



2018 Analytics
Prepared for SJT Annual Meeting
Hilton Garden Inn
March 12, 2019
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Information for January 1, 2018 through December 31, 2018

Welcome Center

- 19,056 visitors (rough estimated minimum)
- 85 individual information requests filled
- 1,031 group packets created

Social Media

- 10% increase in Facebook likes
- 13% increase in Twitter followers
- 24% increase Instagram followers

Website - stjotoday.com

General

- 157,863 Sessions
- 110,304 Users
- 346,232 Pageviews
- 2.19 Pages Viewed Per Session
- Avg. Visit Duration: 00:01:46
- % New Visits: 82%

Pageviews

- All Events - SJT and Member Events 81,219
- Home - 47,266
- Accommodations - 8,263
- 2018 BBQ, Blues & Bluegrass - 7,639
- Shop - 6,636
- 14th Annual Magical Ice Fest - 6,541
- Discover (Wine Tasting/Tours) - 4,142
- Discover (Family Fun) - 3,839
- Lodging - 3,474
- Eat (Restaurants) - 3,086



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Website - stjoeatoday.com (continued)

2018 US Visits Overview

- Michigan - 56,963
- Illinois - 20,727
- Indiana - 14,702
- Ohio - 4,057
- Missouri - 2,131
- Pennsylvania - 1,207
- New York - 926
- Florida - 881
- Texas - 877
- California – 854

2018 Web Traffic Overview by Top 3 States

Michigan	Illinois	Indiana
Grand Rapids	Chicago	Indianapolis
St. Joseph	Naperville	South Bend
Stevensville	Joliet	Granger
Detroit	Tinley Park	Elkhart
Fair Plain	Orland Park	Mishawaka
Ann Arbor	Arlington Heights	Valparaiso
Benton Harbor	Oak Lawn	Fort Wayne
Berrien Springs	Downers Grove	Michigan City
Kalamazoo	New Lenox	La Porte
Niles	Aurora	Goshen
New Buffalo		
Coloma Charter Township		

Up and Coming Markets for SJT

Ohio	Missouri
Columbus	St. Joseph
Cincinnati	Kansas City
Cleveland	St. Louis
Toledo	Springfield