

# 1000 Islands

May 2026 Monthly Reporting

June 2026

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# Key Takeaways

In **May** our paid media campaigns brought in more than **65K clicks** from over **2.7M impressions**, with the majority of tactics **meeting or exceeding** the industry averages this month.

**Google SEM** maintained outstanding traction across both campaigns, with the **US delivering a 19.48% CTR** and **Canada securing a 19.77% CTR**, both **comfortably outpacing** the 12.60% benchmark.

**Google Demand Gen** generated over **25K total clicks** between both markets, sustaining stable engagement with **healthy CTRs** in both the **US (2.09%)** and **Canada (2.05%)**, right in line with the 2.12% average.

As noted last month, **Google Performance Max** experienced low CTRs as the algorithm prioritized lower-intent actions like page views, but the **recent optimizations** made to force more focus on higher-value actions have **already turned both campaigns around significantly** (details on next slide).

The **Meta Prospecting** campaigns saw **healthy performance** compared to industry benchmarks, led by **US Instagram at a 2.28% CTR**, while both locations drove **significant quality gains**, highlighted by a **21% MoM increase in 15-second conversions** in the **US** and a **285% surge in Canada**. Meanwhile, **Meta Remarketing** achieved notable growth, with **US Instagram** reaching a very efficient **2.79% CTR** and **Canada** leaping to a **3.12% CTR**.

**Meta Video** was a standout performer this month, with **Facebook** hitting an impressive **3.70% CTR** and **Instagram** delivering a stellar **7.86% CTR**, both vastly exceeding the 1.37% average.

**Azira CTV** saw near-flawless performance with a **99.86% VTR** in the **US** and **100% in Canada**, finishing well above the 93.74% industry average, while the combined **Azira Interstitial** retargeting efforts delivered over **3.4K clicks**.

These campaigns resulted in a total of **54,909 website sessions** (77% of all site traffic this month) from **51K+** users with a **32%** average engagement rate and a **1m 12s** average session duration.

# Optimizations & Recommendations

## Demand Gen

- The targeting adjustments made last month (removing several lower-performing audience segments) successfully lifted the **US CTR to 2.09% and Canada to 2.05%**, bringing both **right in line with the 2.12% average** this month.

## Performance Max

- The conversion setting optimizations implemented last month are **already showing immense progress**; while May metrics reflect the tail-end of the previous conversion setup (with a 0.68% CTR in the US and 1.14% in Canada), real-time **June data** shows that these CTRs have already **skyrocketed past 15% and 17% respectively** now that the algorithm is more-strictly focused on the higher-value actions.

## Azira Interstitials

- While the Azira retargeting interstitial CTRs are comfortably within Azira's benchmark range (1.5%-3.5%) in both the US & Canada, both campaigns are performing below the 5.5% Madden average, so we've reached out to Azira for more insight & opportunities for improvement.

# US PAID MEDIA



Google SEM	Google Demand Gen	Google Performance Max	Azira CTV	Azira Retargeting (Interstitial)
Clicks 7,877	Clicks 14,508	Clicks 1,341	Views 72,142	Impressions 151,943
Impressions 40,439	Impressions 693,413	Impressions 196,656	Impressions 72,242	Clicks 2,493
CTR 19.48%	CTR 2.09%	CTR 0.68%	View Rate 99.86%	CTR 1.64%
Total users 5,234	Total users 14,713	Total users 2,566		Total users 1,385
Engaged sessions 4,849	Engaged sessions 1,618	Engaged sessions 611		Engaged sessions 338
Engagement rate 76.39%	Engagement rate 10.47%	Engagement rate 22.09%		Engagement rate 22.56%
Average session duration 00:03:21	Average session duration 00:00:27	Average session duration 00:00:54		Average session duration 00:00:13
Avg. CTR: 12.60%	Avg. CTR: 2.12%	Avg. CTR: 2.61%	Avg. VTR: 93.74%	Avg. CTR: 5.54%

Facebook Prospecting	Instagram Prospecting	Facebook Remarketing	Instagram Remarketing	Facebook Video	Instagram Video
Clicks 2,966	Clicks 1,197	Clicks 1,497	Clicks 616	Clicks 3,723	Clicks 1,471
Impressions 158,850	Impressions 52,386	Impressions 94,700	Impressions 22,065	Impressions 100,737	Impressions 18,712
CTR 1.87%	CTR 2.28%	CTR 1.58%	CTR 2.79%	CTR 3.70%	CTR 7.86%
Total users 3,832	Total users 1,623	Total users 1,311	Total users 653	Total users 788	Total users 3,174
Engaged sessions 615	Engaged sessions 318	Engaged sessions 531	Engaged sessions 237	Engaged sessions 128	Engaged sessions 581
Engagement rate 15.50%	Engagement rate 19.19%	Engagement rate 36.42%	Engagement rate 33.38%	Engagement rate 15.08%	Engagement rate 16.82%
Average session duration 00:00:18		Average session duration 00:00:58	Average session duration 00:00:52	Average session duration 00:00:15	Average session duration 00:00:21
<b>Avg. CTR: 2.31%</b>	<b>Avg. CTR: 2.31%</b>	<b>Avg. CTR: 2.16%</b>	<b>Avg. CTR: 2.16%</b>	<b>Avg. CTR: 1.37%</b>	<b>Avg. CTR: 1.37%</b>

Google SEM	Google Demand Gen	Google Performance Max	Azira CTV	Azira Retargeting (Interstitial)
Clicks 40,085	Clicks 39,286	Clicks 6,368	Views 126,469	Impressions 274,499
Impressions 221,854	Impressions 1,972,967	Impressions 497,690	Impressions 126,701	Clicks 7,177
CTR 18.07%	CTR 1.99%	CTR 1.28%	View Rate 99.82%	CTR 2.61%
Total users 29,883	Total users 15,124	Total users 3,173		Total users 1,530
Engaged sessions 27,365	Engaged sessions 1,689	Engaged sessions 965		Engaged sessions 387
Engagement rate 78.34%	Engagement rate 10.67%	Engagement rate 27.96%		Engagement rate 23.16%
Average session duration 00:03:20	Average session duration 00:00:28	Average session duration 00:01:12		Average session duration 00:00:15
<b>Avg. CTR: 12.60%</b>	<b>Avg. CTR: 2.12%</b>	<b>Avg. CTR: 2.61%</b>	<b>Avg. VTR: 93.74%</b>	<b>Avg. CTR: 5.54%</b>

Facebook Prospecting	Instagram Prospecting	Facebook Remarketing	Instagram Remarketing	Facebook Video	Instagram Video
Clicks 7,663	Clicks 5,272	Clicks 2,976	Clicks 1,604	Clicks 10,202	Clicks 6,705
Impressions 418,849	Impressions 169,008	Impressions 177,517	Impressions 63,080	Impressions 387,924	Impressions 155,265
CTR 1.83%	CTR 3.12%	CTR 1.68%	CTR 2.54%	CTR 2.63%	CTR 4.32%
Total users 4,062	Total users 1,743	Total users 1,363	Total users 695	Total users 884	Total users 3,238
Engaged sessions 721	Engaged sessions 356	Engaged sessions 566	Engaged sessions 261	Engaged sessions 147	Engaged sessions 590
Engagement rate 17.03%	Engagement rate 19.98%	Engagement rate 37.26%	Engagement rate 34.30%	Engagement rate 15.41%	Engagement rate 16.87%
Average session duration 00:00:22	Average session duration 00:00:22	Average session duration 00:00:58	Average session duration 00:00:56	Average session duration 00:00:15	Average session duration 00:00:22
<b>Avg. CTR: 2.31%</b>	<b>Avg. CTR: 2.31%</b>	<b>Avg. CTR: 2.16%</b>	<b>Avg. CTR: 2.16%</b>	<b>Avg. CTR: 1.37%</b>	<b>Avg. CTR: 1.37%</b>

Impressions  
40,439

Clicks  
7,877

CTR  
19.48%

Ad group	Clicks	Impressions	CTR
Castles & Cruis..	2,167	12,771	16.97%
Experiences	1,713	7,126	24.04%
Visit 1000 Isla..	1,572	8,615	18.25%
Places To Stay	1,357	7,223	18.79%
Events	859	3,625	23.7%

Age	Clicks	Gender	Clicks
null	25.53%	Female	50.63%
55-64	17.49%	Undetermined	25.24%
64+	15.69%	Male	24.13%

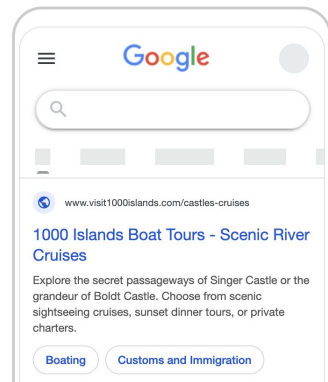
Search keyword	Clicks	Impressions	CTR
thousand islands ny	1,380	7,542	18.3%
thousand islands cruises	533	2,689	19.82%
things to do in 1000 islands	479	1,603	29.88%
1000 islands excursions	434	2,419	17.94%
things to do in alexandria bay	354	1,460	24.25%
best campgrounds 1000 islan..	307	1,303	23.56%
events in alexandria bay	303	1,229	24.65%
campgrounds 1000 islands	248	1,170	21.2%
events in clayton ny	202	642	31.46%
things to do in clayton ny	197	746	26.41%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	844	4,537	10.71%
Watertown NY	840	4,712	10.66%
Syracuse NY	782	4,196	9.93%
Rochester NY	725	3,425	9.2%
Buffalo NY	656	2,966	8.33%

- "Castles & Cruises" remains the top ad group, driving more than 27% of all clicks with a CTR at nearly 17%.
- The New York DMA generated the most clicks, followed by Watertown and Syracuse.
- The top search keyword this month was "thousand islands ny" followed by "thousand islands cruises"

1 - 10 / 187

1 - 5 / 51



Impressions  
**693,413**

Clicks  
**14,508**

CTR  
**2.09%**

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	7,165	340,526	49.39%
Washington DC (Hagerstown ...)	1,851	83,196	12.76%
Dallas-Ft. Worth TX	1,361	58,141	9.38%
Boston MA-Manchester NH	1,059	57,159	7.3%
Baltimore MD	956	42,283	6.59%
Philadelphia PA	930	42,112	6.41%
Detroit MI	238	13,561	1.64%
Pittsburgh PA	166	9,755	1.14%
Wilkes Barre-Scranton PA	164	9,464	1.13%
Albany-Schenectady-Troy NY	161	9,854	1.11%

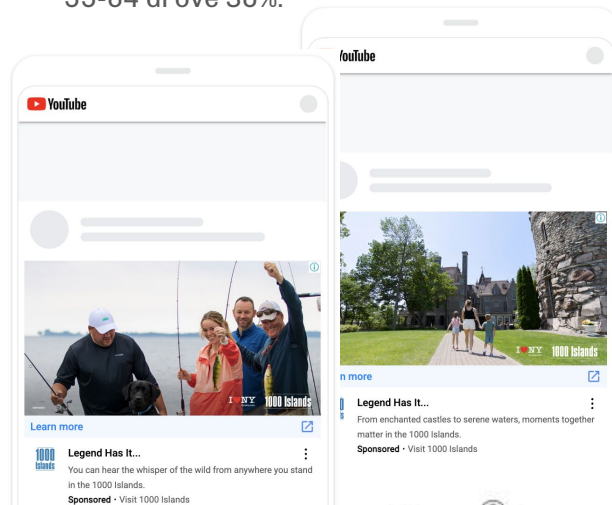
1 - 10 / 18

Ad group	Clicks	Impressions	CTR
Core - Outdoor Travelers	7,634	390,491	1.95%
Growth - Family Travelers	3,982	166,296	2.39%
Core - Family Travelers	1,945	74,747	2.6%
Core - Millennial Travelers	523	30,933	1.69%
Growth - Millennial Travelers	234	16,593	1.41%

Gender	Clicks
Male	60.13%
Female	39.84%

Age	Clicks
55to64	30.62%
35to44	26.64%
45to54	23.38%

- The 'Outdoor Travelers' (Core) ad group is still the primary performance driver with 7.6K+ clicks, while 'Family Travelers' (Core) saw the most engagement at a 2.60% CTR.
- The New York DMA drove the most clicks this month (nearly 50% of the total) followed by Washington DC and Dallas-Ft. Worth.
- Male users drove 60% of all clicks, and ages 55-64 drove 30%.



Impressions  
**196,656**

Clicks  
**1,341**

CTR  
**0.68%**

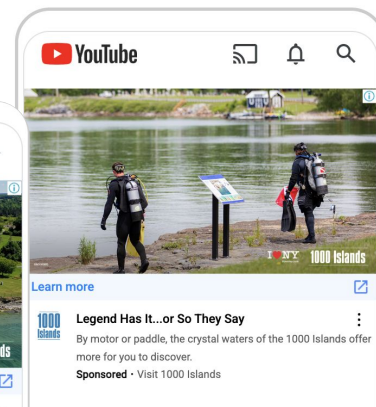
Metro area	Clicks	Impressions	Percentage of Clicks
Washington DC (Hagerstown -	89	17,606	6.64%
New York NY	70	4,666	5.22%
Detroit MI	63	17,594	4.7%
Buffalo NY	49	720	3.65%
Baltimore MD	44	13,345	3.26%
Dallas-Ft. Worth TX	41	20,998	3.06%
Philadelphia PA	35	2,604	2.61%
Rochester NY	33	539	2.46%
Syracuse NY	33	514	2.46%
Albany-Schenectady-Troy NY	19	562	1.42%

1 - 10 / 17

Campaign	Clicks	Impressions	CTR
Visit 1000 Islands (DM-NYTHOU26) Google Performance Max - Core	1,104	127,113	0.87%
Visit 1000 Islands (DM-NYTHOU26) Google Performance Max - Growth	237	69,543	0.34%

- As mentioned last month, the algorithm was favoring some lower-intent conversions like page views, resulting in a very low CTR. After adjusting the conversion settings to prioritize higher-value events, the CTR has been skyrocketing and is **currently above 15%** in June so far.

- The Core campaign is still the primary performance driver, generating more clicks than Growth at a higher CTR.
- Washington DC drove the most clicks, followed by New York and Detroit.
- May's low CTR is the result of the same conversion settings mentioned last month, and since those changes, the campaign has been performing **far above the benchmark**.



Impressions  
**158,850**

Clicks  
**2,966**

CTR  
**1.87%**

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York	540	30,781	18.21%
Washington, DC (Hagrstwn)	407	20,352	13.72%
Philadelphia	350	18,696	11.8%
Dallas-Ft. Worth	308	13,527	10.38%
Boston (Manchester)	307	17,744	10.35%
Detroit	225	11,803	7.59%
Baltimore	189	10,554	6.37%
Pittsburgh	116	6,768	3.91%
Syracuse	92	4,769	3.1%
Albany-Schenectady-Troy	87	5,033	2.93%

Gender	Link clicks
male	54.59%
female	44%
unknown	1.42%

1 - 10 / 36

Age	Link clicks
55-64	43.73%
45-54	26.3%
35-44	20.8%
25-34	9.17%

- While the CTR is slightly below benchmark, we saw continued MoM increases in time-on-site conversions:
  - 15 sec: 2.3K+ (up 21% from 1.9K+ in April)
  - 30 sec: 1.4K+ (up 17% from 1.2K+ in April)

- The Facebook prospecting campaign drove a 10.6% increase in CTR this month, putting it much closer to the benchmark at 1.87%.
- The New York DMA had the most clicks (18%) followed by Washington DC (14%) and Philadelphia (12%).
- Nearly 55% of the total clicks came from male users this month, and 55-64 was still the top performing age range with almost 44% of the total.

**Visit 1000 Islands**  
Ad · 18

Legend has it that the vivid blue waters of the 1000 Islands whisper an invitation to dreamers near and far.

visit1000islands.com  
**And the Rest is History**  
Write Your Own Chapter

[Learn more](#)

Impressions  
**52,386**

Clicks  
**1,197**

CTR  
**2.28%**

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York	356	14,246	29.74%
Washington, DC (Hagrstwn)	200	8,257	16.71%
Dallas-Ft. Worth	145	5,380	12.11%
Philadelphia	100	4,686	8.35%
Baltimore	93	3,781	7.77%
Detroit	86	4,181	7.18%
Boston (Manchester)	83	4,402	6.93%
Pittsburgh	35	1,612	2.92%
Syracuse	23	1,087	1.92%
Buffalo	19	933	1.59%

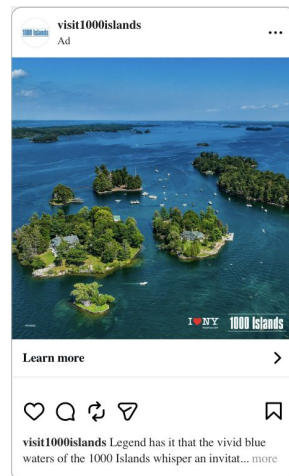
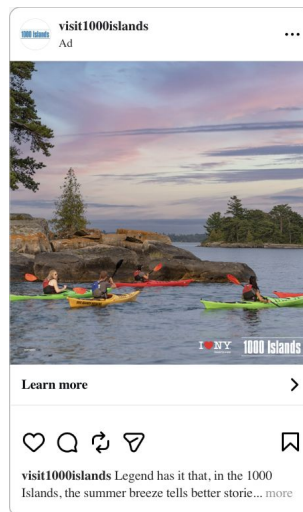
Gender	Link clicks
female	56.22%
male	43.02%
unknown	0.75%

Ad set name	Link clicks	Impressions
Family Travelers   Legend Has It   Core/IG	616	27,941
Family Travelers   Legend Has It   Growth/IG	481	20,024
Outdoor Travelers   Legend Has It   Core/IG	56	2,686
Outdoor Travelers   Legend Has It   Growth/IG	41	1,606
Millennial Travelers   Legend Has It   Growth/IG	2	22

1 - 10 / 31

Age	Link clicks
55-64	30.91%
45-54	26.9%
35-44	25.73%
25-34	16.46%

- The Instagram prospecting campaign generated 1.1K+ clicks at a 2.28% CTR, right in line with the 2.31% benchmark.
- The New York DMA had the most clicks (30%) followed by DC (17%) & Dallas (12%).
- Female users drove over 56% of the total clicks this month, while 55-64 was still the top-performing age range with 31%.



Impressions  
**94,700**

Clicks  
**1,497**

CTR  
**1.58%**

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York	314	16,493	20.98%
Philadelphia	149	10,116	9.95%
Boston (Manchester)	145	6,505	9.69%
Wilkes Barre-Scranton-Hztn	72	5,905	4.81%
Rochester, NY	70	4,844	4.68%
Washington, DC (Hagrstwn)	69	4,256	4.61%
Syracuse	63	6,388	4.21%
Pittsburgh	63	4,489	4.21%
Buffalo	59	5,893	3.94%
Albany-Schenectady-Troy	55	4,084	3.67%

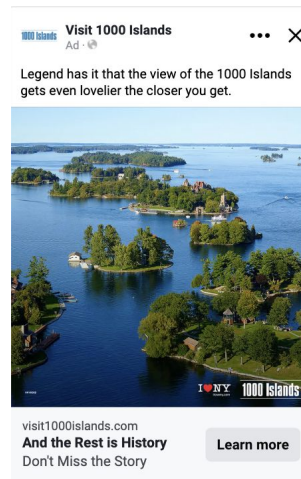
Gender	Link clicks
female	67.67%
male	31%

- By optimizing toward time-on-site conversions, we may see the CTR fluctuate a bit as the algorithm identifies users most likely to stay longer (rather than simply maximizing clicks). While this month's CTR is below the benchmark, we saw healthy site engagement:
  - 1.3K+ 15-second conversions
  - 900+ 30-second conversions
  - 36%+ site engagement rate

1 - 10 / 196

Age	Link clicks
55-64	46.43%
65+	22.24%
45-54	16.23%
35-44	10.42%
25-34	4.61%

- The Facebook remarketing campaign generated nearly 1.5K clicks from over 94K impressions in May. While this impression surge resulted in a reduced CTR, site engagement remained strong.
- Nearly 68% of all clicks came from female users, while 55-64 was still the top-performing age range, accounting for 46% of the total.



Impressions  
22,065

Clicks  
616

CTR  
2.79%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York	199	6,918	32.31%
Philadelphia	81	2,634	13.15%
Boston (Manchester)	37	1,582	6.01%
Washington, DC (Hagrstwn)	37	1,590	6.01%
Dallas-Ft. Worth	33	659	5.36%
Baltimore	28	843	4.55%
Albany-Schenectady-Troy	24	698	3.9%
Pittsburgh	22	771	3.57%
Buffalo	20	827	3.25%
Syracuse	18	681	2.92%

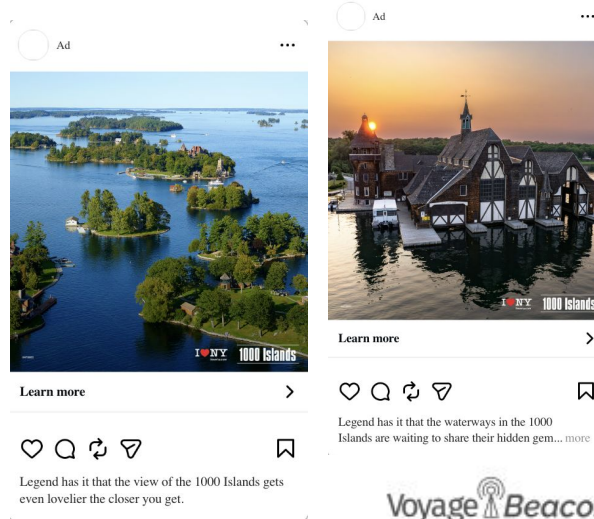
Gender	Link clicks
female	77.11%
male	22.4%

1 - 10 / 148

Age	Link clicks
55-64	37.5%
45-54	20.78%
65+	16.56%
35-44	14.29%

- In addition to these results, we also saw significant MoM increases in time-on-site conversions:
  - 15 sec:** 880 (up 55% from 568 in April)
  - 30 sec:** 573 (up 42% from 403 in April)

- The Instagram remarketing campaign drove 616 clicks from 22K+ impressions this month at a very strong 2.79% CTR.
- New York was the top-performing DMA with 32% of all clicks, followed by Philly (13%) and Boston (6%).
- Female users drove 77% of all clicks, while 55-64 was the top-performing age range with 37%.



Impressions  
100,737

Clicks  
3,723

CTR  
3.70%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York	648	15,324	17.41%
Philadelphia	362	9,045	9.72%
Detroit	338	8,440	9.08%
Washington, DC (Hagrstwn)	272	6,839	7.31%
Boston (Manchester)	247	6,008	6.63%
Buffalo	244	7,521	6.55%
Dallas-Ft. Worth	242	6,041	6.5%
Wilkes Barre-Scranton-Hztn	218	7,501	5.86%
Syracuse	213	6,638	5.72%
Rochester, NY	188	5,739	5.05%

Gender	Link clicks
female	73.06%
male	26.32%

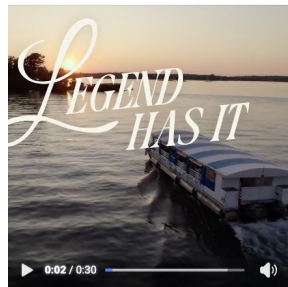
Ad set name	Link clicks	Impressions
1000 Islands   Core - 70%	2,698	75,229
1000 Islands   Growth - 30%	1,025	25,508

Age	Link clicks
65+	60.49%
55-64	23.02%
45-54	8.73%
35-44	5.86%
25-34	1.77%

- The Facebook video campaign drove 3.7K+ clicks from 100K+ impressions this month, resulting in a very strong 3.70% CTR (170% above the average).
- New York is the primary DMA (17% of all clicks) followed by Philadelphia (10%) and Detroit (9%).
- Female users drove 73% of all clicks this month, while ages 65+ accounted for more than 60% of the total.

Visit 1000 Islands Ad

Legend has it that, whether calm waters or classic castles call to you, magic awaits in the 1000 Islands.



visit1000islands.com  
And the Rest is History  
Don't Miss the Story

Learn more

Impressions  
**18,712**

Clicks  
**1,471**

CTR  
**7.86%**

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York	440	5,745	29.91%
Philadelphia	212	2,653	14.41%
Boston (Manchester)	204	2,419	13.87%
Dallas-Ft. Worth	116	1,314	7.89%
Washington, DC (Hagrstwn)	114	1,462	7.75%
Detroit	111	976	7.55%
Baltimore	73	893	4.96%
Pittsburgh	66	883	4.49%
Buffalo	25	414	1.7%
Wilkes Barre-Scranton-Hztn	22	349	1.5%

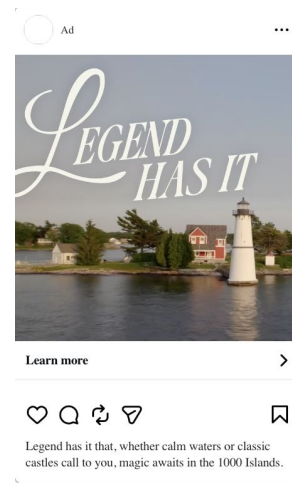
Gender	Link clicks
female	76.61%
male	22.64%
unknown	0.75%

Ad set name	Link clicks	Impressions
1000 Islands   Core - 70%	1,056	14,047
1000 Islands   Growth - 30%	415	4,665

1 - 10 / 27

Age	Link clicks
65+	42.15%
55-64	35.01%
45-54	12.51%
35-44	6.25%

- The Instagram video campaign drove 1.4K+ clicks from 18K+ impressions, resulting in an incredibly strong 7.86% CTR (more than 5x the benchmark).
- New York is the top-performing DMA with nearly 30% of all clicks, followed by Philadelphia (14.4%) and Boston (13.8%).
- Female users drove nearly 77% of the total clicks, while ages 65+ accounted for more than 42% this month.



Views  
**72,142**

Impressions  
**72,242**

View Rate  
**99.86%**

Campaign	Impressions	Views	View Rate
1000 Islands CTV Targeting - Core Market	40,980	40,882	99.76%
1000 Islands CTV Targeting - Growth Market	31,262	31,260	99.99%



- The Azira CTV campaign delivered 72.1K+ complete views from 72.2K+ impressions at an exceptionally high overall VTR of 99.86%, comfortably above the 93.74% benchmark.
- The Core Market campaign accounted for the majority of the volume, bringing in nearly 41K impressions at a 99.76% VTR, followed by the Growth Market campaign with 31K+ impressions at a near-perfect 99.99% VTR.
- **Top DMAs by Impressions:** Dallas-Ft. Worth, New York, Buffalo, DC, and Philadelphia

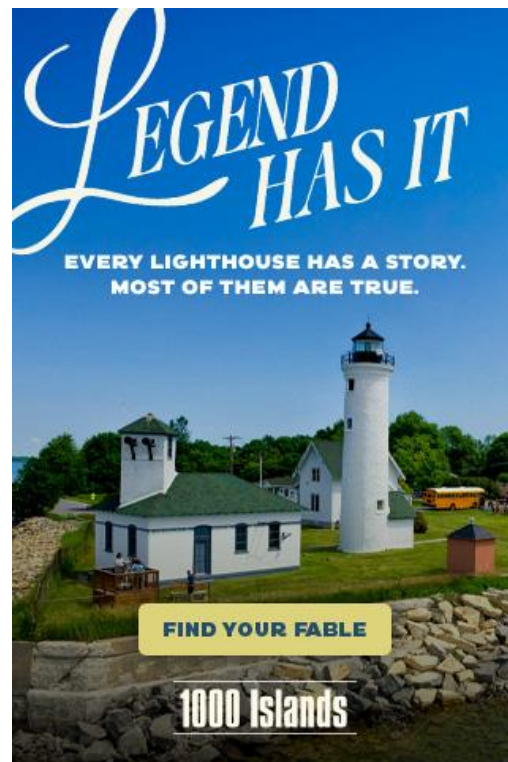
Impressions  
151,943

Clicks  
2,493

CTR  
1.64%

Campaign	Impressions	Clicks	CTR
1000 Islands Interstitial Retargeting - US	151,943	2,493	1.64%

- The Azira interstitial retargeting campaign brought in 2.4K+ clicks from 151K+ impressions at a 1.64% CTR this month.
- **Top DMAs by Impressions:** Chicago, Philadelphia, Pittsburgh, Kansas City, and Houston



# CANADA PAID MEDIA



Google SEM	Google Demand Gen	Google Performance Max	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Retargeting (Interstitial)
Clicks 5,131	Clicks 11,043	Clicks 1,720	Clicks 3,566	Clicks 5,202	Views 9,662	Impressions 38,497
Impressions 25,951	Impressions 538,520	Impressions 151,324	Impressions 200,649	Impressions 166,590	Impressions 9,659	Clicks 963
CTR 19.77%	CTR 2.05%	CTR 1.14%	CTR 1.78%	CTR 3.12%	View Rate 100.03%	CTR 2.50%
Avg. CTR: 12.60%	Avg. CTR: 2.12%	Avg. CTR: 2.61%	Avg. CTR: 2.31%	Avg. CTR: 2.16%	Avg. VTR: 93.74%	Avg. CTR: 5.54%

Google SEM	Google Demand Gen	Google Performance Max	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Retargeting (Interstitial)
Clicks 5,131	Clicks 17,393	Clicks 4,550	Clicks 8,879	Clicks 11,340	Views 18,386	Impressions 67,171
Impressions 25,951	Impressions 834,260	Impressions 257,450	Impressions 598,649	Impressions 434,762	Impressions 18,384	Clicks 2,039
CTR 19.77%	CTR 2.08%	CTR 1.77%	CTR 1.48%	CTR 2.61%	View Rate 100.01%	CTR 3.04%
Avg. CTR: 12.60%	Avg. CTR: 2.12%	Avg. CTR: 2.61%	Avg. CTR: 2.31%	Avg. CTR: 2.16%	Avg. VTR: 93.74%	Avg. CTR: 5.54%

Impressions

25,951

Clicks

5,131

CTR

19.77%

Ad group	Clicks	Impressions	CTR
Castles & Cruises	3,576	17,830	20.06%
Places To Stay	731	3,250	22.49%
Experiences	520	2,656	19.58%
Visit 1000 Islands	205	1,835	11.17%
Events	60	218	27.52%

Age	Clicks	Gender	Clicks
null	22.94%	Female	47.87%
25-34	21.61%	Male	29.58%
35-44	18.5%	Undetermined	22.55%

Search keyword	Clicks	Impressions	CTR
thousand islands cruises	1,667	7,233	23.05%
1000 islands excursions	921	4,999	18.42%
best campgrounds 1000 islan.	319	1,338	23.84%
things to do in 1000 islands	286	1,230	23.25%
1000 islands boat tours	282	1,754	16.08%
campgrounds 1000 islands	181	701	25.82%
thousand islands ny	178	1,704	10.45%
boldt castle tours	105	602	17.44%
heart island tours	90	481	18.71%
dinner cruises 1000 islands	88	372	23.66%

1 - 10 / 107

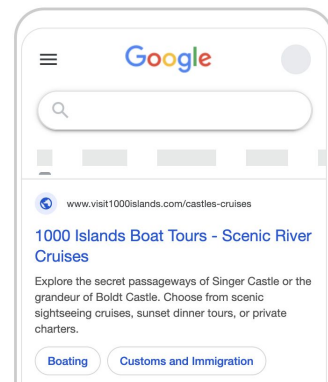


City	Clicks	Impressions	Percentage of Clicks
Toronto	642	3,328	12.51%
Ottawa	456	2,382	8.89%
Kingston	376	1,971	7.33%
Brampton	263	1,296	5.13%
Montreal	258	1,261	5.03%

1 - 5 / 503



- "Castles & Cruises" is the top-performing ad group, driving nearly 70% of clicks with a CTR above 20%.
- Toronto generated the most clicks, followed by Ottawa and Kingston.
- The top search keyword this month was "thousand islands cruises" followed by "thousand islands excursions"



Impressions  
**538,520**

Clicks  
**11,043**

CTR  
**2.05%**

City	Clicks	Impressions	Percentage of Clicks
Montreal	2,458	116,418	22.26%
Toronto	2,286	105,502	20.7%
Brampton	553	26,461	5.01%
Ottawa	519	27,245	4.7%
Mississauga	401	20,051	3.63%
Markham	329	13,488	2.98%
Hamilton	314	15,560	2.84%
Laval	254	14,186	2.3%
Vaughan	214	9,974	1.94%
Richmond Hill	181	7,153	1.64%

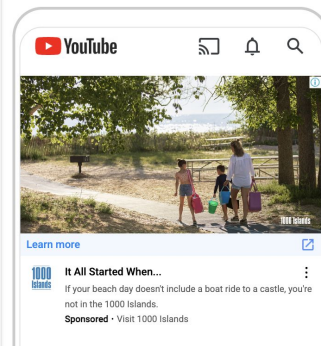
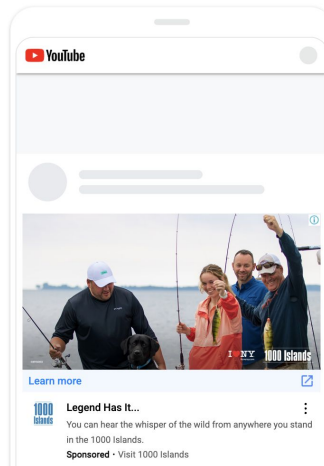
1 - 10 / 836

Ad group	Clicks	Impressions	CTR
Family Travelers	5,262	237,502	2.22%
Outdoor Travelers	3,139	186,390	1.68%
Millennial Travelers	2,642	114,628	2.3%

Gender	Clicks
Male	56.23%
Female	43.54%
Undetermined	0.23%

Age	Clicks
35-44	44.73%
45-54	20.03%
55-64	18.1%

- The 'Family Travelers' ad group is the primary performance driver with 5.2K+ clicks, while the 'Millennial Travelers' ad group saw the highest CTR at a 2.30%.
- Montreal drove the most clicks this month (22% of the total) followed by Toronto (21%).
- Male users delivered 56% of the total clicks, while ages 35-44 drove nearly 45%.



Impressions  
**151,324**

Clicks  
**1,720**

CTR  
**1.14%**

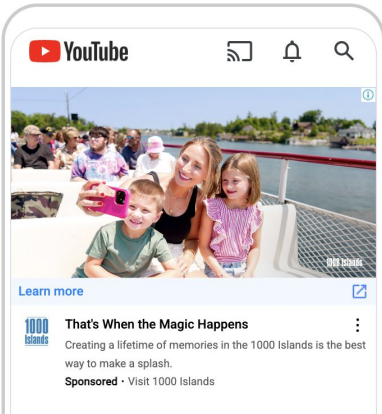
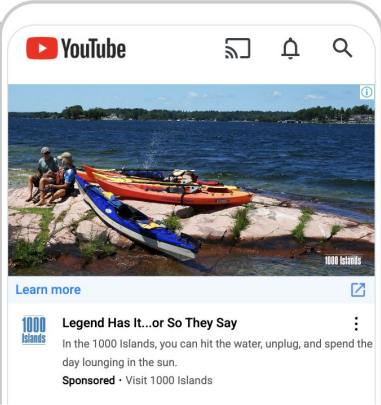
City	Clicks	Impressions	Percentage of Clicks
Toronto	448	45,823	26.05%
Schomberg	172	945	10%
Ottawa	154	11,944	8.95%
Montreal	77	17,305	4.48%
Mississauga	53	7,327	3.08%
Brampton	45	7,480	2.62%
Hamilton	39	4,492	2.27%
Kitchener	33	2,483	1.92%

1 - 100 / 512

- Toronto was the top-performing city this month with 26% of all clicks, followed by Schomberg with 10% and Ottawa with 9%.
- This campaign drove 301 partner website referrals, 3 partner phone calls, 1 mailing list signup, and 1 travel guide view.
- May's low CTR is the result of the same conversion settings mentioned last month, and since those changes, the campaign has been performing **far above the benchmark**.

Campaign	Clicks	Impressions	CTR
Visit 1000 Islands (DM-NYTHOUz6) Google Performance Max   Canada	1,720	151,324	1.14%

- As mentioned last month, the algorithm was favoring some lower-intent conversions like page views, resulting in a very low CTR. After adjusting the conversion settings to prioritize higher-value events, the CTR has been skyrocketing and is **currently above 17%** in June so far.



Impressions  
**200,649**

Clicks  
**3,566**

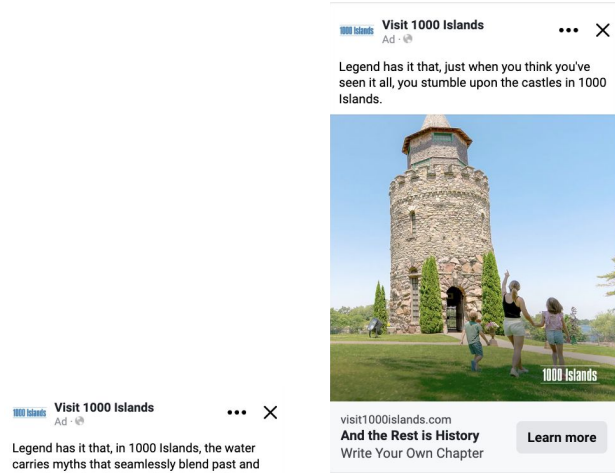
CTR  
**1.78%**

- The Meta prospecting campaign drove a 34% increase in CTR this month, putting it much closer to the benchmark at 1.78%.
- While the CTR is a bit below benchmark, we continue to see significant MoM increases in time-on-site conversions:
  - 15 sec: 1.2K+ (up 285% from 320 in April)
  - 30 sec: 622 (up 185% from 218 in April)
- Over 51% of the total clicks came from male users this month, and 55-64 was still the top performing age range with almost 32% of the total.

Gender	Link clicks
male	51.43%
female	46.8%

Ad set name	Link clicks	Impressions
Family Travelers	1,885	101,907
Millennial Travelers	956	42,699
Outdoor Travelers	725	56,043

Age	Link clicks
55-64	31.83%
35-44	30.37%
45-54	28.38%
25-34	9.42%



Impressions  
**166,590**

Clicks  
**5,202**

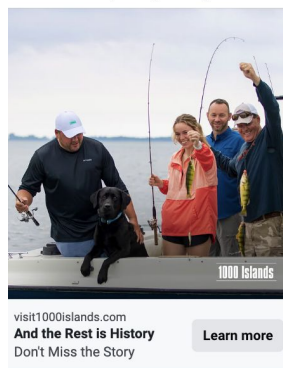
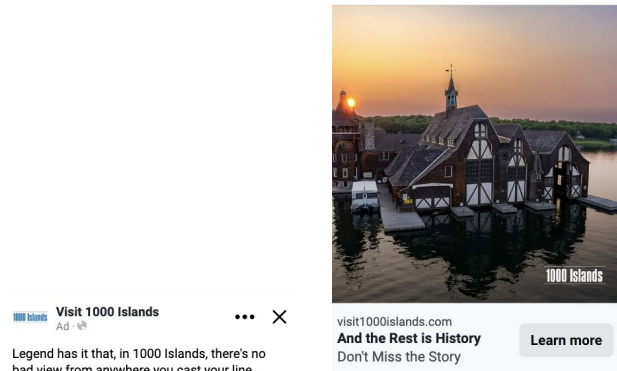
CTR  
**3.12%**

- The Meta remarketing campaign drove a 36% increase in CTR this month, surpassing the benchmark by 44%.
- “Millennial Traveler” was the top-performing ad group this month with nearly 74% of all clicks.
- Nearly 52% of the total clicks came from male users this month, and 65+ was still the top performing age range (also with just under 52% of the total).

Gender	Link clicks
male	51.73%
female	46.1%
unknown	2.17%

Ad set name	Link clicks	Impressions
Millennial Traveler   RM	3,837	130,466
Outdoor Traveler   RM	1,336	33,811
Family Traveler   RM	29	2,313

Age	Link clicks
65+	51.67%
55-64	21.22%
45-54	12.25%
35-44	8.25%
25-34	5.34%



Views  
9,662

Impressions  
9,659

View Rate  
100.03%

Campaign	Impressions	Views	View Rate
1000 Islands CTV Targeting - Core Market CAN	9,659	9,662	100.03%



- The Azira CTV campaign delivered 9.6K+ complete views from 9.6K+ impressions at an impressive 100% VTR, comfortably above the 93.74% benchmark.
- **Top Geos by Impressions:** Toronto, Montreal, Ottawa, Mississauga, and Hamilton

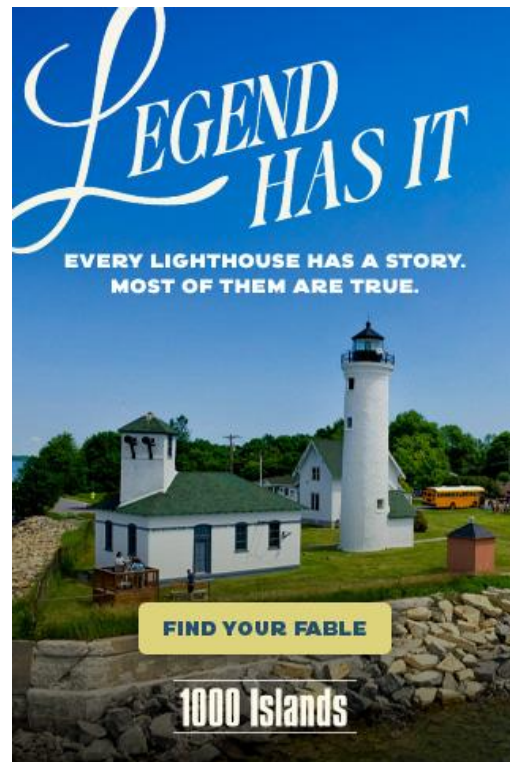
Impressions  
38,497

Clicks  
963

CTR  
2.50%

Campaign	Impressions	Clicks	CTR
1000 Islands Interstitial Retargeting - Canada	38,497	963	2.5%

- The Azira interstitial retargeting campaign brought in 963 clicks from 38K+ impressions at a 2.50% CTR this month.
- **Top Geos by Impressions:** Toronto, Edmonton, Calgary, Mississauga, and Brampton



# GOOGLE GRANT PAID MEDIA



Impressions

8,722

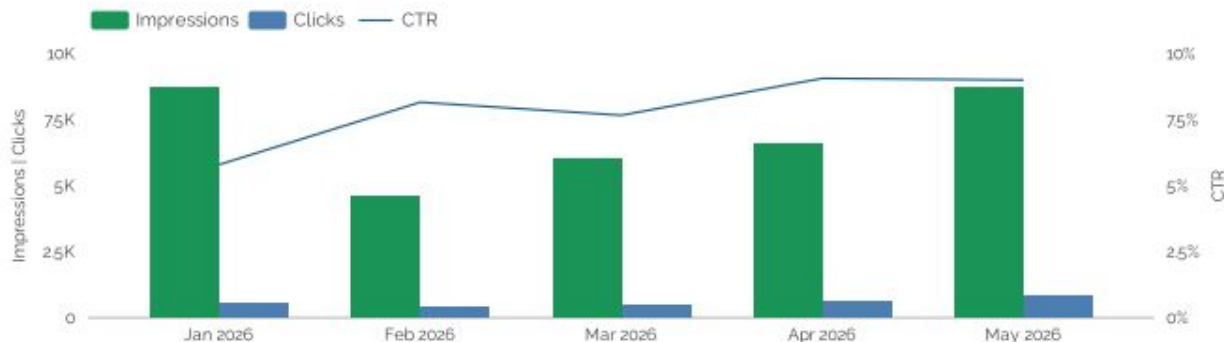
Clicks

783

CTR

8.98%

Date	Campaign Name	Impressions	Clicks	CTR
May 2026	Leisure Tourism - Google Grant SEM (US)	8,722	783	8.98%
Apr 2026	Leisure Tourism - Google Grant SEM (US)	6,593	596	9.04%
Mar 2026	Leisure Tourism - Google Grant SEM (US)	6,006	459	7.64%
Feb 2026	Leisure Tourism - Google Grant SEM (US)	4,548	370	8.14%
Jan 2026	Leisure Tourism - Google Grant SEM (US)	8,696	502	5.77%

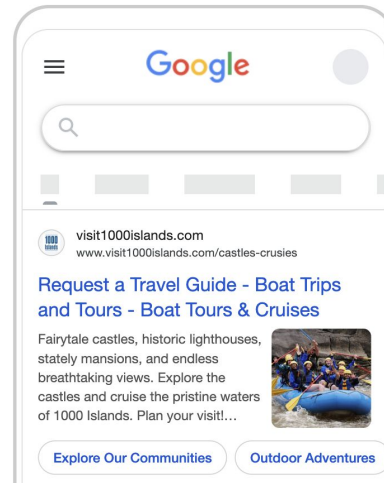


### Top Keywords

- boat trips
- thousand islands castle tours

### Top Performers by Clicks

- Ages 55-64 (16%)
  - 28% Unknown
- Females (44%)
- New York DMA (66%)

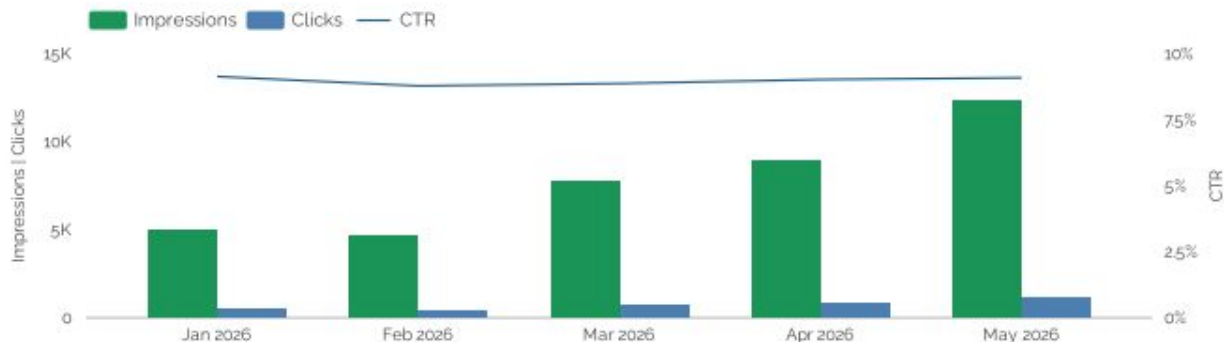


Impressions  
12,306

Clicks  
1,115

CTR  
9.06%

Date	Campaign Name	Impressions	Clicks	CTR
May 2026	Leisure Tourism - Google Grant SEM (CA)	12,306	1,115	9.06%
Apr 2026	Leisure Tourism - Google Grant SEM (CA)	8,894	800	8.99%
Mar 2026	Leisure Tourism - Google Grant SEM (CA)	7,779	688	8.84%
Feb 2026	Leisure Tourism - Google Grant SEM (CA)	4,627	405	8.75%
Jan 2026	Leisure Tourism - Google Grant SEM (CA)	4,985	454	9.11%

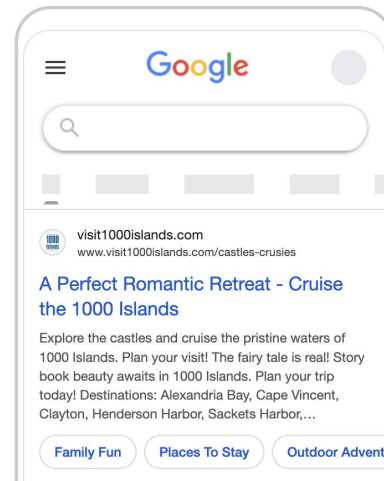


### Top Keywords

- river cruises
- things to do in brockville

### Top Performers by Clicks

- Ages 35-44 (19%)
  - 24% Unknown
- Females (48%)
- Ottawa (18%)



Google SEM	Google Demand Gen	Google Performance Max	Azira CTV	Azira Retargeting (Interstitial)
Clicks	Clicks	Clicks	Views	Impressions
11,361	14,270	2,324	54,327	151,230
Impressions	Impressions	Impressions	Impressions	Clicks
56,746	760,750	188,487	54,459	5,760
CTR	CTR	CTR	View Rate	CTR
20.02%	1.88%	1.23%	99.76%	3.81%
Total users	Total users	Total users	Total users	Total users
9,042	11,778	545	2	164
Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions
8,401	10,436	334	0	48
Engagement rate	Engagement rate	Engagement rate	Engagement rate	Engagement rate
78.08%	74.62%	54.40%	0.00%	27.75%
Average session duration	Average session duration	Average session duration	Average session duration	Average session duration
00:03:11	00:03:11	00:02:28	00:00:00	00:00:26
Avg. CTR: 12.60%	Avg. CTR: 2.12%	Avg. CTR: 2.61%	Avg. VTR: 93.74%	Avg. CTR: 5.54%

Facebook Prospecting	Instagram Prospecting	Facebook Remarketing	Instagram Remarketing	Facebook Video	Instagram Video
Clicks	Clicks	Clicks	Clicks	Clicks	Clicks
3,114	2,268	1,237	867	6,479	5,234
Impressions	Impressions	Impressions	Impressions	Impressions	Impressions
184,034	78,969	69,184	32,500	287,187	136,553
CTR	CTR	CTR	CTR	CTR	CTR
1.69%	2.87%	1.79%	2.67%	2.26%	3.83%
Total users	Total users	Total users	Total users	Total users	Total users
338	185	54	47	102	66
Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions
123	46	34	24	19	9
Engagement rate	Engagement rate	Engagement rate	Engagement rate	Engagement rate	Engagement rate
34.45%	24.21%	58.62%	47.06%	18.10%	13.43%
Average session duration	Average session duration	Average session duration	Average session duration	Average session duration	Average session duration
00:01:02	00:00:37	00:01:06	00:01:52	00:00:14	00:00:33
<b>Avg. CTR: 2.31%</b>	<b>Avg. CTR: 2.31%</b>	<b>Avg. CTR: 2.16%</b>	<b>Avg. CTR: 2.16%</b>	<b>Avg. CTR: 1.37%</b>	<b>Avg. CTR: 1.37%</b>

Google SEM	Google Demand Gen	Google Performance Max	Azira CTV	Azira Retargeting (Interstitial)
Clicks 32,208	Clicks 24,778	Clicks 5,027	Views 54,327	Impressions 151,230
Impressions 181,415	Impressions 1,279,554	Impressions 301,034	Impressions 54,459	Clicks 5,760
CTR 17.75%	CTR 1.94%	CTR 1.67%	View Rate 99.76%	CTR 3.81%
Total users 24,930	Total users 30,730	Total users 615	Total users 2	Total users 164
Engaged sessions 22,878	Engaged sessions 27,026	Engaged sessions 353	Engaged sessions 0	Engaged sessions 48
Engagement rate 78.65%	Engagement rate 75.51%	Engagement rate 50.72%	Engagement rate 0.00%	Engagement rate 27.75%
Average session duration 00:03:16	Average session duration 00:03:18	Average session duration 00:02:19	Average session duration 00:00:00	Average session duration 00:00:26
<b>Avg. CTR: 12.60%</b>	<b>Avg. CTR: 2.12%</b>	<b>Avg. CTR: 2.61%</b>	<b>Avg. VTR: 93.74%</b>	<b>Avg. CTR: 5.54%</b>

Facebook Prospecting	Instagram Prospecting	Facebook Remarketing	Instagram Remarketing	Facebook Video	Instagram Video
Clicks 4,697	Clicks 4,075	Clicks 1,479	Clicks 988	Clicks 6,479	Clicks 5,234
Impressions 259,999	Impressions 116,622	Impressions 82,817	Impressions 41,015	Impressions 287,187	Impressions 136,553
CTR 1.81%	CTR 3.49%	CTR 1.79%	CTR 2.41%	CTR 2.26%	CTR 3.83%
Total users 343	Total users 186	Total users 56	Total users 47	Total users 102	Total users 66
Engaged sessions 125	Engaged sessions 47	Engaged sessions 35	Engaged sessions 24	Engaged sessions 19	Engaged sessions 9
Engagement rate 33.97%	Engagement rate 24.61%	Engagement rate 57.38%	Engagement rate 47.06%	Engagement rate 18.10%	Engagement rate 13.43%
Average session duration 00:01:02	Average session duration 00:00:36	Average session duration 00:01:03	Average session duration 00:01:52	Average session duration 00:00:14	Average session duration 00:00:33
<b>Avg. CTR: 2.31%</b>	<b>Avg. CTR: 2.31%</b>	<b>Avg. CTR: 2.16%</b>	<b>Avg. CTR: 2.16%</b>	<b>Avg. CTR: 1.37%</b>	<b>Avg. CTR: 1.37%</b>

Impressions  
**56,746**

Clicks  
**11,361**

CTR  
**20.02%**

City	Clicks	Impressions	CTR
Toronto	1,171	6,065	19.31%
Ottawa	598	3,260	18.34%
Kingston	460	2,306	47.19%
Brampton	421	1,784	23.6%
Mississauga	400	1,907	20.98%
Montreal	312	1,773	31.78%
Hamilton	189	958	34.05%

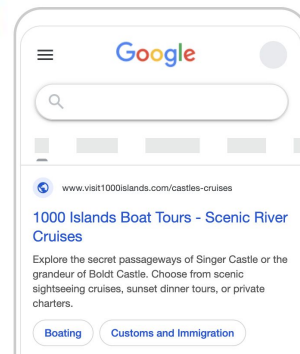
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- "Castles & Cruises" is still the top performing ad group, driving nearly half of all clicks with a strong 21.7% CTR.
- While Toronto generated the most clicks again, users in Kingston were the most engaged with a 47.19% CTR.
- The leading search term this month was "thousand islands cruises" followed by "thousand islands ny"
- Overall this campaign saw a 9% MoM increase in CTR.

Ad group	Clicks	Impressions	CTR
Castles & Cruises	5,640	26,001	21.69%
Visit 1000 Islands	2,030	11,979	16.95%
Places To Stay	1,904	10,538	18.07%
Experiences	1,196	5,544	21.57%
Events	284	1,204	23.59%
Travel Guide	125	598	20.9%
Family Fun	93	353	26.35%
Outdoors	55	303	18.15%
Craft & Culinary	33	207	15.94%
History & Culture	1	19	5.26%

Search keyword	Clicks	Impressions	CTR
thousand islands cruises	2,181	7,790	28%
thousand islands ny	1,732	9,939	17.43%
1000 islands excursions	1,375	6,637	20.72%
1000 islands boat tours	514	2,376	21.63%
campgrounds 1000 islands	414	2,084	19.87%
things to do in 1000 islands	340	1,333	25.51%
best campgrounds 1000 islands	322	1,201	26.81%
dinner cruises 1000 islands	322	1,723	18.69%

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Impressions  
**760,750**

Clicks  
**14,270**

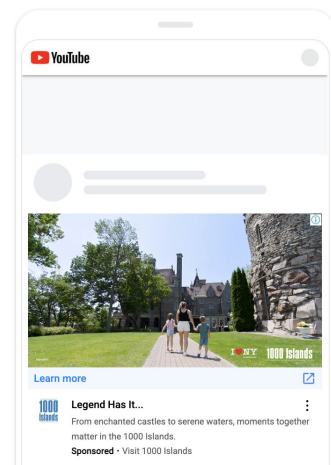
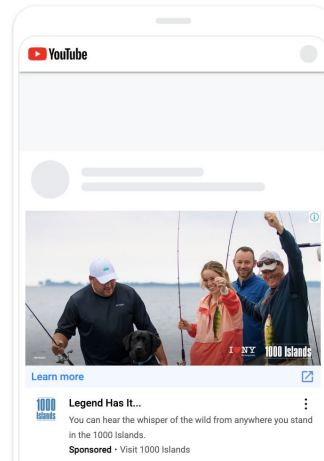
CTR  
**1.88%**

City	Clicks	Impressions	CTR
Toronto	3,754	178,349	2.1%
Montreal	2,229	113,424	4.06%
New York	1,125	57,941	1.94%
Dallas	724	36,657	1.98%
Ottawa	702	38,171	1.84%
Baltimore	405	22,701	1.78%
Ashburn	354	19,328	1.88%
Washington	199	11,014	13.82%

1 - 100 / 2719

- The 'Outdoor Travelers' (Core) ad group is still the primary performance driver with 7.2K+ clicks, while the 'Family Travelers' (Growth) segment saw the highest engagement at a 2.20% CTR.
- Toronto drove the most clicks again this month (26% of the total) while Montreal had a higher CTR (4.06%)

Ad group	Clicks	Impressions	CTR
Core - Outdoor Travelers	7,294	374,552	1.95%
Growth - Family Travelers	2,460	112,056	2.2%
Core - Family Travelers	1,991	91,880	2.17%
Growth - Outdoor Travelers	1,478	116,211	1.27%
Growth - Millennial Travelers	619	36,085	1.72%
Core - Millennial Travelers	428	29,956	1.43%



Impressions  
**188,487**

Clicks  
**2,324**

CTR  
**1.23%**

City	Clicks	Impressions	CTR
Toronto	249	15,154	1.64%
Montreal	93	13,389	1.49%
New York	85	6,098	1.39%
Dallas	78	4,987	1.57%
Ottawa	59	5,338	1.11%
Brampton	47	3,514	1.34%
Washington	44	3,944	1.14%
Philadelphia	41	1,947	2.11%

1 - 100 / 2999 < >

Month	Campaign	Clicks	Impressions	CTR
Apr 2026	Visit 1000 Islands (DM-NYTHOU26) Google Performance Max - Core	1,709	122,247	1.4%
Apr 2026	Visit 1000 Islands (DM-NYTHOU26) Google Performance Max - Growth	615	66,240	0.93%

- While the Growth Markets saw the lowest CTR, both campaign segments are performing below the average benchmark. It appears the algorithm favored lower-intent conversions (like page views) this month, so we've made adjustments to our conversion settings to prioritize our high-value site events.

- The Core campaign is still the primary performance driver, generating 1.7K+ clicks and 122K+ impressions. The 1.23% CTR is notably below benchmark, mostly led by the Growth Market segment.
- Toronto generated the highest volume of traffic with 249 clicks, significantly outpacing all other markets, while Philadelphia saw the strongest engagement this month with a 2.11% CTR.

The image displays two YouTube advertisement screenshots. The left screenshot features an aerial view of a scenic lake with a house on the shore, accompanied by the text "That's When the Magic Happens" and "In the 1000 Islands, time spent along our mirrored waters welcomes the soul of summer." The right screenshot shows two people in kayaks on a lake, with the text "Legend Has It...or So They Say" and "By motor or paddle, the crystal waters of the 1000 Islands offer more for you to discover."

Impressions  
**184,034**

Clicks  
**3,114**

CTR  
**1.69%**

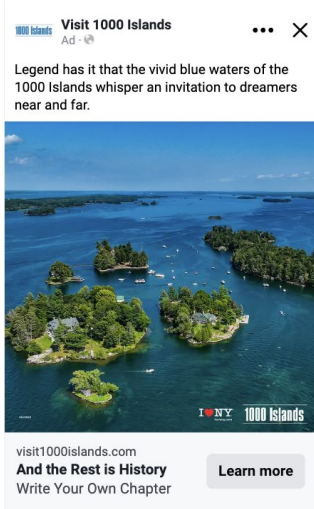
Date	Campaign	Impressions	Clicks	CTR
Apr 2026	1000 Islands (DM-NYTHOU26) Facebook Ads Prospecting (CPC)   Conversions   Core Markets	133,127	2,177	1.64%
Apr 2026	1000 Islands (DM-NYTHOU26) Facebook Ads Prospecting (CPC)   Conversions   Growth Markets	50,907	937	1.84%

- The Facebook prospecting campaign generated 3.1K+ clicks (more than double compared to last month) from over 184K impressions, resulting in a healthy 1.69% CTR this month.
- The Core Markets campaign delivered the highest volume, accounting for 70% of clicks and 72% of impressions, while the Growth Markets campaign proved most efficient, achieving the highest CTR at 1.84%.
- 67% of the total clicks came from female users this month, and 55-64 was the top performing age range with 50% of the total.

**CHARTS COMING SOON:**

- Performance by DMA
- Performance by Age Range
- Performance by Gender

- While the CTR is a bit below benchmark, we saw massive MoM increases in time-on-site conversions:
  - 15 sec: 1.9K+ (up 385% from 393 in March)
  - 30 sec: 1.2K+ (up 372% from 270 in March)



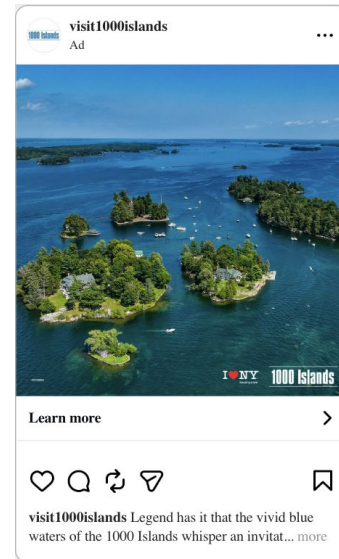
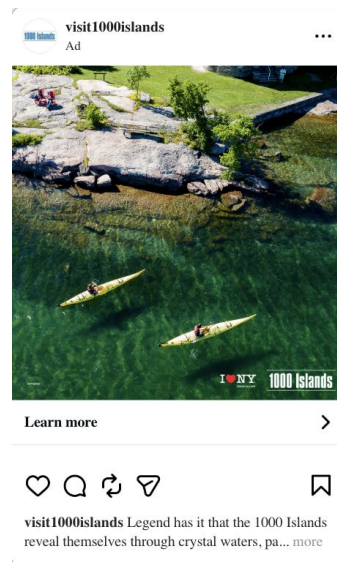
Impressions  
78,969

Clicks  
2,268

CTR  
2.87%

Date	Campaign	Impressions	Clicks	CTR
Apr 2026	1000 Islands (DM-NYTHOUz6) Instagram Ads Prospecting (CPC)   Conversion   Growth Markets	24,645	704	2.86%
Apr 2026	1000 Islands (DM-NYTHOUz6) Instagram Ads Prospecting (CPC)   Conversions   Core Markets	54,324	1,564	2.88%

- The Instagram prospecting campaign generated 2.2K+ clicks from nearly 79K impressions, resulting in a strong 2.87% CTR.
- The Core Markets campaign saw the most volume with nearly 69% of all clicks, while the Growth Markets campaign had a slightly higher CTR at 2.88%.
- Female users drove nearly 70% of the total clicks this month, while 55-64 was the top-performing age range with 31%.



### CHARTS COMING SOON:

- Performance by DMA
- Performance by Age Range
- Performance by Gender

Impressions  
**69,184**

Clicks  
**1,237**

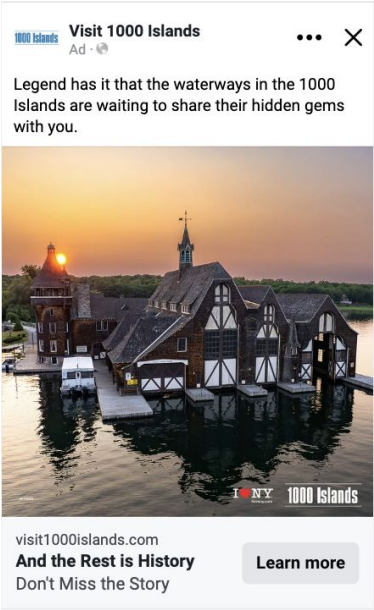
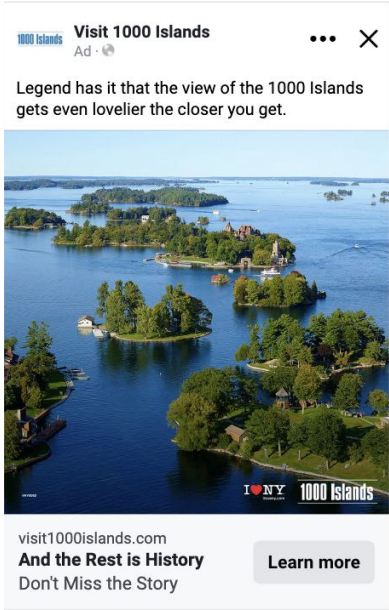
CTR  
**1.79%**

Campaign	Impressions	Clicks	CTR
1000 Islands (DM-NYTHOU26) Facebook Ads Remarketing (CPC)	69,184	1,237	1.79%

- The Facebook remarketing campaign generated 1.2K+ clicks from over 29K impressions in April.
- Nearly 70% of all clicks came from female users, while 55-64 remained the top-performing age range accounting for 44% of the total.
- By optimizing toward time-on-site conversions, we may see the CTR fluctuate a bit as the algorithm identifies users most likely to stay longer (rather than simply maximizing clicks). While this month's 1.79% CTR is slightly below the benchmark, we saw massive growth in time-on-site engagement:
  - **15 sec:** 1.8K+ (up 493% from 309 in March)
  - **30 sec:** 1.3K+ (up 466% from 239 in March)

**CHARTS COMING SOON:**

- Performance by DMA
- Performance by Age Range
- Performance by Gender



Impressions  
**32,500**

Clicks  
**867**

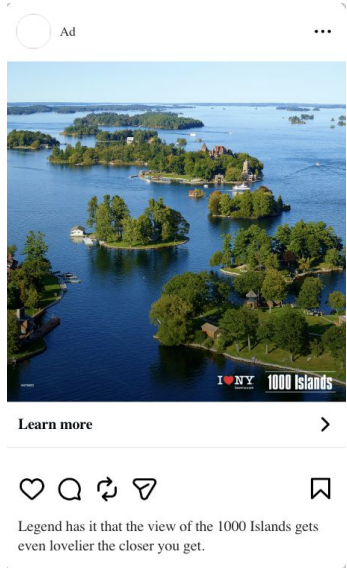
CTR  
**2.67%**

Campaign	Impressions	Clicks	CTR
1000 Islands (DM-NYTHOU26) Instagram Ads Remarketing (CPC)	32,500	867	2.67%

- The Instagram remarketing campaign generated 867 clicks from 32.5K impressions in April at a very strong 2.67% CTR.
- This campaign saw a 616% increase in clicks and a 282% increase in impressions MoM, resulting in an 88% increase in CTR.
- Female users drove 72% of all clicks this month, while 55-64 was the top-performing age range with 42% of the total.
- In addition to these results, we also saw massive MoM increases in time-on-site conversions:
  - **15 sec:** 568 (up 479% from 98 in March)
  - **30 sec:** 403 (up 550% from 62 in March)

**CHARTS COMING SOON:**

- Performance by DMA
- Performance by Age Range
- Performance by Gender



Impressions  
287,187

Clicks  
6,479

CTR  
2.26%

Campaign	Impressions	Views	Clicks	CTR
Visit 1000 Islands (DM-NYTHOU26) Facebook Video Distribution Prospecti...	287,187	29,760	6,479	2.26%

- The Facebook video prospecting campaign generated 6.4K+ clicks from 287K+ impressions in the first month, resulting in 29K+ complete views.
- This campaign is off to a great start with a very strong 2.26% CTR, roughly 65% higher than the 1.37% industry average.
- Female users drove 75% of all clicks this month, while ages 65+ accounted for more than 52% of the total.

**CHARTS COMING SOON:**

- Performance by DMA
- Performance by Age Range
- Performance by Gender

**Visit 1000 Islands**  
Ad · 🌐

Legend has it that, whether calm waters or classic castles call to you, magic awaits in the 1000 Islands.

0:02 / 0:30

visit1000islands.com  
**And the Rest is History**  
Don't Miss the Story

[Learn more](#)

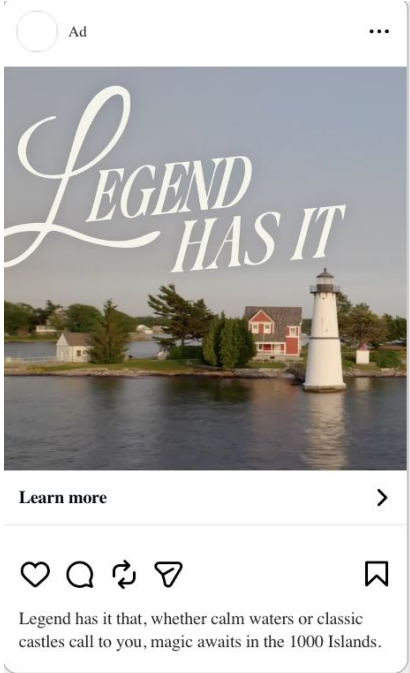
Impressions  
**136,553**

Clicks  
**5,234**

CTR  
**3.83%**

Campaign	Impressions	Views	Clicks	CTR
Visit 1000 Islands (DM-NYTHOU26) Instagram Video Distribution Prospecti...	136,553	14,941	5,234	3.83%

- The Instagram video campaign generated 5.2K+ clicks from 136K+ impressions in the first month, resulting in nearly 15K complete views.
- This campaign is off to a great start with a very strong 3.38% CTR, roughly 147% higher than the 1.37% industry average.
- Female users drove over 69% of all clicks this month, while ages 25-34 accounted for more than 29% of the total as the top age range.



**CHARTS COMING SOON:**

- Performance by DMA
- Performance by Age Range
- Performance by Gender

Views  
**54,327**

Impressions  
**54,459**

View Rate  
**99.76%**

Campaign	Impressions	Views	View Rate
1000 Islands CTV Targeting - Core Market	33,731	33,621	99.67%
1000 Islands CTV Targeting - Growth Market	20,728	20,706	99.89%



- The April CTV campaign delivered 54.3K+ complete views from 54.4K+ impressions at an exceptionally high overall VTR of 99.76%, comfortably above the 93.74% benchmark.
- The Core Market campaign accounted for the majority of volume, bringing in 33.7K+ impressions and a 99.67% VTR, followed by the Growth Market campaign with slightly higher efficiency, securing a 99.89% VTR.

Impressions

151,230

Clicks

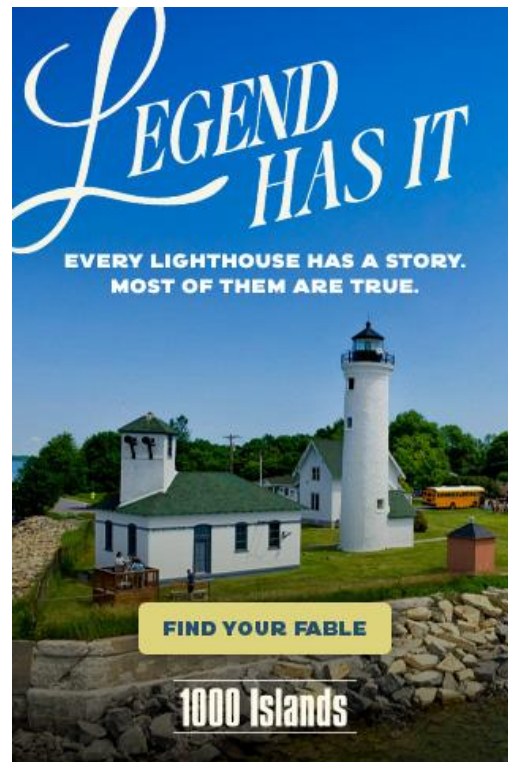
5,760

CTR

3.81%

Campaign	Impressions	Clicks	CTR
1000 Islands Interstitial Retargeting - Canada	28,674	1,076	3.75%
1000 Islands Interstitial Retargeting - US	122,556	4,684	3.82%

- The Azira interstitial retargeting campaign brought in 5.7K+ clicks from 151K+ impressions at a 3.81% CTR this month.
- The US campaign drove the majority of engagement, delivering 122K+ impressions and 4.6K+ clicks.
- Both the US and Canada campaigns performed with similar efficiency, with CTRs of 3.82% and 3.75% respectively.
- **Top US Geos by Impressions:** Pittsburgh, Chicago, Philadelphia, Brooklyn, and Buffalo
- **Top CAN Geos by Impressions:** Toronto, Mississauga, Edmonton, Calgary, and Scarborough
- **Note:** this is website and CTV retargeting, so geos include national coverage if someone has visited the website.



# WEBSITE ANALYTICS





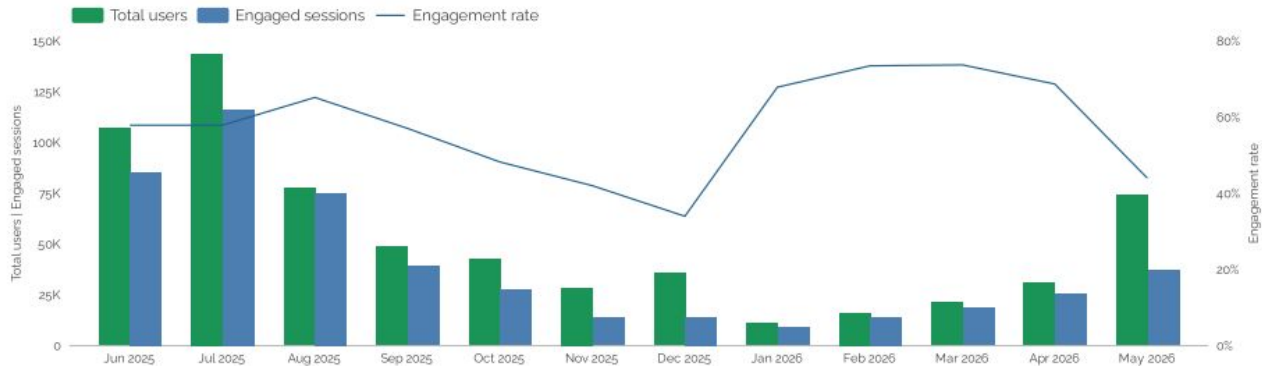
## ANALYTICS OVERVIEW

May 1, 2026 - May 31, 2026



### KEY SITE METRICS

<b>Total users</b> 73,766 -19.9%	<b>Sessions</b> 83,931 -32.9%	<b>Engaged sessions</b> 36,825 -51.0%	<b>Average session duration</b> 00:01:46 -10.7%	<b>Engagement rate</b> 43.88% -27.1%
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- All key site metrics declined year-over-year, with engaged sessions showing the most significant drop of 51%.
- The May engagement rate was 44%, representing a 27% decrease compared to the previous year.
- Despite an increase in traffic from the prior month, average session duration fell 11% year-over-year to 1 minute and 46 seconds.



## TOP PAGES & CITIES

May 1, 2026 - May 31, 2026



### TOP PAGES

Page path	Views	% Δ	Engagement rate	% Δ
/legendhasit/	27,784	-	1785%	-
/southeastern-ontario/	17,459	324.9% ↑	13.84%	-52.6% ↓
/experiences/castles-cruises/	17,196	-9.0% ↓	86.95%	-2.7% ↓
/	13,818	-80.0% ↓	71.72%	470% ↑
/experiences/first-time-visitors/	12,181	-45.8% ↓	83.6%	276% ↑
/events/	5,199	-18.4% ↓	8717%	-3.8% ↓
/places-to-stay/campgrounds/	4,687	-26.6% ↓	87.7%	1.0% ↑
/listing/gananoque-boat-line/	4,516	-10.0% ↓	90.26%	0.7% ↑
/places-to-stay/motels-resorts-and-bbs/	4,032	-35.2% ↓	9314%	0.4% ↑
/places-to-stay/cottages/	3,333	-15.9% ↓	92.36%	-1.6% ↓
/experiences/	2,821	205.0% ↑	88.9%	-1.7% ↓
/places-to-stay/	2,673	80.4% ↑	9215%	0.6% ↑
/communities/1000-islands-parkway-on/	1,756	-25.2% ↓	76.39%	-6.5% ↓
/listing/1000-islands-seaway-cruises/	1,743	10.7% ↑	94.31%	-0.5% ↓
/communities/alexandria-bay-ny/	1,605	-54.2% ↓	80.58%	1.8% ↑
/listing/kingston-1000-islands-cruises/	1,535	-26.9% ↓	89.73%	-3.3% ↓

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### TOP CITIES

City	Total users	% Δ
Toronto	8,227	42.1% ↑
New York	4,962	38.3% ↑
(not set)	3,879	-45.6% ↓
Montreal	3,632	102.3% ↑
Ottawa	2,433	-28.2% ↓
Philadelphia	1,297	144.3% ↑
Brampton	1,151	75.5% ↑
Mississauga	1,021	28.8% ↑
Boston	794	-17.2% ↓
Hamilton	734	63.1% ↑
Kingston	732	-28.7% ↓
Baltimore	658	492.8% ↑
Dallas	637	137.7% ↑
Ashburn	478	-42.9% ↓
Markham	460	31.8% ↑
<b>Grand total</b>	<b>73,766</b>	<b>-19.9% ↓</b>

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Y/Y Comparison



- While total users declined by -20%, significant growth occurred from Philadelphia (+144%), Montreal (+102%), and Baltimore (+493%).
- The `legendhasit` page was the top traffic driver with almost 28K views, while the `southeastern-ontario` page saw the largest increase in views at 325%.
- Key landing pages experienced significant decreases in views, including the homepage (-80%) and the first-time visitors page (-46%).

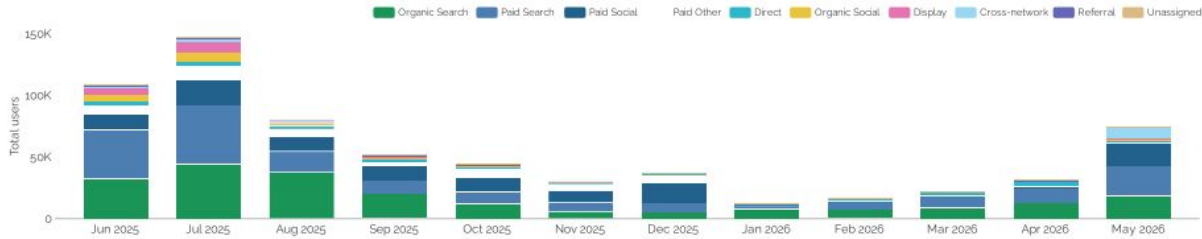
# 1000 Islands CHANNEL BREAKOUT

May 1, 2026 - May 31, 2026



Session default channel group	Total users	% Δ	Engaged sessions	% Δ	Engagement rate	% Δ
Paid Search	24,305	-4.3% ↓	13,607	-24.4% ↓	49.53%	-5.7% ↓
Paid Social	18,987	40.3% ↑	3,399	-24.9% ↓	17.37%	-42.8% ↓
Organic Search	17,574	-32.7% ↓	14,926	-49.5% ↓	68.85%	-3.6% ↓
Cross-network	8,580	1,626.4% ↑	2,204	622.6% ↑	23.96%	-59.9% ↓
Direct	2,135	-40.2% ↓	1,081	-59.9% ↓	43.57%	-29.8% ↓
Display	1,385	-65.4% ↓	338	-85.0% ↓	22.56%	-52.1% ↓
Referral	460	-43.1% ↓	387	-51.3% ↓	67.19%	-10.8% ↓
<b>Grand total</b>	<b>73,766</b>	<b>-19.9% ↓</b>	<b>36,825</b>	<b>-51.0% ↓</b>	<b>43.88%</b>	<b>-27.1% ↓</b>

## MONTHLY CHANNEL COMPARISON



- While Paid Search was the top channel, acquiring over 24K total users, Organic Search delivered the highest quality traffic with a 69% engagement rate.
- Paid Social users grew by 40%, but this channel had the lowest engagement rate at 17.37%.
- Overall performance declined, driven by a 20% drop in total users—primarily due to losses in Organic and Paid Search—and a 51% plummet in engaged sessions seen across nearly all channels.

Y/Y Comparison

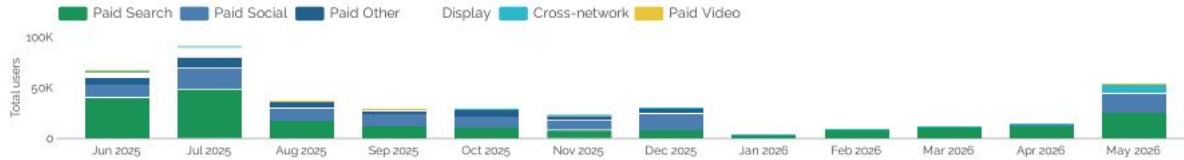


# 1000 Islands PAID TRAFFIC

May 1, 2026 - May 31, 2026



Total users: 53,535 (-6.8%)  
 Sessions: 58,209 (-21.2%)  
 Engaged sessions: 19,794 (-50.0%)  
 Average session duration: 00:01:20 (0.8%)  
 Engagement rate: 34.01% (-36.6%)



## TOP PAGES - PAID CHANNELS

Page path	Views	% Δ	Engagement rate	% Δ
/legendhasit/	27,584	-	175%	-
/southeastern-ontario/	17,386	324.4% ↑	13.87%	-52.2% ↓
/experiences/castles-cruises/	11,581	16.9% ↑	87.2%	1.6% ↑
/experiences/first-time-visitors/	4,566	-40.1% ↓	87.7%	103.8% ↑
/places-to-stay/campgrounds/	3,401	-16.4% ↓	89.41%	5.0% ↑
/events/	3,239	19.6% ↑	85.3%	-4.6% ↓
/listing/gananoque-boat-line/	2,910	42.0% ↑	90.64%	-2.7% ↓
/	2,622	-93.0% ↓	74.9%	122.1% ↑

## TOP CITIES - PAID CHANNELS

City	Total users	% Δ
Toronto	5,547	1574% ↑
New York	4,188	95.7% ↑
Montreal	2,935	217.6% ↑
(not set)	2,667	-39.2% ↓
Ottawa	1,661	-30.0% ↓
Philadelphia	1,139	266.2% ↑
Brampton	764	474.4% ↑
Boston	694	25.7% ↑

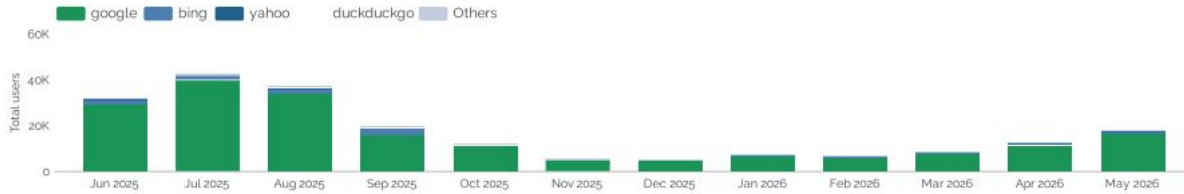
- Year-over-year paid traffic shows a 7% decrease in total users and a 36% drop in engagement rate, though average session duration increased by 1%.
- Paid campaigns are driving substantial user growth from Toronto a 157% increase and Montreal, a 217% increase.
- The 'southeastern-ontario' landing page is a top performer with a 324% increase in views, indicating strong resonance for regional paid content.

# 1000 Islands ORGANIC SEARCH TRAFFIC

May 1, 2026 - May 31, 2026



Total users: 17,574 (-32.7%)  
 Sessions: 21,678 (-47.6%)  
 Engaged sessions: 14,926 (-49.5%)  
 Average session duration: 00:02:53 (-8.8%)  
 Engagement rate: 68.85% (-3.6%)



## TOP PAGES - ORGANIC SEARCH

Page path	Views	% Δ	Engagement rate	% Δ
/	9,306	-54.4% ↓	74.25%	-3.7% ↓
/experiences/first-time-visitors/	7,090	-48.8% ↓	83.13%	-2.8% ↓
/experiences/castles-cruises/	5,239	-37.8% ↓	89.05%	-1.3% ↓
/places-to-stay/motels-resorts-and-bbs/	2,120	-52.7% ↓	94.15%	1.8% ↑
/events/	1,715	-45.4% ↓	89.96%	-1.3% ↓
/listing/gananoque-boat-line/	1,536	-46.1% ↓	88.6%	1.4% ↑
/places-to-stay/cottages/	1,393	-51.7% ↓	92%	-2.2% ↓

## TOP CITIES - ORGANIC SEARCH

City	Total users	% Δ
Toronto	2,644	-27.4% ↓
(not set)	989	-40.2% ↓
Ottawa	775	-25.9% ↓
Montreal	673	-24.2% ↓
New York	603	-42.7% ↓
Brampton	391	-25.2% ↓
Mississauga	373	-39.0% ↓

- Organic search traffic has declined year-over-year, with total users down 33% and sessions down 47%.
- While views for all top pages are down over 35% Y/Y, pages like 'events' and 'gananoque-boat-line' have seen slight increases in their engagement rates. Despite these decreases, top pages are maintaining a strong 70%+ engagement rate.
- Toronto remains the top source city for organic users at 2,644, though this represents a 27% decrease compared to the previous year.