

# Fall 2021

## Quarterly Reporting & Seasonal Transition



# Objectives

## Overview of Visits

- Year Report
- Fall/Summer Season 8 Year Comparison
- 2020/2021 Summer Seasonal Year-Over-Year Comparison
- How are people finding us?
- Top 20 Pages
- Top QR Code Pages



# Year Report 2020/2021

**December 12, 2020 – December 12, 2021**

Sessions

207,391



Pageviews

408,222



● Sessions

2,000

1,000

January 2021

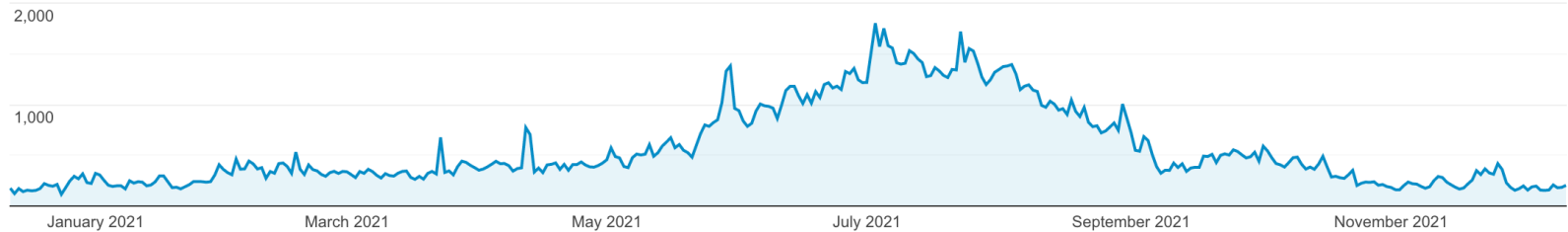
March 2021

May 2021

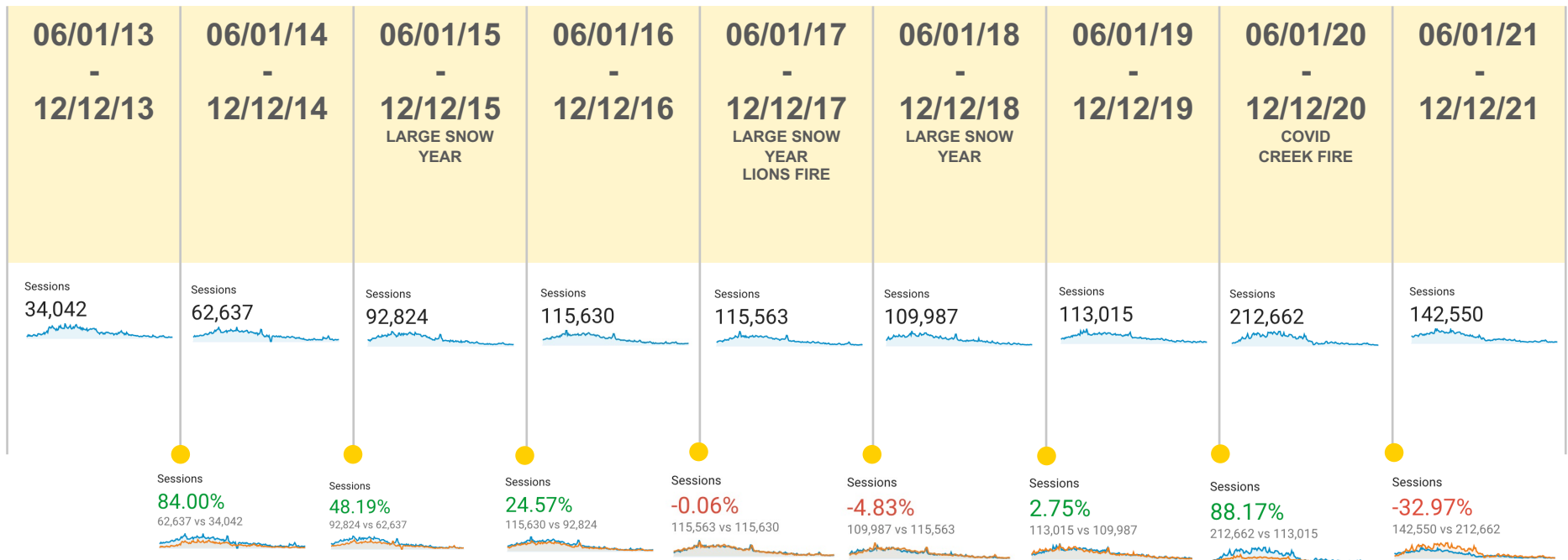
July 2021

September 2021

November 2021



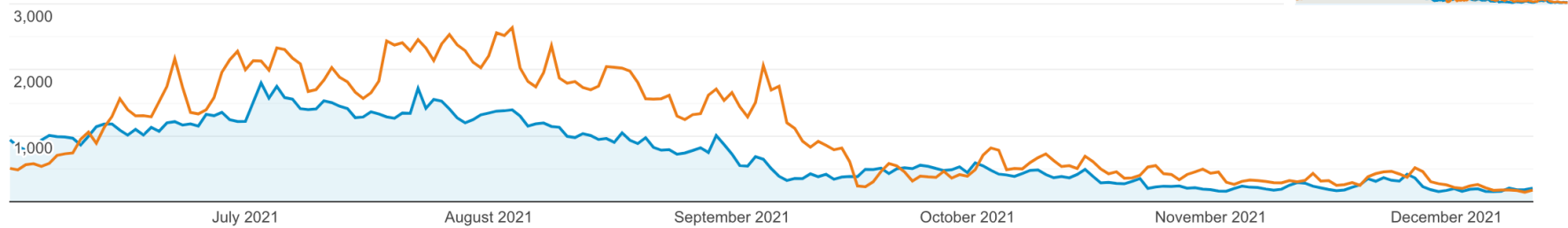
# Summer/Fall Season 8 Year Comparison



# Seasonal Comparison

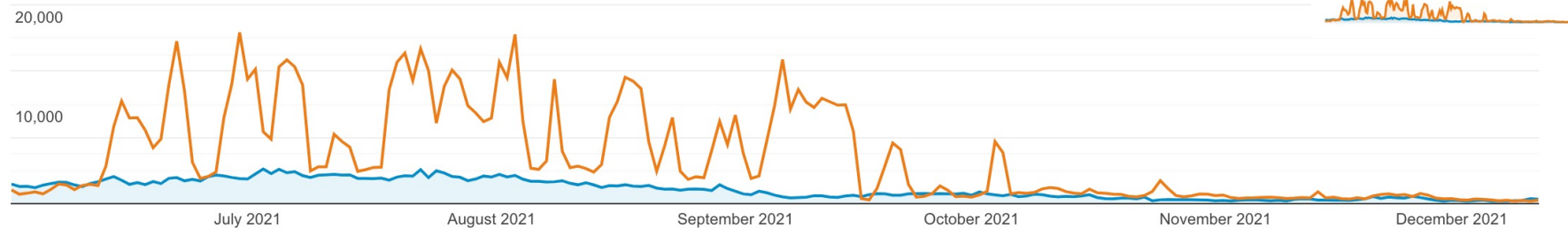
Jun 1, 2021 - Dec 12, 2021: ● Sessions

Jun 1, 2020 - Dec 12, 2020: ● Sessions



Jun 1, 2021 - Dec 12, 2021: ● Pageviews

Jun 1, 2020 - Dec 12, 2020: ● Pageviews



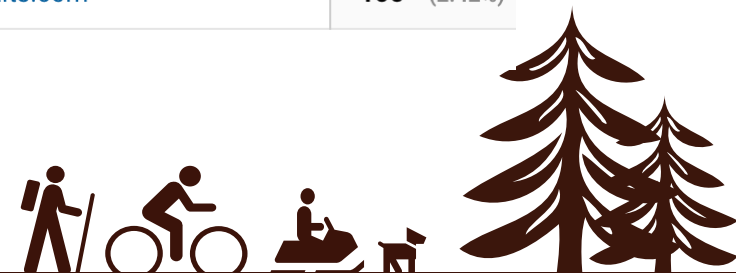
# How Are People Finding Us?

	102,838 % of Total: 100.00% (102,838)
1. mobile	64,596 (62.63%)
2. desktop	36,267 (35.17%)
3. tablet	2,269 (2.20%)

1	Organic Search	78,390	
2	Direct	23,752	
3	Referral	4,319	
4	Social	717	
5	Email	10	

## Referral Breakdown

	4,319 % of Total: 4.20% (102,838)
1. <a href="http://mammothmountain.com">mammothmountain.com</a>	756 (17.40%)
2. <a href="http://duckduckgo.com">duckduckgo.com</a>	739 (17.00%)
3. <a href="http://blog.mammothtrails.org">blog.mammothtrails.org</a>	365 (8.40%)
4. <a href="http://visitmammoth.com">visitmammoth.com</a>	283 (6.51%)
5. <a href="http://townofmammothlakes.ca.gov">townofmammothlakes.ca.gov</a>	239 (5.50%)
6. <a href="http://mensjournal.com">mensjournal.com</a>	170 (3.91%)
7. <a href="http://fodors.com">fodors.com</a>	126 (2.90%)
8. <a href="http://adventureincamping.com">adventureincamping.com</a>	114 (2.62%)
9. <a href="http://sierrameadowsranch.com">sierrameadowsranch.com</a>	106 (2.44%)
10. <a href="http://travelawaits.com">travelawaits.com</a>	105 (2.42%)



# Top 25 Pages

## June 1, 2021 – December 12, 2021

<input type="checkbox"/>	1. /		20,432 (7.35%)
<input type="checkbox"/>	2. /trails/		16,417 (5.90%)
<input type="checkbox"/>	3. /trail/78/rainbow-falls-trail/		11,630 (4.18%)
<input type="checkbox"/>	4. /activities/		7,315 (2.63%)
<input type="checkbox"/>	5. /trail/4/crystal-lake-trail/		7,248 (2.61%)
<input type="checkbox"/>	6. /destinations/		6,956 (2.50%)
<input type="checkbox"/>	7. /activity/36/off-highway-vehicles/		6,704 (2.41%)
<input type="checkbox"/>	8. /trail/9/duck-pass-trail/		6,222 (2.24%)
<input type="checkbox"/>	9. /trail/68/inyo-craters-trail/		5,407 (1.94%)
<input type="checkbox"/>	10. /trail/30/town-loop/		5,381 (1.93%)
<input type="checkbox"/>	11. /trail/14/horseshoe-lake-loop/		5,078 (1.83%)
<input type="checkbox"/>	12. /destination/10/horseshoe-lake/		4,742 (1.70%)
<input type="checkbox"/>	13. /trail/8/lakes-basin-path/		4,664 (1.68%)
<input type="checkbox"/>	14. /activity/32/biking/		4,625 (1.66%)
<input type="checkbox"/>	15. /trail/22/mammoth-rock-trail/		3,788 (1.36%)

<input type="checkbox"/>	11. /trail/14/horseshoe-lake-loop/		5,078 (1.83%)
<input type="checkbox"/>	12. /destination/10/horseshoe-lake/		4,742 (1.70%)
<input type="checkbox"/>	13. /trail/8/lakes-basin-path/		4,664 (1.68%)
<input type="checkbox"/>	14. /activity/32/biking/		4,625 (1.66%)
<input type="checkbox"/>	15. /trail/22/mammoth-rock-trail/		3,788 (1.36%)
<input type="checkbox"/>	16. /trail/57/convict-lake-loop/		3,198 (1.15%)
<input type="checkbox"/>	17. /destination/13/lake-mary/		3,143 (1.13%)
<input type="checkbox"/>	18. /activity/24/mountain-biking/		3,129 (1.13%)
<input type="checkbox"/>	19. /destination/11/lake-george/		2,823 (1.02%)
<input type="checkbox"/>	20. /destination/20/mcleod-lake/		2,787 (1.00%)
<input type="checkbox"/>	21. /experience/4/family-biking-the-lakes-basin-path/		2,677 (0.96%)
<input type="checkbox"/>	22. /trail/34/sherwin-lakes-trail/		2,663 (0.96%)
<input type="checkbox"/>	23. /destination/53/minaret-vista/		2,614 (0.94%)
<input type="checkbox"/>	24. /trail/12/mammoth-crest-trail/		2,466 (0.89%)
<input type="checkbox"/>	25. /experience/2/hiking-to-crystal-lake/		2,361 (0.85%)



# Winter 2021/2022 Seasonal Transition

## TRAILS

Town Loop

A

B

C

D

F

G

H

I

K

L

Hot Creek

Shady Rest Winter Trails

## DESTINATIONS

Welcome Center

Main Lodge

North Village

Shady Rest Park

Minaret Vista

Lookout Mountain

McGee Mountain

Smokey Bear Flat

Tamarack Lodge

Tobacco Flat

Sherwins Trailhead

## ACTIVITIES

Winter Fat Biking

Cross Country Skiing

Ski & Snowboard

Dog Sledding

Ice Skating

Snowmobiling

Snowplay

Snowshoeing



# Thank You !

