

DECODING WEBSITE CONVERSION

Key Insights for Local and State Tourism Sites

With You Today



Gray Lawry

SVP Strategy & Insights

Miles Partnership

- 14+ Years in Travel Marketing
- Full Stack LAMP Developer
- Oversee Technology for Miles
- Hobby of Collecting Hobbies



With You Today



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VP Development

Future Partners

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Agenda For Today

- **Setting the Stage:** Who We Are (and Why It Matters)
- **The Lay of the Land:** Travel industry Context
- **How We Got Here:** A Study Is Born
- **The Peach State Speaks:** Early Survey Results
- **The Road Ahead:** Upcoming Phases
- **The Floor Is Yours:** Q&A Time



The Lay of the Land:

Travel Industry Context



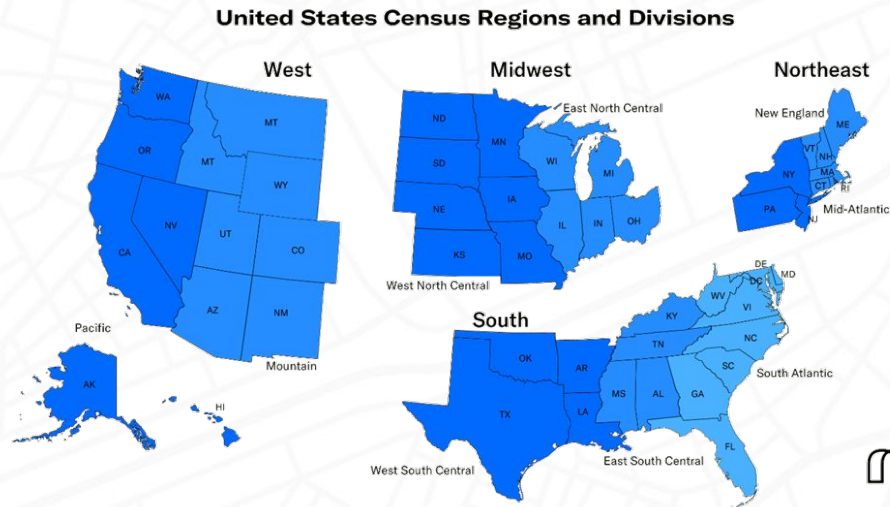
The State of the American Traveler

August 2024



The State of the American Traveler

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- Survey collected: [August 16-27](#)
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region



The top barriers to travel reported by American travelers continue to be money-related.

Question:

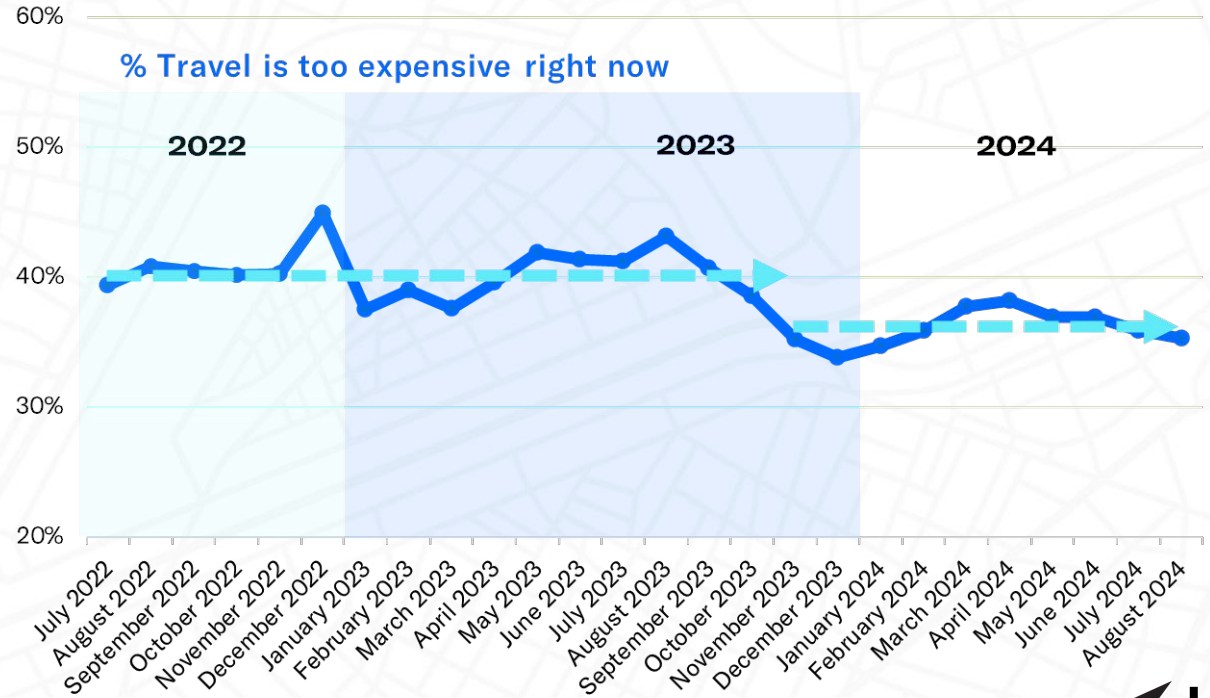
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred?
(Select all that apply)



Travel being “too expensive” had decreased slightly since the beginning of the year.

Question:

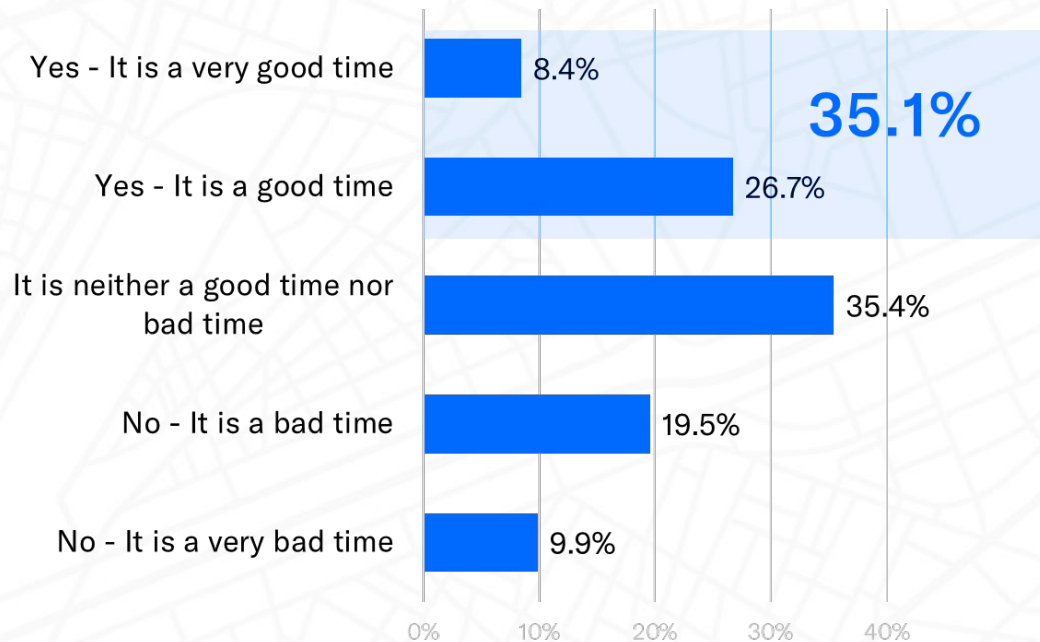
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)



Travelers remain mostly split on if now is a good time to spend on leisure travel.

Question:

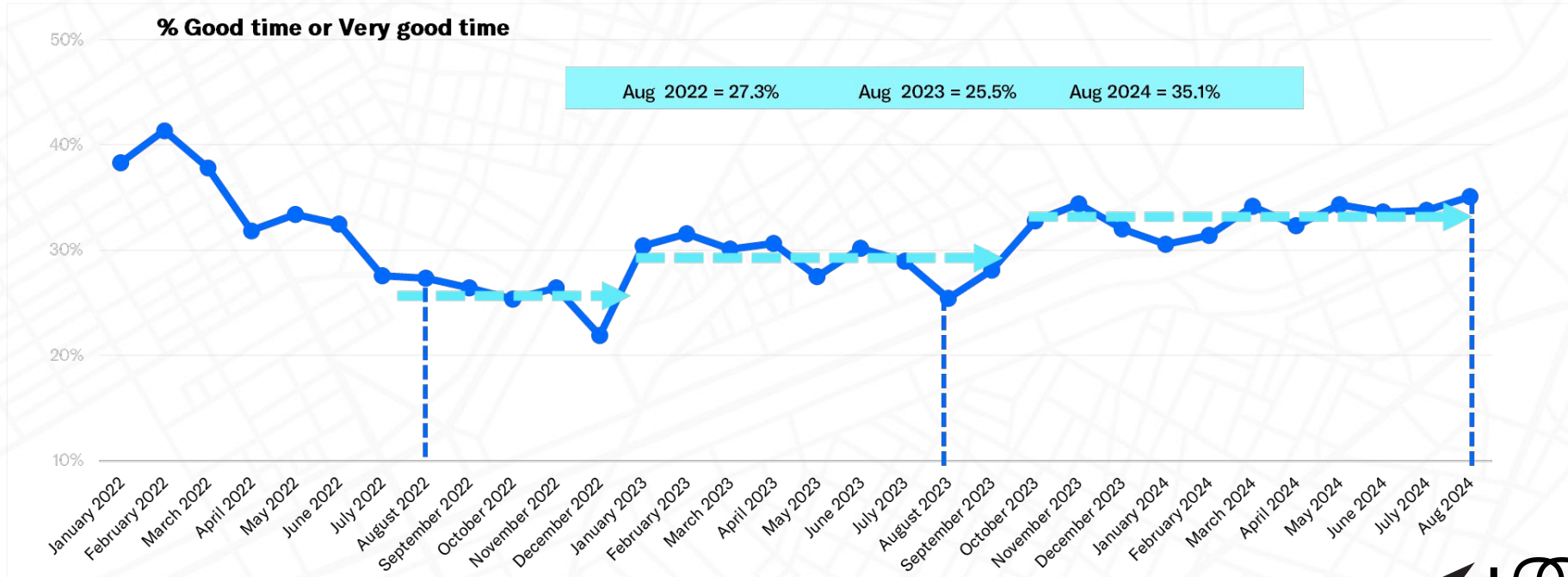
Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



The belief that now is a “good time to spend on leisure travel” is increasing slowly.

Question:

Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

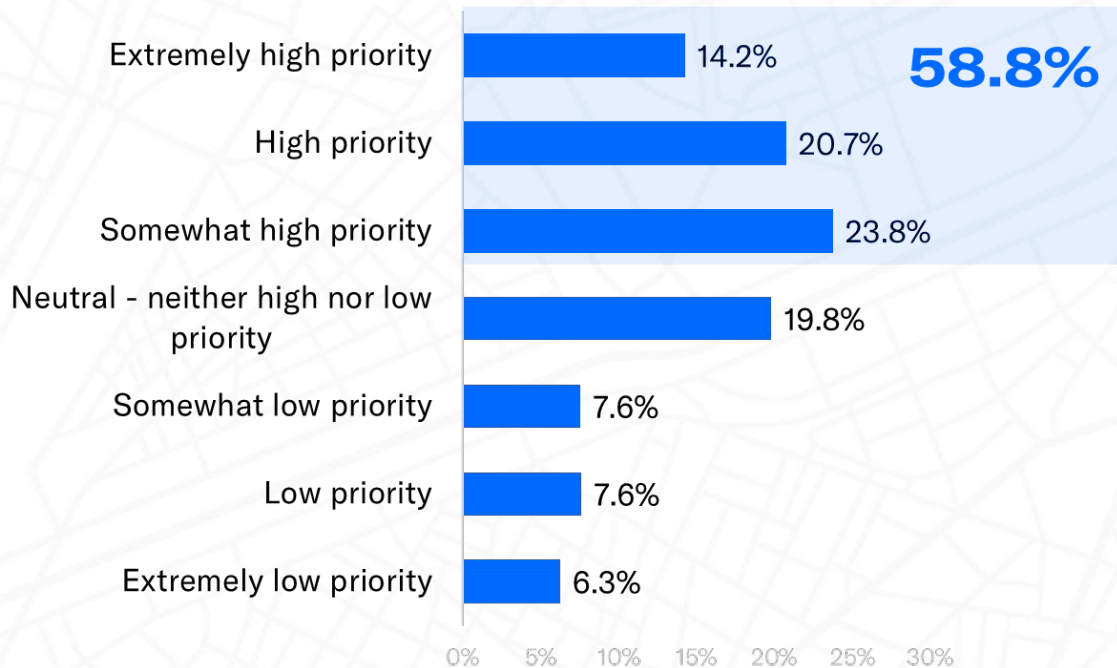


Most intend to make leisure travel a spending priority in the next three months.

Question:

Thinking carefully about how you expect to spend your income in the **NEXT THREE MONTHS**, please use the scale below to describe your spending priorities.

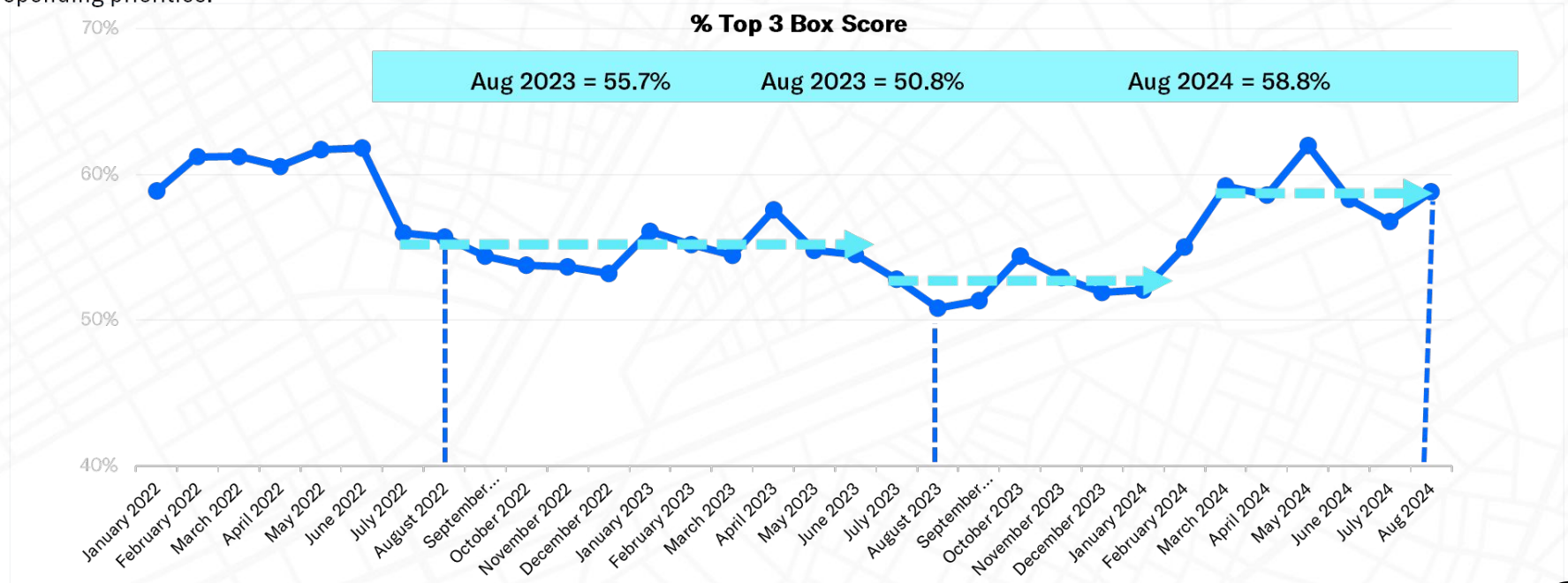
Leisure travel will be a(n) _____.



...the metric increased last month, and remains well above last year's level.

Question:

Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

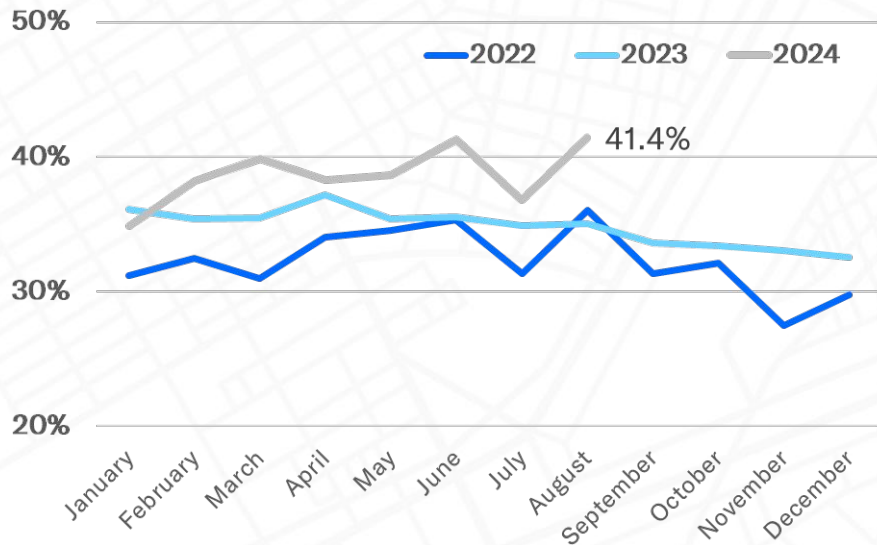


Reaching Travelers



More than 1-in-3 researched travel ideas online

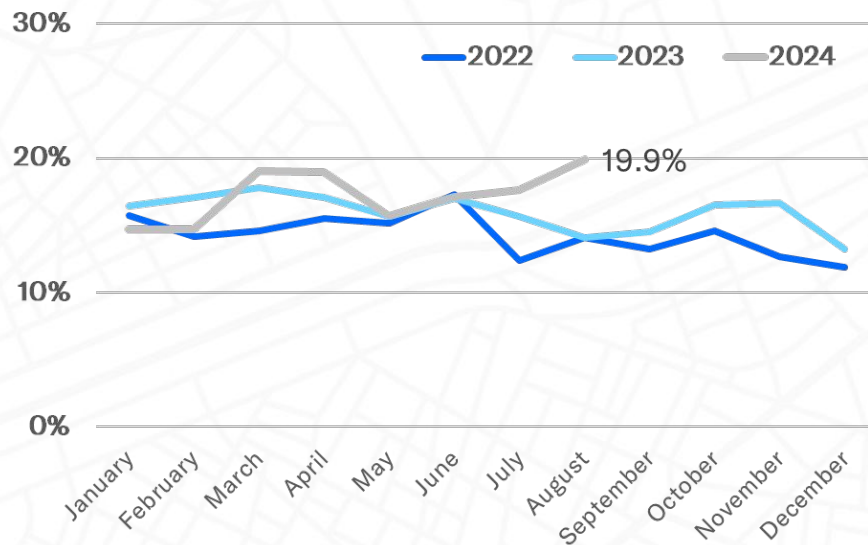
Researched about travel online in the past week
(% of all American Travelers)





Booking is up from this time last year

Made travel reservations in the past week
(% of all American Travelers)

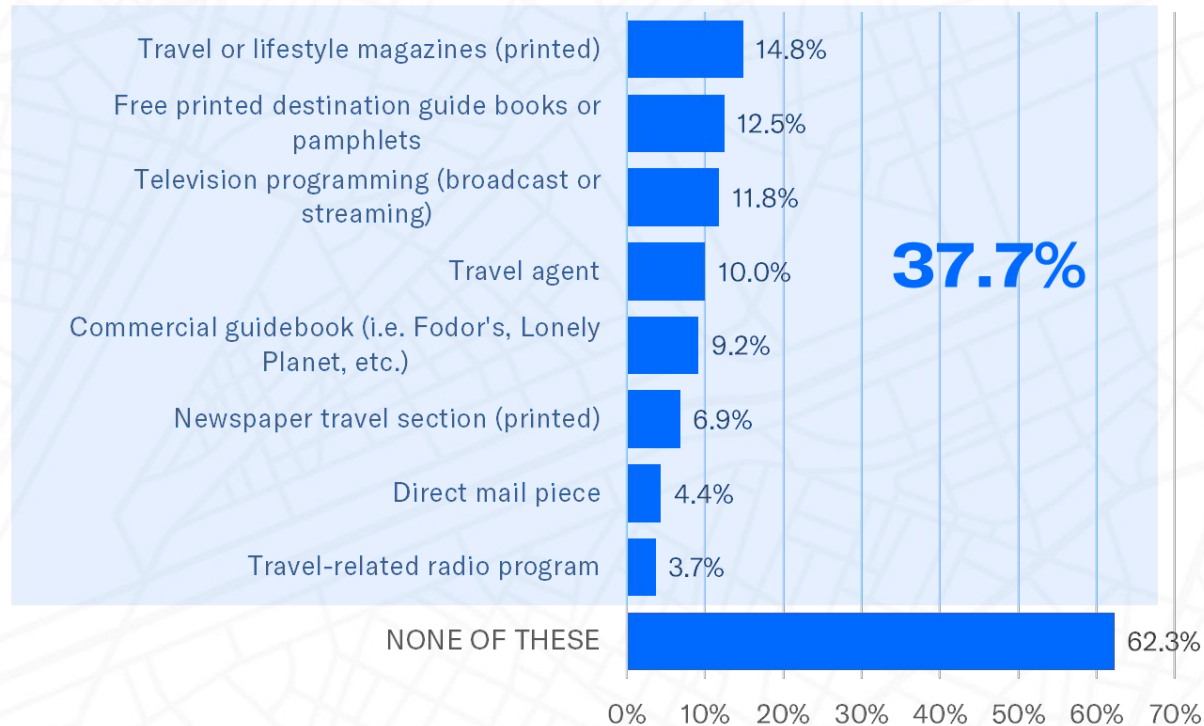


Travel magazines are the leading offline source of planning information.

Question:

In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)

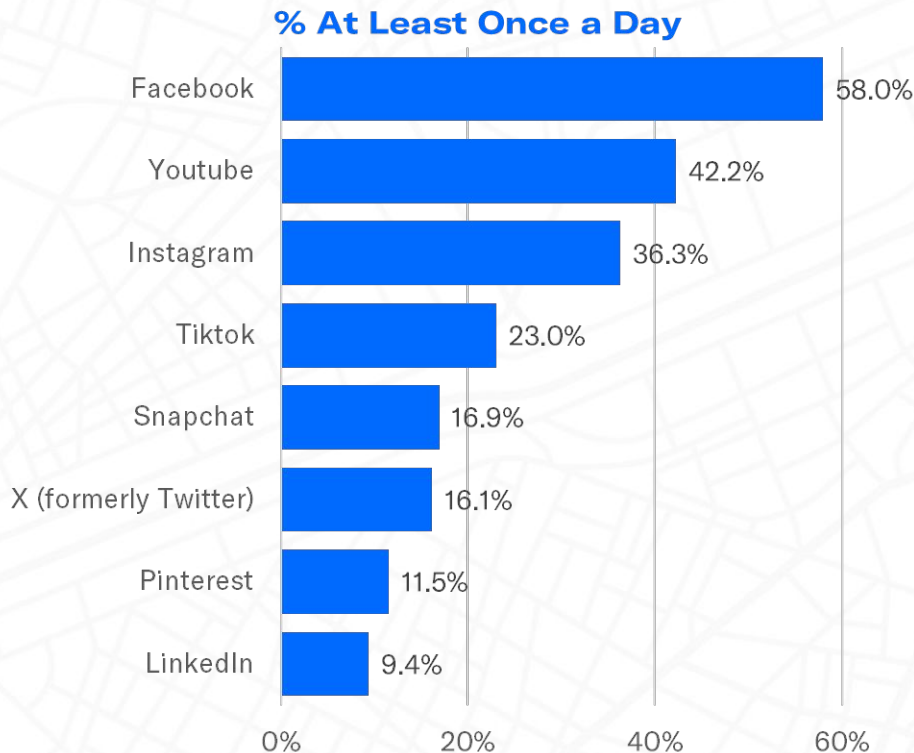
PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION



Facebook, Youtube and Instagram are the most frequently used social channels

Question:

Which best describes how often you use each of these social media platforms?

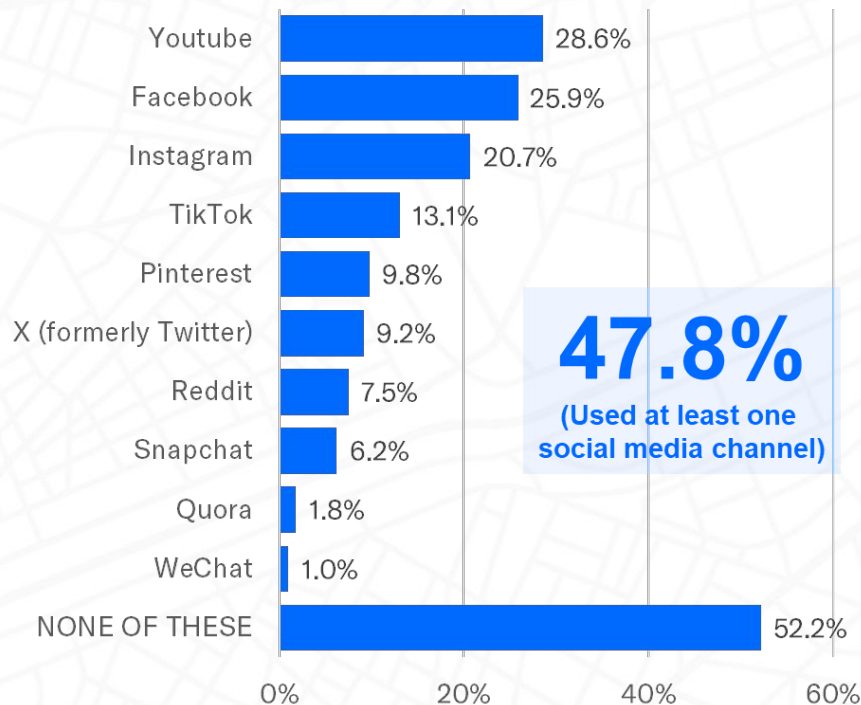


Nearly half of travelers use social media resources for planning.

Question:

In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)

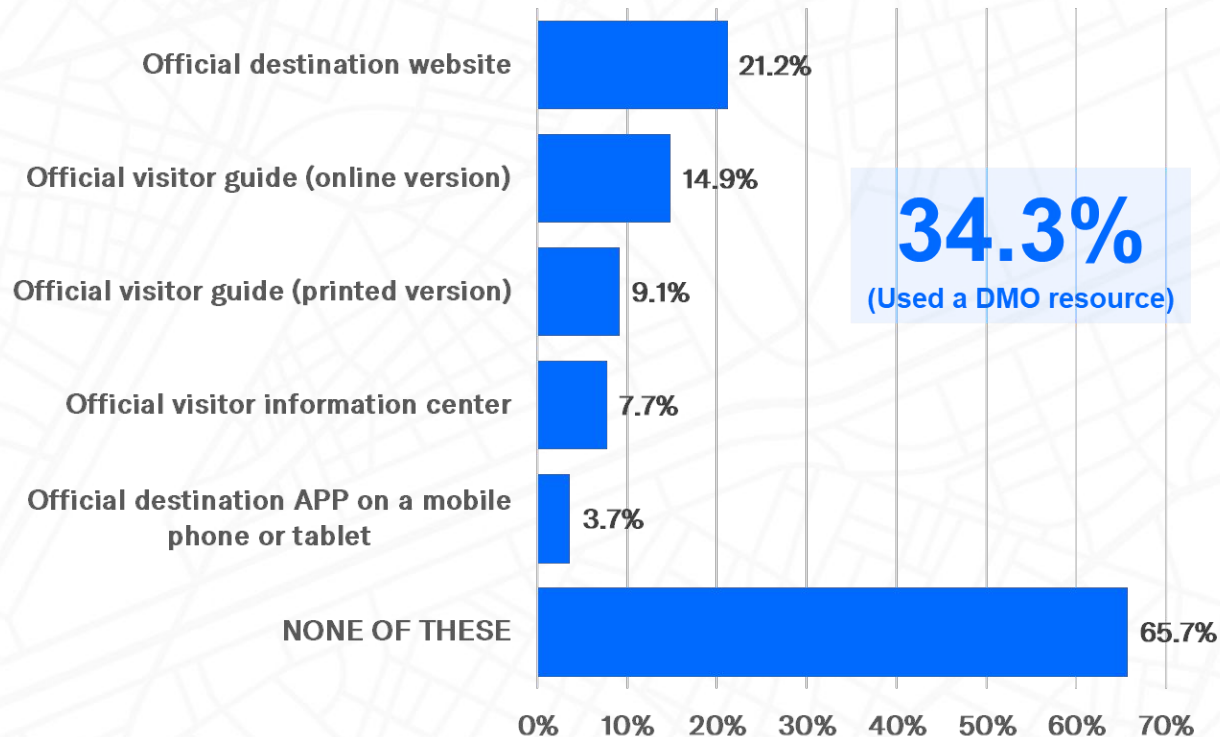
PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION



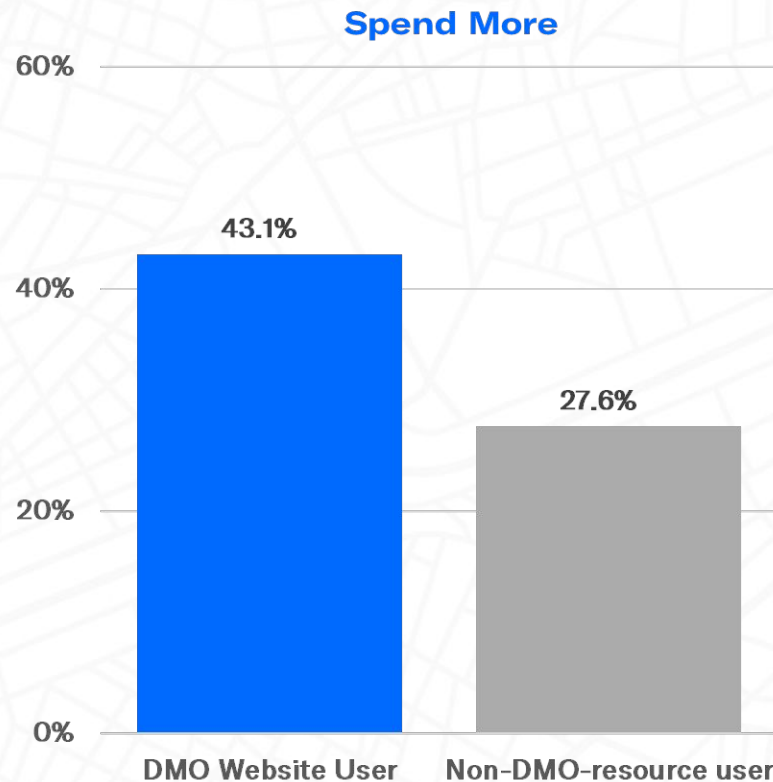
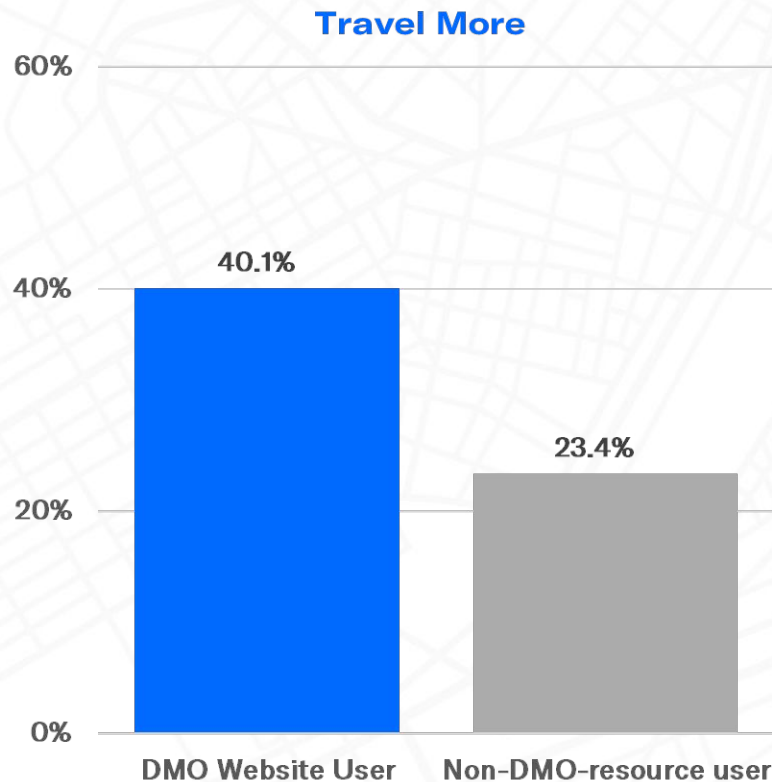
DMOs are used by about 1-in-3 travelers, with their websites leading the way.

Question:

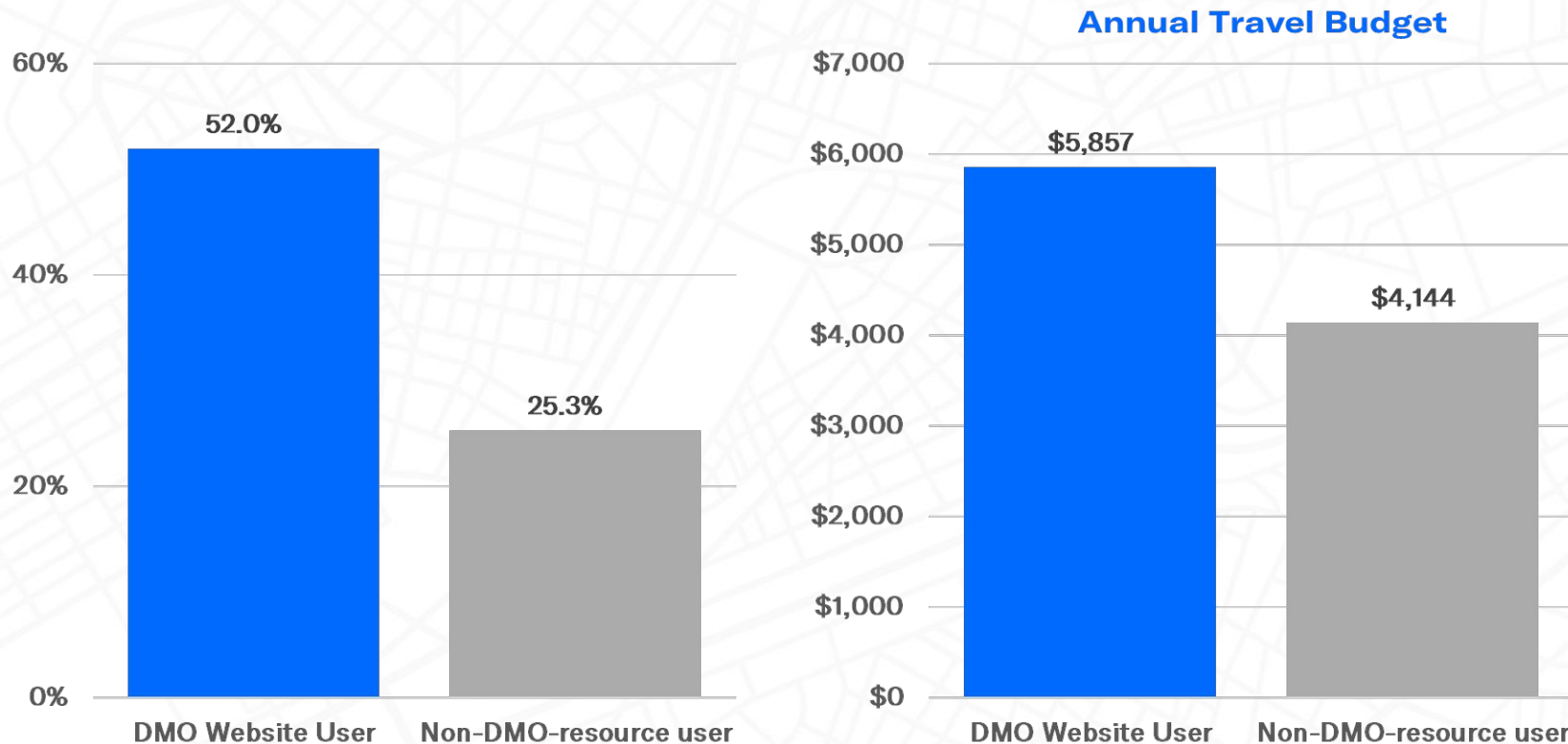
In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel? If so, which resources did you use?



Expectation to **Travel & Spend** More in the Next Year



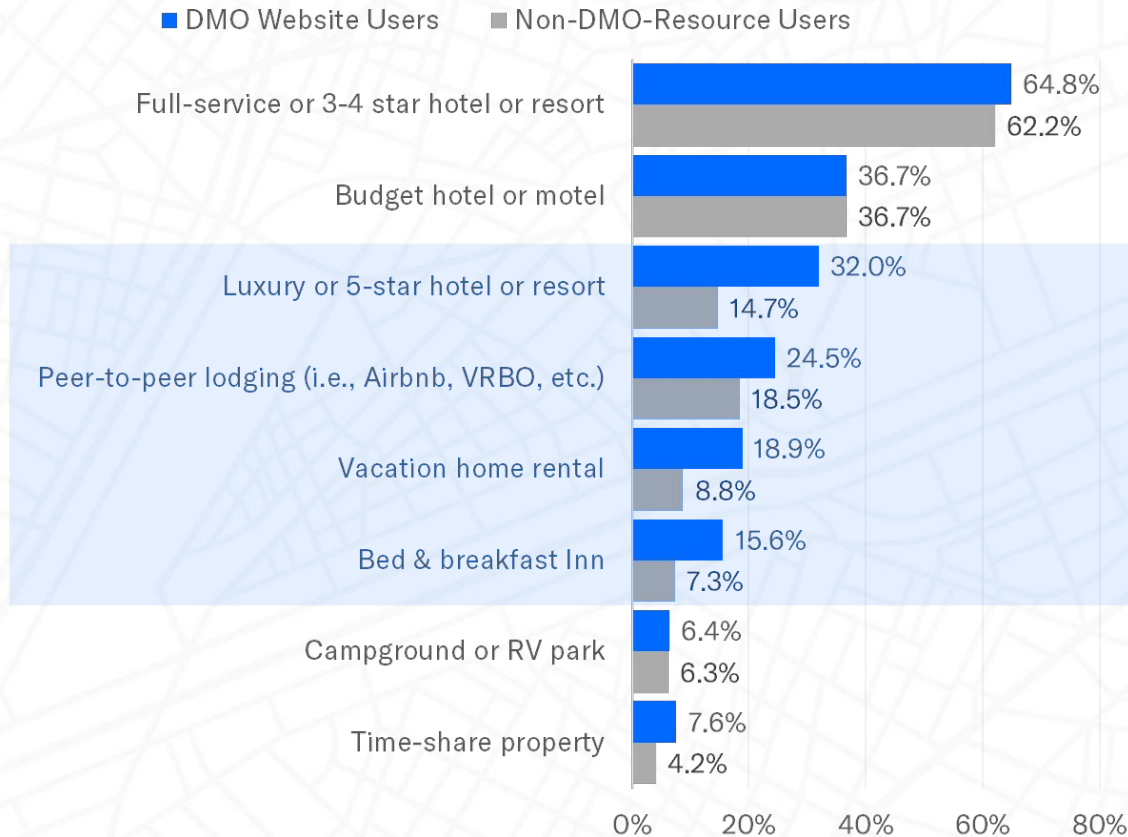
“Now is a **good time to spend** money on travel”



Lodging Type Preferences

Question:

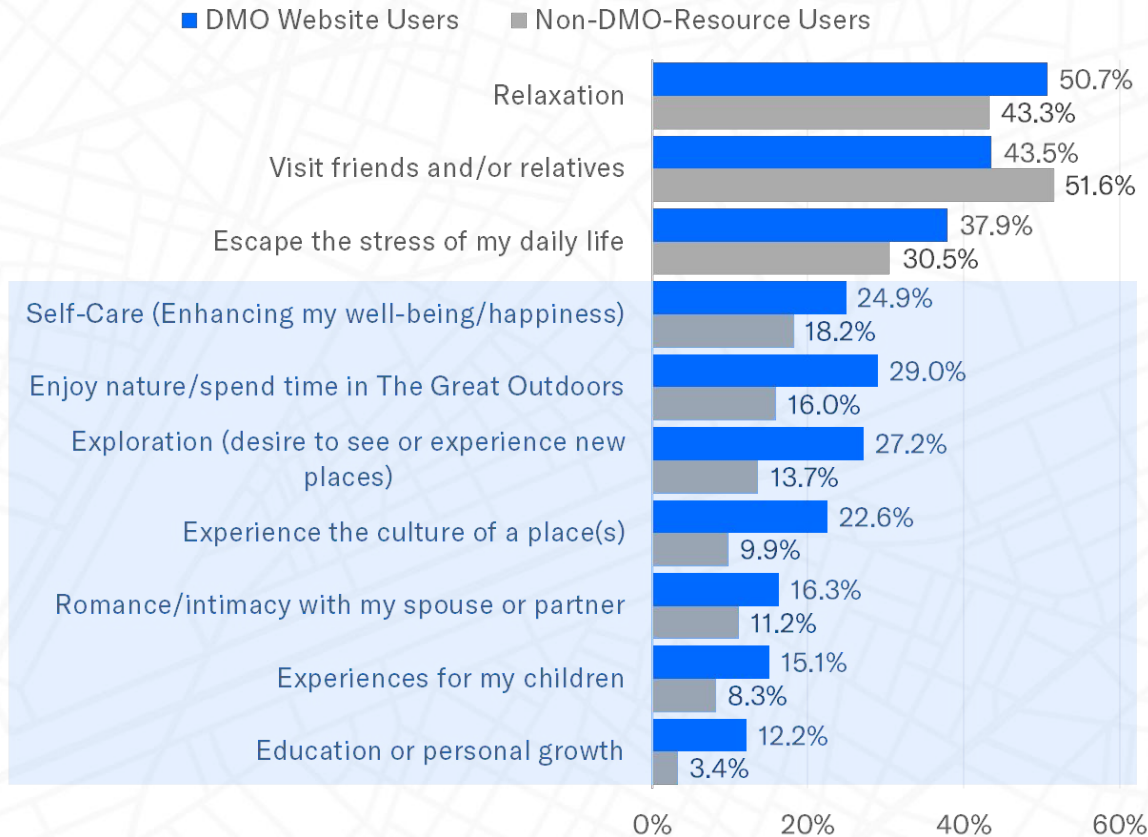
In the PAST 12 MONTHS, which type of paid lodging have you stayed in?



Top Travel Motivations

Question:

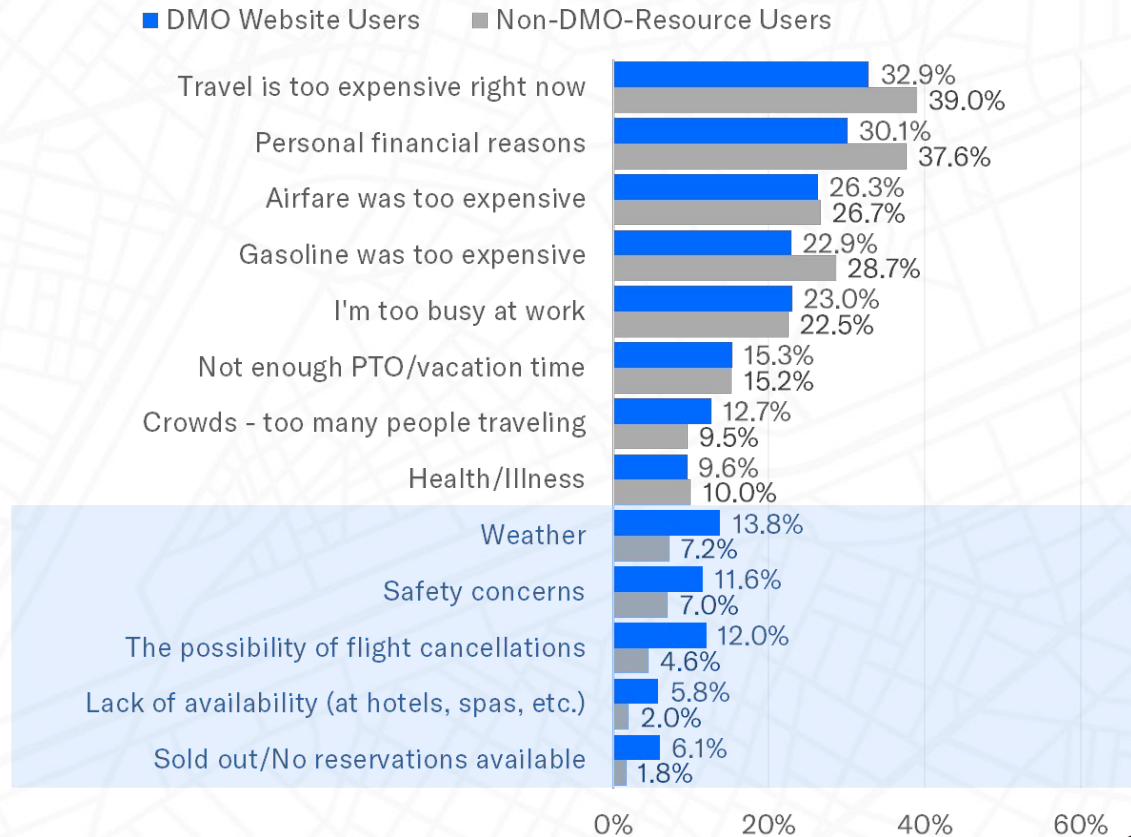
Please think about WHY YOU TOOK THIS MOST RECENT OVERNIGHT TRIP. Which of the following played a role in your decision to take this trip?



Top Travel Deterrents

Question:

In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred?

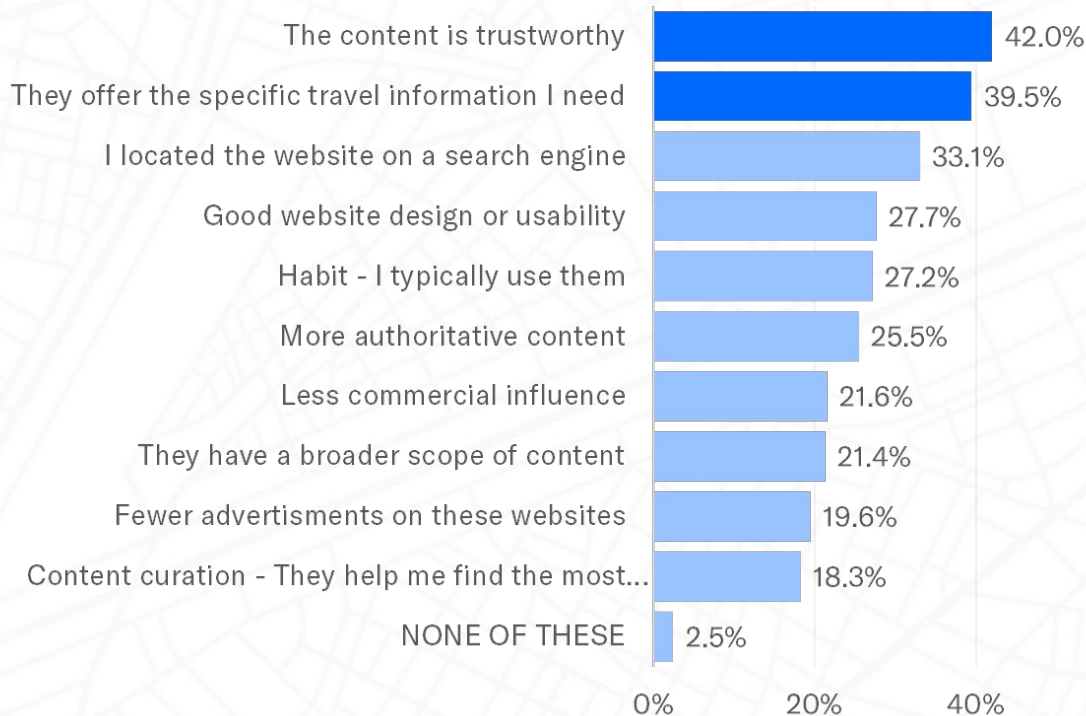


Official DMO Websites Perceived Trustworthy.

Question:

Which of the following (if any) are reasons you decided to use such a destination's official website?

Travelers Using DMO Websites



How We Got Here: A Study Is Born



The Origin Story



GA4 MASTER CLASS

Proposed GA4 DMO Conversion Tracking Scheme

- Visitor's Guide online view
 - event_name: guide_virtual_view
 - guide_name: [name or type of guide]
 - target_url: [URL of virtual guide]
 - value: 1
- Visitor's Guide Request form completion
 - event_name: guide_request
 - guide_name: [name or type of guide]
 - zipcode: [zipcode if available]
 - value: 10
- Email sign-up
 - event_name: email_signup
 - list_name: [name of list signed up for]
 - zipcode: [zipcode if available]
 - value: 5
- Partner referral clicks
 - event_name: partner_referral
 - item_type: [listingevent|offer]
 - referral_location: [layout|detail|map]
 - referral_target: [website|booking|tickets|social|phone|email]
 - item_category: [primary CRM category]
 - item_subcategory: [primary CRM subcategory]
 - item_city: [item city from database]
 - item_region: [item region from database]
 - item_name: [Listing / Event / Offer title]
 - item_id: [Listing / Event / Offer ID #]
 - acct_id: [account / universal ID]
 - value: 5
- RFP Submission
 - event_name: rfp_submission
 - rfp_type: [meeting|sports|convention|conference]
 - value: 5
- Contact Us
 - event_name: contact_form
 - contact_department: [name of contact's department if available]
 - value: 5

simpleview

8950 N. Oracle Rd. Tucson AZ 85704 T: 520 375 1151 [SIMPLEVIEWINC.COM](https://simpleviewinc.com)



GA4 CONVERSION STUDY

DETAILS

Survey Details

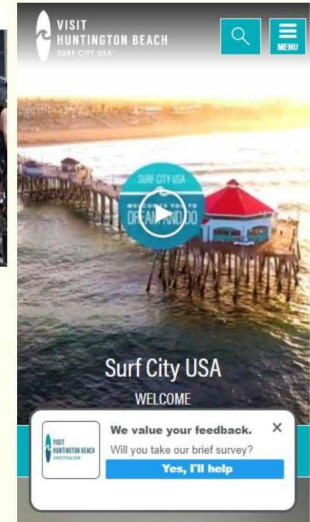
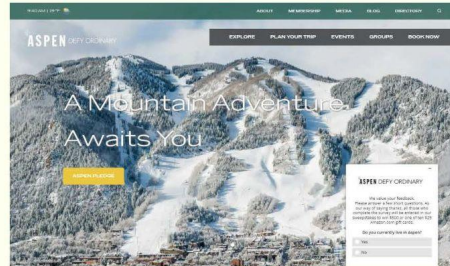
- Intercept Questions: Standardized set of **Ten(10)** questions or less
- Follow-Up Questions: Standardized set of **Twenty(20)** questions or less
- Consist of closed-ended "select one" or "select all" questions only
- Have a maximum of seven (7) response options per "select one" or "select all" closed-ended question.
- *Exclude custom questions*
- *Exclude design customizations (colors, logos, etc.)*

GA4 CONVERSION STUDY

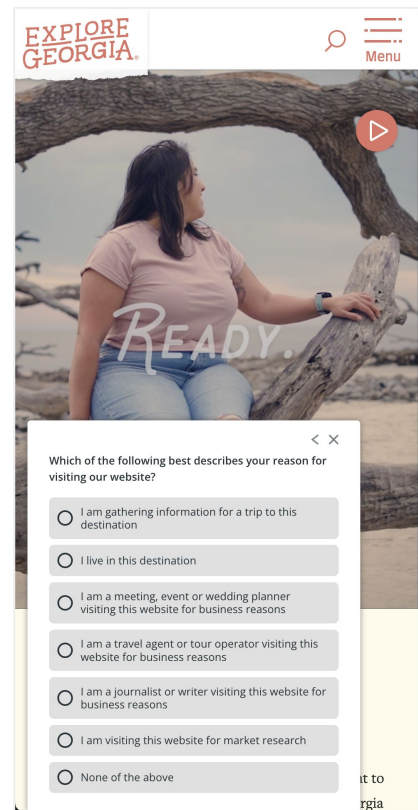
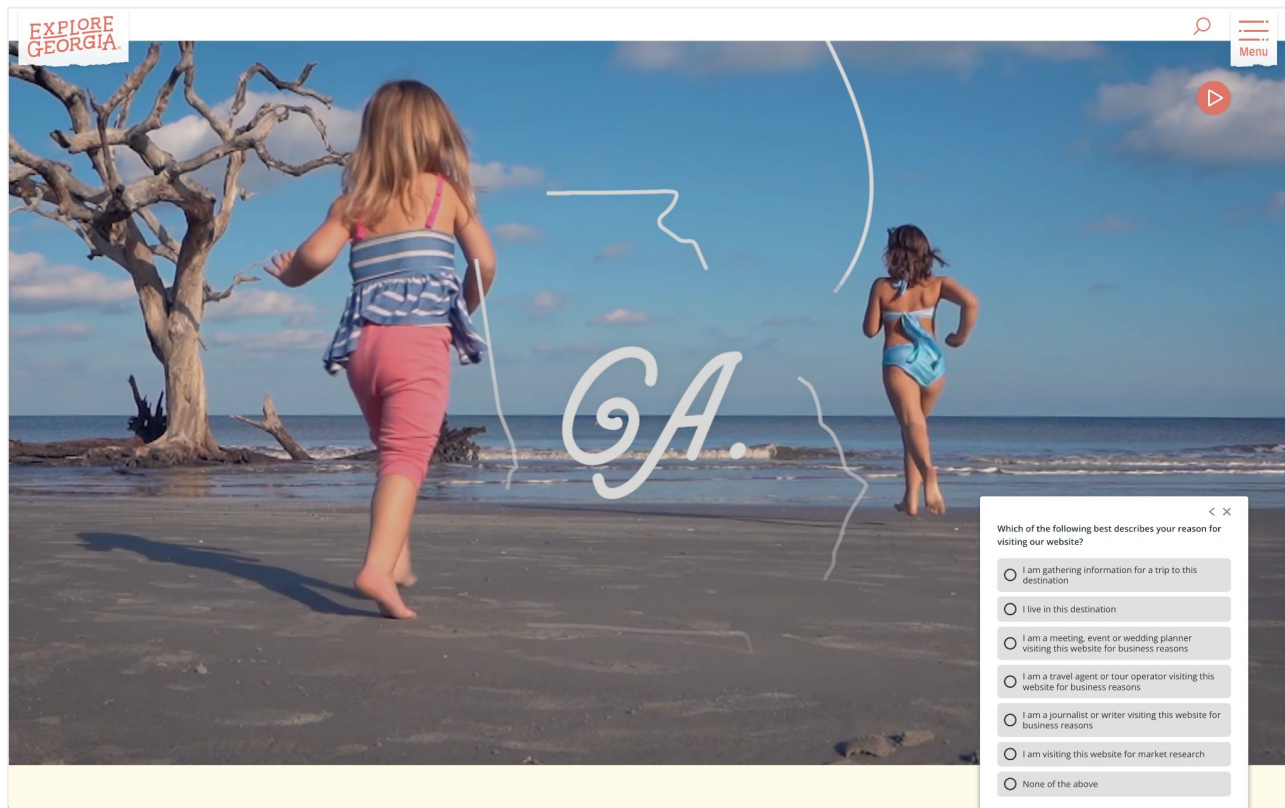
DETAILS

Website User Intercept Survey

Below are examples of the Website User Intercept Survey on DMO websites.



From Idea to Reality



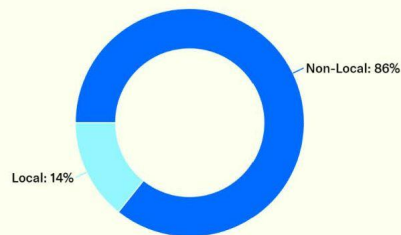
GA4 CONVERSION STUDY

DETAILS

Snapshot of Website Users

Almost nine-in-ten DMO website users live outside the area (86%).

Local vs. Non-Local Survey Respondents

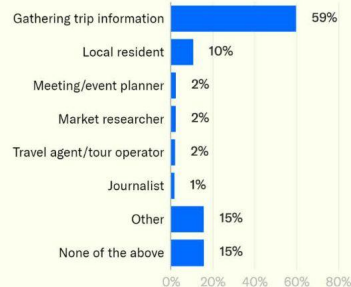


Question: Do you currently live in destination?
Base: Intercept respondents.

Three-in-five users checked the website to gather trip information for an upcoming trip (59%).

Local residents are a small share of website users (10%). Even fewer represent professional travel advisors, specifically agents/tour operators (2%) or meeting/event planners (2%).

Type of Website User

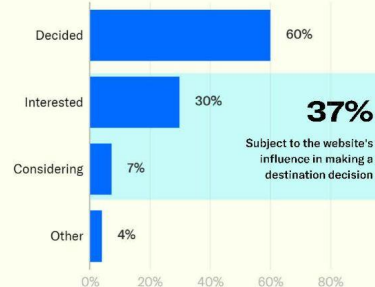


Question: Which of the following best describes you?
(Please only select those that apply)
Base: Intercept respondents.

Three-in-five (60%) users had already decided to visit.

However, over a third (37%) are subject to the website's influence in making a destination decision, since they are at the stage of being either interested in (30%) or considering (7%) destinations for a trip.

Point in Travel Planning Process



Question: Which best describes where you are in the trip planning process?
(Select one)
Base: Potential visitors gathering information.

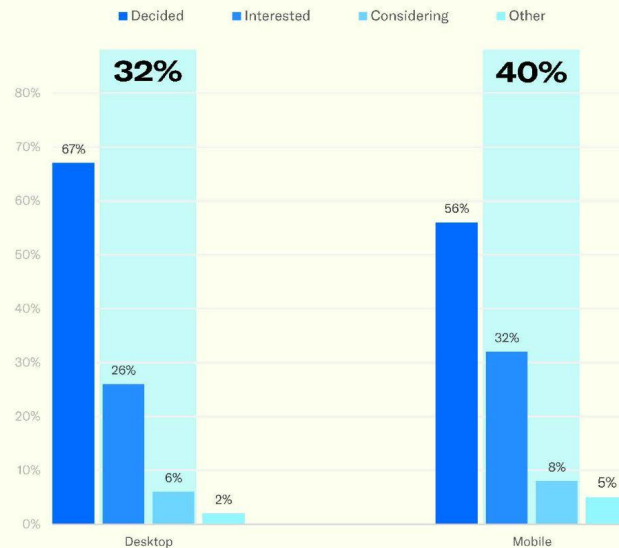
GA4 CONVERSION STUDY

DETAILS

Snapshot of Website Users: Desktop vs. Mobile Users

Potentially, a larger share of mobile website users (40%) are convertible into visitors than desktop users (32%). Desktop users have more likely decided to visit already (67%) than mobile users (56%).

Point in Travel Planning Process - Desktop vs. Mobile Users



Question: Which best describes where you are in the trip planning process? (Select one)

Base: Potential visitors gathering trip information.

GA4 CONVERSION STUDY

DETAILS

Snapshot of Intended Trip: Potential Visitors

Most website users gathering trip information were planning/considering a vacation (62%).

Website users plan to spend an average of 3.9 days on their trip.

Most website users expected to visit throughout 2023, with each month (beyond April) capturing a similar share of potential visitor interest, excepting a spike in October (13%).

Intended Type of Travel

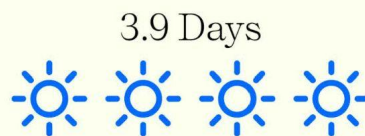


Question: Which best describes the type of travel you are planning or considering?

Base: Potential visitors gathering trip information.

Future Partners

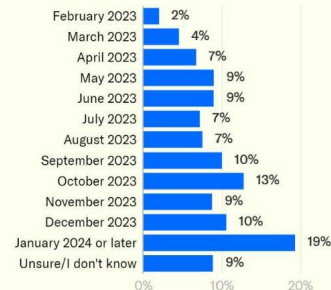
Average Intended Trip Length



Question: How many days are you likely to stay on this planned or potential visit?

Base: Potential visitors gathering trip information.

Month of Visit



Question: When are you most likely to arrive for this planned or potential visit?

Base: Potential visitors gathering trip information.

Informizely Action

exactly matches (=)

Which best describes where you are in the tr... X

at any point in time

Or X

AND

Informizely Label

exactly matches (=)

I am interested in visiting the St. Pete/Clear... X

at any point in time

Or X

AND

Informizely

+ Add parameter

Or X

AND

Informizely

+ Add parameter

Or X

AND

Informizely Category

exactly matches (=) Answer

X

at any point in time

Or X

AND

Informizely Action

exactly matches (=)

Which best describes where you are in the tr... X

at any point in time

Or X

AND

Informizely

+ Add parameter

Or X

AND

Informizely Category

exactly matches (=) Answer

X

at any point in time

Or X

AND

Informizely Action

exactly matches (=)

Which best describes where you are in the tr... X

at any point in time

Or X

AND

Informizely Label

Condition*

exactly matches (=)

I am interested in visiting the St. Pe

☒ At any point in time

Cancel

Apply

Or X

And

+ Add condition group to include

≡ Add sequence

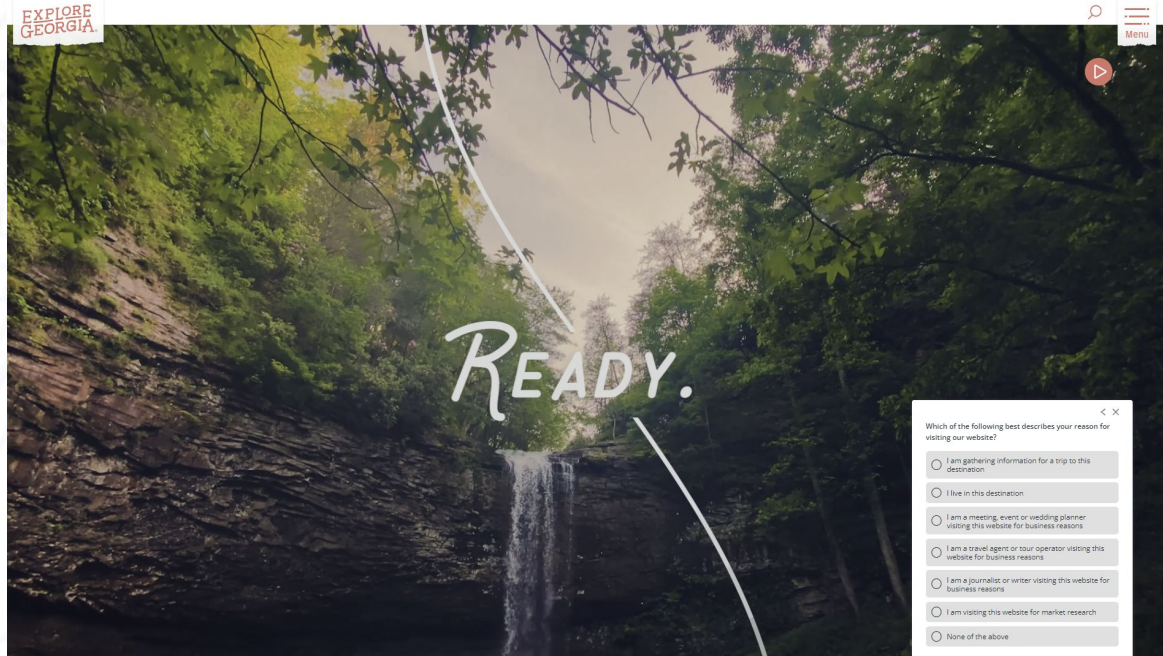
The Peach State Speaks:

Early Survey Results



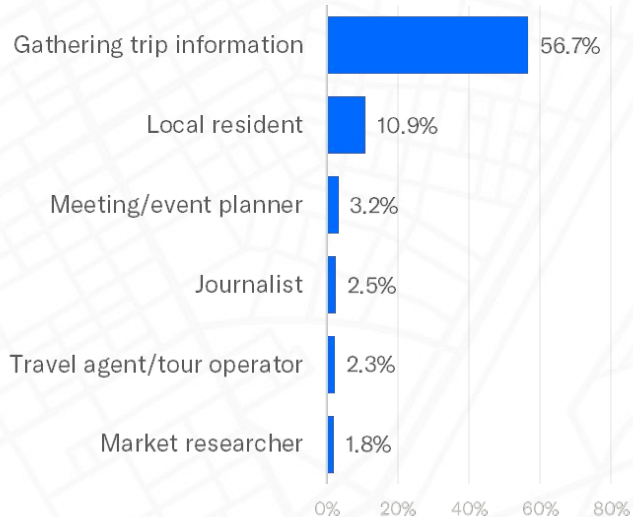
Research Methodology

Website User Intercept Survey: In total, over 2800 completed surveys were collected in this effort between July and September 2024.



Snapshot of Website Users

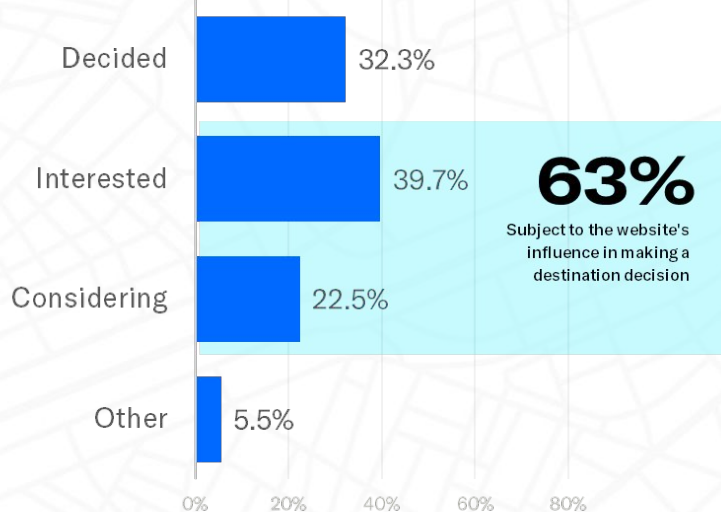
Type of Website User



Question: Which of the following best describes you?
(Please only select those that apply)

Base: Intercept respondents, 2,811 completed surveys.

Point in Travel Planning Process



Question: Which best describes where you are in the trip planning process?
(Select one)

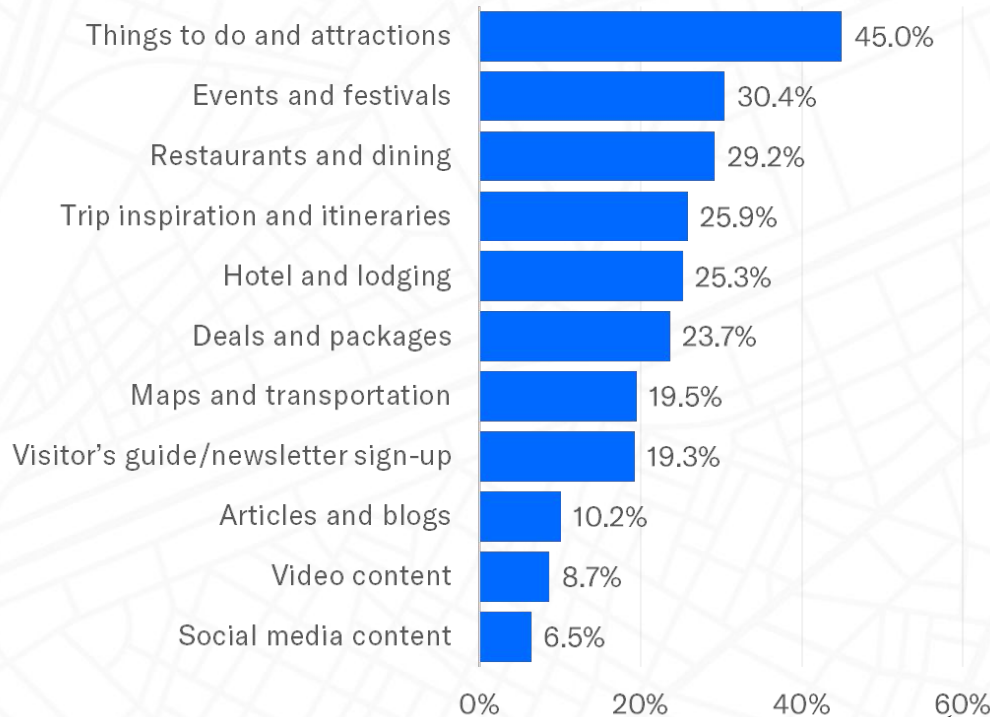
Base: Potential visitors gathering information, 1,286 completed surveys.



Top Content Types

Question:

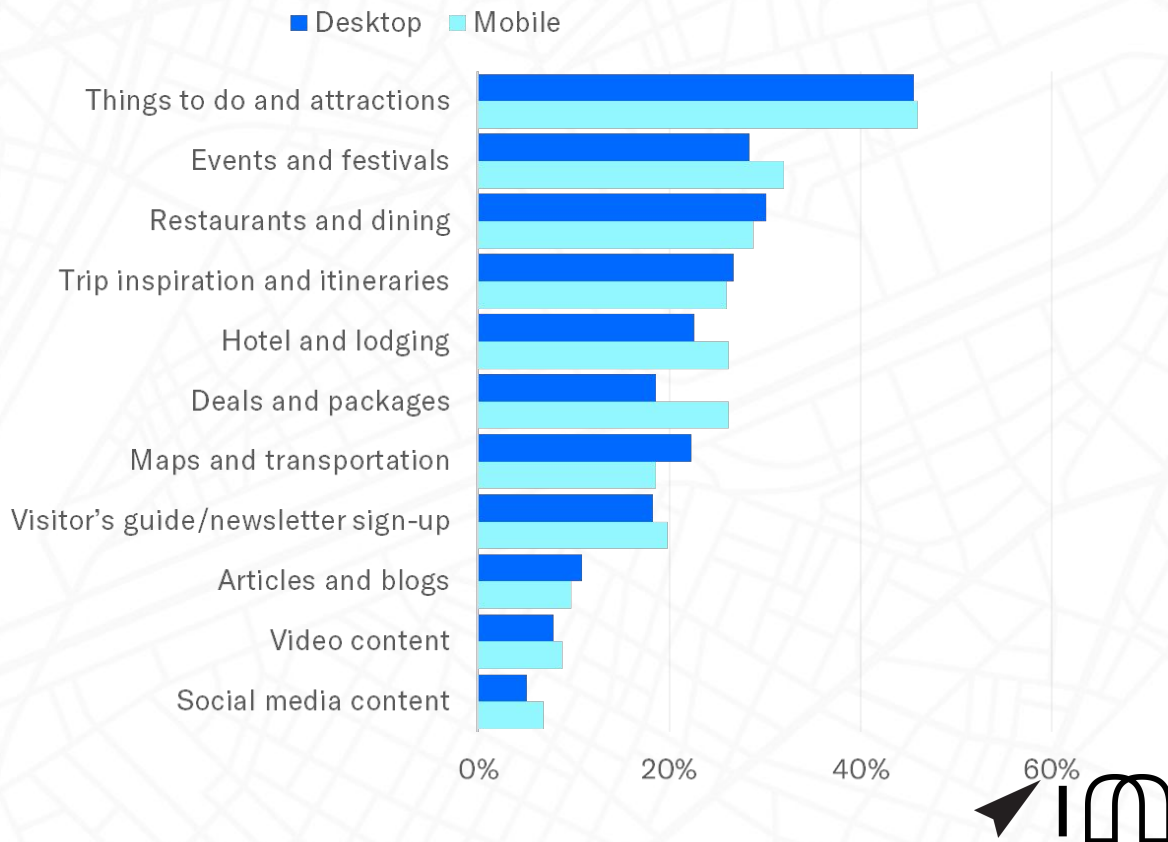
Which type of content you are looking for on this website? (select all that apply)



Top Content Types

Question:

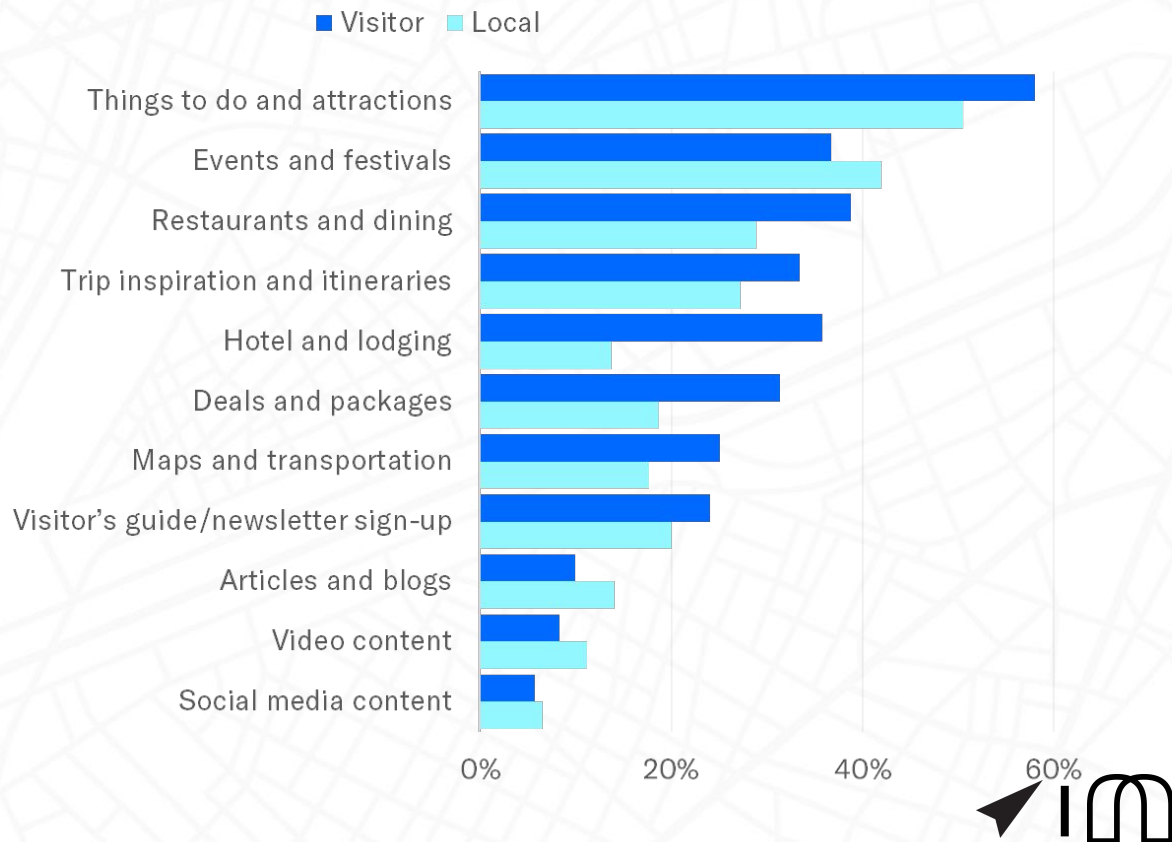
Which type of content you are looking for on this website? (select all that apply)



Top Content Types

Question:

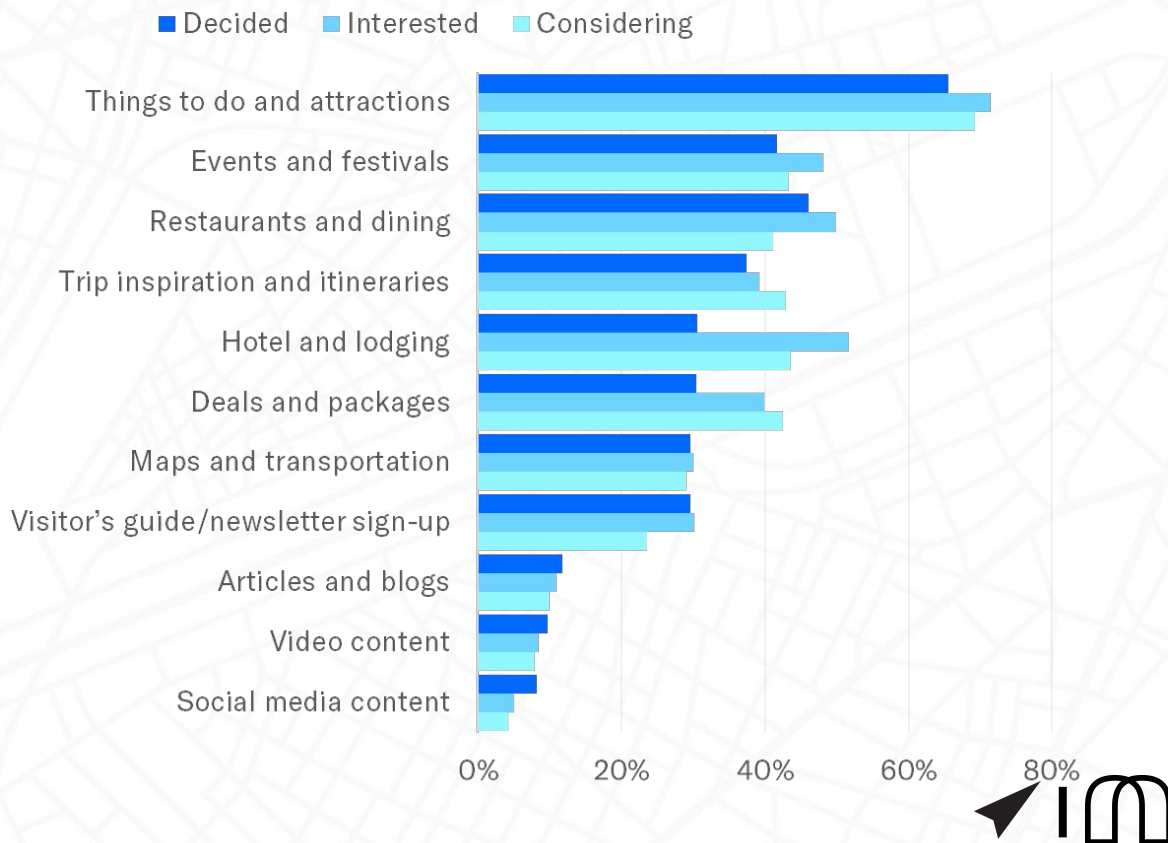
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Top Content Types

Question:

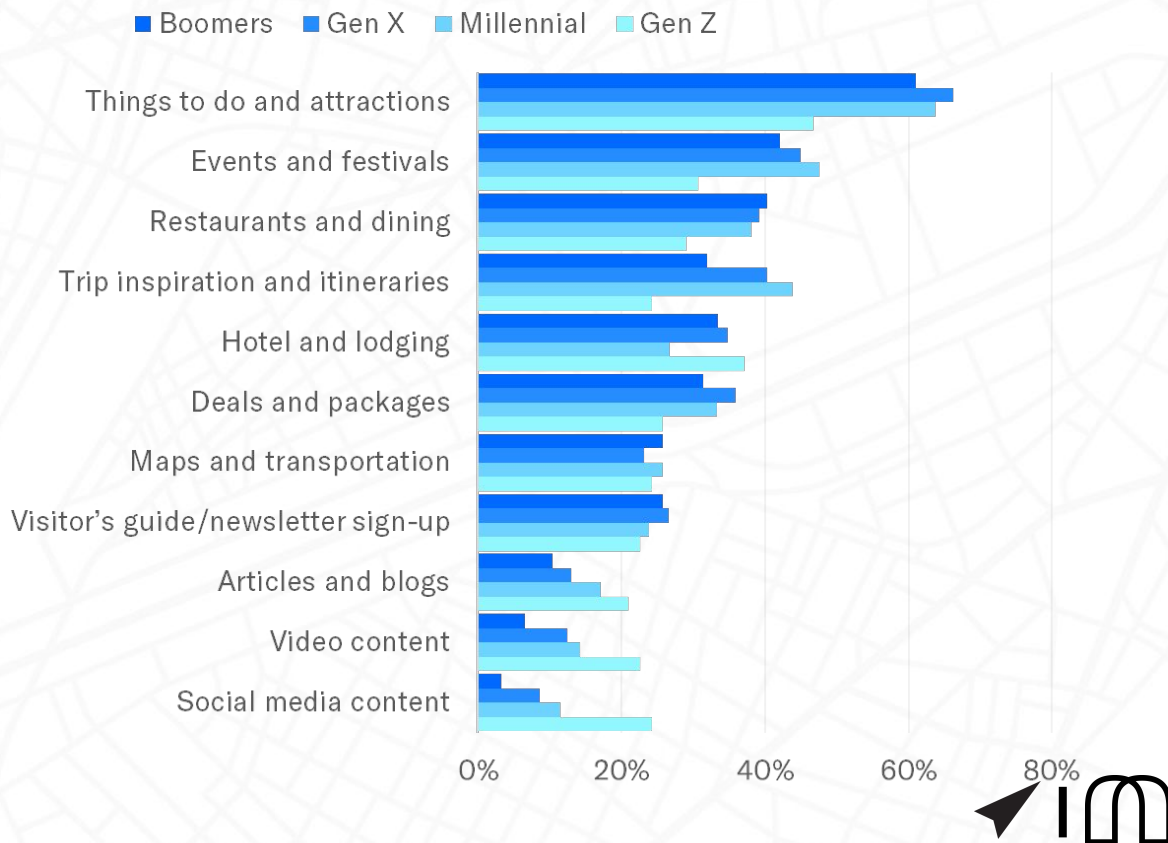
Which type of content you are looking for on this website? (select all that apply)



Top Content Types

Question:

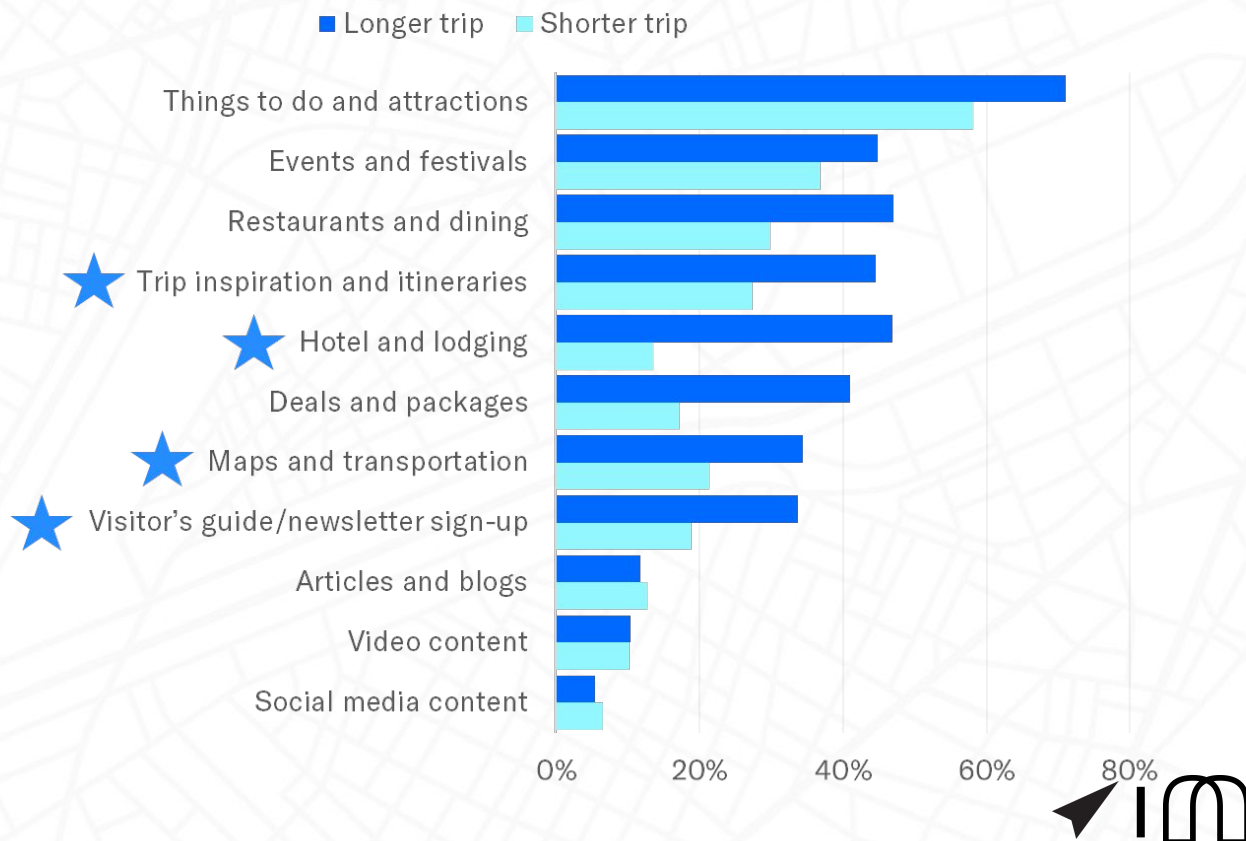
Which type of content you are looking for on this website? (select all that apply)



Top Content Types

Question:

Which type of content you are looking for on this website? (select all that apply)



A Peek & A Caveat:

```
informizely_age_events_perc  Saved  RUN  SAVE QUERY  DOWNLOAD  SHARE  SCHEDULE  MORE

1  -- Declare variables
2  DECLARE start_date STRING DEFAULT '20240701'; -- Adjust as needed
3  DECLARE end_date STRING DEFAULT '20240914'; -- Adjust as needed
4  DECLARE site_name STRING DEFAULT 'explore-georgia';
5  DECLARE age_label_59_77 STRING DEFAULT '59 - 77'; -- Age group 59-77
6  DECLARE age_label_27_42 STRING DEFAULT '27 - 42'; -- Age group 27-42
7  DECLARE age_label_43_58 STRING DEFAULT '43 - 58'; -- Age group 43-58
8
9  --CREATE OR REPLACE TABLE `miles-partnership-ga4.analytics_250821512.informizely_age_events` AS
10 -- Step 1: Filter sessions that match the age group conditions
11 WITH session_filtered AS (
12     SELECT
13         CONCAT(user_pseudo_id, (SELECT value.int_value FROM UNNEST(event_params) WHERE key = 'ga_session_id')) AS session_id,
14         user_pseudo_id,
15         (SELECT value.string_value FROM UNNEST(event_params) WHERE key = 'informizely_category') AS category,
16         (SELECT value.string_value FROM UNNEST(event_params) WHERE key = 'informizely_action') AS action,
17         (SELECT value.string_value FROM UNNEST(event_params) WHERE key = 'informizely_label') AS label
18     FROM
19         --SET TABLE NAME
20         `miles-partnership-ga4.analytics_250821512.events_*`
21     WHERE
22         _TABLE_SUFFIX BETWEEN start_date AND end_date
23 ),
24 -- Step 2: Identify sessions for Age Group 59-77
25 age_group_59_77_sessions AS (
26     SELECT DISTINCT
27         session_id
28     FROM
29         session_filtered
30     WHERE
31         category = 'Answer'
32         AND action = 'Which best describes your age?'
33         AND label = age_label_59_77 -- Use the age label variable for 59-77
34 ),
35 -- Step 3: Identify sessions for Age Group 27-42
36 age_group_27_42_sessions AS (
37     SELECT DISTINCT
38         session_id
39     FROM
```



GA4 Data Integration - Age / Events

event_count_59_77	event_count_43_58	event_count_27_42 ▾
8,028	3,237	1,123
1 - 1 / 1 < >		

	event_name	event_count_59_77	event_count_43_58	event_count_27_42 ▾
1.	scroll_depth	21.33%	17.64%	18.61%
2.	page_view	16.49%	17.3%	18.08%
3.	user_engagement	9.28%	10.66%	12.73%
4.	partner_impression	9.08%	11.92%	12.29%
5.	scroll	6.75%	6.46%	8.01%
6.	time_on_site	8.56%	8.03%	6.86%
7.	session_start	7.14%	6.61%	6.06%
8.	first_visit	6.4%	5.84%	5.34%
9.	time_on_site_2_00_	5.82%	5.16%	4.19%
10.	click	2.65%	3.27%	3.12%
11.	total_partner_referrals	1.96%	2.16%	1.25%
12.	partner_referral	1.96%	2.16%	1.16%
13.	form_start	0.59%	0.68%	0.36%
14.	footer_clicks	0.25%	0.28%	0.27%
15.	form_submit	0.09%	0.06%	0.27%
16.	guide_virtual_view	0.16%	0.15%	0.18%
17.	guide_request	0.29%	0.43%	0.18%
18.	guides	0.16%	0.15%	0.18%
19.	phone_link	0.06%	0%	0.18%
20.	site_interaction	0.34%	0.31%	0.18%
21.	guide_order_view_download_rollup	0.1%	0.12%	0.18%



GA4 Data Integration - Age / Events

event_count_59_77	event_count_43_58	event_count_27_42 ▾
2,862	1,370	126
1 - 1 / 1 < >		

	event_name	event_count_59_77	event_count_43_58	event_count_27_42 ▾
1.	bound_event	23.76%	20.29%	28.57%
2.	page_view	24.18%	24.6%	18.25%
3.	scroll_depth	8.87%	6.72%	10.32%
4.	user_engagement	13.59%	16.2%	9.52%
5.	scroll	6.22%	6.72%	7.14%
6.	session_start	6.32%	4.96%	6.35%
7.	first_visit	5.49%	4.67%	6.35%
8.	click	2.76%	3.72%	3.97%
9.	form_submit	1.57%	1.75%	3.17%
10.	form_start	2.38%	1.75%	2.38%
11.	guide_order	1.08%	0.95%	0.79%
12.	guide_request	1.08%	0.95%	0.79%
13.	partner_referral	1.05%	1.68%	0.79%
14.	email_signup	0.45%	0.8%	0.79%
15.	enews_signup	0.45%	0.8%	0.79%
16.	visitor_center_view	0.24%	0.37%	0%
17.	virtual_visitor_center_guide_downloads	0.17%	1.02%	0%
18.	guide_virtual_view	0.17%	1.02%	0%
19.	file_download	0.07%	0.44%	0%
20.	ebook_click	0.03%	0.22%	0%
21.	video_start	0.03%	0.07%	0%



GA4 Data Integration - Age / Events

event_count_59_77		event_count_43_58	event_count_27_42 ▾
4,074		1,118	269
		1 - 1 / 1 < >	
event_name	event_count_59_77	event_count_43_58	event_count_27_42 ▾
1. page_view	27.76%	28.62%	31.6%
2. scroll_depth	8.86%	8.23%	12.27%
3. session_start	9.33%	9.3%	11.52%
4. first_visit	8.12%	8.14%	11.52%
5. scroll	8.84%	7.87%	9.29%
6. user_engagement	9.23%	9.3%	8.92%
7. partner_impression	3.58%	4.47%	4.09%
8. outbound_links	3.39%	4.47%	2.6%
9. total_partner_referrals	1.99%	2.86%	2.23%
10. partner_referral	1.99%	2.86%	2.23%
11. form_start	4.1%	3.31%	1.86%
12. site_interaction	0.34%	0.63%	0.74%
13. newsletter_signup	0.86%	0.45%	0.37%
14. generate_lead	4.22%	3.94%	0.37%
15. guide_virtual_view	0.29%	0.54%	0.37%
16. youtube_video	0.81%	0%	0%
17. video_progress	0.64%	0%	0%
18. contact_form	0.05%	0%	0%
19. print_guide_order	2.04%	1.61%	0%
20. video_start	0.2%	0%	0%
21. video_complete	0.12%	0%	0%




GA4 Data Integration - Age / Pages

event_count_59_77	event_count_43_58	event_count_27_42 ▾
778	359	174
1 - 1 / 1 < >		

	site_section	event_count_59_77	event_count_43_58	event_count_27_42 ▾
1.	/things-to-do	17.87%	18.94%	16.67%
2.	/augusta	0%	0%	9.2%
3.	/city	2.7%	6.13%	8.05%
4.	/	4.76%	7.52%	8.05%
5.	/article	5.91%	3.34%	4.6%
6.	/regions-cities	1.16%	0.84%	4.02%
7.	/georgia-weather	1.54%	2.23%	3.45%
8.	/atlanta	0%	3.06%	2.87%
9.	/brochures	7.84%	7.8%	2.87%
10.	/helen	0.26%	0%	2.87%
11.	/places-to-stay	2.06%	0.56%	2.3%
12.	/list	19.92%	8.64%	2.3%
13.	/film	0.51%	0.56%	1.72%
14.	/covington	0%	0%	1.72%
15.	/calendar-of-events	3.86%	5.29%	1.72%
16.	/fairs-festivals	1.03%	1.39%	1.72%
17.	/fall-road-trips	0.9%	0.84%	1.15%
18.	/mail-confirmation	3.47%	4.74%	1.15%










GA4 Data Integration - Age / Pages

event_count_59_77		event_count_43_58	event_count_27_42 ▾
585		305	23
		1 - 1 / 1 🔔 🔍 ⋮	
site_section	event_count_59_77	event_count_43_58	event_count_27_42 ▾
1. /articles	16.92%	11.48%	17.39%
2. /restaurants	0%	0%	13.04%
3. /	6.15%	7.87%	13.04%
4. /blog	4.1%	1.97%	13.04%
5. /festivals-events 	9.57%	14.1%	13.04%
6. /enewsletter-confirmation	2.22%	3.61%	4.35%
7. /guide-order	7.69%	5.25%	4.35%
8. /blog-topics	0%	0%	4.35%
9. /guide-confirmation	5.64%	4.26%	4.35%
10. /outdoors	10.09%	0.98%	4.35%
11. /search	0.68%	0.33%	4.35%
12. /enewsletter	3.76%	3.61%	4.35%
13. /golf-trail	0.17%	0.33%	0%
14. /places-to-stay	1.03%	0.66%	0%
15. /attractions	2.05%	1.64%	0%
16. /node	0.51%	0%	0%
17. /places-stay	0.68%	3.28%	0%
18. /retire	0%	0.33%	0%



GA4 Data Integration - Age / Pages

event_count_59_77	event_count_43_58	event_count_27_42 ▾
904	291	85
1 - 1 / 1 < >		

site_section	event_count_59_77	event_count_43_58	event_count_27_42 ▾
1. /articles	21.68%	16.15%	31.76%
2. /cities-and-towns	5.86%	4.81%	8.24%
3. /	5.42%	8.59%	8.24%
4. /privacy-policy	0.89%	3.78%	5.88%
5. /activities	0%	2.41%	4.71%
6.  -cabin-rentals	0.33%	0%	4.71%
7. 	1.55%	2.75%	4.71%
8. /guide-order	18.14%	11.68%	4.71%
9. / -springs	0.22%	0.69%	3.53%
10. 	0%	0.34%	3.53%
11. /features	1.55%	3.44%	2.35%
12.  -bridge-channel	0%	0%	2.35%
13. /winter-activities	0%	0%	1.18%
14. 	0%	0%	1.18%
15. /things-to-do	0.89%	1.37%	1.18%
16. /signup-for-eneewsletter	7.63%	5.15%	1.18%
17. 	0%	0.34%	1.18%
18. /horseback-riding	0%	0%	1.18%



GA4 Data Integration - Age / Sources

session_count_59_77 ▾				session_count_43_58				session_count_27_42			
575				214				68			
								1 - 1 / 1 < >			
session_source				session_count_59_77 ▾				session_count_43_58			
1.	google			44.17%				53.74%			55.88%
2.	facebook			24.7%				11.22%			4.41%
3.	(direct)			12.17%				10.28%			16.18%
4.	pinterest			5.22%				7.01%			8.82%
5.	Explore Georgia			4.87%				4.67%			1.47%
6.	yahoo			1.74%				0.93%			0%
7.	bing			1.57%				3.74%			2.94%
8.	instagram			0.87%				1.4%			1.47%
9.	duckduckgo			0.87%				1.4%			0%
10.	weather.com			0.52%				3.27%			7.35%
11.	l.facebook.com			0.52%				0%			1.47%
12.	m.facebook.com			0.52%				0%			0%
13.	10.111.111.101			0.35%				0%			0%
14.	thediscoverer.com			0.17%				0%			0%
15.	search.earthlink.net			0.17%				0%			0%



GA4 Data Integration - Age / Source & Mediums

session_count_59_77 ▾

session_count_43_58

session_count_27_42

575

214

68

1 - 1 / 1

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session_source	session_...	session_count_59_77 ▾	session_count_43_58	session_count_27_42
1. google	organic	30.61%	38.79%	39.71%
2. facebook	paidsocial	23.48%	8.88%	2.94%
3. google	cpc	13.57%	14.95%	16.18%
4. (direct)	(none)	12.17%	10.28%	16.18%
5. pinterest	paidsocial	5.22%	7.01%	7.35%
6. Explore Georgia	email	4.87%	4.67%	1.47%
7. yahoo	organic	1.74%	0.93%	0%
8. bing	organic	1.57%	3.74%	2.94%
9. facebook	post	1.22%	2.34%	1.47%
10. instagram	paidsocial	0.87%	1.4%	1.47%
11. duckduckgo	organic	0.87%	1.4%	0%
12. weather.com	referral	0.52%	3.27%	7.35%
13. l.facebook.com	referral	0.52%	0%	1.47%
14. m.facebook.com	referral	0.52%	0%	0%
15. 10.111.111.101	referral	0.35%	0%	0%
Grand total		100%	100%	100%

1 - 29 / 29

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GA4 Data Integration - Age / Source & Mediums

session_count_59_77 ▾

session_count_43_58

session_count_27_42

181



68

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1 - 1 / 1



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	session_source	session_m...	session_count_59_77 ▾	session_count_43_58	session_count_27_42
1.	google	organic	27.62%	41.18%	25%
2.	google	cpc	26.52%	26.47%	25%
3.	AugustCulinaryEmail-2024	email	14.92%	10.29%	0%
4.	fb	social	10.5%	5.88%	12.5%
5.	(direct)	(none)	6.08%	5.88%	0%
6.	yahoo	organic	2.21%	1.47%	0%
7.	bing	organic	1.66%	1.47%	12.5%
8.	JulyEmail-2024-OOS	email	1.11%	0%	0%
9.	AMERICANSONGWRITER	DISPLAY	1.11%	0%	0%
10.	AugustEmail-2024-in-state	email	1.11%	0%	0%
11.	 tateparks.com	referral	0.55%	2.94%	12.5%
12.	 .us	referral	0.55%	1.47%	0%
13.	fb	paid	0.55%	0%	0%
14.	AugustEmail-2024-OOS	email	0.55%	0%	0%
15.	frontpage.pch.com	referral	0.55%	0%	0%



GA4 Data Integration - Age / Source & Mediums

session_count_59_77 ▾		session_count_43_58		session_count_27_42
382		104		31
				1 - 1 / 1 < >
session_source	session_m...	session_count_59_77 ▾	session_count_43_58	session_count_27_42
1. google	organic	33.77%	39.42%	58.06%
2. google	cpc	16.75%	15.38%	6.45%
3. (direct)	(none)	13.09%	15.38%	12.9%
4. Email	Email	9.95%	3.85%	0%
5. fb	paid	4.71%	3.85%	3.23%
6. fb	paidsocial	4.45%	0%	0%
7. bing	cpc	3.93%	0.96%	3.23%
8. bing	organic	3.66%	1.92%	3.23%
9.  t.gov	referral	1.31%	0%	0%
10. ig	paidsocial	0.79%	1.92%	0%
11. dtdapps.  t.info	referral	0.79%	0.96%	0%
12. yahoo	organic	0.79%	0%	0%
13. ig	paid	0.52%	0.96%	0%
14. atlasobscura	banner	0.52%	0%	0%
15. go.trytestearn.com	referral	0.52%	0%	0%



GA4 Data Integration - Age / Device

session_count_59_77 ▾		session_count_43_58	session_count_27_42
575		214	68
		1 - 1 / 1 < >	
device_category	session_count_59_77 ▾	session_count_43_58	session_count_27_42
1. mobile	69.57%	74.77%	82.35%
2. desktop	21.22%	21.5%	16.18%
3. tablet	9.22%	3.74%	1.47%
Grand total		100%	100%
		1 - 3 / 3 < >	



GA4 Data Integration - Age / Device Brand

session_count_59_77 ▾		session_count_43_58		session_count_27_42
575		214		68
1 - 1 / 1 < >				
device_category	device_brand	session_count_59_77 ▾	session_count_43_58	session_count_27_42
1. mobile	Apple	42.96%	46.73%	47.06%
2. mobile	Samsung	14.43%	20.56%	13.24%
3. desktop	Google	9.04%	9.81%	8.82%
4. desktop	Apple	7.48%	5.61%	2.94%
5. tablet	Apple	6.96%	3.74%	0%
6. mobile	Motorola	4.7%	1.87%	5.88%
7. desktop	Microsoft	3.13%	5.61%	2.94%
8. mobile	null	2.26%	3.27%	2.94%
9. mobile	Google	1.91%	0.47%	4.41%
10. tablet	Samsung	1.74%	0%	1.47%
11. mobile	TCL	1.22%	0%	0%
12. desktop	Mozilla	1.22%	0%	0%
13. mobile	LG	0.52%	0%	0%
14. desktop	null	0.35%	0%	1.47%
15. mobile	AT&T	0.35%	0%	0%
Grand total		100%	100%	100%
1 - 30 / 30 < >				



GA4 Data Integration - Age / Regions

session_count_59_77 ▾		session_count_43_58	session_count_27_42
575		214	68
		1 - 1 / 1 < >	
region	session_count_59_77 ▾	session_count_43_58	session_count_27_42
1. Georgia	42.78%	47.2%	48.53%
2. Florida	15.83%	13.08%	7.35%
3. Alabama	5.39%	4.21%	4.41%
4. Tennessee	4.52%	2.34%	2.94%
5. South Carolina	4%	0.93%	2.94%
6. North Carolina	3.3%	2.34%	5.88%
7. Illinois	2.61%	4.67%	2.94%
8. New York	2.43%	1.87%	4.41%
9. Pennsylvania	1.74%	0.47%	0%
10. Virginia	1.39%	2.8%	1.47%
11. Texas	1.22%	1.4%	1.47%
12. New Jersey	1.04%	0%	0%
13. California	1.04%	1.87%	0%
14. Mississippi	0.87%	0%	1.47%
15. Indiana	0.87%	1.4%	1.47%
Grand total	100%	100%	100%
		1 - 63 / 63 < >	



GA4 Data Integration - Age / Regions & Cities

session_count_59_77 ▾				session_count_43_58		session_count_27_42
575				214		68
						1 - 1 / 1 < >
	country	region	city	session_count_59_77 ▾	session_count_43_58	session_count_27_42
1.	United States	Georgia	Atlanta	11.83%	17.76%	20.59%
2.	United States	Florida		4%	3.74%	2.94%
3.	United States	Georgia		2.61%	1.4%	1.47%
4.	United States	Alabama	Birmingham	2.09%	1.87%	1.47%
5.	United States	Florida	Miami	2.09%	1.87%	0%
6.	United States	Illinois	Chicago	2.09%	3.74%	2.94%
7.	United States	Tennessee	Nashville	1.39%	0%	1.47%
8.	United States	New York	New York	1.39%	0.93%	4.41%
9.	United States	Georgia	Gainesville	1.39%	0.93%	0%
10.	United States	Florida	Jacksonville	1.22%	1.4%	0%
11.	United States	North Carolina	Raleigh	1.04%	0.47%	0%
12.	United States	Georgia	Woodstock	1.04%	0%	0%
13.	United States	Virginia	Ashburn	0.87%	1.4%	0%
14.	United States	Georgia	Savannah	0.87%	0.93%	1.47%
15.	United States	Georgia	Lawrenceville	0.7%	0%	0%
Grand total				100%	100%	100%
						1 - 100 / 433 < >



GA4 Data Integration - Type / Events

event_count_meet_wed_planner ▾	event_count_interested_no_plans	event_count_decided_to_visit	event_count_in_destination
494	4,427	3,459	322
1 - 1 / 1 < >			

	event_name	event_count_meet_wed_plan...	event_count_interested_no_p...	event_count_decided_to_visit	event_count_in_destination
1.	page_view	17.21%	16.4%	16.28%	17.7%
2.	scroll_depth	14.98%	23.54%	15.47%	18.32%
3.	user_engagement	10.12%	10.21%	10.23%	9.32%
4.	partner_impression	9.72%	8.58%	12.34%	7.14%
5.	session_start	9.72%	6.37%	6.91%	6.83%
6.	first_visit	8.7%	5.58%	5.78%	6.52%
7.	time_on_site	7.09%	8.36%	8.38%	7.76%
8.	scroll	6.07%	6.42%	6.94%	6.83%
9.	time_on_site_2_00_	5.47%	5.26%	5.61%	5.28%
10.	click	3.64%	2.76%	3.56%	5.28%
11.	total_partner_referrals	2.43%	1.87%	2.52%	3.42%
12.	partner_referral	2.43%	1.87%	2.52%	3.42%
13.	form_submit	0.61%	0.14%	0.06%	0%
14.	form_start	0.4%	0.7%	0.66%	0%
15.	site_interaction	0.4%	0.32%	0.35%	0%
16.	footer_clicks	0.2%	0.16%	0.61%	1.24%
17.	guides	0.2%	0.25%	0.17%	0%
18.	guide_virtual_view	0.2%	0.25%	0.17%	0%
19.	guide_order_view_download_rollup	0.2%	0.11%	0.12%	0%
20.	view_search_results	0.2%	0.18%	0.06%	0%
21.	phone_link	0%	0.02%	0.12%	0.31%



GA4 Data Integration - Type / Events

event_count_meet_wed_planner ▾	event_count_interested_no_plans	event_count_decided_to_visit	event_count_in_destination
125	1,088	1,327	13
1 - 1 / 1 < >			

	event_name	event_count_meet_wed_plan...	event_count_interested_no_p...	event_count_decided_to_visit	event_count_in_destination
1.	bound_event	24.8%	23.25%	22.76%	23.08%
2.	page_view	20.8%	23.25%	22.98%	23.08%
3.	session_start	10.4%	5.79%	5.2%	7.69%
4.	user_engagement	9.6%	14.06%	15.75%	7.69%
5.	first_visit	9.6%	5.06%	4.6%	7.69%
6.	scroll	9.6%	5.97%	5.28%	0%
7.	scroll_depth	5.6%	9.83%	5.28%	0%
8.	click	4.8%	3.31%	4.07%	0%
9.	partner_referral	3.2%	1.19%	1.81%	0%
10.	visitor_center_view	0.8%	0.46%	0.68%	15.38%
11.	form_start	0.8%	2.02%	3.01%	0%
12.	video_start	0%	0.09%	0%	0%
13.	virtual_visitor_center_guide_downl...	0%	0.28%	0.75%	7.69%
14.	form_submit	0%	1.56%	2.49%	0%
15.	guide_virtual_view	0%	0.28%	0.75%	7.69%
16.	guide_request	0%	1.19%	1.88%	0%
17.	enews_signup	0%	0.28%	0.3%	0%
18.	email_signup	0%	0.28%	0.3%	0%
19.	file_download	0%	0%	0.23%	0%
20.	video_progress	0%	0.37%	0%	0%
21.	ebook_click	0%	0.28%	0%	0%



GA4 Data Integration - Type / Events

event_count_meet_wed_planner ▾	event_count_interested_no_plans	event_count_decided_to_visit	event_count_in_destination
225	1,782	2,526	118

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	event_name	event_count_meet_wed_plan...	event_count_interested_no_p...	event_count_decided_to_visit	event_count_in_destination
1.	page_view	23.56%	29.74%	27.75%	27.97%
2.	user_engagement	12%	8.59%	8.79%	11.86%
3.	session_start	12%	9.37%	8.31%	11.86%
4.	scroll_depth	10.67%	7.3%	9.03%	11.86%
5.	first_visit	10.67%	8.59%	7.05%	10.17%
6.	scroll	8%	9.37%	8.75%	7.63%
7.	outbound_links	3.56%	2.86%	4.43%	5.08%
8.	form_start	3.11%	4.6%	3.92%	2.54%
9.	partner_impression	2.22%	3.42%	3.37%	7.63%
10.	youtube_video	2.22%	0.28%	0.51%	0%
11.	video_progress	1.78%	0.22%	0.4%	0%
12.	generate_lead	1.78%	4.55%	4.47%	0.85%
13.	partner_referral	1.78%	1.57%	2.85%	0.85%
14.	total_partner_referrals	1.78%	1.57%	2.85%	0.85%
15.	print_guide_order	1.33%	2.47%	2.14%	0%
16.	guide_request	1.33%	2.47%	2.14%	0%
17.	video_complete	0.44%	0.06%	0.08%	0%
18.	guide_virtual_view	0.44%	0.39%	0.32%	0%
19.	site_interaction	0.44%	0.45%	0.36%	0%
20.	video_start	0.44%	0.06%	0.16%	0%
21.	welcome_offers_orders	0.44%	1.07%	1.74%	0%







GA4 Data Integration - Type / Pages

event_count_wed_planner ▾		event_count_interested_no_plans		event_count_decided_to_visit		event_count_in_destination	
85		450		351		57	
						1 - 1 / 1 < >	
site_section	event_count_wed_planner ▾	event_count_interested_no_p...	event_count_decided_to_visit	event_count_in_destination			
1. /georgia-weather	16.47%	1.33%	1.99%	10.53%			
2. /things-to-do	11.76%	26.67%	14.25%	12.28%			
3. /calendar-of-events	8.24%	2%	3.99%	0%			
4. /city	7.06%	3.11%	6.55%	5.26%			
5. /events-festivals	4.71%	0.67%	0%	0%			
6. /atlanta	4.71%	0%	0%	7.02%			
7. /film-tours-itineraries	3.53%	0%	0.57%	0%			
8. /list	3.53%	16%	4.27%	5.26%			
9. /article	2.35%	6.44%	8.83%	15.79%			
10. /rome	2.35%	0%	0%	0%			
11. /hiawassee	2.35%	0%	0%	0%			
12. /search	2.35%	1.78%	0.57%	0%			
13. /	2.35%	3.33%	6.27%	3.51%			
14. /hampton	1.18%	0%	0%	0%			
15. /crandall	1.18%	0%	0%	0%			
16. /win-cole-swindell-tickets	1.18%	0%	0%	0%			
Grand total	100%	100%	100%	100%			
						1 - 89 / 89 < >	



GA4 Data Integration - Type / Pages

event_count_wed_planner ▾		event_count_interested_no_plans	event_count_decided_to_visit	event_count_in_destination	
26		253	297	3	
1 - 1 / 1 🔔 🔍 ⋮					
site_section	event_count_wed_planner ▾	event_count_interested_no_pl...	event_count_decided_to_visit	event_count_in_destination	
1. /	11.54%	5.93%	8.75%	0%	
2. /festivals-events- 	11.54%	11.46%	7.41%	0%	
3. /find-your-  t-sound	11.54%	0%	0%	0%	
4. /events	7.69%	1.98%	2.69%	0%	
5. /enewsletter	7.69%	1.98%	1.68%	33.33%	
6. /articles	7.69%	16.21%	11.11%	0%	
7. /cities-regions	7.69%	0%	1.01%	0%	
8. /visitor-information	7.69%	0.4%	0%	0%	
9. /historic-districts-sites	3.85%	0%	0.67%	0%	
10. /boating	3.85%	0%	0%	0%	
11. /culinary	3.85%	7.11%	1.01%	0%	
12. /culture	3.85%	0%	0%	0%	
13.  	3.85%	0.79%	0%	0%	
14. /blog	3.85%	0.4%	1.68%	0%	
15. /virtual-visitor-center	3.85%	1.98%	3.03%	66.67%	
16. /byways-and-map	0%	0.4%	0%	0%	
17. /parks-nature	0%	0%	1.01%	0%	
18. /places-to-stay	0%	6.32%	0%	0%	
19. /attractions	0%	1.98%	0.34%	0%	
20. /state-park	0%	0.4%	0%	0%	
21. /activities	0%	0.4%	0%	0%	



GA4 Data Integration - Type / Pages

event_count_wed_planner ▾	event_count_interested_no_plans	event_count_decided_to_visit	event_count_in_destination
53	472	571	33
1 - 1 / 1 < >			

site_section	event_count_wed_planner ▾	event_count_interested_no_p...	event_count_decided_to_visit	event_count_in_destination
1. /articles	28.3%	15.47%	21.72%	30.3%
2. /	22.64%	7.84%	5.25%	0%
3. /guide-order	9.43%	20.97%	17.34%	9.09%
4. /	5.66%	2.54%	2.1%	0%
5. /welcome-offers	5.66%	9.53%	9.63%	0%
6. /signup-for-enewsletter	3.77%	7.2%	5.78%	6.06%
7. /do- < > right	1.89%	0.64%	1.05%	0%
8. /privacy-policy	1.89%	0.85%	0.35%	0%
9. /	1.89%	0%	0%	0%
10. / lakes-channel	1.89%	0%	0.53%	0%
11. /hot-springs	1.89%	0.21%	0%	0%
12. /things-to-do	1.89%	0.42%	0.7%	0%
13. /fall	1.89%	0.42%	0.7%	0%
14. /	1.89%	0.21%	0.18%	0%
15. /hotels-lodging	1.89%	1.27%	0.88%	0%
16. /summer	1.89%	3.6%	3.33%	3.03%
17. /your-order-has-been-received	1.89%	2.97%	3.85%	0%
18. /	1.89%	0%	0.35%	0%
19. /history-museums	1.89%	0%	0%	0%
20. /scenic-historic-trains	0%	0.21%	0%	0%
21. /	0%	0%	0%	3.03%



GA4 Data Integration - Type / Sources

session_count_wed_planner ▾	session_count_interested_no_plans	session_count_decided_to_visit	session_count_in_destination
48	282	240	22
1 - 1 / 1 < >			

	session_source	session_count_wed_planner...	session_count_interested_no...	session_count_decided_to_vi...	session_count_in_destination
1.	google	41.67%	47.16%	60.83%	40.91%
2.	weather.com	20.83%	1.06%	2.5%	18.18%
3.	(direct)	14.58%	8.16%	10%	13.64%
4.	facebook	10.42%	24.11%	9.58%	0%
5.	Explore Georgia	2.08%	5.32%	2.5%	4.55%
6.	islands.com	2.08%	0%	0%	0%
7.	pinterest.com	2.08%	0%	0%	0%
8.	bing	2.08%	1.77%	4.58%	4.55%
9.	fireflyteamevents.com	2.08%	0%	0%	0%
10.	tagassistant.google.com	2.08%	0%	0%	0%
11.	us.search.yahoo.com	0%	0%	0.42%	0%
12.	10.111.111.101	0%	0%	0%	4.55%
13.	safe.menlosecurity.com	0%	0%	0.42%	0%
14.	search.earthlink.net	0%	0%	0.42%	0%
15.	freespoke.com	0%	0.35%	0%	0%
16.	instagram	0%	1.42%	0.83%	0%



GA4 Data Integration - Type / Source & Mediums

session_count_wed_planner ▾	session_count_interested_no_plans	session_count_decided_to_visit	session_count_in_destination
48	282	240	22
1 - 1 / 1 < >			

	session_medium	session_source	session_count_wed_pla...	session_count_interest...	session_count_in_desti...	session_count_decided...
1.	organic	google	31.25%	30.85%	36.36%	42.5%
2.	referral	weather.com	20.83%	1.06%	18.18%	2.5%
3.	(none)	(direct)	14.58%	8.16%	13.64%	10%
4.	cpc	google	10.42%	16.31%	4.55%	18.33%
5.	paidsocial	facebook	8.33%	23.05%	0%	8.75%
6.	referral	islands.com	2.08%	0%	0%	0%
7.	email	Explore Georgia	2.08%	5.32%	4.55%	2.5%
8.	referral	tagassistant.google.com	2.08%	0%	0%	0%
9.	referral	pinterest.com	2.08%	0%	0%	0%
10.	post	facebook	2.08%	1.06%	0%	0.83%
11.	organic	bing	2.08%	1.77%	4.55%	4.58%
12.	referral	fireflyteamevents.com	2.08%	0%	0%	0%
13.	referral	georgia.org	0%	0%	0%	0.42%
14.	paidsocial	instagram	0%	1.42%	0%	0.83%
15.	referral	10.111.111.101	0%	0%	4.55%	0%
16.	organic	yahoo	0%	1.06%	9.09%	2.5%



GA4 Data Integration - Type / Device

session_count_wed_planner ▾		session_count_interested_no_plans	session_count_decided_to_visit	session_count_in_destination
48		282	240	22
		1 - 1 / 1 < >		
device_category	session_count_wed_planner...	session_count_interested_no...	session_count_decided_to_vi...	session_count_in_destination
1. mobile	77.08%	71.28%	62.92%	81.82%
2. desktop	18.75%	19.86%	30%	13.64%
3. tablet	4.17%	8.87%	7.08%	4.55%
Grand total		100%	100%	100%
		1 - 3 / 3 < >		



GA4 Data Integration - Type / Regions

session_count_wed_planner ▾	session_count_interested_no_plans	session_count_decided_to_visit	session_count_in_destination
48	282	240	22

1 - 1 / 1 < >

	region	session_count_wed_planner...	session_count_interested_no_...	session_count_decided_to_visit	session_count_in_destination
1.	Georgia	33.33%	36.88%	34.17%	63.64%
2.	Florida	18.75%	15.25%	12.5%	4.55%
3.	Illinois	4.17%	3.9%	4.17%	0%
4.	Indiana	4.17%	0.71%	0.83%	4.55%
5.	New York	4.17%	1.77%	3.33%	4.55%
6.	England	4.17%	0.35%	0.42%	0%
7.	Alabama	2.08%	7.45%	3.75%	0%
8.	State of Sao Paulo	2.08%	0%	0%	0%
9.	Louisiana	2.08%	0.71%	1.67%	0%
10.	South Carolina	2.08%	3.19%	2.5%	0%
11.	Surin	2.08%	0%	0%	0%
12.	Washington	2.08%	0.35%	0.83%	0%
13.	Ohio	2.08%	0%	0.42%	0%
14.	Andalusia	2.08%	0%	0%	0%
15.	Luanda Province	2.08%	0%	0%	0%
16.	Zurich	2.08%	0%	0%	0%



GA4 Data Integration - Type / Regions & Cities

session_count_wed_planner ▾	session_count_interested_no_plans	session_count_decided_to_visit	session_count_in_destination
48	282	240	22
1 - 1 / 1 < >			

	country	region	city	session_count_wed_pla...	session_count_intereste...	session_count_decided_to...	session_count_in_destination
1.	United States	Georgia	Atlanta	12.5%	8.87%	11.25%	31.82%
2.	United States	Florida		10.42%	3.9%	2.5%	0%
3.	United States	Florida	Miami	4.17%	1.42%	1.67%	4.55%
4.	United States	New York	New York	4.17%	1.42%	0.83%	0%
5.	United States	Georgia	Austell	2.08%	0%	0%	0%
6.	Honduras	Yoro Departm...		2.08%	0%	0%	0%
7.	Spain	Andalusia		2.08%	0%	0%	0%
8.	United States	Georgia	Norcross	2.08%	0%	0%	0%
9.	Thailand	Surin	Nai Mueang	2.08%	0%	0%	0%
10.	Ukraine	Cherkasy Oblast	Korsun'-Shev...	2.08%	0%	0%	0%
11.	United States	Washington	Seattle	2.08%	0.35%	0.83%	0%
12.	United States	Florida	Port Charlotte	2.08%	0%	0%	0%
13.	United States	Georgia	Pendergrass	2.08%	0%	0%	0%
14.	United States	Illinois	Chicago	2.08%	3.55%	2.92%	0%
15.	United States	Georgia	Lizella	2.08%	0%	0%	0%
16.	United States	South Carolina	North Augusta	2.08%	0%	0%	0%



The Road Ahead: Upcoming Phases



Research Methodology



Travel-Planning Mindset

Website User Intercept

- Reason for visit
- Point in travel planning process
- Likely month of arrival
- Opt-in for Follow-Up Survey

Time to Travel



In-Destination Behavior

Website User Follow-Up

- Actual travel behavior
- Lodging type
- Travel motivations
- Most Influential Content



Thank You!

Questions?

