GOHAWAII SUMMARY

Kalani L. Ka‘anā‘anā
Chief Brand Officer

November 18, 2021
2019 (PRE-COVID)

Overall Traffic: 127%

Organic Traffic: 66%

Social, Cost Per Click, Other: 61%
2020 (COVID)

Traffic

2020

2019
2021 (TO-DATE)

**Analytics**

**All Web Site Data - G...**

**Pages**

- **All Users**
  - 100.00% Pageviews

**Explorer**

- **Pageviews**
  - 100,000
  - 50,000

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews (All)</th>
<th>Unique Pageviews (All)</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>Exit Rate</th>
<th>Page Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>/travel-requirements</td>
<td>3,097,460</td>
<td>2,637,742</td>
<td>00:06:49</td>
<td>2,415,290</td>
<td>52.73%</td>
<td>81.32%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/</td>
<td>601,831</td>
<td>504,856</td>
<td>00:01:17</td>
<td>455,307</td>
<td>41.85%</td>
<td>45.66%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/islands/maui</td>
<td>151,392</td>
<td>123,391</td>
<td>00:01:26</td>
<td>79,847</td>
<td>46.12%</td>
<td>38.03%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/islands/kaui</td>
<td>149,692</td>
<td>121,235</td>
<td>00:01:34</td>
<td>75,915</td>
<td>41.11%</td>
<td>34.86%</td>
<td>$0.00</td>
</tr>
<tr>
<td>/ca/ca-entry-requirements</td>
<td>134,757</td>
<td>121,965</td>
<td>00:05:26</td>
<td>111,788</td>
<td>56.88%</td>
<td>78.20%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
VISITOR SESSIONS

- Page Views: 22.9 (92% increase)
- Users: 10.2 (105% increase)
- Visitor Sessions: 13.8 (120% increase)
ORGANIC TRAFFIC

13.8 million overall site sessions

11.3 million Organic traffic

equals to approximately 82% share of overall traffic

127% YOY increase

Opportunity to look at SEM/PCC/digital add campaigns

Hawaiʻi ranks #4 in SEO
SEO/SEM VS ORGANIC TRAFFIC

SEM/PPC Campaigns | Organic Traffic | Savings
--- | --- | ---
$0.27 per click | x 11,316166 | = $3,055,364
(organic sessions to date)
GOHAWAII.COM TRAFFIC SUMMARY

PRE-COVID TO-DATE

Maintenance budget
$24,000/month = $289,000 annually for 2021

• Minimal site updates and SEO efforts
• While still making sure the site is running smoothly and is optimized for all visitors as much as possible
# MAINTENANCE BUDGET BREAKDOWN

<table>
<thead>
<tr>
<th>Miles Monthly Maintenance Fees</th>
<th>Monthly</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosting and Server Maintenance (not Chinese site)</td>
<td>$6,780</td>
<td>$81,360</td>
</tr>
<tr>
<td>Hosting and Server Maintenance - Chinese site</td>
<td>$2,830</td>
<td>$33,960</td>
</tr>
<tr>
<td>Site Maintenance/Development Requests</td>
<td>$3,900</td>
<td>$46,800</td>
</tr>
<tr>
<td>Analytics and Reporting</td>
<td>$260</td>
<td>$3,120</td>
</tr>
<tr>
<td>ADA &amp; Browser Compliance</td>
<td>$2,368</td>
<td>$28,410</td>
</tr>
<tr>
<td>Event Listings Support</td>
<td>$2,000</td>
<td>$24,000</td>
</tr>
<tr>
<td>Search Engine Optimization/Monitoring/Bi-Annual Reporting English Site</td>
<td>$978</td>
<td>$11,740</td>
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<tr>
<td>Account Management</td>
<td>$4,940</td>
<td>$59,280</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$24,056</strong></td>
<td><strong>$288,670</strong></td>
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