

Chamber Statistics (some previous years hidden)

Month/Year	01/2014	02/2014	03/2014	04/2014	05/2014	06/2014	07/2014	08/2014	09/2014	10/2014	11/2014
Member Referrals from CM	97894	95339	110089	89383	79305	90007	72897	54553	55754	44582	44703
Google on-click Referrals											
Member Facebook Referrals8											
E-Newsletter Member Referrals											
Total Member Referrals6	97894	95339	110089	89383	79305	90007	72897	54553	55754	44582	44703
Accommodations Referrals14	65419	62935	73796	55457	54511	59596	47067	35898	37626	29296	29941
Restaurant Referrals14	10515	9307	11637	9857	9393	9881	8232	6022	5571	5097	4740
Total Website Visits5	79613	74820	97549	81448	79879	96129	84733	86159	62171	69449	80068
Social Media Website Visits to our website18	2103	1550	1092	931	1584	1328	1335	895	935	1461	3502
E-Newsletter Website Visits to our Website	650	996	924	851	910	1048	1160	1034	1152	1087	960
Website Hot Deals Hits	5941	7002	9935	8708	6376	8904	6299	4824	3525	3279	2509
Website Job Hits	2310	1999	2423	2163	1146	1813	1630	1027	1297	1337	681
Google Organic1	52248	57305	64257	52532	53877	55536	54617	54721	34760	38639	49259
Google Direct2	9924	9095	13129	10876	11186	9815	9176	8888	6573	7153	7311
Website Bounce Rate %	39.81	41.21	42.42	45.83	46.16	46.68	44.74	49.12	47.95	49.13	49.58
New Visitors %	75.2	74.3	74.7	73.3	73.3	66.9	70.2	64.8	68.6	68.3	64.6
Return Visitors %	24.8	25.7	25.3	26.7	26.7	33.1	29.8	35.2	31.4	31.7	35.4
Visitor Center Traffic											
Months for chart axis	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov

Year for Charts

- 1 - Organic refers to traffic that arrives at your site through a search engine
 - 2 - Direct refers to traffic that arrives at the site through direct entry of the web site address or clicking on a link from another source
 - 3 - Referrals are defined as visits: 2014
 - 4 - Monthly newsletter clickthroughs
 - 5 - Total website visits including mobile & Social Media, where appropriate
 - 6 - Total referrals including main website, mobile site, banners, Facebook, newsletter and special Accom
 - 7 - Mobile Device Traffic & % is defined as the visitor was using a phone or tablet device (not which website was visited)
 - 8 - Member Referrals from Facebook 'Link Clicks'
 - 9 - Mobile Website Visits effective 2/13/2015 are based on analytics sub-account sessions
 - 10 - Marketing website visits were subtracted from the total website visits - data from Q & A
 - 11 - No Marketing data before 03/14
 - 12 - Started in March 2015 with the implementation of the analytics sub-account
 - 13 - Effective July 2015 the Special Accommodation referrals from Google Analytics are added in as a separate number
 - 14 - May 2016 - ChamberMaster Identified a problem with their code when reporting referrals on the main site.
This problem dates back 8 months. It is speculated that this problem negatively impacted monthly referrals by as much as 9%.
The numbers for Total Main Website Referrals, Accommodations Referrals & Restaurant Referrals have been adjusted by 9% from 9/2015 through 4/2016
 - 15 - Website problem with on-click for May 2016 & July 2016 - additional referrals are an estimate
 - 16 - Effective March 2016 facebook referrals were directed to the members not to our website, therefore we are adding Facebook re
 - 17 - Facebook Referrals from Facebook (link clicks) to our members - started January 2016
 - 18 - Social Media referrals to the Chamber website
 - 19 - Counting only members who have a special tracking URL from Analytics
- Hidden Row 31 is Mobile Referrals
Hidden Row 32 is Banner Referrals
April (4/7/17) CM updated the software to fix (capture referrals) when using the Directory page search and linking directly to a member

Chamber Statistics (some previous years hidden)

Month/Year	12/2014	01/2015	02/2015	03/2015	04/2015	05/2015	06/2015	07/2015	08/2015	09/2015
Member Referrals from CM	52630	108283	103657	99121	80615	90282	95877	72857	47756	40108
Google on-click Referrals								335	723	712
Member Facebook Referrals8										
E-Newsletter Member Referrals										
Total Member Referrals6	52630	108283	103657	99121	80615	90282	95877	83861	55779	45819
Accommodations Referrals14	34650	75519	70877	68467	52988	60315	62365	21249	35421	28085
Restaurant Referrals14	5130	7879	8063	9090	8342	9841	11383	9846	6219	5960
Total Website Visits5	92050	140279	132872	129503	133263	108161	122055	107088	109472	72160
Social Media Website Visits to our website18	2441	919	3089	3202	1198	2087	2159	1818	2198	1668
E-Newsletter Website Visits to our Website	852	1111	1502	1466	1115	1267	1069	1068	969	1116
Website Hot Deals Hits	3277	5694	5692	5388	4171	5957	5158	5017	3769	2650
Website Job Hits	1390	1385	1552	1402	1101	1440	1214	1276	1889	701
Google Organic1	57149	94653	93530	99201	81111	71051	79031	81606	70575	50884
Google Direct2	8291	18851	13862	14292	12669	12261	14541	14311	17247	10812
Website Bounce Rate %	55.83	50.64	52.48	51.52	57.18	53.15	55.94	53.2	59.41	56.68
New Visitors %	68.2	65	62.2	68.98	71.2	69.52	67.3	67.9	59	60.3
Return Visitors %	31.8	35	37.8	31.02	28.8	30.48	32.7	32.1	41	39.7
Visitor Center Traffic		19000	21000	21400	15200	11300	9800	11300	9400	7300
Months for chart axis	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept

Year for Charts

2014

- 1 - Organic refers to traffic that a
 - 2 - Direct refers to traffic that arri
 - 3 - Referrals are defined as visits
 - 4 - Monthly enewsletter clickthro
 - 5 - Total website visits including
 - 6 - Total referrals including main
 - 7 - Mobile Device Traffic & % is (
 - 8 - Member Referrals from Facel
 - 9 - Mobile Website Visits effectiv
 - 10 - Marketing website visits wer
 - 11 - No Marketing data before 00
 - 12 - Started in March 2015 with 1
 - 13 - Effective July 2015 the Spec
 - 14 - May 2016 - ChamberMaster
- This problem dates back 8 months
- The numbers for Total Main Websi
- 15 - Webiste problem with on-cli
 - 16 - Effective March 2016 faceboferral to the total referrals
 - 17 - Facebook Referrals from Fa
 - 18 - Social Media referrals to the
 - 19 - Counting only members wh
- Hidden Row 31 is Mobile Referr
- Hidden Row 32 is Banner Referr
- April (4/7/17) CM updated the scr, previously these were not being counted.

Chamber Statistics (some previous years hidden)

Month/Year	10/2015	11/2015	12/2015	01/2016	02/2016	03/2016	04/2016	05/2016	06/2016	07/2016	08/2016
Member Referrals from CM	48994	45308	48275	92864	74748	73261	77549	76546	82634	72149	55114
Google on-click Referrals	2707	2057	2056	6243	4416	8546	3936	10328	3860	2895	2086
Member Facebook Referrals ⁸				2229	1247	1187	1221	1665	996	1941	869
E-Newsletter Member Referrals				172	206	380	365	213	270	307	314
Total Member Referrals ⁶	56445	53697	57830	114142	89224	92347	92551	98668	98022	86959	63697
Accommodations Referrals ¹⁴	35776	33839	35792	76969	57662	52181	52020	57792	58470	51002	53327
Restaurant Referrals ¹⁴	5917	5325	5497	8494	7796	8983	9360	8770	8125	10928	9001
Total Website Visits ⁵	94951	91238	104601	169739	150880	137622	109431	115476	123598	116531	81353
Social Media Website Visits to our website ¹⁸	2182	1759	2426	2052	2532	1045	715	655	526	647	359
E-Newsletter Website Visits to our Website	924	1127	1101	689	1020	967	1302	1004	1149	817	992
Website Hot Deals Hits	2813	2565	2396	3718	3282	3066	2542	3146	3956	3829	2296
Website Job Hits	1145	1049	1024	1347	1522	864	1423	976	1536	912	1307
Google Organic ¹	61793	65126	75807	117305	101754	100323	81673	78256	84135	85579	59058
Google Direct ²	12837	12523	13592	21099	19958	17539	17539	17103	17614	15403	11783
Website Bounce Rate %	60.5	24.46	21.47	20.49	21.06	23.18	43.68	59.46	58.41	60.3	58.5
New Visitors %	52.9	53.9	58.5	54.2	51.1	59.5	64.2	68.2	67.5	66.4	65.8
Return Visitors %	47.1	46.1	41.5	45.8	48.9	40.5	35.8	31.8	32.5	33.6	34.2
Visitor Center Traffic	10000	10500	12500	17200	19000	17600	13500	8900	7700	9000	7000
Months for chart axis	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug

Year for Charts

2015

- 1 - Organic refers to traffic that a
- 2 - Direct refers to traffic that arri
- 3 - Referrals are defined as visits
- 4 - Monthly enewsletter clickthro
- 5 - Total website visits including
- 6 - Total referrals including main
- 7 - Mobile Device Traffic & % is (
- 8 - Member Referrals from Facel
- 9 - Mobile Website Visits effectiv
- 10 - Marketing website visits wer
- 11 - No Marketing data before 00
- 12 - Started in March 2015 with 1
- 13 - Effective July 2015 the Spec
- 14 - May 2016 - ChamberMaster
- This problem dates back 8 months
- The numbers for Total Main Websi
- 15 - Webiste problem with on-cli
- 16 - Effective March 2016 facebo
- 17 - Facebook Referrals from Fa
- 18 - Social Media referrals to the
- 19 - Counting only members who
- Hidden Row 31 is Mobile Referr
- Hidden Row 32 is Banner Referr
- April (4/7/17) CM updated the sc

Chamber Statistics (some previous years hidden)

Month/Year	09/2016	10/2016	11/2016	12/2016	01/2017	02/2017	03/2017	04/2017	05/2017	06/2017
Member Referrals from CM	54154	49319	40335	47850	93144	72529	50511	37051	38612	41733
Google on-click Referrals	792	2284	1759	3028	6679	9918	28123	19593	29026	36385
Member Facebook Referrals8	1462	851	1777	1384	595	953	4431	1923	1864	4970
E-Newsletter Member Referrals	494	341	219	341	281	385	247	459	211	198
Total Member Referrals6	63032	57206	48335	58433	109588	91738	83312	59026	69713	83286
Accommodations Referrals14	38507	34092	27503	33137	64549	48336	32234	22236	23604	24583
Restaurant Referrals14	9089	7767	6025	6808	9421	8058	6398	5278	5875	6031
Total Website Visits5	66685	73181	69704	88577	134590	116161	129029	85011	123487	141596
Social Media Website Visits to our website18	399	1111	718	2071	836	751	2150	1211	657	1131
E-Newsletter Website Visits to our Website	1056	690	794	732	761	907	1088	949	886	691
Website Hot Deals Hits	2151	1993	1727	2350	2630	2955	4120	2215	1901	1788
Website Job Hits	1579	2675	2819	4195	2989	1973	3425	1086	1360	1399
Google Organic1	52799	51531	50903	61904	88503	82509	74002	63078	81193	98186
Google Direct2	10177	9964	9445	10539	14579	12622	13311	9557	12634	14484
Website Bounce Rate %	56.84	59.98	58.95	56.41	56.27	56.31	59.6	59.11	59.56	58.21
New Visitors %	62.5	67.5	65.7	67.7	67.8	67.8	65.7	63.22	52.63	47.54
Return Visitors %	37.5	32.5	34.3	23.3	32.2	32.2	34.3	36.78	47.4	52.5
Visitor Center Traffic	5500	8000	8800	8800	13300	14900	14400	11519	7879	6761
Months for chart axis	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June

Year for Charts

2016

2017

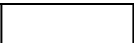
- 1 - Organic refers to traffic that a
- 2 - Direct refers to traffic that arri
- 3 - Referrals are defined as visits
- 4 - Monthly enewsletter clickthro
- 5 - Total website visits including
- 6 - Total referrals including main
- 7 - Mobile Device Traffic & % is (
- 8 - Member Referrals from Facel
- 9 - Mobile Website Visits effectiv
- 10 - Marketing website visits wer
- 11 - No Marketing data before 00
- 12 - Started in March 2015 with 1
- 13 - Effective July 2015 the Spec
- 14 - May 2016 - ChamberMaster
This problem dates back 8 months
The numbers for Total Main Websi
- 15 - Webiste problem with on-cli
- 16 - Effective March 2016 facebo
- 17 - Facebook Referrals from Fa
- 18 - Social Media referrals to the
- 19 - Counting only members who
- Hidden Row 31 is Mobile Referr
- Hidden Row 32 is Banner Referr
- April (4/7/17) CM updated the sc

Chamber Statistics (some previous years hidden)

Month/Year	07/2017	08/2017	09/2017	10/2017	11/2017	12/2017	01/2018	02/2018	03/2018	04/2018
Member Referrals from CM	43861	34589	21364	26291	25324	30976	58292	52963	52899	42201
Google on-click Referrals	34326	28712	243754	28649	22354	22555	31459	33649	39921	37968
Member Facebook Referrals8	3601	2123	380	2854	3767	3035	1335	893	2099	724
E-Newsletter Member Referrals	186	200	185	165	182	179	153	282	139	86
Total Member Referrals6	81974	65624	265683	57959	51627	56745	91239	87787	95058	80979
Accommodations Referrals14	25577	21316	13017	16195	16127	20106	41488	36089	34296	25832
Restaurant Referrals14	6204	4940	3813	4374	3900	3987	6765	6683	7262	6762
Total Website Visits5	151573	106877	220012	105503	95392	106087	134128	143988	166295	199246
Social Media Website Visits to our website18	1158	813	8092	8846	1814	1716	1448	4139	3192	2511
E-Newsletter Website Visits to our Website	703	805	773	931	904	624	1009	889	1111	1141
Website Hot Deals Hits	1642	1212	925	1019	1156	1160	1044	1303	1333	839
Website Job Hits	1641	834	620	1190	1274	931	844	1081	1137	1040
Google Organic1	111291	79060	177727	66199	63239	74518	106863		62180	51009
Google Direct2	15687	13491	25955	15363	13109	12768	16701		9421	8838
Website Bounce Rate %	59.84	43.9	0.1	7.1	40.63	59.52	53.94		58.03	54.41
New Visitors %	48.81	47.7	40.9	47.1	49	49.2	48.9		69.8	68.6
Return Visitors %	51.2	52.2	59.1	52.9	51	50.8	51.1		30.2	31.4
Visitor Center Traffic	8048	5869	2111	5448	6651	7666	11940	13057	13558	9785
Months for chart axis	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April

Year for Charts

2018



- 1 - Organic refers to traffic that a
- 2 - Direct refers to traffic that arri
- 3 - Referrals are defined as visits
- 4 - Monthly enewsletter clickthro
- 5 - Total website visits including
- 6 - Total referrals including main
- 7 - Mobile Device Traffic & % is c
- 8 - Member Referrals from Facel
- 9 - Mobile Website Visits effectiv
- 10 - Marketing website visits wer
- 11 - No Marketing data before 00
- 12 - Started in March 2015 with 1
- 13 - Effective July 2015 the Spec
- 14 - May 2016 - ChamberMaster
- This problem dates back 8 months
- The numbers for Total Main Websi
- 15 - Webiste problem with on-cli
- 16 - Effective March 2016 facebo
- 17 - Facebook Referrals from Fa
- 18 - Social Media referrals to the
- 19 - Counting only members who
- Hidden Row 31 is Mobile Referr
- Hidden Row 32 is Banner Referr
- April (4/7/17) CM updated the sc

Chamber Statistics (some previous years hidden)

Month/Year	05/2018	06/2018	07/2018	08/2018	09/2018	10/2018	11/2018	12/2018	01/2019	02/2019
Member Referrals from CM	33598	37840	37188	21753	18708	21050	25049	28705	47563	40786
Google on-click Referrals	45855	31750	45419	77022	59685	58638	30883	37359	43943	41741
Member Facebook Referrals ⁸	1210	2090	1754	219	251	376	187	349	422	123
E-Newsletter Member Referrals	136	265	332	164	107	126	105	121	145	83
Total Member Referrals ⁶	80799	71945	84693	99158	78751	80190	56224	66534	92073	82733
Accommodations Referrals ¹⁴	20450	22087	21641	13377	11712	13201	16540	18010	31393	26130
Restaurant Referrals ¹⁴	5830	5945	5829	4045	2981	3323	3166	4015	6713	5673
Total Website Visits ⁵	119142	146221	138465	103886	96444	93897	84984	114618	143570	134441
Social Media Website Visits to our website ¹⁸	2621	3173	2342	1033	8090	912	1681	3696	5845	6432
E-Newsletter Website Visits to our Website		663	911	1101	843		682	1085	1005	935
Website Hot Deals Hits	799	746	961	667	695	884	641	1040	1403	1206
Website Job Hits	547	674	659	995	485	1268	600	1361	1047	1127
Google Organic ¹				39708	29934	36436	33456	42224	59423	54212
Google Direct ²				7388	5993	5468	5023	10700	8236	7928
Website Bounce Rate %		0.6019	0.5532	0.4398	0.439	0.4614	0.533	0.5509	0.5361	0.5524
New Visitors %		0.688	0.699	0.69	0.682	0.697	0.709	0.717	0.7	0.686
Return Visitors %		0.312	0.301	0.31	0.318	0.303	0.291	0.283	0.3	0.314
Visitor Center Traffic	6053	5859	6590	3735	2306	3394	3849	5948	10639	11301
Months for chart axis	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb

Year for Charts

- 1 - Organic refers to traffic that a
- 2 - Direct refers to traffic that arri
- 3 - Referrals are defined as visits
- 4 - Monthly enewsletter clickthro
- 5 - Total website visits including
- 6 - Total referrals including main
- 7 - Mobile Device Traffic & % is (
- 8 - Member Referrals from Facel
- 9 - Mobile Website Visits effectiv
- 10 - Marketing website visits wer
- 11 - No Marketing data before 00
- 12 - Started in March 2015 with 1
- 13 - Effective July 2015 the Spec
- 14 - May 2016 - ChamberMaster
- This problem dates back 8 months
- The numbers for Total Main Websi
- 15 - Webiste problem with on-cli
- 16 - Effective March 2016 facebo
- 17 - Facebook Referrals from Fa
- 18 - Social Media referrals to the
- 19 - Counting only members who
- Hidden Row 31 is Mobile Referr
- Hidden Row 32 is Banner Referr
- April (4/7/17) CM updated the sc

Month/Year	03/2019	04/2019	05/2019	06/2019	07/2019
Member Referrals from CM	40604	29250	30370	28703	24,404
Google on-click Referrals	50432	42886	40173	41008	45002
Member Facebook Referrals8	321	176	332	467	318
E-Newsletter Member Referrals	132	109	96	138	122
Total Member Referrals6	91489	43171	70971	70316	69,846
Accommodations Referrals14	23703	15792	17471	16466	
Restaurant Referrals14	6046	5096	4832	4187	
Total Website Visits5	155410	120039	109675	109630	108147
Social Media Website Visits to our website18	7294	3722	4013	4669	5881
E-Newsletter Website Visits to our Website	884	846	914	978	879
Website Hot Deals Hits	1276	787	718	791	
Website Job Hits	330	484	370	580	
Google Organic1	61299	46967	42267	41049	38180
Google Direct2	8897	7861	7117	7458	8109
Website Bounce Rate %	0.5589	0.5528	54.44	54.77	54.92
New Visitors %	0.711	0.706	70.6	70.8	71
Return Visitors %	0.289	0.294	29.4	29.2	29
Visitor Center Traffic	10963	8099	5602	5180	
Months for chart axis	Mar	April	May	June	June

Year for Charts

1 - Organic refers to traffic that a
2 - Direct refers to traffic that arri
3 - Referrals are defined as visits
4 - Monthly enewsletter clickthro
5 - Total website visits including
6 - Total referrals including main
7 - Mobile Device Traffic & % is c
8 - Member Referrals from Facel
9 - Mobile Website Visits effectiv
10 - Marketing website visits wer
11 - No Marketing data before 06
12 - Started in March 2015 with 1
13 - Effective July 2015 the Spec
14 - May 2016 - ChamberMaster
This problem dates back 8 months
The numbers for Total Main Websi
15 - Webiste problem with on-cli
16 - Effective March 2016 facebo
17 - Facebook Referrals from Fa
18 - Social Media referrals to the
19 - Counting only members who
Hidden Row 31 is Mobile Referr
Hidden Row 32 is Banner Referr
April (4/7/17) CM updated the sc

