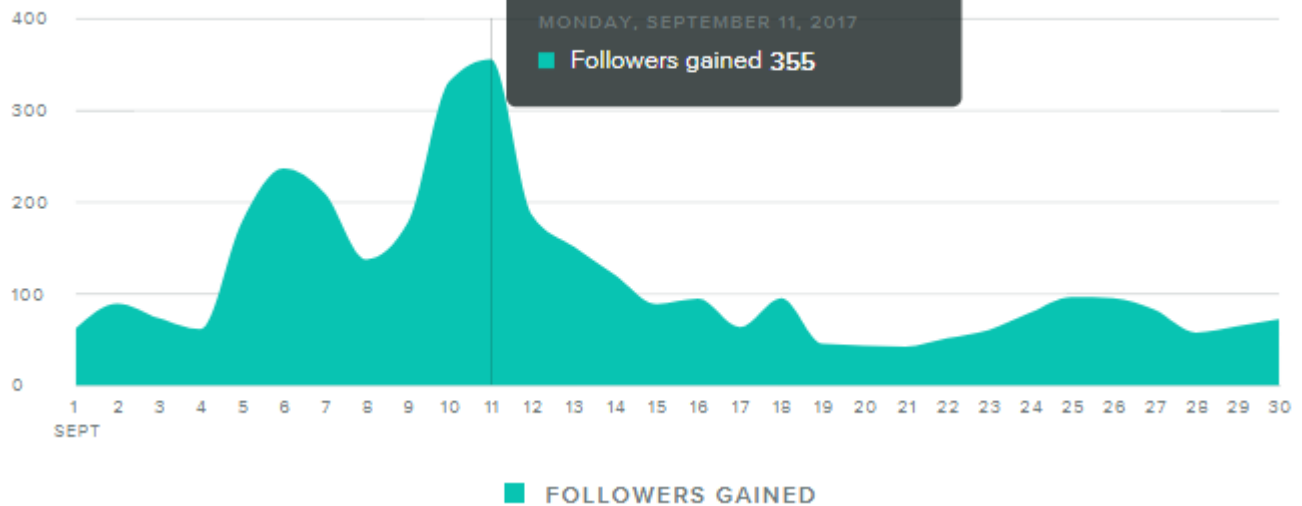


@thefloridakeys  
5361 Engagements



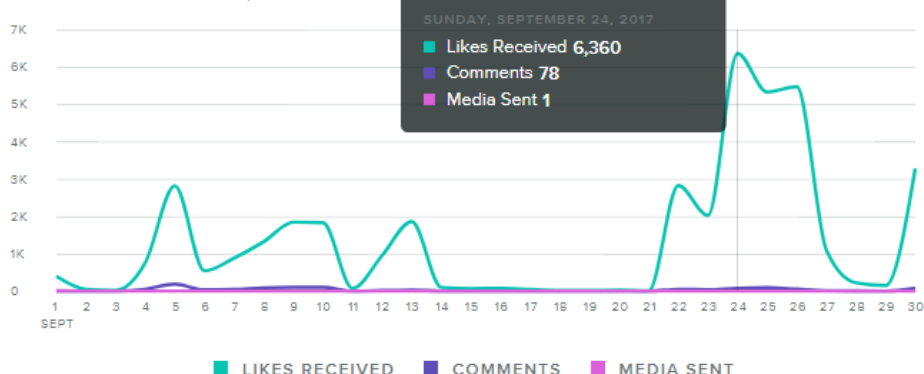
@thefloridakeys  
5286 Engagements

### AUDIENCE GROWTH, BY DAY



## INSTAGRAM ENGAGEMENT

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	40,430
Comments Received	1,078
<b>Total Engagements</b>	<b>41,508</b>

The number of engagements increased by

**+281.4%**  
since previous month

Engagements per Follower	0.38
Engagements per Media	3,192.92

The number of engagements per media increased by

**+46.7%**  
since previous month

## Instagram Outbound Hashtag Performance

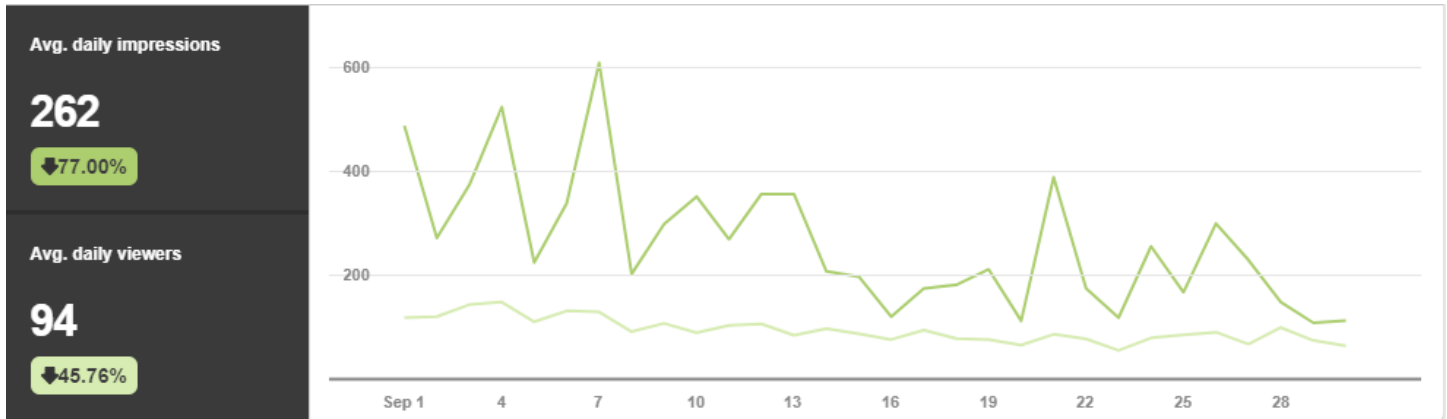
MOST USED HASHTAGS

#keysrecovery	6
#floridanow	5
#floridakeys	4

MOST ENGAGED HASHTAGS

#keysrecovery	26,920
#floridakeys	19,130
#floridanow	9,425

## PINTEREST SUMMARY



### Here's a tip



Add more of your Pins to Pinterest to increase impressions and reach more people. [Learn more.](#)

### Top Pin impressions from the last 30 days

Impressions Clicks Saves Pin type

	Instructors with Lazy Dog Adventures tea...	596	0	0	
	As the cold, dark December days herald t...	367	0	0	
	The Florida Keys with Kids	298	1	2	R
	"Key Deer on No Name Key" Florida Keys ...	281	0	0	
	Florida Keys Road Trip: 10 Stops to Make ...	195	3	2	R

Show more

### Boards with top Pin impressions from the last 30 days

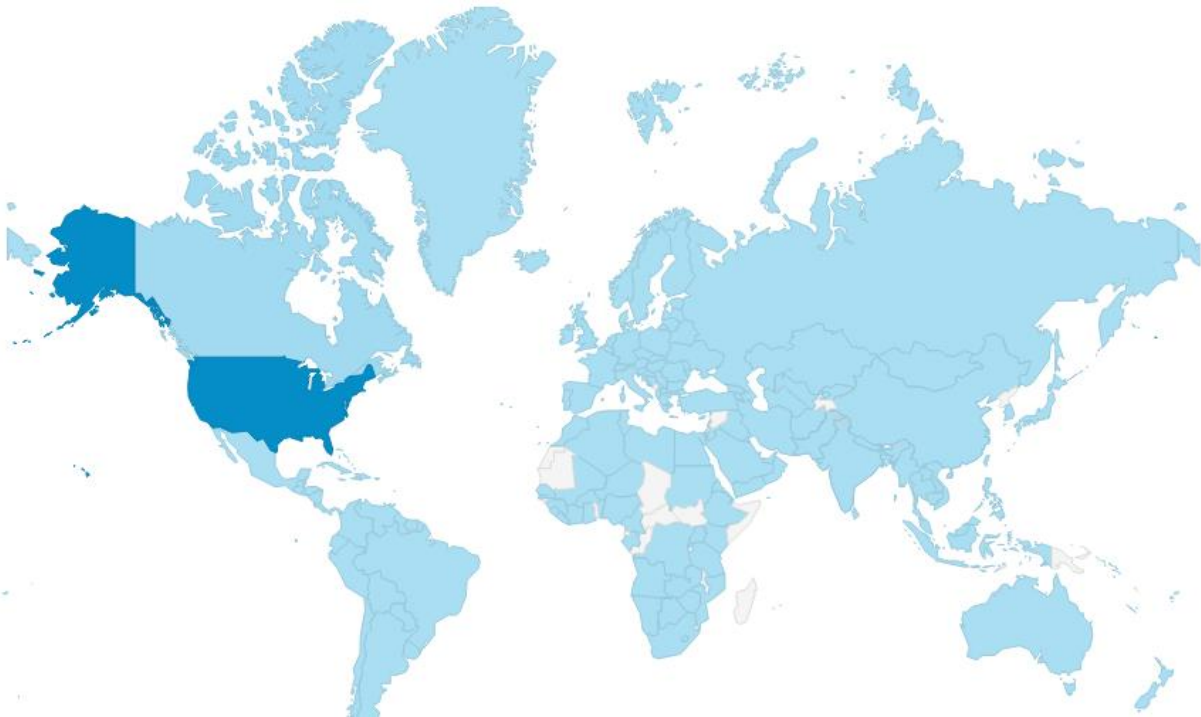
Impressions Clicks Saves # of Pins

	"Not Your Average Florida" by The Florid...	684	0	0	19
	Animal Action by The Florid...	630	0	4	19
	Island Holiday by The Florid...	625	1	3	27
	Florida Keys Visitor Photos by The Florid...	608	4	1	214
	Florida Keys Weddings, Vow Renewals, H... by The Florid...	595	0	1	95

## Section 3: Geographic Data on Website Visitors



Google Analytics





13.	Brazil	10,620 (0.56%)	71.89%	7,635 (0.60%)	41.04%	3.59	00:02:45	0.22%	23 (0.58%)	\$0.00 (0.00%)
14.	Belgium	9,459 (0.50%)	66.69%	6,308 (0.50%)	29.64%	4.58	00:02:42	0.11%	10 (0.25%)	\$0.00 (0.00%)
15.	Norway	8,069 (0.42%)	68.63%	5,538 (0.44%)	31.59%	4.21	00:02:29	0.14%	11 (0.28%)	\$0.00 (0.00%)
16.	Spain	6,711 (0.35%)	71.48%	4,797 (0.38%)	36.27%	3.93	00:02:35	0.22%	15 (0.38%)	\$0.00 (0.00%)
17.	Czechia	6,031 (0.32%)	67.78%	4,088 (0.32%)	32.45%	4.35	00:02:41	0.08%	5 (0.13%)	\$0.00 (0.00%)
18.	Denmark	5,930 (0.31%)	62.53%	3,708 (0.29%)	33.90%	4.14	00:02:32	0.22%	13 (0.33%)	\$0.00 (0.00%)
19.	Australia	5,802 (0.30%)	74.44%	4,319 (0.34%)	36.81%	3.80	00:02:37	0.17%	10 (0.25%)	\$0.00 (0.00%)
20.	Argentina	5,548 (0.29%)	72.46%	4,020 (0.32%)	36.64%	3.77	00:02:59	0.31%	17 (0.43%)	\$0.00 (0.00%)
21.	Ireland	3,443 (0.18%)	68.43%	2,356 (0.19%)	36.92%	3.89	00:02:31	0.20%	7 (0.18%)	\$0.00 (0.00%)
22.	Hungary	2,999 (0.16%)	65.79%	1,973 (0.16%)	34.68%	4.44	00:02:27	0.10%	3 (0.08%)	\$0.00 (0.00%)
23.	Russia	2,213 (0.12%)	69.86%	1,546 (0.12%)	55.22%	2.63	00:01:42	0.23%	5 (0.13%)	\$0.00 (0.00%)
24.	Mexico	1,992 (0.10%)	80.82%	1,610 (0.13%)	42.02%	3.31	00:02:15	0.10%	2 (0.05%)	\$0.00 (0.00%)
25.	Israel	1,903 (0.10%)	73.62%	1,401 (0.11%)	35.21%	3.68	00:02:28	0.16%	3 (0.08%)	\$0.00 (0.00%)

Rows 1 - 25 of 210



Location

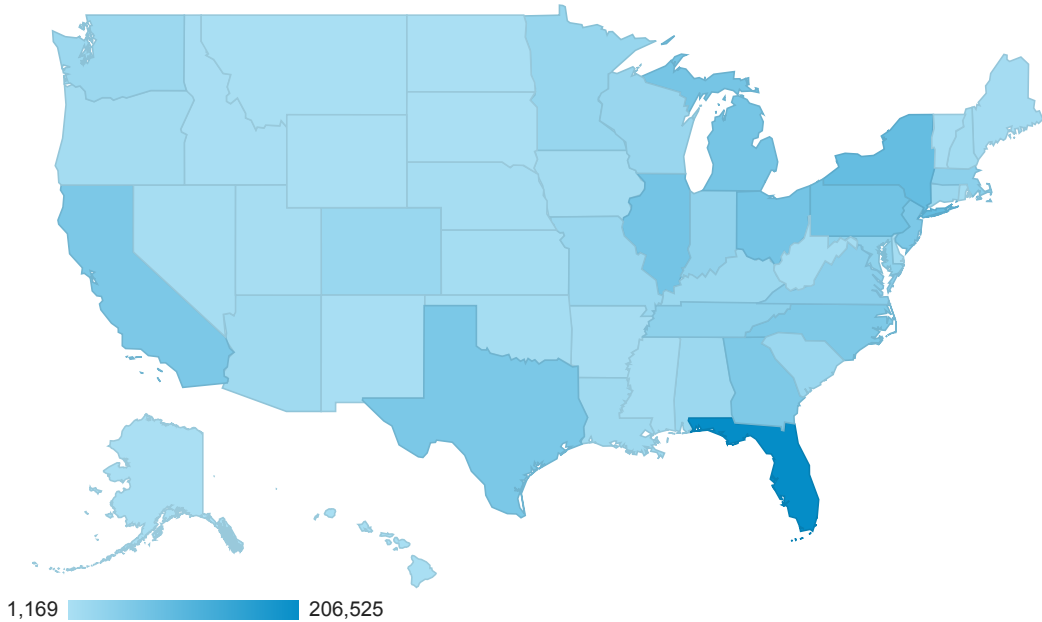
ALL » COUNTRY: United States

Sep 1, 2017 - Sep 30, 2017

All Users  
73.00% Sessions

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions	Goal 1: Visited Places to Stay		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)	
	1,393,558 % of Total: 73.00% (1,908,908)	65.19% Avg for View: 66.03% (-1.27%)	908,445 % of Total: 72.07% (1,260,422)	40.95% Avg for View: 39.24% (4.34%)	4.04 Avg for View: 4.07 (-0.85%)	00:02:33 Avg for View: 00:02:33 (-0.04%)	0.22% Avg for View: 0.21% (4.52%)	3,007 % of Total: 76.30% (3,941)	\$0.00 % of Total: 0.00% (\$0.00)	
1. Florida	206,525 (14.82%)	66.92%	138,211 (15.21%)	42.80%	3.62	00:02:26	0.17%	361 (12.01%)	\$0.00 (0.00%)	
2. New York	87,164 (6.25%)	65.15%	56,789 (6.25%)	42.68%	3.88	00:02:24	0.22%	194 (6.45%)	\$0.00 (0.00%)	
3. Pennsylvania	71,898 (5.16%)	60.28%	43,339 (4.77%)	39.26%	4.38	00:02:43	0.23%	168 (5.59%)	\$0.00 (0.00%)	
4. Ohio	68,551 (4.92%)	62.40%	42,773 (4.71%)	39.14%	4.38	00:02:44	0.21%	146 (4.86%)	\$0.00 (0.00%)	
5. Illinois	68,536 (4.92%)	63.21%	43,319 (4.77%)	41.32%	4.02	00:02:32	0.23%	156 (5.19%)	\$0.00 (0.00%)	
6. Michigan	65,282 (4.68%)	62.80%	40,995 (4.51%)	39.51%	4.25	00:02:41	0.19%	121 (4.02%)	\$0.00 (0.00%)	
7. Texas	59,397 (4.26%)	68.15%	40,481 (4.46%)	42.66%	3.85	00:02:30	0.27%	162 (5.39%)	\$0.00 (0.00%)	
8. New Jersey	58,247 (4.18%)	60.95%	35,499 (3.91%)	40.67%	4.24	00:02:42	0.20%	117 (3.89%)	\$0.00 (0.00%)	
9. California	57,933 (4.16%)	70.67%	40,942 (4.51%)	42.22%	3.87	00:02:24	0.25%	145 (4.82%)	\$0.00 (0.00%)	
10. Georgia	55,784 (4.00%)	67.21%	37,490 (4.13%)	41.16%	3.79	00:02:27	0.16%	88 (2.93%)	\$0.00 (0.00%)	
11. North Carolina	55,426 (3.98%)	66.31%	36,753 (4.05%)	40.71%	3.95	00:02:30	0.23%	125 (4.16%)	\$0.00 (0.00%)	
12. Virginia	40,105 (2.88%)	65.70%	26,347 (2.90%)	41.12%	4.07	00:02:34	0.24%	98 (3.26%)	\$0.00 (0.00%)	

State		Population		Area		Density		GDP		Unemployment		Median Income	
13.	Massachusetts	38,431	(2.76%)	63.22%	24,295	(2.67%)	41.61%	4.15	00:02:35	0.26%		101	\$0.00
14.	Tennessee	36,356	(2.61%)	65.76%	23,907	(2.63%)	39.89%	4.10	00:02:35	0.18%		65	\$0.00
15.	Maryland	34,384	(2.47%)	63.10%	21,697	(2.39%)	38.91%	4.39	00:02:39	0.20%		69	\$0.00
16.	Indiana	32,800	(2.35%)	61.95%	20,318	(2.24%)	38.50%	4.33	00:02:46	0.23%		74	\$0.00
17.	Minnesota	24,727	(1.77%)	64.12%	15,856	(1.75%)	39.63%	4.44	00:02:40	0.27%		66	\$0.00
18.	Wisconsin	22,473	(1.61%)	63.55%	14,282	(1.57%)	39.43%	4.32	00:02:44	0.31%		70	\$0.00
19.	Colorado	21,906	(1.57%)	66.91%	14,658	(1.61%)	40.10%	4.14	00:02:32	0.20%		44	\$0.00
20.	Missouri	20,942	(1.50%)	64.72%	13,553	(1.49%)	40.26%	4.11	00:02:33	0.29%		60	\$0.00
21.	South Carolina	20,813	(1.49%)	67.26%	13,999	(1.54%)	39.57%	4.10	00:02:40	0.19%		40	\$0.00
22.	District of Columbia	20,059	(1.44%)	64.50%	12,938	(1.42%)	45.46%	3.57	00:02:23	0.15%		31	\$0.00
23.	Kentucky	19,269	(1.38%)	63.43%	12,223	(1.35%)	38.37%	4.28	00:02:41	0.23%		44	\$0.00
24.	Connecticut	19,188	(1.38%)	62.40%	11,974	(1.32%)	40.59%	4.23	00:02:37	0.30%		58	\$0.00
25.	Alabama	19,159	(1.37%)	68.13%	13,053	(1.44%)	40.30%	3.98	00:02:34	0.20%		38	\$0.00
26.	Washington	18,408	(1.32%)	70.80%	13,032	(1.43%)	39.06%	4.01	00:02:23	0.20%		37	\$0.00
27.	Arizona	14,190	(1.02%)	68.96%	9,786	(1.08%)	40.51%	4.14	00:02:34	0.17%		24	\$0.00
28.	Louisiana	13,547	(0.97%)	68.53%	9,284	(1.02%)	42.52%	3.95	00:02:32	0.21%		29	\$0.00
29.	New Hampshire	9,541	(0.68%)	62.49%	5,962	(0.66%)	38.91%	4.26	00:02:41	0.17%		16	\$0.00
30.	Iowa	9,234	(0.66%)	63.13%	5,829	(0.64%)	39.26%	4.40	00:02:37	0.30%		28	\$0.00
31.	Oregon	9,187	(0.66%)	71.06%	6,528	(0.72%)	41.22%	3.94	00:02:28	0.11%		10	\$0.00
32.	Maine	7,989	(0.57%)	63.96%	5,110	(0.56%)	38.67%	4.21	00:02:40	0.11%		9	\$0.00
33.	Oklahoma	7,245	(0.52%)	65.71%	4,761	(0.52%)	40.40%	4.30	00:02:44	0.18%		13	\$0.00
34.	Kansas	7,169	(0.51%)	66.80%	4,789	(0.53%)	41.18%	4.13	00:02:30	0.32%		23	\$0.00
35.	Rhode Island	7,116	(0.51%)	64.67%	4,602	(0.51%)	41.84%	3.97	00:02:23	0.15%		11	\$0.00
36.	Delaware	6,984	(0.50%)	61.64%	4,305	(0.47%)	40.69%	4.12	00:02:36	0.13%		9	\$0.00
37.	West Virginia	6,877	(0.49%)	64.32%	4,423	(0.49%)	37.44%	4.39	00:02:44	0.25%		17	\$0.00
38.	Mississippi	6,649	(0.48%)	68.67%	4,566	(0.50%)	39.78%	4.11	00:02:43	0.29%		19	\$0.00
39.	Nebraska	6,437	(0.46%)	63.26%	4,072	(0.45%)	40.52%	4.59	00:02:35	0.36%		23	\$0.00
40.	Nevada	6,037	(0.43%)	67.77%	4,091	(0.45%)	39.61%	4.08	00:02:33	0.25%		15	\$0.00
41.	Arkansas	5,458	(0.39%)	68.16%	3,720	(0.41%)	40.25%	4.01	00:02:32	0.38%		21	\$0.00
42.	Utah	5,090	(0.37%)	67.64%	3,443	(0.38%)	40.61%	3.92	00:02:23	0.37%		19	\$0.00
43.	Vermont	3,456	(0.25%)	65.02%	2,247	(0.25%)	39.21%	3.89	00:02:39	0.09%		3	\$0.00
44.	New Mexico	3,167	(0.23%)	67.00%	2,122	(0.23%)	40.61%	4.21	00:02:44	0.13%		4	\$0.00
45.	Idaho	2,572	(0.18%)	71.46%	1,838	(0.20%)	38.80%	4.14	00:02:21	0.08%		2	\$0.00
46.	Hawaii	2,158	(0.15%)	72.80%	1,571	(0.17%)	39.85%	3.88	00:02:21	0.14%		3	\$0.00

47.	Montana	2,152 (0.15%)	66.12%	1,423 (0.16%)	36.06%	4.26	00:02:49	0.28%	6 (0.20%)	\$0.00 (0.00%)
48.	South Dakota	1,744 (0.13%)	65.88%	1,149 (0.13%)	40.88%	3.78	00:02:18	0.57%	10 (0.33%)	\$0.00 (0.00%)
49.	Alaska	1,653 (0.12%)	69.51%	1,149 (0.13%)	38.17%	3.98	00:02:38	0.06%	1 (0.03%)	\$0.00 (0.00%)
50.	Wyoming	1,498 (0.11%)	64.95%	973 (0.11%)	36.72%	4.49	00:02:59	0.27%	4 (0.13%)	\$0.00 (0.00%)

Location

ALL » COUNTRY: United States » REGION: Florida

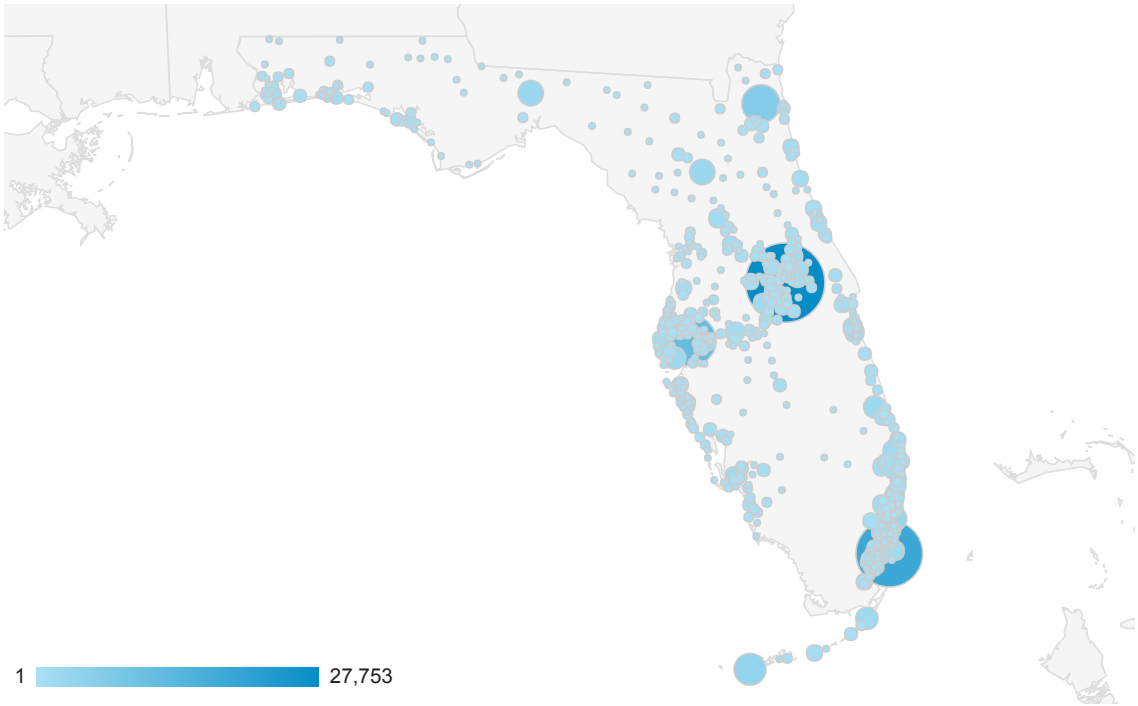
Sep 1, 2017 - Sep 30, 2017



All Users  
10.82% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions	Goal 1: Visited Places to Stay	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	206,525 % of Total: 10.82% (1,908,908)	66.92% Avg for View: 66.03% (1.35%)	138,211 % of Total: 10.97% (1,260,422)	42.80% Avg for View: 39.24% (9.07%)	3.62 Avg for View: 4.07 (-11.02%)	00:02:26 Avg for View: 00:02:33 (-5.04%)	0.17% Avg for View: 0.21% (-15.33%)	361 % of Total: 9.16% (3,941)	\$0.00 % of Total: 0.00% (\$0.00)
1. Orlando	27,753 (13.44%)	65.01%	18,043 (13.05%)	44.33%	3.43	00:02:18	0.08%	22 (6.09%)	\$0.00 (0.00%)
2. Miami	18,648 (9.03%)	65.41%	12,198 (8.83%)	50.91%	3.04	00:02:03	0.14%	27 (7.48%)	\$0.00 (0.00%)
3. Tampa	11,512 (5.57%)	67.08%	7,722 (5.59%)	49.67%	3.17	00:01:56	0.11%	13 (3.60%)	\$0.00 (0.00%)
4. Jacksonville	6,471 (3.13%)	67.27%	4,353 (3.15%)	38.76%	3.95	00:02:46	0.22%	14 (3.88%)	\$0.00 (0.00%)
5. Key West	3,996 (1.93%)	57.83%	2,311 (1.67%)	55.83%	2.55	00:02:25	0.30%	12 (3.32%)	\$0.00 (0.00%)
6. (not set)	3,181 (1.54%)	66.65%	2,120 (1.53%)	40.77%	3.95	00:02:22	0.09%	3 (0.83%)	\$0.00 (0.00%)
7. Fort Lauderdale	2,973 (1.44%)	65.99%	1,962 (1.42%)	43.93%	3.34	00:02:19	0.37%	11 (3.05%)	\$0.00 (0.00%)
8. Gainesville	2,493 (1.21%)	71.96%	1,794 (1.30%)	40.51%	3.58	00:02:07	0.12%	3 (0.83%)	\$0.00 (0.00%)
9. Tallahassee	2,486 (1.20%)	73.25%	1,821 (1.32%)	40.59%	3.63	00:02:00	0.24%	6 (1.66%)	\$0.00 (0.00%)
10. Port St. Lucie	2,107 (1.02%)	66.49%	1,401 (1.01%)	40.25%	3.91	00:02:35	0.19%	4 (1.11%)	\$0.00 (0.00%)
11. St. Petersburg	1,865 (0.90%)	70.56%	1,316 (0.95%)	43.00%	3.80	00:02:05	0.27%	5 (1.39%)	\$0.00 (0.00%)
12. Key Largo	1,817 (0.88%)	60.10%	1,092 (0.79%)	57.07%	2.33	00:01:29	0.28%	5 (1.39%)	\$0.00 (0.00%)

City		Population		Area		Density		Distance		Time		Cost	
Rank	City	Pop. (M)	Pop. Change (%)	Area (sq mi)	Density (/sq mi)	Distance (mi)	Density (/sq mi)	Distance (mi)	Density (/sq mi)	Time (min)	Time Change (%)	Cost (\$M)	Cost Change (%)
13.	Palm Beach Gardens	1,711 (0.83%)	64.87%	1,110 (0.80%)	38.34%	3.84	00:02:47		0.18%		3 (0.83%)	\$0.00 (0.00%)	
14.	Cape Coral	1,586 (0.77%)	67.47%	1,070 (0.77%)	42.37%	3.85	00:02:21		0.25%		4 (1.11%)	\$0.00 (0.00%)	
15.	Melbourne	1,523 (0.74%)	69.14%	1,053 (0.76%)	42.74%	3.63	00:02:25		0.07%		1 (0.28%)	\$0.00 (0.00%)	
16.	Ocala	1,520 (0.74%)	68.22%	1,037 (0.75%)	39.93%	3.51	00:02:17		0.07%		1 (0.28%)	\$0.00 (0.00%)	
17.	Palm Bay	1,394 (0.67%)	69.37%	967 (0.70%)	39.38%	3.96	00:02:42		0.14%		2 (0.55%)	\$0.00 (0.00%)	
18.	Four Corners	1,373 (0.66%)	63.66%	874 (0.63%)	38.31%	4.13	00:02:31		0.15%		2 (0.55%)	\$0.00 (0.00%)	
19.	Boca Raton	1,311 (0.63%)	68.80%	902 (0.65%)	40.96%	4.03	00:02:57		0.08%		1 (0.28%)	\$0.00 (0.00%)	
20.	Miami Beach	1,302 (0.63%)	67.20%	875 (0.63%)	46.39%	2.99	00:02:08		0.61%		8 (2.22%)	\$0.00 (0.00%)	
21.	Coral Springs	1,260 (0.61%)	69.60%	877 (0.63%)	39.84%	3.74	00:02:37		0.48%		6 (1.66%)	\$0.00 (0.00%)	
22.	Wellington	1,227 (0.59%)	67.16%	824 (0.60%)	37.90%	3.86	00:02:32		0.08%		1 (0.28%)	\$0.00 (0.00%)	
23.	Lakeland	1,221 (0.59%)	64.29%	785 (0.57%)	38.08%	4.02	00:02:37		0.33%		4 (1.11%)	\$0.00 (0.00%)	
24.	Brandon	1,209 (0.59%)	67.33%	814 (0.59%)	41.44%	4.16	00:02:32		0.00%		0 (0.00%)	\$0.00 (0.00%)	
25.	Greenacres	1,186 (0.57%)	67.62%	802 (0.58%)	39.29%	3.88	00:02:44		0.25%		3 (0.83%)	\$0.00 (0.00%)	
26.	Plantation	1,181 (0.57%)	68.16%	805 (0.58%)	40.30%	3.50	00:02:27		0.25%		3 (0.83%)	\$0.00 (0.00%)	
27.	Jupiter	1,133 (0.55%)	70.43%	798 (0.58%)	39.63%	3.74	00:02:40		0.09%		1 (0.28%)	\$0.00 (0.00%)	
28.	Clearwater	1,121 (0.54%)	71.01%	796 (0.58%)	41.84%	3.45	00:02:04		0.62%		7 (1.94%)	\$0.00 (0.00%)	
29.	Miramar	1,116 (0.54%)	67.74%	756 (0.55%)	37.37%	3.74	00:02:40		0.09%		1 (0.28%)	\$0.00 (0.00%)	
30.	Palm Coast	1,089 (0.53%)	65.20%	710 (0.51%)	38.48%	4.08	00:02:40		0.28%		3 (0.83%)	\$0.00 (0.00%)	
31.	Davie	1,055 (0.51%)	68.72%	725 (0.52%)	38.86%	3.90	00:02:49		0.28%		3 (0.83%)	\$0.00 (0.00%)	
32.	Hialeah	1,048 (0.51%)	74.05%	776 (0.56%)	39.03%	3.97	00:02:56		0.29%		3 (0.83%)	\$0.00 (0.00%)	
33.	Hollywood	1,030 (0.50%)	72.43%	746 (0.54%)	42.82%	3.41	00:02:23		0.10%		1 (0.28%)	\$0.00 (0.00%)	
34.	Pompano Beach	1,029 (0.50%)	69.58%	716 (0.52%)	41.79%	3.64	00:02:29		0.49%		5 (1.39%)	\$0.00 (0.00%)	
35.	Rockledge	1,029 (0.50%)	65.79%	677 (0.49%)	38.00%	3.97	00:02:29		0.00%		0 (0.00%)	\$0.00 (0.00%)	
36.	West Palm Beach	1,000 (0.48%)	74.70%	747 (0.54%)	43.30%	3.69	00:02:11		0.20%		2 (0.55%)	\$0.00 (0.00%)	
37.	Spring Hill	989 (0.48%)	71.08%	703 (0.51%)	41.35%	3.79	00:02:21		0.20%		2 (0.55%)	\$0.00 (0.00%)	
38.	Sanford	961 (0.47%)	68.89%	662 (0.48%)	40.06%	4.52	00:02:59		0.21%		2 (0.55%)	\$0.00 (0.00%)	
39.	Kendall	960 (0.46%)	68.33%	656 (0.47%)	42.08%	3.68	00:02:41		0.10%		1 (0.28%)	\$0.00 (0.00%)	
40.	The Villages	955 (0.46%)	63.14%	603 (0.44%)	37.80%	4.60	00:03:46		0.10%		1 (0.28%)	\$0.00 (0.00%)	
41.	Bradenton	943 (0.46%)	72.43%	683 (0.49%)	39.77%	3.93	00:02:20		0.11%		1 (0.28%)	\$0.00 (0.00%)	
42.	Pembroke Pines	932 (0.45%)	70.82%	660 (0.48%)	41.20%	3.46	00:02:27		0.21%		2 (0.55%)	\$0.00 (0.00%)	
43.	Boynton Beach	914 (0.44%)	64.88%	593 (0.43%)	41.36%	3.98	00:02:37		0.33%		3 (0.83%)	\$0.00 (0.00%)	
44.	Port Orange	914 (0.44%)	69.37%	634 (0.46%)	39.39%	4.00	00:03:04		0.11%		1 (0.28%)	\$0.00 (0.00%)	
45.	Palm City	907 (0.44%)	68.58%	622 (0.45%)	39.47%	3.68	00:02:45		0.00%		0 (0.00%)	\$0.00 (0.00%)	
46.	Oviedo	882 (0.43%)	67.91%	599 (0.43%)	38.32%	3.63	00:02:30		0.11%		1 (0.28%)	\$0.00 (0.00%)	

47.	Union Park	877 (0.42%)	66.48%	583 (0.42%)	37.74%	3.89	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
48.	Pensacola	861 (0.42%)	68.06%	586 (0.42%)	43.09%	4.11	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
49.	Sarasota	859 (0.42%)	66.82%	574 (0.42%)	40.63%	3.82	00:02:09	0.12%	1 (0.28%)	\$0.00 (0.00%)
50.	St. Augustine	856 (0.41%)	70.21%	601 (0.43%)	34.70%	3.74	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 50 of 495

Location

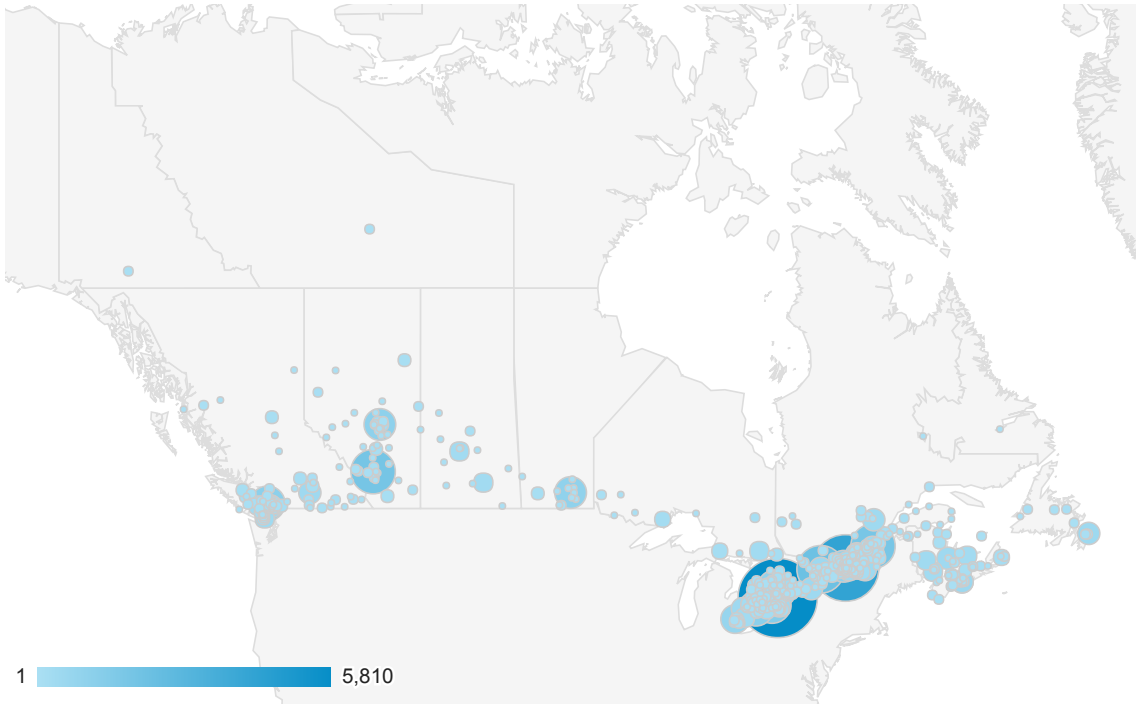
ALL » COUNTRY: Canada

Sep 1, 2017 - Sep 30, 2017

All Users  
3.30% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	62,935 % of Total: 3.30% (1,908,908)	69.56% Avg for View: 66.03% (5.35%)	43,779 % of Total: 3.47% (1,260,422)	36.69% Avg for View: 39.24% (-6.52%)	4.18 Avg for View: 4.07 (2.83%)	00:02:36 Avg for View: 00:02:33 (1.43%)	0.26% Avg for View: 0.21% (26.99%)	165 % of Total: 4.19% (3,941)	\$0.00 % of Total: 0.00% (\$0.00)
1. Toronto	5,810 (9.23%)	71.17%	4,135 (9.45%)	41.00%	3.94	00:02:17	0.26%	15 (9.09%)	\$0.00 (0.00%)
2. Montreal	4,233 (6.73%)	70.04%	2,965 (6.77%)	37.70%	3.83	00:02:14	0.14%	6 (3.64%)	\$0.00 (0.00%)
3. Ottawa	2,140 (3.40%)	70.61%	1,511 (3.45%)	37.71%	4.00	00:02:15	0.56%	12 (7.27%)	\$0.00 (0.00%)
4. Calgary	1,842 (2.93%)	72.91%	1,343 (3.07%)	39.03%	4.45	00:02:27	0.22%	4 (2.42%)	\$0.00 (0.00%)
5. Quebec City	1,761 (2.80%)	72.23%	1,272 (2.91%)	33.73%	4.02	00:02:29	0.23%	4 (2.42%)	\$0.00 (0.00%)
6. (not set)	1,449 (2.30%)	72.12%	1,045 (2.39%)	40.23%	3.88	00:02:42	0.41%	6 (3.64%)	\$0.00 (0.00%)
7. Hamilton	1,303 (2.07%)	64.24%	837 (1.91%)	38.37%	4.04	00:02:52	0.31%	4 (2.42%)	\$0.00 (0.00%)
8. Vancouver	1,073 (1.70%)	74.74%	802 (1.83%)	38.30%	4.09	00:02:18	0.28%	3 (1.82%)	\$0.00 (0.00%)
9. London	1,047 (1.66%)	70.01%	733 (1.67%)	35.05%	4.55	00:02:56	0.19%	2 (1.21%)	\$0.00 (0.00%)
10. Mississauga	976 (1.55%)	74.08%	723 (1.65%)	34.94%	4.00	00:02:22	0.51%	5 (3.03%)	\$0.00 (0.00%)
11. Edmonton	972 (1.54%)	73.56%	715 (1.63%)	39.61%	3.90	00:02:16	0.41%	4 (2.42%)	\$0.00 (0.00%)
12. Winnipeg	906 (1.44%)	72.85%	660 (1.51%)	38.85%	3.83	00:02:11	0.44%	4 (2.42%)	\$0.00 (0.00%)

13.	Laval	828 (1.32%)	66.06%	547 (1.25%)	30.80%	4.39	00:02:57	0.12%	1 (0.61%)	\$0.00 (0.00%)
14.	Barrie	817 (1.30%)	67.44%	551 (1.26%)	37.70%	4.05	00:02:38	0.12%	1 (0.61%)	\$0.00 (0.00%)
15.	Windsor	718 (1.14%)	60.86%	437 (1.00%)	35.93%	4.69	00:03:03	0.28%	2 (1.21%)	\$0.00 (0.00%)
16.	Kitchener	542 (0.86%)	64.58%	350 (0.80%)	35.98%	4.12	00:03:05	0.74%	4 (2.42%)	\$0.00 (0.00%)
17.	Brampton	539 (0.86%)	68.46%	369 (0.84%)	32.47%	4.65	00:02:38	0.37%	2 (1.21%)	\$0.00 (0.00%)
18.	Burlington	530 (0.84%)	68.11%	361 (0.82%)	36.98%	3.89	00:02:44	0.19%	1 (0.61%)	\$0.00 (0.00%)
19.	Oakville	530 (0.84%)	62.83%	333 (0.76%)	40.19%	3.78	00:02:17	0.75%	4 (2.42%)	\$0.00 (0.00%)
20.	Halifax	484 (0.77%)	68.18%	330 (0.75%)	36.98%	3.86	00:02:42	0.21%	1 (0.61%)	\$0.00 (0.00%)
21.	Dartmouth	473 (0.75%)	72.30%	342 (0.78%)	32.77%	3.68	00:01:58	0.21%	1 (0.61%)	\$0.00 (0.00%)
22.	St. John's	455 (0.72%)	77.80%	354 (0.81%)	36.48%	4.11	00:02:43	0.44%	2 (1.21%)	\$0.00 (0.00%)
23.	Surrey	451 (0.72%)	73.17%	330 (0.75%)	39.02%	3.90	00:02:45	0.22%	1 (0.61%)	\$0.00 (0.00%)
24.	Gatineau	445 (0.71%)	74.83%	333 (0.76%)	33.48%	4.81	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Kingston	430 (0.68%)	71.86%	309 (0.71%)	41.16%	3.97	00:02:01	0.23%	1 (0.61%)	\$0.00 (0.00%)



Location

ALL » COUNTRY: United Kingdom

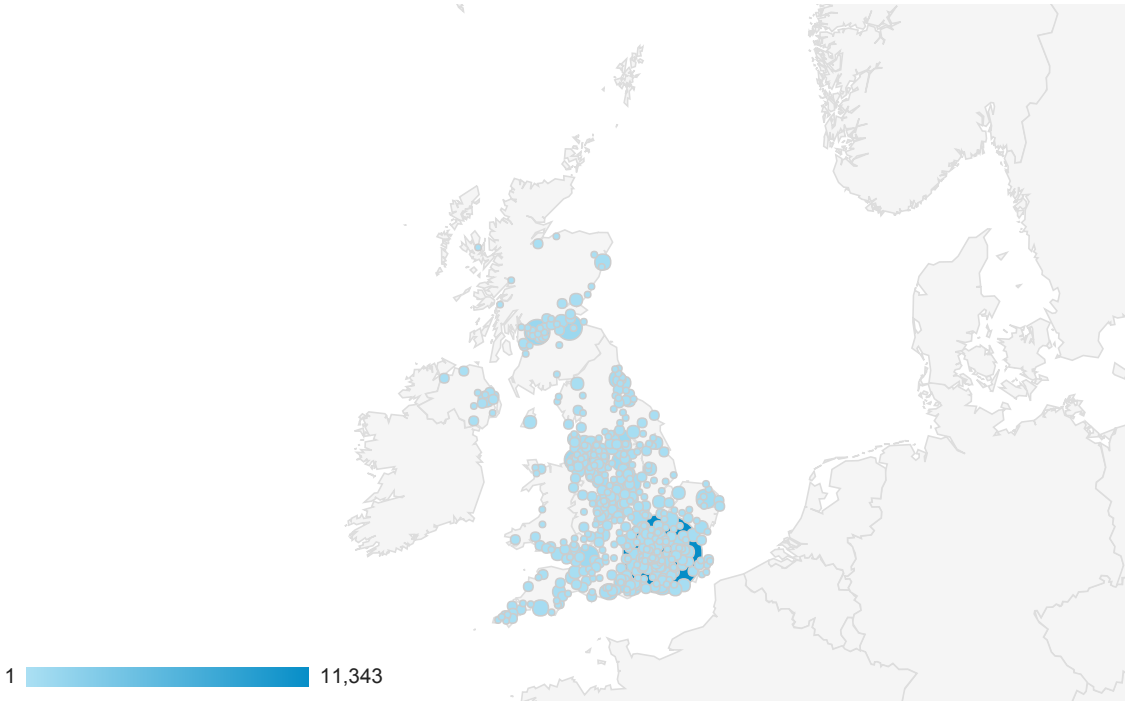
Sep 1, 2017 - Sep 30, 2017



All Users  
3.31% Sessions

Map Overlay

Summary

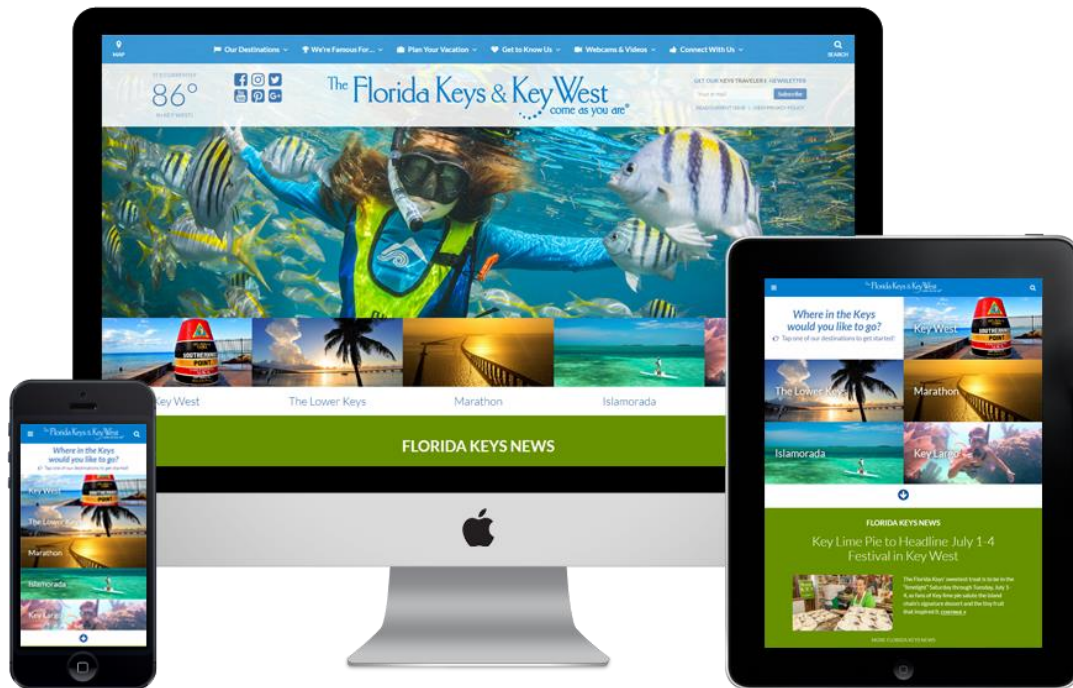


City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	63,191 % of Total: 3.31% (1,908,908)	65.49% Avg for View: 66.03% (-0.81%)	41,386 % of Total: 3.28% (1,260,422)	36.77% Avg for View: 39.24% (-6.30%)	4.00 Avg for View: 4.07 (-1.61%)	00:02:34 Avg for View: 00:02:33 (0.38%)	0.29% Avg for View: 0.21% (38.74%)	181 % of Total: 4.59% (3,941)	\$0.00 % of Total: 0.00% (\$0.00)
1. London	11,343 (17.95%)	65.42%	7,421 (17.93%)	40.75%	3.63	00:02:27	0.35%	40 (22.10%)	\$0.00 (0.00%)
2. (not set)	2,770 (4.38%)	65.31%	1,809 (4.37%)	37.55%	4.15	00:03:04	0.25%	7 (3.87%)	\$0.00 (0.00%)
3. Birmingham	1,128 (1.79%)	65.43%	738 (1.78%)	38.83%	3.73	00:02:27	0.09%	1 (0.55%)	\$0.00 (0.00%)
4. Glasgow	1,068 (1.69%)	63.48%	678 (1.64%)	34.36%	4.54	00:02:48	0.47%	5 (2.76%)	\$0.00 (0.00%)
5. Edinburgh	967 (1.53%)	59.26%	573 (1.38%)	35.06%	3.98	00:02:54	0.21%	2 (1.10%)	\$0.00 (0.00%)
6. Manchester	916 (1.45%)	69.10%	633 (1.53%)	39.96%	3.66	00:02:18	0.22%	2 (1.10%)	\$0.00 (0.00%)
7. Leeds	890 (1.41%)	64.49%	574 (1.39%)	37.19%	3.64	00:02:13	0.22%	2 (1.10%)	\$0.00 (0.00%)
8. Liverpool	826 (1.31%)	63.56%	525 (1.27%)	37.05%	3.92	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Bristol	818 (1.29%)	65.53%	536 (1.30%)	35.45%	4.17	00:02:50	0.49%	4 (2.21%)	\$0.00 (0.00%)
10. Sheffield	685 (1.08%)	65.11%	446 (1.08%)	36.35%	3.82	00:02:26	0.29%	2 (1.10%)	\$0.00 (0.00%)
11. Nottingham	575 (0.91%)	65.91%	379 (0.92%)	33.39%	4.54	00:03:05	0.35%	2 (1.10%)	\$0.00 (0.00%)
12. Southampton	519 (0.82%)	64.55%	335 (0.81%)	34.30%	4.02	00:02:17	0.19%	1 (0.55%)	\$0.00 (0.00%)

13.	Norwich	<b>485</b> (0.77%)	61.44%	<b>298</b> (0.72%)	36.49%	3.98	00:02:44	0.21%	<b>1</b> (0.55%)	<b>\$0.00</b> (0.00%)
14.	Cardiff	<b>472</b> (0.75%)	71.40%	<b>337</b> (0.81%)	34.11%	4.81	00:02:37	0.21%	<b>1</b> (0.55%)	<b>\$0.00</b> (0.00%)
15.	Cambridge	<b>440</b> (0.70%)	55.68%	<b>245</b> (0.59%)	35.23%	5.28	00:03:20	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
16.	Portsmouth	<b>437</b> (0.69%)	73.46%	<b>321</b> (0.78%)	29.98%	4.62	00:02:46	0.23%	<b>1</b> (0.55%)	<b>\$0.00</b> (0.00%)
17.	Bournemouth	<b>430</b> (0.68%)	70.93%	<b>305</b> (0.74%)	34.42%	4.37	00:03:20	0.23%	<b>1</b> (0.55%)	<b>\$0.00</b> (0.00%)
18.	Newcastle upon Tyne	<b>422</b> (0.67%)	61.14%	<b>258</b> (0.62%)	37.91%	3.65	00:02:09	0.24%	<b>1</b> (0.55%)	<b>\$0.00</b> (0.00%)
19.	Northampton	<b>386</b> (0.61%)	60.36%	<b>233</b> (0.56%)	36.27%	4.02	00:02:39	0.52%	<b>2</b> (1.10%)	<b>\$0.00</b> (0.00%)
20.	Brighton	<b>383</b> (0.61%)	69.71%	<b>267</b> (0.65%)	33.16%	3.67	00:02:25	0.26%	<b>1</b> (0.55%)	<b>\$0.00</b> (0.00%)
21.	Stoke-on-Trent	<b>369</b> (0.58%)	67.48%	<b>249</b> (0.60%)	34.15%	3.95	00:02:23	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
22.	Plymouth	<b>361</b> (0.57%)	73.13%	<b>264</b> (0.64%)	34.07%	4.11	00:02:42	0.28%	<b>1</b> (0.55%)	<b>\$0.00</b> (0.00%)
23.	Coventry	<b>360</b> (0.57%)	69.72%	<b>251</b> (0.61%)	36.67%	3.90	00:02:43	0.56%	<b>2</b> (1.10%)	<b>\$0.00</b> (0.00%)
24.	Belfast	<b>357</b> (0.56%)	67.79%	<b>242</b> (0.58%)	42.30%	3.82	00:01:47	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
25.	Croydon	<b>354</b> (0.56%)	60.73%	<b>215</b> (0.52%)	42.09%	3.59	00:02:53	0.85%	<b>3</b> (1.66%)	<b>\$0.00</b> (0.00%)

## Website Status Report fla-keys.com

October 2017 Data for the December 19, 2017 TDC Meeting



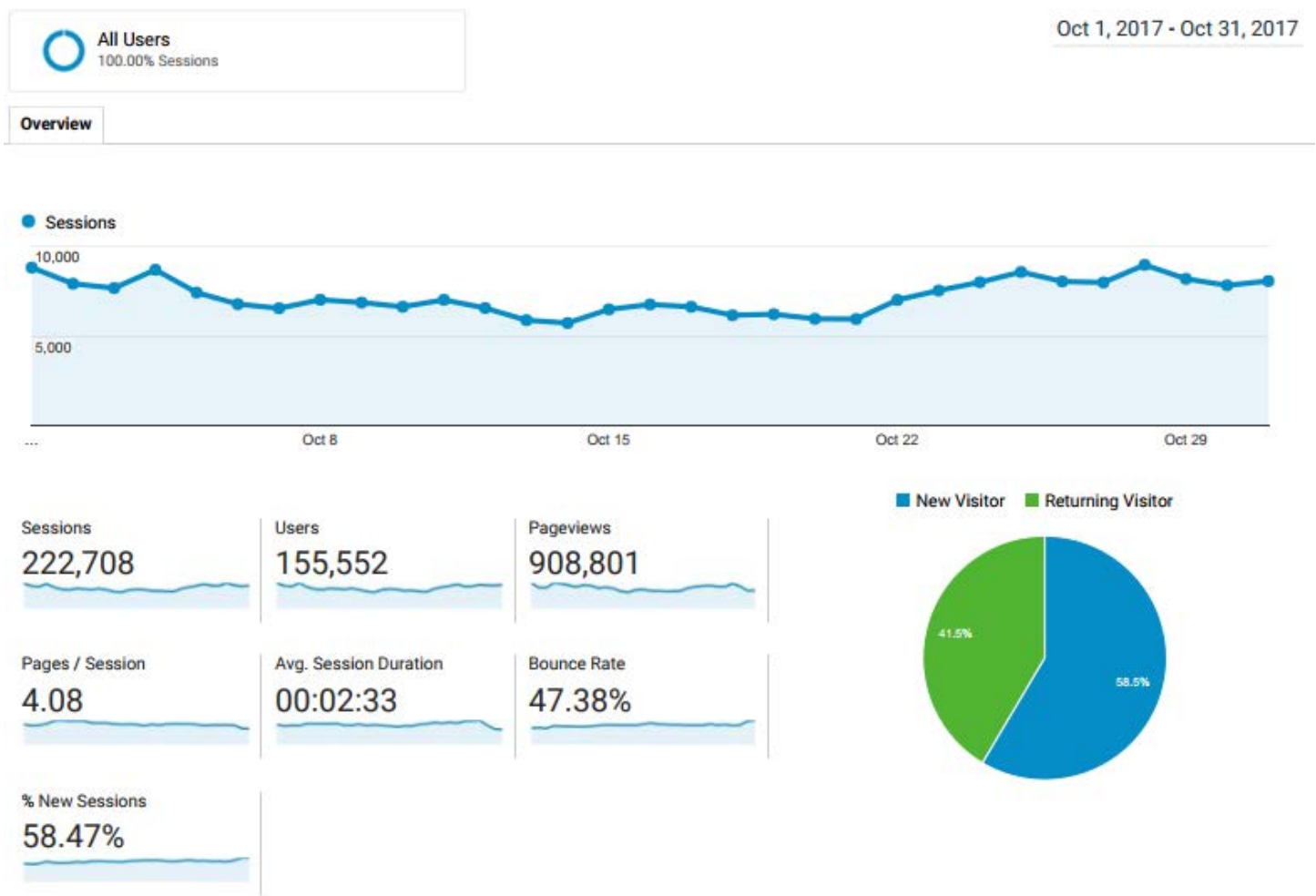
Section 1: Website Traffic Report

Section 2: Social Media Report

## Section 1: Website Traffic Report

### Website Traffic Overview

#### Audience Overview



## Website Traffic Sources

### All Traffic



All Users  
100.00% Sessions

Oct 1, 2017 - Oct 31, 2017

Explorer

Summary

Sessions



Source / Medium

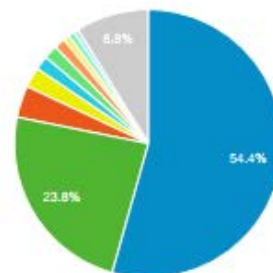
Sessions

Sessions

Contribution to total:

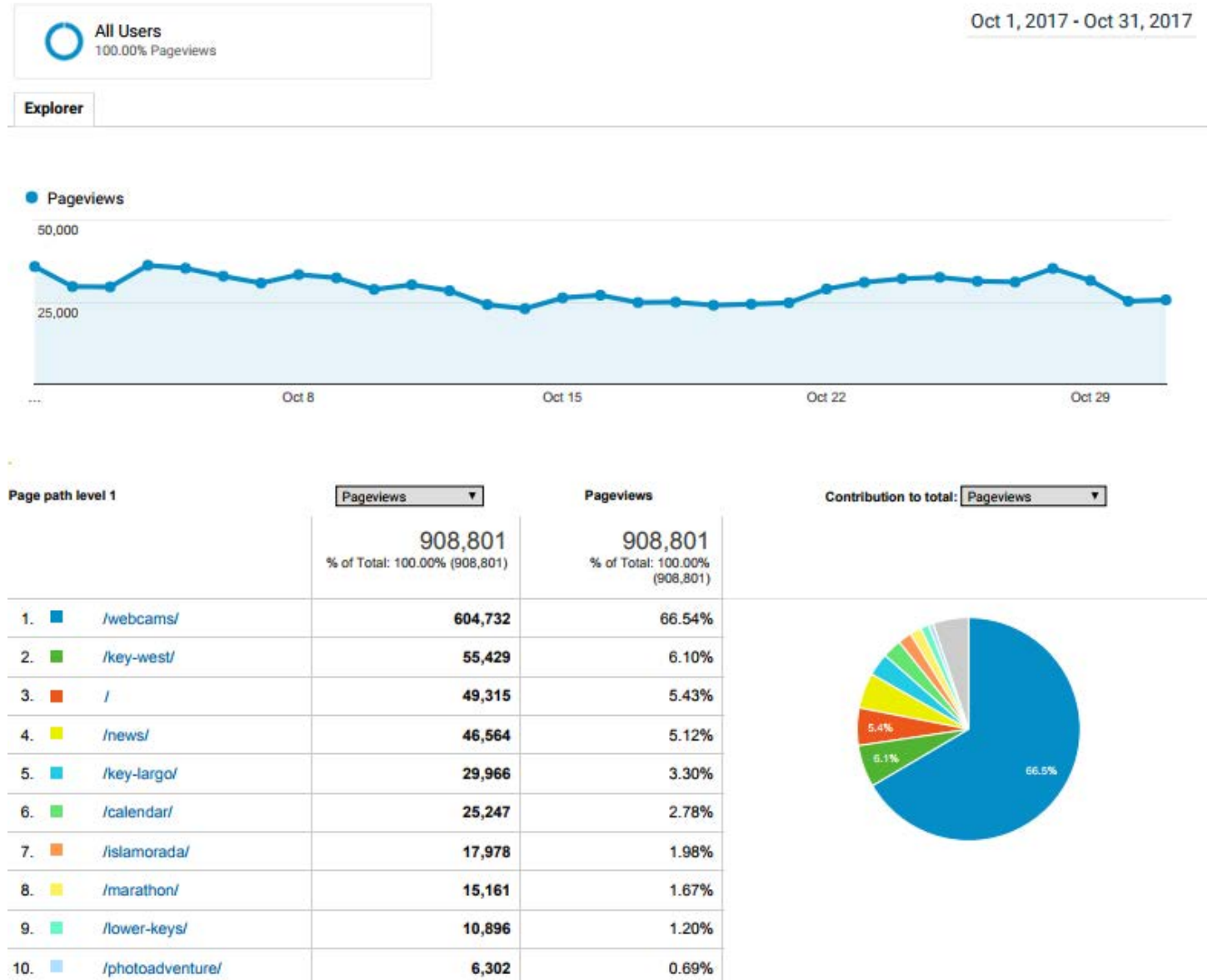
Sessions

	222,708 % of Total: 100.00% (222,708)	222,708 % of Total: 100.00% (222,708)
1. google / organic	121,076	54.37%
2. (direct) / (none)	52,993	23.79%
3. bing / organic	8,562	3.84%
4. yahoo / organic	5,390	2.42%
5. m.facebook.com / referral	3,744	1.68%
6. google / cpc	3,722	1.67%
7. surfinggator.com / referral	2,959	1.33%
8. floridakeyswebcams.tv / referral	1,707	0.77%
9. Fla-Keys.com / WebCam	1,617	0.73%
10. beachcamsusa.com / referral	1,253	0.56%



## Most Visited Sections of Website

### Content Drilldown





## Device Usage

### Overview



All Users  
100.00% Sessions

Oct 1, 2017 - Oct 31, 2017

Explorer

Summary

Sessions



☐ Device Category

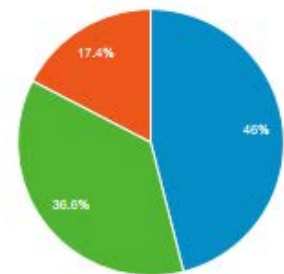
Sessions

Sessions

Contribution to total:

Sessions

	222,708 % of Total: 100.00% (222,708)	222,708 % of Total: 100.00% (222,708)
1. desktop	102,516	46.03%
2. mobile	81,484	36.59%
3. tablet	38,708	17.38%



## Section 2: Social Media Report



Facebook: 367,176 fans

Twitter: 43,361 followers

Instagram: 111,859 followers


Pinterest: 3,077 followers


Google +: 2,141 followers




Data mined 11/20/17

## FACEBOOK SUMMARY

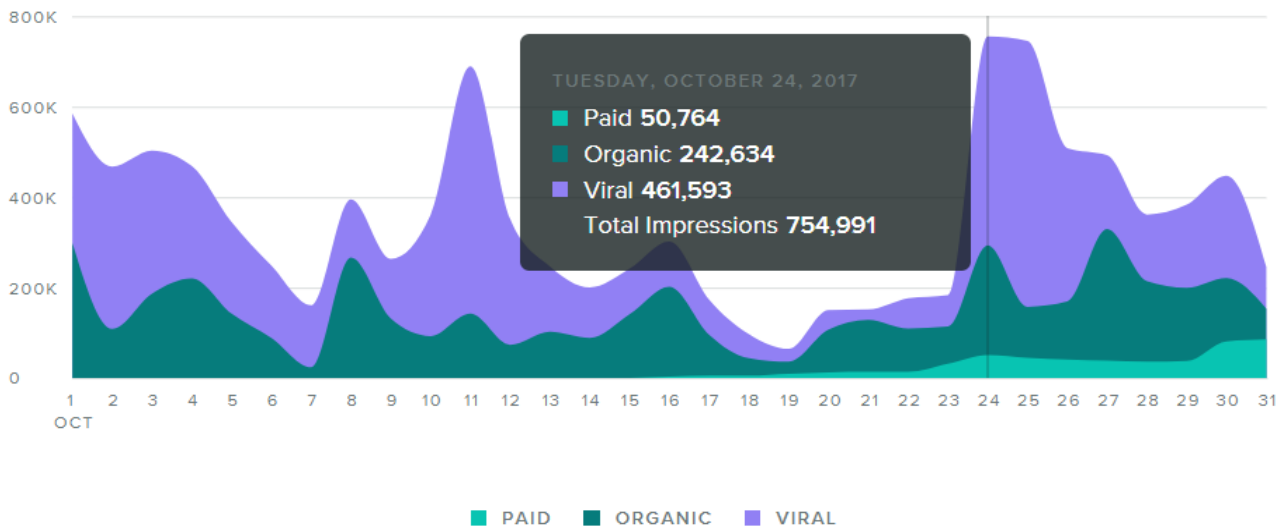
Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	367,176	1.19%	76	10,758,230	141,556	200,900	2,643.4	3,450

 **10,758,230**  
Impressions

 **200,900**  
Engagements

 **3,450**  
Clicks

### PAGE IMPRESSIONS, BY DAY



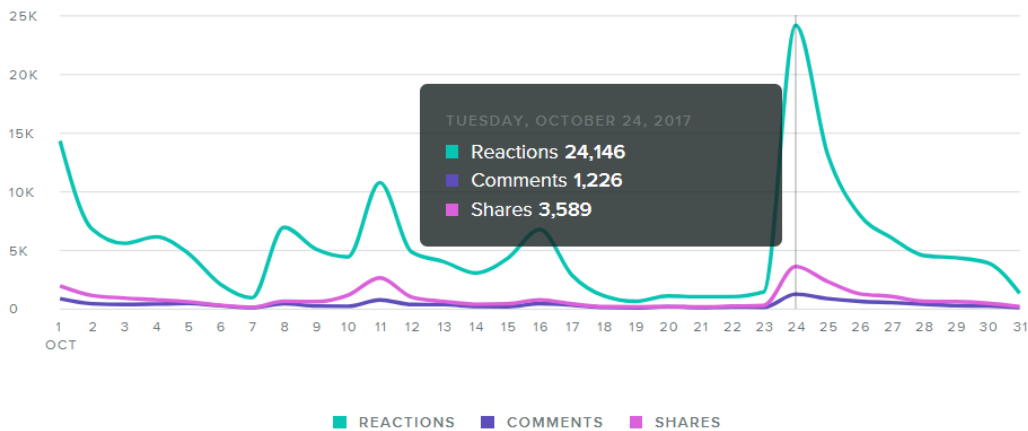
## WHEN THE FACEBOOK PAGE IS MOST ACTIVE



## SHARED CONTENT

### Audience Engagement

#### AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	164,843
Comments	10,832
Shares	25,225
<b>Total Engagements</b>	<b>200,900</b>

Total Engagements increased by

**33.8%**  
since previous month

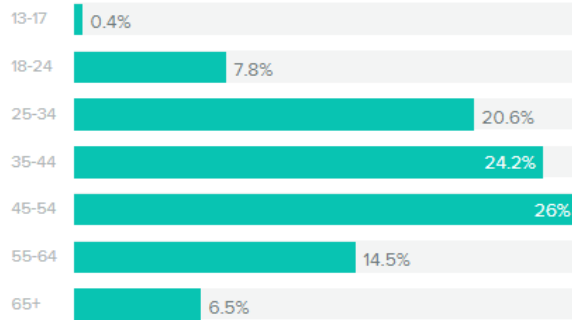
## Facebook Audience Demographics

### Page Fans

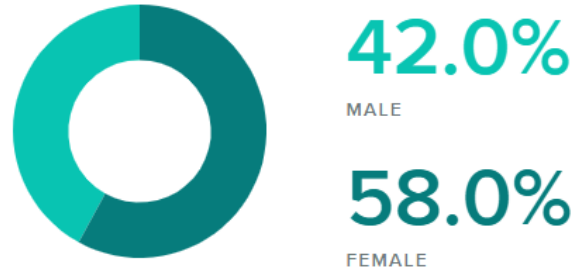
### People Reached

### People Engaged

#### BY AGE






#### BY GENDER






Women between the ages of 45-54 appear to be the leading force among your fans.

## CONTENT PERFORMANCE (top 3, sorted by Total Reach)

Post	Reactions ▼	Comments	Engagement	Reach
<p><b>The Florida Keys &amp; Key West</b></p> <p>It's back! The red, yellow, black and white Southernmost Point marker, a massive concrete monument that resembles a giant marine navigational buoy, is located beside the Atlantic Ocean and designates the southernmost point of land in the continental United States. The City of Key West hired original artist Danny Acosta, who was aided by Henry DelValle, to repaint the graphics after public works staffers re-stuccoed and primed the four-ton structure. Image: Rob O'Neal</p>  <p>(Post) October 24, 2017 9:28 am</p>	23,099	1,218	10.7%	406,850
<p><b>The Florida Keys &amp; Key West</b></p> <p>Here's a peek into the repainting of one of the most photographed sites of the #floridakeys! Come see the brilliant news colors in #keywest</p>  <p>(Post) October 24, 2017 6:15 pm</p>	23,053	1,530	5.6%	727,005
<p><b>The Florida Keys &amp; Key West</b></p> <p>About a month ago, Hurricane Irma made an unwelcome visit to the Florida Keys. Many Keys residents are still recovering, but we also want to recognize what has been accomplished. Gloria Estefan provided her powerful hit song "Coming Out of the Dark" as the soundtrack for this heartfelt video depicting impacts caused by Hurricane Irma -- and the strength, resilience and spirit underlying the island chain's recovery and reopening to visitors. Every second of this video was shot either during Irma or afterward. #fikeys #KeysRecovery #floridanow #hurricaneirma #gloriaestefan #floridakeys</p>  <p>(Post) October 10, 2017 6:57 am</p>	11,257	983	9.2%	535,943

## TWITTER REPORT – follower and content data

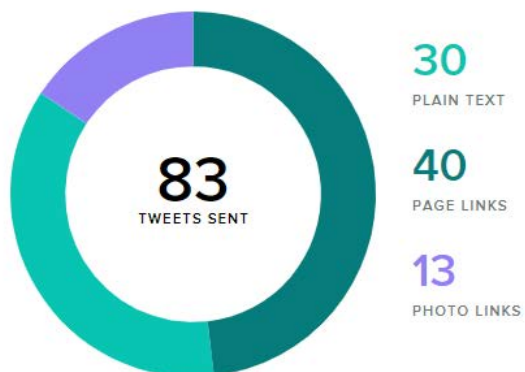
 <b>347,506</b> Organic Impressions	 <b>14,178</b> Total Engagements	 <b>5,427</b> Link Clicks
---	--	---

### Follower Metrics

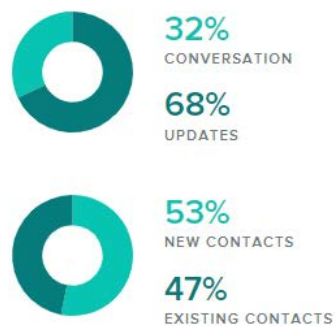
### Totals

<b>Total Followers</b>	<b>43,361</b>
New Follower alerts	622
Actual Followers gained	420
People that you unfollowed	-7

### SENT MESSAGE CONTENT



### YOUR TWEETING BEHAVIOR



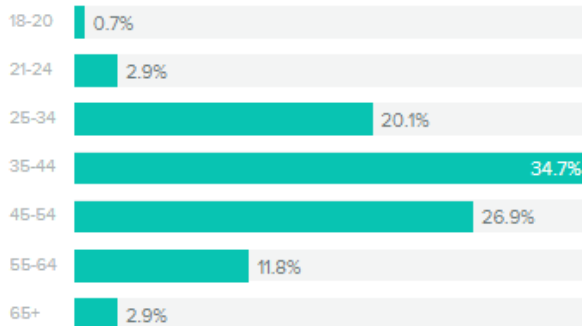
The number of impressions per  
Tweet decreased by

**-77.7%**

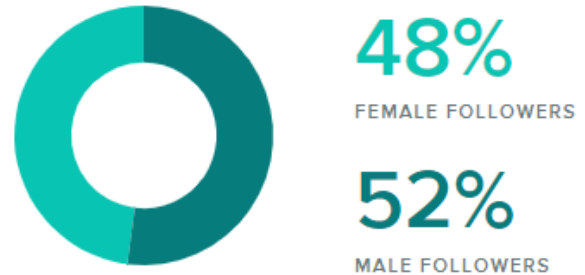
since previous month

## Twitter Audience Demographics

### FOLLOWERS BY AGE

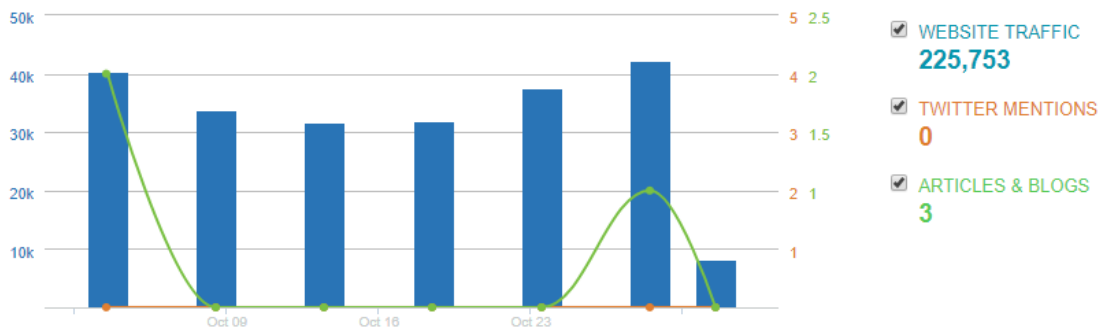


### FOLLOWERS BY GENDER



Men between ages of 35-44 appear to be the leading force among your recent followers.

## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



### SOCIAL TRAFFIC

#### Social Traffic Sources

Facebook	4,861
Twitter	409
Others	107
Blogs	9
YouTube	6
Yelp	0
Q&A Sites	0

## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**key west** 16  
love visit will live touched find fly hit ...

**keys** 14  
love beautiful great visit 10/26/17 always ...

**florida keys** 14  
reopens 1min back nice continues experienc...

**business** 11  
open come said frwrd recovering well one ...

**irma** 10  
reopens 1min supporting sharing make recover ...

**visitors** 8  
reopens 1min welcomed back let stand open a...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#lovefl** 24  
live come visit see key largo chocolates ...

**#floridanow** 18  
live key largo chocolates see go come wee...


**#flkeys** 18  
playing tonite kids key west open gems su...

**#keywest** 16  
visitors irma reopens 1min florida keys video ...

**#keysstrong** 12  
thank open kids see come good love keys fl ...

**#floridakeys** 10  
reopens irma visitors 1min video florida keys flo...

## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 The Florida Keys & Key We	112,911	0.9%	1,052	10	4	35,360	3,536.0	0.31

### Instagram Top Posts



@thefloridakeys  
6830 Engagements



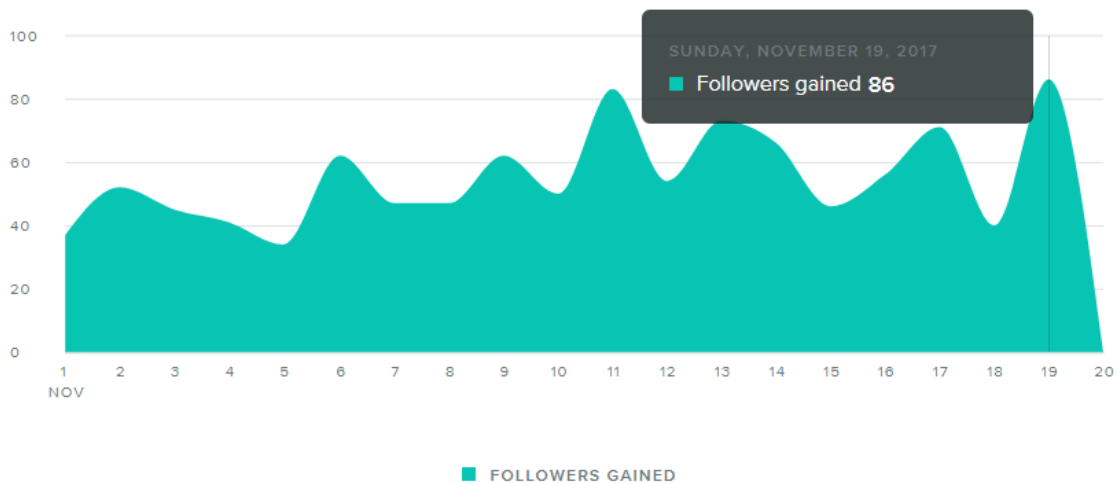
@thefloridakeys  
6416 Engagements



@thefloridakeys  
5319 Engagements

### Audience Growth

AUDIENCE GROWTH, BY DAY





## INSTAGRAM ENGAGEMENT

Engagement Metrics	Totals
Likes Received	35,096
Comments Received	264
<b>Total Engagements</b>	<b>35,360</b>

The number of engagements decreased by

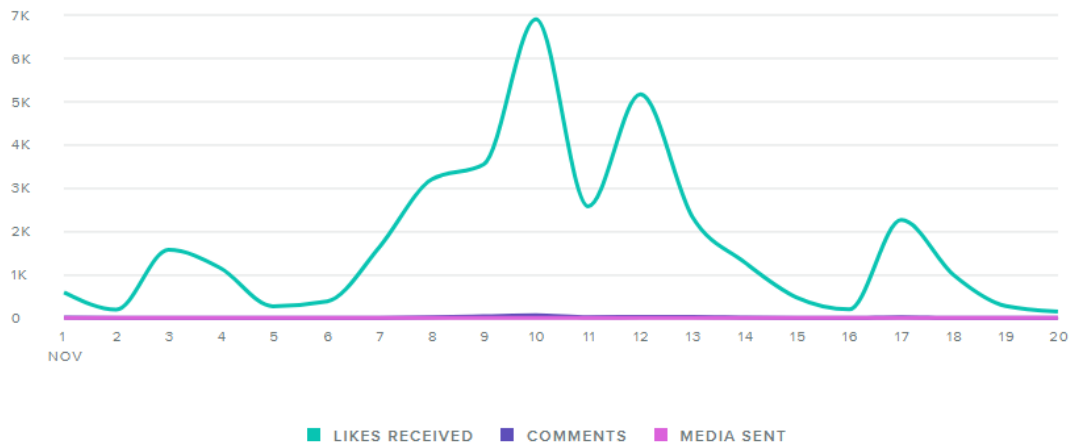
**-30.9%**  
since last month

Engagements per Follower	0.31
Engagements per Media	3,536.00

The number of engagements per media increased by

**+17.5%**  
since last month

### AUDIENCE ENGAGEMENT, BY DAY



## Instagram Outbound Hashtag Performance

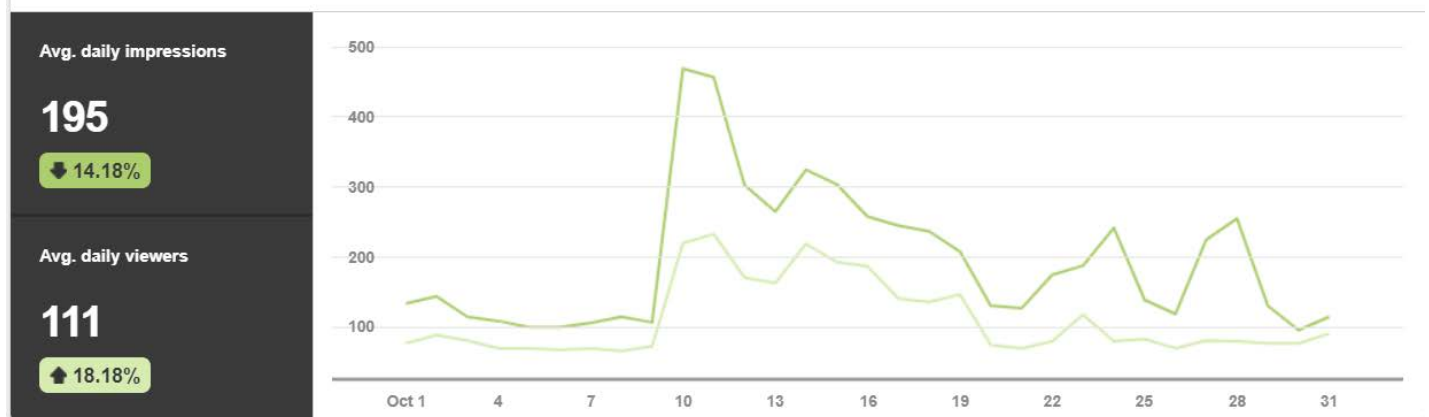
### MOST USED HASHTAGS

#flkeys	9
#floridakeys	5
#floridanow	4
#photofriday	4






### MOST ENGAGED HASHTAGS






#flkeys	24,369
#floridakeys	19,986
#floridanow	15,062
#photofriday	7,091

## PINTEREST SUMMARY



## Top Pins on Pinterest

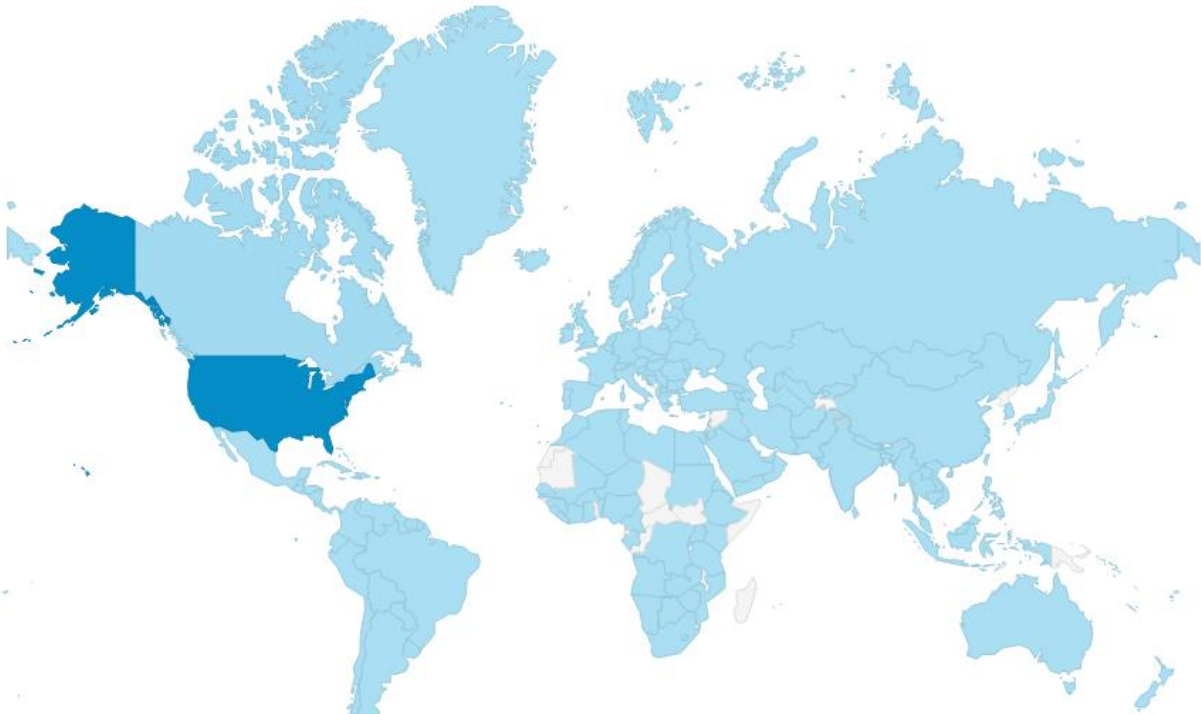
Top Pin impressions from the last 30 days	Impressions	Clicks	Saves	Pin type
 As the cold, dark December days herald t...	458	2	0	
 "Key Deer on No Name Key" Florida Keys ...	219	0	0	
 The tours are now in their 10th year and f...	168	1	2	
 A stunning underwater shot of a Moray ee...	149	0	1	
 #SCUBA diving in #KeyLargo, checking o...	133	0	0	
<a href="#">Show more</a>				

Boards with top Pin impressions from the last 30 days	Impressions	Clicks	Saves	# of Pins
 <b>Island Holiday</b> by The Florid...	887	3	2	27
 <b>Florida Keys Visitor Photos</b> by The Florid...	694	1	0	214
 <b>Florida Keys Weddings, Vow Renewals, H...</b> by The Florid...	524	1	0	95
 <b>Diving and Snorkeling</b> by The Florid...	505	0	1	36
 <b>Animal Action</b> by The Florid...	428	0	0	19

### Section 3: Geographic Data on Website Visitors



Google Analytics



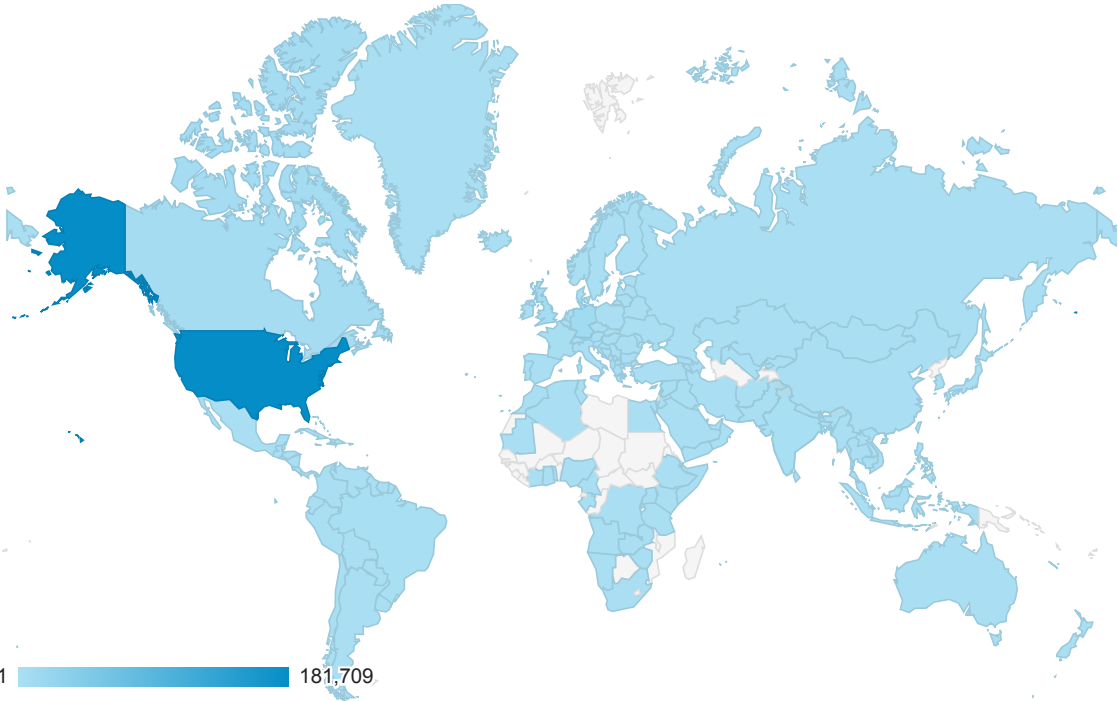
Location

All Users  
100.00% Sessions

Oct 1, 2017 - Oct 31, 2017

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1: Visited Places to Stay			
							Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)	
	222,708 % of Total: 100.00% (222,708)	58.53% Avg for View: 58.47% (0.10%)	130,348 % of Total: 100.10% (130,224)	47.38% Avg for View: 47.38% (0.00%)	4.08 Avg for View: 4.08 (0.00%)	00:02:33 Avg for View: 00:02:33 (0.00%)	1.81% Avg for View: 1.81% (0.00%)	4,024 % of Total: 100.00% (4,024)	\$0.00 % of Total: 0.00% (\$0.00)	
1. United States	181,709 (81.59%)	58.29%	105,917 (81.26%)	47.88%	4.08	00:02:34	1.71%	3,114 (77.39%)	\$0.00 (0.00%)	
2. Germany	9,815 (4.41%)	53.12%	5,214 (4.00%)	38.80%	4.74	00:02:24	1.52%	149 (3.70%)	\$0.00 (0.00%)	
3. United Kingdom	6,214 (2.79%)	58.59%	3,641 (2.79%)	45.01%	3.86	00:02:35	2.72%	169 (4.20%)	\$0.00 (0.00%)	
4. Canada	5,672 (2.55%)	66.20%	3,755 (2.88%)	45.86%	4.07	00:02:20	2.70%	153 (3.80%)	\$0.00 (0.00%)	
5. France	2,095 (0.94%)	60.05%	1,258 (0.97%)	46.11%	4.40	00:02:12	4.06%	85 (2.11%)	\$0.00 (0.00%)	
6. Sweden	1,548 (0.70%)	45.67%	707 (0.54%)	40.89%	3.50	00:05:09	2.00%	31 (0.77%)	\$0.00 (0.00%)	
7. Netherlands	1,299 (0.58%)	59.43%	772 (0.59%)	41.57%	4.10	00:02:34	1.77%	23 (0.57%)	\$0.00 (0.00%)	
8. Switzerland	1,288 (0.58%)	62.03%	799 (0.61%)	38.43%	4.45	00:01:41	1.09%	14 (0.35%)	\$0.00 (0.00%)	
9. Italy	1,238 (0.56%)	51.86%	642 (0.49%)	39.18%	5.08	00:03:04	1.53%	19 (0.47%)	\$0.00 (0.00%)	
10. Brazil	798 (0.36%)	64.41%	514 (0.39%)	49.00%	3.73	00:02:54	1.13%	9 (0.22%)	\$0.00 (0.00%)	
11. Denmark	795 (0.36%)	52.33%	416 (0.32%)	42.89%	4.19	00:02:41	1.89%	15 (0.37%)	\$0.00 (0.00%)	
12. Austria	723 (0.32%)	58.64%	424 (0.33%)	33.47%	5.27	00:02:24	1.24%	9 (0.22%)	\$0.00 (0.00%)	


13.	Belgium	705 (0.32%)	45.11%	318 (0.24%)	33.90%	5.66	00:02:39	3.40%	24 (0.60%)	\$0.00 (0.00%)
14.	India	575 (0.26%)	83.30%	479 (0.37%)	76.52%	1.59	00:01:04	2.43%	14 (0.35%)	\$0.00 (0.00%)
15.	Norway	496 (0.22%)	57.06%	283 (0.22%)	47.98%	3.32	00:02:03	1.81%	9 (0.22%)	\$0.00 (0.00%)
16.	Poland	476 (0.21%)	59.03%	281 (0.22%)	55.67%	4.12	00:01:46	1.05%	5 (0.12%)	\$0.00 (0.00%)
17.	Australia	422 (0.19%)	79.38%	335 (0.26%)	54.74%	2.68	00:01:27	2.37%	10 (0.25%)	\$0.00 (0.00%)
18.	Czechia	383 (0.17%)	49.35%	189 (0.14%)	34.46%	5.28	00:02:53	0.78%	3 (0.07%)	\$0.00 (0.00%)
19.	Spain	351 (0.16%)	73.79%	259 (0.20%)	50.71%	4.03	00:02:05	0.85%	3 (0.07%)	\$0.00 (0.00%)
20.	Russia	345 (0.15%)	46.09%	159 (0.12%)	69.57%	2.20	00:01:43	1.16%	4 (0.10%)	\$0.00 (0.00%)
21.	Finland	337 (0.15%)	65.28%	220 (0.17%)	37.98%	4.66	00:02:41	2.08%	7 (0.17%)	\$0.00 (0.00%)
22.	Argentina	306 (0.14%)	63.73%	195 (0.15%)	46.08%	4.09	00:02:29	2.94%	9 (0.22%)	\$0.00 (0.00%)
23.	(not set)	287 (0.13%)	69.34%	199 (0.15%)	41.46%	4.43	00:02:18	4.18%	12 (0.30%)	\$0.00 (0.00%)
24.	Ireland	283 (0.13%)	66.08%	187 (0.14%)	59.36%	2.67	00:01:19	3.89%	11 (0.27%)	\$0.00 (0.00%)
25.	Hungary	255 (0.11%)	32.16%	82 (0.06%)	39.22%	6.31	00:04:47	1.18%	3 (0.07%)	\$0.00 (0.00%)

Rows 1 - 25 of 177

Location

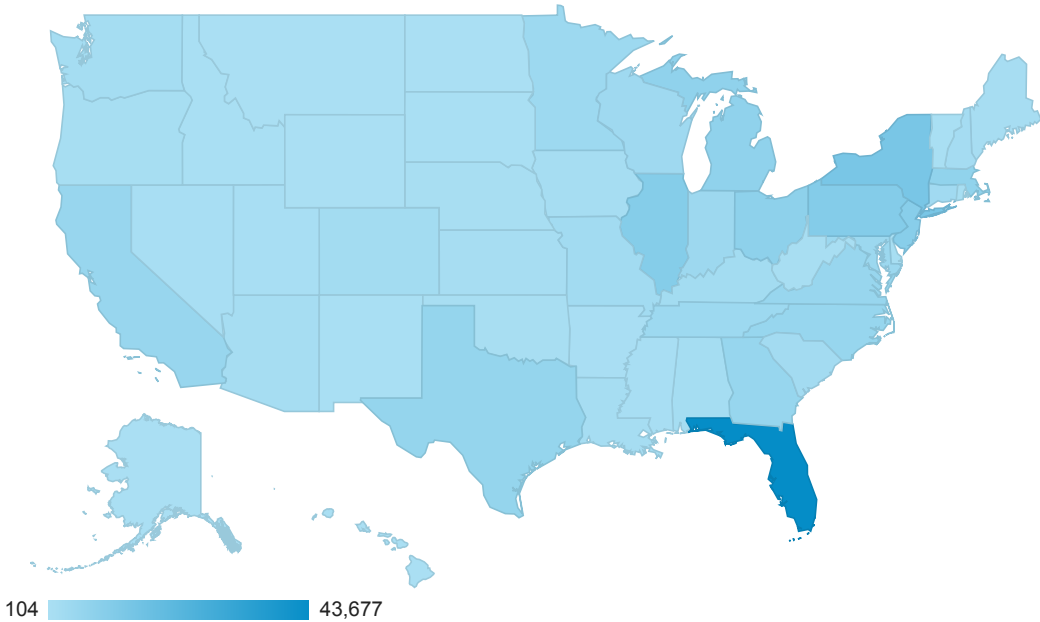
ALL » COUNTRY: United States

Oct 1, 2017 - Oct 31, 2017

 All Users  
81.59% Sessions

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions	Goal 1: Visited Places to Stay		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)	
	181,709 % of Total: 81.59% (222,708)	58.29% Avg for View: 58.47% (-0.31%)	105,917 % of Total: 81.33% (130,224)	47.88% Avg for View: 47.38% (1.07%)	4.08 Avg for View: 4.08 (-0.07%)	00:02:34 Avg for View: 00:02:33 (0.86%)	1.71% Avg for View: 1.81% (-5.15%)	3,114 % of Total: 77.39% (4,024)	\$0.00 % of Total: 0.00% (\$0.00)	
1. Florida	43,677 (24.04%)	61.27%	26,759 (25.26%)	53.59%	3.23	00:02:18	1.31%	571 (18.34%)	\$0.00 (0.00%)	
2. New York	13,128 (7.22%)	60.40%	7,929 (7.49%)	51.14%	3.72	00:02:20	1.87%	245 (7.87%)	\$0.00 (0.00%)	
3. Pennsylvania	10,077 (5.55%)	50.73%	5,112 (4.83%)	41.55%	5.09	00:02:56	1.71%	172 (5.52%)	\$0.00 (0.00%)	
4. Illinois	9,867 (5.43%)	60.11%	5,931 (5.60%)	51.66%	3.75	00:02:19	1.66%	164 (5.27%)	\$0.00 (0.00%)	
5. New Jersey	9,190 (5.06%)	53.37%	4,905 (4.63%)	46.74%	4.47	00:02:51	1.50%	138 (4.43%)	\$0.00 (0.00%)	
6. Ohio	7,546 (4.15%)	52.19%	3,938 (3.72%)	39.17%	4.99	00:02:56	1.66%	125 (4.01%)	\$0.00 (0.00%)	
7. Michigan	6,884 (3.79%)	54.97%	3,784 (3.57%)	40.75%	4.49	00:02:44	1.61%	111 (3.56%)	\$0.00 (0.00%)	
8. Massachusetts	6,642 (3.66%)	59.14%	3,928 (3.71%)	51.22%	4.37	00:02:33	1.57%	104 (3.34%)	\$0.00 (0.00%)	
9. Texas	5,677 (3.12%)	63.26%	3,591 (3.39%)	49.06%	3.88	00:02:27	2.52%	143 (4.59%)	\$0.00 (0.00%)	
10. Georgia	5,107 (2.81%)	61.52%	3,142 (2.97%)	49.15%	3.80	00:02:16	1.70%	87 (2.79%)	\$0.00 (0.00%)	
11. North Carolina	5,092 (2.80%)	58.94%	3,001 (2.83%)	45.37%	4.25	00:02:25	1.67%	85 (2.73%)	\$0.00 (0.00%)	
12. California	4,892 (2.69%)	66.76%	3,266 (3.08%)	53.39%	3.47	00:02:04	1.86%	91 (2.92%)	\$0.00 (0.00%)	

Rank	State	Population (2023)	Population Change (%)	Area (sq. mi.)	Density (/sq. mi.)	Unemployment Rate (%)	GDP (2023)	GDP Change (%)	Unemployment Rate (2022)	Unemployment Rate Change (%)	Poverty Rate (%)	Poverty Rate Change (%)
13.	Virginia	4,752 (2.62%)	61.53%	2,924 (2.76%)	50.63%	3.82	00:02:08	1.54%	73 (2.34%)		\$0.00 (0.00%)	
14.	Maryland	3,928 (2.16%)	53.05%	2,084 (1.97%)	40.45%	5.41	00:02:54	1.58%	62 (1.99%)		\$0.00 (0.00%)	
15.	Indiana	3,648 (2.01%)	51.32%	1,872 (1.77%)	42.24%	4.60	00:02:40	1.64%	60 (1.93%)		\$0.00 (0.00%)	
16.	Minnesota	3,524 (1.94%)	52.95%	1,866 (1.76%)	42.96%	4.70	00:03:15	2.64%	93 (2.99%)		\$0.00 (0.00%)	
17.	Tennessee	3,503 (1.93%)	51.56%	1,806 (1.71%)	41.54%	4.59	00:03:52	1.97%	69 (2.22%)		\$0.00 (0.00%)	
18.	Wisconsin	3,067 (1.69%)	53.73%	1,648 (1.56%)	39.84%	5.28	00:03:07	3.03%	93 (2.99%)		\$0.00 (0.00%)	
19.	Connecticut	2,563 (1.41%)	55.68%	1,427 (1.35%)	44.32%	4.63	00:02:42	1.37%	35 (1.12%)		\$0.00 (0.00%)	
20.	District of Columbia	2,343 (1.29%)	56.59%	1,326 (1.25%)	53.09%	3.36	00:02:46	1.58%	37 (1.19%)		\$0.00 (0.00%)	
21.	Missouri	2,220 (1.22%)	59.59%	1,323 (1.25%)	40.23%	4.55	00:03:02	2.70%	60 (1.93%)		\$0.00 (0.00%)	
22.	South Carolina	2,026 (1.11%)	58.09%	1,177 (1.11%)	45.11%	4.14	00:02:27	2.42%	49 (1.57%)		\$0.00 (0.00%)	
23.	Colorado	1,913 (1.05%)	61.00%	1,167 (1.10%)	45.01%	4.31	00:02:20	2.40%	46 (1.48%)		\$0.00 (0.00%)	
24.	Kentucky	1,906 (1.05%)	51.15%	975 (0.92%)	38.67%	4.52	00:03:13	2.20%	42 (1.35%)		\$0.00 (0.00%)	
25.	New Hampshire	1,433 (0.79%)	53.31%	764 (0.72%)	47.24%	4.10	00:02:27	1.47%	21 (0.67%)		\$0.00 (0.00%)	
26.	Washington	1,413 (0.78%)	68.44%	967 (0.91%)	47.28%	3.75	00:02:15	2.12%	30 (0.96%)		\$0.00 (0.00%)	
27.	Alabama	1,369 (0.75%)	60.70%	831 (0.78%)	48.79%	4.19	00:02:42	2.99%	41 (1.32%)		\$0.00 (0.00%)	
28.	Iowa	1,217 (0.67%)	54.56%	664 (0.63%)	39.11%	4.79	00:02:59	2.55%	31 (1.00%)		\$0.00 (0.00%)	
29.	Louisiana	1,144 (0.63%)	60.84%	696 (0.66%)	44.67%	4.45	00:02:43	1.31%	15 (0.48%)		\$0.00 (0.00%)	
30.	Arizona	1,099 (0.60%)	60.42%	664 (0.63%)	41.67%	5.31	00:03:01	1.09%	12 (0.39%)		\$0.00 (0.00%)	
31.	Kansas	964 (0.53%)	53.01%	511 (0.48%)	36.51%	6.52	00:04:20	1.24%	12 (0.39%)		\$0.00 (0.00%)	
32.	Maine	909 (0.50%)	52.37%	476 (0.45%)	39.38%	5.34	00:03:19	1.76%	16 (0.51%)		\$0.00 (0.00%)	
33.	Rhode Island	869 (0.48%)	51.09%	444 (0.42%)	42.46%	4.18	00:02:59	0.92%	8 (0.26%)		\$0.00 (0.00%)	
34.	Delaware	819 (0.45%)	58.85%	482 (0.46%)	47.86%	4.21	00:02:14	2.08%	17 (0.55%)		\$0.00 (0.00%)	
35.	Oregon	765 (0.42%)	71.37%	546 (0.52%)	51.11%	3.51	00:02:55	1.57%	12 (0.39%)		\$0.00 (0.00%)	
36.	Nebraska	762 (0.42%)	53.02%	404 (0.38%)	38.45%	7.46	00:03:21	2.10%	16 (0.51%)		\$0.00 (0.00%)	
37.	West Virginia	734 (0.40%)	54.77%	402 (0.38%)	45.78%	4.88	00:02:53	1.91%	14 (0.45%)		\$0.00 (0.00%)	
38.	Oklahoma	666 (0.37%)	59.91%	399 (0.38%)	49.25%	4.30	00:02:15	1.65%	11 (0.35%)		\$0.00 (0.00%)	
39.	Nevada	569 (0.31%)	65.55%	373 (0.35%)	50.62%	3.74	00:02:21	1.58%	9 (0.29%)		\$0.00 (0.00%)	
40.	Utah	525 (0.29%)	60.19%	316 (0.30%)	44.76%	3.79	00:02:33	2.10%	11 (0.35%)		\$0.00 (0.00%)	
41.	Mississippi	522 (0.29%)	66.09%	345 (0.33%)	41.38%	4.49	00:02:49	2.49%	13 (0.42%)		\$0.00 (0.00%)	
42.	Arkansas	458 (0.25%)	69.21%	317 (0.30%)	46.07%	3.97	00:02:22	2.62%	12 (0.39%)		\$0.00 (0.00%)	
43.	Vermont	354 (0.19%)	54.52%	193 (0.18%)	48.31%	3.98	00:02:33	3.39%	12 (0.39%)		\$0.00 (0.00%)	
44.	New Mexico	296 (0.16%)	54.05%	160 (0.15%)	45.27%	5.45	00:03:48	1.69%	5 (0.16%)		\$0.00 (0.00%)	
45.	South Dakota	281 (0.15%)	48.75%	137 (0.13%)	58.72%	3.05	00:02:57	3.56%	10 (0.32%)		\$0.00 (0.00%)	
46.	(not set)	280 (0.15%)	86.79%	243 (0.23%)	82.14%	1.88	00:00:39	0.71%	2 (0.06%)		\$0.00 (0.00%)	




47.	Idaho	276 (0.15%)	62.68%	173 (0.16%)	44.93%	4.49	00:02:33	3.26%	9 (0.29%)	\$0.00 (0.00%)
48.	North Dakota	224 (0.12%)	62.50%	140 (0.13%)	45.54%	4.51	00:02:59	2.68%	6 (0.19%)	\$0.00 (0.00%)
49.	Montana	190 (0.10%)	65.26%	124 (0.12%)	42.63%	4.45	00:02:24	4.74%	9 (0.29%)	\$0.00 (0.00%)
50.	Wyoming	159 (0.09%)	63.52%	101 (0.10%)	40.25%	4.76	00:02:47	1.26%	2 (0.06%)	\$0.00 (0.00%)

Location

ALL » COUNTRY: United States » REGION: Florida

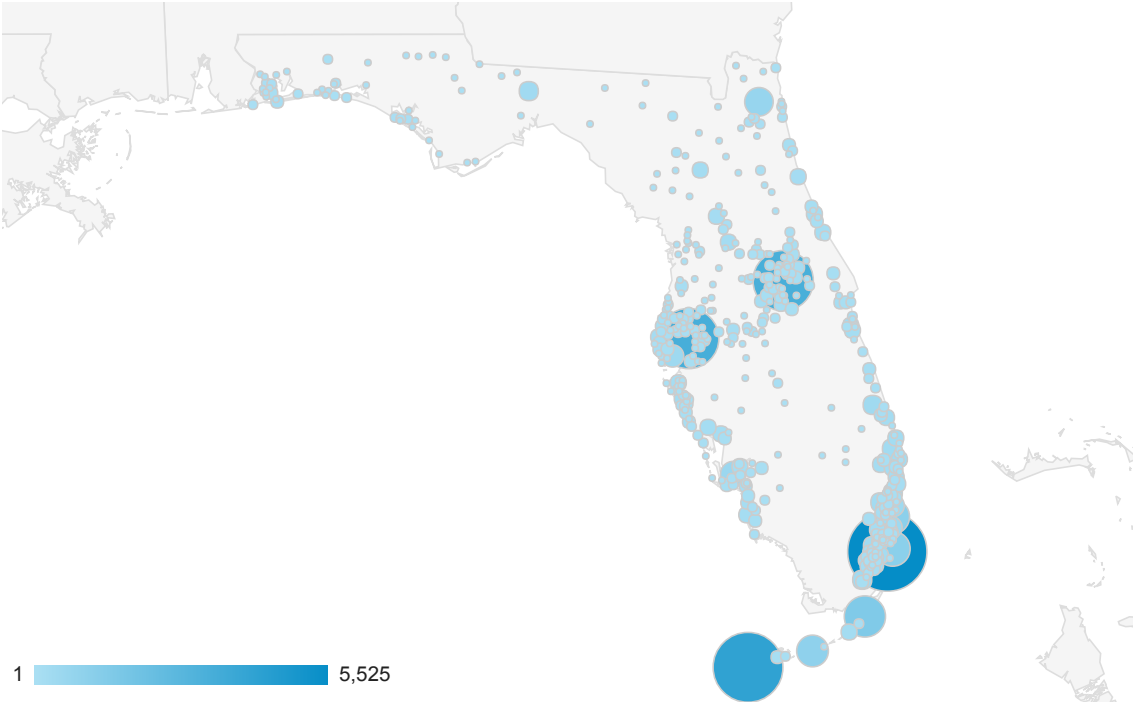
Oct 1, 2017 - Oct 31, 2017



All Users  
19.61% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	43,677 % of Total: 19.61% (222,708)	61.27% Avg for View: 58.47% (4.78%)	26,759 % of Total: 20.55% (130,224)	53.59% Avg for View: 47.38% (13.12%)	3.23 Avg for View: 4.08 (-20.86%)	00:02:18 Avg for View: 00:02:33 (-10.14%)	1.31% Avg for View: 1.81% (-27.65%)	571 % of Total: 14.19% (4,024)	\$0.00 % of Total: 0.00% (\$0.00)
1. Miami	5,525 (12.65%)	63.33%	3,499 (13.08%)	61.29%	2.45	00:01:54	0.89%	49 (8.58%)	\$0.00 (0.00%)
2. Key West	4,099 (9.38%)	45.08%	1,848 (6.91%)	56.50%	2.75	00:02:32	0.12%	5 (0.88%)	\$0.00 (0.00%)
3. Tampa	3,324 (7.61%)	61.49%	2,044 (7.64%)	61.10%	2.43	00:01:35	0.60%	20 (3.50%)	\$0.00 (0.00%)
4. Orlando	3,239 (7.42%)	68.48%	2,218 (8.29%)	58.63%	2.73	00:01:42	1.51%	49 (8.58%)	\$0.00 (0.00%)
5. Key Largo	1,403 (3.21%)	53.39%	749 (2.80%)	54.95%	2.64	00:02:42	0.57%	8 (1.40%)	\$0.00 (0.00%)
6. Miami Beach	1,027 (2.35%)	67.28%	691 (2.58%)	48.88%	3.35	00:02:00	1.17%	12 (2.10%)	\$0.00 (0.00%)
7. Fort Lauderdale	993 (2.27%)	57.80%	574 (2.15%)	52.67%	3.03	00:02:22	2.62%	26 (4.55%)	\$0.00 (0.00%)
8. Marathon	919 (2.10%)	42.76%	393 (1.47%)	46.03%	3.61	00:04:10	0.44%	4 (0.70%)	\$0.00 (0.00%)
9. Jacksonville	645 (1.48%)	61.40%	396 (1.48%)	45.58%	3.87	00:02:32	2.02%	13 (2.28%)	\$0.00 (0.00%)
10. (not set)	521 (1.19%)	51.63%	269 (1.01%)	42.99%	4.79	00:02:36	2.69%	14 (2.45%)	\$0.00 (0.00%)
11. Cape Coral	509 (1.17%)	66.21%	337 (1.26%)	49.12%	3.73	00:02:15	0.59%	3 (0.53%)	\$0.00 (0.00%)
12. St. Petersburg	390 (0.89%)	64.87%	253 (0.95%)	44.36%	4.46	00:03:38	2.31%	9 (1.58%)	\$0.00 (0.00%)

City		Population		Area		Density		Distance		Time		Cost	
Rank	City	Pop (M)	Pop (%)	Area (sq mi)	Area (%)	Density (/sq mi)	Density (%)	Dist (mi)	Dist (%)	Time (h:m:s)	Time (%)	Cost (\$M)	Cost (%)
13.	Hollywood	357 (0.82%)	71.15%	254 (0.95%)	49.86%	3.11		00:01:51		2.52%		9 (1.58%)	\$0.00 (0.00%)
14.	Pompano Beach	355 (0.81%)	58.31%	207 (0.77%)	49.86%	3.76		00:03:49		0.28%		1 (0.18%)	\$0.00 (0.00%)
15.	Port St. Lucie	322 (0.74%)	64.60%	208 (0.78%)	48.76%	3.52		00:03:37		2.48%		8 (1.40%)	\$0.00 (0.00%)
16.	Boca Raton	316 (0.72%)	69.30%	219 (0.82%)	49.05%	3.55		00:02:07		2.85%		9 (1.58%)	\$0.00 (0.00%)
17.	Davie	313 (0.72%)	61.34%	192 (0.72%)	57.51%	2.82		00:01:52		1.60%		5 (0.88%)	\$0.00 (0.00%)
18.	Tallahassee	311 (0.71%)	62.38%	194 (0.72%)	54.02%	2.70		00:02:23		1.61%		5 (0.88%)	\$0.00 (0.00%)
19.	Homestead	281 (0.64%)	67.62%	190 (0.71%)	64.41%	2.48		00:02:04		0.71%		2 (0.35%)	\$0.00 (0.00%)
20.	Kendall	278 (0.64%)	56.12%	156 (0.58%)	65.11%	2.22		00:02:02		1.08%		3 (0.53%)	\$0.00 (0.00%)
21.	Doral	260 (0.60%)	81.15%	211 (0.79%)	60.00%	2.38		00:01:34		1.92%		5 (0.88%)	\$0.00 (0.00%)
22.	Palm Beach Gardens	257 (0.59%)	61.48%	158 (0.59%)	47.47%	3.73		00:01:51		1.56%		4 (0.70%)	\$0.00 (0.00%)
23.	Coral Springs	248 (0.57%)	65.73%	163 (0.61%)	50.00%	3.17		00:02:17		1.61%		4 (0.70%)	\$0.00 (0.00%)
24.	Sarasota	231 (0.53%)	52.38%	121 (0.45%)	42.42%	3.69		00:04:36		1.30%		3 (0.53%)	\$0.00 (0.00%)
25.	Plantation	228 (0.52%)	76.75%	175 (0.65%)	55.70%	2.96		00:01:39		3.95%		9 (1.58%)	\$0.00 (0.00%)
26.	Jupiter	227 (0.52%)	58.59%	133 (0.50%)	46.70%	3.95		00:02:39		0.44%		1 (0.18%)	\$0.00 (0.00%)
27.	West Palm Beach	224 (0.51%)	72.32%	162 (0.61%)	48.66%	3.41		00:01:43		1.79%		4 (0.70%)	\$0.00 (0.00%)
28.	Melbourne	219 (0.50%)	66.67%	146 (0.55%)	48.40%	3.26		00:02:41		2.74%		6 (1.05%)	\$0.00 (0.00%)
29.	Hialeah	208 (0.48%)	74.52%	155 (0.58%)	62.02%	2.43		00:01:26		0.96%		2 (0.35%)	\$0.00 (0.00%)
30.	Islamorada	206 (0.47%)	55.83%	115 (0.43%)	63.11%	2.20		00:01:11		1.94%		4 (0.70%)	\$0.00 (0.00%)
31.	Coral Gables	202 (0.46%)	72.28%	146 (0.55%)	57.92%	2.70		00:01:28		1.98%		4 (0.70%)	\$0.00 (0.00%)
32.	Gainesville	198 (0.45%)	75.76%	150 (0.56%)	58.59%	3.48		00:02:08		4.04%		8 (1.40%)	\$0.00 (0.00%)
33.	Wellington	198 (0.45%)	57.58%	114 (0.43%)	43.43%	5.53		00:02:33		1.01%		2 (0.35%)	\$0.00 (0.00%)
34.	Pembroke Pines	194 (0.44%)	67.01%	130 (0.49%)	51.55%	3.56		00:02:29		3.61%		7 (1.23%)	\$0.00 (0.00%)
35.	Port Salerno	194 (0.44%)	22.68%	44 (0.16%)	27.32%	6.74		00:02:30		1.03%		2 (0.35%)	\$0.00 (0.00%)
36.	The Villages	187 (0.43%)	39.57%	74 (0.28%)	28.88%	6.37		00:05:20		2.14%		4 (0.70%)	\$0.00 (0.00%)
37.	Palm Coast	185 (0.42%)	53.51%	99 (0.37%)	46.49%	6.08		00:03:19		0.54%		1 (0.18%)	\$0.00 (0.00%)
38.	Clearwater	184 (0.42%)	73.37%	135 (0.50%)	45.65%	3.48		00:02:35		2.72%		5 (0.88%)	\$0.00 (0.00%)
39.	Ocala	182 (0.42%)	64.29%	117 (0.44%)	58.24%	2.63		00:02:06		2.20%		4 (0.70%)	\$0.00 (0.00%)
40.	Greenacres	170 (0.39%)	75.29%	128 (0.48%)	63.53%	3.08		00:01:37		0.59%		1 (0.18%)	\$0.00 (0.00%)
41.	Miramar	169 (0.39%)	62.72%	106 (0.40%)	50.89%	3.53		00:03:08		1.78%		3 (0.53%)	\$0.00 (0.00%)
42.	Palm Bay	166 (0.38%)	62.65%	104 (0.39%)	53.01%	3.29		00:02:04		1.81%		3 (0.53%)	\$0.00 (0.00%)
43.	Naples	164 (0.38%)	65.24%	107 (0.40%)	45.73%	3.57		00:02:18		0.61%		1 (0.18%)	\$0.00 (0.00%)
44.	Boynton Beach	163 (0.37%)	63.19%	103 (0.38%)	44.17%	4.03		00:02:11		1.23%		2 (0.35%)	\$0.00 (0.00%)
45.	Palmetto Bay	163 (0.37%)	40.49%	66 (0.25%)	69.94%	2.16		00:02:07		0.61%		1 (0.18%)	\$0.00 (0.00%)
46.	Port Charlotte	162 (0.37%)	56.17%	91 (0.34%)	36.42%	3.99		00:03:20		1.85%		3 (0.53%)	\$0.00 (0.00%)


47.	New Smyrna Beach	157 (0.36%)	38.22%	60 (0.22%)	27.39%	5.07	00:06:18	1.27%	2 (0.35%)	\$0.00 (0.00%)
48.	Bradenton	156 (0.36%)	69.23%	108 (0.40%)	53.21%	3.67	00:02:07	0.64%	1 (0.18%)	\$0.00 (0.00%)
49.	Fort Myers	154 (0.35%)	75.32%	116 (0.43%)	51.30%	4.21	00:01:48	3.90%	6 (1.05%)	\$0.00 (0.00%)
50.	North Port	154 (0.35%)	51.30%	79 (0.30%)	47.40%	4.06	00:02:48	1.30%	2 (0.35%)	\$0.00 (0.00%)

Rows 1 - 50 of 456

Location

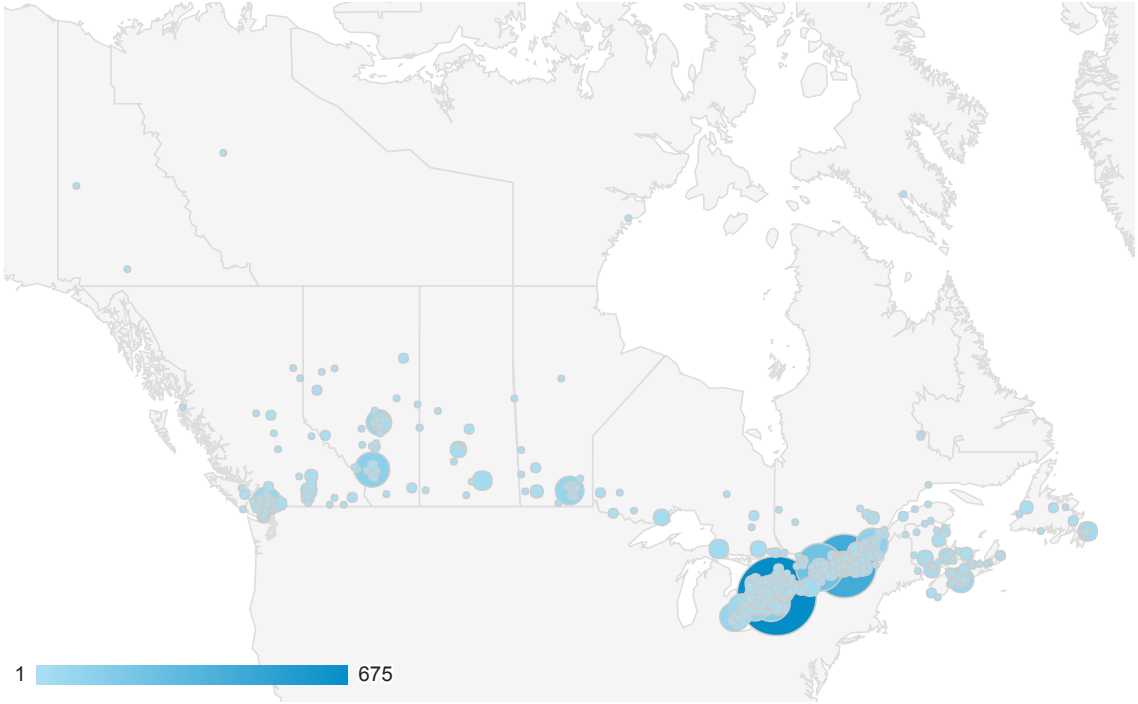
ALL » COUNTRY: Canada

Oct 1, 2017 - Oct 31, 2017

 **All Users**  
2.55% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions <div>Goal 1: Visited Places to Stay</div>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	5,672 % of Total: 2.55% (222,708)	66.20% Avg for View: 58.47% (13.22%)	3,755 % of Total: 2.88% (130,224)	45.86% Avg for View: 47.38% (-3.21%)	4.07 Avg for View: 4.08 (-0.20%)	00:02:20 Avg for View: 00:02:33 (-8.57%)	2.70% Avg for View: 1.81% (49.29%)	153 % of Total: 3.80% (4,024)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">Toronto</a>	675 (11.90%)	68.74%	464 (12.36%)	47.11%	3.53	00:02:05	2.67%	18 (11.76%)	\$0.00 (0.00%)
2. <a href="#">Montreal</a>	426 (7.51%)	65.26%	278 (7.40%)	54.93%	3.06	00:01:41	2.82%	12 (7.84%)	\$0.00 (0.00%)
3. <a href="#">Ottawa</a>	234 (4.13%)	65.81%	154 (4.10%)	39.32%	6.97	00:02:30	0.43%	1 (0.65%)	\$0.00 (0.00%)
4. <a href="#">Hamilton</a>	147 (2.59%)	53.06%	78 (2.08%)	33.33%	6.46	00:03:44	2.04%	3 (1.96%)	\$0.00 (0.00%)
5. <a href="#">(not set)</a>	134 (2.36%)	61.94%	83 (2.21%)	46.27%	4.69	00:02:49	1.49%	2 (1.31%)	\$0.00 (0.00%)
6. <a href="#">Calgary</a>	128 (2.26%)	71.09%	91 (2.42%)	53.12%	4.16	00:03:00	4.69%	6 (3.92%)	\$0.00 (0.00%)
7. <a href="#">Quebec City</a>	112 (1.97%)	58.93%	66 (1.76%)	40.18%	4.64	00:02:01	3.57%	4 (2.61%)	\$0.00 (0.00%)
8. <a href="#">London</a>	91 (1.60%)	79.12%	72 (1.92%)	45.05%	4.03	00:02:31	4.40%	4 (2.61%)	\$0.00 (0.00%)
9. <a href="#">Windsor</a>	86 (1.52%)	56.98%	49 (1.30%)	44.19%	4.57	00:02:41	3.49%	3 (1.96%)	\$0.00 (0.00%)
10. <a href="#">Vancouver</a>	84 (1.48%)	83.33%	70 (1.86%)	58.33%	2.74	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. <a href="#">Mississauga</a>	84 (1.48%)	76.19%	64 (1.70%)	52.38%	3.31	00:02:15	8.33%	7 (4.58%)	\$0.00 (0.00%)
12. <a href="#">Winnipeg</a>	83 (1.46%)	71.08%	59 (1.57%)	42.17%	4.53	00:02:40	1.20%	1 (0.65%)	\$0.00 (0.00%)

13.	Edmonton	73 (1.29%)	72.60%	53 (1.41%)	53.42%	3.34	00:01:59	1.37%	1 (0.65%)	\$0.00 (0.00%)
14.	Waterloo	66 (1.16%)	54.55%	36 (0.96%)	42.42%	3.80	00:02:19	3.03%	2 (1.31%)	\$0.00 (0.00%)
15.	Halifax	64 (1.13%)	84.38%	54 (1.44%)	21.88%	5.12	00:04:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	Sarnia	60 (1.06%)	78.33%	47 (1.25%)	35.00%	3.85	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	Markham	58 (1.02%)	87.93%	51 (1.36%)	50.00%	3.09	00:01:29	3.45%	2 (1.31%)	\$0.00 (0.00%)
18.	Laval	58 (1.02%)	60.34%	35 (0.93%)	31.03%	5.33	00:03:26	6.90%	4 (2.61%)	\$0.00 (0.00%)
19.	Brampton	54 (0.95%)	72.22%	39 (1.04%)	48.15%	3.48	00:03:11	3.70%	2 (1.31%)	\$0.00 (0.00%)
20.	St. Catharines	54 (0.95%)	46.30%	25 (0.67%)	25.93%	4.50	00:04:46	1.85%	1 (0.65%)	\$0.00 (0.00%)
21.	Elora	53 (0.93%)	5.66%	3 (0.08%)	69.81%	1.49	00:02:20	1.89%	1 (0.65%)	\$0.00 (0.00%)
22.	Oshawa	48 (0.85%)	72.92%	35 (0.93%)	45.83%	3.73	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	Kitchener	47 (0.83%)	70.21%	33 (0.88%)	40.43%	4.49	00:02:01	4.26%	2 (1.31%)	\$0.00 (0.00%)
24.	Oakville	46 (0.81%)	67.39%	31 (0.83%)	26.09%	4.72	00:02:02	2.17%	1 (0.65%)	\$0.00 (0.00%)
25.	Burlington	45 (0.79%)	71.11%	32 (0.85%)	35.56%	4.02	00:03:09	4.44%	2 (1.31%)	\$0.00 (0.00%)

Location

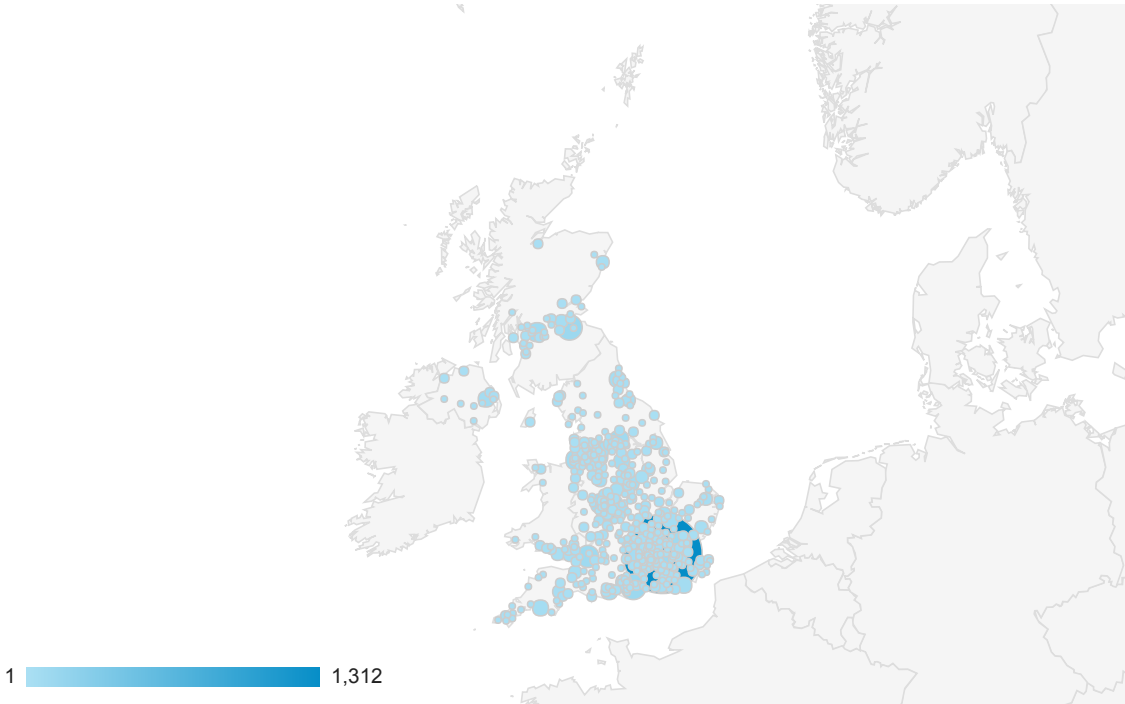
ALL » COUNTRY: United Kingdom

Oct 1, 2017 - Oct 31, 2017

 All Users  
2.79% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions <div>Goal 1: Visited Places to Stay</div>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	6,214 % of Total: 2.79% (222,708)	58.59% Avg for View: 58.47% (0.21%)	3,641 % of Total: 2.80% (130,224)	45.01% Avg for View: 47.38% (-4.99%)	3.86 Avg for View: 4.08 (-5.35%)	00:02:35 Avg for View: 00:02:33 (1.45%)	2.72% Avg for View: 1.81% (50.52%)	169 % of Total: 4.20% (4,024)	\$0.00 % of Total: 0.00% (\$0.00)
1. London	1,312 (21.11%)	59.38%	779 (21.40%)	50.91%	3.08	00:02:34	2.44%	32 (18.93%)	\$0.00 (0.00%)
2. (not set)	260 (4.18%)	60.77%	158 (4.34%)	38.46%	4.80	00:02:28	1.54%	4 (2.37%)	\$0.00 (0.00%)
3. Birmingham	152 (2.45%)	59.21%	90 (2.47%)	51.97%	3.32	00:02:21	3.29%	5 (2.96%)	\$0.00 (0.00%)
4. Portsmouth	114 (1.83%)	71.93%	82 (2.25%)	17.54%	4.43	00:02:44	2.63%	3 (1.78%)	\$0.00 (0.00%)
5. Edinburgh	114 (1.83%)	28.07%	32 (0.88%)	16.67%	4.33	00:04:32	0.88%	1 (0.59%)	\$0.00 (0.00%)
6. Bristol	85 (1.37%)	64.71%	55 (1.51%)	57.65%	2.93	00:01:33	3.53%	3 (1.78%)	\$0.00 (0.00%)
7. Chelmsford	83 (1.34%)	14.46%	12 (0.33%)	34.94%	6.87	00:05:54	2.41%	2 (1.18%)	\$0.00 (0.00%)
8. Marlow	78 (1.26%)	16.67%	13 (0.36%)	26.92%	4.54	00:06:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Leeds	77 (1.24%)	71.43%	55 (1.51%)	48.05%	3.49	00:02:02	5.19%	4 (2.37%)	\$0.00 (0.00%)
10. Croydon	73 (1.17%)	23.29%	17 (0.47%)	53.42%	4.03	00:03:00	1.37%	1 (0.59%)	\$0.00 (0.00%)
11. Chesham	72 (1.16%)	16.67%	12 (0.33%)	20.83%	6.12	00:06:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Manchester	72 (1.16%)	70.83%	51 (1.40%)	56.94%	2.86	00:02:27	2.78%	2 (1.18%)	\$0.00 (0.00%)

13.	Glasgow	<b>72</b> (1.16%)	70.83%	<b>51</b> (1.40%)	50.00%	3.22	00:01:22	2.78%	<b>2</b> (1.18%)	<b>\$0.00</b> (0.00%)
14.	Liverpool	<b>64</b> (1.03%)	62.50%	<b>40</b> (1.10%)	57.81%	2.31	00:01:43	3.12%	<b>2</b> (1.18%)	<b>\$0.00</b> (0.00%)
15.	Wombourne	<b>63</b> (1.01%)	92.06%	<b>58</b> (1.59%)	47.62%	2.37	00:02:32	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
16.	Nottingham	<b>52</b> (0.84%)	61.54%	<b>32</b> (0.88%)	40.38%	5.62	00:02:28	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
17.	Belfast	<b>50</b> (0.80%)	56.00%	<b>28</b> (0.77%)	38.00%	3.40	00:01:26	2.00%	<b>1</b> (0.59%)	<b>\$0.00</b> (0.00%)
18.	Sheffield	<b>49</b> (0.79%)	65.31%	<b>32</b> (0.88%)	46.94%	4.16	00:01:19	2.04%	<b>1</b> (0.59%)	<b>\$0.00</b> (0.00%)
19.	Hastings	<b>48</b> (0.77%)	27.08%	<b>13</b> (0.36%)	66.67%	2.17	00:02:05	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
20.	Bolton	<b>47</b> (0.76%)	55.32%	<b>26</b> (0.71%)	31.91%	4.23	00:03:37	4.26%	<b>2</b> (1.18%)	<b>\$0.00</b> (0.00%)
21.	Southampton	<b>44</b> (0.71%)	56.82%	<b>25</b> (0.69%)	38.64%	4.61	00:02:26	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
22.	Coventry	<b>43</b> (0.69%)	72.09%	<b>31</b> (0.85%)	48.84%	3.60	00:02:05	2.33%	<b>1</b> (0.59%)	<b>\$0.00</b> (0.00%)
23.	Reading	<b>42</b> (0.68%)	50.00%	<b>21</b> (0.58%)	45.24%	3.19	00:02:00	4.76%	<b>2</b> (1.18%)	<b>\$0.00</b> (0.00%)
24.	Cambridge	<b>40</b> (0.64%)	37.50%	<b>15</b> (0.41%)	17.50%	5.45	00:03:25	5.00%	<b>2</b> (1.18%)	<b>\$0.00</b> (0.00%)
25.	Rochdale	<b>40</b> (0.64%)	35.00%	<b>14</b> (0.38%)	32.50%	7.98	00:09:22	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)



## Website Status Report fla-keys.com

November 2017 Data for the December 19, 2017 TDC Meeting



Section 1: Website Traffic Report

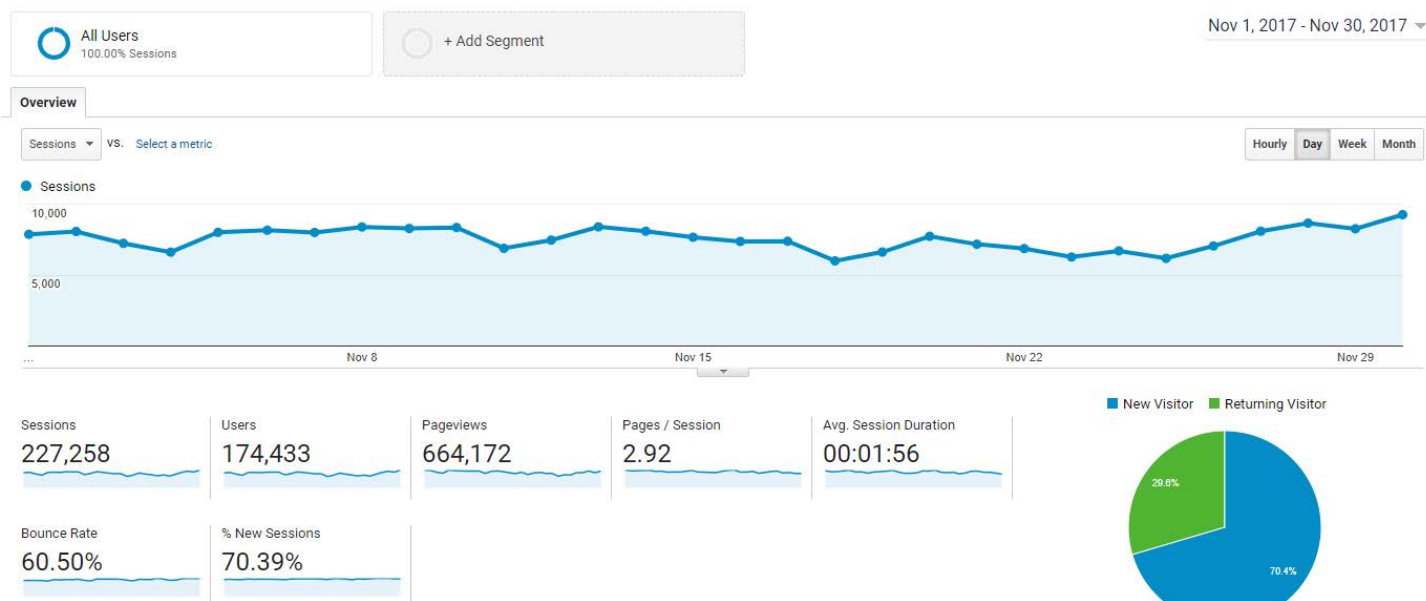
Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors

## Section 1: Website Traffic Report

### Website Traffic Overview

#### Audience Overview



## Website Traffic Sources

### All Traffic

All Users  
100.00% Sessions

Nov 1, 2017 - Nov 30, 2017

Explorer

Summary



Source / Medium	Sessions	Sessions	Contribution to total:
	227,258 % of Total: 100.00% (227,258)	227,258 % of Total: 100.00% (227,258)	
1. google / organic	95,371	41.97%	
2. (direct) / (none)	84,658	37.25%	
3. google / cpc	10,645	4.68%	
4. bing / organic	7,211	3.17%	
5. m.facebook.com / referral	4,710	2.07%	
6. yahoo / organic	2,671	1.18%	
7. surfinggator.com / referral	1,485	0.65%	
8. imasdk.googleapis.com / referral	981	0.43%	
9. facebook.com / referral	887	0.39%	
10. floridakeyswebcams.tv / referral	726	0.32%	

## Most Visited Sections of Website

### Content Drilldown



All Users  
100.00% Pageviews

Nov 1, 2017 - Nov 30, 2017

Explorer

Pageviews



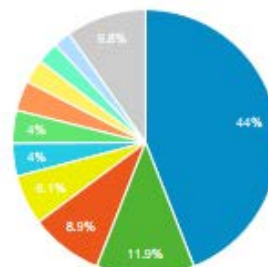
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	664,172 % of Total: 100.00% (664,172)	664,172 % of Total: 100.00% (664,172)
1.  /webcams/	292,567	44.05%
2.  /key-west/	79,093	11.91%
3.  /	58,810	8.85%
4.  /key-largo/	40,335	6.07%
5.  /news/	26,587	4.00%
6.  /calendar/	26,511	3.99%
7.  /islamorada/	24,326	3.66%
8.  /marathon/	19,376	2.92%
9.  /lower-keys/	17,738	2.67%
10.  /photoadventure/	13,738	2.07%



## Device Usage

### Overview



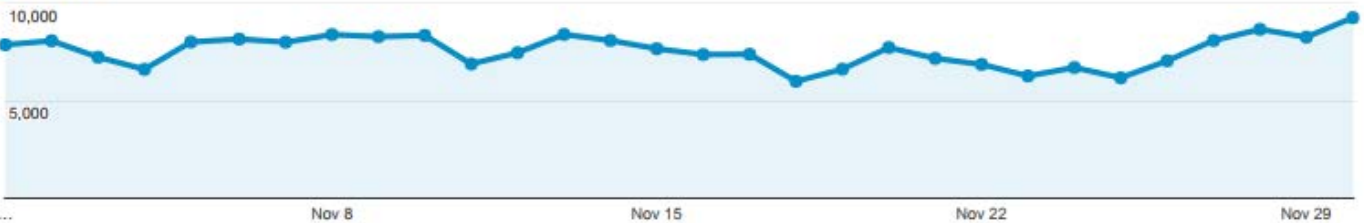
All Users  
100.00% Sessions

Nov 1, 2017 - Nov 30, 2017

Explorer

Summary

Sessions



☐ Device Category

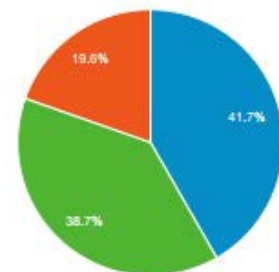
Sessions

Sessions

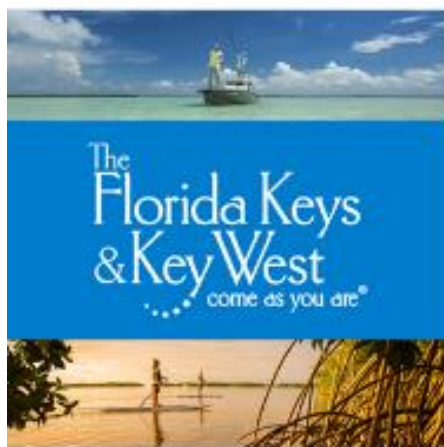
Contribution to total:

Sessions

		227,258 % of Total: 100.00% (227,258)	227,258 % of Total: 100.00% (227,258)
1. <span style="color: blue;">■</span> mobile		94,770	41.70%
2. <span style="color: green;">■</span> desktop		87,881	38.67%
3. <span style="color: orange;">■</span> tablet		44,607	19.63%



## Section 2: Social Media Report



Facebook: 368,923 fans

Twitter: 43,617 followers


Instagram: 113,461 followers


Pinterest: 3,080 followers


Google +: 2,141 followers

*Data mined 12/05/17*

## FACEBOOK SUMMARY

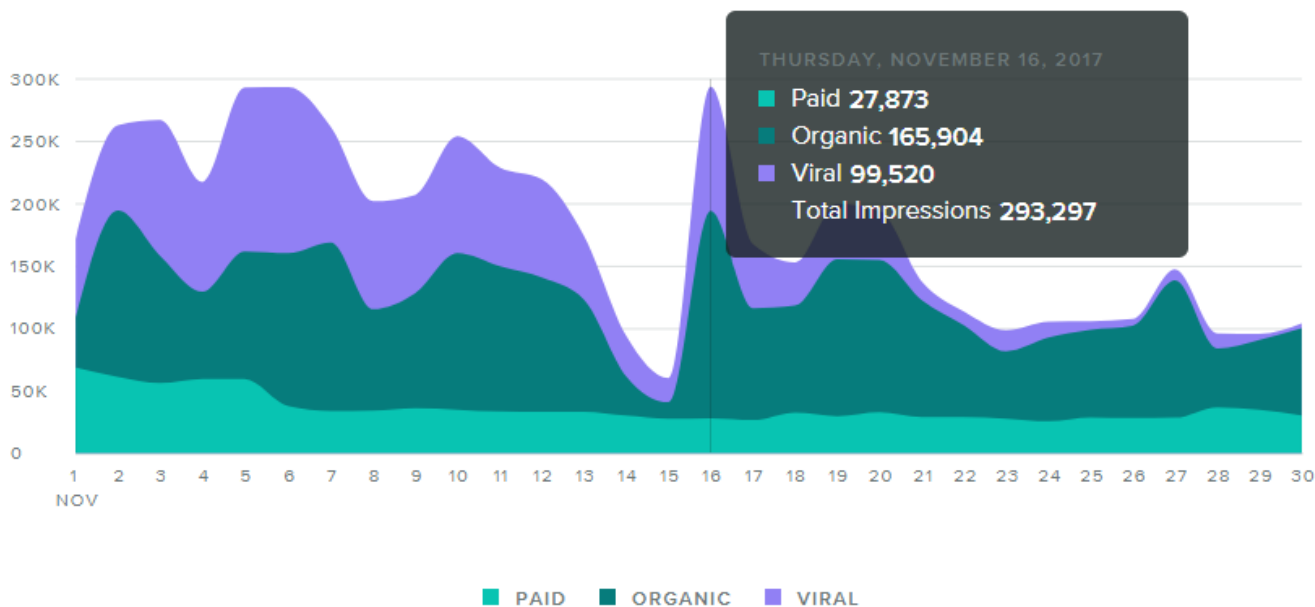
Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	368,923	0.48%	60	5,314,127	88,569	76,451	1,274.2	4,214

 **10,758,230**  
Impressions

 **200,900**  
Engagements

 **3,450**  
Clicks

### PAGE IMPRESSIONS, BY DAY





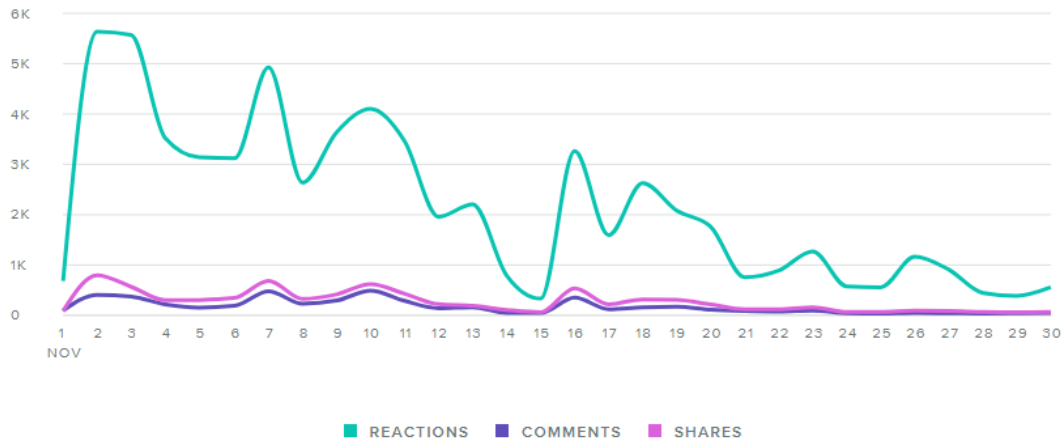
### WHEN THE FACEBOOK PAGE IS MOST ACTIVE



### SHARED CONTENT Audience Engagement



## AUDIENCE ENGAGEMENT, BY DAY

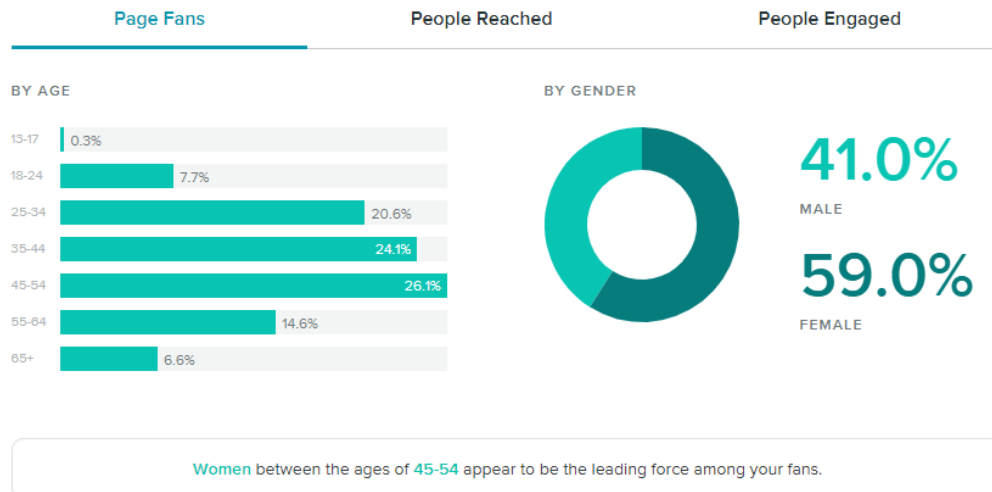


Action Metrics	Totals
Reactions	64,178
Comments	4,700
Shares	7,573
<b>Total Engagements</b>	<b>76,451</b>




Total Engagements decreased by

**58.4%**  
since previous month

## Facebook Audience Demographics



## CONTENT PERFORMANCE (top 3, sorted by Total Reach)

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Florida Keys &amp; Key West</p> <p>Thursday #flkeys sunset from #KeyLargo. #floridanow #sunset</p>  <p>(Post) November 02, 2017 6:32 pm</p>	10,078	646	7.7%	159,788
<p>The Florida Keys &amp; Key West</p> <p>Fort Zachary Taylor State Park's beach looking magnificent from the air Wednesday afternoon in Key West. Photo by Rob O'Neal. #flkeys #keywestnow #flkeys #floridanow</p>  <p>(Post) November 09, 2017 6:23 pm</p>	5,557	527	8.4%	103,882
<p>The Florida Keys &amp; Key West</p> <p>Live Tuesday on the 7 Mile Bridge near Marathon in the #FLKEYS. #FloridaNow</p>  <p>(Post) November 07, 2017 8:56 am</p>	3,953	379	7.3%	90,490

## TWITTER REPORT – follower and content data

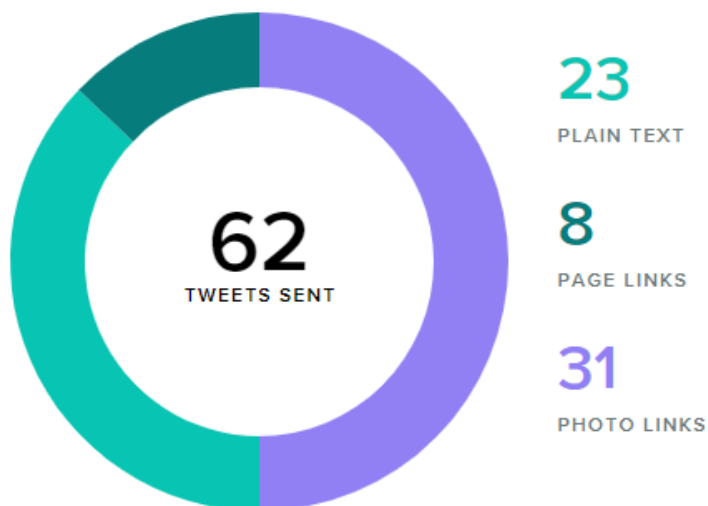
Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 The Florida Keys	43,617	0.6%	62	217,336	4.98	6,805	0.16	334	1,194

### Follower Metrics

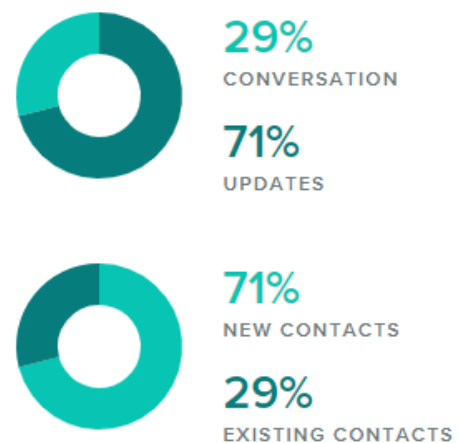
### Totals

<b>Total Followers</b>	<b>43,617</b>
New Follower alerts	436
Actual Followers gained	256
People that you unfollowed	-3

### SENT MESSAGE CONTENT

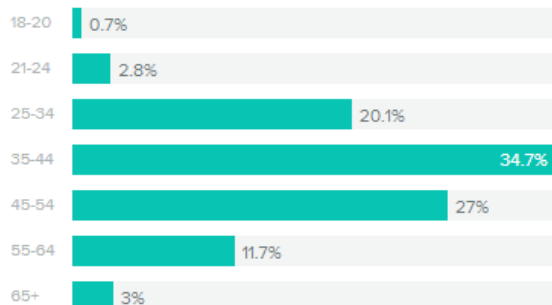


### YOUR TWEETING BEHAVIOR

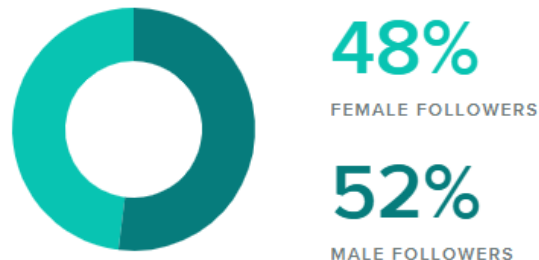


## Twitter Audience Demographics

### FOLLOWERS BY AGE

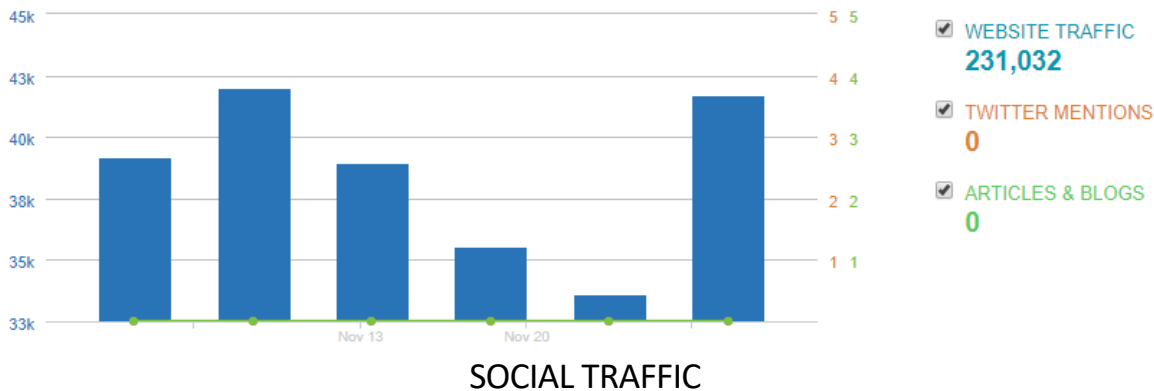


### FOLLOWERS BY GENDER



Men between ages of 35-44 appear to be the leading force among your recent followers.

## WEBSITE VS. SOCIAL COMPARISON - traffic variations in relation to social referrals



### Social Traffic Sources

Facebook	5,797
Twitter	430
Others	119
Blogs	12
YouTube	10
Yelp	0
Q&A Sites	0

## TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**key west** 22  
enjoy one perfect remained couldn't sail ...

**keys** 13  
love sharing experience totally can't 5:30 ...

**florida keys** 11  
enjoy love beautiful full just loved visit on...

**holiday season** 11  
enjoy

**year** 8  
considering great impressive please back wait s...

**today** 8  
playing wait solo already thinking will check ...

## HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#flkeys** 42  
playing enjoy key west holiday season ton...

**#lovefl** 18  
want week love keys visit thank get ver...


**#keywest** 10  
good love ve best thank just fine post welc...

**#fltravelchat** 9  
never day looks go right love family parkin...

**#travel** 8  
business october relief efforts open want annual tr...

**#florida** 7  
crazy days want cruise hurricane winter time ke...

## INSTAGRAM REPORT

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 The Florida Keys & Key We	113,461	1.4%	1,602	15	5	45,691	3,046.1	0.40

### Instagram Top Posts



@thefloridakeys  
6839 Engagements



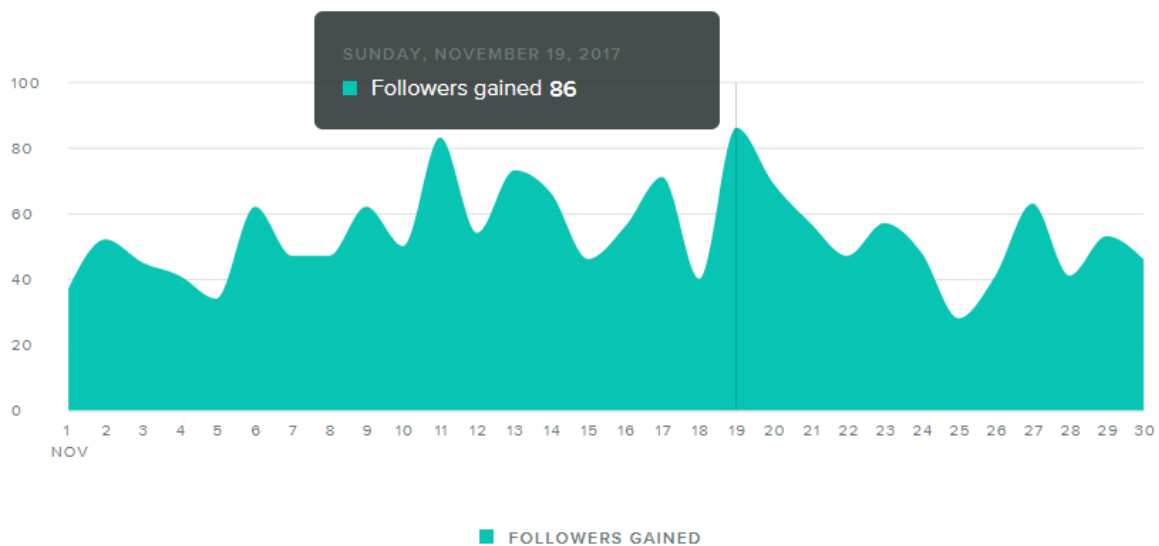
@thefloridakeys  
6438 Engagements



@thefloridakeys  
5328 Engagements

## Audience Growth

AUDIENCE GROWTH, BY DAY



## INSTAGRAM ENGAGEMENT

Engagement Metrics	Totals
Likes Received	45,339
Comments Received	352
<b>Total Engagements</b>	<b>45,691</b>

The number of engagements decreased by

**-44.3%**

since previous month

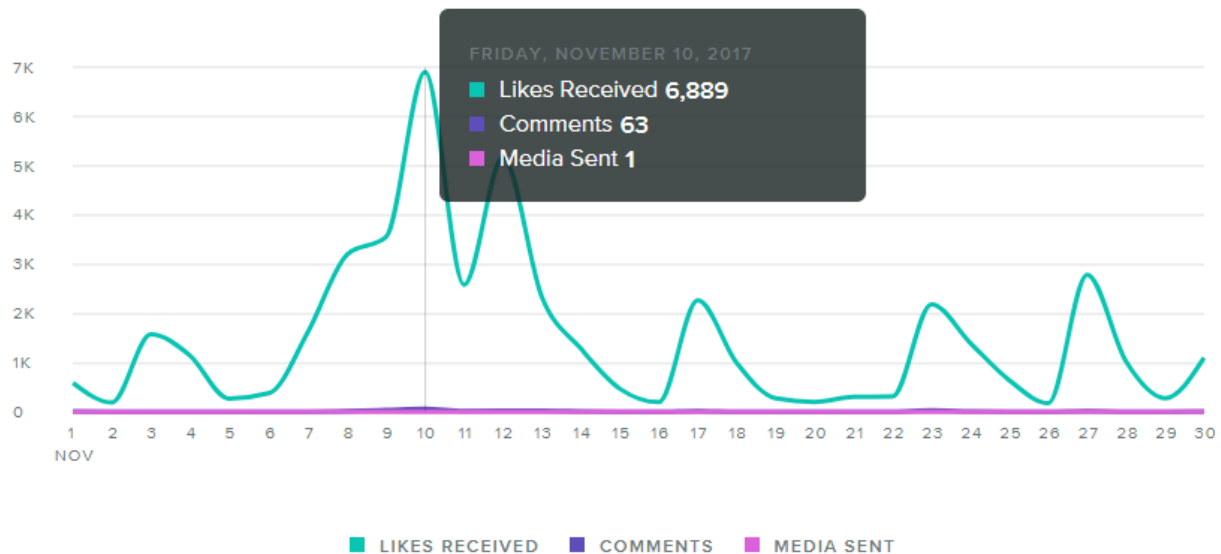
Engagements per Follower	0.4
Engagements per Media	3,046.07

The number of engagements per media decreased by

**-7.2%**

since previous month

### AUDIENCE ENGAGEMENT, BY DAY



## Instagram Outbound Hashtag Performance

### MOST USED HASHTAGS

#flkeys	13
#floridakeys	6
#photofriday	5
#floridanow	4
#travel	3

### MOST ENGAGED HASHTAGS

#flkeys	27,661
#floridakeys	21,213
#floridanow	15,069
#photofriday	8,394
#keywestnow	6,099



## PINTEREST REPORT

### Pinterest Summary



### Top Pins on Pinterest

Top Pin impressions from the last 30 days		Impressions	Clicks	Saves	Pin type
	As the cold, dark December days herald t...	251	2	0	
	The tours are now in their 10th year and f...	234	0	3	
	"Key Deer on No Name Key" Florida Keys ...	162	0	0	
	#SCUBA diving in #KeyLargo, checking o...	112	0	0	
	Cute turtle on the Benwood shipwreck in ...	86	0	0	R

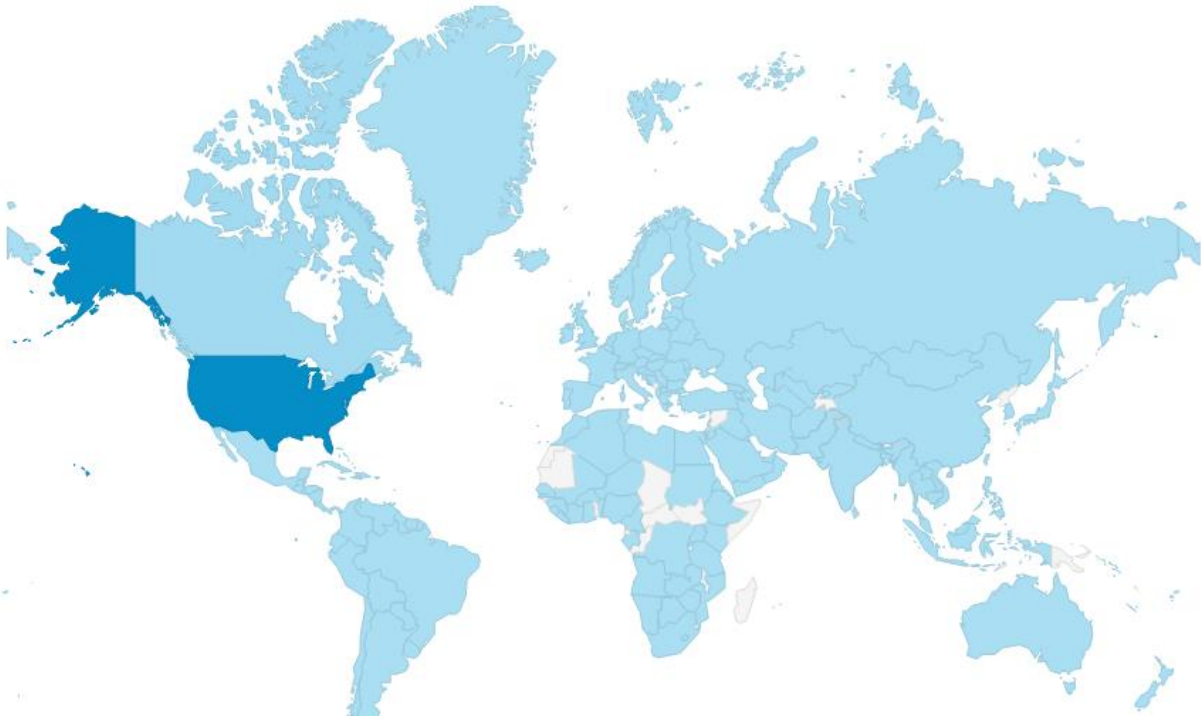
Show more

Boards with top Pin impressions from the last 30 days		Impressions	Clicks	Saves	# of Pins
	Island Holiday by The Florid...	795	2	3	27
	Florida Keys Weddings, Vow Renewals, H... by The Florid...	722	0	0	95
	Florida Keys Visitor Photos by The Florid...	635	4	2	214
	Diving and Snorkeling by The Florid...	397	0	2	36
	Cool Finds in the Florida Keys by The Florid...	385	1	1	90

## Section 3: Geographic Data on Website Visitors



Google Analytics



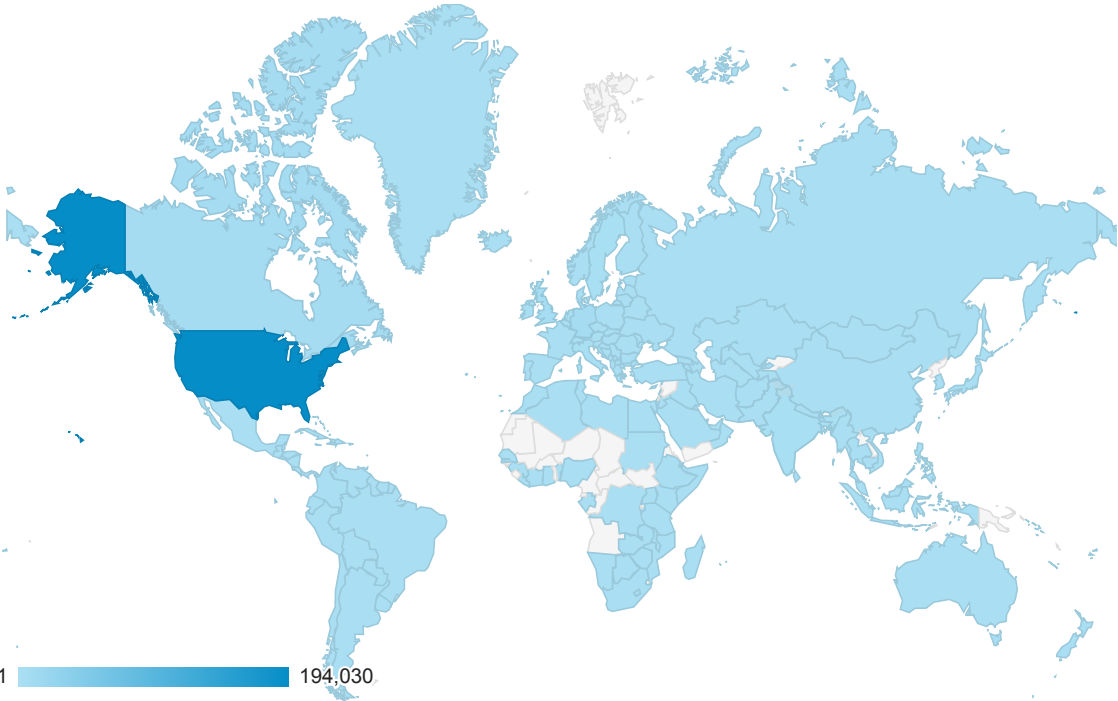
Location

All Users  
100.00% Sessions

Nov 1, 2017 - Nov 30, 2017

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	227,258 % of Total: 100.00% (227,258)	70.43% Avg for View: 70.39% (0.07%)	160,068 % of Total: 100.07% (159,962)	60.50% Avg for View: 60.50% (0.00%)	2.92 Avg for View: 2.92 (0.00%)	00:01:56 Avg for View: 00:01:56 (0.00%)	1.92% Avg for View: 1.92% (0.00%)	4,361 % of Total: 100.00% (4,361)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	194,030 (85.38%)	69.96%	135,735 (84.80%)	61.03%	2.90	00:01:56	1.77%	3,440 (78.88%)	\$0.00 (0.00%)
2. Canada	6,403 (2.82%)	76.79%	4,917 (3.07%)	55.10%	3.15	00:02:00	3.81%	244 (5.60%)	\$0.00 (0.00%)
3. Germany	5,949 (2.62%)	68.28%	4,062 (2.54%)	52.13%	3.33	00:01:50	2.30%	137 (3.14%)	\$0.00 (0.00%)
4. United Kingdom	5,256 (2.31%)	69.10%	3,632 (2.27%)	56.35%	3.06	00:02:09	2.80%	147 (3.37%)	\$0.00 (0.00%)
5. France	1,631 (0.72%)	75.97%	1,239 (0.77%)	62.66%	3.04	00:01:34	2.51%	41 (0.94%)	\$0.00 (0.00%)
6. Sweden	1,004 (0.44%)	53.59%	538 (0.34%)	47.11%	3.39	00:06:02	3.39%	34 (0.78%)	\$0.00 (0.00%)
7. Italy	895 (0.39%)	64.58%	578 (0.36%)	40.22%	4.40	00:02:47	2.68%	24 (0.55%)	\$0.00 (0.00%)
8. Netherlands	895 (0.39%)	66.37%	594 (0.37%)	53.97%	3.04	00:01:44	1.34%	12 (0.28%)	\$0.00 (0.00%)
9. India	842 (0.37%)	89.43%	753 (0.47%)	77.08%	1.54	00:00:55	2.97%	25 (0.57%)	\$0.00 (0.00%)
10. Switzerland	690 (0.30%)	71.30%	492 (0.31%)	46.96%	3.91	00:01:45	2.61%	18 (0.41%)	\$0.00 (0.00%)
11. Czechia	524 (0.23%)	87.98%	461 (0.29%)	76.53%	2.27	00:00:59	1.53%	8 (0.18%)	\$0.00 (0.00%)
12. Belgium	490 (0.22%)	53.06%	260 (0.16%)	36.94%	5.30	00:02:02	1.02%	5 (0.11%)	\$0.00 (0.00%)

13.	Brazil	485 (0.21%)	71.96%	349 (0.22%)	55.26%	3.10	00:02:14	3.30%	16 (0.37%)	\$0.00 (0.00%)
14.	Austria	406 (0.18%)	71.67%	291 (0.18%)	41.38%	4.16	00:02:09	4.68%	19 (0.44%)	\$0.00 (0.00%)
15.	Australia	365 (0.16%)	86.03%	314 (0.20%)	63.29%	2.21	00:01:33	1.10%	4 (0.09%)	\$0.00 (0.00%)
16.	Poland	357 (0.16%)	68.91%	246 (0.15%)	61.34%	2.89	00:01:24	1.12%	4 (0.09%)	\$0.00 (0.00%)
17.	Norway	349 (0.15%)	63.90%	223 (0.14%)	52.15%	3.18	00:01:46	2.87%	10 (0.23%)	\$0.00 (0.00%)
18.	(not set)	340 (0.15%)	67.65%	230 (0.14%)	40.59%	5.03	00:03:37	3.82%	13 (0.30%)	\$0.00 (0.00%)
19.	Denmark	321 (0.14%)	70.40%	226 (0.14%)	48.29%	3.30	00:02:15	2.49%	8 (0.18%)	\$0.00 (0.00%)
20.	Spain	290 (0.13%)	82.76%	240 (0.15%)	60.69%	2.83	00:01:51	2.07%	6 (0.14%)	\$0.00 (0.00%)
21.	Nigeria	243 (0.11%)	86.83%	211 (0.13%)	78.60%	1.39	00:00:44	15.23%	37 (0.85%)	\$0.00 (0.00%)
22.	Russia	241 (0.11%)	66.39%	160 (0.10%)	70.95%	1.95	00:01:17	1.24%	3 (0.07%)	\$0.00 (0.00%)
23.	Ireland	230 (0.10%)	80.87%	186 (0.12%)	57.39%	2.29	00:01:28	3.91%	9 (0.21%)	\$0.00 (0.00%)
24.	Mexico	222 (0.10%)	76.13%	169 (0.11%)	75.23%	1.65	00:01:39	1.35%	3 (0.07%)	\$0.00 (0.00%)
25.	Indonesia	214 (0.09%)	93.46%	200 (0.12%)	81.31%	1.33	00:00:17	0.47%	1 (0.02%)	\$0.00 (0.00%)

Rows 1 - 25 of 182

Location

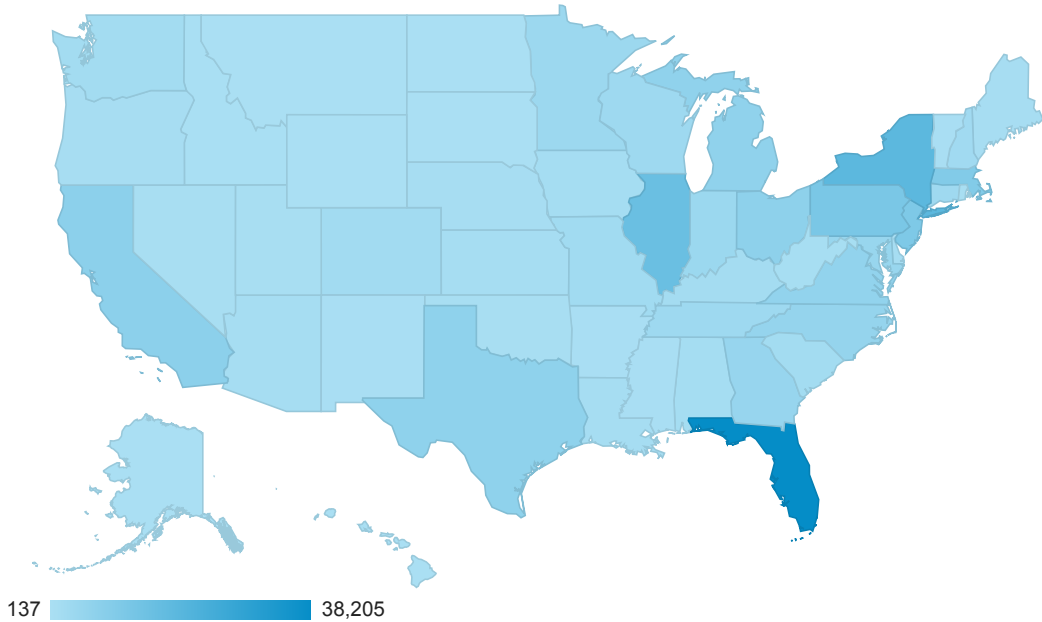
ALL » COUNTRY: United States

Nov 1, 2017 - Nov 30, 2017

 All Users  
85.38% Sessions

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	194,030 % of Total: 85.38% (227,258)	69.96% Avg for View: 70.39% (-0.61%)	135,735 % of Total: 84.85% (159,962)	61.03% Avg for View: 60.50% (0.89%)	2.90 Avg for View: 2.92 (-0.60%)	00:01:56 Avg for View: 00:01:56 (-0.13%)	1.77% Avg for View: 1.92% (-7.61%)	3,440 % of Total: 78.88% (4,361)	\$0.00 % of Total: 0.00% (\$0.00)
1. Florida	38,205 (19.69%)	67.24%	25,690 (18.93%)	58.88%	2.74	00:01:58	1.34%	511 (14.85%)	\$0.00 (0.00%)
2. New York	18,201 (9.38%)	73.87%	13,445 (9.91%)	69.53%	2.44	00:01:25	1.43%	260 (7.56%)	\$0.00 (0.00%)
3. Illinois	14,795 (7.63%)	71.11%	10,520 (7.75%)	68.62%	2.38	00:01:29	1.41%	209 (6.08%)	\$0.00 (0.00%)
4. Pennsylvania	11,276 (5.81%)	64.25%	7,245 (5.34%)	60.38%	3.31	00:02:04	1.64%	185 (5.38%)	\$0.00 (0.00%)
5. New Jersey	10,245 (5.28%)	69.10%	7,079 (5.22%)	65.19%	2.71	00:01:47	1.40%	143 (4.16%)	\$0.00 (0.00%)
6. Massachusetts	9,356 (4.82%)	71.33%	6,674 (4.92%)	71.21%	2.45	00:01:28	1.21%	113 (3.28%)	\$0.00 (0.00%)
7. California	6,949 (3.58%)	80.67%	5,606 (4.13%)	71.94%	2.17	00:01:13	1.51%	105 (3.05%)	\$0.00 (0.00%)
8. Ohio	6,684 (3.44%)	66.97%	4,476 (3.30%)	49.21%	3.77	00:02:28	2.38%	159 (4.62%)	\$0.00 (0.00%)
9. Texas	6,302 (3.25%)	75.33%	4,747 (3.50%)	59.54%	2.84	00:02:00	2.44%	154 (4.48%)	\$0.00 (0.00%)
10. Michigan	6,031 (3.11%)	68.28%	4,118 (3.03%)	50.90%	3.52	00:02:29	2.82%	170 (4.94%)	\$0.00 (0.00%)
11. Virginia	5,692 (2.93%)	72.10%	4,104 (3.02%)	63.65%	2.71	00:01:45	1.77%	101 (2.94%)	\$0.00 (0.00%)
12. North Carolina	5,015 (2.58%)	70.73%	3,547 (2.61%)	55.21%	3.12	00:02:03	1.93%	97 (2.82%)	\$0.00 (0.00%)

State		Population (2020)		Area (sq. mi.)		Density (/sq. mi.)		Time Zone		GDP (2020)	
13.	Georgia	4,616 (2.38%)	72.23%	3,334 (2.46%)	56.35%	3.19	00:01:56		2.10%	97 (2.82%)	\$0.00 (0.00%)
14.	Maryland	4,296 (2.21%)	70.02%	3,008 (2.22%)	58.73%	3.45	00:02:59		1.98%	85 (2.47%)	\$0.00 (0.00%)
15.	Indiana	3,522 (1.82%)	65.96%	2,323 (1.71%)	54.91%	3.62	00:02:13		2.16%	76 (2.21%)	\$0.00 (0.00%)
16.	Minnesota	3,436 (1.77%)	65.28%	2,243 (1.65%)	51.57%	3.67	00:02:36		2.53%	87 (2.53%)	\$0.00 (0.00%)
17.	District of Columbia	3,156 (1.63%)	69.93%	2,207 (1.63%)	72.05%	2.07	00:01:34		0.82%	26 (0.76%)	\$0.00 (0.00%)
18.	Wisconsin	2,926 (1.51%)	67.67%	1,980 (1.46%)	50.41%	3.96	00:02:34		3.49%	102 (2.97%)	\$0.00 (0.00%)
19.	Tennessee	2,860 (1.47%)	62.97%	1,801 (1.33%)	49.76%	3.80	00:03:11		1.96%	56 (1.63%)	\$0.00 (0.00%)
20.	Connecticut	2,735 (1.41%)	68.08%	1,862 (1.37%)	60.37%	2.91	00:01:44		2.16%	59 (1.72%)	\$0.00 (0.00%)
21.	New Hampshire	2,296 (1.18%)	67.81%	1,557 (1.15%)	72.39%	1.99	00:01:11		1.18%	27 (0.78%)	\$0.00 (0.00%)
22.	Missouri	2,193 (1.13%)	72.78%	1,596 (1.18%)	53.63%	3.97	00:02:56		2.23%	49 (1.42%)	\$0.00 (0.00%)
23.	Colorado	2,055 (1.06%)	73.63%	1,513 (1.11%)	56.89%	3.18	00:02:10		3.41%	70 (2.03%)	\$0.00 (0.00%)
24.	South Carolina	1,735 (0.89%)	71.01%	1,232 (0.91%)	53.31%	3.22	00:02:00		2.54%	44 (1.28%)	\$0.00 (0.00%)
25.	Washington	1,692 (0.87%)	80.14%	1,356 (1.00%)	60.05%	2.97	00:01:55		2.90%	49 (1.42%)	\$0.00 (0.00%)
26.	Kentucky	1,611 (0.83%)	68.96%	1,111 (0.82%)	51.21%	3.58	00:02:19		2.73%	44 (1.28%)	\$0.00 (0.00%)
27.	Iowa	1,246 (0.64%)	62.68%	781 (0.58%)	45.10%	3.94	00:02:38		2.09%	26 (0.76%)	\$0.00 (0.00%)
28.	Alabama	1,229 (0.63%)	71.60%	880 (0.65%)	56.39%	2.93	00:01:51		2.03%	25 (0.73%)	\$0.00 (0.00%)
29.	Arizona	1,120 (0.58%)	75.18%	842 (0.62%)	55.62%	3.85	00:02:07		1.70%	19 (0.55%)	\$0.00 (0.00%)
30.	Delaware	1,039 (0.54%)	70.16%	729 (0.54%)	62.75%	2.54	00:01:38		1.44%	15 (0.44%)	\$0.00 (0.00%)
31.	Louisiana	1,003 (0.52%)	75.67%	759 (0.56%)	50.75%	3.17	00:02:08		2.69%	27 (0.78%)	\$0.00 (0.00%)
32.	Kansas	984 (0.51%)	62.80%	618 (0.46%)	52.13%	3.81	00:02:35		2.13%	21 (0.61%)	\$0.00 (0.00%)
33.	Maine	941 (0.48%)	53.24%	501 (0.37%)	51.54%	3.29	00:02:39		1.81%	17 (0.49%)	\$0.00 (0.00%)
34.	Oregon	934 (0.48%)	78.48%	733 (0.54%)	64.99%	2.71	00:01:44		1.71%	16 (0.47%)	\$0.00 (0.00%)
35.	Nebraska	890 (0.46%)	68.31%	608 (0.45%)	50.11%	4.89	00:02:56		3.26%	29 (0.84%)	\$0.00 (0.00%)
36.	West Virginia	818 (0.42%)	61.25%	501 (0.37%)	58.68%	2.78	00:02:14		1.59%	13 (0.38%)	\$0.00 (0.00%)
37.	Rhode Island	701 (0.36%)	70.04%	491 (0.36%)	54.64%	3.20	00:02:18		2.43%	17 (0.49%)	\$0.00 (0.00%)
38.	Oklahoma	649 (0.33%)	72.42%	470 (0.35%)	55.32%	3.47	00:02:14		2.31%	15 (0.44%)	\$0.00 (0.00%)
39.	Utah	608 (0.31%)	69.57%	423 (0.31%)	52.80%	3.39	00:02:14		1.97%	12 (0.35%)	\$0.00 (0.00%)
40.	Nevada	598 (0.31%)	77.26%	462 (0.34%)	68.73%	2.45	00:01:31		2.01%	12 (0.35%)	\$0.00 (0.00%)
41.	Arkansas	472 (0.24%)	73.31%	346 (0.25%)	52.54%	3.64	00:02:51		3.18%	15 (0.44%)	\$0.00 (0.00%)
42.	Vermont	435 (0.22%)	72.64%	316 (0.23%)	55.86%	2.84	00:02:26		1.84%	8 (0.23%)	\$0.00 (0.00%)
43.	Mississippi	418 (0.22%)	72.73%	304 (0.22%)	48.33%	3.72	00:02:43		2.87%	12 (0.35%)	\$0.00 (0.00%)
44.	New Mexico	388 (0.20%)	72.42%	281 (0.21%)	69.07%	2.32	00:01:28		2.84%	11 (0.32%)	\$0.00 (0.00%)
45.	Idaho	298 (0.15%)	76.51%	228 (0.17%)	54.03%	3.00	00:02:24		2.35%	7 (0.20%)	\$0.00 (0.00%)
46.	Hawaii	224 (0.12%)	72.77%	163 (0.12%)	69.20%	2.21	00:01:17		0.89%	2 (0.06%)	\$0.00 (0.00%)

47.	<a href="#">(not set)</a>	<b>223</b> (0.11%)	92.83%	<b>207</b> (0.15%)	94.17%	1.35	00:00:22	0.90%	<b>2</b> (0.06%)	<b>\$0.00</b> (0.00%)
48.	<a href="#">North Dakota</a>	<b>222</b> (0.11%)	76.13%	<b>169</b> (0.12%)	49.55%	3.25	00:02:41	4.05%	<b>9</b> (0.26%)	<b>\$0.00</b> (0.00%)
49.	<a href="#">South Dakota</a>	<b>209</b> (0.11%)	68.42%	<b>143</b> (0.11%)	54.55%	3.28	00:02:09	4.78%	<b>10</b> (0.29%)	<b>\$0.00</b> (0.00%)
50.	<a href="#">Montana</a>	<b>202</b> (0.10%)	79.70%	<b>161</b> (0.12%)	60.89%	2.67	00:02:25	3.96%	<b>8</b> (0.23%)	<b>\$0.00</b> (0.00%)

Location

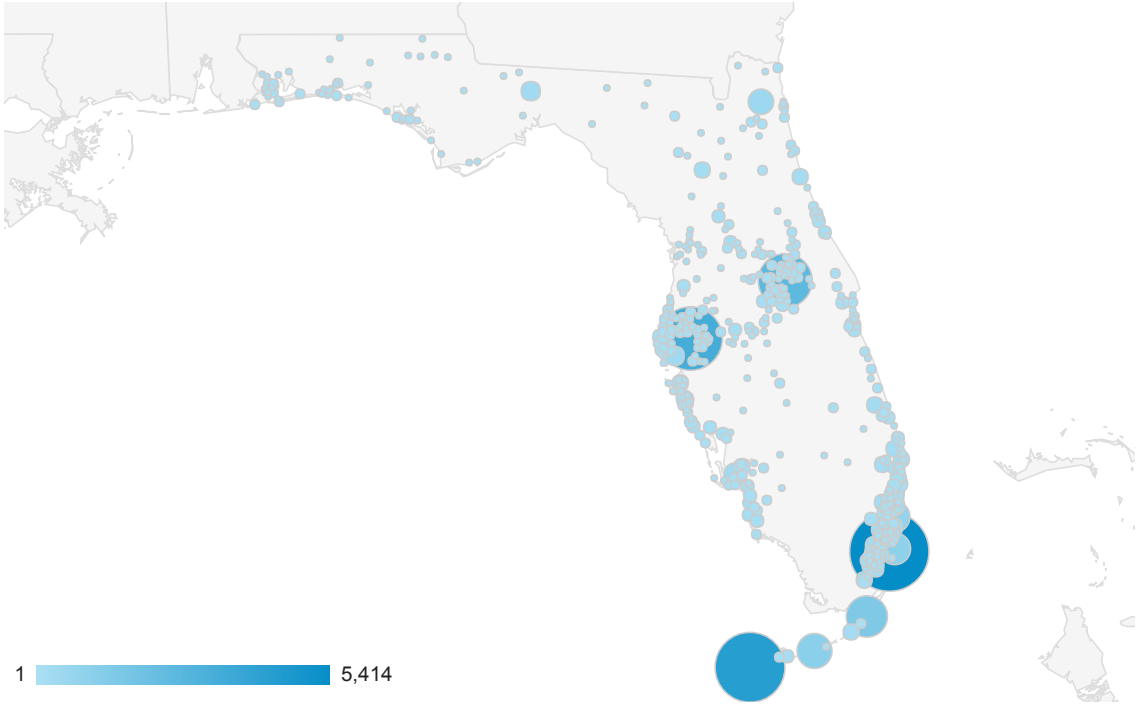
ALL » COUNTRY: United States » REGION: Florida

Nov 1, 2017 - Nov 30, 2017

 All Users  
16.81% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions <div>Goal 1: Visited Places to Stay</div>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	38,205 % of Total: 16.81% (227,258)	67.24% Avg for View: 70.39% (-4.47%)	25,690 % of Total: 16.06% (159,962)	58.88% Avg for View: 60.50% (-2.68%)	2.74 Avg for View: 2.92 (-6.20%)	00:01:58 Avg for View: 00:01:56 (1.61%)	1.34% Avg for View: 1.92% (-30.30%)	511 % of Total: 11.72% (4,361)	\$0.00 % of Total: 0.00% (\$0.00)
1. Miami	5,414 (14.17%)	68.58%	3,713 (14.45%)	65.44%	2.19	00:01:39	0.78%	42 (8.22%)	\$0.00 (0.00%)
2. Key West	4,317 (11.30%)	47.09%	2,033 (7.91%)	57.77%	2.59	00:02:32	0.42%	18 (3.52%)	\$0.00 (0.00%)
3. Tampa	3,310 (8.66%)	70.03%	2,318 (9.02%)	65.92%	2.09	00:01:22	0.73%	24 (4.70%)	\$0.00 (0.00%)
4. Orlando	2,541 (6.65%)	77.21%	1,962 (7.64%)	65.96%	2.12	00:01:17	1.53%	39 (7.63%)	\$0.00 (0.00%)
5. Key Largo	1,426 (3.73%)	56.94%	812 (3.16%)	55.54%	2.92	00:02:27	0.14%	2 (0.39%)	\$0.00 (0.00%)
6. Marathon	1,014 (2.65%)	48.22%	489 (1.90%)	54.54%	3.18	00:03:08	0.30%	3 (0.59%)	\$0.00 (0.00%)
7. Miami Beach	926 (2.42%)	72.03%	667 (2.60%)	57.24%	3.17	00:02:11	0.43%	4 (0.78%)	\$0.00 (0.00%)
8. Fort Lauderdale	777 (2.03%)	61.13%	475 (1.85%)	52.64%	2.86	00:02:05	1.16%	9 (1.76%)	\$0.00 (0.00%)
9. Jacksonville	460 (1.20%)	78.48%	361 (1.41%)	51.96%	3.08	00:02:00	3.91%	18 (3.52%)	\$0.00 (0.00%)
10. (not set)	401 (1.05%)	65.84%	264 (1.03%)	51.37%	3.02	00:01:37	2.00%	8 (1.57%)	\$0.00 (0.00%)
11. Cape Coral	343 (0.90%)	71.14%	244 (0.95%)	54.81%	2.85	00:02:30	2.92%	10 (1.96%)	\$0.00 (0.00%)
12. St. Petersburg	329 (0.86%)	65.05%	214 (0.83%)	60.49%	2.55	00:02:52	1.82%	6 (1.17%)	\$0.00 (0.00%)



13.	Tallahassee	275 (0.72%)	70.55%	194 (0.76%)	59.64%	2.68	00:02:01	0.73%	2 (0.39%)	\$0.00 (0.00%)
14.	Pompano Beach	268 (0.70%)	64.93%	174 (0.68%)	53.36%	3.47	00:01:47	4.10%	11 (2.15%)	\$0.00 (0.00%)
15.	Boca Raton	267 (0.70%)	79.78%	213 (0.83%)	59.18%	2.61	00:01:27	3.75%	10 (1.96%)	\$0.00 (0.00%)
16.	Hollywood	259 (0.68%)	79.92%	207 (0.81%)	63.71%	2.76	00:01:50	1.54%	4 (0.78%)	\$0.00 (0.00%)
17.	Doral	235 (0.62%)	77.87%	183 (0.71%)	61.70%	2.66	00:01:57	1.28%	3 (0.59%)	\$0.00 (0.00%)
18.	Homestead	227 (0.59%)	76.65%	174 (0.68%)	56.83%	2.87	00:02:24	1.32%	3 (0.59%)	\$0.00 (0.00%)
19.	Davie	226 (0.59%)	71.68%	162 (0.63%)	58.85%	2.96	00:01:36	2.21%	5 (0.98%)	\$0.00 (0.00%)
20.	Port St. Lucie	219 (0.57%)	68.04%	149 (0.58%)	48.86%	3.34	00:02:32	4.57%	10 (1.96%)	\$0.00 (0.00%)
21.	Kendall	209 (0.55%)	52.63%	110 (0.43%)	56.46%	2.48	00:02:57	0.48%	1 (0.20%)	\$0.00 (0.00%)
22.	Coral Springs	206 (0.54%)	71.84%	148 (0.58%)	54.37%	2.84	00:02:31	2.43%	5 (0.98%)	\$0.00 (0.00%)
23.	Gainesville	201 (0.53%)	72.14%	145 (0.56%)	58.21%	2.87	00:02:20	1.99%	4 (0.78%)	\$0.00 (0.00%)
24.	West Palm Beach	196 (0.51%)	78.06%	153 (0.60%)	67.86%	1.97	00:01:00	0.51%	1 (0.20%)	\$0.00 (0.00%)
25.	Palm Beach Gardens	192 (0.50%)	77.60%	149 (0.58%)	63.02%	2.77	00:02:26	1.04%	2 (0.39%)	\$0.00 (0.00%)
26.	Cutler Bay	189 (0.49%)	24.87%	47 (0.18%)	59.79%	1.99	00:04:09	0.53%	1 (0.20%)	\$0.00 (0.00%)
27.	Plantation	189 (0.49%)	78.84%	149 (0.58%)	59.26%	3.46	00:02:21	1.06%	2 (0.39%)	\$0.00 (0.00%)
28.	Boynton Beach	187 (0.49%)	67.38%	126 (0.49%)	48.13%	3.81	00:02:59	3.21%	6 (1.17%)	\$0.00 (0.00%)
29.	Fort Myers	187 (0.49%)	73.26%	137 (0.53%)	60.43%	2.26	00:01:49	1.60%	3 (0.59%)	\$0.00 (0.00%)
30.	Islamorada	177 (0.46%)	64.97%	115 (0.45%)	58.76%	2.51	00:02:06	1.13%	2 (0.39%)	\$0.00 (0.00%)
31.	Pembroke Pines	176 (0.46%)	63.64%	112 (0.44%)	52.27%	3.45	00:02:12	1.70%	3 (0.59%)	\$0.00 (0.00%)
32.	Palm Coast	174 (0.46%)	52.87%	92 (0.36%)	44.83%	4.60	00:02:42	0.57%	1 (0.20%)	\$0.00 (0.00%)
33.	Wellington	173 (0.45%)	48.55%	84 (0.33%)	32.95%	8.31	00:05:15	2.31%	4 (0.78%)	\$0.00 (0.00%)
34.	Hialeah	165 (0.43%)	77.58%	128 (0.50%)	63.64%	2.26	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
35.	Miramar	164 (0.43%)	76.83%	126 (0.49%)	54.88%	2.99	00:01:28	2.44%	4 (0.78%)	\$0.00 (0.00%)
36.	Melbourne	155 (0.41%)	71.61%	111 (0.43%)	55.48%	3.55	00:01:30	2.58%	4 (0.78%)	\$0.00 (0.00%)
37.	Clearwater	154 (0.40%)	75.97%	117 (0.46%)	53.90%	2.68	00:01:34	0.65%	1 (0.20%)	\$0.00 (0.00%)
38.	Bradenton	153 (0.40%)	77.78%	119 (0.46%)	59.48%	2.71	00:01:23	2.61%	4 (0.78%)	\$0.00 (0.00%)
39.	Sarasota	153 (0.40%)	57.52%	88 (0.34%)	69.28%	1.97	00:01:20	0.65%	1 (0.20%)	\$0.00 (0.00%)
40.	Delray Beach	148 (0.39%)	80.41%	119 (0.46%)	50.68%	3.56	00:01:44	1.35%	2 (0.39%)	\$0.00 (0.00%)
41.	North Naples	142 (0.37%)	76.06%	108 (0.42%)	55.63%	3.84	00:01:56	1.41%	2 (0.39%)	\$0.00 (0.00%)
42.	Deerfield Beach	139 (0.36%)	76.26%	106 (0.41%)	51.08%	2.99	00:01:29	3.60%	5 (0.98%)	\$0.00 (0.00%)
43.	Coral Gables	133 (0.35%)	75.19%	100 (0.39%)	61.65%	2.40	00:01:14	9.02%	12 (2.35%)	\$0.00 (0.00%)
44.	Port Charlotte	132 (0.35%)	56.82%	75 (0.29%)	44.70%	2.83	00:01:48	0.76%	1 (0.20%)	\$0.00 (0.00%)
45.	Naples	131 (0.34%)	74.81%	98 (0.38%)	56.49%	2.89	00:01:35	1.53%	2 (0.39%)	\$0.00 (0.00%)
46.	Greenacres	131 (0.34%)	73.28%	96 (0.37%)	65.65%	2.02	00:01:09	2.29%	3 (0.59%)	\$0.00 (0.00%)


47.	<a href="#">North Port</a>	<b>124</b> (0.32%)	60.48%	<b>75</b> (0.29%)	49.19%	3.43	00:02:13	1.61%	<b>2</b> (0.39%)	<b>\$0.00</b> (0.00%)
48.	<a href="#">The Hammocks</a>	<b>120</b> (0.31%)	74.17%	<b>89</b> (0.35%)	55.00%	2.71	00:01:56	1.67%	<b>2</b> (0.39%)	<b>\$0.00</b> (0.00%)
49.	<a href="#">Estero</a>	<b>113</b> (0.30%)	71.68%	<b>81</b> (0.32%)	58.41%	2.61	00:01:54	1.77%	<b>2</b> (0.39%)	<b>\$0.00</b> (0.00%)
50.	<a href="#">Largo</a>	<b>112</b> (0.29%)	75.89%	<b>85</b> (0.33%)	61.61%	2.77	00:01:53	0.89%	<b>1</b> (0.20%)	<b>\$0.00</b> (0.00%)

Rows 1 - 50 of 449

Location

ALL » COUNTRY: Canada

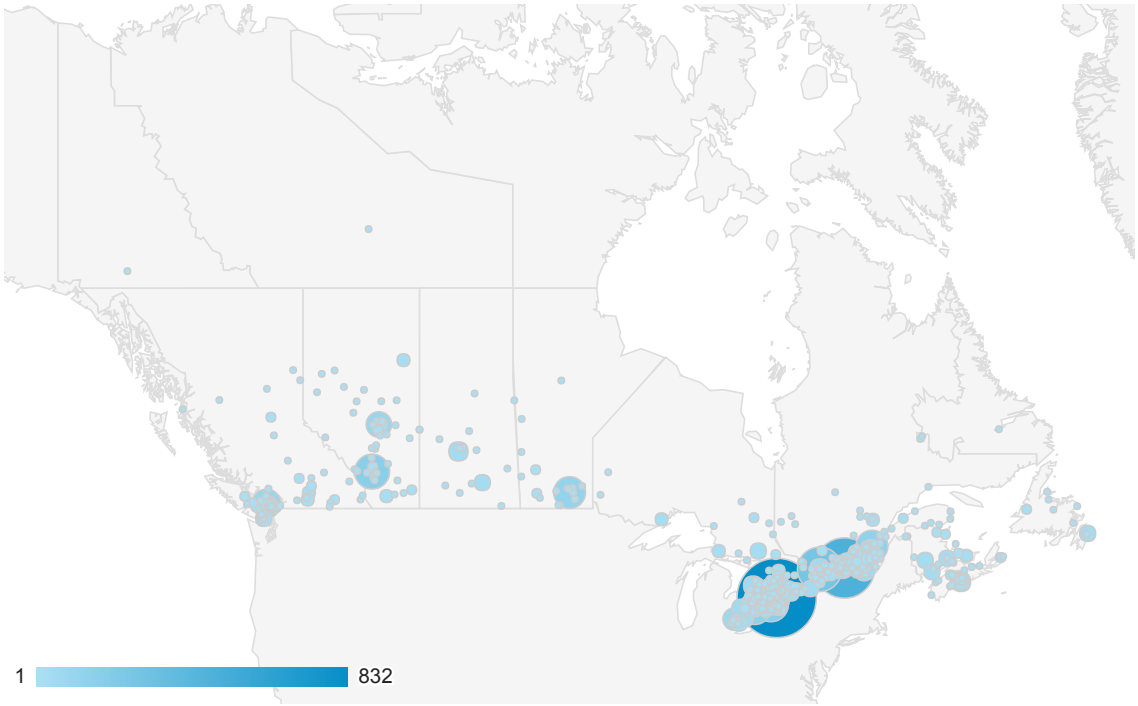
Nov 1, 2017 - Nov 30, 2017



**All Users**  
2.82% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions <div>Goal 1: Visited Places to Stay</div>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	6,403 % of Total: 2.82% (227,258)	76.79% Avg for View: 70.39% (9.10%)	4,917 % of Total: 3.07% (159,962)	55.10% Avg for View: 60.50% (-8.92%)	3.15 Avg for View: 2.92 (7.73%)	00:02:00 Avg for View: 00:01:56 (3.13%)	3.81% Avg for View: 1.92% (98.58%)	244 % of Total: 5.60% (4,361)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">Toronto</a>	832 (12.99%)	80.53%	670 (13.63%)	58.29%	2.76	00:01:32	5.53%	46 (18.85%)	\$0.00 (0.00%)
2. <a href="#">Montreal</a>	467 (7.29%)	82.87%	387 (7.87%)	62.53%	2.26	00:01:21	3.43%	16 (6.56%)	\$0.00 (0.00%)
3. <a href="#">Ottawa</a>	268 (4.19%)	76.12%	204 (4.15%)	50.00%	4.00	00:02:45	4.85%	13 (5.33%)	\$0.00 (0.00%)
4. <a href="#">Calgary</a>	164 (2.56%)	84.15%	138 (2.81%)	62.80%	2.75	00:01:36	5.49%	9 (3.69%)	\$0.00 (0.00%)
5. <a href="#">(not set)</a>	161 (2.51%)	67.70%	109 (2.22%)	49.69%	3.28	00:02:27	6.21%	10 (4.10%)	\$0.00 (0.00%)
6. <a href="#">Hamilton</a>	161 (2.51%)	70.81%	114 (2.32%)	42.24%	5.93	00:04:31	3.11%	5 (2.05%)	\$0.00 (0.00%)
7. <a href="#">London</a>	137 (2.14%)	81.02%	111 (2.26%)	56.93%	3.93	00:02:23	0.73%	1 (0.41%)	\$0.00 (0.00%)
8. <a href="#">Mississauga</a>	134 (2.09%)	76.12%	102 (2.07%)	51.49%	3.07	00:02:40	5.22%	7 (2.87%)	\$0.00 (0.00%)
9. <a href="#">Quebec City</a>	132 (2.06%)	71.97%	95 (1.93%)	54.55%	2.95	00:00:57	1.52%	2 (0.82%)	\$0.00 (0.00%)
10. <a href="#">Winnipeg</a>	120 (1.87%)	86.67%	104 (2.12%)	52.50%	2.74	00:02:01	3.33%	4 (1.64%)	\$0.00 (0.00%)
11. <a href="#">Vancouver</a>	93 (1.45%)	78.49%	73 (1.48%)	67.74%	2.58	00:01:11	1.08%	1 (0.41%)	\$0.00 (0.00%)
12. <a href="#">Edmonton</a>	91 (1.42%)	87.91%	80 (1.63%)	62.64%	2.59	00:01:12	3.30%	3 (1.23%)	\$0.00 (0.00%)

13.	Waterloo	82 (1.28%)	80.49%	66 (1.34%)	52.44%	3.33	00:01:51	3.66%	3 (1.23%)	\$0.00 (0.00%)
14.	Windsor	68 (1.06%)	75.00%	51 (1.04%)	32.35%	3.87	00:02:03	7.35%	5 (2.05%)	\$0.00 (0.00%)
15.	Laval	68 (1.06%)	61.76%	42 (0.85%)	54.41%	3.53	00:03:06	1.47%	1 (0.41%)	\$0.00 (0.00%)
16.	Kitchener	66 (1.03%)	72.73%	48 (0.98%)	51.52%	4.36	00:01:16	4.55%	3 (1.23%)	\$0.00 (0.00%)
17.	Brampton	61 (0.95%)	85.25%	52 (1.06%)	54.10%	2.70	00:02:11	3.28%	2 (0.82%)	\$0.00 (0.00%)
18.	Sherbrooke	54 (0.84%)	42.59%	23 (0.47%)	79.63%	1.81	00:00:32	1.85%	1 (0.41%)	\$0.00 (0.00%)
19.	Markham	53 (0.83%)	71.70%	38 (0.77%)	41.51%	4.49	00:03:14	3.77%	2 (0.82%)	\$0.00 (0.00%)
20.	Barrie	52 (0.81%)	82.69%	43 (0.87%)	50.00%	4.40	00:03:06	7.69%	4 (1.64%)	\$0.00 (0.00%)
21.	Oakville	52 (0.81%)	75.00%	39 (0.79%)	57.69%	2.83	00:01:40	3.85%	2 (0.82%)	\$0.00 (0.00%)
22.	Sarnia	51 (0.80%)	60.78%	31 (0.63%)	64.71%	2.55	00:03:12	3.92%	2 (0.82%)	\$0.00 (0.00%)
23.	Whitby	48 (0.75%)	54.17%	26 (0.53%)	77.08%	2.52	00:01:10	2.08%	1 (0.41%)	\$0.00 (0.00%)
24.	Chatham-Kent	48 (0.75%)	85.42%	41 (0.83%)	43.75%	3.54	00:02:31	10.42%	5 (2.05%)	\$0.00 (0.00%)
25.	Saugeen Shores	48 (0.75%)	25.00%	12 (0.24%)	37.50%	9.04	00:04:11	2.08%	1 (0.41%)	\$0.00 (0.00%)

Location

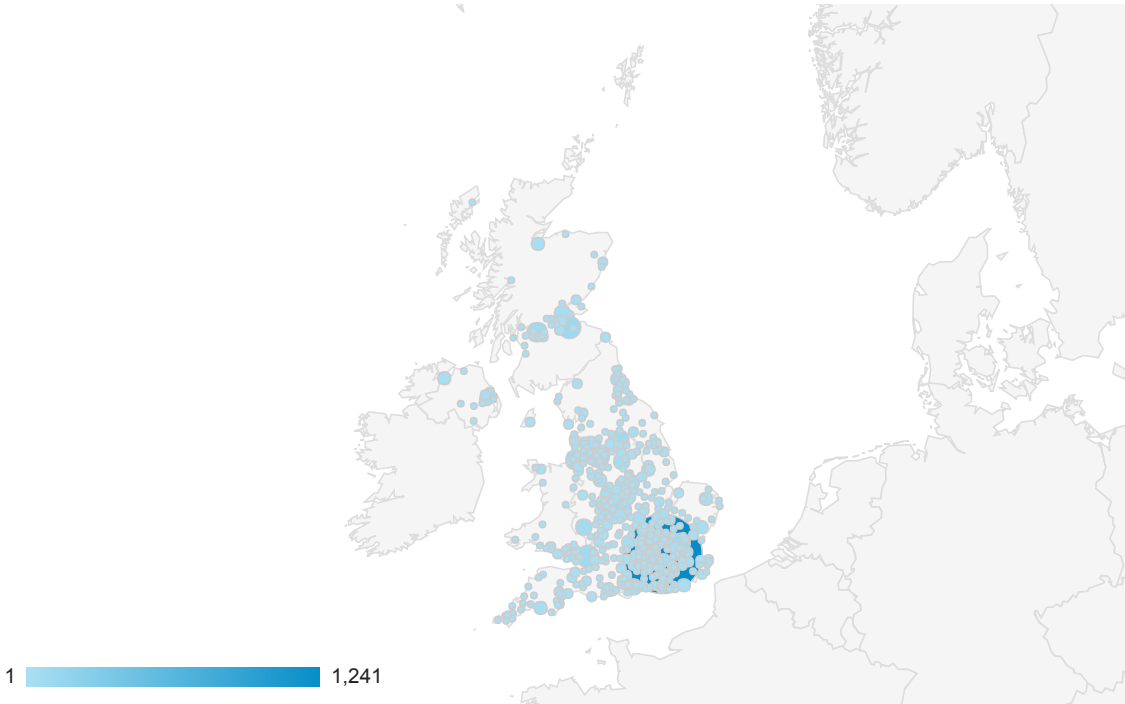
ALL » COUNTRY: United Kingdom

Nov 1, 2017 - Nov 30, 2017

All Users  
2.31% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	5,256 % of Total: 2.31% (227,258)	69.10% Avg for View: 70.39% (-1.83%)	3,632 % of Total: 2.27% (159,962)	56.35% Avg for View: 60.50% (-6.85%)	3.06 Avg for View: 2.92 (4.73%)	00:02:09 Avg for View: 00:01:56 (11.25%)	2.80% Avg for View: 1.92% (45.75%)	147 % of Total: 3.37% (4,361)	\$0.00 % of Total: 0.00% (\$0.00)
1. London	1,241 (23.61%)	74.29%	922 (25.39%)	59.87%	2.57	00:01:42	3.22%	40 (27.21%)	\$0.00 (0.00%)
2. (not set)	191 (3.63%)	75.39%	144 (3.96%)	53.40%	3.55	00:01:56	5.24%	10 (6.80%)	\$0.00 (0.00%)
3. Chesham	124 (2.36%)	3.23%	4 (0.11%)	1.61%	5.72	00:07:31	1.61%	2 (1.36%)	\$0.00 (0.00%)
4. Edinburgh	103 (1.96%)	47.57%	49 (1.35%)	36.89%	2.97	00:02:31	1.94%	2 (1.36%)	\$0.00 (0.00%)
5. Birmingham	98 (1.86%)	82.65%	81 (2.23%)	67.35%	2.49	00:00:41	3.06%	3 (2.04%)	\$0.00 (0.00%)
6. Manchester	97 (1.85%)	58.76%	57 (1.57%)	50.52%	3.69	00:03:49	3.09%	3 (2.04%)	\$0.00 (0.00%)
7. Coventry	84 (1.60%)	40.48%	34 (0.94%)	55.95%	2.90	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Bristol	81 (1.54%)	45.68%	37 (1.02%)	76.54%	2.16	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Chelmsford	76 (1.45%)	18.42%	14 (0.39%)	48.68%	3.92	00:03:35	1.32%	1 (0.68%)	\$0.00 (0.00%)
10. Leeds	76 (1.45%)	71.05%	54 (1.49%)	63.16%	2.71	00:02:11	1.32%	1 (0.68%)	\$0.00 (0.00%)
11. Glasgow	67 (1.27%)	83.58%	56 (1.54%)	67.16%	2.15	00:00:36	1.49%	1 (0.68%)	\$0.00 (0.00%)
12. Liverpool	63 (1.20%)	71.43%	45 (1.24%)	68.25%	2.41	00:01:00	1.59%	1 (0.68%)	\$0.00 (0.00%)

13.	Hereford	<b>51</b> (0.97%)	5.88%	<b>3</b> (0.08%)	25.49%	8.06	00:09:44	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
14.	Sheffield	<b>47</b> (0.89%)	80.85%	<b>38</b> (1.05%)	53.19%	3.32	00:01:33	6.38%	<b>3</b> (2.04%)	<b>\$0.00</b> (0.00%)
15.	Portsmouth	<b>46</b> (0.88%)	69.57%	<b>32</b> (0.88%)	54.35%	3.52	00:01:45	2.17%	<b>1</b> (0.68%)	<b>\$0.00</b> (0.00%)
16.	Nottingham	<b>42</b> (0.80%)	76.19%	<b>32</b> (0.88%)	66.67%	3.21	00:02:04	4.76%	<b>2</b> (1.36%)	<b>\$0.00</b> (0.00%)
17.	Kinross	<b>38</b> (0.72%)	2.63%	<b>1</b> (0.03%)	78.95%	2.08	00:08:22	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
18.	Cardiff	<b>33</b> (0.63%)	84.85%	<b>28</b> (0.77%)	66.67%	2.42	00:01:30	6.06%	<b>2</b> (1.36%)	<b>\$0.00</b> (0.00%)
19.	Derby	<b>32</b> (0.61%)	65.62%	<b>21</b> (0.58%)	53.12%	4.22	00:02:09	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
20.	Newcastle upon Tyne	<b>32</b> (0.61%)	78.12%	<b>25</b> (0.69%)	53.12%	3.31	00:01:24	9.38%	<b>3</b> (2.04%)	<b>\$0.00</b> (0.00%)
21.	Stoke-on-Trent	<b>32</b> (0.61%)	90.62%	<b>29</b> (0.80%)	71.88%	2.06	00:00:42	3.12%	<b>1</b> (0.68%)	<b>\$0.00</b> (0.00%)
22.	Rugeley	<b>31</b> (0.59%)	80.65%	<b>25</b> (0.69%)	25.81%	2.03	00:01:23	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
23.	Bolton	<b>30</b> (0.57%)	83.33%	<b>25</b> (0.69%)	50.00%	2.43	00:01:05	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
24.	Northampton	<b>29</b> (0.55%)	75.86%	<b>22</b> (0.61%)	55.17%	2.90	00:03:20	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
25.	Southampton	<b>29</b> (0.55%)	86.21%	<b>25</b> (0.69%)	68.97%	2.41	00:00:54	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)

Rows 1 - 25 of 540

## Website Status Report fla-keys.com

December 2017 Data for the January 30, 2018 TDC Meeting



Section 1: Website Traffic Report

Section 2: Social Media Report

Section 3: Geographic Data on Website Visitors

## Section 1: Website Traffic Report

### Website Traffic Overview

#### Audience Overview

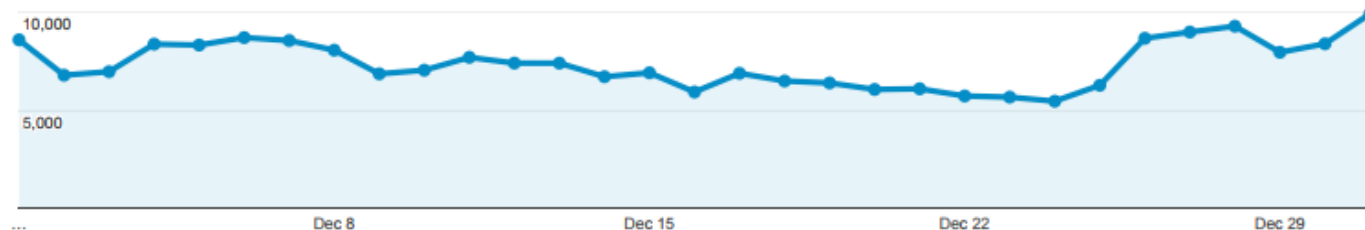


All Users  
100.00% Sessions

Dec 1, 2017 - Dec 31, 2017

#### Overview

##### Sessions



##### Sessions

228,156

##### Users

174,694

##### Pageviews

679,879

##### Pages / Session

2.98

##### Avg. Session Duration

00:02:06

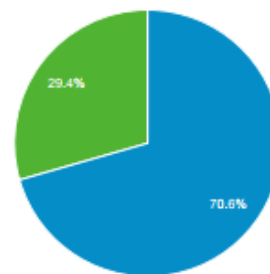
##### Bounce Rate

56.90%

##### % New Sessions

70.51%

New Visitor Returning Visitor





## Website Traffic Sources

### All Traffic



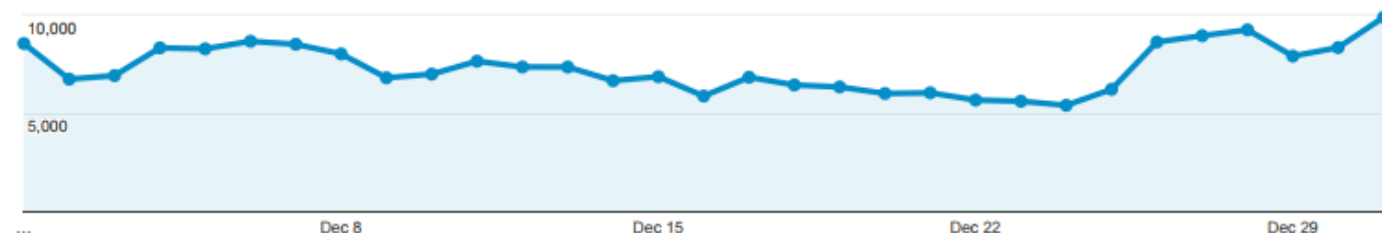
All Users  
100.00% Sessions

Dec 1, 2017 - Dec 31, 2017

Explorer

Summary

Sessions



Source / Medium

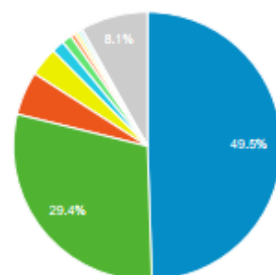
Sessions

Sessions

Contribution to total:

Sessions

	228,156 % of Total: 100.00% (228,156)	228,156 % of Total: 100.00% (228,156)
1. google / organic	112,884	49.48%
2. (direct) / (none)	66,980	29.36%
3. google / cpc	11,985	5.25%
4. bing / organic	7,944	3.48%
5. m.facebook.com / referral	3,497	1.53%
6. yahoo / organic	2,710	1.19%
7. surfinggator.com / referral	1,227	0.54%
8. yahoosearch / referral	958	0.42%
9. mywedding.com / referral	741	0.32%
10. facebook.com / referral	716	0.31%



## Most Visited Sections of Website

### Content Drilldown



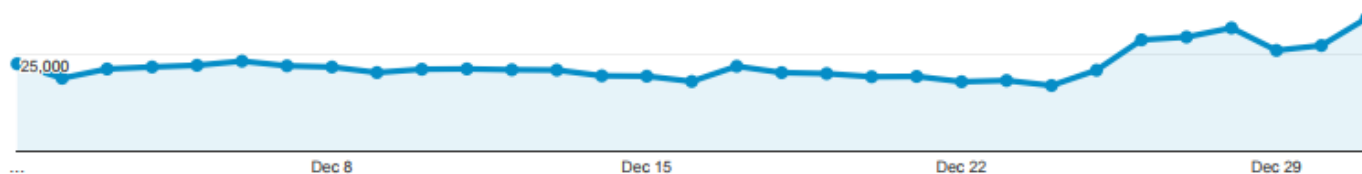
All Users  
100.00% Pageviews

Dec 1, 2017 - Dec 31, 2017

Explorer

Pageviews

50,000



Page path level 1

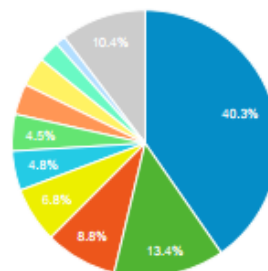
Pageviews

Pageviews

Contribution to total:

Pageviews

	679,879 % of Total: 100.00% (679,879)	679,879 % of Total: 100.00% (679,879)
1.  /webcams/	274,180	40.33%
2.  /key-west/	91,228	13.42%
3.  /	59,552	8.76%
4.  /key-largo/	45,931	6.76%
5.  /islamorada/	32,628	4.80%
6.  /calendar/	30,276	4.45%
7.  /news/	25,354	3.73%
8.  /marathon/	24,156	3.55%
9.  /lower-keys/	17,759	2.61%
10.  /photoadventure/	8,307	1.22%



## Device Usage

### Overview



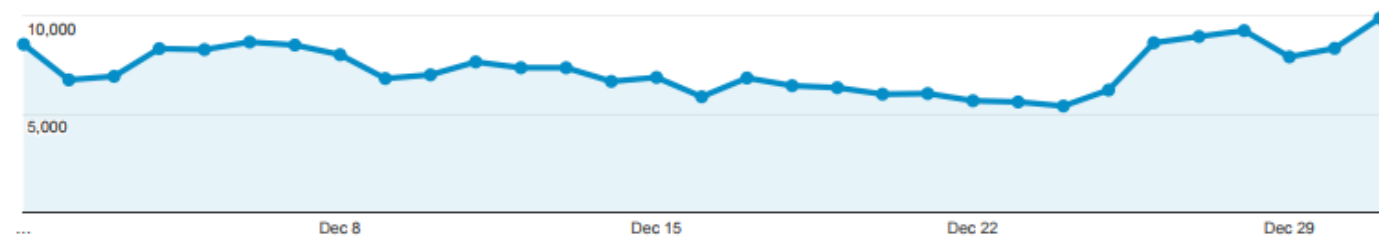
All Users  
100.00% Sessions

Dec 1, 2017 - Dec 31, 2017

#### Explorer

#### Summary

#### Sessions



#### Device Category

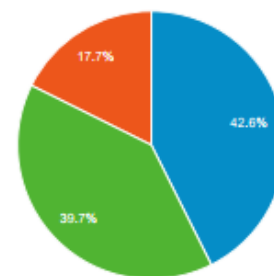
Sessions

Sessions

Contribution to total:

Sessions

		228,156 % of Total: 100.00% (228,156)	228,156 % of Total: 100.00% (228,156)
1. <span style="color: blue;">■</span> mobile		97,194	42.60%
2. <span style="color: green;">■</span> desktop		90,646	39.73%
3. <span style="color: orange;">■</span> tablet		40,316	17.67%



## Section 2: Social Media Report



Facebook: 370,0638 fans

Twitter: 43,939 followers


Instagram: 115,414 followers

Pinterest: 3,087 followers




Google +: 2,149 followers

Data mined 1/11/18

## FACEBOOK SUMMARY

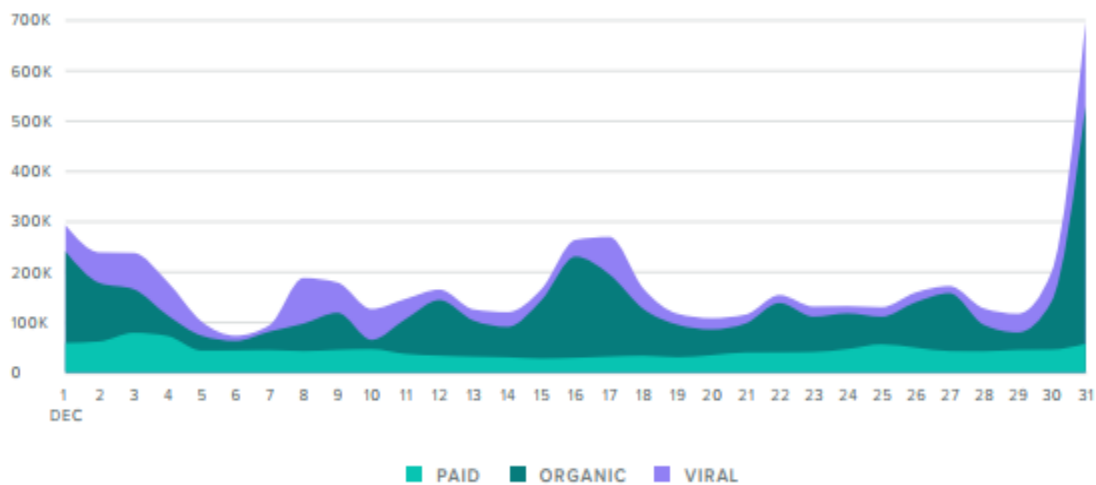
Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 The Florida Keys & Key West	370,638	0.47%	69	5,463,069	79,175	63,616	922.0	5,954

## Facebook Activity Overview

 <b>5,463,069</b> Impressions	 <b>63,616</b> Engagements	 <b>5,954</b> Clicks
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## Facebook Impressions

PAGE IMPRESSIONS, BY DAY

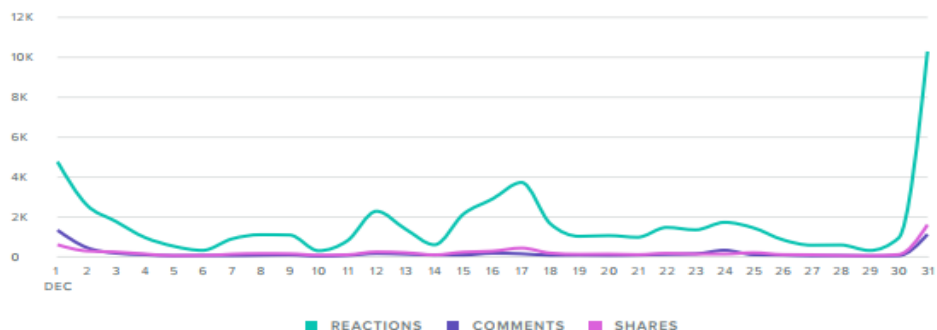


## SHARED CONTENT

### Audience Engagement

#### Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	51,966
Comments	5,347
Shares	6,303
<b>Total Engagements</b>	<b>63,616</b>

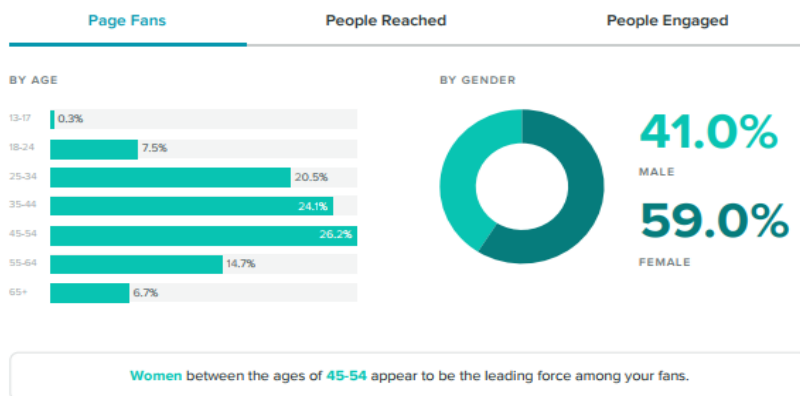
Total Engagements decreased by

**-18.4%**

since previous month

### Demographics

#### Facebook Audience Demographics



#### Top Countries




United States	254,155
Germany	14,013
United Kingdom	5,660
Egypt	5,135
Italy	4,544

#### Top Cities

Miami, FL	4,850
Key West, FL	3,339
Jacksonville, FL	2,988
New York, NY	2,801
Orlando, FL	2,768

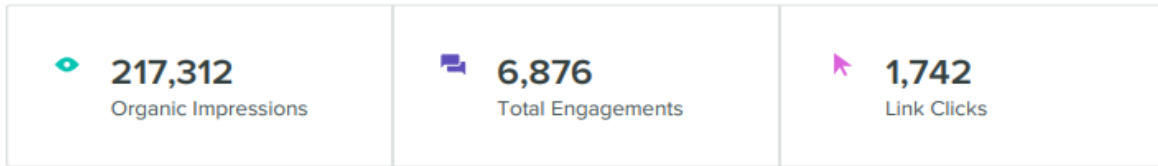
## Top Posts, by Engagement

### Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Florida Keys &amp; Key West</p> <p>Interested in a trip to paradise? Tag someone you'd like to lounge by the beach with at Tranquility Bay Beach House Resort in Marathon  <a href="https://buff.ly/2AqO3gZ">https://buff.ly/2AqO3gZ</a></p>  <p>(Post) December 01, 2017 4:01 pm</p>	5,776	1,834	7.3%	169,988
<p>The Florida Keys &amp; Key West</p> <p>Celebrating LIVE from Key West, as a giant conch shell, the symbol of the Florida Keys, descends to welcome 2018. #FIKeys #OnlyInTheKeys #NewYearsEve #FloridaNow</p>  <p>(Post) December 31, 2017 11:57 pm</p>	3,936	295	6.2%	139,993
<p>The Florida Keys &amp; Key West</p>  <p>(Post) December 17, 2017 6:41 am</p>	3,138	122	7.1%	71,997

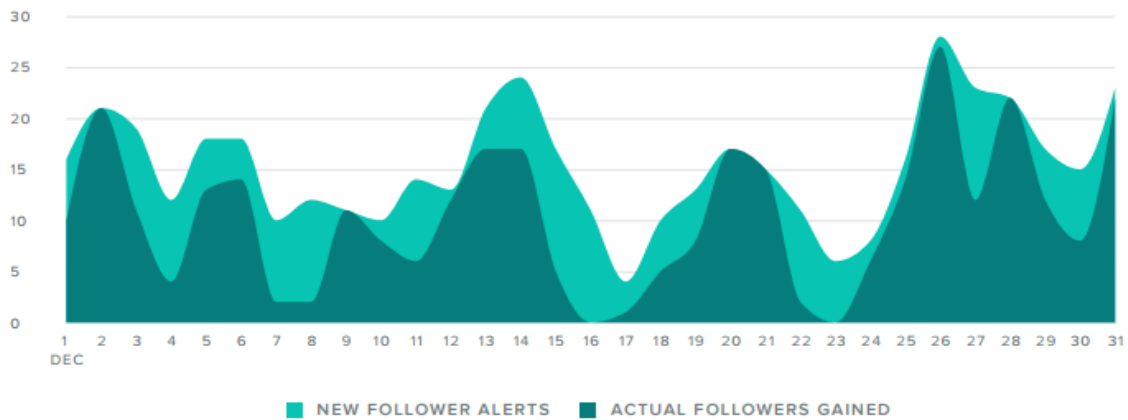
## TWITTER REPORT

### Twitter Activity Overview



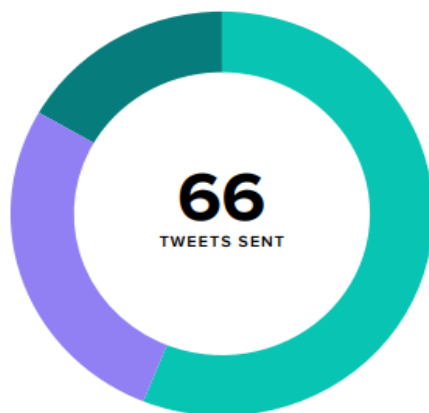
### Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



### Twitter Publishing Behavior

SENT MESSAGE CONTENT

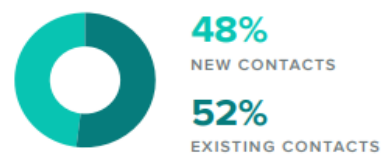
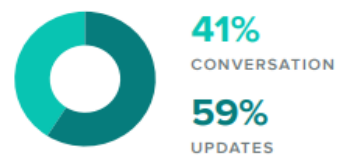


**37**  
PLAIN TEXT

**11**  
PAGE LINKS

**18**  
PHOTO LINKS

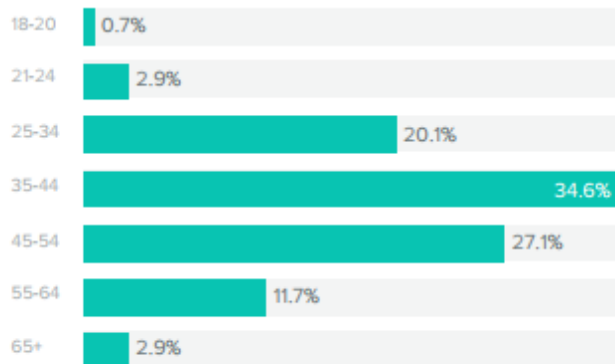
YOUR TWEETING BEHAVIOR



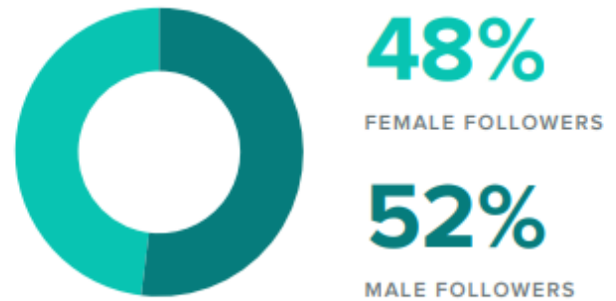


## Twitter Audience Demographics

FOLLOWERS BY AGE

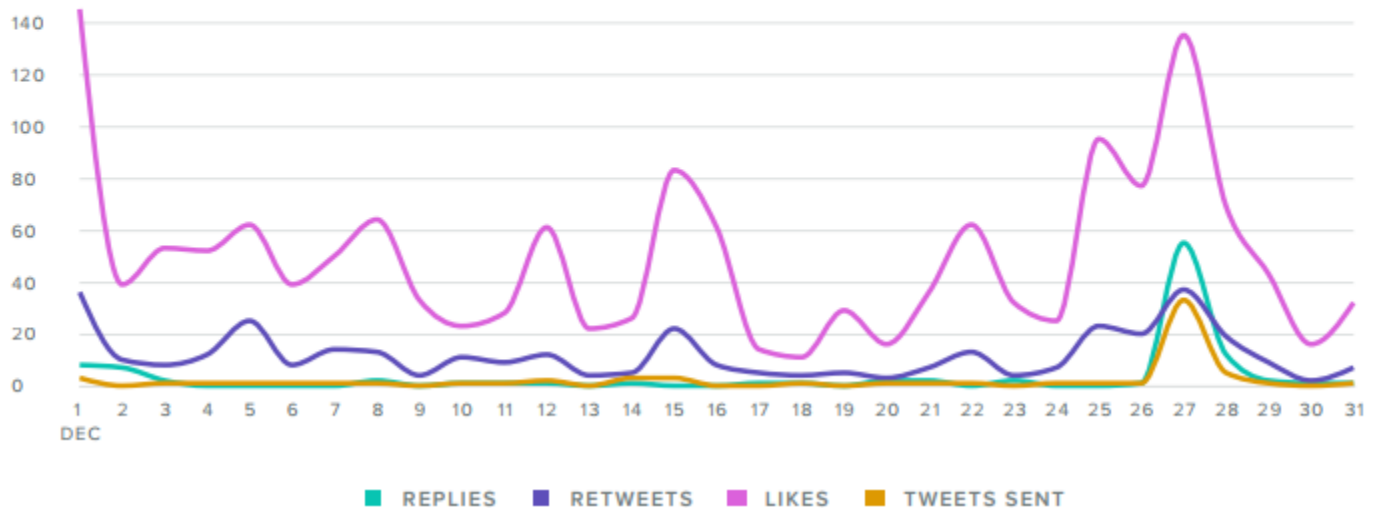


FOLLOWERS BY GENDER



## Twitter Engagement

ENGAGEMENT COUNT



## SOCIAL TRAFFIC

### TOPICS FREQUENTLY MENTIONED

with @thefloridakeys

**key west** 21  
enjoy check go touched beautiful open e...

**keys** 12  
explore including know coming need now ...

**holiday season** 11  
enjoy

**today** 7  
playing play solo return open 32% trip doub...

**degrees** 6  
even beautiful walking 10:30 stay chilly still fr...

**florida keys** 6  
enjoy love sell visit live warm go playing

### HASHTAGS FREQUENTLY MENTIONED

with @thefloridakeys

**#flkeys** 34  
key west playing enjoy holiday season che...

**#keywest** 12  
check just fun things looking a3 holidays ...

**#lovefl** 9  
love keys uniquely american holiday road trip idea...




**#floridakeys** 7  
key largo open can merry christmas island time t...

**#marlinbay** 6  
living great right look live take want happenin...

**#travel** 6  
love visit planning mrs winter called favorite fi...

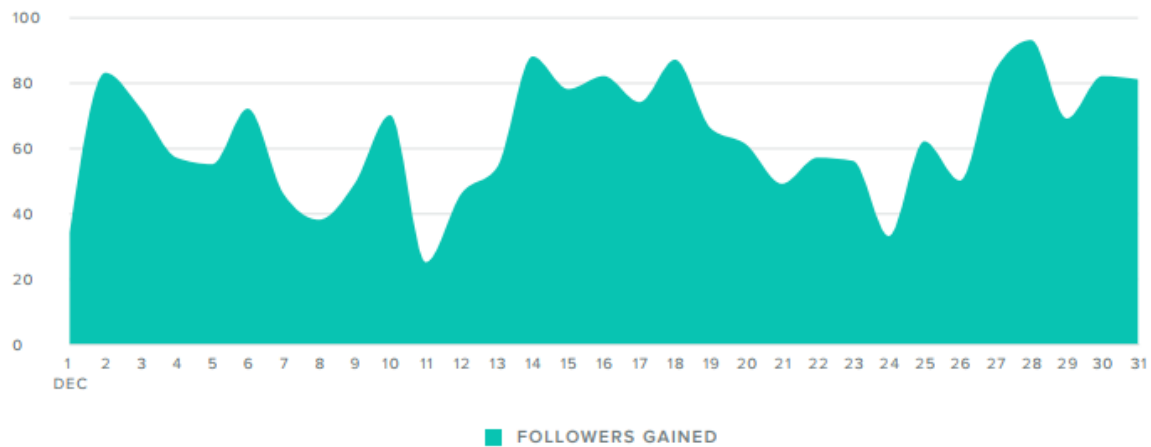
## INSTAGRAM REPORT

### Instagram Activity Overview

 <b>115,414</b> Total Followers	 <b>51,586</b> Likes Received	 <b>440</b> Comments Received
---	---	---

### Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



### Instagram Top Posts



@thefloridakeys  
8002 Engagements



@thefloridakeys  
4722 Engagements

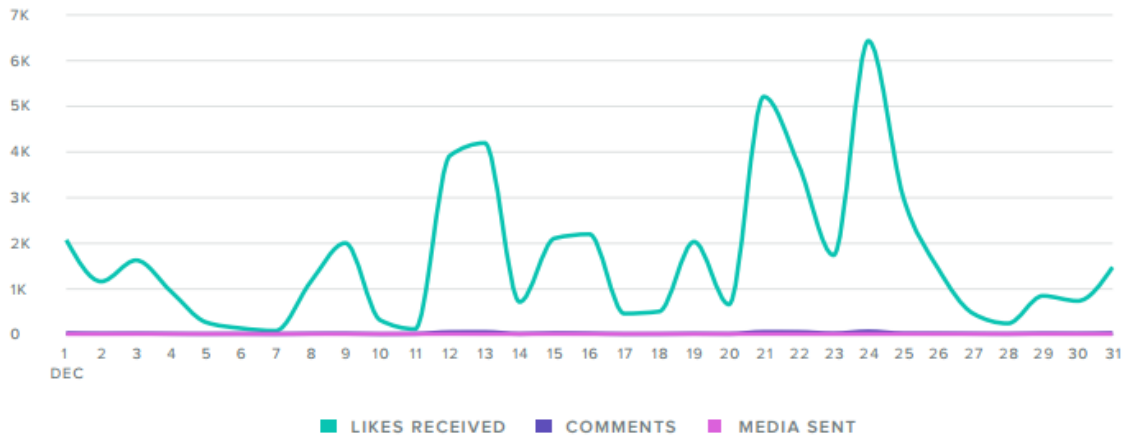


@thefloridakeys  
4617 Engagements

## INSTAGRAM ENGAGEMENT

### Instagram Engagement

#### AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	51,586
Comments Received	440
<b>Total Engagements</b>	<b>52,026</b>

The number of engagements increased by

**▲ 9.6%**

since previous month

Engagements per Follower	0.45
Engagements per Media	3,251.63

The number of engagements per media increased by

**▲ 9.6%**

since previous month

### Instagram Outbound Hashtag Performance

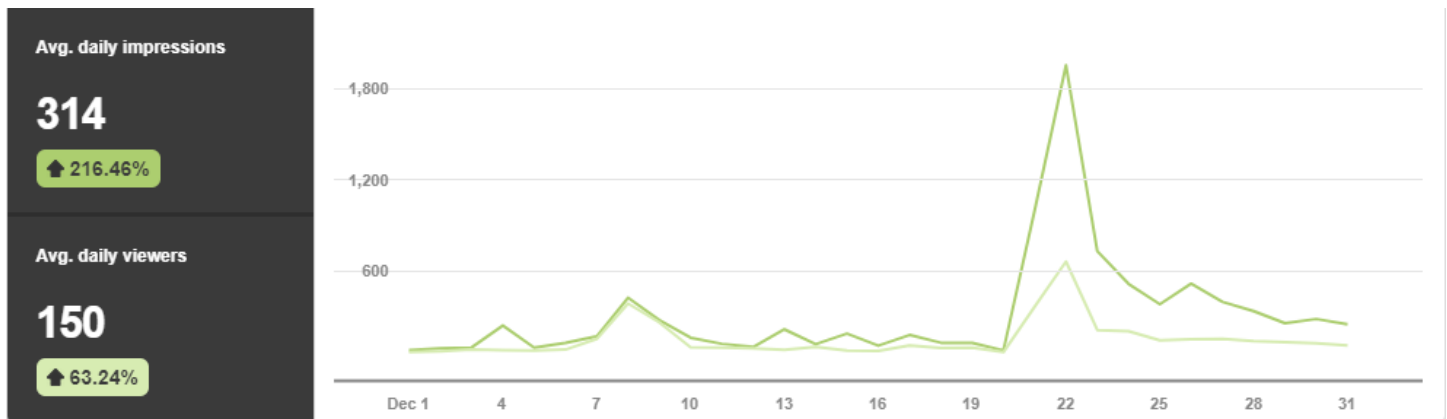
#### MOST USED HASHTAGS

#flkeys	13
#floridakeys	6
#floridanow	6

#### MOST ENGAGED HASHTAGS

#flkeys	22,099
#floridakeys	13,405
#floridanow	7,430

## PINTEREST SUMMARY



### Here's a tip



Add more of your Pins to Pinterest to increase impressions and reach more people. [Learn more.](#)

### Top Pin impressions from the last 30 days

#### Impressions

#### Clicks

#### Saves

#### Pin type

	A Road Trip Through the Florida Keys	401	7	3	R
	The tours are now in their 10th year and f...	393	2	1	
	A stunning underwater shot of a Moray ee...	208	0	3	
	Alligator Reef, Islamorada One of my favo...	202	1	1	
	Driving the Florida Keys...a bucket list mu...	176	3	2	

### Boards with top Pin impressions from the last 30 days

#### Impressions

#### Clicks

#### Saves

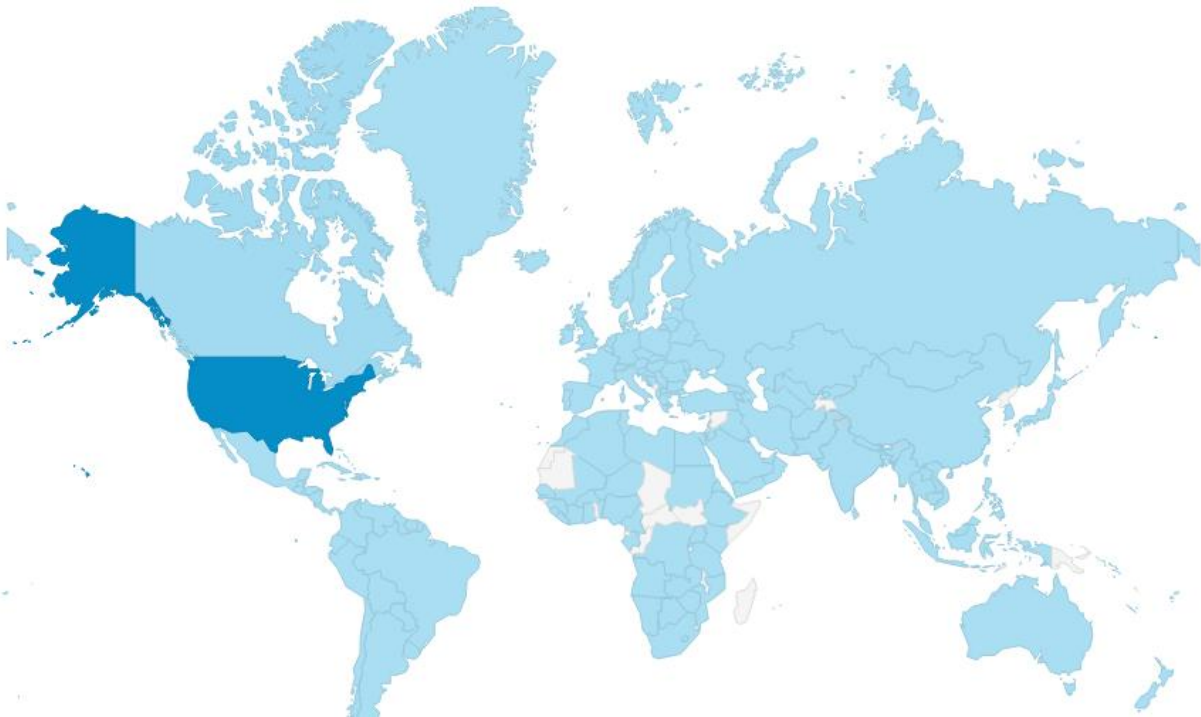
#### # of Pins

	Family Travel by The Florid...	1,780	15	9	24
	Key West by The Florid...	1,478	14	14	66
	Florida Keys Weddings, Vow Renewals, H... by The Florid...	1,308	1	3	104
	Diving and Snorkeling by The Florid...	1,149	4	8	39
	Florida Keys Visitor Photos by The Florid...	870	0	0	214

## Section 3: Geographic Data on Website Visitors



Google Analytics



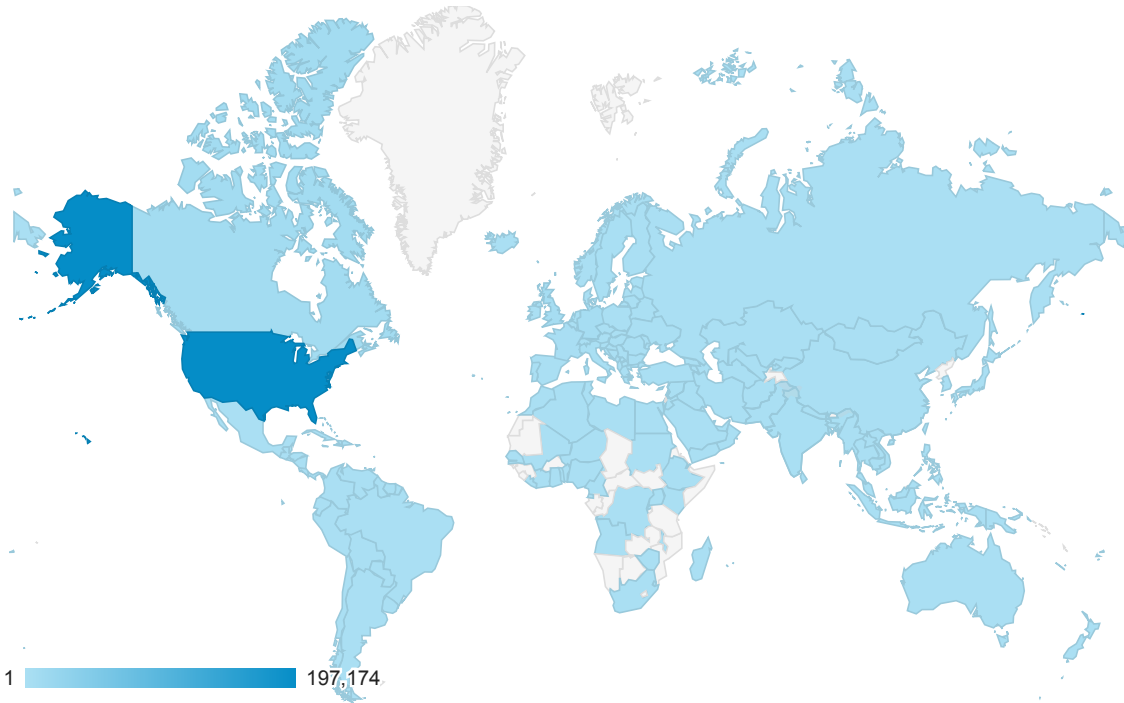
Location

All Users  
100.00% Sessions

Dec 1, 2017 - Dec 31, 2017

Map Overlay

Summary



Country		Acquisition			Behavior			Conversions	Goal 1: Visited Places to Stay		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)	
		228,156 % of Total: 100.00% (228,156)	70.56% Avg for View: 70.51% (0.07%)	160,995 % of Total: 100.07% (160,878)	56.90% Avg for View: 56.90% (0.00%)	2.98 Avg for View: 2.98 (0.00%)	00:02:06 Avg for View: 00:02:06 (0.00%)	2.24% Avg for View: 2.24% (0.00%)	5,119 % of Total: 100.00% (5,119)	\$0.00 % of Total: 0.00% (\$0.00)	
1.	United States	197,174 (86.42%)	69.77%	137,561 (85.44%)	56.75%	3.00	00:02:08	2.17%	4,270 (83.41%)	\$0.00 (0.00%)	
2.	Canada	8,045 (3.53%)	77.69%	6,250 (3.88%)	57.38%	2.94	00:01:58	3.73%	300 (5.86%)	\$0.00 (0.00%)	
3.	Germany	5,091 (2.23%)	72.28%	3,680 (2.29%)	53.21%	3.07	00:01:34	2.30%	117 (2.29%)	\$0.00 (0.00%)	
4.	United Kingdom	4,602 (2.02%)	72.77%	3,349 (2.08%)	58.19%	2.70	00:01:47	2.59%	119 (2.32%)	\$0.00 (0.00%)	
5.	France	1,544 (0.68%)	77.72%	1,200 (0.75%)	60.75%	2.84	00:01:34	3.04%	47 (0.92%)	\$0.00 (0.00%)	
6.	Sweden	825 (0.36%)	58.55%	483 (0.30%)	44.48%	3.25	00:05:29	2.55%	21 (0.41%)	\$0.00 (0.00%)	
7.	India	736 (0.32%)	84.51%	622 (0.39%)	78.94%	1.43	00:00:59	0.82%	6 (0.12%)	\$0.00 (0.00%)	
8.	Italy	708 (0.31%)	74.15%	525 (0.33%)	44.92%	3.82	00:01:59	3.53%	25 (0.49%)	\$0.00 (0.00%)	
9.	Netherlands	609 (0.27%)	71.43%	435 (0.27%)	50.25%	3.12	00:01:36	2.30%	14 (0.27%)	\$0.00 (0.00%)	
10.	Switzerland	553 (0.24%)	74.68%	413 (0.26%)	51.36%	3.29	00:01:17	2.17%	12 (0.23%)	\$0.00 (0.00%)	
11.	Brazil	465 (0.20%)	76.99%	358 (0.22%)	60.00%	2.49	00:02:01	3.01%	14 (0.27%)	\$0.00 (0.00%)	
12.	Belgium	418 (0.18%)	67.22%	281 (0.17%)	47.13%	4.49	00:02:04	2.63%	11 (0.21%)	\$0.00 (0.00%)	

13.	<a href="#">Austria</a>	<b>386</b> (0.17%)	70.47%	<b>272</b> (0.17%)	48.70%	3.36	00:01:47	2.33%	<b>9</b> (0.18%)	<b>\$0.00</b> (0.00%)
14.	<a href="#">Denmark</a>	<b>333</b> (0.15%)	69.07%	<b>230</b> (0.14%)	50.45%	3.39	00:02:22	2.40%	<b>8</b> (0.16%)	<b>\$0.00</b> (0.00%)
15.	<a href="#">Australia</a>	<b>316</b> (0.14%)	89.24%	<b>282</b> (0.18%)	62.03%	2.59	00:01:49	2.53%	<b>8</b> (0.16%)	<b>\$0.00</b> (0.00%)
16.	<a href="#">Poland</a>	<b>297</b> (0.13%)	73.06%	<b>217</b> (0.13%)	56.90%	3.20	00:01:50	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
17.	<a href="#">Spain</a>	<b>286</b> (0.13%)	77.62%	<b>222</b> (0.14%)	65.03%	2.86	00:01:36	2.45%	<b>7</b> (0.14%)	<b>\$0.00</b> (0.00%)
18.	<a href="#">(not set)</a>	<b>282</b> (0.12%)	72.34%	<b>204</b> (0.13%)	42.91%	3.75	00:02:52	4.61%	<b>13</b> (0.25%)	<b>\$0.00</b> (0.00%)
19.	<a href="#">Norway</a>	<b>239</b> (0.10%)	71.55%	<b>171</b> (0.11%)	48.54%	3.30	00:02:03	1.26%	<b>3</b> (0.06%)	<b>\$0.00</b> (0.00%)
20.	<a href="#">Czechia</a>	<b>215</b> (0.09%)	73.02%	<b>157</b> (0.10%)	49.77%	3.37	00:02:44	1.40%	<b>3</b> (0.06%)	<b>\$0.00</b> (0.00%)
21.	<a href="#">Ireland</a>	<b>215</b> (0.09%)	86.05%	<b>185</b> (0.11%)	64.19%	2.32	00:01:09	3.26%	<b>7</b> (0.14%)	<b>\$0.00</b> (0.00%)
22.	<a href="#">China</a>	<b>200</b> (0.09%)	89.00%	<b>178</b> (0.11%)	82.00%	1.54	00:01:01	1.50%	<b>3</b> (0.06%)	<b>\$0.00</b> (0.00%)
23.	<a href="#">Hungary</a>	<b>179</b> (0.08%)	41.90%	<b>75</b> (0.05%)	39.66%	4.66	00:03:20	1.68%	<b>3</b> (0.06%)	<b>\$0.00</b> (0.00%)
24.	<a href="#">Russia</a>	<b>178</b> (0.08%)	69.66%	<b>124</b> (0.08%)	64.04%	2.07	00:00:58	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
25.	<a href="#">Mexico</a>	<b>163</b> (0.07%)	82.82%	<b>135</b> (0.08%)	67.48%	2.24	00:01:33	2.45%	<b>4</b> (0.08%)	<b>\$0.00</b> (0.00%)

Rows 1 - 25 of 186



Location

ALL » COUNTRY: United States

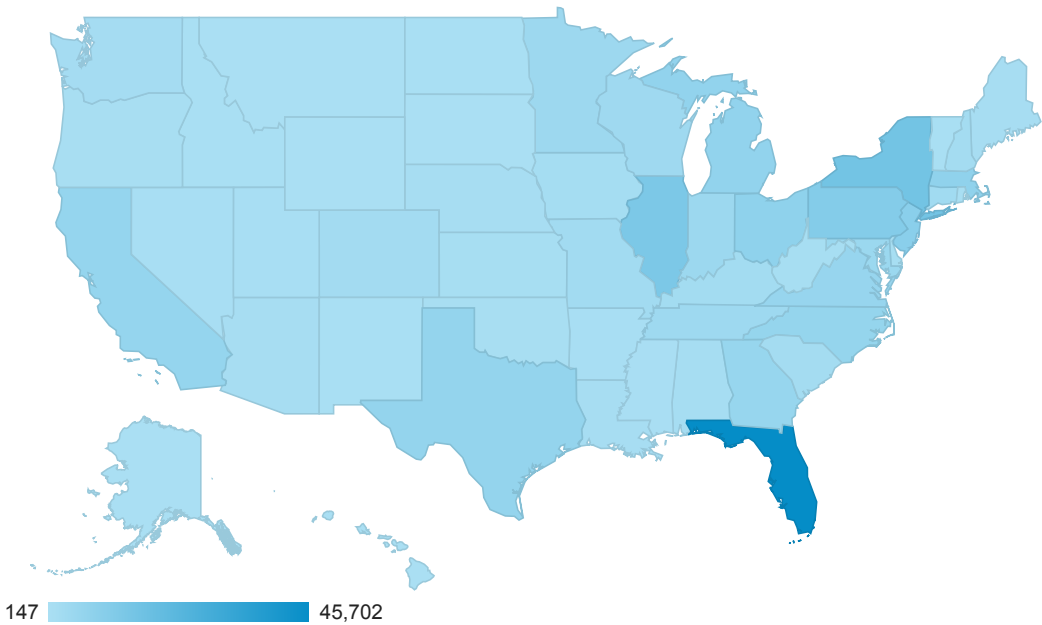
Dec 1, 2017 - Dec 31, 2017



All Users  
86.42% Sessions

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions	Goal 1: Visited Places to Stay		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)	
	197,174 % of Total: 86.42% (228,156)	69.77% Avg for View: 70.51% (-1.06%)	137,561 % of Total: 85.51% (160,878)	56.75% Avg for View: 56.90% (-0.26%)	3.00 Avg for View: 2.98 (0.64%)	00:02:08 Avg for View: 00:02:06 (1.92%)	2.17% Avg for View: 2.24% (-3.48%)	4,270 % of Total: 83.41% (5,119)	\$0.00 % of Total: 0.00% (\$0.00)	
1. Florida	45,702 (23.18%)	69.68%	31,843 (23.15%)	60.82%	2.51	00:01:53	1.19%	545 (12.76%)	\$0.00 (0.00%)	
2. New York	15,354 (7.79%)	69.23%	10,629 (7.73%)	61.42%	2.70	00:01:54	2.05%	314 (7.35%)	\$0.00 (0.00%)	
3. Illinois	12,874 (6.53%)	69.02%	8,885 (6.46%)	60.83%	2.88	00:01:57	2.24%	288 (6.74%)	\$0.00 (0.00%)	
4. Pennsylvania	10,748 (5.45%)	64.17%	6,897 (5.01%)	53.90%	3.35	00:02:11	1.90%	204 (4.78%)	\$0.00 (0.00%)	
5. New Jersey	8,890 (4.51%)	65.96%	5,864 (4.26%)	58.46%	2.97	00:02:01	1.91%	170 (3.98%)	\$0.00 (0.00%)	
6. Ohio	7,514 (3.81%)	68.61%	5,155 (3.75%)	47.83%	3.74	00:02:30	2.71%	204 (4.78%)	\$0.00 (0.00%)	
7. Massachusetts	7,312 (3.71%)	67.33%	4,923 (3.58%)	61.98%	2.73	00:01:57	2.15%	157 (3.68%)	\$0.00 (0.00%)	
8. Michigan	6,816 (3.46%)	68.10%	4,642 (3.37%)	48.90%	3.70	00:02:38	2.73%	186 (4.36%)	\$0.00 (0.00%)	
9. Texas	6,311 (3.20%)	76.60%	4,834 (3.51%)	55.92%	3.05	00:02:11	2.61%	165 (3.86%)	\$0.00 (0.00%)	
10. North Carolina	5,901 (2.99%)	69.19%	4,083 (2.97%)	50.18%	3.41	00:02:40	2.80%	165 (3.86%)	\$0.00 (0.00%)	
11. California	5,812 (2.95%)	79.34%	4,611 (3.35%)	65.47%	2.51	00:01:49	2.39%	139 (3.26%)	\$0.00 (0.00%)	
	5,492		4,072					129	\$0.00	

12.	Virginia		(2.79%)	74.14%	(2.96%)	58.23%	2.86	00:01:53		2.35%		(3.02%)		(0.00%)
13.	Georgia		5,318 (2.70%)	74.39%	3,956 (2.88%)	54.93%	3.06	00:02:07		2.95%		157 (3.68%)		\$0.00 (0.00%)
14.	Maryland		4,241 (2.15%)	67.37%	2,857 (2.08%)	54.56%	3.30	00:02:40		2.76%		117 (2.74%)		\$0.00 (0.00%)
15.	Indiana		3,949 (2.00%)	66.09%	2,610 (1.90%)	51.13%	3.55	00:02:24		3.32%		131 (3.07%)		\$0.00 (0.00%)
16.	Minnesota		3,854 (1.95%)	66.92%	2,579 (1.87%)	48.13%	3.61	00:02:41		3.09%		119 (2.79%)		\$0.00 (0.00%)
17.	Tennessee		3,380 (1.71%)	69.56%	2,351 (1.71%)	47.99%	3.72	00:03:04		2.60%		88 (2.06%)		\$0.00 (0.00%)
18.	Wisconsin		3,269 (1.66%)	70.08%	2,291 (1.67%)	47.81%	3.87	00:02:39		3.36%		110 (2.58%)		\$0.00 (0.00%)
19.	District of Columbia		3,098 (1.57%)	66.07%	2,047 (1.49%)	66.85%	2.34	00:01:45		1.58%		49 (1.15%)		\$0.00 (0.00%)
20.	Connecticut		2,642 (1.34%)	73.05%	1,930 (1.40%)	56.17%	3.18	00:02:17		2.42%		64 (1.50%)		\$0.00 (0.00%)
21.	Missouri		2,398 (1.22%)	74.69%	1,791 (1.30%)	48.96%	3.61	00:02:28		2.84%		68 (1.59%)		\$0.00 (0.00%)
22.	Colorado		2,171 (1.10%)	71.40%	1,550 (1.13%)	54.68%	3.02	00:02:06		2.67%		58 (1.36%)		\$0.00 (0.00%)
23.	Kentucky		1,964 (1.00%)	67.82%	1,332 (0.97%)	47.66%	3.63	00:02:22		3.00%		59 (1.38%)		\$0.00 (0.00%)
24.	South Carolina		1,892 (0.96%)	73.36%	1,388 (1.01%)	50.53%	3.35	00:02:29		2.43%		46 (1.08%)		\$0.00 (0.00%)
25.	New Hampshire		1,790 (0.91%)	59.05%	1,057 (0.77%)	58.16%	2.73	00:01:50		1.45%		26 (0.61%)		\$0.00 (0.00%)
26.	Washington		1,572 (0.80%)	83.08%	1,306 (0.95%)	60.50%	2.76	00:01:49		2.35%		37 (0.87%)		\$0.00 (0.00%)
27.	Iowa		1,452 (0.74%)	62.26%	904 (0.66%)	41.80%	4.18	00:02:39		3.24%		47 (1.10%)		\$0.00 (0.00%)
28.	Alabama		1,386 (0.70%)	76.48%	1,060 (0.77%)	48.05%	3.41	00:02:31		2.81%		39 (0.91%)		\$0.00 (0.00%)
29.	Arizona		1,112 (0.56%)	79.05%	879 (0.64%)	55.13%	3.39	00:02:13		2.25%		25 (0.59%)		\$0.00 (0.00%)
30.	Louisiana		1,088 (0.55%)	78.95%	859 (0.62%)	48.90%	3.10	00:02:09		2.57%		28 (0.66%)		\$0.00 (0.00%)
31.	Maine		1,036 (0.53%)	52.32%	542 (0.39%)	51.54%	3.33	00:03:01		2.32%		24 (0.56%)		\$0.00 (0.00%)
32.	Nebraska		996 (0.51%)	67.37%	671 (0.49%)	47.59%	3.96	00:02:40		3.11%		31 (0.73%)		\$0.00 (0.00%)
33.	West Virginia		960 (0.49%)	58.33%	560 (0.41%)	51.35%	3.24	00:02:14		2.92%		28 (0.66%)		\$0.00 (0.00%)
34.	Kansas		889 (0.45%)	66.14%	588 (0.43%)	52.76%	3.27	00:02:21		3.15%		28 (0.66%)		\$0.00 (0.00%)
35.	Delaware		875 (0.44%)	72.11%	631 (0.46%)	59.20%	2.98	00:01:55		2.40%		21 (0.49%)		\$0.00 (0.00%)
36.	Oklahoma		820 (0.42%)	78.05%	640 (0.47%)	49.27%	3.54	00:02:24		2.68%		22 (0.52%)		\$0.00 (0.00%)
37.	Oregon		761 (0.39%)	82.26%	626 (0.46%)	58.87%	3.01	00:02:07		3.02%		23 (0.54%)		\$0.00 (0.00%)
38.	Rhode Island		717 (0.36%)	69.74%	500 (0.36%)	47.98%	3.05	00:02:37		1.67%		12 (0.28%)		\$0.00 (0.00%)
39.	Utah		648 (0.33%)	73.77%	478 (0.35%)	52.31%	3.29	00:02:16		3.86%		25 (0.59%)		\$0.00 (0.00%)
40.	Arkansas		577 (0.29%)	75.22%	434 (0.32%)	54.94%	3.12	00:01:57		4.33%		25 (0.59%)		\$0.00 (0.00%)
41.	Nevada		564 (0.29%)	73.23%	413 (0.30%)	62.94%	2.46	00:01:26		1.77%		10 (0.23%)		\$0.00 (0.00%)
42.	Mississippi		513 (0.26%)	76.22%	391 (0.28%)	51.66%	3.10	00:01:52		2.34%		12 (0.28%)		\$0.00 (0.00%)
43.	Vermont		396 (0.20%)	71.72%	284 (0.21%)	51.77%	3.13	00:01:51		2.27%		9 (0.21%)		\$0.00 (0.00%)
44.	New Mexico		328 (0.17%)	69.51%	228 (0.17%)	67.68%	2.61	00:01:24		1.22%		4 (0.09%)		\$0.00 (0.00%)
45.	Idaho		324 (0.16%)	71.91%	233 (0.17%)	50.62%	2.99	00:01:30		2.78%		9 (0.21%)		\$0.00 (0.00%)
46.	North Dakota		317	68.45%	217	40.38%	4.05	00:03:22		6.31%		20		\$0.00

		(0.16%)		(0.16%)				(0.47%)	(0.00%)	
47.	South Dakota	276 (0.14%)	80.43%	222 (0.16%)	51.81%	3.41	00:01:50	5.43%	15 (0.35%)	\$0.00 (0.00%)
48.	Montana	228 (0.12%)	80.26%	183 (0.13%)	55.26%	2.83	00:02:20	2.63%	6 (0.14%)	\$0.00 (0.00%)
49.	(not set)	176 (0.09%)	95.45%	168 (0.12%)	89.20%	1.22	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
50.	Hawaii	169 (0.09%)	77.51%	131 (0.10%)	68.64%	2.05	00:01:22	1.18%	2 (0.05%)	\$0.00 (0.00%)

Rows 1 - 50 of 52

Location

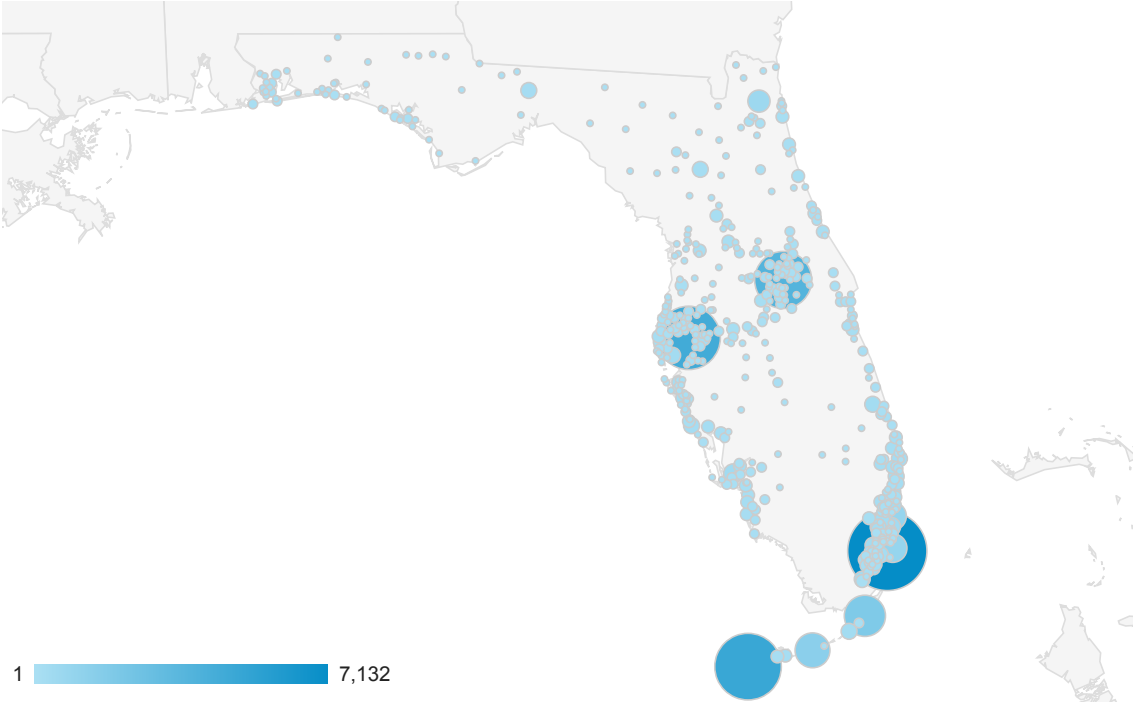
ALL » COUNTRY: United States » REGION: Florida

Dec 1, 2017 - Dec 31, 2017

All Users  
20.03% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions	Goal 1: Visited Places to Stay	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	45,702 % of Total: 20.03% (228,156)	69.68% Avg for View: 70.51% (-1.19%)	31,843 % of Total: 19.79% (160,878)	60.82% Avg for View: 56.90% (6.89%)	2.51 Avg for View: 2.98 (-15.78%)	00:01:53 Avg for View: 00:02:06 (-9.86%)	1.19% Avg for View: 2.24% (-46.85%)	545 % of Total: 10.65% (5,119)	\$0.00 % of Total: 0.00% (0.00)
1. Miami	7,132 (15.61%)	70.98%	5,062 (15.90%)	66.81%	2.04	00:01:31	0.95%	68 (12.48%)	\$0.00 (0.00%)
2. Key West	4,897 (10.72%)	52.46%	2,569 (8.07%)	63.71%	2.32	00:02:12	0.37%	18 (3.30%)	\$0.00 (0.00%)
3. Tampa	4,517 (9.88%)	72.88%	3,292 (10.34%)	67.15%	2.08	00:01:18	0.60%	27 (4.95%)	\$0.00 (0.00%)
4. Orlando	3,715 (8.13%)	77.55%	2,881 (9.05%)	65.63%	2.12	00:01:35	0.86%	32 (5.87%)	\$0.00 (0.00%)
5. Key Largo	1,851 (4.05%)	62.67%	1,160 (3.64%)	61.70%	2.41	00:01:56	0.11%	2 (0.37%)	\$0.00 (0.00%)
6. Marathon	1,356 (2.97%)	58.19%	789 (2.48%)	55.83%	2.97	00:02:22	0.52%	7 (1.28%)	\$0.00 (0.00%)
7. Miami Beach	865 (1.89%)	79.31%	686 (2.15%)	59.42%	2.46	00:01:49	1.39%	12 (2.20%)	\$0.00 (0.00%)
8. Fort Lauderdale	862 (1.89%)	71.11%	613 (1.93%)	58.47%	2.40	00:01:52	0.81%	7 (1.28%)	\$0.00 (0.00%)
9. Jacksonville	573 (1.25%)	77.14%	442 (1.39%)	52.36%	3.09	00:02:05	2.27%	13 (2.39%)	\$0.00 (0.00%)
10. (not set)	416 (0.91%)	65.14%	271 (0.85%)	58.89%	2.82	00:01:44	1.92%	8 (1.47%)	\$0.00 (0.00%)
11. Cape Coral	382 (0.84%)	73.04%	279 (0.88%)	52.36%	2.65	00:01:54	0.79%	3 (0.55%)	\$0.00 (0.00%)
	321		250					6	\$0.00

12.	Hollywood		(0.70%)	77.88%	(0.79%)	57.01%	2.77	00:02:35		1.87%		(1.10%)		(0.00%)
13.	Port St. Lucie		296 (0.65%)	63.18%	187 (0.59%)	52.70%	2.89	00:02:03		1.01%		3 (0.55%)		\$0.00 (0.00%)
14.	St. Petersburg		291 (0.64%)	73.88%	215 (0.68%)	55.67%	2.58	00:03:38		2.41%		7 (1.28%)		\$0.00 (0.00%)
15.	Doral		287 (0.63%)	81.18%	233 (0.73%)	55.40%	2.83	00:02:21		0.70%		2 (0.37%)		\$0.00 (0.00%)
16.	Islamorada		286 (0.63%)	61.19%	175 (0.55%)	61.54%	2.07	00:02:12		0.70%		2 (0.37%)		\$0.00 (0.00%)
17.	Homestead		273 (0.60%)	78.39%	214 (0.67%)	57.14%	2.49	00:01:59		1.83%		5 (0.92%)		\$0.00 (0.00%)
18.	Plantation		262 (0.57%)	78.24%	205 (0.64%)	55.73%	2.57	00:02:04		1.91%		5 (0.92%)		\$0.00 (0.00%)
19.	Boca Raton		258 (0.56%)	77.52%	200 (0.63%)	55.81%	2.54	00:01:25		1.55%		4 (0.73%)		\$0.00 (0.00%)
20.	Pompano Beach		255 (0.56%)	83.14%	212 (0.67%)	54.90%	2.94	00:02:17		1.96%		5 (0.92%)		\$0.00 (0.00%)
21.	South Venice		232 (0.51%)	15.09%	35 (0.11%)	78.45%	1.73	00:01:56		0.86%		2 (0.37%)		\$0.00 (0.00%)
22.	West Palm Beach		228 (0.50%)	68.86%	157 (0.49%)	57.89%	2.21	00:01:58		3.51%		8 (1.47%)		\$0.00 (0.00%)
23.	Tallahassee		226 (0.49%)	73.89%	167 (0.52%)	50.00%	3.02	00:02:24		5.75%		13 (2.39%)		\$0.00 (0.00%)
24.	Gainesville		218 (0.48%)	80.73%	176 (0.55%)	53.21%	2.70	00:02:04		2.29%		5 (0.92%)		\$0.00 (0.00%)
25.	Boynton Beach		216 (0.47%)	56.02%	121 (0.38%)	47.69%	3.03	00:03:00		3.24%		7 (1.28%)		\$0.00 (0.00%)
26.	Davie		210 (0.46%)	79.52%	167 (0.52%)	62.38%	2.62	00:01:37		2.86%		6 (1.10%)		\$0.00 (0.00%)
27.	Pembroke Pines		201 (0.44%)	68.16%	137 (0.43%)	54.73%	3.16	00:01:59		1.49%		3 (0.55%)		\$0.00 (0.00%)
28.	Coral Gables		197 (0.43%)	85.79%	169 (0.53%)	61.93%	2.36	00:01:24		1.52%		3 (0.55%)		\$0.00 (0.00%)
29.	Kendall		187 (0.41%)	67.91%	127 (0.40%)	67.38%	2.18	00:01:16		2.14%		4 (0.73%)		\$0.00 (0.00%)
30.	Clearwater		186 (0.41%)	73.12%	136 (0.43%)	61.29%	2.26	00:01:23		3.23%		6 (1.10%)		\$0.00 (0.00%)
31.	North Port		183 (0.40%)	48.09%	88 (0.28%)	50.27%	3.24	00:02:53		0.55%		1 (0.18%)		\$0.00 (0.00%)
32.	Big Pine Key		179 (0.39%)	62.01%	111 (0.35%)	54.19%	3.05	00:01:51		1.12%		2 (0.37%)		\$0.00 (0.00%)
33.	Palm Beach Gardens		179 (0.39%)	78.77%	141 (0.44%)	52.51%	2.60	00:02:17		2.23%		4 (0.73%)		\$0.00 (0.00%)
34.	Cutler Bay		177 (0.39%)	40.11%	71 (0.22%)	69.49%	2.07	00:02:12		0.56%		1 (0.18%)		\$0.00 (0.00%)
35.	Hialeah		175 (0.38%)	72.00%	126 (0.40%)	56.57%	2.97	00:01:47		0.00%		0 (0.00%)		\$0.00 (0.00%)
36.	Wellington		169 (0.37%)	56.21%	95 (0.30%)	48.52%	6.21	00:02:40		0.59%		1 (0.18%)		\$0.00 (0.00%)
37.	Greenacres		168 (0.37%)	70.83%	119 (0.37%)	52.98%	2.71	00:02:05		4.17%		7 (1.28%)		\$0.00 (0.00%)
38.	Delray Beach		160 (0.35%)	63.75%	102 (0.32%)	58.75%	2.68	00:01:50		0.00%		0 (0.00%)		\$0.00 (0.00%)
39.	Sarasota		159 (0.35%)	60.38%	96 (0.30%)	63.52%	2.79	00:02:04		1.26%		2 (0.37%)		\$0.00 (0.00%)
40.	Miramar		156 (0.34%)	71.79%	112 (0.35%)	50.00%	2.46	00:01:42		2.56%		4 (0.73%)		\$0.00 (0.00%)
41.	Fort Myers		155 (0.34%)	81.94%	127 (0.40%)	58.06%	2.37	00:02:18		1.94%		3 (0.55%)		\$0.00 (0.00%)
42.	North Naples		155 (0.34%)	74.84%	116 (0.36%)	54.19%	3.88	00:01:45		1.94%		3 (0.55%)		\$0.00 (0.00%)
43.	Coral Springs		151 (0.33%)	78.81%	119 (0.37%)	51.66%	2.89	00:01:43		2.65%		4 (0.73%)		\$0.00 (0.00%)
44.	Jupiter		148 (0.32%)	73.65%	109 (0.34%)	54.73%	3.22	00:01:51		0.00%		0 (0.00%)		\$0.00 (0.00%)
45.	Port Charlotte		143 (0.31%)	58.74%	84 (0.26%)	48.95%	3.26	00:02:49		2.80%		4 (0.73%)		\$0.00 (0.00%)
46.	Naples		137	71.53%	98	54.74%	2.42	00:01:04		1.46%		2		\$0.00

		(0.30%)		(0.31%)				(0.37%)	(0.00%)	
47.	Summerland Key	136 (0.30%)	66.91%	91 (0.29%)	59.56%	2.57	00:02:32	2.21%	3 (0.55%)	\$0.00 (0.00%)
48.	Brandon	134 (0.29%)	69.40%	93 (0.29%)	50.75%	3.47	00:02:46	3.73%	5 (0.92%)	\$0.00 (0.00%)
49.	Bradenton	133 (0.29%)	83.46%	111 (0.35%)	62.41%	2.25	00:01:18	2.26%	3 (0.55%)	\$0.00 (0.00%)
50.	Palmetto Bay	131 (0.29%)	57.25%	75 (0.24%)	71.76%	2.17	00:01:41	0.76%	1 (0.18%)	\$0.00 (0.00%)

Rows 1 - 50 of 465

Location

ALL » COUNTRY: Canada

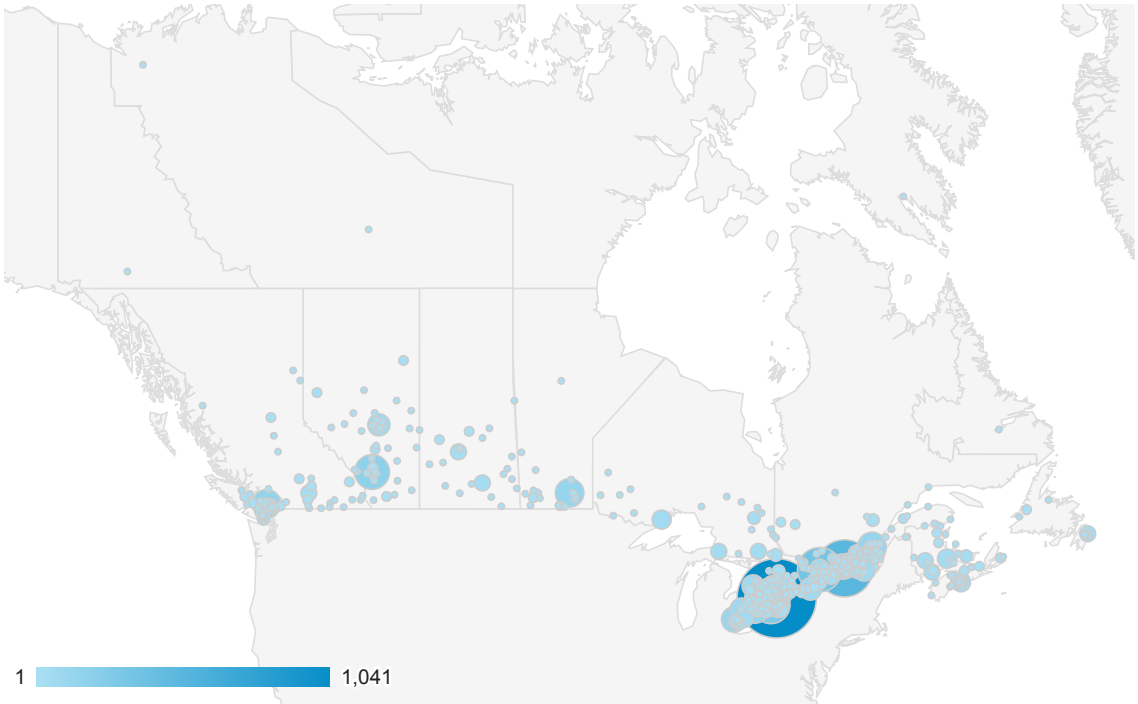
Dec 1, 2017 - Dec 31, 2017



All Users  
3.53% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)
	8,045 % of Total: 3.53% (228,156)	77.69% Avg for View: 70.51% (10.18%)	6,250 % of Total: 3.88% (160,878)	57.38% Avg for View: 56.90% (0.84%)	2.94 Avg for View: 2.98 (-1.33%)	00:01:58 Avg for View: 00:02:06 (-5.89%)	3.73% Avg for View: 2.24% (66.20%)	300 % of Total: 5.86% (5,119)	\$0.00 % of Total: 0.00% (\$0.00)
1. Toronto	1,041 (12.94%)	80.98%	843 (13.49%)	60.42%	2.56	00:01:43	3.27%	34 (11.33%)	\$0.00 (0.00%)
2. Montreal	509 (6.33%)	85.46%	435 (6.96%)	62.28%	2.61	00:01:34	3.93%	20 (6.67%)	\$0.00 (0.00%)
3. Ottawa	344 (4.28%)	80.23%	276 (4.42%)	61.34%	2.48	00:01:53	3.78%	13 (4.33%)	\$0.00 (0.00%)
4. Hamilton	251 (3.12%)	65.74%	165 (2.64%)	52.99%	4.92	00:03:44	5.18%	13 (4.33%)	\$0.00 (0.00%)
5. Calgary	179 (2.22%)	87.71%	157 (2.51%)	55.87%	2.97	00:01:33	3.91%	7 (2.33%)	\$0.00 (0.00%)
6. (not set)	176 (2.19%)	77.27%	136 (2.18%)	52.84%	2.44	00:01:17	3.41%	6 (2.00%)	\$0.00 (0.00%)
7. Vancouver	145 (1.80%)	79.31%	115 (1.84%)	65.52%	2.31	00:01:57	4.14%	6 (2.00%)	\$0.00 (0.00%)
8. Mississauga	142 (1.77%)	80.28%	114 (1.82%)	64.08%	2.42	00:02:23	2.11%	3 (1.00%)	\$0.00 (0.00%)
9. London	134 (1.67%)	84.33%	113 (1.81%)	54.48%	3.38	00:01:44	6.72%	9 (3.00%)	\$0.00 (0.00%)
10. Winnipeg	127 (1.58%)	82.68%	105 (1.68%)	48.82%	3.09	00:01:52	7.87%	10 (3.33%)	\$0.00 (0.00%)
11. Quebec City	122 (1.52%)	79.51%	97 (1.55%)	63.93%	2.29	00:01:28	2.46%	3 (1.00%)	\$0.00 (0.00%)
	110		90					7	\$0.00

12.	<a href="#">Brampton</a>	(1.37%)	81.82%	(1.44%)	58.18%	2.45	00:01:28	6.36%	(2.33%)	(0.00%)
13.	<a href="#">Windsor</a>	<b>109</b> (1.35%)	79.82%	<b>87</b> (1.39%)	46.79%	3.17	00:02:11	6.42%	<b>7</b> (2.33%)	<b>\$0.00</b> (0.00%)
14.	<a href="#">Laval</a>	<b>106</b> (1.32%)	57.55%	<b>61</b> (0.98%)	42.45%	4.00	00:03:43	5.66%	<b>6</b> (2.00%)	<b>\$0.00</b> (0.00%)
15.	<a href="#">Waterloo</a>	<b>100</b> (1.24%)	82.00%	<b>82</b> (1.31%)	59.00%	2.55	00:01:16	3.00%	<b>3</b> (1.00%)	<b>\$0.00</b> (0.00%)
16.	<a href="#">Burlington</a>	<b>93</b> (1.16%)	69.89%	<b>65</b> (1.04%)	55.91%	2.39	00:01:33	3.23%	<b>3</b> (1.00%)	<b>\$0.00</b> (0.00%)
17.	<a href="#">Edmonton</a>	<b>78</b> (0.97%)	85.90%	<b>67</b> (1.07%)	65.38%	1.96	00:01:09	5.13%	<b>4</b> (1.33%)	<b>\$0.00</b> (0.00%)
18.	<a href="#">Kitchener</a>	<b>77</b> (0.96%)	63.64%	<b>49</b> (0.78%)	48.05%	4.44	00:01:34	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
19.	<a href="#">Sarnia</a>	<b>75</b> (0.93%)	57.33%	<b>43</b> (0.69%)	53.33%	3.07	00:03:28	4.00%	<b>3</b> (1.00%)	<b>\$0.00</b> (0.00%)
20.	<a href="#">Richmond Hill</a>	<b>72</b> (0.89%)	87.50%	<b>63</b> (1.01%)	58.33%	2.36	00:01:41	4.17%	<b>3</b> (1.00%)	<b>\$0.00</b> (0.00%)
21.	<a href="#">St. Catharines</a>	<b>70</b> (0.87%)	71.43%	<b>50</b> (0.80%)	64.29%	2.60	00:01:24	1.43%	<b>1</b> (0.33%)	<b>\$0.00</b> (0.00%)
22.	<a href="#">Saugeen Shores</a>	<b>70</b> (0.87%)	15.71%	<b>11</b> (0.18%)	11.43%	11.73	00:02:03	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
23.	<a href="#">Barrie</a>	<b>69</b> (0.86%)	84.06%	<b>58</b> (0.93%)	60.87%	2.20	00:01:21	5.80%	<b>4</b> (1.33%)	<b>\$0.00</b> (0.00%)
24.	<a href="#">Sherbrooke</a>	<b>67</b> (0.83%)	43.28%	<b>29</b> (0.46%)	70.15%	1.67	00:00:38	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
25.	<a href="#">Kingston</a>	<b>66</b> (0.82%)	71.21%	<b>47</b> (0.75%)	78.79%	1.74	00:01:26	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)



Location

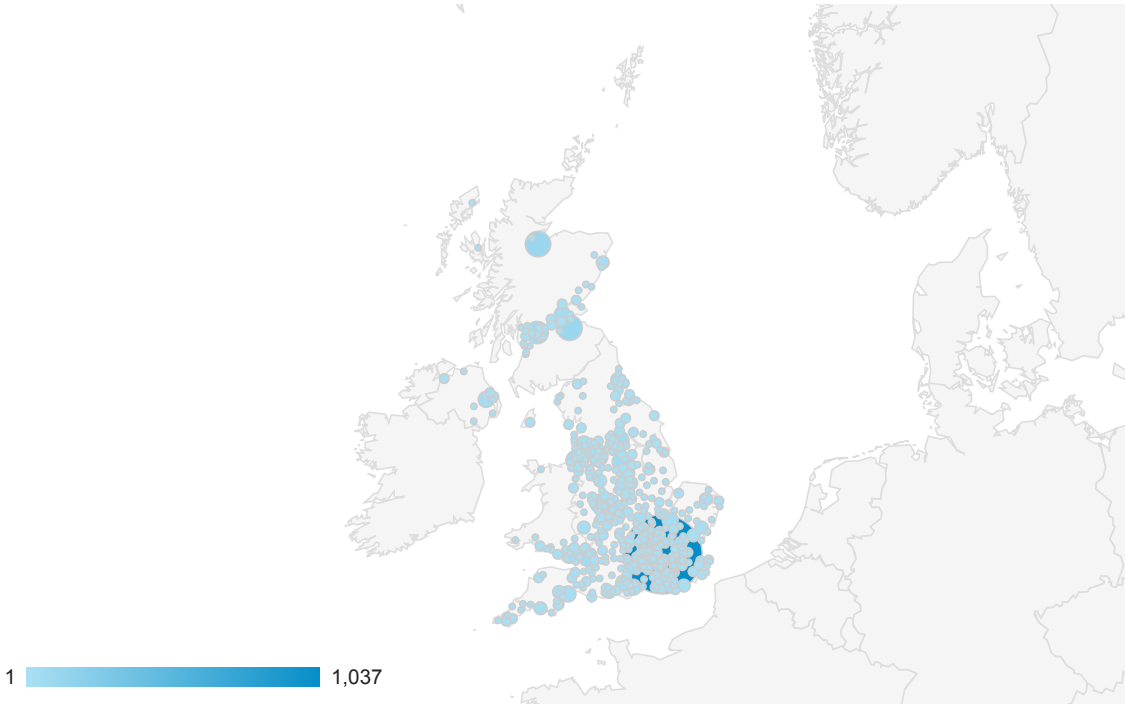
ALL » COUNTRY: United Kingdom

Dec 1, 2017 - Dec 31, 2017

All Users  
2.02% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions	Goal 1: Visited Places to Stay		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Places to Stay (Goal 1 Conversion Rate)	Visited Places to Stay (Goal 1 Completions)	Visited Places to Stay (Goal 1 Value)	
	4,602 % of Total: 2.02% (228,156)	72.77% Avg for View: 70.51% (3.21%)	3,349 % of Total: 2.08% (160,878)	58.19% Avg for View: 56.90% (2.27%)	2.70 Avg for View: 2.98 (-9.48%)	00:01:47 Avg for View: 00:02:06 (-14.53%)	2.59% Avg for View: 2.24% (15.25%)	119 % of Total: 2.32% (5,119)	\$0.00 % of Total: 0.00% (\$0.00)	
1. London	1,037 (22.53%)	81.20%	842 (25.14%)	62.97%	2.24	00:01:06	2.51%	26 (21.85%)	\$0.00 (0.00%)	
2. (not set)	162 (3.52%)	74.69%	121 (3.61%)	54.94%	3.59	00:02:39	3.70%	6 (5.04%)	\$0.00 (0.00%)	
3. Edinburgh	103 (2.24%)	35.92%	37 (1.10%)	27.18%	2.80	00:02:10	0.97%	1 (0.84%)	\$0.00 (0.00%)	
4. Inverness	102 (2.22%)	2.94%	3 (0.09%)	72.55%	1.90	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. Chesham	72 (1.56%)	5.56%	4 (0.12%)	8.33%	4.06	00:04:17	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. Glasgow	68 (1.48%)	76.47%	52 (1.55%)	47.06%	3.07	00:02:08	2.94%	2 (1.68%)	\$0.00 (0.00%)	
7. Birmingham	60 (1.30%)	83.33%	50 (1.49%)	71.67%	2.23	00:01:15	5.00%	3 (2.52%)	\$0.00 (0.00%)	
8. Manchester	60 (1.30%)	80.00%	48 (1.43%)	56.67%	2.65	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. Liverpool	56 (1.22%)	73.21%	41 (1.22%)	66.07%	2.54	00:01:59	1.79%	1 (0.84%)	\$0.00 (0.00%)	
10. Leeds	55 (1.20%)	78.18%	43 (1.28%)	58.18%	2.69	00:01:25	3.64%	2 (1.68%)	\$0.00 (0.00%)	
11. Bristol	54 (1.17%)	87.04%	47 (1.40%)	55.56%	3.15	00:01:57	7.41%	4 (3.36%)	\$0.00 (0.00%)	
	54		51					0	\$0.00	

12.	Wombourne	(1.17%)	94.44%	(1.52%)	38.89%	2.02	00:03:18	0.00%	(0.00%)	(0.00%)
13.	Sheffield	49 (1.06%)	93.88%	46 (1.37%)	75.51%	2.45	00:01:05	4.08%	2 (1.68%)	\$0.00 (0.00%)
14.	Kinross	43 (0.93%)	0.00%	0 (0.00%)	72.09%	1.51	00:06:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	Belfast	42 (0.91%)	57.14%	24 (0.72%)	83.33%	1.64	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	Cardiff	39 (0.85%)	89.74%	35 (1.05%)	71.79%	2.28	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	Cambridge	38 (0.83%)	52.63%	20 (0.60%)	47.37%	4.13	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	Portsmouth	37 (0.80%)	72.97%	27 (0.81%)	64.86%	1.95	00:01:01	5.41%	2 (1.68%)	\$0.00 (0.00%)
19.	Basingstoke	34 (0.74%)	32.35%	11 (0.33%)	38.24%	3.85	00:04:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	Coventry	34 (0.74%)	55.88%	19 (0.57%)	67.65%	3.44	00:03:40	2.94%	1 (0.84%)	\$0.00 (0.00%)
21.	Sidmouth	29 (0.63%)	48.28%	14 (0.42%)	20.69%	2.97	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	Southampton	29 (0.63%)	89.66%	26 (0.78%)	62.07%	2.62	00:01:20	6.90%	2 (1.68%)	\$0.00 (0.00%)
23.	Newcastle upon Tyne	28 (0.61%)	85.71%	24 (0.72%)	57.14%	2.32	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	Northampton	28 (0.61%)	92.86%	26 (0.78%)	75.00%	1.71	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Nottingham	28 (0.61%)	75.00%	21 (0.63%)	57.14%	3.39	00:02:18	3.57%	1 (0.84%)	\$0.00 (0.00%)