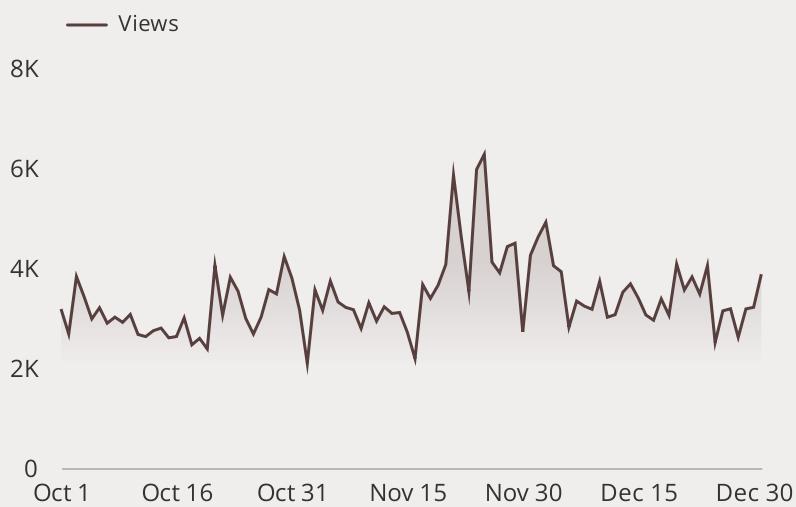


Overview Compared Y-o-Y

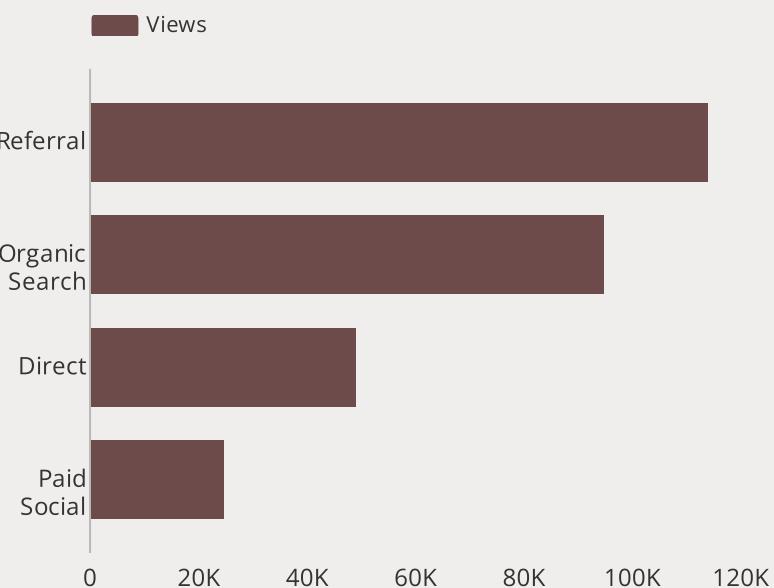
Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
313,326	154,785	110,016	106,157	02:46	47.89%
⬆ 14.3%	⬆ 25.8%	⬆ 29.5%	⬆ 28.1%	⬇ -8.7%	⬇ -12.0%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Full page URL	Total users
www.dragonhilllodge.com/	48,336
(not set).	16,808
www.dragonhilllodge.com/spec...	8,012
www.dragonhilllodge.com/roo...	6,916
www.dragonhilllodge.com/spec...	4,684
www.dragonhilllodge.com/dinin...	4,280
www.dragonhilllodge.com/cont...	4,038
www.dragonhilllodge.com/your...	3,680
www.dragonhilllodge.com/spec...	3,372
www.dragonhilllodge.com/abo...	3,124

What are the top sources?

Sorted by Total Users

Session source	Total users
(direct)	24,578
google	19,931
dragonhilllodge.com	14,800
fb	12,561
ActiveCampaign	9,395
ig	8,489
be.synxis.com	4,090
edelweisslodgeandresort.com	3,079
halekoa.com	2,501
shadesofgreen.org	2,257

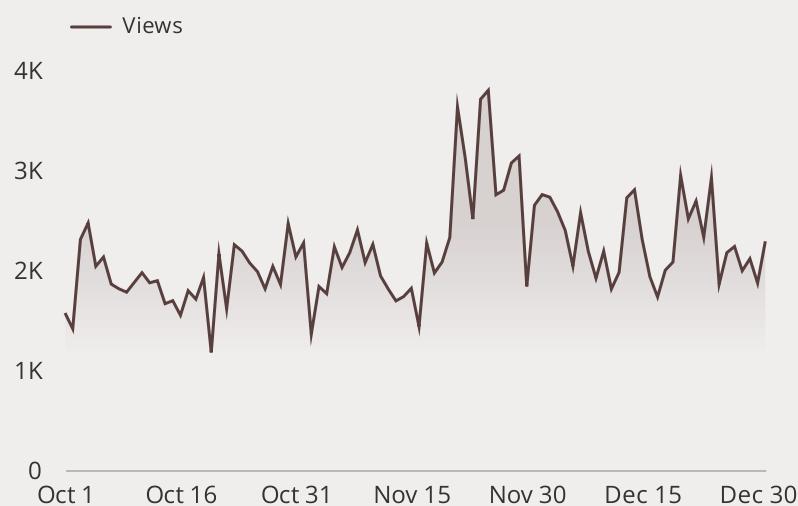
Mobile Overview

Views	Sessions	Total users
200,173	100,750	69,191
⬆ 21.6%	⬆ 28.4%	⬆ 30.5%

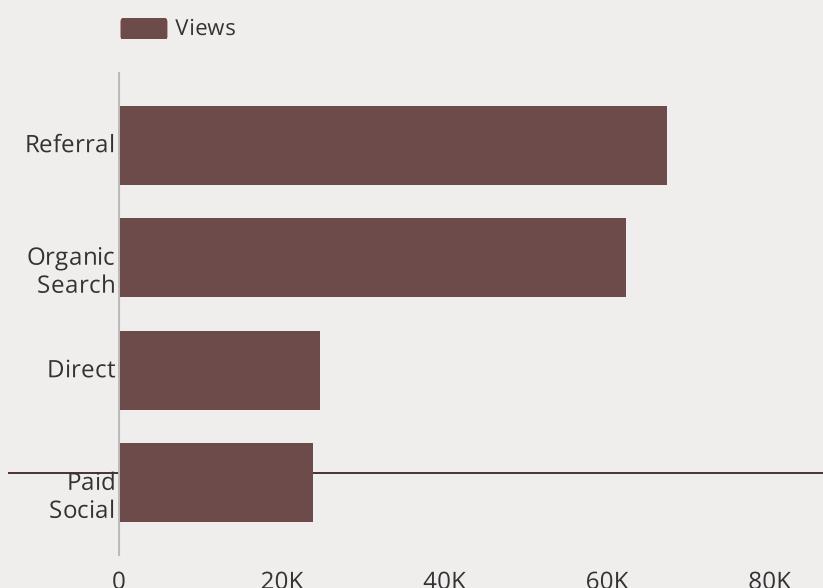
Data from Google Analytics

New users	Avg. Session Time	Engagement rate
67,398	02:17	44.16%
⬆ 30.3%	⬇ -9.6%	⬇ -12.6%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page path	Total users
/	44,775
/special-offers/6D5N	12,269
(not set)	10,528
/rooms-and-suites	5,259
/special-offers/seoul-escapes	5,241
/checkout	3,991
/special-offers	3,395
/dining-and-drinks	3,013
/blackfriday	2,549
/contact-us	2,296

What are the top sources?

Sorted by Total Users

Session source	Total users
google	13,210
fb	12,107
(direct)	9,471
dragonhilllodge.com	8,921
ig	8,400
ActiveCampaign	5,777
be.synxis.com	2,840
edelweisslodgeandresort.com	1,776
m.facebook.com	1,623
halekoa.com	1,405

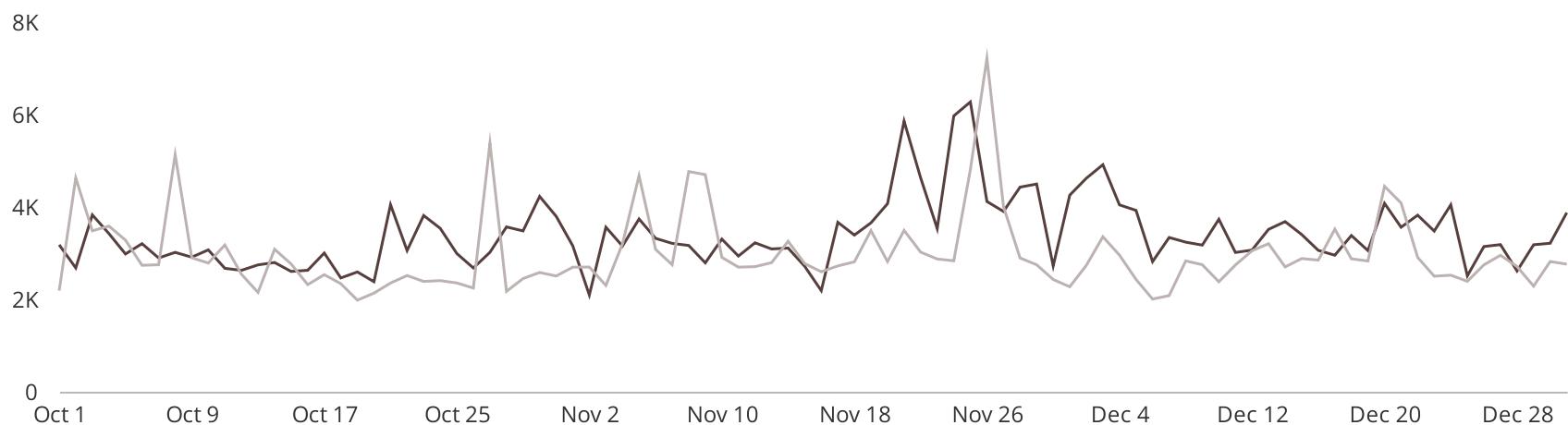
Acquisition

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
313,326	154,785	110,016	106,157	02:46	47.89%
⬆ 14.3%	⬆ 25.8%	⬆ 29.5%	⬆ 28.1%	⬇ -8.7%	⬇ -12.0%

How is site traffic trending?

— Views — Views (previous year)



Top Pages

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
313,326	154,785	110,016	106,157	02:46	47.89%
⬆ 14.3%	⬆ 25.8%	⬆ 29.5%	⬆ 28.1%	⬇ -8.7%	⬇ -12.0%

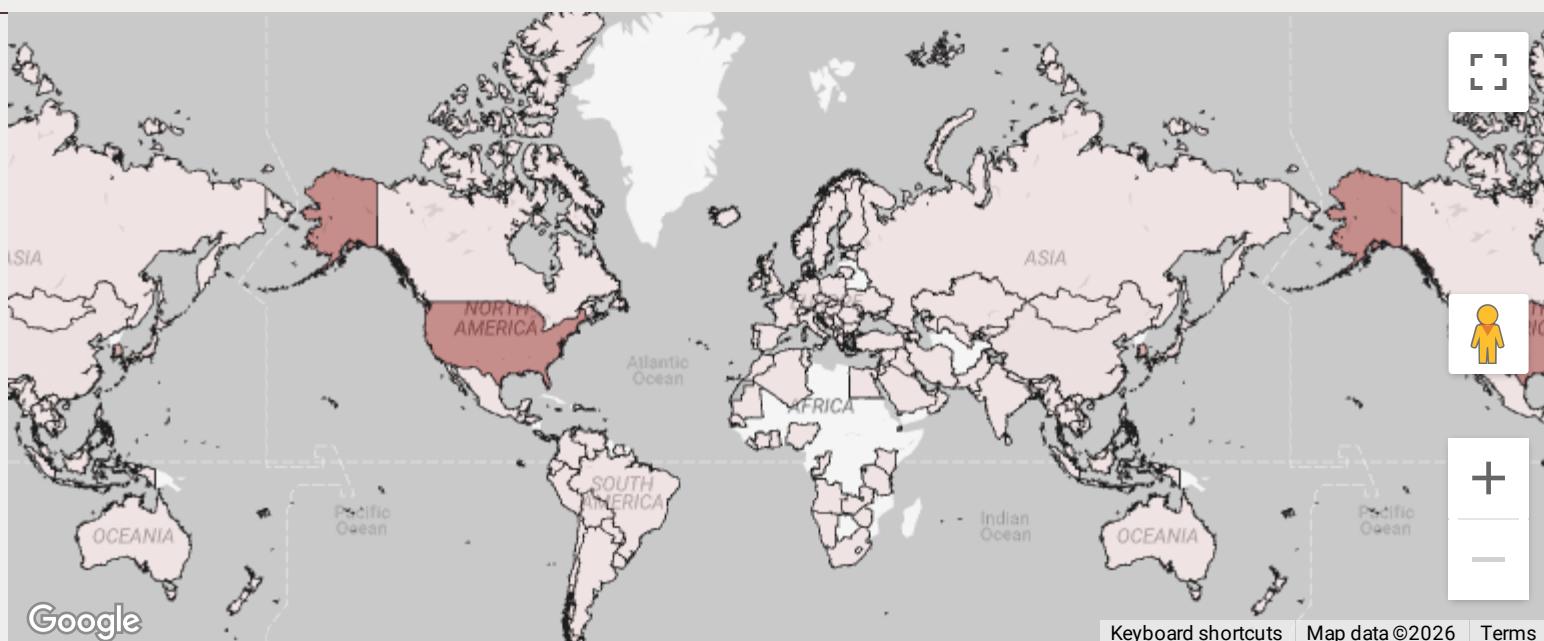
Full page URL	Total users	New users	Views	Engagement rate
www.dragonhilllodge.com/	28,950	26,439	43,748	58.65%
www.dragonhilllodge.com/special-offers/seoul-escapes	4,889	2,843	7,227	57.85%
www.dragonhilllodge.com/rooms-and-suites	4,196	716	5,608	87.05%
www.dragonhilllodge.com/dining-and-drinks	2,730	277	4,255	92.39%
www.dragonhilllodge.com/special-offers	2,876	424	3,999	91.17%
www.dragonhilllodge.com/contact-us	2,476	325	3,970	76.01%
www.dragonhilllodge.com/your-stay/getting-here	2,211	472	3,516	84.67%
www.dragonhilllodge.com/experiences/specials-and-events	1,967	460	3,323	90.52%
www.dragonhilllodge.com/blackfriday	2,346	1,472	2,972	49.56%
www.dragonhilllodge.com/experiences	1,876	134	2,647	93.03%
www.dragonhilllodge.com/special-offers/6D5N	1,953	333	2,646	79%
www.dragonhilllodge.com/about-dragon-hill-lodge/eligibility	1,922	272	2,628	84.45%
www.dragonhilllodge.com/dining-and-drinks/our-menus	1,282	241	2,547	79.35%
www.dragonhilllodge.com/your-stay	1,535	164	2,195	86.03%
www.dragonhilllodge.com/dining-and-drinks/greenstreet	1,295	235	2,157	79.82%
www.dragonhilllodge.com/rooms-and-suites/standard-room	1,273	155	1,817	85.48%
www.dragonhilllodge.com/wellness-fitness-spa	1,135	192	1,596	82.01%
www.dragonhilllodge.com/experiences/specials-and-events/holiday-meals-to-go	899	471	1,570	67.88%
www.dragonhilllodge.com/experiences/tours	992	176	1,567	79.43%
www.dragonhilllodge.com/your-stay/gate-access	1,214	504	1,478	69.75%
www.dragonhilllodge.com/your-stay/getting-here/from-incheon-airport	781	155	1,315	73.31%
www.dragonhilllodge.com/about-dragon-hill-lodge/faqs	927	154	1,272	83.19%
www.dragonhilllodge.com/experiences/specials-and-events/new-years-eve-party	726	330	1,147	60.67%
www.dragonhilllodge.com/about-dragon-hill-lodge/photo-gallery	791	66	953	89.37%

Top Pages

Data from Google Analytics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
313,326	154,785	110,016	106,157	02:46	47.89%
⬆ 14.3%	⬆ 25.8%	⬆ 29.5%	⬆ 28.1%	⬇ -8.7%	⬇ -12.0%

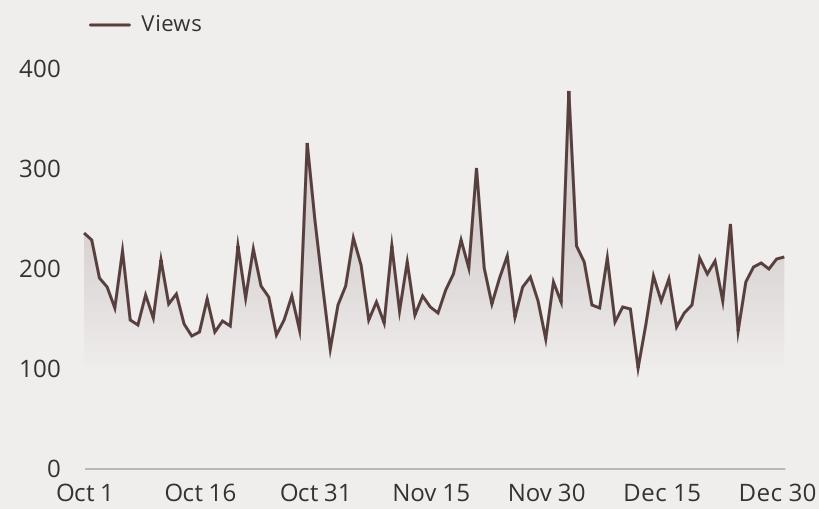
Country	Total users	% Δ	New users	% Δ	Views	% Δ	Engagement rate	% Δ
United States	57,557	5.5% ⬆	55,220	4.8% ⬆	166,378	7.8% ⬆	53.67%	-5.8% ⬇
South Korea	31,598	62.0% ⬆	29,590	65.9% ⬆	97,298	18.3% ⬆	46.14%	-14.3% ⬇
Japan	8,746	37.2% ⬆	8,326	39.0% ⬆	23,530	18.4% ⬆	37.95%	-20.0% ⬇
Guam	6,332	198.0% ⬆	6,088	193.0% ⬆	11,798	161.4% ⬆	26.14%	-37.1% ⬇
Germany	1,181	18.3% ⬆	1,125	16.8% ⬆	2,922	11.1% ⬆	52.35%	-7.7% ⬇
China	1,495	1,234.8% ⬆	1,448	1,279.0% ⬆	1,483	515.4% ⬆	4.75%	-89.0% ⬇
Philippines	479	51.1% ⬆	440	48.6% ⬆	1,411	22.7% ⬆	40.15%	-27.5% ⬇
Northern Maria...	674	722.0% ⬆	647	719.0% ⬆	918	684.6% ⬆	17.98%	-51.0% ⬇
Singapore	853	314.1% ⬆	276	45.3% ⬆	852	72.8% ⬆	24.79%	-55.8% ⬇



Overview Compared Y-o-Y

	Rooms					
	Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
16,730	10,046	7,957	1,203	02:09	77.53%	
↑ 4.6%	↑ 3.5%	↑ 1.6%	No data	↑ N/A		↑ 1.5%

How is site traffic trending?

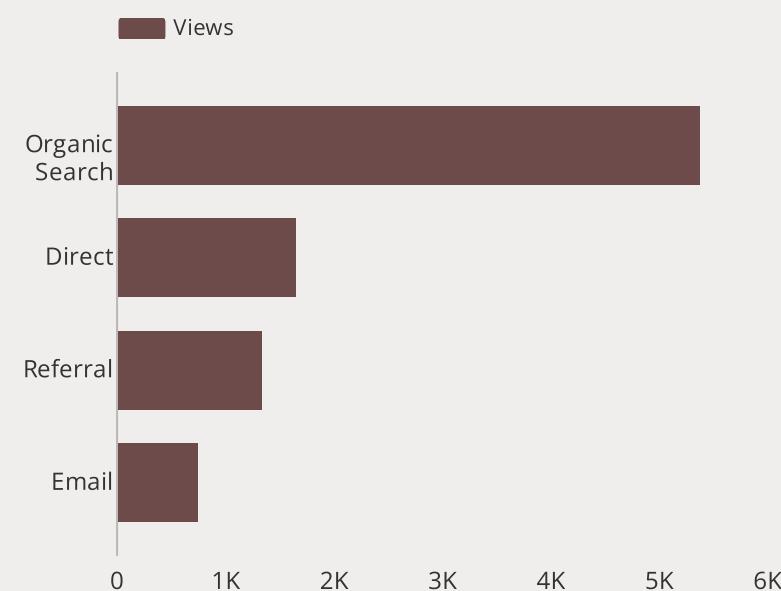


Top Pages

Sorted by Total Users

Page path	Total users
/rooms-and-suites	4,439
/rooms-and-suites/standard-room	1,274
/rooms-and-suites/family-suite	565
/rooms-and-suites/deluxesuites	347
/rooms-and-suites/junior-suite	314
/rooms-and-suites/pet-rooms	189
/rooms-and-suites/Resident-Stay	167
/rooms-and-suites/amenities	10
/accommodations/rooms-and-suites	2
/accommodations/rooms-and-suites/deluxe-s...	1

Which channels are driving traffic?



What are the top sources?

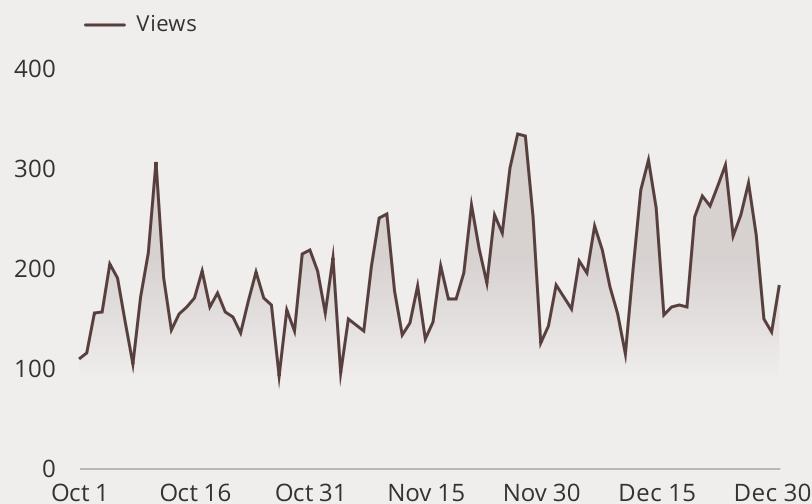
Sorted by Total Users

Session source	Total users
google	2,247
(direct)	964
ActiveCampaign	400
be.synxis.com	207
bing	137
fb	110
halekoa.com	97
shadesofgreen.org	97
armymwr.com	92
m.facebook.com	91

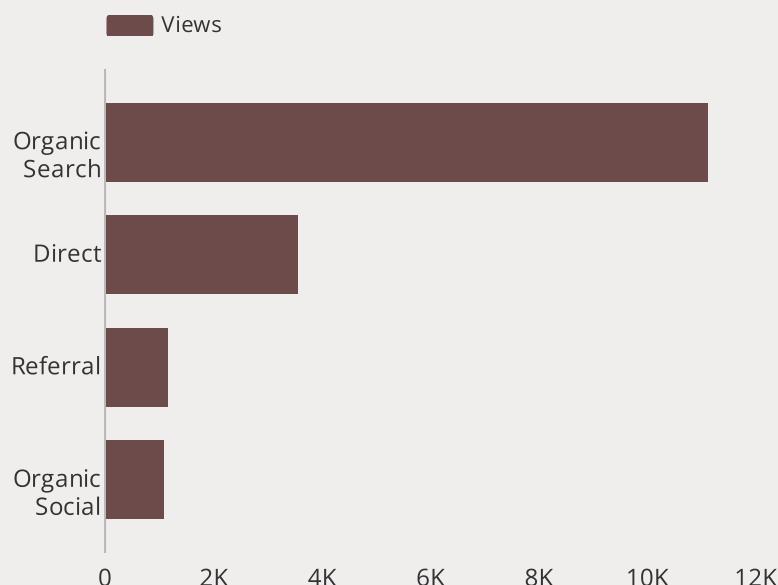
Overview Compared Y-o-Y

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
17,600	9,195	5,933	1,837	02:42	73.25%
⬇ -1.0%	⬆ 4.3%	⬆ 1.1%	⬆ 6.7%	⬇ -9.5%	⬇ -1.3%

How is site traffic trending?



Which channels are driving traffic?



Dining And Drinks

Top Pages

Sorted by Total Users

Page path	Total users	Engagement rate
/dining-and-drinks	4,463	89.56%
/dining-and-drinks/our-menus	2,099	77.69%
/dining-and-drinks/greenstreet	2,061	75.92%
/dining-and-drinks/bentleys	772	83.11%
/dining-and-drinks/SablesRestaurant	737	86.41%
/dining-and-drinks/bakery-and-deli	596	78.09%
/dining-and-drinks/sable-menu	15	41.18%
/dining-and-drinks/Thanksgivingevents	11	63.64%
/dining-and-drinks/sun-daes	7	14.29%

What are the top menu downloads?

Menu	Total Downloads
Greenstreet – Lunch & Dinner Menu	1,770
Bentley's Menu	1,212
Greenstreet – Breakfast Menu	1,137
Sable's Menu	867