

	January	February	March	April	May
Website - Skamania					
# unique users	2,207	1,249	1,957	4,473	2,635
# new users	2,052	1,189	1,890	4,383	2,495
avg engagement time	1:32	1:30	1:19	1:15	1:24
page views	4,459	3,011	4,302	9,323	5,828
visits by source:					
Organic search - Google/Bing	1,779	895	1,097	1,275	1,448
Direct	336	234	418	1,386	474
Referral	71	130	139	232	350
Social Media	41	9	326	676	192
Email Marketing					
Contacts		1,099	1,116	1,127	1,145
Unsubscribes		0	1	1	0
Social Media					
# FB Likes		1,926	1,956	1,973	1,993
Facebook reach		2,685	8,262	11,589	7,837

Current Month Visitor Stats

Phone calls: 55

Walk-ins: 249

Business referrals: 682

Emails: 39

Visitor Packs: 3

Student Packs: 0

Relocation Packs: 0

Overnights: 83

Large Qty brochures: 635