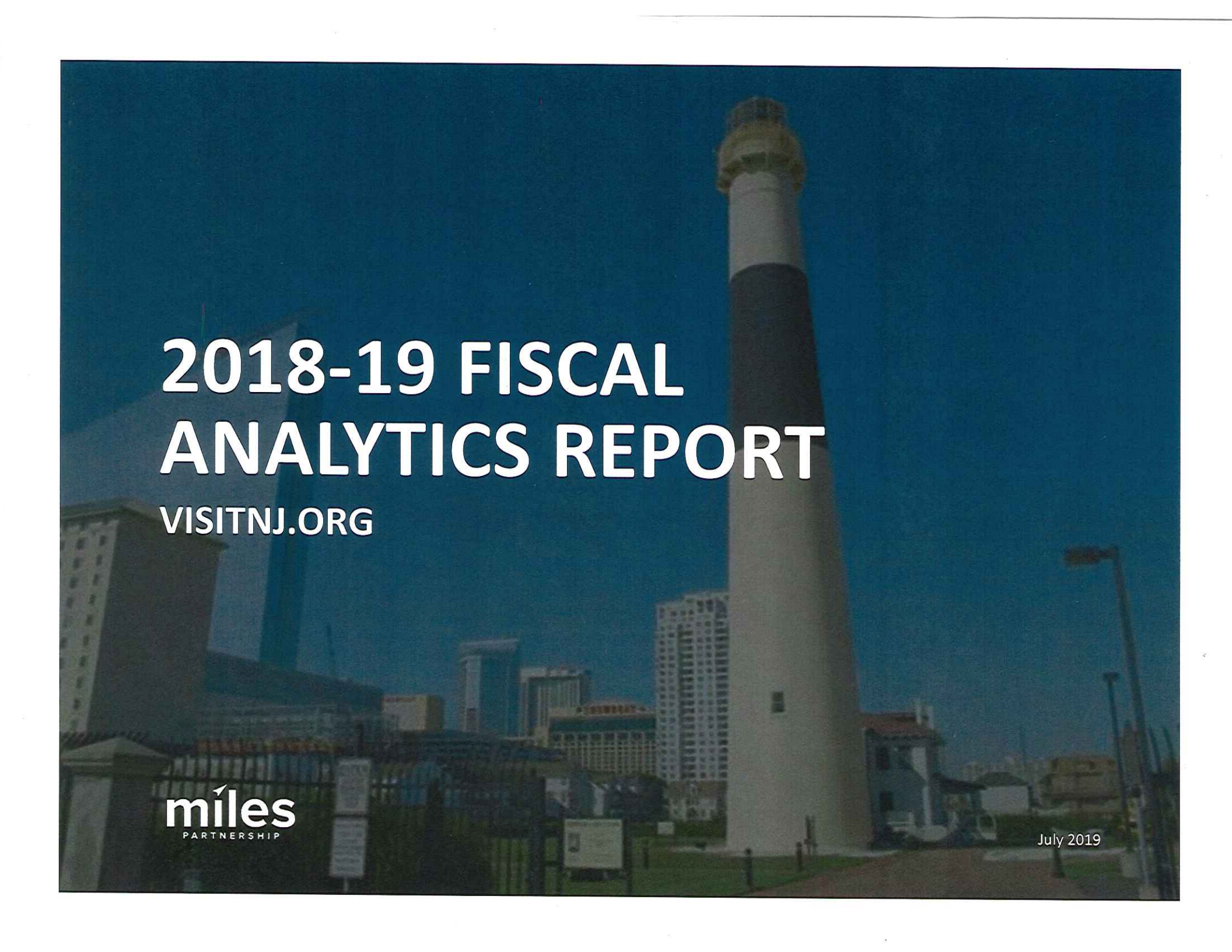




2018-19 FISCAL ANALYTICS REPORT

VISITNJ.ORG

miles
PARTNERSHIP

July 2019

2018-19 Fiscal Analytics Report

Activity



5,757,508

Total Visits

Up 16% from 4,949,866



9,071,188

Total Pageviews

Up 16% from 10,512,769

Engagement



2 minutes,
29 seconds

Avg. Length of Visit

Up 2% from 2:27



39%

Overall Bounce Rate

Down 3% from 40%

Conversions

43,986  4%

Total Visitor Guide Requests

2,598  67%

Total Newsletter Signups

14,455  33%

Total Ebook Views

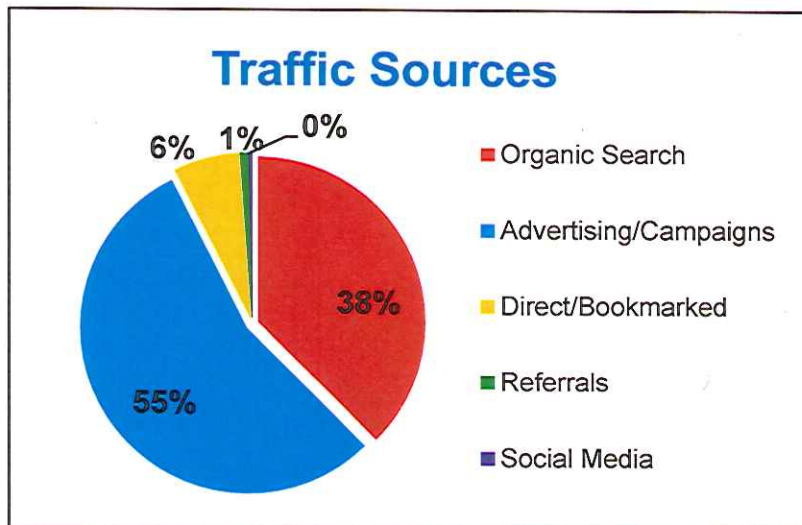
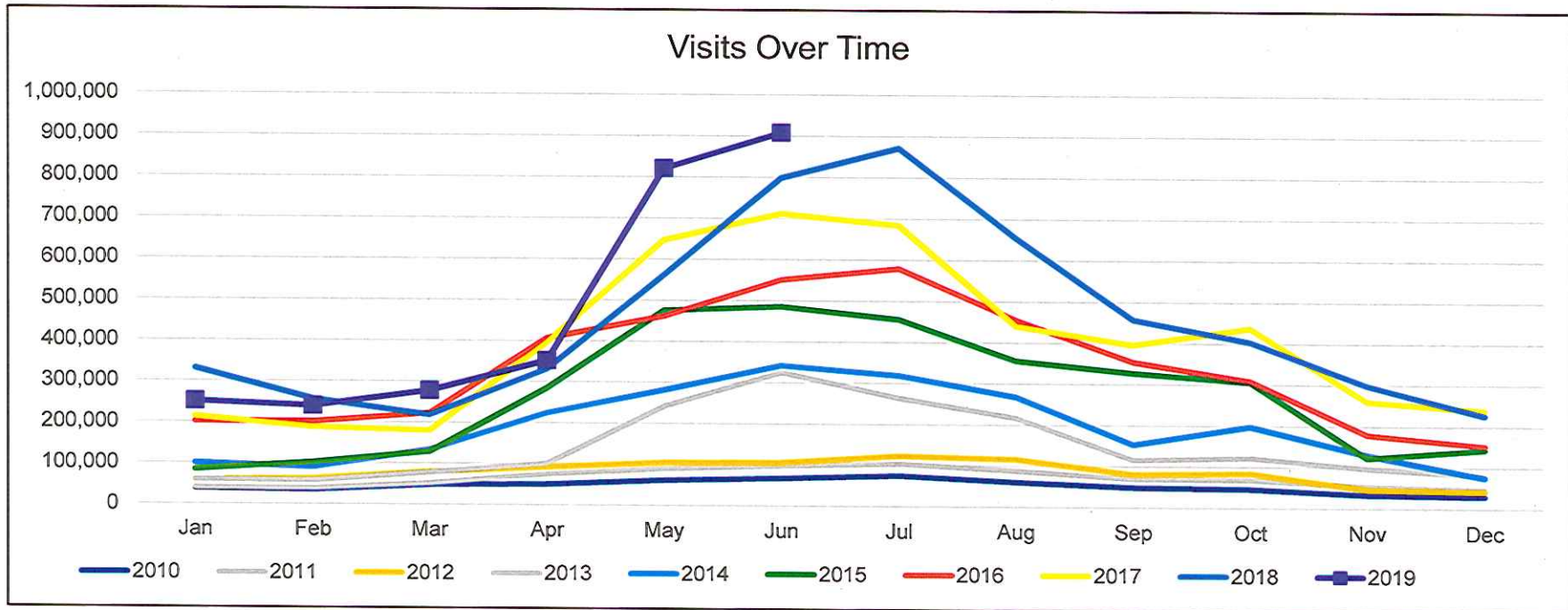
19,511  25%

Total Visitor Guide Downloads

322,977  9%

Total Clicks to Partner Sites

2018-19 Fiscal Analytics Report



Traffic Sources (Visits)

1.	Advertising/Campaigns, 3,165,819	+39%
2.	Organic Search, 2,161,959	+7%
3.	Direct, 363,689	-20%
4.	Referrals, 46,266	-69%
5.	Social Media, 19,207	-63%

○ 2018-19 Fiscal Analytics Report

Top Cities (Visits)		
1.	Philadelphia, PA, 254,339	+47%
2.	New York, NY, 241,848	+14
3.	Brooklyn, NY, 205,326	+16%
4.	Newark, NJ, 117,263	-15%
5.	The Bronx, NY, 104,419	+1%
6.	Washington, D.C., 90,123	+271%
7.	Jersey City, NJ, 76,994	+24%
8.	Trenton, NJ, 64,642	0%
9.	Baltimore, MD, 51,801	+18%
10.	Wilmington, DE, 43,839	+60%

Top States (Visits)		
1.	New Jersey, 2,253,516	+8%
2.	New York, 989,367	+18%
3.	Pennsylvania, 718,335	+19%
4.	Ohio, 252,538	+21%
5.	Maryland, 248,157	+32
6.	Virginia, 112,538	+90%
7.	District of Columbia, 92,612	+246%
8.	Delaware, 90,194	+40%
9.	California, 74,299	-15%
10.	Florida, 72,494	+29%

○ 2018-19 Fiscal Analytics Report

Most-Viewed Pages (pageviews)

1.	Homepage, 761,053	+13%
2.	Events, 584,866	+82%
3.	Request or Download Free Travel Guides, 297,392	-6%
4.	Things to Do, 278,367	+366%
5.	Events and Festivals, 170,282	-5%
6.	Winter, 157,727	+100%
7.	Attractions, 151,157	+61%
8.	Fall New Jersey's Small Town Charm, 150,298	+999%
9.	Beaches, 145,304	-39%
10.	Four Ways to Weekend New Jersey, 117,954	+100%
11.	What's Your New Jersey Boardwalk Personality, 114,663	+14%
12.	Gateway Summer, 104,754	+100%
13.	Savor September Food Fests, 104,271	+100%
14.	Article Jersey Shore Anticipation, 103,467	+100%
15.	Camden Waterfront, 94,913	+100%