

Year Over Year Comparison

12/01/2019 - 12/30/2019 vs. 12/01/2018 - 12/31/2018

Metric	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 30th 2019		Change	% Change
Users	3,680	4,230	↑	550	14.95%
Sessions	4,167	4,784	↑	617	14.81%
Avg. Session Duration	0:01:09	0:01:12	↑	0:00:03	4.47%
Pages / Session	3.30	3.26	↓	-0.03	-0.91%
Pageviews	13,745	15,615	↑	1,870	13.60%
Bounce Rate (%)	1.20%	1.55%	↑	0.35%	29.17%
New Users	3,577	4,177	↑	600	16.77%

Month Over Month Comparison

12/01/2019 - 12/30/2019 vs. 11/01/2019 - 11/30/2019

Metric	Nov 1st 2019 - Nov 30th 2019	Dec 1st 2019 - Dec 30th 2019		Change	% Change
Users	2,533	4,230	↑	1,697	67.00%
Sessions	2,885	4,784	↑	1,899	65.82%
Avg. Session Duration	0:01:05	0:01:12	↑	0:00:07	10.98%
Pages / Session	3.13	3.26	↑	0.13	4.15%
Pageviews	9,028	15,615	↑	6,587	72.96%
Bounce Rate (%)	0.97%	1.55%	↑	0.58%	59.76%
New Users	2,487	4,177	↑	1,690	67.95%

Traffic Sessions by Source / Medium

12/01/2019 - 12/30/2019 vs. 12/01/2018 - 12/31/2018

Source / Medium	Sessions		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 30th 2019		
google / organic	2,499	2,532	↑ 33	1.32%
(direct) / (none)	563	607	↑ 44	7.82%
google / cpc	0	542	↑ 542	∞
alta.com / referral	554	484	↓ -70	-12.64%
Discover Alta Consumer List / email	168	272	↑ 104	61.90%
t.co / referral	0	102	↑ 102	∞
m.facebook.com / referral	23	79	↑ 56	243.48%
bing / organic	56	35	↓ -21	-37.50%
yahoo / organic	25	22	↓ -3	-12.00%
duckduckgo / organic	0	17	↑ 17	∞
email / email	6	13	↑ 7	116.67%
news.google.com / referral	22	13	↓ -9	-40.91%
facebook.com / referral	9	11	↑ 2	22.22%
baidu.com / referral	0	9	↑ 9	∞
l.facebook.com / referral	1	7	↑ 6	600.00%
Entire Site	4,167	4,784	↑ 617	14.81%

Source / Medium Traffic MOM

12/01/2019 - 12/30/2019 vs. 12/01/2018 - 12/31/2018

Source / Medium	Sessions		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 30th 2019		
google / organic	2,499	2,532	↑ 33	1.32%
(direct) / (none)	563	607	↑ 44	7.82%
google / cpc	0	542	↑ 542	∞
alta.com / referral	554	484	↓ -70	-12.64%
Discover Alta Consumer List / email	168	272	↑ 104	61.90%
t.co / referral	0	102	↑ 102	∞
m.facebook.com / referral	23	79	↑ 56	243.48%
bing / organic	56	35	↓ -21	-37.50%
yahoo / organic	25	22	↓ -3	-12.00%
duckduckgo / organic	0	17	↑ 17	∞
email / email	6	13	↑ 7	116.67%
news.google.com / referral	22	13	↓ -9	-40.91%
facebook.com / referral	9	11	↑ 2	22.22%
baidu.com / referral	0	9	↑ 9	∞
l.facebook.com / referral	1	7	↑ 6	600.00%
reddit.com / referral	0	7	↑ 7	∞
skicity.com / referral	0	4	↑ 4	∞
us3.admin.mailchimp.com / referral	1	3	↑ 2	200.00%
us3.campaign-archive.com / referral	1	3	↑ 2	200.00%
canyonservices.com / referral	2	2	0	0.00%
Entire Site	4,167	4,784	↑ 617	14.81%

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.alta.com/pages/a...	87	104	↑ 17	19.54%
http://www.alta.com/pages/s...	9	61	↑ 52	577.78%
http://www.alta.com/pages/n...	44	58	↑ 14	31.82%
http://www.alta.com/visit/rent...and-retail#alta-ski-shop	29	46	↑ 17	58.62%
http://www.alta.com/pages/c...	40	36	↓ -4	-10.00%
http://buy.alta.com/season-passes	5	33	↑ 28	560.00%
http://alta.com/pages/altaski...	24	27	↑ 3	12.50%
http://www.altaperuvian.com/...utah-hotel-lodge-amenities/gift-shop/	26	26	0	0.00%
http://buy.alta.com/day-tickets#main	5	23	↑ 18	360.00%
http://youtu.be/nzecGZW5bec	20	22	↑ 2	10.00%
http://www.powderhouseskis...	10	21	↑ 11	110.00%
http://www.alta.com/	77	20	↓ -57	-74.03%
http://www.thealtastore.com/...	18	19	↑ 1	5.56%
http://www.alta.com/pages/a...	8	16	↑ 8	100.00%

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.alta.com/pages/ti...	4	15	↑ 11	275.00%
http://www.alta.com/pages/r...	14	14	0	0.00%
http://buy.alta.com/day-tickets	5	13	↑ 8	160.00%
http://www.alta.com/boardin...	5	10	↑ 5	100.00%
http://www.alta.com/pages/a...	9	10	↑ 1	11.11%
http://www.altashuttle.com/	4	10	↑ 6	150.00%
http://alta.com/pages/adult...	4	9	↑ 5	125.00%
http://learntoskiandsnowboa...	0	9	↑ 9	∞
http://buy.alta.com/boarding-pass	6	8	↑ 2	33.33%
http://www.alta.com/pages/w...	7	8	↑ 1	14.29%
http://www.townofalta.com/	2	8	↑ 6	300.00%
http://youtu.be/cpFba2dJx88	6	8	↑ 2	33.33%
http://www.canyonservices.c...at-sugarplum	3	7	↑ 4	133.33%
http://www.canyonservices.c...rentals/village-sugarplum	2	7	↑ 5	250.00%
http://www.altaperuvian.com/...in-alta-utah/ski-rentals/	4	6	↑ 2	50.00%

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.canyonservices.c... condominiums/160	1	6	↑ 5	500.00%
http://www.powderbird.com/	0	6	↑ 6	∞
http://www.canyonservices.c... ridge-unit-12b	3	5	↑ 2	66.67%
http://www.canyonservices.c... rentals/highland-hame- home#.VKq0rlpkhBU	0	5	↑ 5	∞
http://townofalta.com/wp- content/uploads/2016/01/BAC... summer-brochure-May- 2016.final_.pdf	1	4	↑ 3	300.00%
http://www.altaperuvian.com/	3	4	↑ 1	33.33%
http://www.canyonservices.c... condominiums/161	0	4	↑ 4	∞
http://www.canyonservices.c... hame-home	0	4	↑ 4	∞
http://www.canyonservices.c...	0	4	↑ 4	∞
http://www.canyonservices.c... rentals/powder-ridge	3	4	↑ 1	33.33%
http://www.canyontransport...	2	4	↑ 2	100.00%
http://www.cottonwoodcany...	5	4	↓ -1	-20.00%
http://www.peakphotoalta.co...	1	4	↑ 3	300.00%

Event Total Events by Event Label

4 of 12

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.rustlerlodge.com/...	0	4	↑ 4	∞
http://www.shallowshaft.com/	4	4	0	0.00%
http://maps.google.com/?q=40.58769,-111.650255	1	3	↑ 2	200.00%
http://powderhouseskishop.com/powder-house	3	3	0	0.00%
http://www.alta.com/pages/b...	5	3	↓ -2	-40.00%
http://www.altablackjack.com/	0	3	↑ 3	∞
http://www.altachalets.com/c...condominiums-4g	0	3	↑ 3	∞
http://www.altalodge.com/ab...parent=2&subnav=340	3	3	0	0.00%
http://www.americanavalanc...	0	3	↑ 3	∞
http://www.canyonservices.com/rentals/highland-hame-home#.VM-SM1pkhBU	0	3	↑ 3	∞
http://www.cottonwoodcany...	1	3	↑ 2	200.00%
http://www.goldminersdaugh...	3	3	0	0.00%
http://www.rustlerspa.com/	3	3	0	0.00%

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.skigmd.com/Resta... _Alta_base_restaurants.html	4	3	↓ -1	-25.00%
http://www.thesnowpine.com/	8	3	↓ -5	-62.50%
http://www.thetravishome.co...	1	3	↑ 2	200.00%
http://www.altachalets.com/	10	2	↓ -8	-80.00%
http://www.altachalets.com/c... condominiums-1e	0	2	↑ 2	∞
http://www.canyonservices.c... condominiums/162	3	2	↓ -1	-33.33%
http://www.canyonservices.c... condominiums/164	0	2	↑ 2	∞
http://www.canyonservices.c... condominiums/165	0	2	↑ 2	∞
http://www.canyonservices.c... ridge	0	2	↑ 2	∞
http://www.canyonservices.c... unit	3	2	↓ -1	-33.33%
http://www.canyonservices.c... ridge-unit-1a	4	2	↓ -2	-50.00%
http://www.canyonservices.c... rentals/hellgate	3	2	↓ -1	-33.33%
http://www.canyonservices.c... rentals/village-sugarplum- unit-18#.VNGNmGR4rr8	0	2	↑ 2	∞

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.canyonservices.com/rentals/village-sugarplum-unit-6#.VNGVI2R4rr8	0	2	↑ 2	∞
http://www.rustlerlodge.com/...	1	2	↑ 1	100.00%
http://www.skiandsnowboard...	0	2	↑ 2	∞
http://www.theblackbearchalmers...	0	2	↑ 2	∞
http://www.theblackbearchalmers...	0	2	↑ 2	∞
http://youtu.be/R8_StBwZNEg	6	2	↓ -4	-66.67%
http://youtu.be/dpcGeWHgA_c	1	2	↑ 1	100.00%
http://altaarts.org/	0	1	↑ 1	∞
http://maps.google.com/?q=40.587755,-111.643603	0	1	↑ 1	∞
http://maps.google.com/?q=40.589191,-111.641864	0	1	↑ 1	∞
http://taliakeys.com/	0	1	↑ 1	∞
http://townofalta.com/wp-content/uploads/2017/06/BAC...summer-brochure-2017.pdf	1	1	0	0.00%
http://us3.campaign-archive1.com/?u=e63c3d776b1c8155ab7609...	0	1	↑ 1	∞

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://us3.campaign-archive1.com/?u=e63c3d776b1c8155ab7609...	0	1	↑ 1	∞
http://us3.campaign-archive1.com/?u=e63c3d776b1c8155ab7609...	0	1	↑ 1	∞
http://us3.campaign-archive1.com/?u=e63c3d776b1c8155ab7609...	0	1	↑ 1	∞
http://us3.campaign-archive2.com/?u=e63c3d776b1c8155ab7609...	0	1	↑ 1	∞
http://us3.campaign-archive2.com/?u=e63c3d776b1c8155ab7609...	0	1	↑ 1	∞
http://us3.campaign-archive2.com/?u=e63c3d776b1c8155ab7609...	0	1	↑ 1	∞
http://www.alpine-transportation.com/	1	1	0	0.00%
http://www.alta.com/pages/f...	3	1	↓ -2	-66.67%
http://www.alta.com/pages/t...	0	1	↑ 1	∞
http://www.alta.com/visit/dini...guide/on-mountain#collins-grill	0	1	↑ 1	∞
http://www.altachalets.com/c...condominiums-2b	0	1	↑ 1	∞

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.altachalets.com/c...condominiums-2f	1	1	0	0.00%
http://www.altachildrenscent...	1	1	0	0.00%
http://www.altahistory.org/pa...id=14679	0	1	↑ 1	∞
http://www.altalodge.com/	6	1	↓ -5	-83.33%
http://www.altalodge.com/ad...parent=13&subnav=220	0	1	↑ 1	∞
http://www.altalodge.com/ad...parent=13&subnav=432	0	1	↑ 1	∞
http://www.altalodge.com/ski-adventures/alt-a-performance-ski-camps/	0	1	↑ 1	∞
http://www.altaperuvian.com/...utah-hotel-lodge-amenities/alt-a-peruvian-bar/	1	1	0	0.00%
http://www.canyonservices.c...	0	1	↑ 1	∞
http://www.canyonservices.c...snowbird-rental-specials	0	1	↑ 1	∞
http://www.canyonservices.c...ridge-unit-11a	4	1	↓ -3	-75.00%
http://www.canyonservices.c...townhouse-1a	0	1	↑ 1	∞

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.canyonservices.c... townhouse-3	3	1	↓ -2	-66.67%
http://www.canyonservices.c... point-unit-2e	1	1	0	0.00%
http://www.canyonservices.c... rentals/blackjack-ridge- home-2#.VKq0ClpkhBU	2	1	↓ -1	-50.00%
http://www.canyonservices.c... rentals/blackjack-ridge- home-2#.VM-PIVpkhBU	1	1	0	0.00%
http://www.canyonservices.c... rentals/sugarplum- townhouse	0	1	↑ 1	∞
http://www.canyonservices.c... rentals/village-sugarplum- unit-20#.VNGOcmR4rr8	1	1	0	0.00%
http://www.canyonservices.c... rentals/village-sugarplum- unit-7#.VNGVhWR4rr8	0	1	↑ 1	∞
http://www.canyonservices.c... rentals/village-sugarplum- unit-f#.VNGWZ2R4rr8	0	1	↑ 1	∞
http://www.canyonservices.c... rentals/village-sugarplum- unit-g#.VNGWUmR4rr8	0	1	↑ 1	∞
http://www.canyonservices.c... rentals/village-sugarplum- unit-l#.VNGWPGR4rr8	0	1	↑ 1	∞

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.canyonservices.com/rentals/village-sugarplum-unit-n#.VNGWHWR4rr8	0	1	↑ 1	∞
http://www.friendsofalta.org/	0	1	↑ 1	∞
http://www.gmdspa.com/	3	1	↓ -2	-66.67%
http://www.recreation.gov/ca...contractCode=NRSO&parkId...	1	1	0	0.00%
http://www.rustlerlodge.com/	3	1	↓ -2	-66.67%
http://www.sticksandstones.d...	0	1	↑ 1	∞
http://www.thesnowpinelodg...	3	1	↓ -2	-66.67%
http://www.thesnowpinelodg...dining-at-the-snowpine.htm	0	1	↑ 1	∞
http://www.utahmountainadv...	2	1	↓ -1	-50.00%
http://youtu.be/z1lkwg-Sg-g	0	1	↑ 1	∞
http://cottonwoodcanyons.o...	2	0	↓ -2	-100.00%
http://www.canyonservices.c...	2	0	↓ -2	-100.00%
http://www.minitime.com/trip-tips/The-Joy-of-Skiing-article	2	0	↓ -2	-100.00%
http://www.mountainsidespa...	2	0	↓ -2	-100.00%

Event Total Events by Event Label

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://alaskamountainguides... page_id=596	1	0	↓ -1	-100.00%
http://alpineearthworks.com/	1	0	↓ -1	-100.00%
http://alta.com/pages/albion...	1	0	↓ -1	-100.00%
http://altaarts.org/events/Ac...	1	0	↓ -1	-100.00%
http://altashuttle.com/	1	0	↓ -1	-100.00%
http://earthflowyoga.com/	1	0	↓ -1	-100.00%
http://friendsofalta.org/	1	0	↓ -1	-100.00%
http://petwantssandy.com/	1	0	↓ -1	-100.00%
http://powderhouseskishop.c...	1	0	↓ -1	-100.00%
http://shallowshaft.com/rese...	1	0	↓ -1	-100.00%
http://www.altaclinic.com/	1	0	↓ -1	-100.00%
http://www.altaence.com/	1	0	↓ -1	-100.00%
http://www.altaperuvian.com/... ski-lodge-dining/	1	0	↓ -1	-100.00%
http://www.altaphotohaus.co...	1	0	↓ -1	-100.00%
http://www.canyonservices.c... point-unit-3h	1	0	↓ -1	-100.00%
http://www.mountainproject... lake/105994735	1	0	↓ -1	-100.00%

Event Total Events by Event Label

12 of 12

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Event Label	Total Events		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
http://www.utahavalanchece... classes	1	0	↓ -1	-100.00%
http://www.wildawareutah.or... wildlife-information/moose/	1	0	↓ -1	-100.00%
http://youtu.be/Dm1HQEUxuMI	1	0	↓ -1	-100.00%
http://youtu.be/mBRmIM2RtGk	1	0	↓ -1	-100.00%
Entire Site	629	845	↑ 216	34.34%

Page Path Traffic MOM

12/01/2019 - 12/31/2019 vs. 11/01/2019 - 11/30/2019

Page Path	Pageviews		Change	% Change
	Nov 1st 2019 - Nov 30th 2019	Dec 1st 2019 - Dec 31st 2019		
/	1,806	1,755	↓ -51	-2.82%
/visit/	420	1,021	↑ 601	143.10%
/where-to-find-the-best- apres-in-alta/	0	736	↑ 736	∞
/business/alta-ski-area- tickets/	224	730	↑ 506	225.89%
/experience/	292	664	↑ 372	127.40%
/business/alta-ski-shop-and- demo-center/	190	655	↑ 465	244.74%
/business/alta-cross-country- skiing/	272	507	↑ 235	86.40%

Page Path Traffic MOM

2 of 2

12/01/2019 - 12/31/2019 vs. 11/01/2019 - 11/30/2019

Page Path	Pageviews		Change	% Change
	Nov 1st 2019 - Nov 30th 2019	Dec 1st 2019 - Dec 31st 2019		
/event/ace-event-alta-employee-backcountry-101/2020-01-07/	0	474	↑ 474	∞
/business/snowshoeing-alta/	108	456	↑ 348	322.22%
/about-alta/	194	356	↑ 162	83.51%
/altas-2019-new-years-eve-torchlight-parade/	56	328	↑ 272	485.71%
/event/ace-event-gear-swap-3/2019-12-06/	681	324	↓ -357	-52.42%
/bus-shuttle-map/	118	296	↑ 178	150.85%
/events/	144	286	↑ 142	98.61%
/ikon-pass/	128	263	↑ 135	105.47%
Entire Site	9,028	16,449	↑ 7,421	82.20%

Website Traffic by Device Type

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Device Category	Sessions		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
mobile	1,823	2,897	↑ 1,074	58.91%
desktop	2,228	2,006	↓ -222	-9.96%
tablet	317	202	↓ -115	-36.28%
Entire Site	4,368	5,105	↑ 737	16.87%

Top 10 US Cities

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Metro area	Sessions		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
Salt Lake City UT	1,510	1,822	↑ 312	20.66%
Los Angeles CA	230	348	↑ 118	51.30%
(not set)	230	304	↑ 74	32.17%
Chicago IL	241	293	↑ 52	21.58%
New York, NY	234	259	↑ 25	10.68%
Boston MA-Manchester NH	96	137	↑ 41	42.71%
San Francisco-Oakland-San Jose CA	119	135	↑ 16	13.45%
Washington DC (Hagerstown MD)	216	110	↓ -106	-49.07%
Denver CO	83	91	↑ 8	9.64%
Atlanta GA	44	58	↑ 14	31.82%
Entire Site	4,034	4,695	↑ 661	16.39%

Traffic Sessions by Social Network

12/01/2019 - 12/31/2019 vs. 12/01/2018 - 12/31/2018

Social Network	Sessions		Change	% Change
	Dec 1st 2018 - Dec 31st 2018	Dec 1st 2019 - Dec 31st 2019		
Twitter	0	104	↑ 104	∞
Facebook	35	99	↑ 64	182.86%
reddit	0	9	↑ 9	∞
Pinterest	0	1	↑ 1	∞
Instagram	1	0	↓ -1	-100.00%
Entire Site	36	213	↑ 177	491.67%

Google Search Metrics by Query

Last 30 days from 12/31/2019

Query	Impressions	Clicks	Avg. Position	CTR (%)
collins grill alta	58	24	6.7	41.38%
alta collins	31	0	8.5	0.00%
alta peak photo	22	0	11.9	0.00%
collins grill	16	8	18.8	50.00%
discover alta	15	1	19.6	6.67%
peak photo	9	0	8.1	0.00%
peakphotoalta	4	0	7.0	0.00%
ikon	3	0	7.0	0.00%
collins grill menu	3	0	8.0	0.00%
food near me	2	0	2.0	0.00%
collins station	2	0	11.0	0.00%
collins restaurant	2	2	5.0	100.00%
utah visitors bureau	1	0	3.0	0.00%
peak photo alta	1	0	10.0	0.00%
peak action photography	1	0	31.0	0.00%
collin's grille	1	0	11.0	0.00%
coffee shops near me	1	0	1.0	0.00%
coffee shop near me	1	0	1.0	0.00%
coffee near me	1	0	1.0	0.00%
bars near me	1	0	1.0	0.00%
Entire Site	428	61	9.4	14.25%