

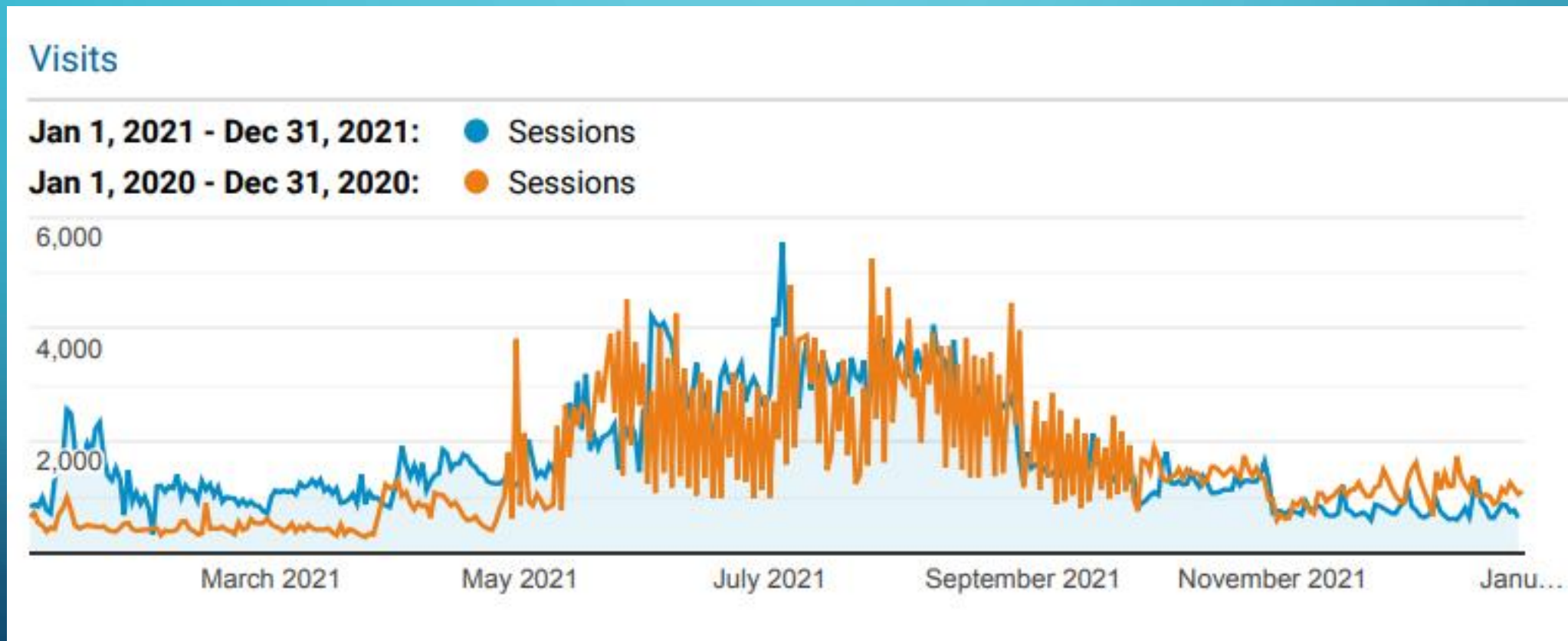


2021 DIGITAL REPORT

2021 DASHBOARD REPORT

	2021	2020	% Change	2019
Visitors	516,470	431,720	19.63%	406,306
Sessions	631,803	541,266	16.73%	532,361
Pageviews	1,048,485	835,147	25.54%	1,002,817
Page/Visit	1.66	1.54	7.79%	1.88

SESSIONS OVER TIME



BEHAVIOR

	2021	2020	2019
Bounce Rate	73.38%	76.97%	69.80%
Avg. Visit Duration	56 sec	46 sec	47 sec
% New Visits	81.58%	79.42%	75.98%


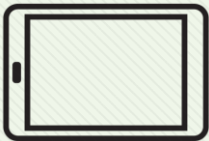

2021 TOP PAGES BY PAGEVIEWS

	2021	2020	% Change	2019	Previous Spot
1. Outdoors & Recreation	135,651	107,440	+26.26%	104,343	#2
2. Home Page	73,036	59,800	+22.26%	74,828	#4
3. Camping	71,106	50,155	+41.77%	20,319	#6
4. Attractions & Museums	69,285	158,873	-56.39%	77,646	#1
5. Events & Festivals	62,405	78,794	-20.80%	197,398	#3
6. Newport News Park	51,959	57,453	-9.56%	59,291	#5
7. Fishing	37,212	18,155	+104.97%	57,246	#8
8. Restaurant Awareness Week	32,539	210	+15,394.76%	-	-
9. Flipbooks	14,352	14,350	+0.01%	17,499	#9
10. Free & Almost Free	8,661	6,350	+36.39%	3,279	#12

OTHER NOTABLE TRENDS

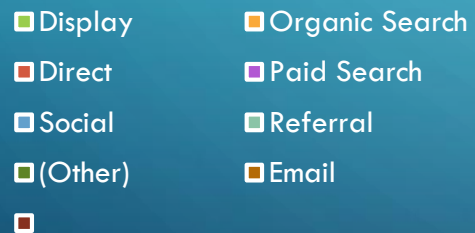
- Things to Do page decreased to 7,999 from 10,907 out of the Top 10
- Where To Dine page almost doubled from 2,716 to 5,462

DEVICES

Sessions	2021	2020	% Change	2019
1. Mobile 	426,577	390,922	9.12%	389,816
2. Tablet 	104,157	82,598	26.10%	73,696
3. Desktop 	100,349	67,706	48.21%	68,849

ACQUISITION

2021 Channels



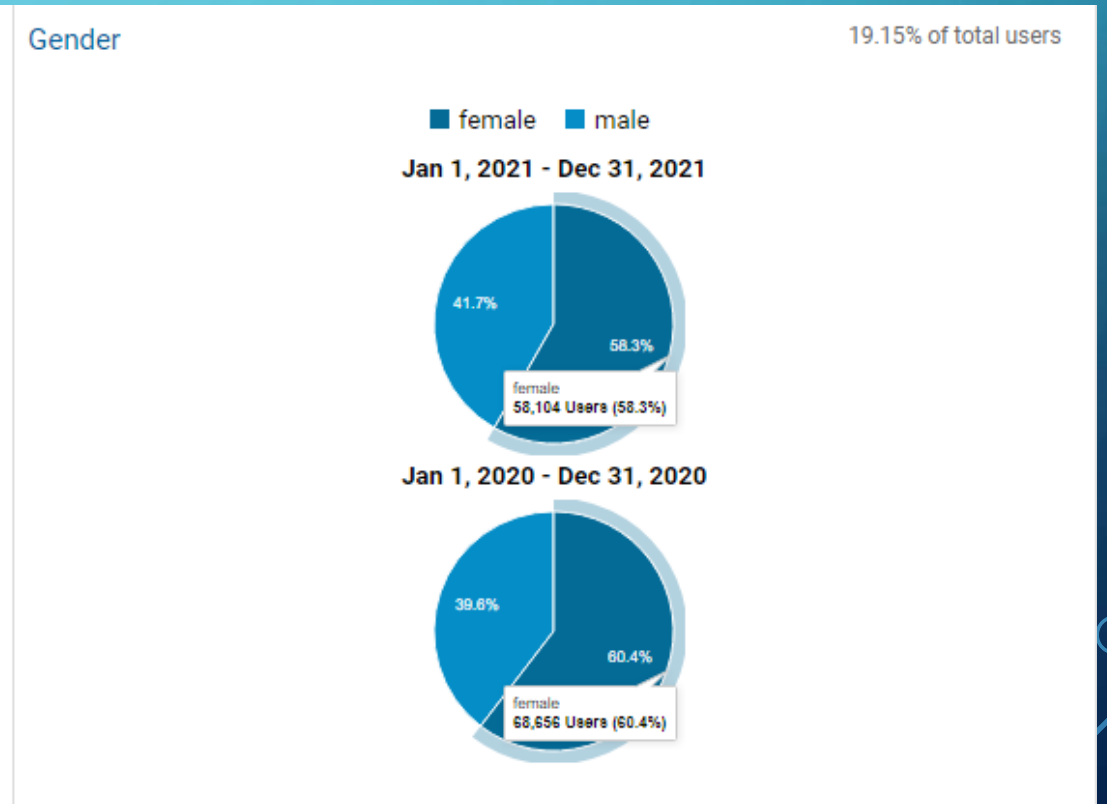
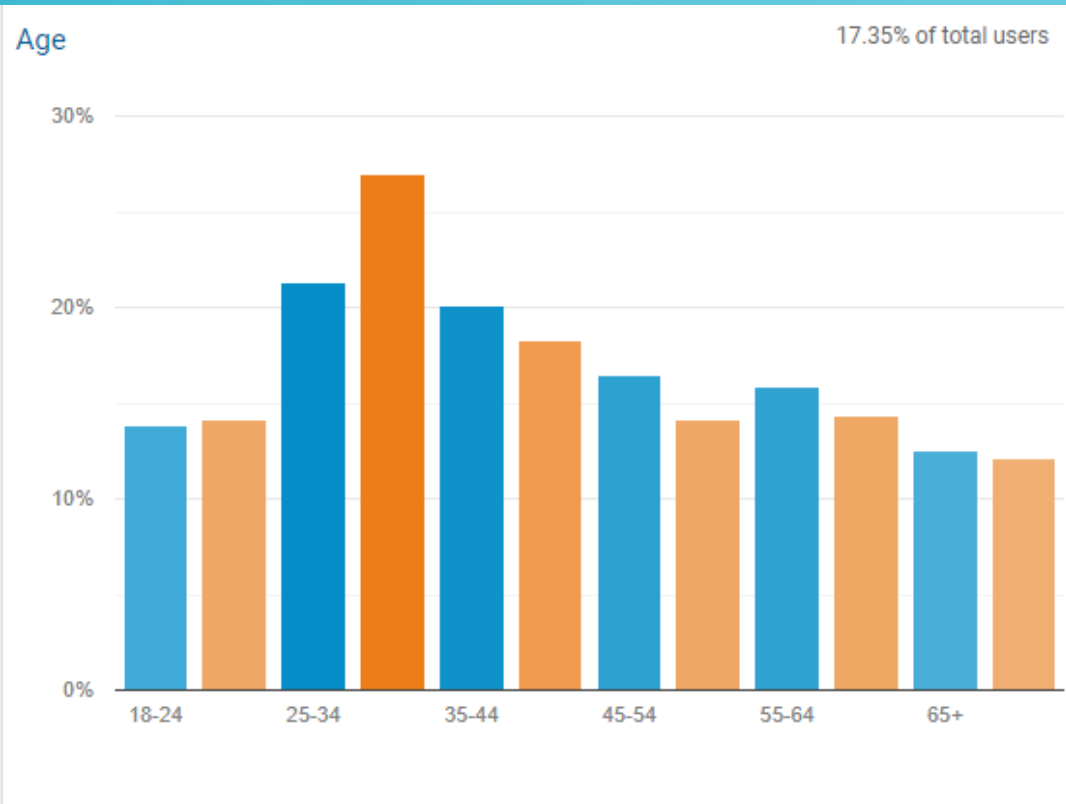
Channel	2021	2020	2019
Display	174,449	243,090	218,136
Organic Search	112,608	90,420	90,708
Direct	147,107	45,014	47,340
Paid Search	35,696	29,040	22,888
Social	36,721	19,232	16,044
Referral	10,777	6,370	9,584
(Other)	5,783	295	3,088
Email	0	15	40

REFERRALS

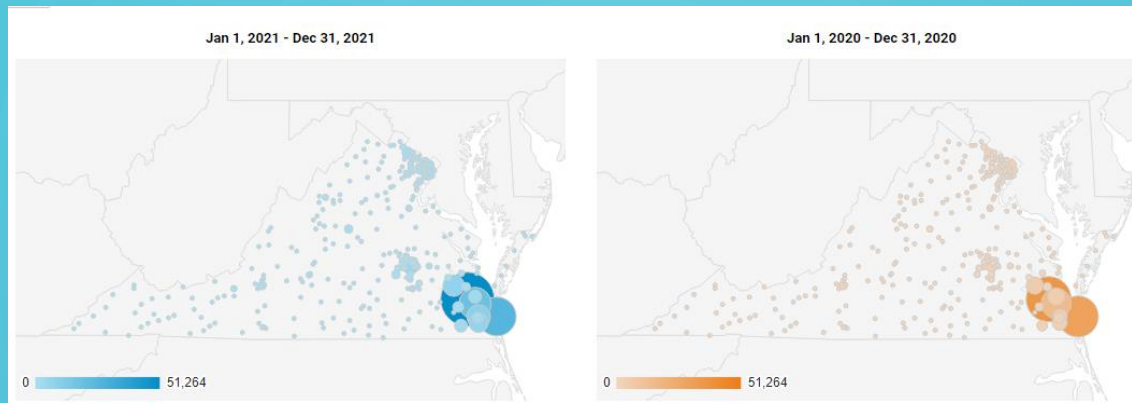
	2021	2020
1. m.facebook.com	30,265	17,000
2. l.facebook.com	2,175	696
3. newportnewsrestaurantweek.com	1,499	1
4. lm.facebook.com	1,286	138
5. newsbreakapp.com	1,139	458
6. facebook.com	937	973
7. tripadvisor.com	918	15
8. newport-news.org	851	15
9. wavy.com	779	14
10. duckduckgo.com	471	216

- Facebook Total (in top 10) =34,663
- Tripadvisor – more people were looking to travel in 2021 than 2020
- Wavy – more people were paying attention in 2021 than 2020

DEMOGRAPHICS

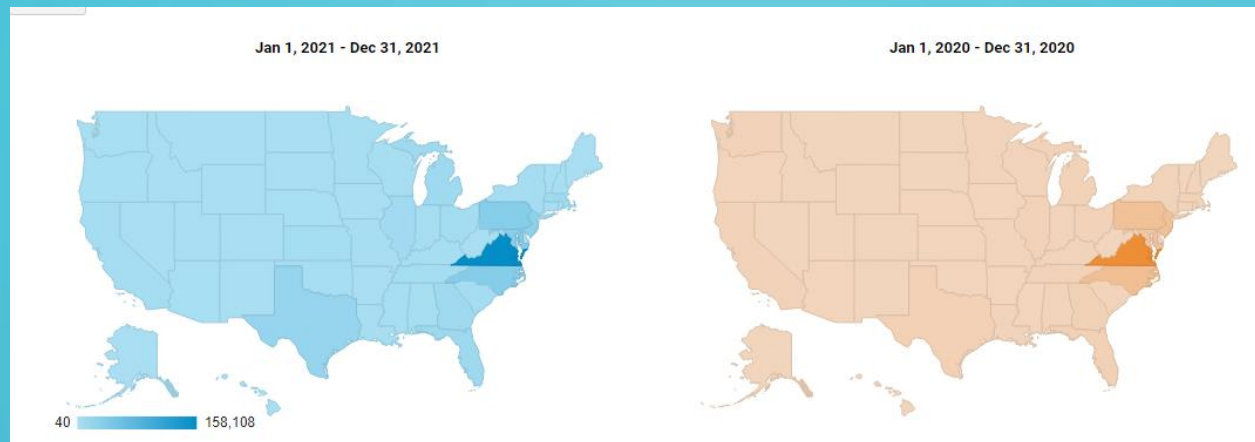


Audience seems to average out more (less heavy on Female vs Male and ages).



	2021	2020	%	2019
Newport News	51,264	36,811	+39.26%	41,562
Virginia Beach	25,924	30,007	-15.75%	26,151
Hampton	18,557	15,070	+23.14%	10,215
Norfolk	9,066	3,683	+42.5%	4,169
Williamsburg	7,564	5,308	+42.5%	4,755
Chesapeake	6,987	3,217	+117.19%	3,217
Richmond	5,576	2,367	+135.57%	2,659
Suffolk	2,799	1,797	+55.76%	1,451
Poquoson	2,665	4,575	-41.75%	1,837
Portsmouth	1,877	1,473	+27.43%	1,026

VIRGINIA – TOP 10 LOCALITIES



	2021	2020	%	2019
Virginia	158,108	127,614	+23.90%	112,160
New York	81,560	76,762	+6.25%	77,187
North Carolina	34,739	39,804	-12.72%	31,844
Pennsylvania	33,091	36,594	-9.57%	33,810
Maryland	32,508	24,828	+30.93%	16,449
New Jersey	25,878	34,648	-25.31%	31,228
District of Columbia	20,855	19,691	+5.91%	22,626
Texas	18,446	7,068	+160.98%	7,213
Florida	11,921	6,438	+85.17%	7,036
Georgia	9,952	6,015	+65.45%	7,462

USA – TOP 10 STATES

TOP SEARCH TERMS & AD WORDS

1. what to do near williamsburg va	3,912 (9.55%)
2. Dynamic Search Ads	3,145 (7.68%)
3. +To +Do +Near +VA +Beach	2,174 (5.31%)
4. virginia beach activities	2,077 (5.07%)
5. +Attractions +Near +Virginia +Beach	1,872 (4.57%)
6. day trips from williamsburg va	1,813 (4.43%)
7. virginia beach attractions	1,752 (4.28%)
8. activities in williamsburg va	1,738 (4.24%)
9. +to +do +around +Virginia +Beach	1,565 (3.82%)
10. things to do in norfolk va	1,430 (3.49%)
11. things to do near williamsburg va	1,404 (3.43%)
12. williamsburg events calendar	1,335 (3.26%)
13. things to do around williamsburg va	1,146 (2.80%)

14. restaurant week restaurants	1,084 (2.65%)
15. virginia beach vacation	1,074 (2.62%)
16. Attractions Near Virginia Beach	814 (1.99%)
17. things to do in newport news va	814 (1.99%)
18. williamsburg activities	690 (1.68%)
19. fun things to do in norfolk va	630 (1.54%)
20. newport news restaurant week	621 (1.52%)
21. Newport News Restaurants	480 (1.17%)
22. colonial williamsburg events	410 (1.00%)
23. To Do Near VA Beach	407 (0.99%)
24. williamsburg events	404 (0.99%)
25. newport news attractions	379 (0.93%)

TOAST THE COAST

	2021	2020	% Change
Visitors	6,410	2,753	+131.84%
Sessions	7,905	3,246	+143.53%
Pageviews	10,652	4,034	+164.06%
Page/Visit	1.35	1.24	+8.87%

TAKEAWAYS

- 2021 was a nice bounce back from 2020.
- People are exploring the website more, clicking on more links, and spending more time.
- More people are visiting organically, whether through typing it in directly or searching for it.
 - Awareness is important
- People are finding our website in multiple ways. All acquisition categories are important.
- Outdoors was king in 2021 – combo of what people want to do + what we are promoting (NTTW & Photo Contest for example)
- Video ads can work well (see home page & camping page)
- Free & Almost Free blog does well without promotion – Created a new landing page