



Monthly Report

Reporting Period is set to *Previous Month*



SEM Overview

SEM CTR, MoM

7.5%

↗ 21%

SEM Clicks, MoM

4,736

↗ 22%

SEM Impressions, MoM

63,141

↗ 1%

SEM - Clicks by AdGroup



SEM KPIs

65,458 Clicks

platform_date	Clicks	Impressions	CTR
2023-Feb	4,736	63,141	7.50%
2023-Jan	3,872	62,234	6.22%
2022-Dec	3,254	45,588	7.14%
2022-Nov	4,975	62,207	8.00%
2022-Oct	5,321	81,512	6.53%
2022-Sep	5,299	66,956	7.91%
2022-Aug	5,014	74,654	6.72%
2022-Jul	4,558	85,313	5.34%
2022-Jun	2,781	62,804	4.43%
2022-May	4,574	83,067	5.51%
2022-Apr	4,754	75,461	6.30%
2022-Mar	4,287	53,528	8.01%
2022-Feb	4,471	52,287	8.55%

In February 2023, the Events and Things to Do ad groups were the top performers with over 1,700 clicks each, outperforming last month. Our Click Through Rate saw a 21% increase month over month, our clicks saw a month over month increase of 22% and our impressions saw a month over month increase of 1%. Additionally, compared to our year over year, our impressions also saw a significant 10k increase.

Note: Change values in the summary cards above are displaying *Previous Month YoY*.

Social Media Stats



FACEBOOK



TWITTER



INSTAGRAM

In February 2023, our social media statistics saw maintained levels. With Facebook and Instagram continuing to see a steady increase in new followers.

Website Traffic

Source: Google Analytics

Sessions
23,020
↗66%

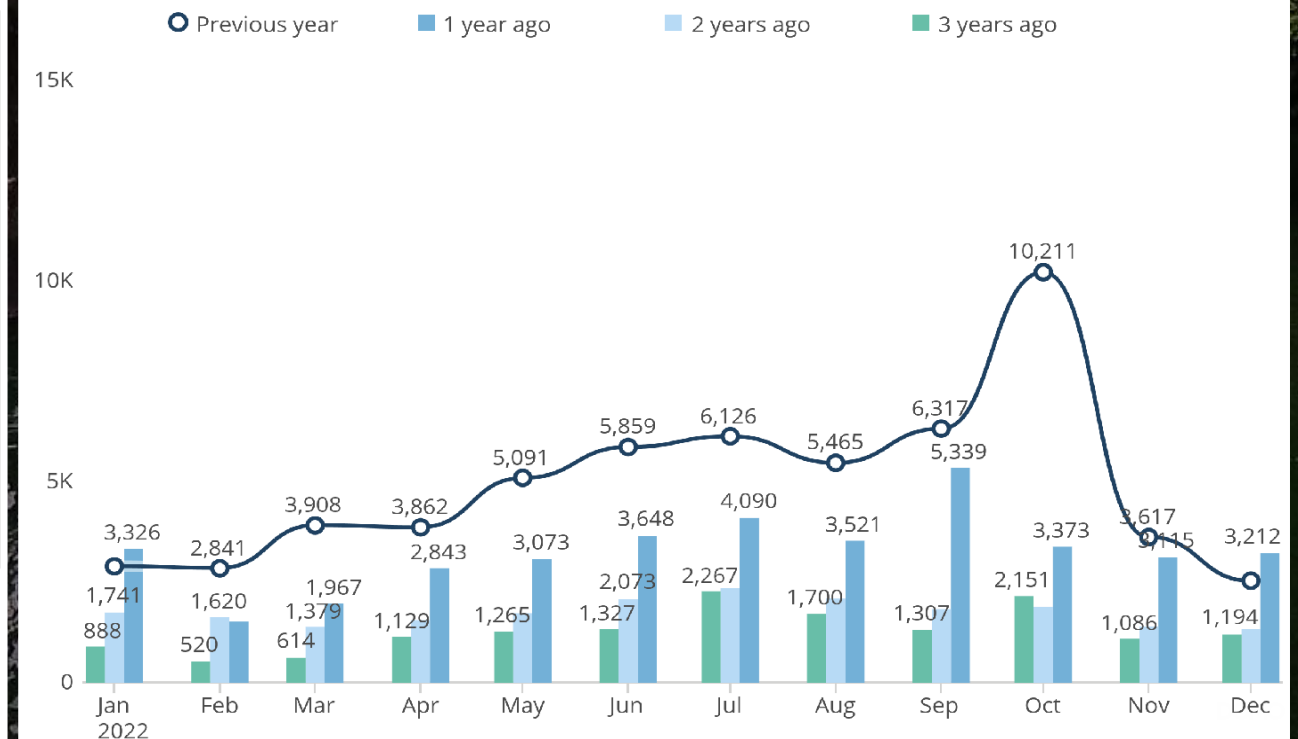
New Users
20,194
↗72%

Pageviews
31,414
↗50%

KPIs, Top 10 Pages

Page	Sessions	Pageviews	New Users	Bounce rate
/where-to-stay/	4,665	5,044	4,019	96%
/things-to-do/	2,432	2,880	2,227	79%
/meetings-groups/	2,110	2,237	1,996	97%
/events/	1,851	2,255	1,706	80%
/taking-it-in/	986	1,070	919	92%
/	819	1,126	613	61%
/food-drink/breweries-distilleries/barrel-district-passport/	789	855	743	94%
/browse	611	2,751	597	82%
/events/righting-a-wrong-japanese-americans-wwii-saturdays-at-the-macc/	177	233	109	62%
/events/annual-events-holidays/	173	352	147	76%

Organic Sessions, YTD (Compared to Last 3 Years)

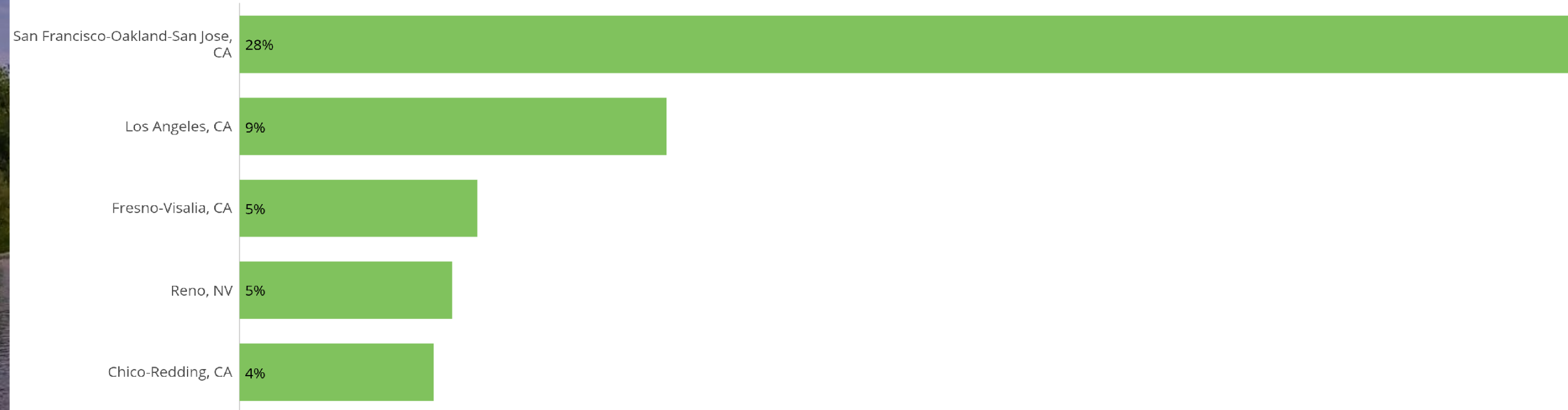


In February 2023, our website traffic saw a significant increase across the board, with over 23k in sessions, over 20k in new users, and over 31k in page views with each category seeing over a 50% increase. Additionally, our sessions, new users, and page views all saw a 1k-2k increase over January. Our where to stay, things to do, events, meeting-groups, and taking it in pages came in our top 5 with food-drink/breweries-distilleries/barrel-district-passport/, righting a wrong at the MACC, and annual events pages filling the rest of our top ten.

Visitation Overview

Source: Near

Top 5 DMAs



Hotel & Lodging Overview

RevPAR

YoY, Source: STR

\$67.04 ▼ -4%

OCCUPANCY RATE

YoY, Source: STR

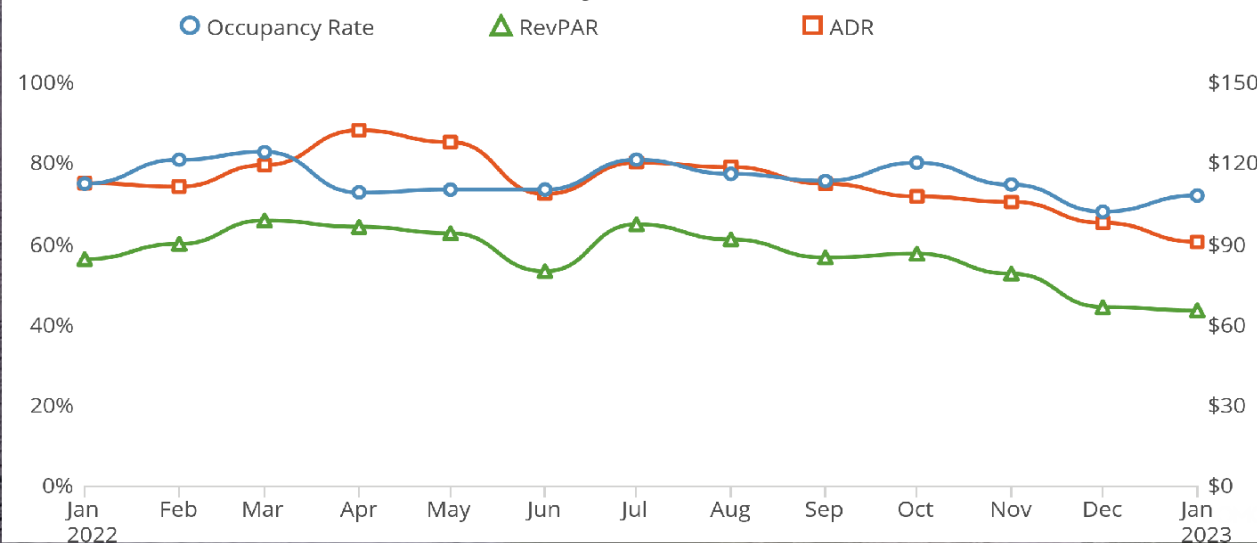
62.1% ▼ -4%

ADR

YoY, Source: STR

\$107.92 ▲ 0%

Short-Term Rental KPIs (Source: Key Data)



Hotel Lodging KPIs (Source: Smith Travel Research)

