

2022 Visit Eastport campaign

Prepared by Joan Lowden, Jan 5, 2023

We created a new VisitEastport website in 2022 (not financed by the MTMPP grant) that went live the end of May. Below are the stats for June-Dec 2022. Note the 2 spikes in traffic coincide with our major festivals: July 4, Salmon Fest (Labor Day weekend) and Pirate Festival (2nd weekend of Sept).

There is a lot of local paid advertising through publications including Quoddy Tides, Calais and Machias news – these are not covered by the MTMPP grant. Eastport paid ads that were paid through the MTMPP grant funds include:

Summer: Cultural Adventures Guide ad – a regional glossy magazine for Hancock and Washington County focussing on the arts and culture. It is distributed all summer so I can't identify correlation.

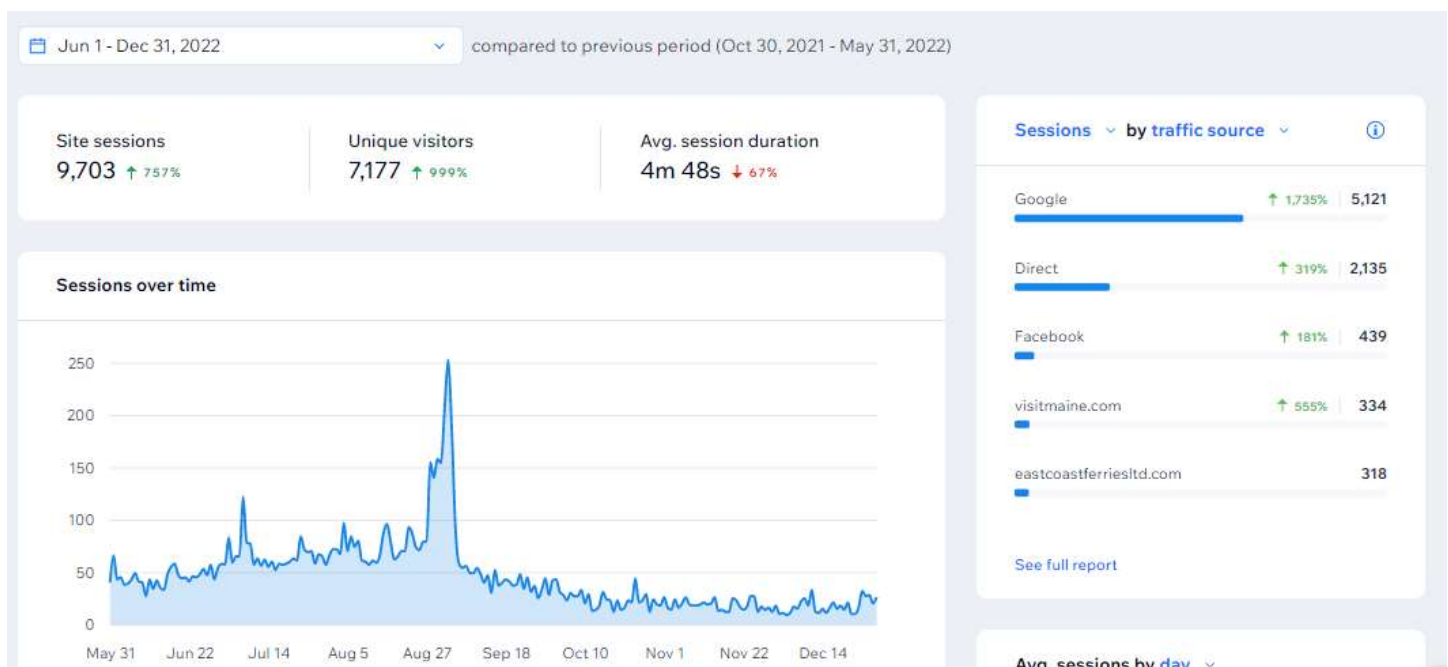
August: DownEast magazine digital banner ad \$350. I don't see ANY referall traffic from downeast website, unless the referring URL is different. But looks like a bust. Hmm.

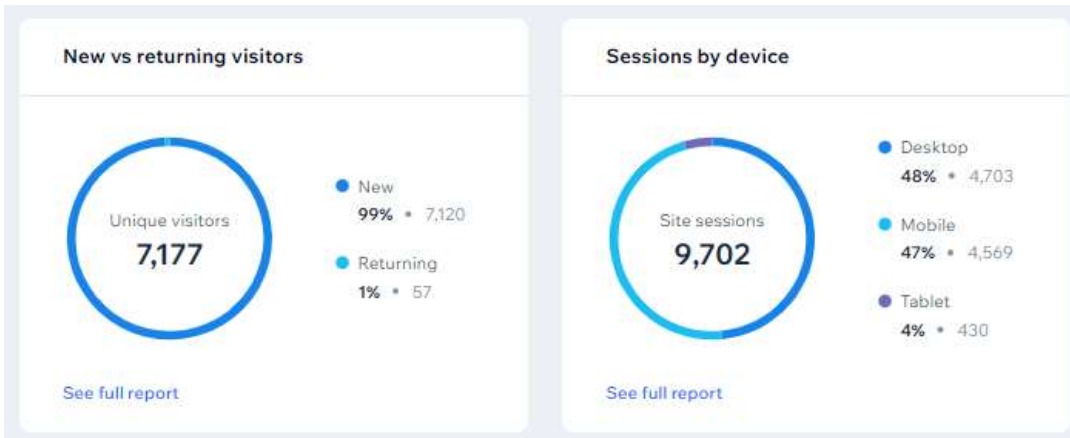
September: Special pull-out edition of the Ellsworth American. I wouldn't assume that the spike in Sept is due to that ad – there is a lot of advertising in various publications, both paid local and organic.

NOTES: I was surprised to see a lot of web traffic from the eastcoastferries website. Worth reaching out to them.

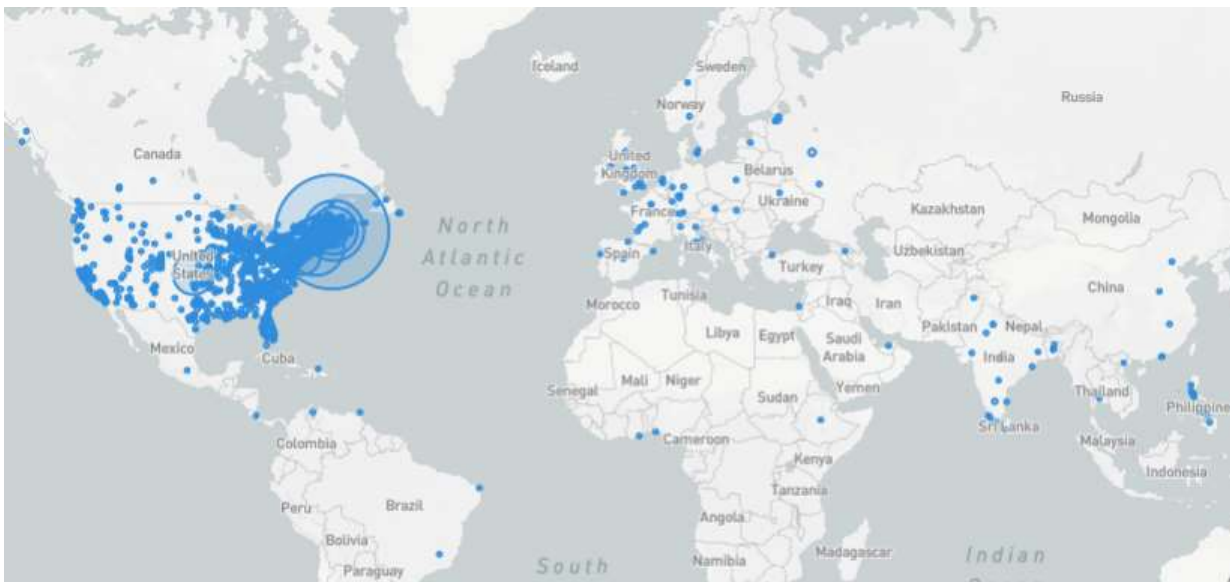
Ignore the Change% (up/down). Since the since is new ad I was doing development Mar-May so the prior stats are skewed.

The average session duration from Jun-Dec of almost 5 minutes is a pretty good average. Some people leave quickly after then find what they are looking for and many will stay and browse.





Note that the traffic is evenly divided between desktop and mobile devices. When I designed the new site, creating a mobile friendly interface was a top priority.



Country	Region	Page views	Site sessions	Unique visitors
United States	ME	8,198	3,731	2,550
United States	MA	2,695	1,181	969
United States	NY	1,665	788	649
United States	PA	745	328	253
United States	NH	677	267	232
United States	FL	554	221	177
United States	TX	448	168	136
United States	CA	439	162	143
United States	CT	436	159	140
United States	VA	418	148	123
United States	NJ	408	186	162
United States	NC	389	180	147
United States	GA	300	104	73
United States	MD	275	112	102
United States	IL	273	126	112
United States	OH	269	101	81
United States	Unkno...	255	128	122
United States	RI	233	107	83
United States	VT	203	75	52

Traffic category	Traffic source	Site sessions	Page views	Unique visitors
Organic search	Google	5,136	12,169	3,954
Direct	Direct	2,142	5,129	1,461
Organic social	Facebook	439	953	343
Referral	eastcoastferriesltd.com	318	634	299
Referral	visitmaine.com	331	475	305
Organic search	Bing	218	434	176
Referral	downeastacadia.com	185	374	148
Referral	eastport4th.com	57	324	6
Referral	eastport-me.gov	113	306	65
Organic search	DuckDuckGo	158	275	129
Organic search	Yahoo	128	249	96
Referral	artsipelago.net	55	183	23
Unknown	Unknown	68	147	48
Referral	gotravelmaine.com	62	108	57
Referral	thecommonseastport.com	14	64	13
Referral	newengland.com	34	58	32
Unknown	Email	11	36	11
Referral	discoverdowneastacadia.com	16	34	15
Referral	visitlubecmaine.com	20	29	19

Bar Chart Split Table Save Report View

Referral	visitlubecmaine.com	20	29	19
Referral	foodreference.com	15	24	13
Referral	www-theodysseyonline-co...	6	23	5
Organic search	Yandex	22	23	22
Referral	uschamber.com	14	22	12
Referral	visit-maine.com	11	19	11
Referral	search.xfinity.com	5	17	5
Referral	local.aarp.org	10	16	10
Referral	travelawaits.com	10	15	10
Referral	dogpile.com	4	15	4
Referral	rvshare.com	4	13	4
Organic search	search.aol.com	4	11	4
Referral	quoddytides.com	8	10	8
Referral	officialusa.com	7	9	5
Referral	pacer.curativetalent.com	2	8	2
Referral	startpage.com	3	7	3
Referral	ellsworthamerican.com	7	7	7
Referral	legacysir.com	4	6	4