

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Southern Idaho Tourism	Grant Number: 14-IV-1
Date Submitted: April 15, 2015	Report #: 2 <input type="checkbox"/> 4
Date Posted for Review:	1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 269,450.00	Cash Match Requirement: \$ 33,306.00	Total Cash Match Committed: \$ 36,859.79
Amount Expended YTD: \$ 189,649.15	Cash Match Documented YTD: 36,752.00	

Copy for additional elements

Element 1: Admin

Amount Awarded: \$ 25,000.00	Amount Expended YTD: \$ 18,750.00	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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<p>Progress of Element since grant award or last report:</p> <p>Element will be completed at the end of grant cycle and final paperwork submitted and approved.</p> <p>Anticipated completion date(s):</p> <p>Will be completed at the end of the grant cycle.</p> <p>Actions needed to complete this element:</p> <p>Measurements(s) of Results</p>
--

No activity during this report period due to seasonal nature of marketing activity.

Element 2: Admin/Fulfillment

Amount Awarded:	Amount Expended	Cash Match Documented	Total Cash Match
\$25,000.00	YTD: \$18,750.00	YTD: \$	Committed: \$ 0.00

Progress of Element since grant award or last report:

75% Admin was requested/received with RFF #1

Anticipated completion date(s):

Actions needed to complete this element:

Measurements(s) of Results

Copy for additional elements

Element 3: Tourism Marketing

Amount Awarded:	Amount Expended	Cash Match Documented	Total Cash Match
\$241,450.00	YTD: \$ 170,899.15	YTD: \$ 33,752.00	Committed: \$ 36,859.79

Progress of Element since grant award or last report:

Images and Stay and Play Travel Guide are in distribution

2015 Placements to date: RV Idaho ,Sunset Magazine, Sunset Online; NW Fly-Fishing, NPR, Pocatello Magazine, Idaho Statesman, Canadian Email program, Consumer Newsletter(s) Web video production

Public Relations: Thirsty Fish, 12 Weeks of Summer – weekly blogs (5 of 7 published)

Research completed – final report is complete(attached)

Web Programming: Adventure Map update, Travel Planner update; Seasonal photo updates; Downloadable Information page

Social Media postings: Facebook, Twitter, Google+, Google Ad-Words

Capital Expenditure: Video screens installed and in operation at new Twin Falls Visitor Center

Travel & Training Expenditure: Attended ICORT; Southern Idaho Tourism reimbursed for expenditures

Anticipated completion date(s):

September 30, 2015

Actions needed to complete this element:

Continue to implement marketing strategies.

Measurements(s) of Results

Please see attached

Element 3: Audit

Amount Awarded:	Amount Expended	Cash Match Documented	Total Cash Match
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\$ 3,000.00	YTD:	\$ 0.00	YTD:	\$	Committed: \$
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Progress of Element since grant award or last report:

Element will be completed at the end of grant cycle

Anticipated completion date(s):

Will be completed at the end of the grant cycle.

Actions needed to complete this element:

Measurements(s) of Results

Copy for additional elements

2015 Market Research and Analysis

Prepared for Southern Idaho Tourism
July 8, 2015



branding
advertising
web development
design

Objective Of This Report

1. Accurately define the majority demographics of “Who” are coming to Southern Idaho.

This includes:

- *General age of visitors*
- *Area of residence*
- *General income level*
- *Reason for trip*
- *Preferred modes of travel*

Objective Of This Report

2. Accurately define “What” they are doing when they come to Southern Idaho.

This includes:

- *Favorite activities*
- *Where they are most likely to spend money*
- *What they are most likely to do while visiting*
- *Motivating factors*

Objective Of This Report

3. Accurately define “Why” they are coming to Southern Idaho.

This includes:

- *Visiting relatives, passing through, or coming to Southern Idaho for a specific activity?*
- *Why do they stop or just keep driving?*
- *Why would they stay locally or not?*

The Answers To These Questions Will Tell Us:

- *How to develop the most effective advertising messages*
- *How to most effectively reach prospective visitors*
- *How to better accommodate visitors so they will tell their friends or come back and see us again*
- *How to keep prospective visitors apprised of their favorite motivating factors*
- *How to bolster our local economy through the influx of out-of-area dollars*
- *How to best use our motel tax and grant funding to put heads in beds*

Method

Steele Branding intends to combine the results of a current phone survey, current web site analysis, current secondary research, and the newest (2013) Longwoods statewide report, in order to make the best evaluation of the Southern Idaho Tourism target demographics.

Outline Of This Report

- **Part 1.** *Phone Survey Results*
- **Part 2.** *Relevant Results from Longwoods 2013 Visitor Profile Report*
- **Part 3.** *Website Analysis and Report of Majority User Habits*
- **Part 4.** *Secondary Research*
- **Part 5.** *Recommended Action Items*

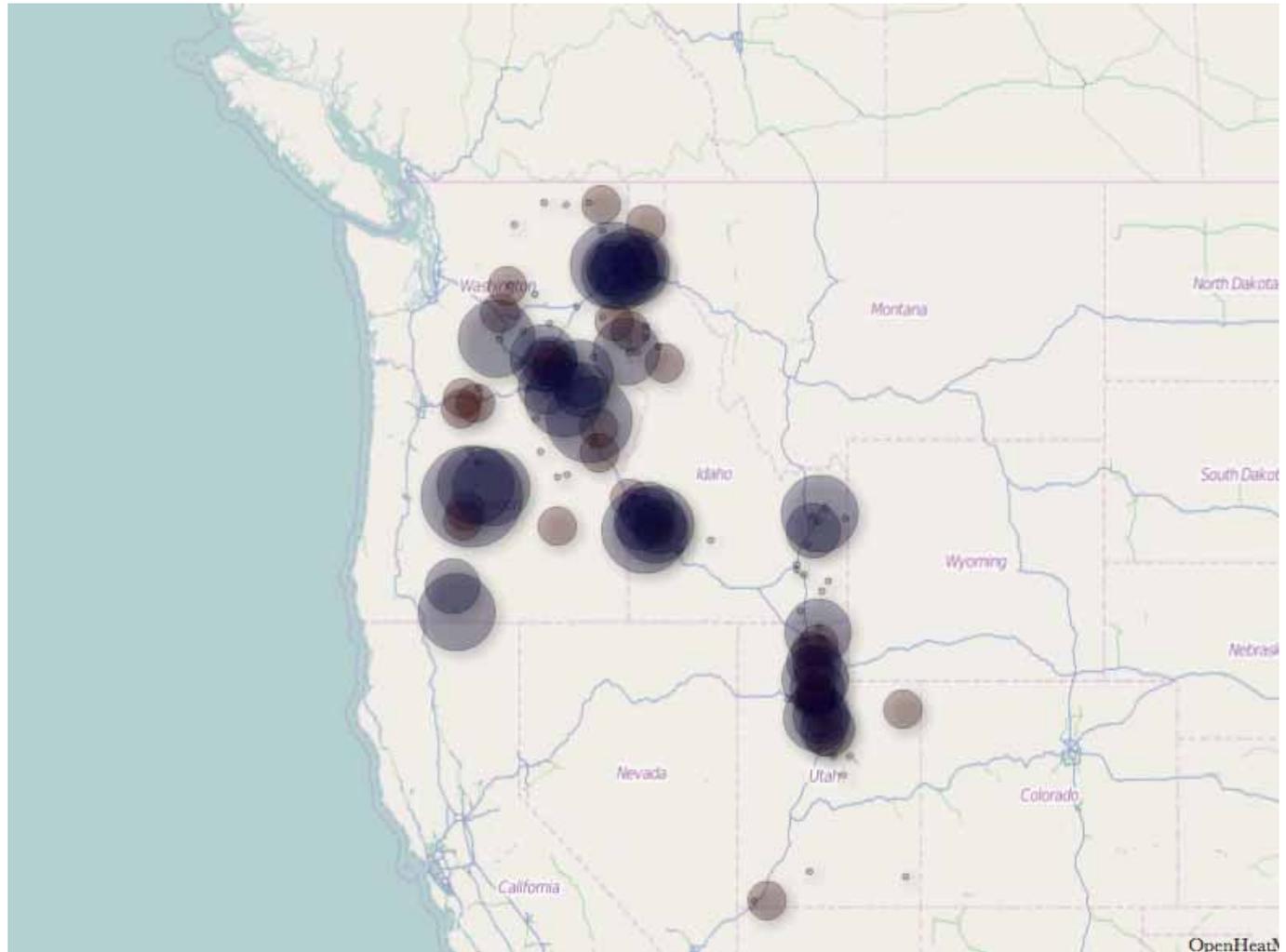
Part 1. Phone Survey Results

South Central Idaho Specific Survey Methodology

- **Sample** – 300 “Landline” telephone interviews among adults from Idaho, Oregon, Utah, and Washington who have visited South Central Idaho in the past.
- **Methodology** – Telephone interviews conducted early January, 2015
- **Sampling Error** – Plus or minus 6% at the 95% confidence level

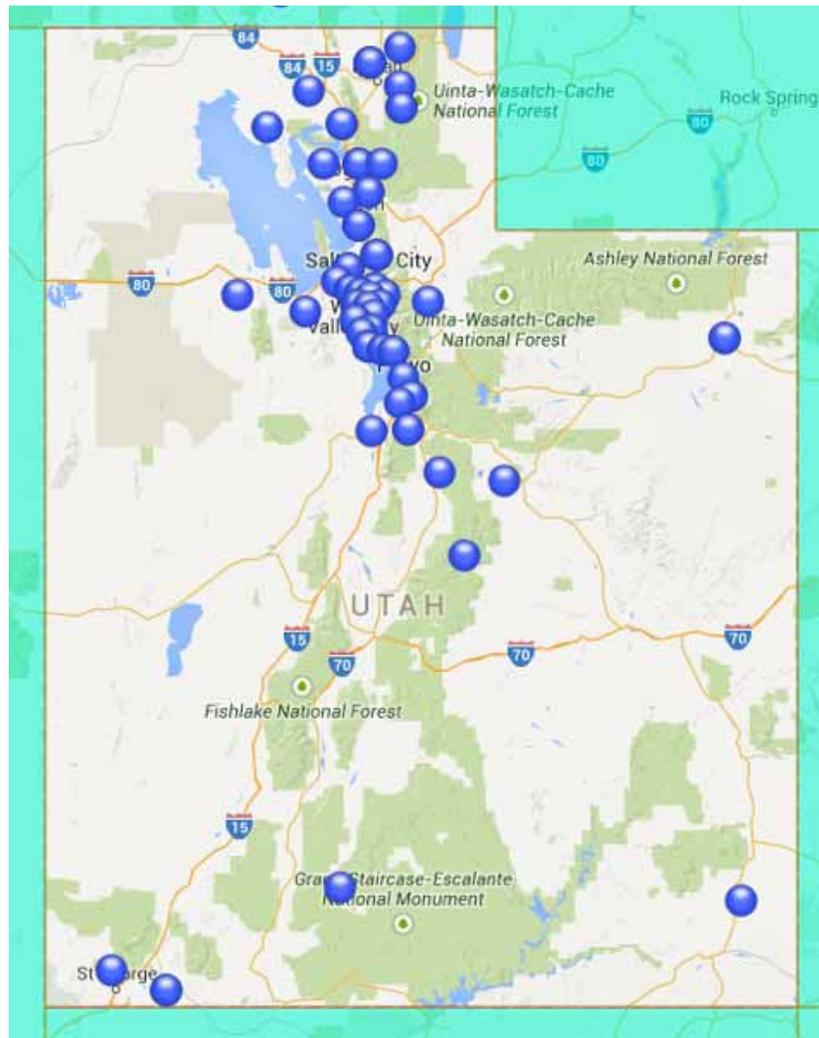
Part 1. Phone Survey Results

Where do they come from?



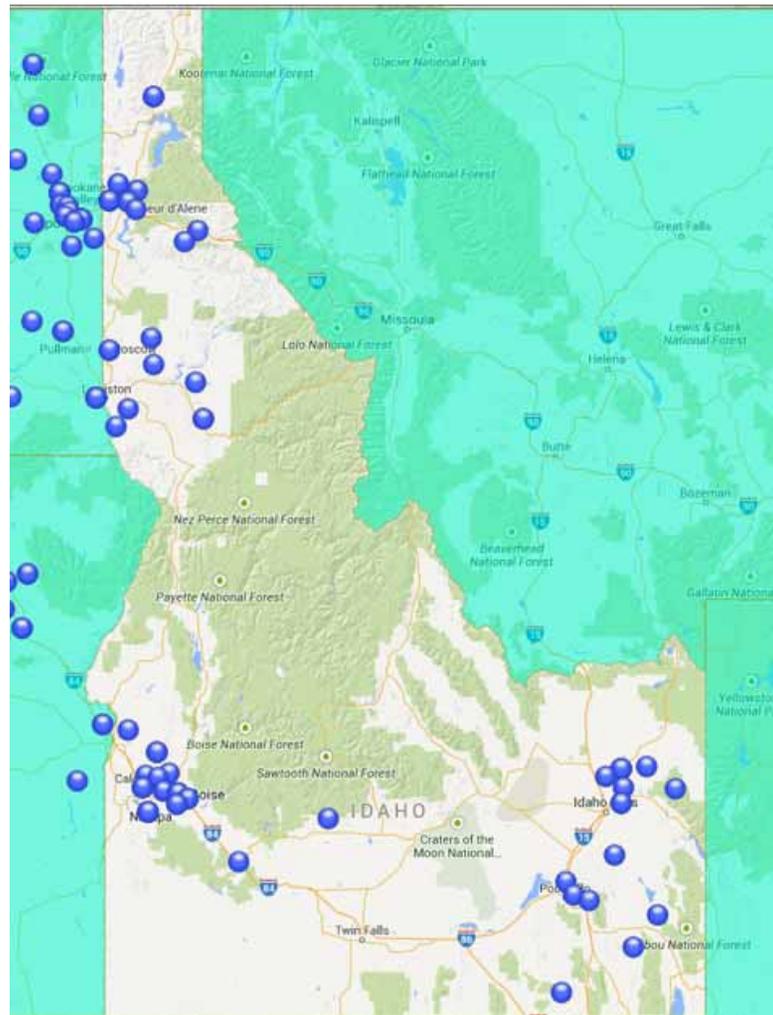
Part 1. Phone Survey Results

Where do they come from?



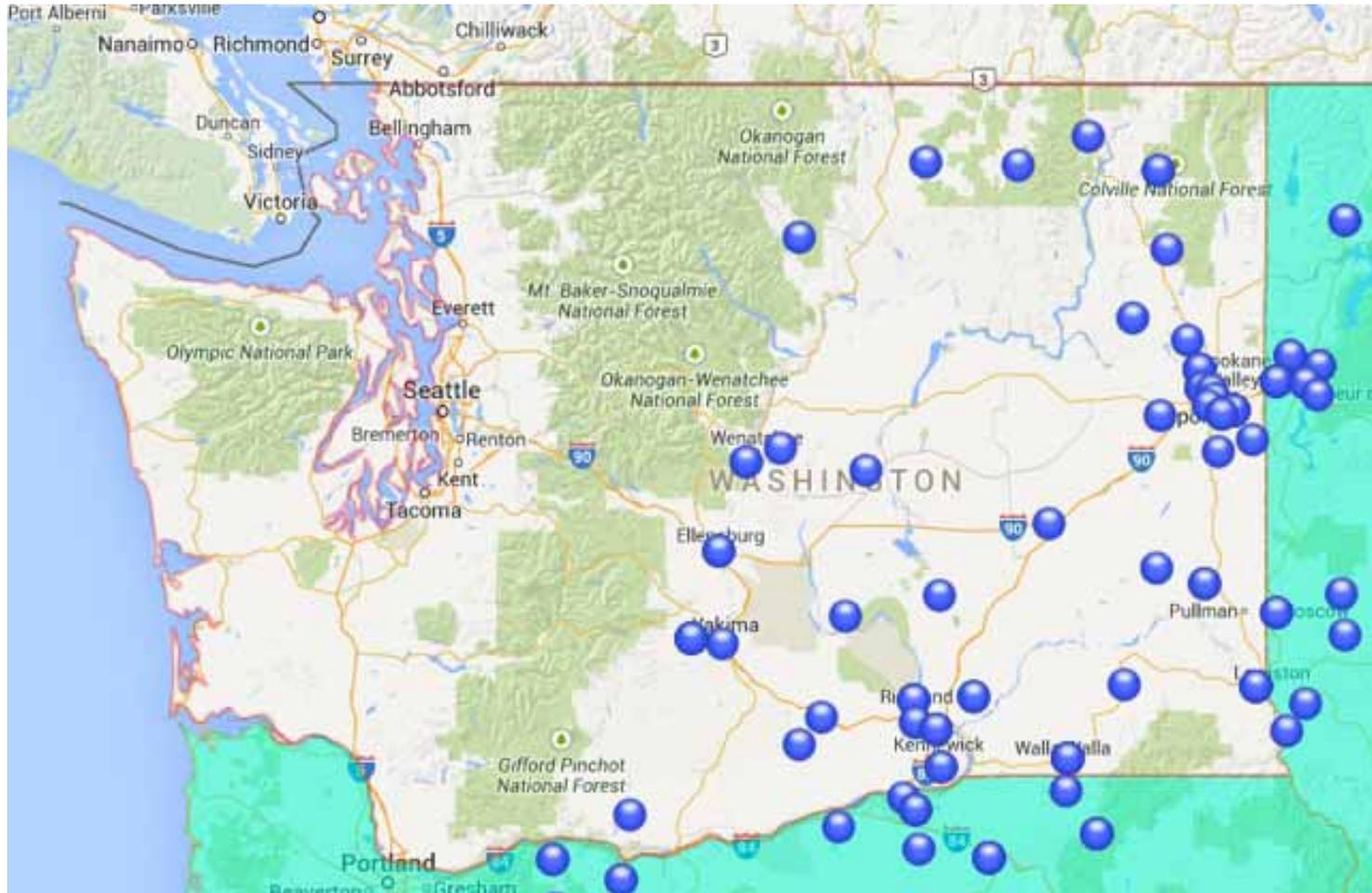
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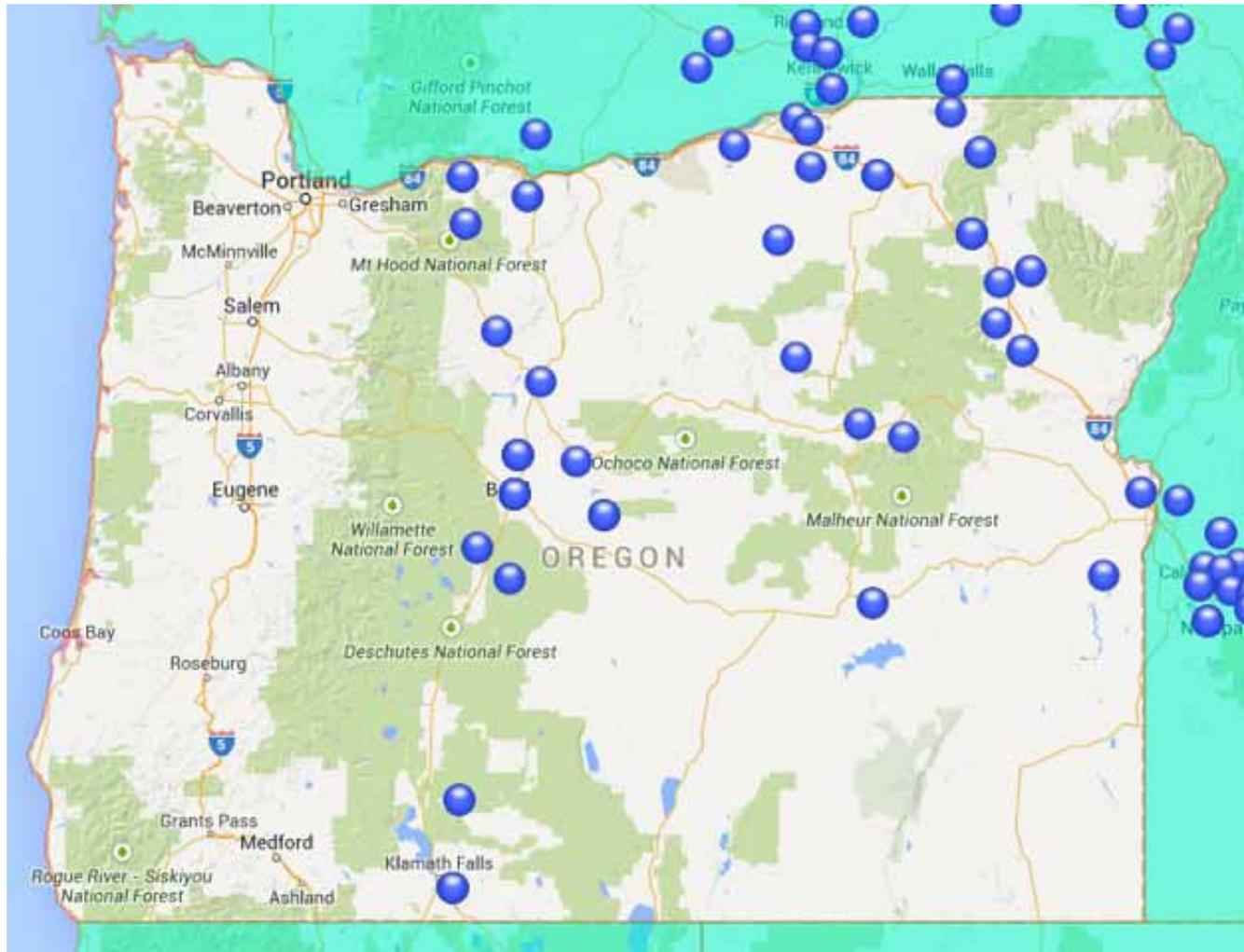
Part 1. Phone Survey Results

Where do they come from?



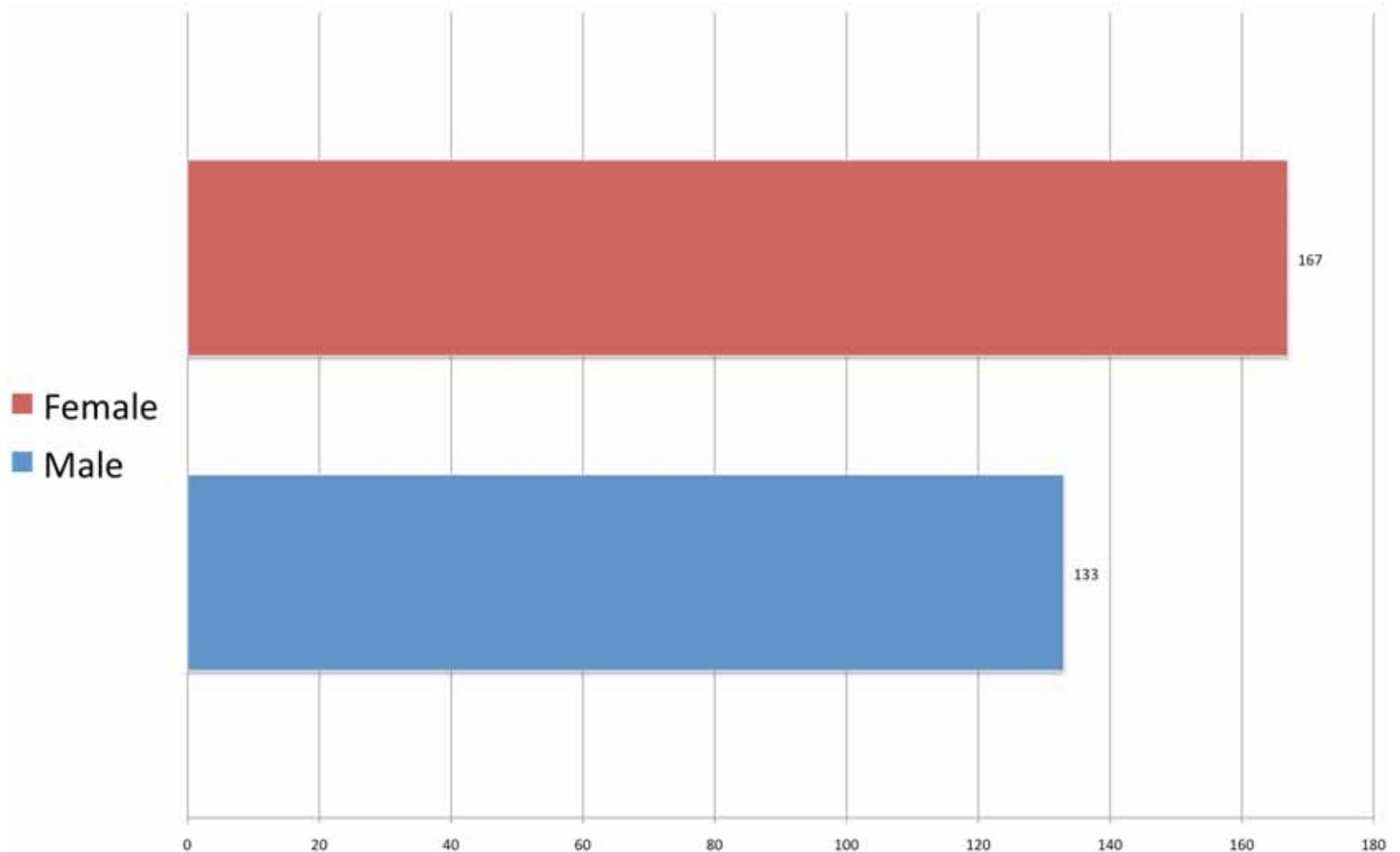
Part 1. Phone Survey Results

Where do they come from?



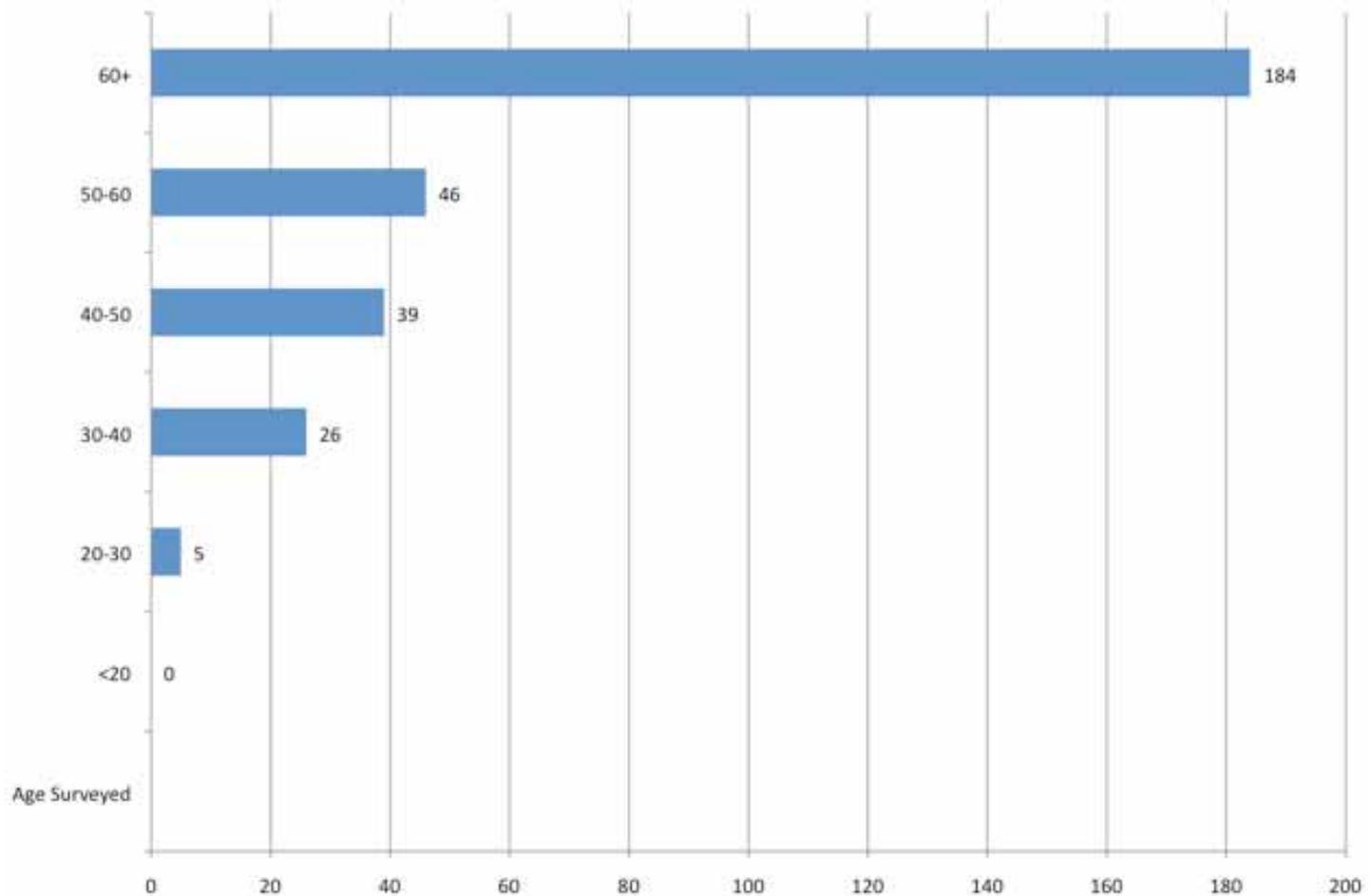
Part 1. Phone Survey Results

Gender of Respondent



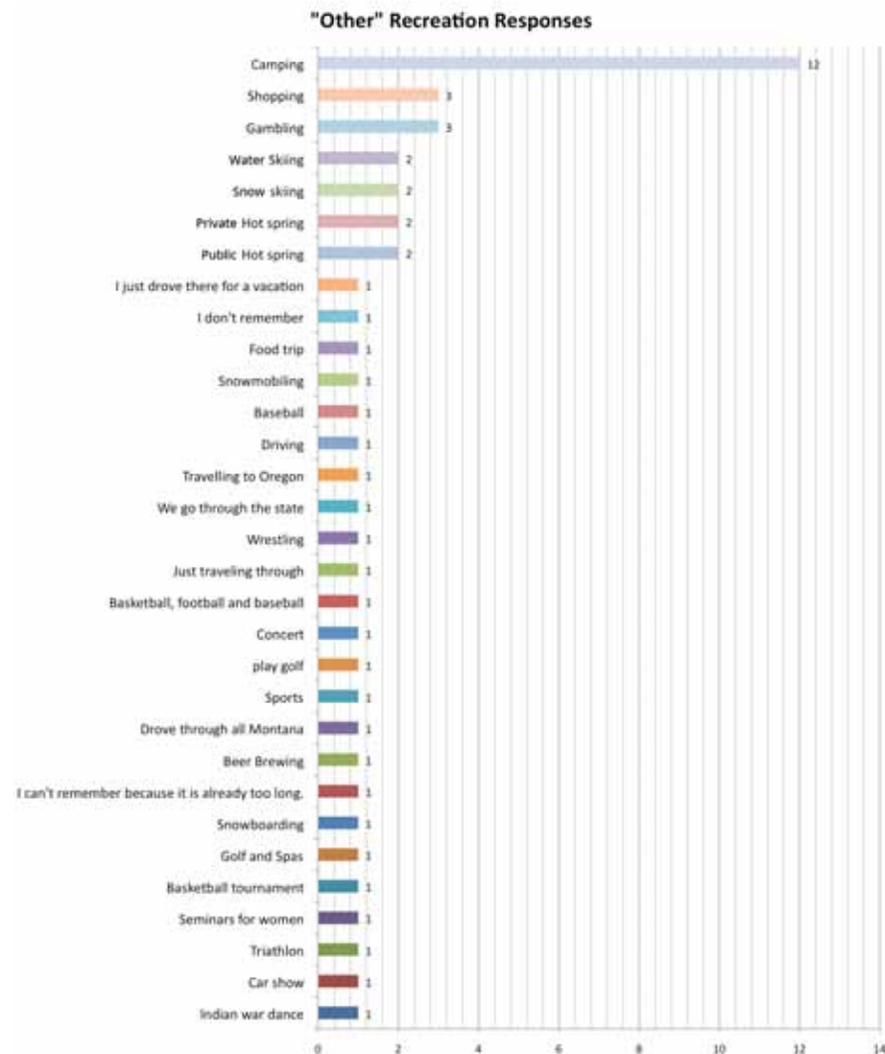
Part 1. Phone Survey Results

Age of Respondent



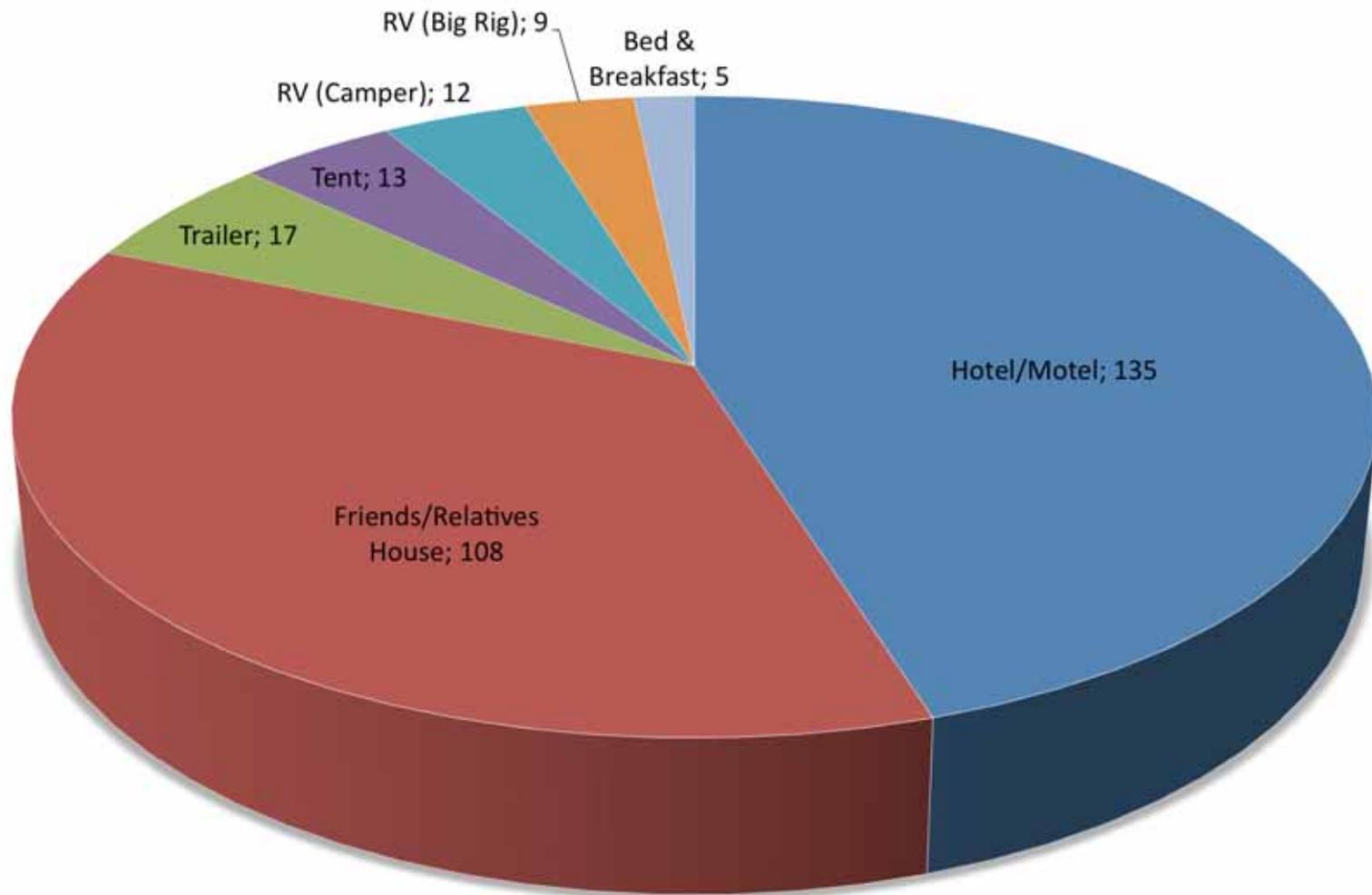
Part 1. Phone Survey Results

Respondent: Other Recreational Activities



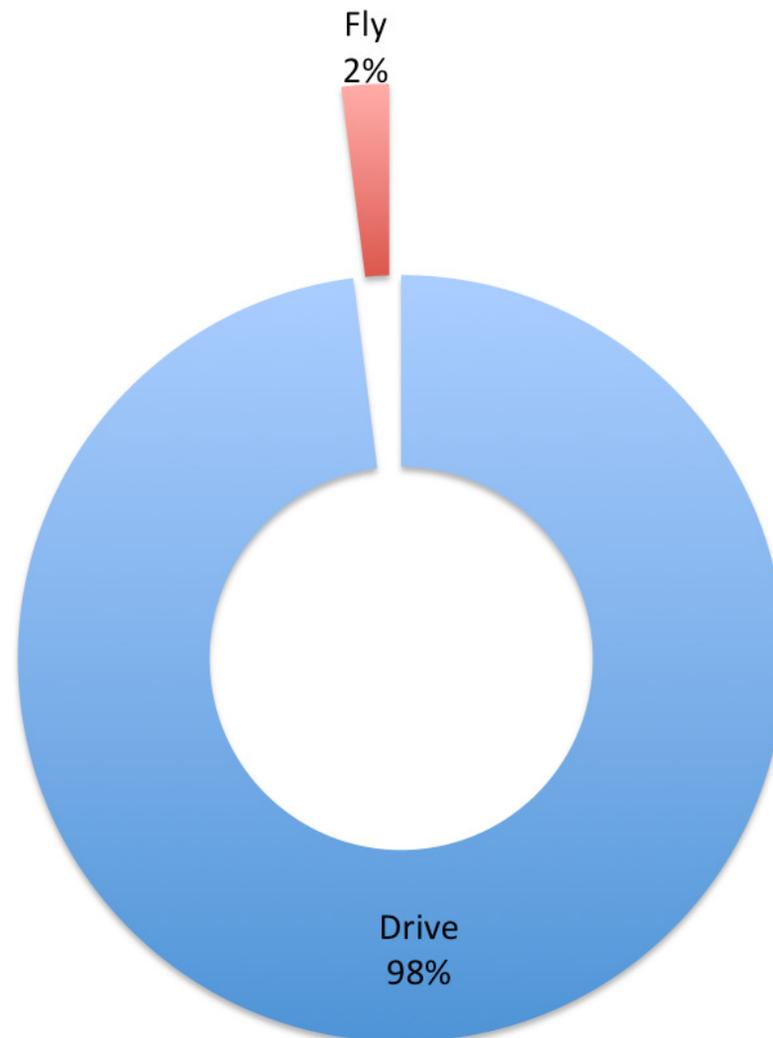
Part 1. Phone Survey Results

Where Did Respondents Stay?



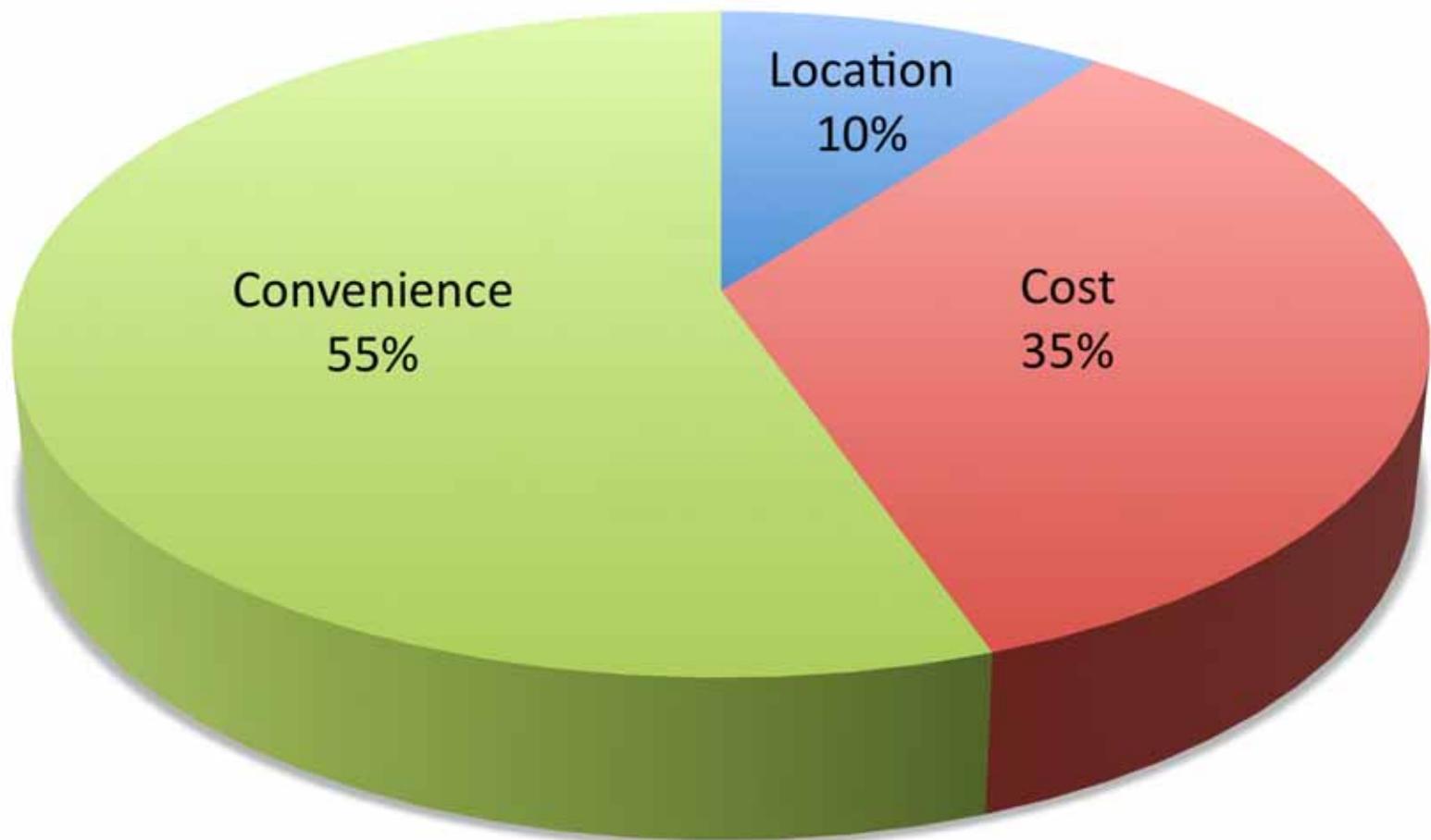
Part 1. Phone Survey Results

How Did Respondents Get Here?



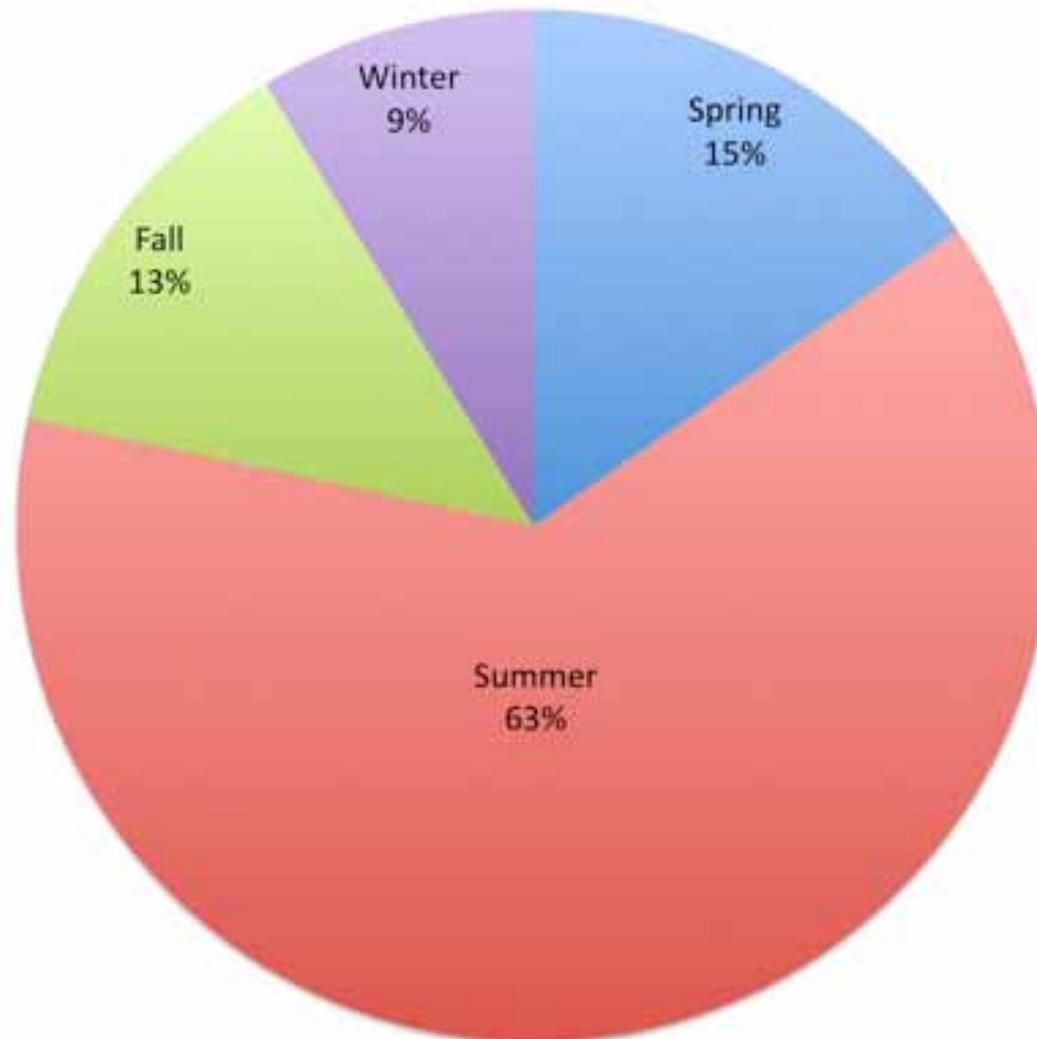
Part 1. Phone Survey Results

What would be the biggest factor deciding to fly into Twin Falls?



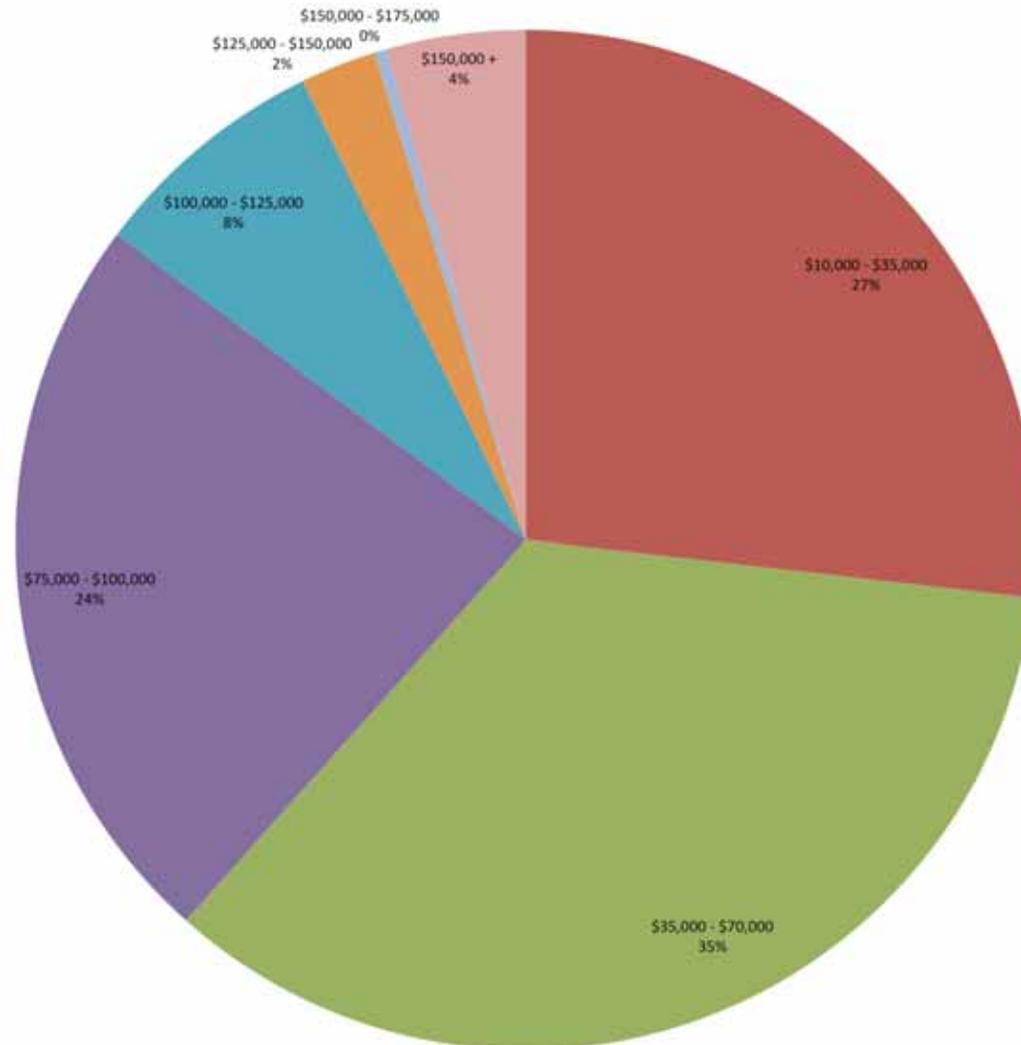
Part 1. Phone Survey Results

What Season Did Respondents Travel?



Part 1. Phone Survey Results

Respondents Annual Income



Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

(Cross Reference)

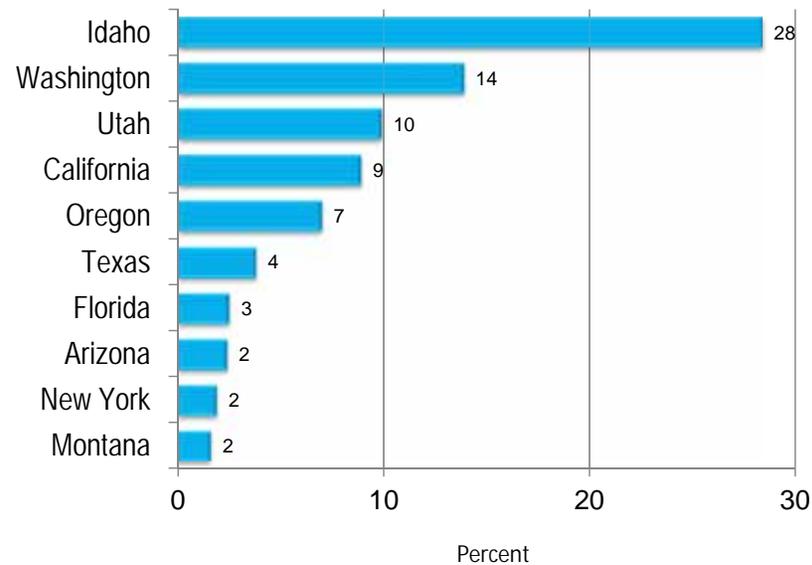


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

State Origin Of Trip



Base: Overnight Person-Trips to Idaho



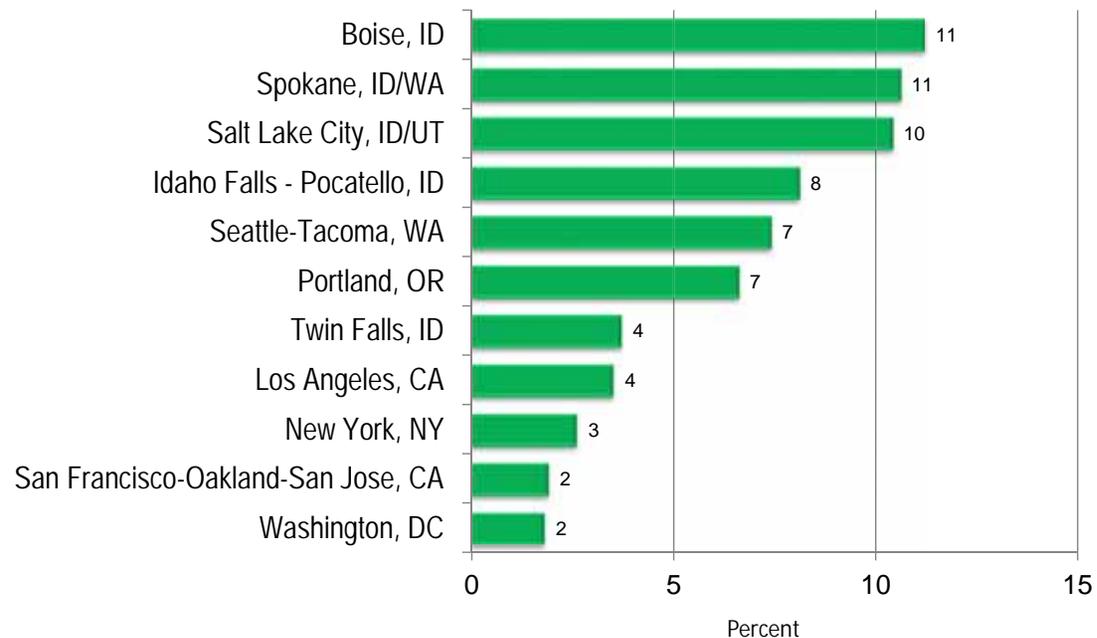
branding
advertising
web development
design

Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

DMA Origin Of Trip



Base: Overnight Person-Trips to Idaho

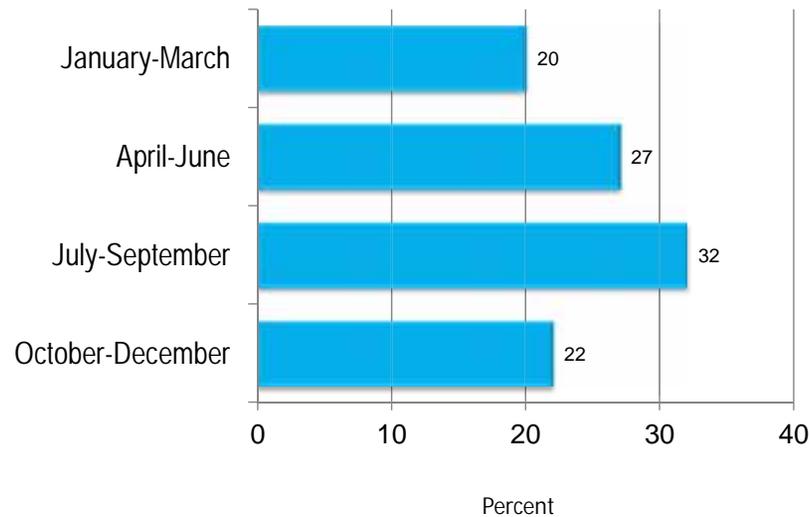


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Season of Trip



Base: Overnight Person-Trips to Idaho

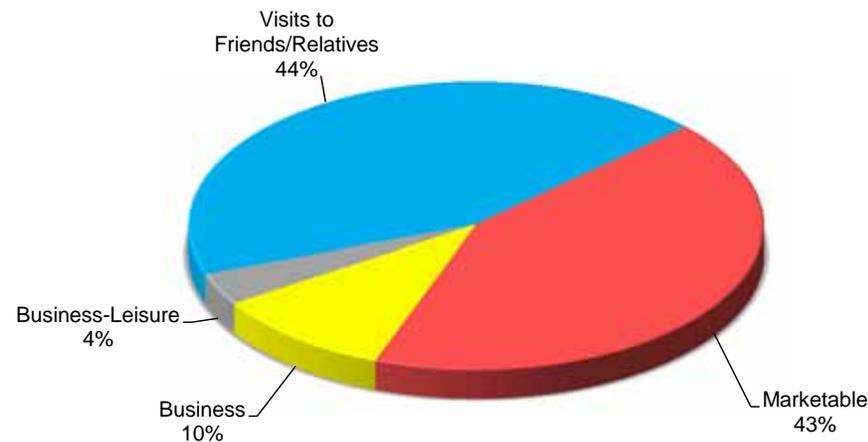


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Structure of the U.S. Travel Market – 2013 Overnight Trips



Base: Adult Overnight Trips



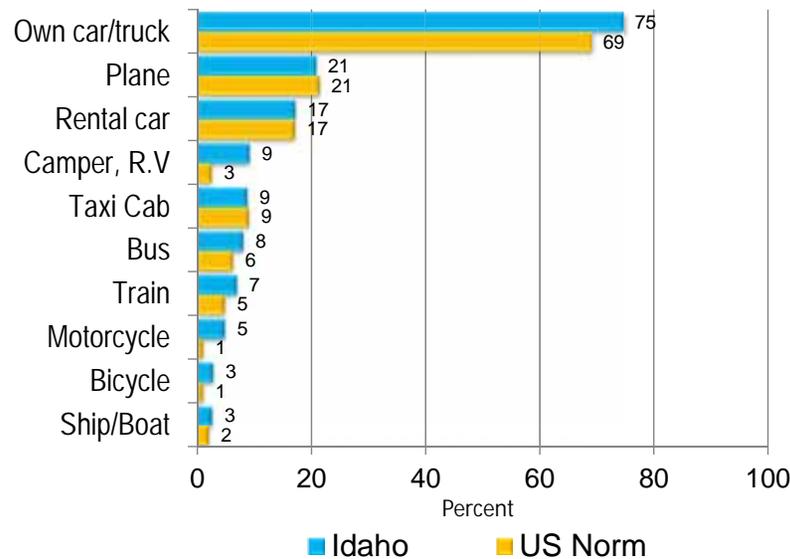
branding
advertising
web development
design

Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Transportation



Base: Overnight Person-Trips

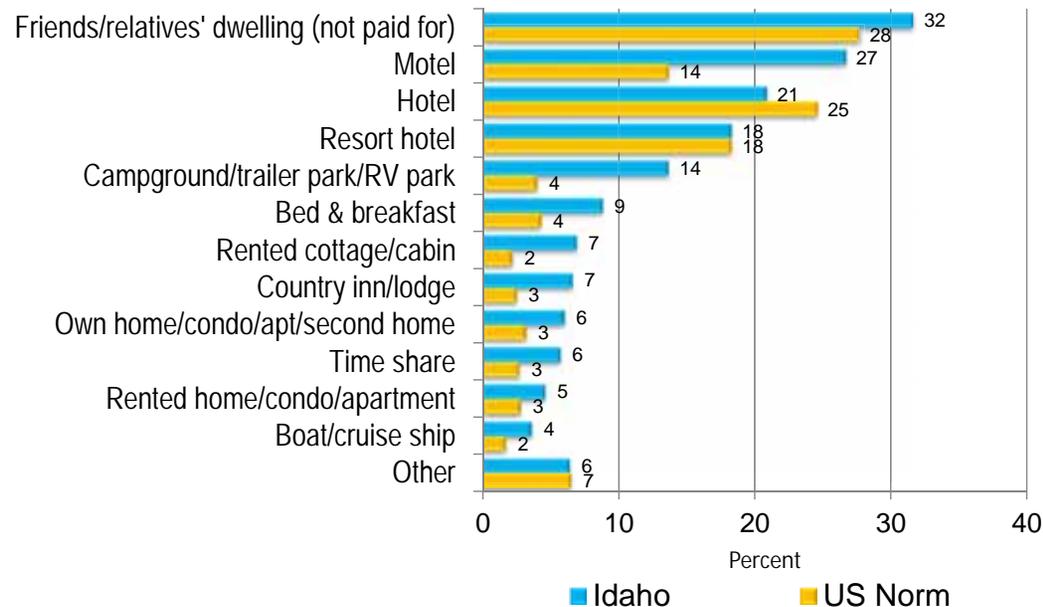


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Accommodation



Base: Overnight Person-Trips

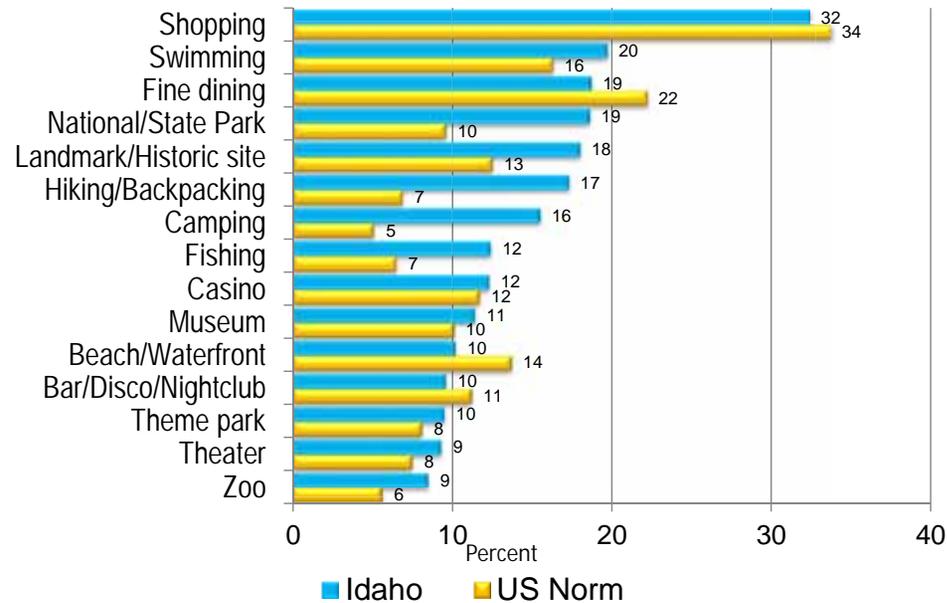


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Activities and Experiences



Base: Overnight Person-Trips

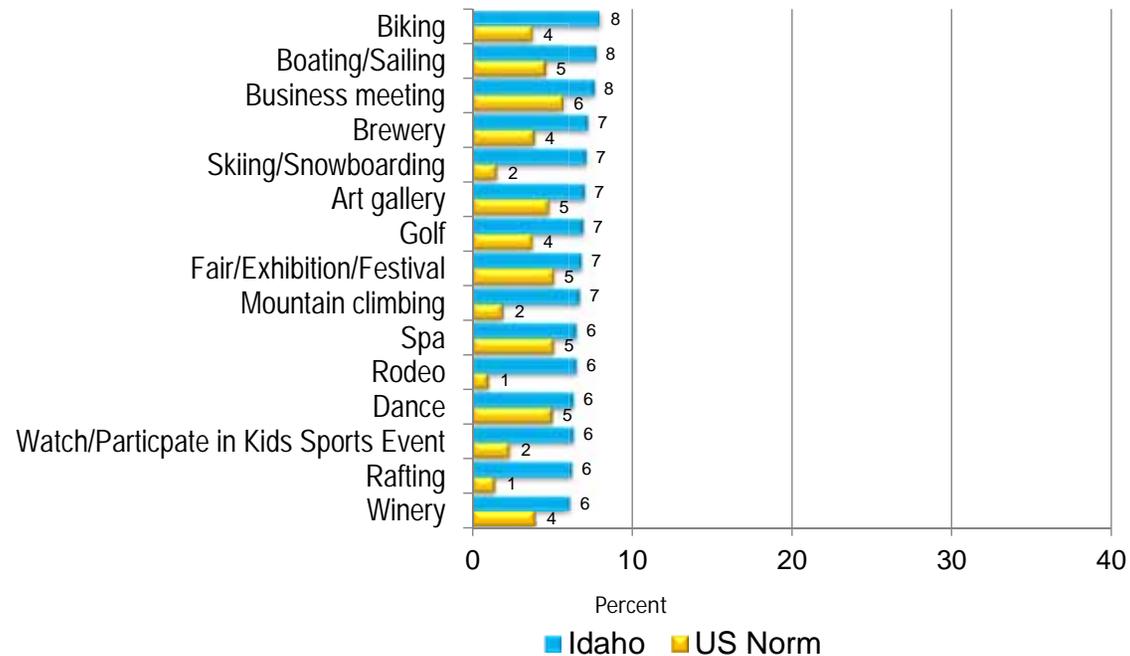


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Activities and Experiences (Cont'd)



Base: Overnight Person-Trips

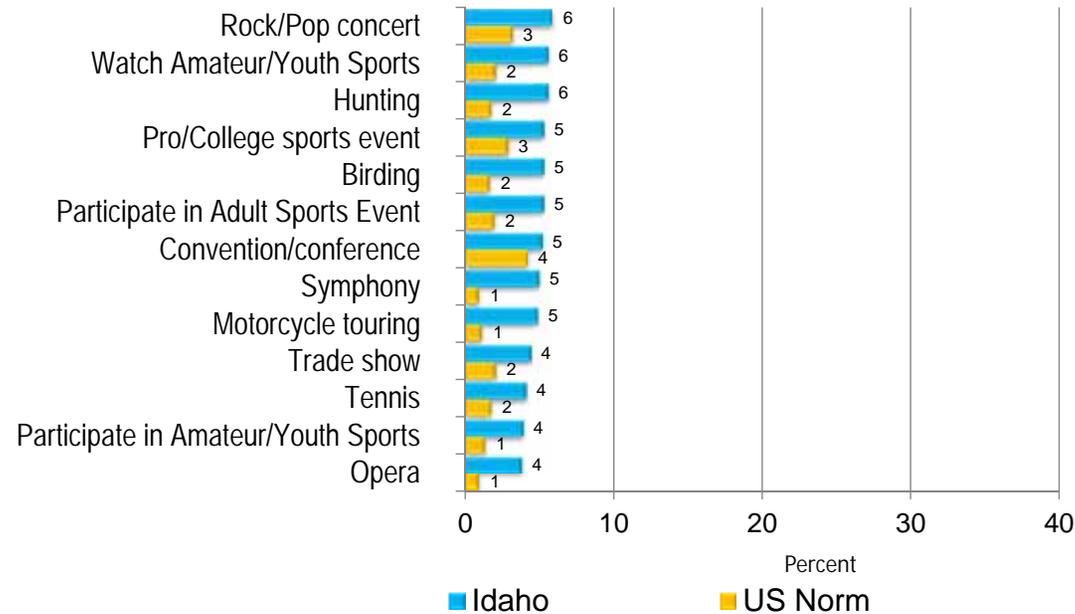


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Activities and Experiences (Cont'd)



Base: Overnight Person-Trips

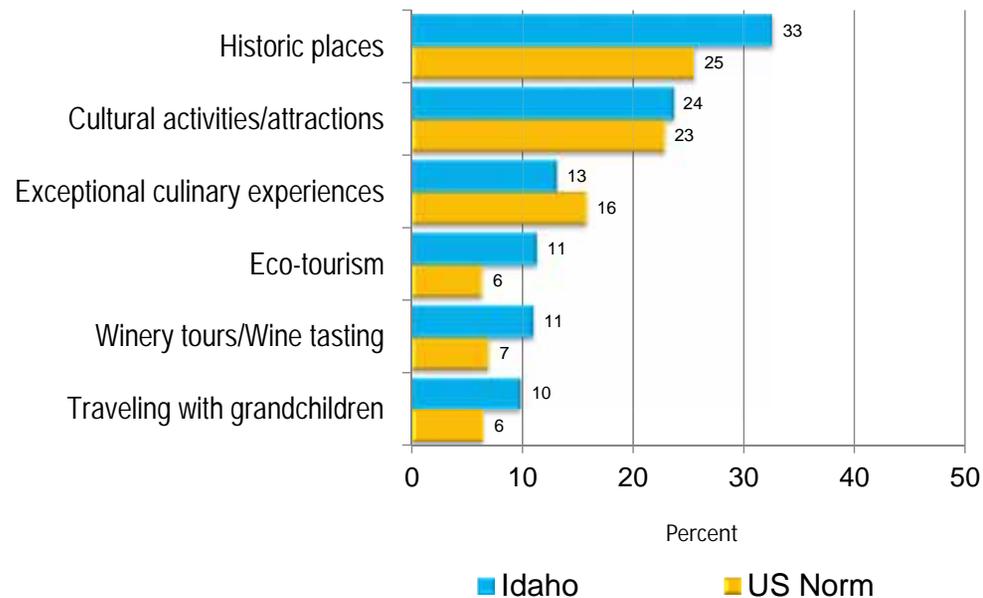


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

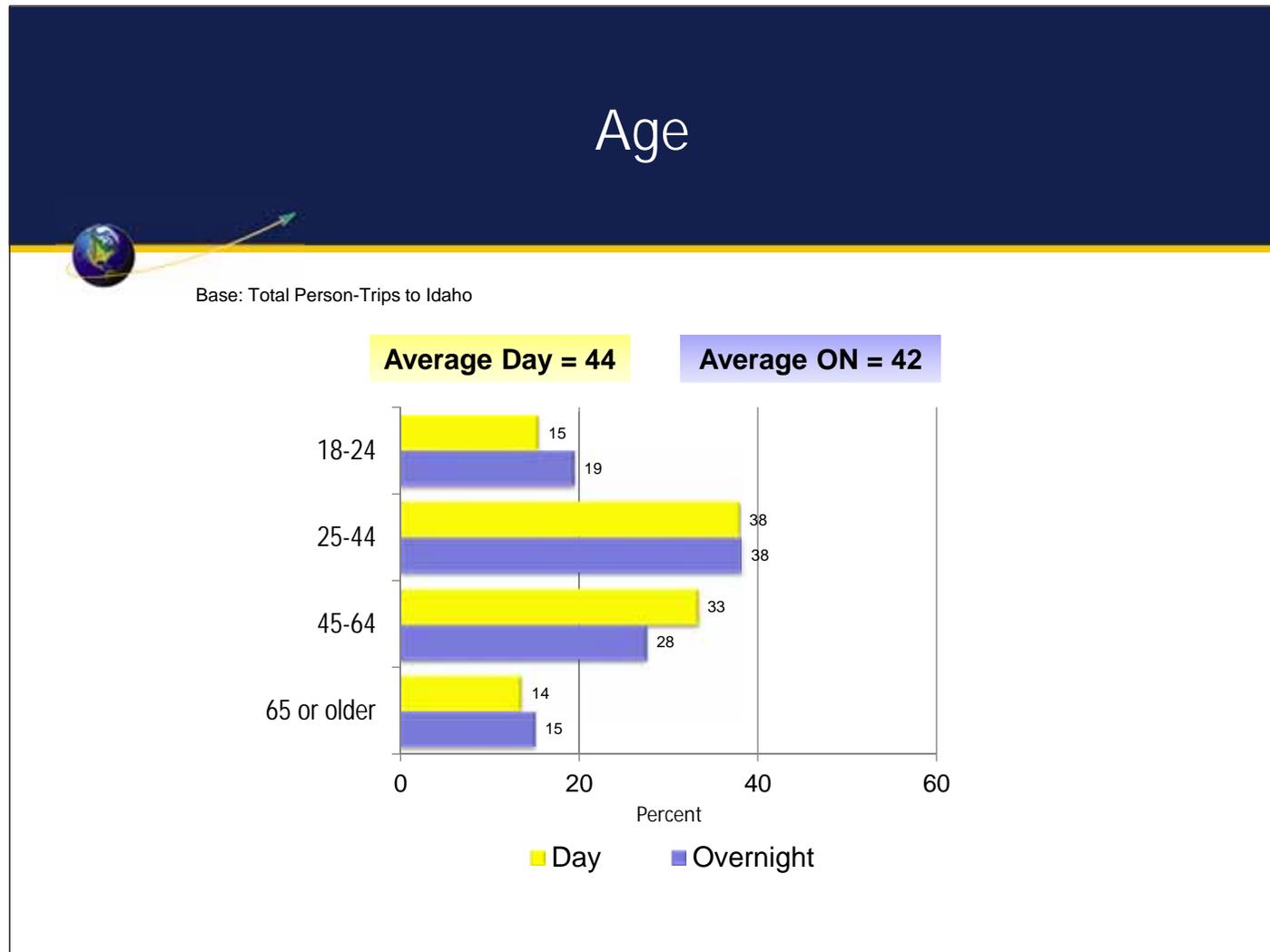
Activities of Special Interest



Base: Overnight Person-Trips



Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

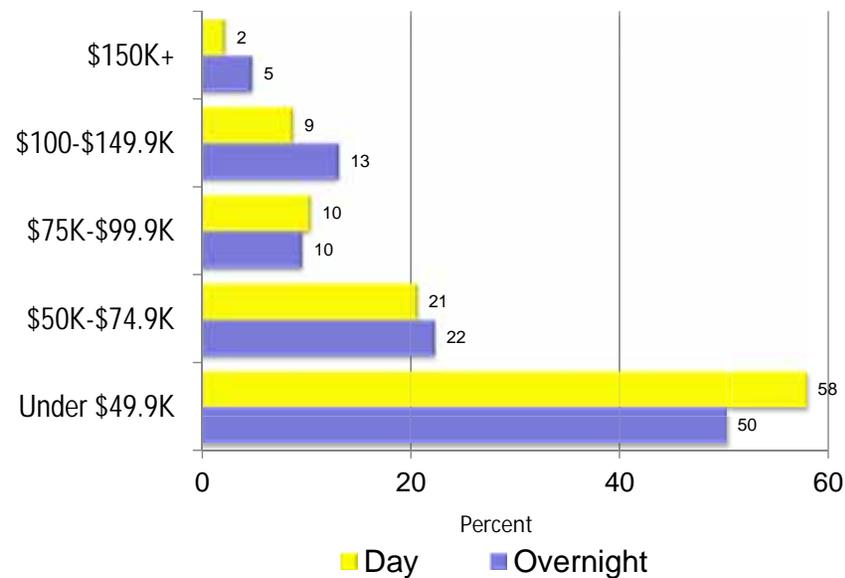


Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Household Income



Base: Total Person-Trips to Idaho



Part 2. Relevant Results from Longwoods 2013 Visitor Profile Report

Key Takeaways



- Idaho Travel Market shrank 3% from 2008 to 2013
 - *Overnight trips down 13%, day trips up 4%*
 - *Overnight and day leisure trips are up*
 - *Overnight visitor spending on lodging up 8%*
 - *Day visitor spending is up 10%*
- Outdoor trips and experiences are increasingly important
- Overnight trips are longer
- Day and overnight trips are growing during the fourth quarter
- Overnight visitors skew male, day visitors skew female
- There are more young children in the households of Idaho visitors

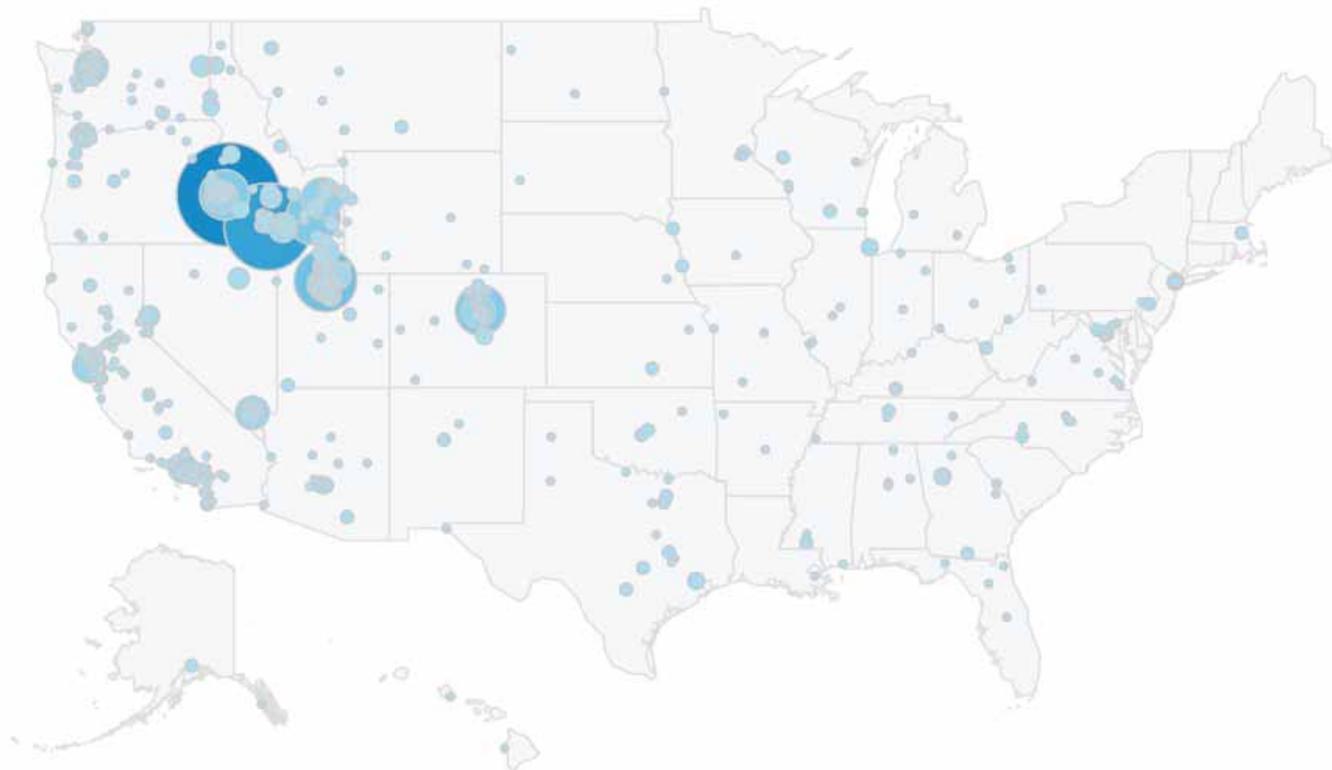
Part 3. Website Analysis and Report of Majority User Habits

Visit South Idaho Web Analysis

Part 3. Website Analysis and Report of Majority User Habits

Origin of Site Visitors (Last 12 Months)

March 5, 2014 - March 5, 2015 Site Activity Sources



1 5,818

Part 3. Website Analysis and Report of Majority User Habits

Origin of Site Visitors (Last 12 Months)

March 5, 2014 - March 5, 2015 Sit Activity Source Locations

City	Metro		
Boise	Boise ID	5,818	14.75%
Twin Falls	Twin Falls ID	4,117	10.44%
Salt Lake City	Salt Lake City UT	2,121	5.38%
Pocatello	Idaho Falls-Pocatello ID	1,468	3.72%
Meridian	Boise ID	1,382	3.50%
Denver	Denver CO	1,375	3.49%
Idaho Falls	Idaho Falls-Pocatello ID	862	2.19%
Nampa	Boise ID	612	1.55%
Paradise	Las Vegas NV	594	1.51%
San Francisco	San Francisco-Oakland-San Jose CA	562	1.43%

Part 3. Website Analysis and Report of Majority User Habits

Top 10 Most Visited Pages: March 5, 2014 - March 5, 2015

Page	Pageviews	% Pageviews
1. / (Home Page)	18,103	19.84%
2. /i-visit/shoshone-falls	10,674	11.70%
3. /calendar	3,859	4.23%
4. /adventuremap	3,625	3.97%
5. /attractions	2,978	3.26%
6. /lodgings	2,311	2.53%
7. /i-eat	1,597	1.75%
8. /see-and-do/scenic-byways	1,436	1.57%
9. /attractions/details/Shoshone Falls details page	1,251	1.37%
10. /contact-us	1,218	1.33%

Website Visitor Flow

1,375 sessions from Denver

- 25% of these sessions started at */i-visit/shoshone-falls* of these, users then visited
 - /attractions/details/Shoshone Falls details page (8%)*
 - /lodgings (5%)*
- 14% started at the Home Page of these, users then visited
 - /calendar (10%)*
 - /adventuremap (16%)*
 - other (53%)*
- The next most popular start pages were:
(/calendar, /i-eat and /in_the_water)

Website Visitor Flow

2,121 sessions from Salt Lake City

- 22% of these sessions started at */i-visit/shoshone-falls* of these, users then visited
 - /attractions (6%)*
 - other (43%)*
- 17% started at the Home Page of these, users then visited
 - /calendar (15%)*
 - /adventuremap (11%)*
 - /lodging (9%)*
 - /attractions (8%)*
- The next most popular start pages were:
(/calendar, /i-eat and /attractions)

Website Visitor Flow

1,468 sessions from Pocatello - within City

- 42% of these sessions started at the Home Page, users then visited:
 - /adventuremap (3%)*
 - /i-eat (2%)*
 - /blog (2%)*
 - /itshappeninghere (2%)*
- 14% started at */i-visit/shoshone-falls*, users then visited
 - /Home (3%)*

Website Visitor Flow

862 sessions from Idaho Falls/Ammon - combined region

- 25% of these sessions started at */i-visit/shoshone-falls*, users then visited:

/home (5%)

/attractions/details/shoshone-falls (1%)

- 15% started at the Home Page, users then visited:

/adventuremap (2%)

/calendar (2%)

/attractions/details (1%)

Website Visitor Flow

5,818 sessions from Boise - within City

- 28% of these sessions started at */i-visit/shoshone-falls*, users then visited:

/attractions/details/shoshone-falls (2%)

- 17% started at the Home Page, users then visited:

/calendar (3%)

/adventuremap (2%)

/lodgings (1%)

Website Visitor Flow

1,382 sessions from Meridian - within City

- 30% of these sessions started at */i-visit/shoshone-falls*, users then visited:

/calendar (3%)

/adventuremap (2%)

/attraction/details (2%)

/lodgings (1%)

- 14% started at the Home Page, users then visited:

/calendar (2%)

/adventuremap (1%)

/attractions/details/shoshone-falls (1%)

/attractions/details (.5%)

Website Visitor Flow

562 sessions from San Francisco/Oakland/San Jose

- 28% of these sessions started at */i-visit/shoshone-falls* of these, users then visited
 - /attractions (8%)*
 - /other (27%)*
- 21% started at the Home Page of these, users then visited
 - /adventuremap (15%)*
 - /calendar (9%)*
 - /lodging (8%)*
 - /contactus (5%)*
 - /other (7%)*
- The next most popular start pages were:
(/i-fish, /lodgings and /attractions)

Website Visitor Flow

594 sessions from Las Vegas/Paradise metro

- 44% of these sessions started at the Home Page of these, users then visited

/adventuremap (5%)

/calendar (4%)

/our_communities (2%)

other (22%)

- 5% started at */i-visit/shoshone-falls* of these, users then visited

/attractions/details/Shoshone-Falls (10%)

- The next most popular start pages were:

(/i-eat, /attractions and /thousand-springs-byway)

Social Media

Particularly Relevant Social Media Spikes “Organic search Shoshone Falls”

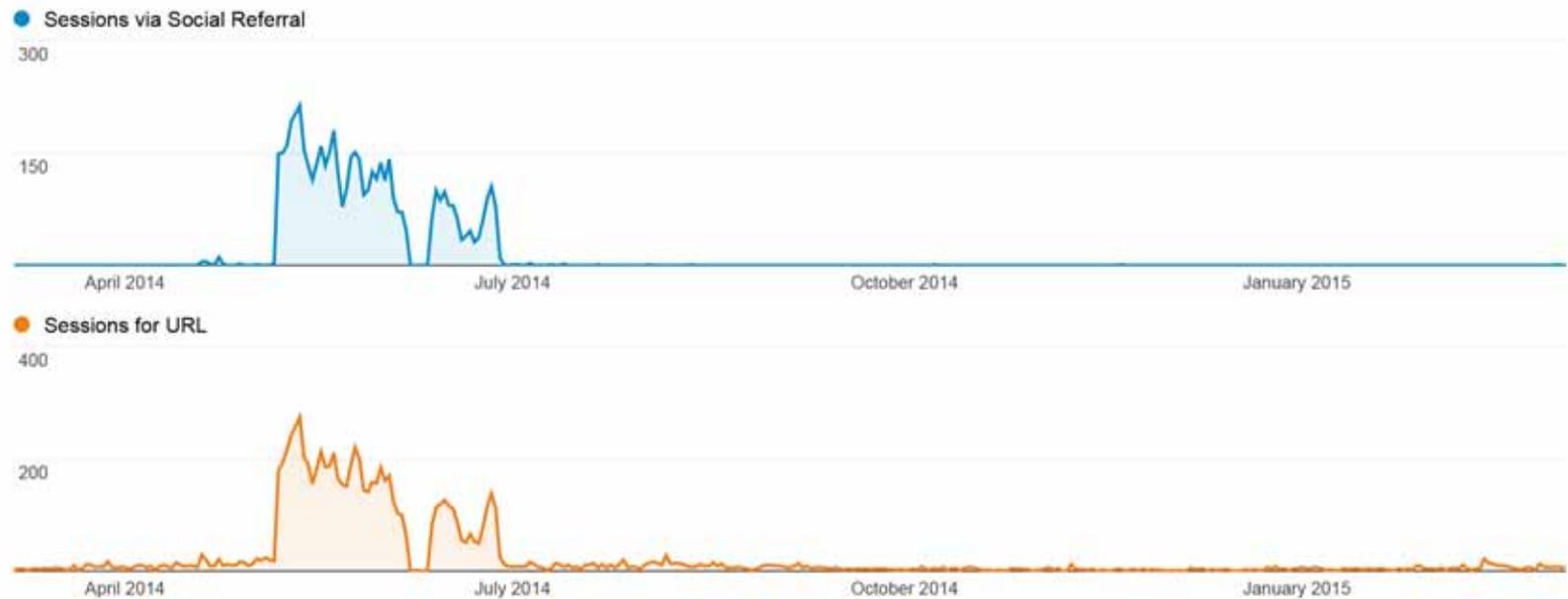


Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	155 % of Total: 0.30% (52,021)	87.74% Avg for View: 80.42% (9.10%)	136 % of Total: 0.33% (41,837)	69.03% Avg for View: 67.27% (2.62%)	1.87 Avg for View: 2.22 (-15.54%)	00:01:20 Avg for View: 00:01:51 (-27.57%)	0.00% Avg for View: 20.73% (-100.00%)	0 % of Total: 0.00% (10,783)	\$0.00 % of Total: 0.00% (\$0.00)
1. shoshone falls	155(100.00%)	87.74%	136(100.00%)	69.03%	1.87	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 1 of 1

Social Media

Particularly Relevant Social Media Spikes



Social Network	Sessions	Pageviews	Avg. Session Duration	Data Hub Activities	Pages / Session
1. Facebook	5,210 (99.92%)	6,927 (99.86%)	00:00:33	0 (0.00%)	1.33
2. Blogger	2 (0.04%)	4 (0.06%)	00:00:29	0 (0.00%)	2.00
3. Google+	1 (0.02%)	5 (0.07%)	00:33:26	0 (0.00%)	5.00
4. Pinterest	1 (0.02%)	1 (0.01%)	00:00:00	0 (0.00%)	1.00

Secondary Research Reports

2014 Travel & Tourism Trends

Secondary Research Reports

2014 Travel & Tourism Trends

Study by Resonance Consultancy;
-and-

Study by Travel Market Report Today
(Mirror each other's findings – almost verbatim)

Secondary Research Reports

2014 Travel & Tourism Trends

Millenials (age 18 – 34)

- Are more interested in Urban Destinations
- Are more likely to share photos and information on social media
- Are more likely to post on a blog, or share experiences online

Secondary Research Reports

2014 Travel & Tourism Trends

Elders/Seniors (age 55+)

- 42% define retirement as “a time to travel and explore new places”
- Consider word of mouth as an important source of reliable information
- Are the wealthiest travelers
- Say security is important
- Favor quieter, less congested destinations

Secondary Research Reports

2014 Travel & Tourism Trends

Conspicuous Leisure

- Signaling social status through the consumption of experiences rather than material goods.
- Social media a key vehicle for sharing and communicating status

Secondary Research Reports

2014 Travel & Tourism Trends

Multi-Generational Travel

- 40% of families went on a multi-generation vacation in the past year.
- 77% planned it around a milestone event
- Grandparents travel 25% more than the average leisure traveler.
- Attracting the multi-generational market is about memories, convenience, and value.

Secondary Research Reports

2014 Travel & Tourism Trends

Active Adventurers

- Luxury travelers are seeking out ways to stay active and healthy on the road.
- Growth in adventure travel has accelerated at a 65% yearly rate since 2009 (among international travelers)
- Adventure travel includes at least 2 of 3 criteria: Nature, culture, and physical activity.
- 54% of travelers are planning an adventure activity on their next trip.

Secondary Research Reports

2014 Travel & Tourism Trends

Predicted Growth of Creative Tourism

- Travel directed towards and engaged and authentic experience.
- Travel that provides a connection with those who reside in the destination.
- The traveler is active and interacts with the locals.

Part 5: Recommended Action Items

- Align media placements and creative approach to focus on the primary demographics of influence based on these findings.
- Emphasize ease of access to all visitor information that exists on the site; downloadable files, videos, social media links, and easy requests for information.
- Use photography and revise home page layout to encourage users/potential visitors to scroll and click to see more activities and attractions.
- Advocate use and ease of finding local lodging on the site.
- Stimulate overnight stays by using the website to make trip planning easy.

Marketing Report Contents

April 1, 2015 through June 30, 2015

Google Analytics:

Audience Overview, Viewer Engagement	2
Viewer Frequency & Recency, Age & Gender	3
Viewer Interests	4
Viewer Interests: In-Market Segment Details	5
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Top 50 Landing Pages	7
Referral Sources, Tech Overview	8
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Twitter:

Overview	10
Top Tweets 1-10, 11-30	11

Facebook:

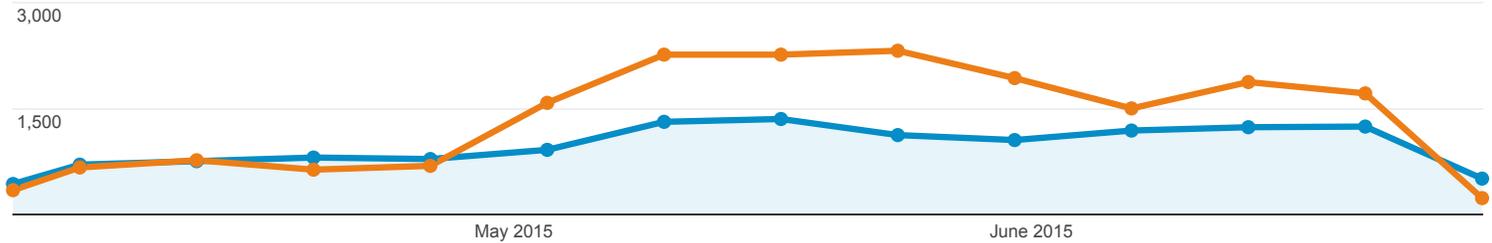
Reach, Age/Gender, Likes	12
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Constant Contact:

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Audience Overview

Apr 1, 2015 - Jun 30, 2015: ● Sessions
Apr 1, 2014 - Jun 30, 2014: ● Sessions



Sessions

-28.41%

13,465 vs 18,809



Users

-25.99%

11,369 vs 15,362



Pageviews

-17.28%

31,351 vs 37,900



Pages / Session

15.55%

2.33 vs 2.01



Avg. Session Duration

44.70%

00:02:14 vs 00:01:32



Bounce Rate

-14.49%

61.08% vs 71.43%



% New Sessions

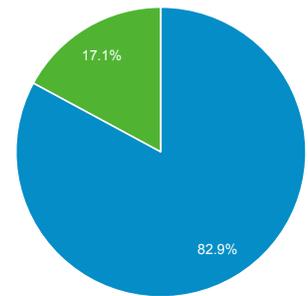
3.95%

82.88% vs 79.73%

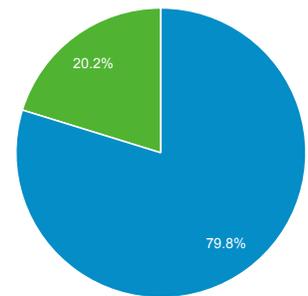


■ New Visitor ■ Returning Visitor

Apr 1, 2015 - Jun 30, 2015



Apr 1, 2014 - Jun 30, 2014



Your Viewers' Engagement

Sessions

13,465

% of Total: 100.00% (13,465)

Pageviews

31,351

% of Total: 100.00% (31,351)

Session Duration	Sessions	Pageviews
0-10 seconds	9,142	8,496
11-30 seconds	464	1,064
31-60 seconds	628	1,756
61-180 seconds	1,329	4,623
181-600 seconds	1,140	6,167
601-1800 seconds	584	4,276
1801+ seconds	178	4,969

Viewer Frequency & Recency *

Count of Sessions	Sessions	Pageviews
1	11,160	22,494
2	1,121	2,147
3	294	665
4	114	230
5	61	204
6	34	110
7	28	65
8	24	37
9-14	62	178
15-25	60	252
26-50	87	293
51-100	98	241
101-200	234	3,515
201+	88	920

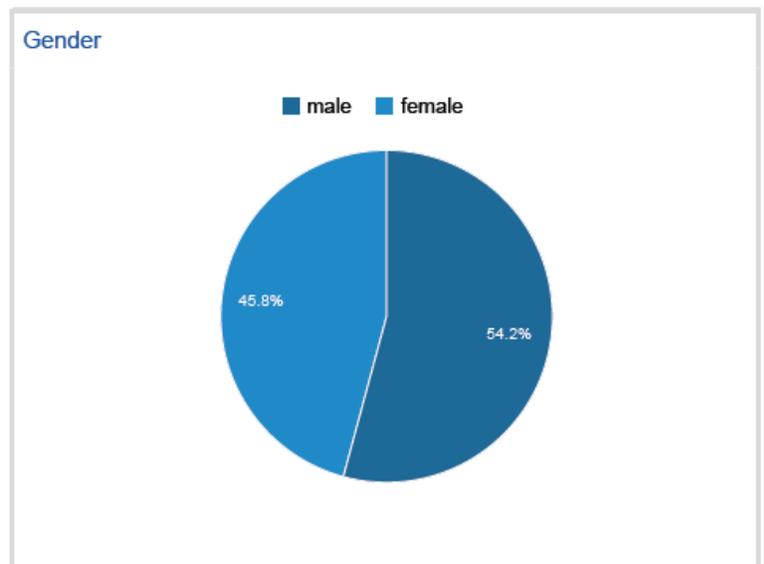
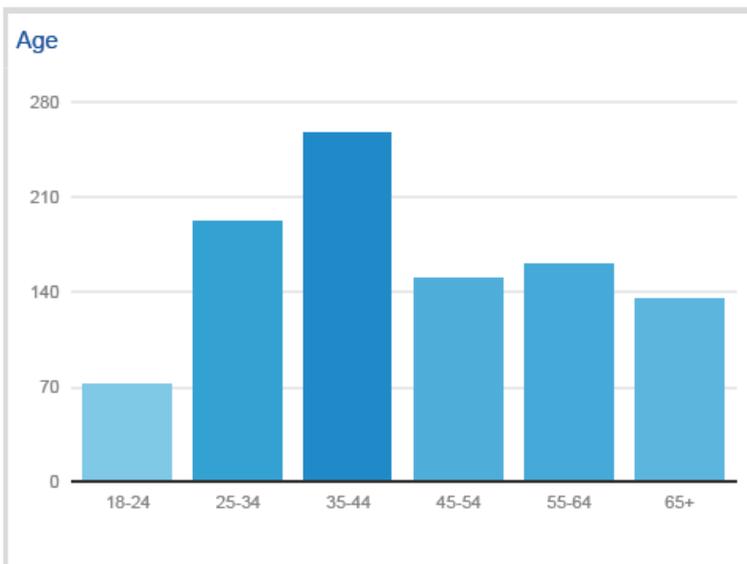
* What is this?

Google Analytics keeps track of how many times a user has visited your website, and **Count of Sessions** is that count for each individual user. The count is incremented each time the user visits. So, for a new user, the count is 1 (i.e., it is the first visit to the site). The next time, the count is 2 (it's the second visit). If the user clears their browser cookies though, they will start over as a new user.

Age & Gender:

Age data calculated from 55.92% of total sessions

Gender data calculated from 61.25% of total sessions



Viewer Interests *

Affinity Category (reach)		48.37% of total sessions
5.12%	Movie Lovers	
4.78%	TV Lovers	
4.33%	Travel Buffs	
4.07%	News Junkies & Avid Readers	
3.74%	Outdoor Enthusiasts	
3.65%	Technophiles	
3.34%	Home Decor Enthusiasts	
3.12%	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	
3.08%	Cooking Enthusiasts/Aspiring Chefs	
2.96%	Health & Fitness Buffs	

In-Market Segment		43.48% of total sessions
3.70%	Travel/Hotels & Accommodations	
3.28%	Real Estate/Residential Properties/Residential Properties (For Sale)	
2.83%	Employment	
2.80%	Real Estate/Residential Properties	
2.73%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	
2.41%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	
2.20%	Home & Garden/Home & Garden Services/Landscape Design	
1.99%	Home & Garden/Home & Garden Services	
1.95%	Home & Garden/Home Improvement	
1.91%	Travel/Air Travel	

Other Category		48.10% of total sessions
4.73%	News/Weather	
3.21%	Arts & Entertainment/Celebrities & Entertainment News	
2.32%	Food & Drink/Cooking & Recipes	
2.05%	Arts & Entertainment/TV & Video/Online Video	
1.76%	Real Estate/Real Estate Listings	
1.50%	Reference/General Reference/Dictionaries & Encyclopedias	
1.37%	Arts & Entertainment/Humor	
1.26%	Home & Garden/Gardening & Landscaping	
1.17%	Pets & Animals/Pets/Dogs	
0.99%	Internet & Telecom/Email & Messaging	

What do these mean?

Affinity Categories: identifies users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined to be similar to TV audiences.

In-Market Segments: identifies users in terms of their 'product' interests.

Other Categories: provides the most specific, focused view of your users. For example, while Affinity Categories includes the category Foodies, Other Categories includes the category Recipes/Cuisines/East Asian.

Where does this data come from?

Demographics and Interests data comes from the third-party DoubleClick cookie (for web traffic) and from anonymous identifiers for mobile apps (i.e., Advertising ID for Android and IDFA for iOS).

Why is this not reporting on ALL of our visitors?

Unfortunately, the sources (mentioned above) are not available for for all users.

Continue to the next page for details on the "In-Market Segment".



Viewer Interests: *In-Market Segement*

Top 10 Viewers' Interests

Sessions

% of New Users *

Rank	Interest	Sessions	% of New Users *
1.	Travel/Hotels & Accommodations	1,573	3.59%
2.	Real Estate/Residential Properties/Residential Properties (For Sale)	1,397	3.15%
3.	Employment	1,206	2.94%
4.	Real Estate/Residential Properties	1,194	2.70%
5.	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	1,161	2.67%
6.	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	1,024	2.45%
7.	Home & Garden/Home & Garden Services/Landscape Design	938	2.23%
8.	Home & Garden/Home & Garden Services	849	2.10%
9.	Home & Garden/Home Improvement	829	2.09%
10.	Travel/Air Travel	812	1.76%

* Remember: the data here is taken from about 43% of the total visitor sessions



Let's take this one step further:

The number one In-Market Segment recorded from April 1 - June 30 is "Travel/Hotels & Accommodations". So who (by age) is in this group?

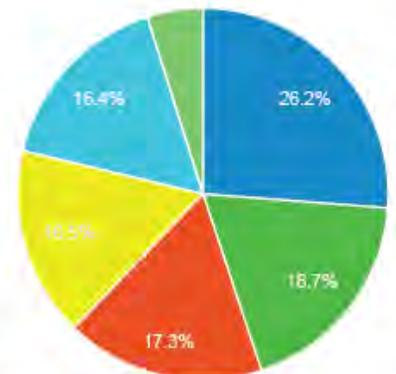
Top In-Market Segment: *"Travel/Hotels & Accommodations"*

Age Group

New Users

% of Total of This Segment

Rank	Age Group	New Users	% of Total of This Segment
1.	55-64	233	26.20%
2.	25-34	225	18.69%
3.	35-44	207	17.33%
4.	65+	197	16.52%
5.	45-54	184	16.38%
6.	18-24	57	4.87%



Search Queries: *Top 25 Organic*

Query	Impressions	Clicks	Average Position	CTR
1. shoshone falls	18,000 (19.57%)	170 (7.57%)	7.8	0.94%
2. idaho tourism	4,500 (4.89%)	60 (2.67%)	6.3	1.33%
3. places to visit in idaho	2,000 (2.17%)	5 (0.22%)	7.3	0.25%
4. shoshone falls idaho	1,600 (1.74%)	16 (0.71%)	9.4	1.00%
5. things to do in twin falls idaho	1,300 (1.41%)	30 (1.34%)	7.6	2.31%
6. thousand springs idaho	1,300 (1.41%)	35 (1.56%)	7.4	2.69%
7. tourist attractions in idaho	1,000 (1.09%)	5 (0.22%)	11	0.50%
8. magic valley mall	900 (0.98%)	0 (0.00%)	6.5	0.00%
9. shoshone falls park	900 (0.98%)	16 (0.71%)	8.7	1.78%
10. banbury hot springs	700 (0.76%)	5 (0.22%)	9.2	0.71%
11. elevation 486	700 (0.76%)	0 (0.00%)	9.0	0.00%
12. places to see in idaho	700 (0.76%)	5 (0.22%)	8.7	0.71%
13. southern idaho	700 (0.76%)	110 (4.90%)	3.0	15.71%
14. thousand springs	700 (0.76%)	12 (0.53%)	8.7	1.71%
15. what to see in idaho	700 (0.76%)	5 (0.22%)	9.2	0.71%
16. idaho falls attractions	600 (0.65%)	0 (0.00%)	27	0.00%
17. idaho places to visit	600 (0.65%)	5 (0.22%)	6.9	0.83%
18. idaho tourist attractions	600 (0.65%)	5 (0.22%)	8.4	0.83%
19. nat soo pah	600 (0.65%)	5 (0.22%)	6.7	0.83%
20. oregon trails campgrounds twin falls, id	600 (0.65%)	5 (0.22%)	5.0	0.83%
21. idaho scenic byways	500 (0.54%)	5 (0.22%)	6.3	1.00%
22. idaho vacations	500 (0.54%)	0 (0.00%)	38	0.00%
23. miracle hot springs	500 (0.54%)	5 (0.22%)	12	1.00%
24. places to go in idaho	500 (0.54%)	5 (0.22%)	9.3	1.00%
25. twin falls attractions	500 (0.54%)	5 (0.22%)	2.6	1.00%

What does all this mean?

Query: The term searched for.

Impressions: The number of times any page from your site showed as a result of a query *.

Clicks: The number of clicks on your website's URLs resulting from a query *.

Average position: The average ranking of your website URLs for the query or queries.

CTR: Click-through-rate measures the ratio of clicks to impressions shown.

Landing Pages: *Top 50*

The following are the direct, organic "landing" results from queries, as defined on page 6.

Clicks	Landing Page URL	Impressions	CTR
1,300	http://visitsouthidaho.com/	40,000	3.25%
1,000	http://visitsouthidaho.com/i-visit/shoshone-falls	60,000	1.67%
900	http://visitsouthidaho.com/attractions	40,000	2.25%
500	http://visitsouthidaho.com/attractions/view/30853	3,000	16.67%
500	http://visitsouthidaho.com/attractions/view/31408	2,500	20.00%
400	http://visitsouthidaho.com/blog/pillar-falls-an-ida-ho-gem	10,000	4.00%
320	http://visitsouthidaho.com/calendar	6,500	4.92%
250	http://visitsouthidaho.com/thousand-springs-byway	10,000	2.50%
200	http://visitsouthidaho.com/city-of-rocks-byway	8,000	2.50%
170	http://visitsouthidaho.com/see-and-do/scenic-byways	8,000	2.12%
150	http://visitsouthidaho.com/adventuremap	1,600	9.38%
110	http://visitsouthidaho.com/attractions/details/30929	18,000	0.61%
110	http://visitsouthidaho.com/attractions/view/30839	12,000	0.92%
110	http://visitsouthidaho.com/about/north-rim-final-master-plan	8,000	1.38%
90	http://visitsouthidaho.com/Blog?page=4	15,000	0.60%
90	http://visitsouthidaho.com/attractions/view/31873	10,000	0.90%
90	http://visitsouthidaho.com/attractions/view/32455	3,500	2.57%
90	http://visitsouthidaho.com/see-and-do/bird-watching	1,300	6.92%
70	http://visitsouthidaho.com/attractions/view/31744	12,000	0.58%
70	http://visitsouthidaho.com/attractions/view/31033	2,000	3.50%
60	http://visitsouthidaho.com/lodgings/details/43556	3,000	2.00%
60	http://visitsouthidaho.com/attractions/view/31683	2,500	2.40%
60	http://visitsouthidaho.com/i-fair	2,000	3.00%
60	http://visitsouthidaho.com/see-and-do/hunting-fishing	1,300	4.62%
60	http://visitsouthidaho.com/attractions/view/32266	700	8.57%
50	http://visitsouthidaho.com/attractions/view/31330	6,500	0.77%
50	http://visitsouthidaho.com/attractions/view/30819	4,500	1.11%
50	http://visitsouthidaho.com/communities/jerome	4,500	1.11%
50	http://visitsouthidaho.com/attractions/view/30815	3,000	1.67%
50	http://visitsouthidaho.com/about	2,500	2.00%
50	http://visitsouthidaho.com/attractions/details/30712	2,000	2.50%
50	http://visitsouthidaho.com/attractions/view/30825	1,600	3.12%
50	http://visitsouthidaho.com/attractions/?attractiontype=&community=4251	1,300	3.85%
50	http://visitsouthidaho.com/blog/646	1,300	3.85%
35	http://visitsouthidaho.com/lodgings/view/43094	4,500	0.78%
35	http://visitsouthidaho.com/attractions/2?community=	3,500	1.00%
35	http://visitsouthidaho.com/attractions/4?community=	3,000	1.17%
35	http://visitsouthidaho.com/i-eat	3,000	1.17%
35	http://visitsouthidaho.com/itshappeninghere	2,500	1.40%
35	http://visitsouthidaho.com/attractions/view/30838	1,600	2.19%
35	http://visitsouthidaho.com/blog/moon-walking-and-splunking	1,600	2.19%
35	http://visitsouthidaho.com/attractions/view/30842	1,300	2.69%
30	http://visitsouthidaho.com/attractions/view/31414	3,000	1.00%
30	http://visitsouthidaho.com/attractions/view/31980	3,000	1.00%
30	http://visitsouthidaho.com/i-shop	3,000	1.00%
30	http://visitsouthidaho.com/Blog?page=7	2,000	1.50%
30	http://visitsouthidaho.com/attractions/3?community=	2,000	1.50%
30	http://visitsouthidaho.com/attractions/view/31339	900	3.33%
30	http://visitsouthidaho.com/attractions/view/30840	600	5.00%

Referral Sources

Referral traffic data: visits that came to your site from sources outside of Google’s search engine. When someone clicks on a hyperlink to go to a new page on a different website, Analytics tracks the click as a referral visit to the second site. These are different from search results.

*Does NOT include paid Adwords clicks

Referral Source	New Users	Pages per Session
nps.gov	187	4.63
hagermanvalleychamber.com	121	4.38
m.facebook.com	73	1.63
apollomotorinn.com	60	1.33
facebook.com	14	25.98
hagermanrvvillage.com	41	2.87
rvidaho.org	37	4.2
search.yahoo.com	32	1.19
members.twinfallschamber.com	27	1.42
idahobucketlist.blogspot.com	15	25.61
ci.jerome.id.us	23	1.37
visitidaho.org	20	4.33
tandembase.com	18	1.76
search.tb.ask.com	16	3.41
centurylink.net	14	3.38
livability.com	15	1.19
en.m.wikipedia.org	14	3.53
en.wikipedia.org	12	3.69

Tech Overview:

Browser

1. Chrome	42.04%
2. Safari	30.37%
3. Internet Explorer	14.78%
4. Firefox	7.23%
5. Android Browser	3.30%
6. Safari (in-app)	1.08%
7. Amazon Silk	0.67%
8. Opera	0.20%
9. mozilla	0.09%
10. Opera Mini	0.07%

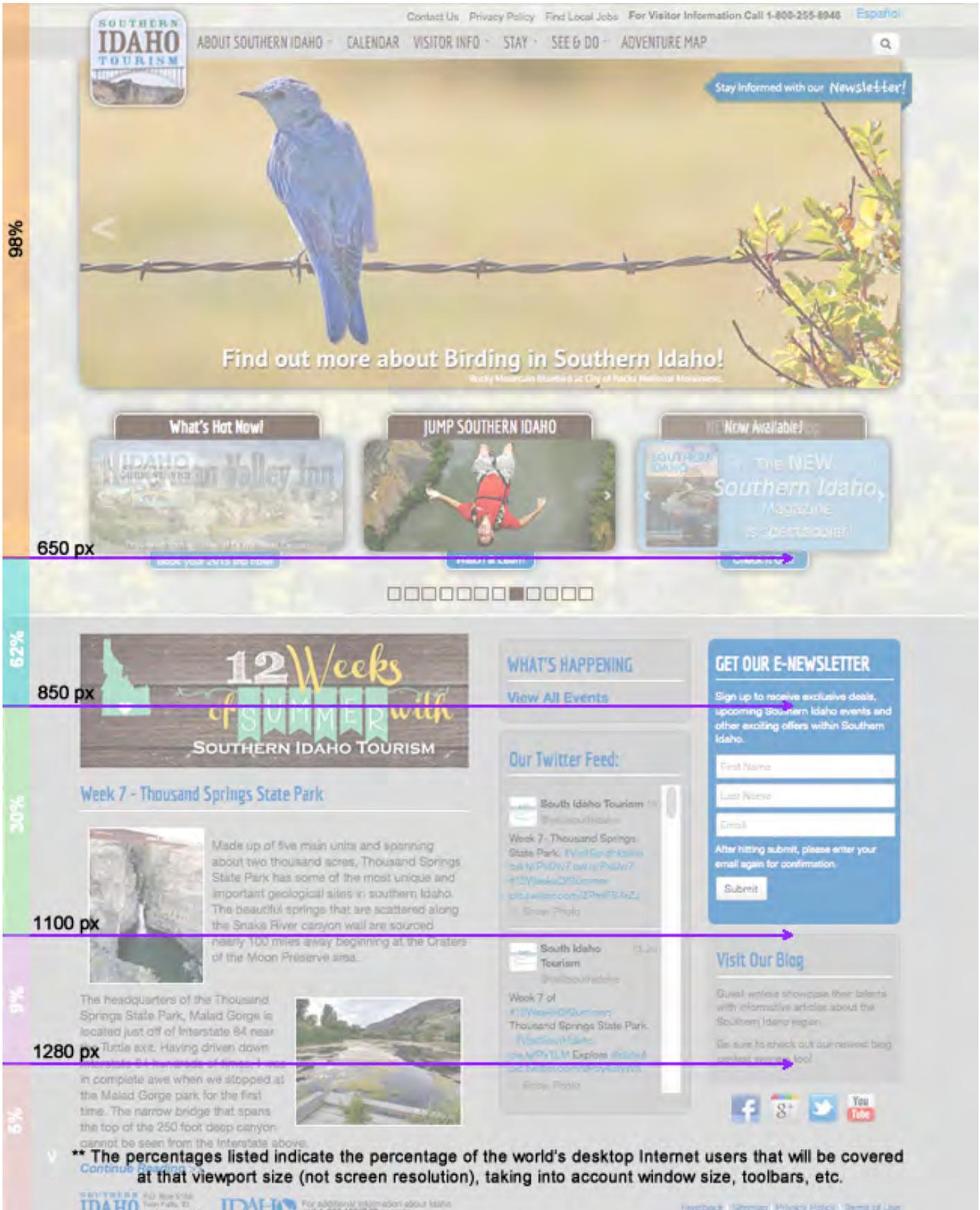
Device

1. desktop	52.56%
2. mobile	35.36%
3. tablet	12.08%

Screen Size

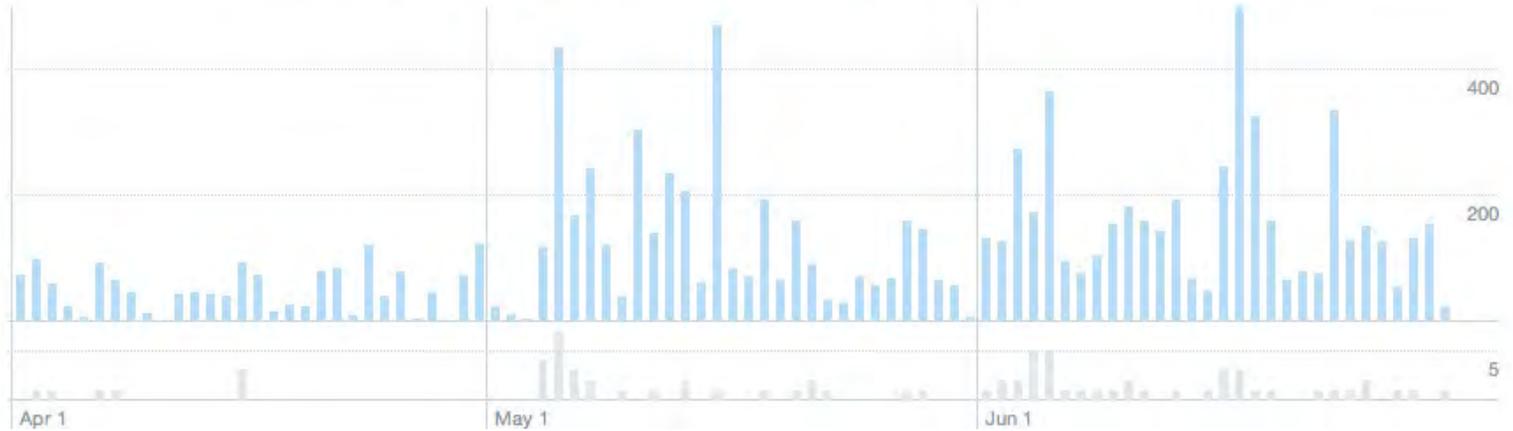
1. 360x640	17.37%
2. 320x568	12.19%
3. 768x1024	10.70%
4. 1920x1080	7.46%
5. 1366x768	6.75%
6. 375x667	5.55%
7. 1024x768	3.73%

Page View: Screen Size/Pagefold



Twitter Activity: *Overview*

Your Tweets earned **10.4K impressions** over this **91 day** period



Twitter Activity: *Summaries by Month*

APRIL 2015 SUMMARY	
Tweets	Tweet impressions
7	1,433
Profile visits	Mentions
33	5
New followers	
15	

MAY 2015 SUMMARY	
Tweets	Tweet impressions
28	3,934
Profile visits	Mentions
182	6
New followers	
14	

JUNE 2015 SUMMARY	
Tweets	Tweet impressions
40	4,833
Profile visits	Mentions
77	3
New followers	
14	

Twitter Activity: Top 10 Tweets by Impressions

Top Tweets		Impressions	Engagements
	South Idaho Tourism @visitsouthidaho · Jun 17 8-year old race car driver? Check out Week 3 of our #12WeeksOfSummer series: ow.ly/OrZq5 #visitsouthidaho pic.twitter.com/ELCGa40zeT <small>View Tweet details</small>	816	13
	South Idaho Tourism @visitsouthidaho · May 15 5/16/15 Castle Rocks State Park (Idaho) #Archeology hike to rockshelters and pictographs ow.ly/MvmZL #visitsouthidaho <small>View Tweet details</small>	776	7
	South Idaho Tourism @visitsouthidaho · May 5 5/16/15 Castle Rocks State Park (Idaho) #Archeology hike to rockshelters and pictographs ow.ly/MvmSI #visitsouthidaho <small>View Tweet details</small>	496	5
	South Idaho Tourism @visitsouthidaho · Jun 3 Mini-Cassia Car Show, June 6-7 at Cassia County Fairgrounds. info: 208-670-5055. #carshow #visitsouthidaho #antiques pic.twitter.com/DKPFgwJcea <small>View Tweet details</small>	273	5
	South Idaho Tourism @visitsouthidaho · May 28 The Tour of Historic Oakley Homes is June 20 - for more information 208 862-3313. pic.twitter.com/D3sNhHthfT <small>View Tweet details</small>	231	6
	South Idaho Tourism @visitsouthidaho · Jun 10 Star Party at Craters of the Moon. 6/12-6/13, and 8/11-8/12. ow.ly/NPtsk ow.ly/b7Rve pic.twitter.com/PtKB4ZYGGs <small>View Tweet details</small>	221	4
	South Idaho Tourism @visitsouthidaho · Jun 4 Pioneers Bike Tour. Craters of the Moon June 6th. ow.ly/NPsxS #visitsouthidaho #cratersofthemoon pic.twitter.com/eCwrx4qQL <small>View Tweet details</small>	198	3
	South Idaho Tourism @visitsouthidaho · Jun 23 #Archery course and new #fishing pond at #CastleRocksStatePark . Grand opening Sat, 27. #VisitSouthIdaho #Idaho pic.twitter.com/usf54Fzru <small>View Tweet details</small>	198	1
	South Idaho Tourism @visitsouthidaho · May 13 5/16/15 Castle Rocks State Park (Idaho) #Archeology hike to rockshelters and pictographs ow.ly/MvmV5 #visitsouthidaho <small>View Tweet details</small>	176	2
	South Idaho Tourism @visitsouthidaho · Apr 15 Night Sky Party in Hagerman, Idaho. April 18. #Starparty #astronomy #visitsouthidaho pic.twitter.com/agWNPjyMR9 <small>View Tweet details</small>	171	2

Engagements:

Total number of times a user has interacted with a Tweet. This includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and favorites.

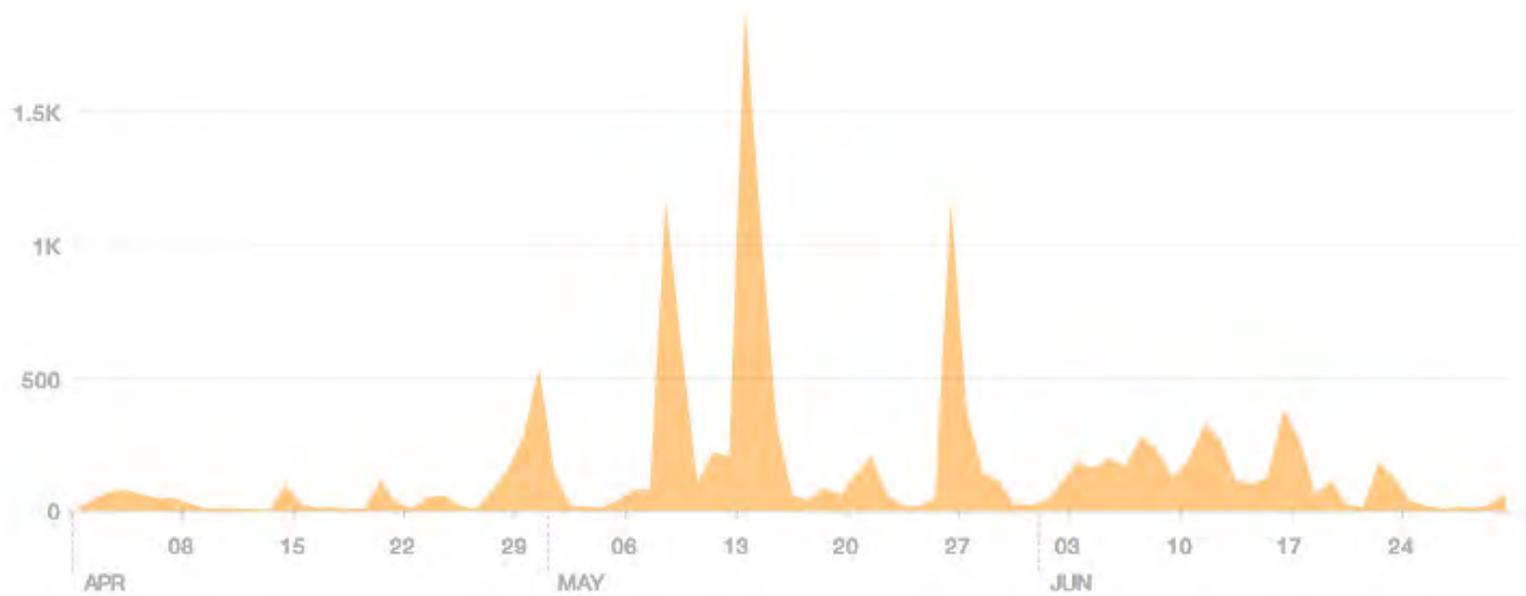
Impressions:

Number of times users saw the Tweet on Twitter

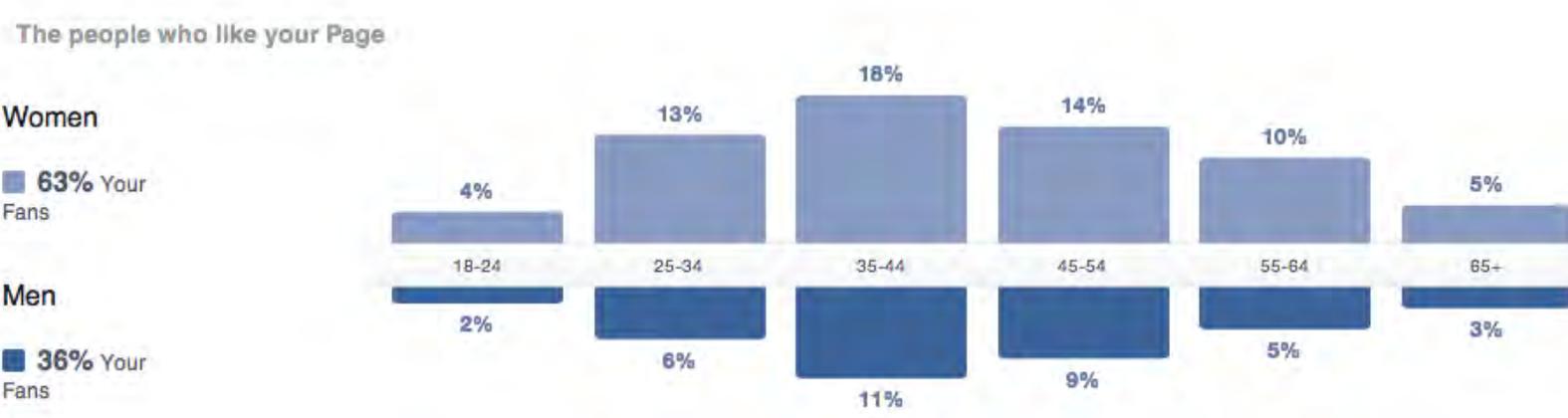
Top Tweets: 11 -30

Date	Impressions
5/7/15	153
6/18/15	151
5/9/15	139
6/9/15	126
4/7/15	125
6/13/15	124
4/6/15	120
4/15/15	118
4/3/15	118
5/5/15	117
6/16/15	115
4/15/15	113
6/7/15	112
6/19/15	110
5/7/15	108
5/6/15	106
5/6/15	106
6/8/15	105
5/22/15	105

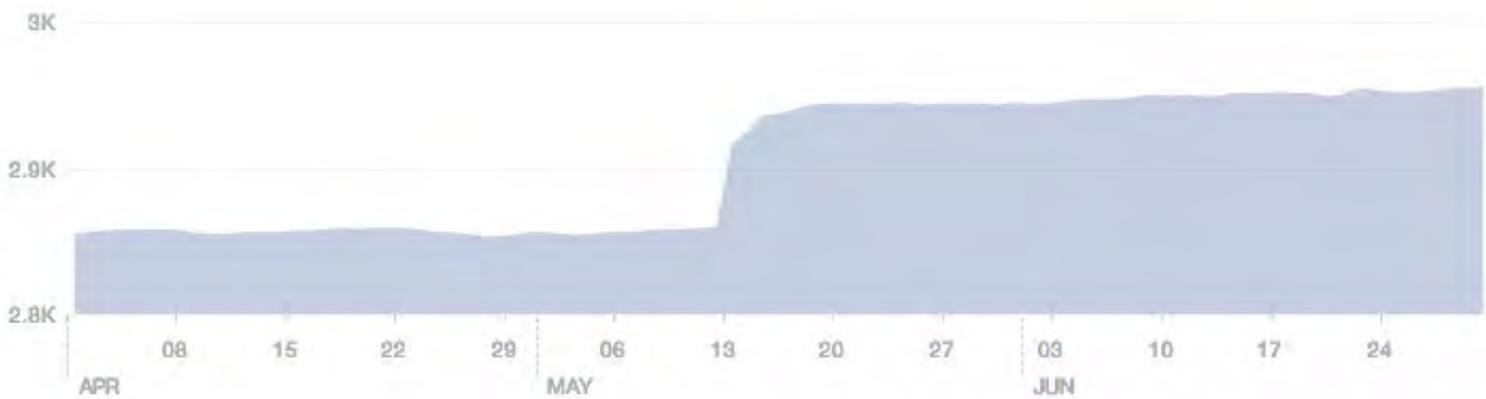
Facebook Overview: *Who Did Your Posts Reach?*



Facebook Overview: *Who Likes Your Page?*



Facebook Overview: *When Did They Like Your Page?*



Facebook Posts (June 3 - June 30)

06/30/2015 4:20 pm		Week 5 of: #12WeeksOfSummer "Known as the "Trout Capital of the World", Buhl produces the	06/11/2015 3:01 pm		The Farmers Market: Saturdays 9am-1pm - at The Mountain View Barn in Jerome Idaho. Come get
06/23/2015 10:11 am		Castle Rocks State Park will have two NEW recreational opportunities starting Saturday, June	06/11/2015 3:01 pm		The Farmers Market: Saturdays 9am-1pm - at The Mountain View Barn in Jerome Idaho. Come get
06/22/2015 5:35 pm		Guided Wildflower Walks at Craters of the Moon starting June 13. Summer walks & talks at Craters	06/11/2015 10:32 am		Photo Gallery: Idaho's Craters of the Moon I The Big Outside
06/22/2015 4:00 pm		Week 4 of #12WeeksOfSummer: "Southern Idaho has a handful of locations to play, each one vastly	06/10/2015 7:01 pm		Star Party at Craters of the Moon. 6/12-6/13, and 8/11-8/12. http://ow.ly/NPsNc http://ow.ly/lb7Rve
06/19/2015 7:37 am		Southern Idaho Tourism shared Castle Rocks State Park's post.	06/10/2015 4:31 pm		Rocky Mountain Tractor Pulls: June 13 At the Cassia County Fairgrounds High quality
06/17/2015 8:01 pm		June 19,20 -Nature Photography Workshop @ Craters Of The Moon. http://ow.ly/O5s0E	06/10/2015 3:06 pm		Week 2 of Twelve Weeks of Summer!!!
06/17/2015 5:02 pm		Antique Tractor Show June 19 At Valley Wide Home & Ranch in Rupert, Idaho. For more	06/09/2015 5:01 pm		FREE Fishing Day, Saturday June 13 All anglers, residents and nonresidents, can celebrate the day
06/17/2015 11:46 am		Best reason there is to get outside for you and your dog!	06/08/2015 4:31 pm		Summer Day Camp June 17: 8:30am -3:00pm at Castle Rocks State Park. Kids, discover park
06/17/2015 11:45 am		Happening June 27 at Malad Gorge State Park	06/07/2015 11:02 am		Star Party at Craters of the Moon. 6/12-6/13, and 8/11-8/12. #visitsouthidaho #cratersofthemoon
06/17/2015 11:36 am		Week 3 of #12WeeksOfSummer: "Imagine being eight years old, harnessed in behind the wheel of	06/06/2015 10:45 am		FREE Fishing Day, Saturday June 13 All anglers, residents and nonresidents, can celebrate the day
06/16/2015 4:45 pm		Oakley Tour of Homes, June 20 Oakley, Idaho has been designated a National Historical District	06/06/2015 9:50 am		Check out the dates of fairs, festivals, carnivals, rodeos and more in Southern Idaho!
06/15/2015 7:10 pm		Oakley, Idaho - Tour of Historic Homes, June 20.	06/05/2015 4:20 pm		Wildflowers at Craters of the Moon! June 19 & 20 - Nature Photography Workshop Fri. 5 p.m. - 8 p.m.
06/14/2015 6:50 am		Antique Tractor Show June 19 At Valley Wide Home & Ranch in Rupert, Idaho. For more	06/04/2015 4:20 pm		Wildflowers at Craters of the Moon! June 13 - Wildflower Walk 10 a.m. - 1 p.m. June is the peak
06/13/2015 2:05 pm		June 19 & 20 - Nature Photography Workshop at Craters of the Moon. Do you want to take better	06/04/2015 3:02 pm		Pioneers Bike Tour at Craters of the Moon - June 6th. #visitsouthidaho #bikeidaho #mountainbiking
06/12/2015 9:01 pm		Rocky Mountain Tractor Pulls June 13 At the Cassia County Fairgrounds High quality	06/04/2015 8:45 am		Wine Musings With Beatrice Straugh
06/12/2015 4:20 pm		Wildflowers at Craters of the Moon! June 19 & 20 - Nature Photography Workshop Fri. 5 p.m. - 8 p.m.	06/03/2015 4:20 pm		Don't miss the Mini-Cassia Car Show this weekend (June 6-7) at the Cassia County
06/12/2015 3:50 pm		Guided Wildflower Walks at Craters of the Moon starting June 13. Summer walks & talks at Craters			
06/12/2015 10:48 am		Southern Idaho Tourism shared Twin Falls Tonight's photo.			
06/11/2015 4:35 pm		FREE Fishing Day, Saturday June 13 All anglers, residents and nonresidents, can celebrate the day			

Facebook Posts (April 1 - June 3)

06/03/2015 9:20 am	 FREE Fishing Day, Saturday June 13 All anglers, residents and nonresidents, can celebrate the day	05/08/2015 10:48 am	 Good water over the Shoshone Falls starting Monday, May 11. Check live link of Shoshone
06/02/2015 3:26 pm	 http://visitsouthidaho.com/blog/week-1-Camas-Lily-Days	05/08/2015 9:10 am	 Southern Idaho Tourism
05/29/2015 11:52 am	 Join us this Saturday, May 30th for the Western Days Parade in Twin Falls!	05/06/2015 3:32 pm	 http://idahogives.razoo.com/story/South-Central-Idaho-Tourism-And-Recreational-Development-
05/28/2015 11:55 am	 Birding Big Day Blitz: June 6 at City of Rocks! Birders, assemble and register your team of 2-4	05/05/2015 5:10 pm	International Migratory Bird Day event hosted by Caste Rocks State Park
05/28/2015 10:20 am	 The Oakley Historic Home Tour is June 20 Please call 208-862-3313 for information	04/29/2015 4:16 pm	 Located on a particularly picturesque bend of the Snake River in Twin Falls, Elevation 486 is a
05/26/2015 12:57 pm	 The Perrine Bridge is listed by the Weather Channel as one of the 50 amazing bridges in the	04/28/2015 4:20 pm	 MUSIC FEST CAMP: June 15 - 19 Music Fest is held on the beautiful College of Southern Idaho
05/25/2015 4:05 pm	 Wildflowers at Craters of the Moon! June 13 - Wildflower Walk 10 a.m. - 1 p.m. June is the peak	04/28/2015 1:09 pm	 Southern Idaho Tourism shared their photo.
05/21/2015 4:20 pm	 Wildflowers at Craters of the Moon! May 23rd – Nature Journaling Workshop 10 a.m. - 1 p.m.	04/28/2015 1:09 pm	 The finishing touches - putting up the interpretative signs for CSI, Shoshone Falls, and
05/20/2015 4:40 pm	 Wildflowers at Craters of the Moon! Recent rains should help make this another banner year for our	04/28/2015 10:46 am	 Southern Idaho Tourism shared their photo.
05/19/2015 5:05 pm	 Birding Big Day Blitz: June 6 at City of Rocks! Birders, assemble and register your team of 2-4	04/28/2015 10:41 am	 Join us Thursday, April 30 at 3 pm for the Dedication and Community Open House.
05/18/2015 4:50 pm	 Birding Big Day Blitz: June 6 at City of Rocks! Birders, assemble and register your team of 2-4	04/23/2015 4:52 pm	 It's springtime... it's gorgeous in southern Idaho right now! The perfect time to Hike & Climb. What
05/13/2015 1:29 pm	 We just had two van-loads of Senior Citizens from the Nampa Recreation Center visit - one of the	04/20/2015 11:21 am	 Twin Falls Visitor Center Grand Opening/Dedication Thursday, April 30 - 3 pm
05/13/2015 9:59 am	 The Shoshone Falls is flowing and the Flowers are blooming at Craters of the Moon - come see	04/15/2015 4:45 pm	 Join Hagerman Fossil Beds National Monument for our first Star Party of the year! This event will be
05/12/2015 5:15 pm	 Archeology Hike on May 16 Meet at the Stines Creek Picnic Area of Castle Rocks State Park at 1	04/14/2015 9:18 am	 Southern Idaho Tourism's cover photo
05/12/2015 8:23 am	 The Falls are flowing today. Checked out the live feed this morning... had to share!	04/07/2015 4:30 pm	 Shakespeare's "Twelfth Night": April 29 - March 2, March 6-9 in the College of Southern Idaho's
05/11/2015 9:40 am	 Where is the Take Me Fishing Trailer? Check here!	04/06/2015 4:30 pm	 MAGIC VALLEY SYMPHONY/MAGIC VALLEY CHORALE CONCERT April 24 at 7:30 p.m. in the
05/11/2015 9:24 am	 Free Fishing Day is Saturday, June 13 - get ready!!!	04/03/2015 4:30 pm	 Get your brass on @ the College of Southern Idaho, April 22 at 7:30pm with Metales M5 Mexico

Constant Contact Email Campaign

Spring 2015



Email Run History

Sending Type	Sent	Run Date	Status
Original Send	2805	4/28/2015	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
2805	6.1% (172)	1	0.2% (6)	13.6% (358)	8.7% (31)	0.3% (1)

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://cyclotherapy-rx.com/	1	1.1%
http://fishandgame.idaho.gov/ifwis/ibt/site.aspx?id=85	0	0.0%
http://fishandgame.idaho.gov/public/fish/	5	5.6%
http://idahoregatta.org/	3	3.3%
http://pryorpaddlerentals.com/	3	3.3%
http://visitsouthidaho.com/attractions/details/30819	1	1.1%
http://visitsouthidaho.com/attractions/details/31556	1	1.1%
http://visitsouthidaho.com/attractions/details/31744	1	1.1%
http://visitsouthidaho.com/attractions/details/31813	2	2.2%
http://visitsouthidaho.com/attractions/details/31891	2	2.2%
http://visitsouthidaho.com/attractions/view/3-1578	4	4.4%
http://visitsouthidaho.com/blogcontest?utm_source=visitsouthidaho.com&utm_medium=link&utm_campaign=2013July	2	2.2%
http://visitsouthidaho.com/i-bike	5	5.6%
http://visitsouthidaho.com/i-fish	3	3.3%
http://visitsouthidaho.com/in_the_water	1	1.1%
http://visitsouthidaho.com/photo_contest?utm_source=visitsouthidaho.com&utm_medium=link&utm_campaign=2013July	2	2.2%
http://www.fairfieldidaho.net/places-youll-love/little-city-of-rocks/	1	1.1%
http://www.fairfieldidaho.us/	0	0.0%
http://www.fs.usda.gov/sawtooth/	3	3.3%
http://www.glanbiausa.com/dsp_locations.cfm	2	2.2%
http://www.goodingidaho.org/	0	0.0%
http://www.idahoguideservice.com/	6	6.7%
http://www.idahostatesman.com/2015/03/22/3712-226_50m-plastic-plant-headed-to-south.html?rh=1	3	3.3%

Constant Contact Email Campaign

Spring 2015 -Continued

http://www.mhsprings.com/	1	1.1%
http://www.mhsprings.com/domes.html	2	2.2%
http://www.nps.gov/crmo/index.htm	2	2.2%
http://www.nps.gov/hafo/index.htm	3	3.3%
http://www.tfid.org/Facilities.aspx?page=list-&search=1&CID=3	4	4.4%
http://www.visitidaho.org/	2	2.2%
http://www.visitsouthidaho.com/	8	8.9%
https://www.facebook.com/hagermanidahosports	4	4.4%
https://www.facebook.com/idahowatersports	4	4.4%
https://www.google.com/maps/d/viewer?mid=zNWx-9iR6KKmY.kbh0RThbxRSc&msa=0	3	3.3%
https://www.google.com/maps/place/Centennial+-Waterfront+Park/@42.5613515,-114.4553684,13z/data=!4m5!1m2!2m1!1sCentennial+Park+twin+fall-s!3m1!1s0x54aca205a6ea98b1:0x6706036404154682	5	5.6%
https://www.google.com/maps/place/Gooding,+ID-+83330/@42.9289305,-114.7090505,14z/data=!4m2-!3m1!1s0x54ac79203c10e753:0x72e7836f5cedc643	1	1.1%
Total Click-throughs	90	100%

Constant Contact Email Campaign

TF Welcome Center

<h1>470</h1> <p>Opened (17.7%)</p>	<h1>2823</h1> <p>Sent</p>	<h1>41</h1> <p>Clicks (8.7%)</p>	<h1>0</h1> <p>Forwards</p>	<p>172 Bounces 6 Spam Reports 23 Opt Outs</p>
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Email Run History

Sending Type	Sent	Run Date	Status
Original Send	2823	4/22/2015	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
2823	6.1% (172)	* 6 *	0.8% (23)	17.7% (468)	8.8% (41)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://visitsouthidaho.com/blogcontest?utm_source=visitsouthidaho.com&utm_medium=link&utm_campaign=2013July	2	4.2%
http://visitsouthidaho.com/photo_contest?utm_source=visitsouthidaho.com&utm_medium=link&utm_campaign=2013July	3	6.2%
http://www.visitidaho.org/	2	4.2%
http://www.visitsouthidaho.com/	41	85.4%
Total Click-throughs	48	100%

Constant Contact Email Campaign

Idaho Gives



Email Run History

Sending Type	Sent	Run Date	Status
Original Send	3571	5/7/2015	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
3571	6.0% (216)	* 4 *	0.9% (33)	16.9% (568)	3.0% (17)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://idahogives.razoo.com/story/South-Central-Idaho-Tourism-And-Recreational-Development-Assoc	16	94.1%
http://www.visitsouthidaho.com	0	0.0%
http://www.visitsouthidaho.com/	1	5.9%
Total Click-throughs	17	100%