

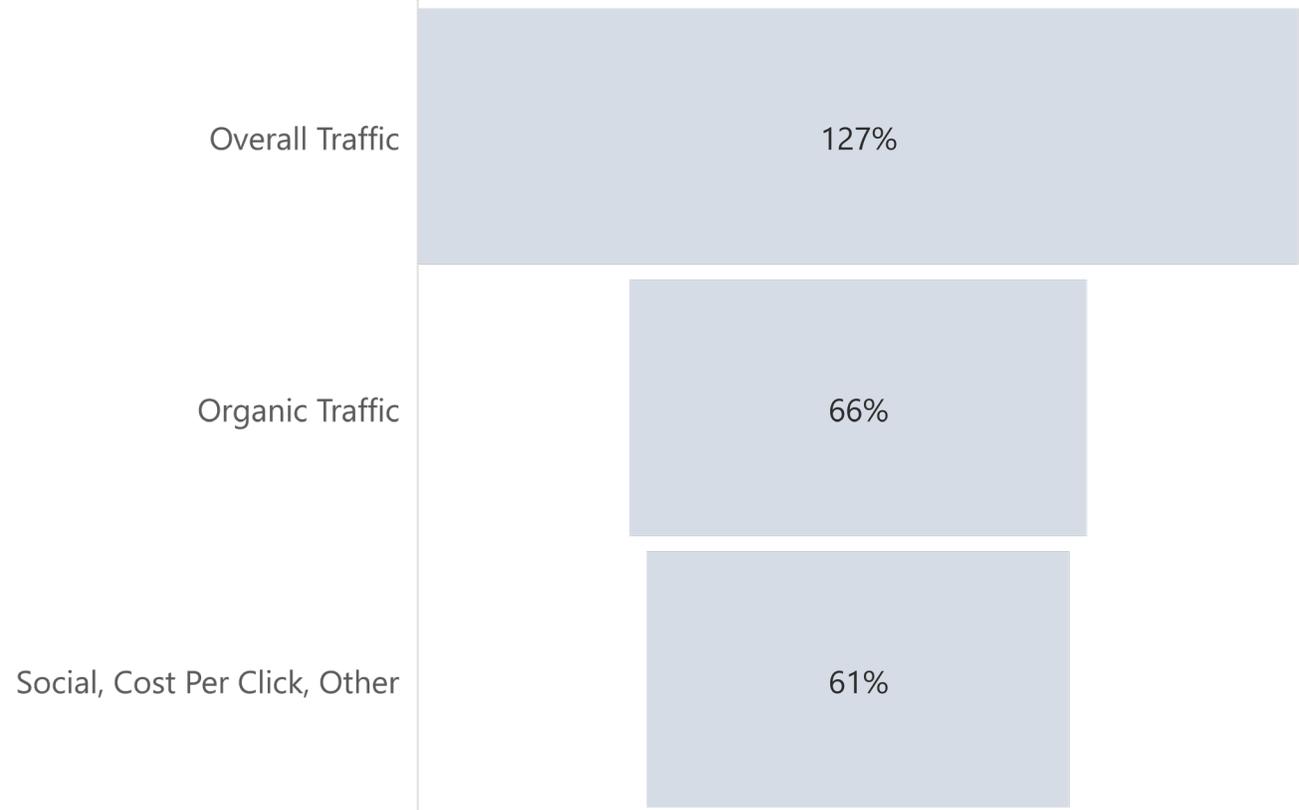
GOHAWAII SUMMARY

Kalani L. Ka'anā'anā
Chief Brand Officer

November 18, 2021

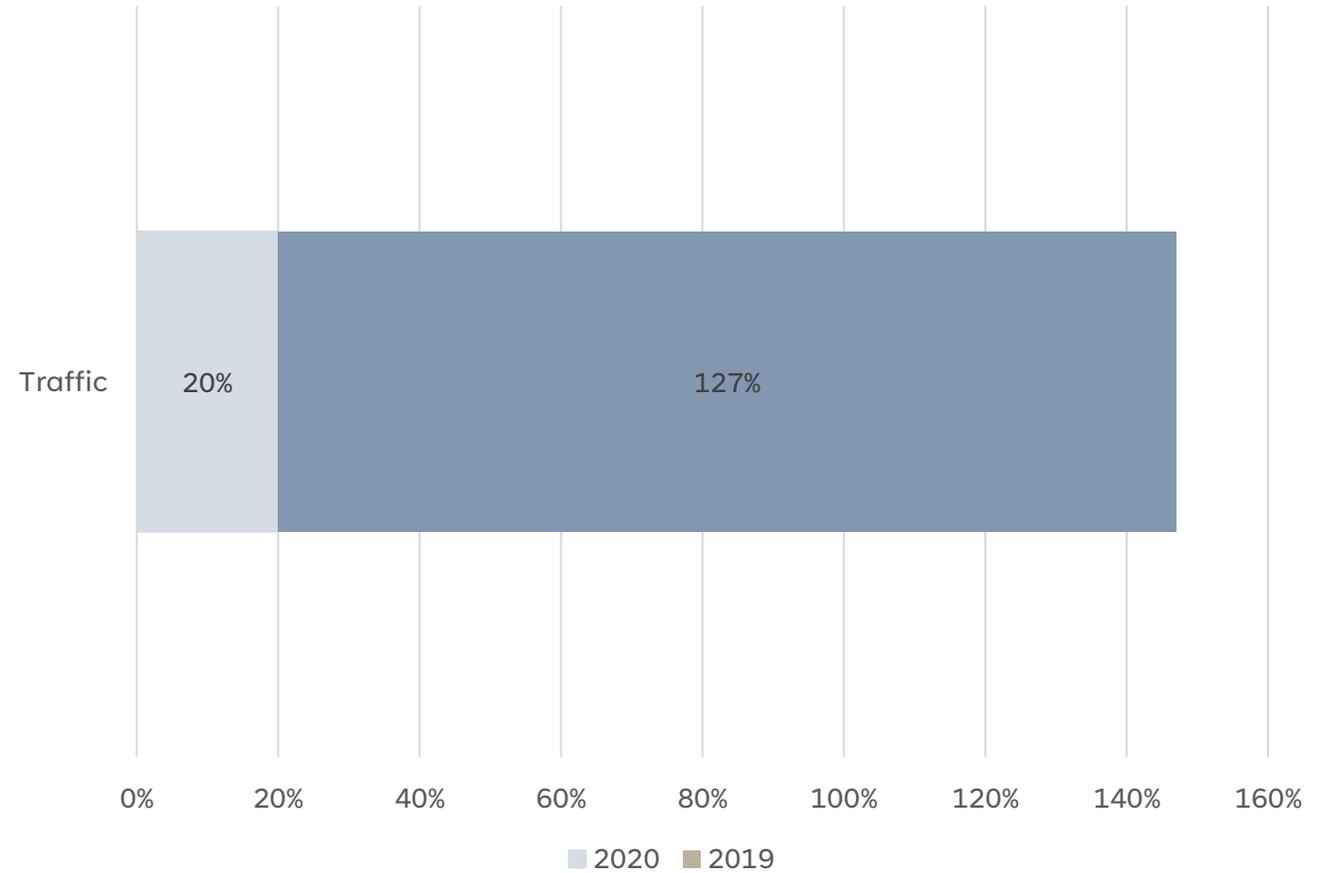


2019 (PRE-COVID)





2020 (COVID)



2021 (TO-DATE)

Analytics 00 - http://www.gohawaii.com
00 - All Web Site Data - G...

Pages

All Users
100.00% Pageviews

Jul 1, 2021 - Nov 16, 2021

Explorer

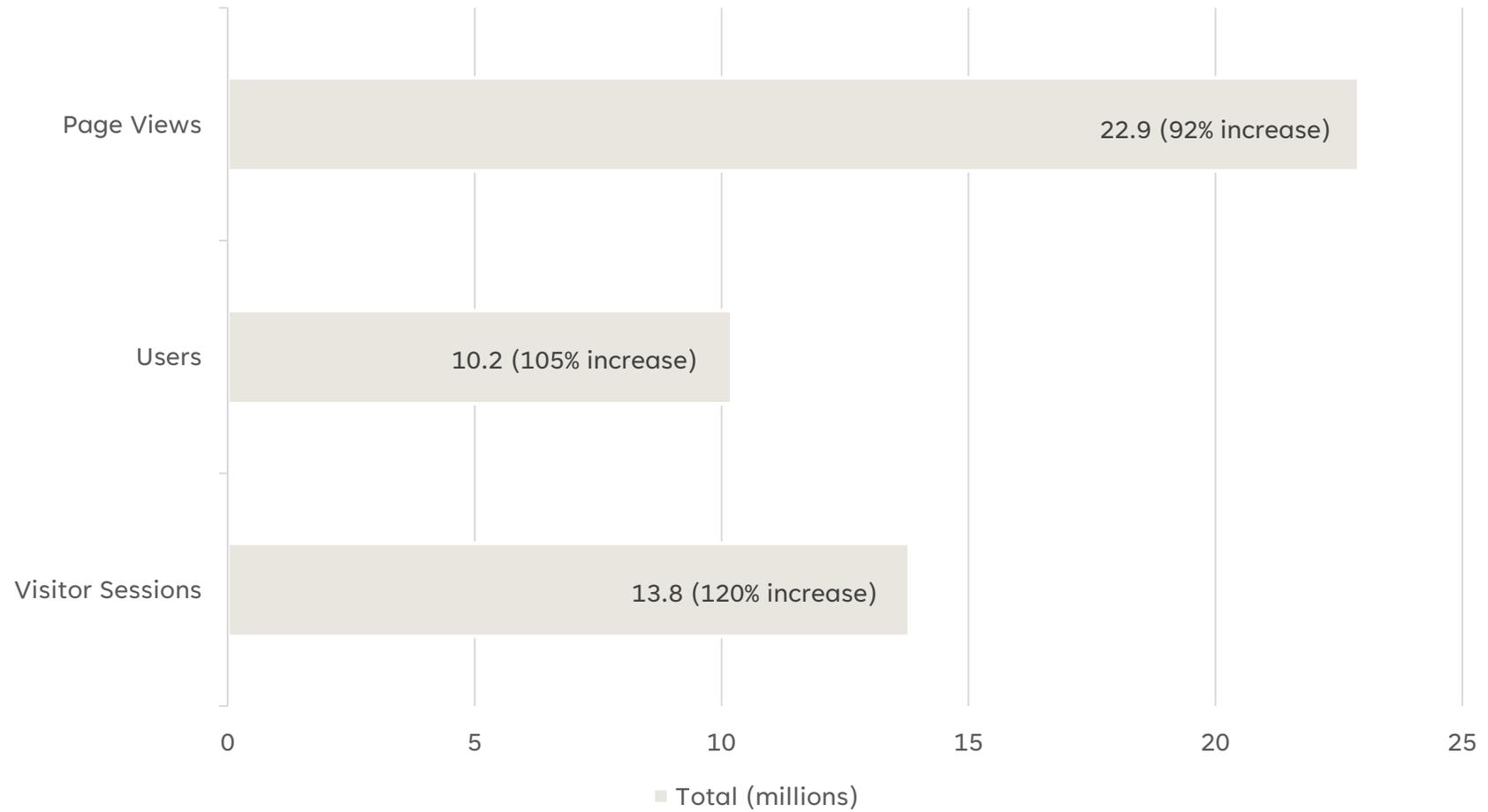
Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	9,713,729 % of Total: 100.00% (9,713,729)	8,326,617 % of Total: 100.00% (8,326,617)	00:02:44 Avg for View: 00:02:44 (0.00%)	5,818,622 % of Total: 100.00% (5,818,622)	56.62% Avg for View: 56.62% (0.00%)	59.90% Avg for View: 59.90% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /travel-requirements	3,097,460 (31.89%)	2,637,742 (31.68%)	00:06:49	2,415,290 (41.51%)	52.73%	81.32%	\$0.00 (0.00%)
2. /	601,831 (6.20%)	504,856 (6.06%)	00:01:17	455,307 (7.82%)	41.85%	45.66%	\$0.00 (0.00%)
3. /islands/maui	151,392 (1.56%)	123,391 (1.48%)	00:01:26	79,847 (1.37%)	46.12%	38.03%	\$0.00 (0.00%)
4. /islands/kauai	149,692 (1.54%)	121,255 (1.46%)	00:01:34	75,915 (1.30%)	41.11%	34.86%	\$0.00 (0.00%)
5. /ca/ca-entry-requirements	134,757 (1.39%)	121,965 (1.46%)	00:05:26	111,788 (1.92%)	56.88%	78.20%	\$0.00 (0.00%)



VISITOR SESSIONS





ORGANIC TRAFFIC

13.8 million
overall site sessions

11.3 million
Organic traffic

127% YOY increase

equals to approximately

82%

share of overall traffic

Opportunity to look at
SEM/PCC/digital add campaigns

Hawai'i ranks

#4

in SEO



SEO/SEM VS ORGANIC TRAFFIC

SEM/PPC Campaigns

\$0.27 per click

Organic Traffic

x 11,316,166

(organic sessions to date)

Savings

= \$3,055,364



GOHAWAII.COM TRAFFIC SUMMARY

PRE-COVID TO-DATE

Maintenance budget

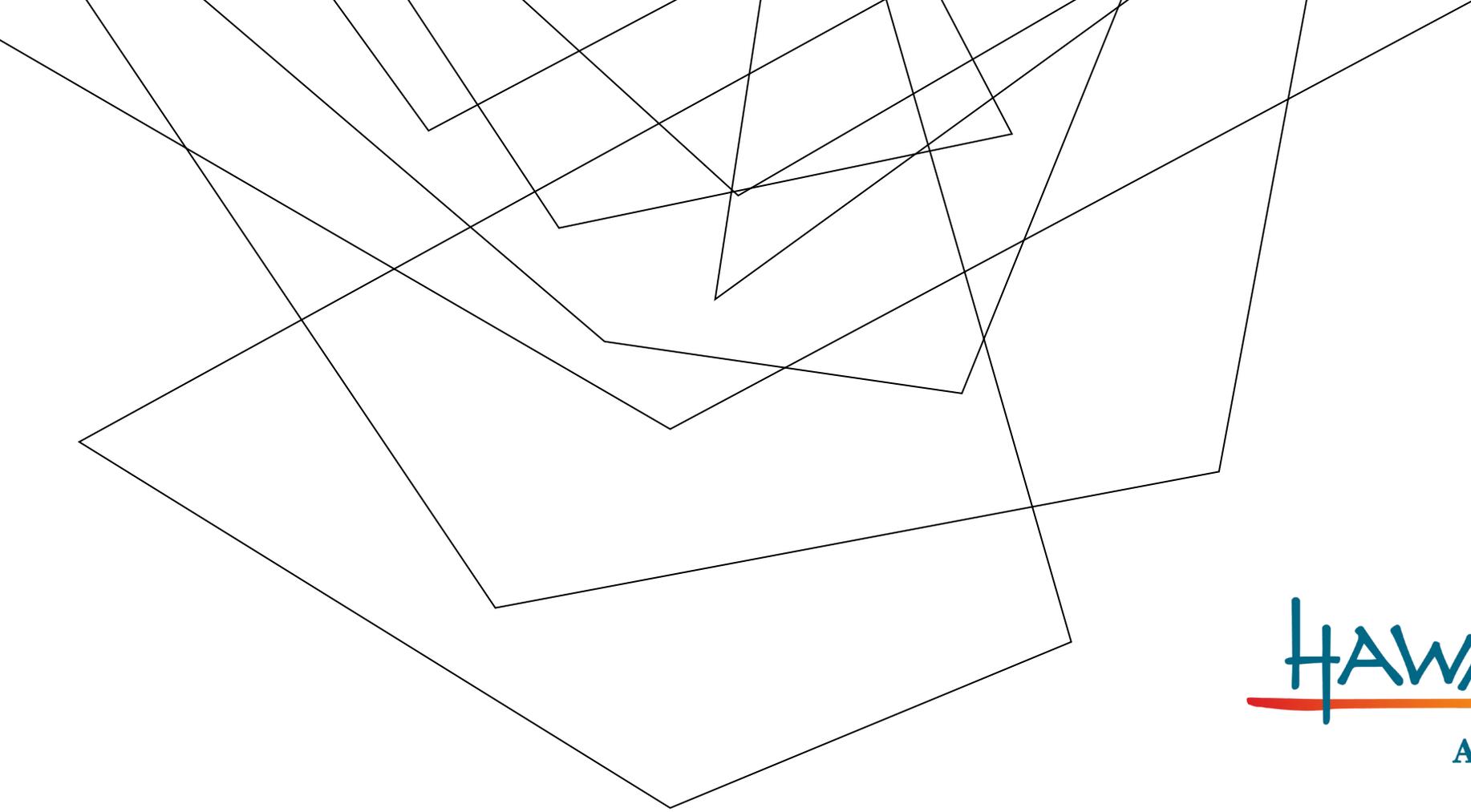
\$24,000/month = \$289,000 annually for 2021

- 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

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



MAHALO