karsh hagan
madden

1000 Islands

September Report



October 2026

Key Takeaways

In **September**, paid media campaigns delivered **89,026 clicks** from **2.66M+ total impressions** across US and Canadian markets, with the US generating **54,718 clicks** (from 1.64M+ impressions) and Canada driving **34,308 clicks** (from 1.02M+ impressions).

Google SEM comfortably outpaced the 12.47% benchmark, delivering a **16.43% CTR** in the US and a **15.23% CTR** in Canada. **Performance Max** significantly exceeded its 2.96% benchmark at **13.44% CTR** (US) and **16.27% CTR** (Canada), while **Google Demand Gen** served as a major volume driver despite finishing slightly below the 2.66% benchmark (**2.09% US / 1.66% Canada**).

Meta tactics saw strong efficiency led by **US Instagram Prospecting (3.97% CTR)** and **Canada Meta Prospecting (3.06% CTR)**, both clearing the 2.77% benchmark. **Meta Remarketing** was anchored by Canada at **3.94% CTR** and US Instagram at **4.44% CTR** (vs. 3.17% benchmark), while US **Meta Video** delivered standout results across Facebook (**8.33% CTR**) and Instagram (**13.31% CTR**) against the 1.48% benchmark.

Azira CTV sustained near-perfect completion rates, posting a **99.16% VTR** in the US and **98.21% VTR** in Canada (against the 99.81% benchmark). **Azira Retargeting (Interstitial)** exceeded its 1.18% benchmark in Canada with a **2.36% CTR**, while the US segment produced **1,520 clicks** at a **1.06% CTR**.

Co-Op campaigns efficiently built top-of-funnel awareness for regional partners, consistently generating **strong engagement** that outperformed industry benchmarks nearly across the board.

Optimizations & Recommendations

Demand Gen

- While Google Demand Gen generated strong overall click volume, CTRs in both the US (2.09%) and Canada (1.66%) finished below the 2.66% monthly benchmark. We are auditing delivery across network placements (YouTube, Discover, and Gmail) to identify specific areas of engagement drag and evaluate audience segment adjustments to discuss internally for approval.

Azira Interstitials

- While the Canadian segment performed well above benchmark at 2.36% CTR, the US retargeting campaign lagged at 1.06% against the 1.18% benchmark. We are digging into placement-level reporting with the Azira team to evaluate app- and domain-level inventory, identifying potential adjustments to bring to the team.

US
PAID MEDIA

1000 Islands

PAID MEDIA OVERVIEW
Last Month

Sep 1, 2026 - Sep 30, 2026

KIM

Google SEM

Clicks
7,735

Impressions
47,090

CTR
16.43%

Total users
10,206

Engaged sessions
9,167

Engagement rate
77.79%

Average session duration
00:03:10

Avg. CTR: 12.47%

Google Demand Gen

Clicks
21,598

Impressions
1,034,196

CTR
2.09%

Total users
10,395

Engaged sessions
2,391

Engagement rate
20.69%

Average session duration
00:00:36

Avg. CTR: 2.66%

Google Performance Max

Clicks
3,173

Impressions
23,600

CTR
13.44%

Total users
7,889

Engaged sessions
3,770

Engagement rate
41.86%

Average session duration
00:01:45

Avg. CTR: 2.96%

Azira CTV

Views
29,151

Impressions
29,399

View Rate
99.16%

Avg. VTR: 99.81%

Azira Retargeting (Interstitial)

Impressions
143,698

Clicks
1,520

CTR
1.06%

Total users
1,091

Engaged sessions
341

Engagement rate
28.44%

Average session duration
00:00:13

Avg. CTR: 1.18%

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PAID MEDIA OVERVIEW
Last Month Cont.

Sep 1, 2026 - Sep 30, 2026

Facebook Prospecting	Instagram Prospecting	Facebook Remarketing	Instagram Remarketing	Facebook Video	Instagram Video
Clicks 3,561	Clicks 3,741	Clicks 1,645	Clicks 1,802	Clicks 3,391	Clicks 6,552
Impressions 91,635	Impressions 94,246	Impressions 51,276	Impressions 40,616	Impressions 40,727	Impressions 49,232
CTR 3.89%	CTR 3.97%	CTR 3.21%	CTR 4.44%	CTR 8.33%	CTR 13.31%
Total users 4,935	Total users 4,168	Total users 1,802	Total users 1,763		Total users 8,519
Engaged sessions 707	Engaged sessions 1,080	Engaged sessions 411	Engaged sessions 443		Engaged sessions 978
Engagement rate 14.08%	Engagement rate 25.62%	Engagement rate 20.39%	Engagement rate 23.23%		Engagement rate 10.81%
Average session duration 00:00:13	Average session duration 00:00:28	Average session duration 00:00:28	Average session duration 00:00:30		Average session duration 00:00:09
Avg. CTR: 2.77%	**Avg. CTR: 2.77%**	**Avg. CTR: 3.17%**	**Avg. CTR: 3.17%**	**Avg. CTR: 1.48%**	**Avg. CTR: 1.48%**

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PAID MEDIA OVERVIEW (YTD)

Jan 1, 2026 - Sep 30, 2026

Google SEM	Google Demand Gen	Google Performance Max	Azira CTV	Azira Retargeting (Interstitial)
Clicks 80,444	Clicks 114,406	Clicks 25,723	Views 325,310	Impressions 874,819
Impressions 431,915	Impressions 5,319,099	Impressions 615,427	Impressions 326,176	Clicks 13,539
CTR 18.62%	CTR 2.15%	CTR 4.18%	View Rate 99.73%	CTR 1.55%
Total users 92,870	Total users 46,517	Total users 39,353		Total users 5,679
Engaged sessions 86,753	Engaged sessions 8,470	Engaged sessions 22,416		Engaged sessions 1,684
Engagement rate 77.65%	Engagement rate 16.91%	Engagement rate 47.79%		Engagement rate 24.21%
Average session duration 00:03:22	Average session duration 00:00:32	Average session duration 00:02:02		Average session duration 00:00:13
Avg. CTR: 12.47%	**Avg. CTR: 2.66%**	**Avg. CTR: 2.96%**	**Avg. VTR: 99.81%**	**Avg. CTR: 1.18%**

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PAID MEDIA OVERVIEW
(YTD) Cont.

Jan 1, 2026 - Sep 30, 2026

Facebook Prospecting	Instagram Prospecting	Facebook Remarketing	Instagram Remarketing	Facebook Video	Instagram Video
Clicks 17,711	Clicks 23,144	Clicks 9,153	Clicks 9,471	Clicks 26,743	Clicks 22,065
Impressions 796,933	Impressions 531,139	Impressions 400,436	Impressions 240,629	Impressions 658,783	Impressions 276,119
CTR 2.22%	CTR 4.36%	CTR 2.29%	CTR 3.94%	CTR 4.06%	CTR 7.99%
Total users 25,873	Total users 19,765	Total users 10,328	Total users 8,447	Total users 2,986	Total users 24,866
Engaged sessions 3,038	Engaged sessions 3,479	Engaged sessions 2,136	Engaged sessions 2,140	Engaged sessions 578	Engaged sessions 3,816
Engagement rate 11.60%	Engagement rate 17.09%	Engagement rate 18.63%	Engagement rate 23.06%	Engagement rate 15.78%	Engagement rate 13.43%
Average session duration 00:00:11	Average session duration 00:00:17	Average session duration 00:00:26	Average session duration 00:00:29	Average session duration 00:00:16	Average session duration 00:00:14
Avg. CTR: 2.77%	**Avg. CTR: 2.77%**	**Avg. CTR: 3.17%**	**Avg. CTR: 3.17%**	**Avg. CTR: 1.48%**	**Avg. CTR: 1.48%**

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SEM LEISURE (US) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
47,090

Clicks
7,735

CTR
16.43%

Search keyword	Clicks	Impressions	CTR
thousand islands ny	1,032	6,742	15.31%
things to do in alexandria bay	533	2,064	25.82%
events in clayton ny	376	1,015	37.04%
things to do in 1000 islands	296	923	32.07%
things to do in clayton ny	285	1,041	27.38%
boldt castle tickets	265	2,212	11.98%
boldt castle tours	225	1,641	13.71%
events in alexandria bay	194	703	27.6%
boat tours alexandria bay	192	1,235	15.55%
clayton island tours	179	938	19.08%

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- Experiences led ad groups with 2,088 clicks (21.73% CTR), driven by the top keyword "thousand islands ny" with 1,032 clicks.
- Watertown led regional delivery with 1,623 clicks (nearly 21% of total volume), followed by Syracuse and New York.
- Traffic leaned toward female users (over 53% of clicks) and older travelers, with the 64+ age group generating nearly 27% of clicks.

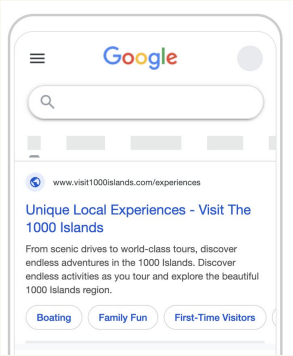
Ad group	Clicks	Impressions	CTR
Experiences	2,088	9,610	21.73%
Castles & Crui..	1,886	13,529	13.94%
Visit 1000 Isla..	1,273	8,654	14.71%
Events	1,199	5,396	22.22%
Places To Stay	991	7,709	12.86%

Age	Clicks
64+	26.89%
55-64	22.15%
null	21.91%

Gender	Clicks
Female	53.42%
Male	24.77%
Undetermined	21.81%

Metro area	Clicks	Impressions	Percentage of Clicks
Watertown NY	1,623	9,926	20.98%
Syracuse NY	963	6,006	12.45%
New York NY	800	5,478	10.34%
Rochester NY	725	3,840	9.37%
Buffalo NY	572	3,509	7.4%

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DEMAND GEN | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
1,034,196

Clicks
21,598

CTR
2.09%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	7,937	414,815	36.75%
Washington DC (Hagerstown ..	3,895	214,881	18.03%
Baltimore MD	2,452	129,198	11.35%
Boston MA-Manchester NH	1,536	68,354	7.11%
Dallas-Ft. Worth TX	1,374	44,230	6.36%
Detroit MI	975	26,046	4.51%
Philadelphia PA	703	28,599	3.25%
Pittsburgh PA	504	18,025	2.33%
Buffalo NY	500	22,978	2.32%
Albany-Schenectady-Troy NY	433	19,066	2%

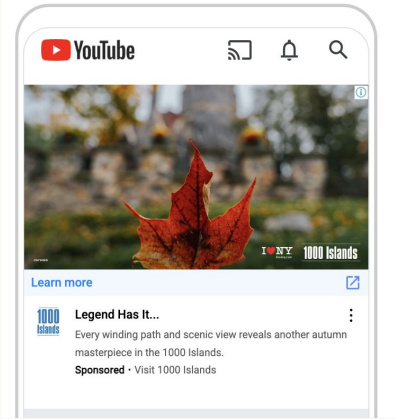
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Ad group	Clicks	Impressions	CTR
Core - Outdoor Travelers | F..	8,364	482,289	1.73%
Growth - Outdoor Travelers ..	4,804	248,516	1.93%
Core - Millennial Travelers | ..	3,319	120,983	2.74%
Growth - Family Travelers | ..	2,208	106,838	2.07%
Growth - Millennial Traveler..	1,686	59,171	2.85%

Gender	Clicks
Male	64%
Female	35.73%

Age	Clicks
35to44	42.34%
55to64	25.38%
45to54	16.19%

- The campaign delivered 21,598 clicks from 1,034,196 impressions at a 2.09% CTR.
- Outdoor Travelers drove the majority of volume across Core (8,364 clicks, 1.73% CTR) and Growth (4,804 clicks, 1.93% CTR), while Millennial Travelers delivered the highest efficiency at 2.74% CTR in Core and 2.85% CTR in Growth.
- New York, NY (36.75% of clicks) and Washington, DC (18.03%) led metro delivery, with traffic driven primarily by male users (64%) and the 35-44 age demographic (42.34%).



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PMAX | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
23,600

Clicks
3,173

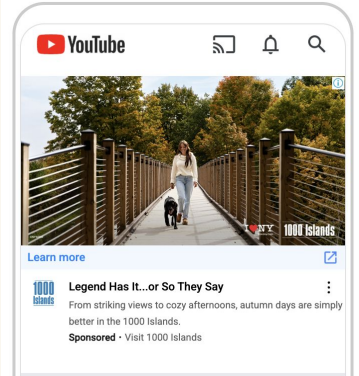
CTR
13.44%

Metro area	Clicks	Impressions	Percentage of Clicks
Washington DC (Hagerstown ...	153	2,471	4.82%
Detroit MI	101	2,051	3.18%
Rochester NY	79	363	2.49%
Dallas-Ft. Worth TX	79	1,616	2.49%
Buffalo NY	78	316	2.46%
New York NY	66	393	2.08%
Syracuse NY	63	333	1.99%
Baltimore MD	61	1,264	1.92%
Albany-Schenectady-Troy NY	44	180	1.39%
Philadelphia PA	31	175	0.98%

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Campaign	Clicks	Impressions	CTR
Visit 1000 Islands (DM-NYTHOU26) Google Performance Max - Growth	396	7,418	5.34%
Visit 1000 Islands (DM-NYTHOU26) Google Performance Max - Core	2,777	16,182	17.16%

- The campaign delivered 3,173 clicks from 23,600 impressions at an outstanding 13.44% CTR.
- Core Markets drove the majority of volume and efficiency with 2,777 clicks at a 17.16% CTR, while Growth Markets contributed 396 clicks at a 5.34% CTR.
- Washington, DC led metro delivery with 153 clicks (4.82% of clicks), followed by Detroit at 3.18%, with Rochester, Dallas-Ft. Worth, and Buffalo rounding out the top markets.



PROSPECTING | FACEBOOK

Sep 1, 2026 - Sep 30, 2026

Impressions	Clicks	CTR
91,635	3,561	3.89%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	1,254	31,840	35.21%
Philadelphia, PA	427	11,723	11.99%
Boston, MA	278	8,091	7.81%
Dallas-Ft. Worth, TX	194	4,721	5.45%
Buffalo, NY	168	4,178	4.72%
Detroit, MI	154	3,428	4.32%
Rochester, NY	149	3,424	4.18%
Syracuse, NY	144	3,450	4.04%
Washington, DC	133	3,209	3.73%
Pittsburgh, PA	130	3,711	3.65%

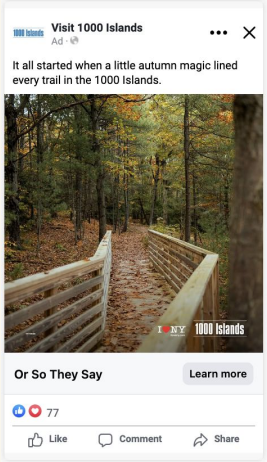
Gender	Link clicks
female	57.26%
male	41.79%
unknown	0.95%

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AdsetName	InlineLinkClicks	Impressions
Outdoor Travelers | Legend Has It | Core/FB ...	478	12,883
Outdoor Travelers | Legend Has It | Growth/...	476	9,235
Millennial Travelers | Legend Has It | Core/F...	303	7,504
Millennial Travelers | Legend Has It | Growth...	97	1,410

Age	Link clicks
55-64	37.29%
35-44	32.52%
45-54	17.05%
25-34	13.14%

- Outdoor Travelers drove the strongest response across ad sets, generating 954 combined link clicks split evenly between Core (478 clicks) and Growth (476 clicks), while Millennial Travelers contributed 400 total clicks.
- New York led all regional delivery with 1,254 clicks (over 35% of total volume), followed by Philadelphia with 427 clicks.
- Engagement leaned toward female users (over 57% of clicks), with the 55-64 (37.29%) and 35-44 (32.52%) age groups combining to drive nearly 70% of total volume.



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PROSPECTING | INSTAGRAM

Sep 1, 2026 - Sep 30, 2026

Impressions	Clicks	CTR
94,246	3,741	3.97%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	1,751	32,083	46.81%
Washington, DC	400	15,853	10.69%
Philadelphia, PA	375	7,708	10.02%
Dallas-Ft. Worth, TX	224	9,548	5.99%
Boston, MA	161	4,560	4.3%
Baltimore, MD	154	6,163	4.12%
Detroit, MI	134	6,028	3.58%
Albany-Schenectady, NY	86	1,661	2.3%
Buffalo, NY	86	1,762	2.3%
Wilkes Barre-Scranton, PA	76	2,423	2.03%

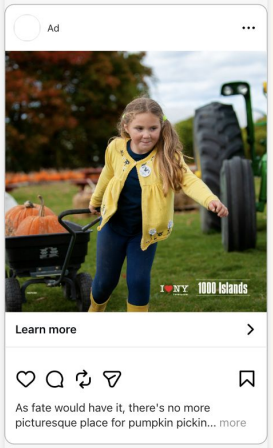
Gender	Link clicks
female	65.62%
male	33.2%
unknown	1.18%

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AdsetName	InlineLinkClicks	Impressions
Family Travelers | Legend Has It | Core/IG | F...	715	14,580
Family Travelers | Legend Has It | Growth/IG |...	226	10,060
Outdoor Travelers | Legend Has It | Core/IG | ...	212	3,785
Outdoor Travelers | Legend Has It | Growth/I...	173	5,900
Millennial Travelers | Legend Has It | Growth/...	0	11

Age	Link clicks
55-64	30.26%
35-44	24.33%
25-34	23.82%
45-54	21.6%

- Family Travelers drove the strongest response across ad sets, led by the Core segment with 715 inline link clicks across 14.5K+ impressions, followed by Growth at 226 clicks.
- New York led all regional delivery with 1,751 clicks (nearly 47% of total volume), followed by Washington, DC with 400 clicks.
- Engagement leaned heavily toward female users (nearly 66% of clicks) and mature travelers, with the 55–64 age group generating over 30% of total clicks.



REMARKETING | FACEBOOK

Sep 1, 2026 - Sep 30, 2026

Impressions	Clicks	CTR
51,276	1,645	3.21%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	393	13,180	23.89%
Philadelphia, PA	172	5,354	10.46%
Syracuse, NY	107	2,438	6.5%
Rochester, NY	92	2,441	5.59%
Buffalo, NY	91	2,837	5.53%
Boston, MA	81	2,624	4.92%
Wilkes Barre-Scranton, PA	78	2,676	4.74%
Albany-Schenectady, NY	54	1,956	3.28%
Washington, DC	47	1,813	2.86%
Dallas-Ft. Worth, TX	46	1,529	2.8%

Gender	Link clicks
female	69.48%
male	29.18%
unknown	1.34%

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AdsetName	InlineLinkClic...	Impressions
Family Traveler | RM | FB | TOS: 15+ seconds | ...	439	11,009
Millennial Traveler | RM | FB | TOS: 15+ second...	104	3,362
Outdoor Traveler | RM | FB | TOS: 15+ seconds ...	71	3,258

Age	Link clicks
55-64	53.13%
35-44	20.12%
45-54	19.88%
25-34	6.87%

- Family Traveler drove the strongest response among audience segments, generating 439 clicks across 11K+ impressions, outperforming Millennial (104 clicks) and Outdoor (71 clicks) audiences.
- New York led all regional delivery with 393 clicks (nearly 24% of total volume), followed by Philadelphia with 172 clicks.
- Engagement leaned heavily toward female users (over 69% of clicks) and older travelers, with the 55–64 age group generating more than 53% of total clicks.



REMARKETING | INSTAGRAM

Sep 1, 2026 - Sep 30, 2026

Impressions	Clicks	CTR
40,616	1,802	4.44%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	628	14,168	34.85%
Philadelphia, PA	230	4,232	12.76%
Boston, MA	144	2,522	7.99%
Washington, DC	89	2,665	4.94%
Rochester, NY	60	1,561	3.33%
Albany-Schenectady, NY	57	1,168	3.16%
Detroit, MI	49	1,095	2.72%
Syracuse, NY	46	1,423	2.55%
Wilkes Barre-Scranton, PA	46	964	2.55%
Dallas-Ft. Worth, TX	45	1,426	2.5%

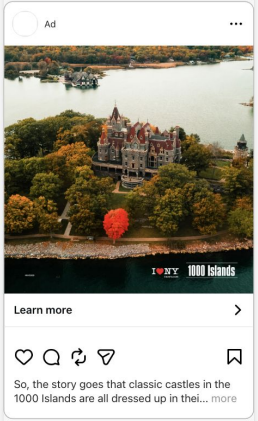
Gender	Link clicks
female	67.59%
male	31.35%
unknown	1.05%

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AdsetName	InlineLinkClicks	Impressions
Millennial Traveler | RM | IG | TOS: 15+ seconds...	355	7,261
Family Traveler | RM | IG | TOS: 15+ seconds | F...	156	3,706
Outdoor Traveler | RM | IG | TOS: 15+ seconds |...	74	2,270

Age	Link clicks
55-64	46.84%
45-54	19.31%
35-44	18.26%
25-34	15.59%

- Millennial Traveler drove the strongest response among audience segments, generating 355 inline link clicks across 7.2K+ impressions, followed by Family Traveler with 156 clicks and Outdoor Traveler with 74 clicks.
- New York led all regional delivery with 628 clicks (nearly 35% of total volume), followed by Philadelphia with 230 clicks and Boston with 144 clicks.
- Engagement leaned heavily toward female users (nearly 68% of clicks) and older travelers, with the 55-64 age group generating close to 47% of total clicks.



Voyage Beacon

VIDEO | FACEBOOK

Sep 1, 2026 - Sep 30, 2026

Impressions	Clicks	CTR
40,727	3,391	8.33%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	484	5,226	14.27%
Philadelphia, PA	359	3,467	10.59%
Dallas-Ft. Worth, TX	287	3,264	8.46%
Rochester, NY	254	3,543	7.49%
Buffalo, NY	245	3,472	7.23%
Detroit, MI	238	2,438	7.02%
Washington, DC	236	2,527	6.96%
Syracuse, NY	211	3,402	6.22%
Boston, MA	199	1,963	5.87%
Wilkes Barre-Scranton, PA	181	2,433	5.34%

Gender	Link clicks
female	69.21%
male	30.14%
unknown	0.65%

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AdsetName	InlineLinkClicks	Impressions
1000 Islands | Core - 70%	978	13,447
1000 Islands | Growth - 30%	380	4,805

Age	Link clicks
65+	67%
55-64	23.27%
45-54	6.07%
35-44	2.71%
25-34	0.86%

- Core Markets (70% of budget) drove the bulk of the volume with 978 clicks from 13.4K+ impressions, while Growth Markets (30% of budget) added 380 clicks.
- New York led all regional delivery with 484 clicks (over 14% of total volume), followed by Philadelphia with 359 clicks and Dallas-Ft. Worth with 287 clicks.
- Engagement leaned heavily toward female users (over 69% of clicks) and the 65+ age demographic (67% of clicks).



VIDEO | INSTAGRAM

Sep 1, 2026 - Sep 30, 2026

Impressions	Clicks	CTR
49,232	6,552	13.31%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	2,686	15,426	41%
Boston, MA	1,125	6,126	17.17%
Philadelphia, PA	941	5,569	14.36%
Washington, DC	243	5,158	3.71%
Pittsburgh, PA	237	1,583	3.62%
Dallas-Ft. Worth, TX	211	4,201	3.22%
Detroit, MI	160	3,034	2.44%
Rochester, NY	154	1,011	2.35%
Albany-Schenectady, NY	148	1,000	2.26%
Buffalo, NY	143	981	2.18%

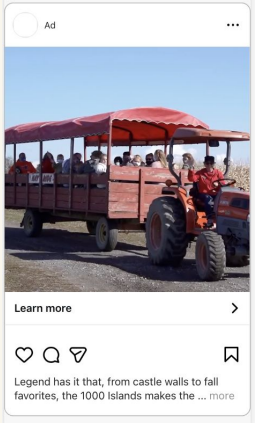
Gender	Link clicks
female	78.39%
male	20.42%
unknown	1.19%

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AdsetName	InlineLinkClicks	Impressions
1000 Islands | Core - 70%	2,077	12,465
1000 Islands | Growth - 30%	271	7,307

Age	Link clicks
65+	42.74%
55-64	25.02%
35-44	11.66%
45-54	10.88%

- Core Markets (70%) drove the bulk of ad set delivery with 2,077 inline link clicks across 12.4K+ impressions, while Growth Markets (30%) added 271 clicks.
- New York led all regional delivery with 2,686 clicks (41% of total volume), followed by Boston with 1,125 clicks and Philadelphia with 941 clicks.
- Engagement leaned heavily toward female users (over 78% of clicks) and older audiences, with the 65+ age demographic generating nearly 43% of clicks followed by ages 55-64 at 25%.



CTV | AZIRA

Sep 1, 2026 - Sep 30, 2026

Views
29,151

Impressions
29,399

View Rate
99.16%

Campaign	Impressions	Views	View Rate
1000 Islands CTV Targeting - Core Market	25,754	25,513	99.06%
1000 Islands CTV Targeting - Growth Market	3,645	3,638	99.81%



- The Azira CTV campaign delivered 29.1K+ views from 29.3K+ impressions this month.
- The CTV campaign drove exceptionally strong viewer retention with a 99.16% view rate, driven primarily by Core Markets (25.5K+ views).
- The top-performing DMAs this month were New York, Buffalo, Dallas-Ft. Worth, Philadelphia, and Boston.

INTERSTITIAL RETARGETING (US) | AZIRA

Sep 1, 2026 - Sep 30, 2026

Impressions
143,698

Clicks
1,520

CTR
1.06%

Campaign	Impressions	Clicks	CTR
1000 Islands Interstitial Retargeting - US	143,698	1,520	1.06%



- The Interstitial Retargeting (US) campaign delivered 1,520 clicks from 143.6K+ impressions at a 1.06% CTR, just shy of the 1.18% average.
- The top-performing locations this month were Dallas, Chicago, Fort Worth, Brooklyn, and Houston.

GOOGLE GRANT
PAID MEDIA

SEM (US) | GOOGLE GRANT

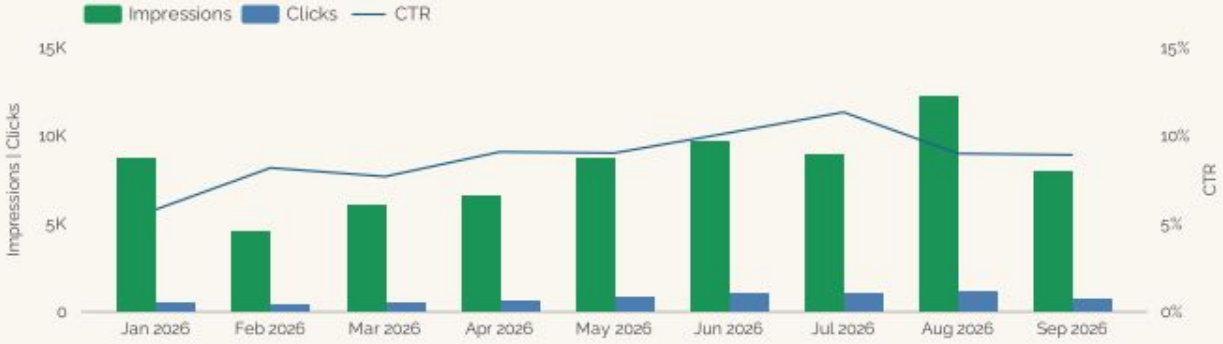
Sep 1, 2026 - Sep 30, 2026

Impressions
7,959

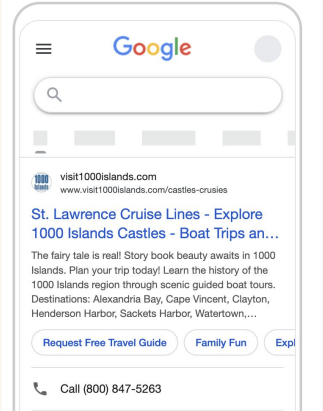
Clicks
706

CTR
8.87%

Date	Campaign	Impressions	Clicks	CTR	Spend
Sep 2026	Leisure Tourism - Google Grant SEM (US)	7,959	706	8.87%	$3,513
Aug 2026	Leisure Tourism - Google Grant SEM (US)	12,161	1,088	8.95%	$4,704
Jul 2026	Leisure Tourism - Google Grant SEM (US)	8,916	1,007	11.29%	$4,151
Jun 2026	Leisure Tourism - Google Grant SEM (US)	9,654	977	10.12%	$4,471
May 2026	Leisure Tourism - Google Grant SEM (US)	8,722	783	8.98%	$3,816
Apr 2026	Leisure Tourism - Google Grant SEM (US)	6,593	596	9.04%	$2,817
	Grand total	**73,255**	**6,488**	**8.86%**	**$31,439**



- The US Google Grant campaign generated 6,488 clicks from 73,255 impressions at an 8.86% CTR ($31K+ spend) this month.
- Campaign volume peaked in August with 1,088 clicks and 12.1K+ impressions, while September maintained steady delivery with 706 clicks at an 8.87% CTR.
- Engagement efficiency peaked in July, achieving a campaign-high 11.29% CTR across 8.9K+ impressions.



SEM (CANADA) | GOOGLE GRANT

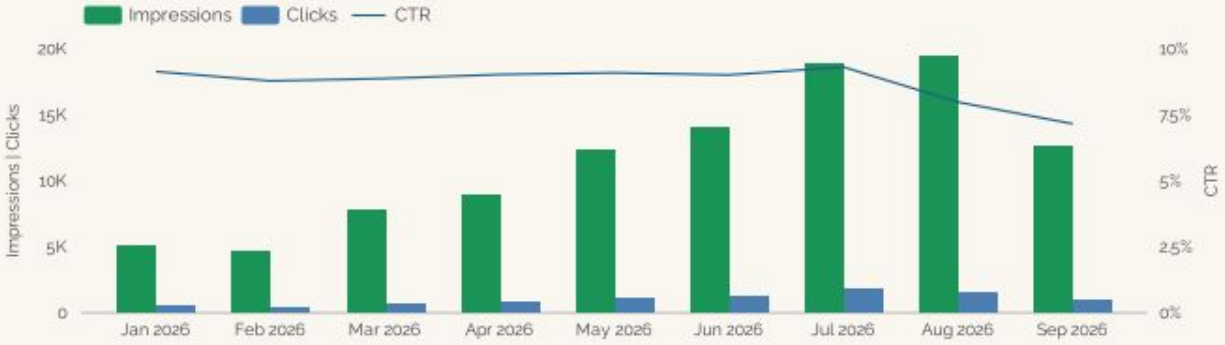
Sep 1, 2026 - Sep 30, 2026

Impressions
12,526

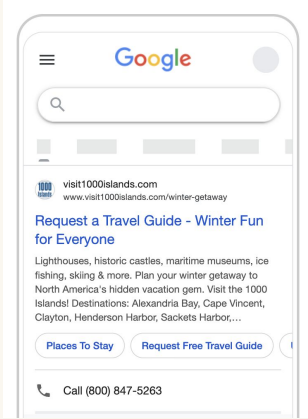
Clicks
893

CTR
7.13%

Date	Campaign	Impressions	Clicks	CTR	Spend
Sep 2026	Leisure Tourism - Google Grant SEM (CA)	12,526	893	7.13%	$3,449
Aug 2026	Leisure Tourism - Google Grant SEM (CA)	19,438	1,545	7.95%	$5,179
Jul 2026	Leisure Tourism - Google Grant SEM (CA)	18,847	1,748	9.27%	$6,125
Jun 2026	Leisure Tourism - Google Grant SEM (CA)	13,931	1,251	8.98%	$5,125
May 2026	Leisure Tourism - Google Grant SEM (CA)	12,306	1,115	9.06%	$4,731
Apr 2026	Leisure Tourism - Google Grant SEM (CA)	8,894	800	8.99%	$3,586
	Grand total	**103,333**	**8,899**	**8.61%**	**$35,869**



- September generated 893 clicks from 12,526 impressions at a 7.13% CTR, with creative featuring seasonal extension messaging
- YTD the Google Grant (Canada) campaign has generated 8,899 clicks from 103,333 impressions at an 8.61% CTR ($35K+ spend).
- Click volume and efficiency peaked in July with 1,748 clicks at a campaign-high 9.27% CTR, while August drove peak impressions at 19.4K+ (1,545 clicks).



Voyage Beacon

CANADA
PAID MEDIA

PAID MEDIA OVERVIEW
Last Month

Sep 1, 2026 - Sep 30, 2026

Google SEM	Google Demand Gen	Google Performance Max	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Retargeting (Interstitial)
Clicks 5,836	Clicks 8,848	Clicks 5,289	Clicks 4,076	Clicks 9,347	Views 6,470	Impressions 38,659
Impressions 38,314	Impressions 534,466	Impressions 32,514	Impressions 133,133	Impressions 237,355	Impressions 6,588	Clicks 912
CTR 15.23%	CTR 1.66%	CTR 16.27%	CTR 3.06%	CTR 3.94%	View Rate 98.21%	CTR 2.36%
Avg. CTR: 12.47%	Avg. CTR: 2.66%	Avg. CTR: 2.96%	Avg. CTR: 2.77%	Avg. CTR: 3.17%	Avg. VTR: 99.81%	Avg. CTR: 1.18%

Voyage Beacon

PAID MEDIA OVERVIEW
(YTD)

Jan 1, 2026 - Sep 30, 2026

Google SEM	Google Demand Gen	Google Performance Max	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Retargeting (Interstitial)
Clicks 40,863	Clicks 35,213	Clicks 23,739	Clicks 19,167	Clicks 33,006	Views 51,925	Impressions 212,330
Impressions 222,362	Impressions 1,866,451	Impressions 364,888	Impressions 949,698	Impressions 950,705	Impressions 52,130	Clicks 6,513
CTR 18.38%	CTR 1.89%	CTR 6.51%	CTR 2.02%	CTR 3.47%	View Rate 99.61%	CTR 3.07%
Avg. CTR: 12.47%	Avg. CTR: 2.66%	Avg. CTR: 2.96%	Avg. CTR: 2.77%	Avg. CTR: 3.17%	Avg. VTR: 99.81%	Avg. CTR: 1.18%

SEM LEISURE (CANADA) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
38,314

Clicks
5,836

CTR
15.23%

Search keyword	Clicks	Impressions	CTR
1000 islands excursions	971	6,136	15.82%
scenic cruises 1000 islands	408	2,637	15.47%
thousand islands cruises	386	2,026	19.05%
lunch cruises 1000 islands	363	2,760	13.15%
best campgrounds 1000 islan..	283	1,345	21.04%
things to do in 1000 islands	245	1,175	20.85%
1000 islands campgrounds	207	1,226	16.88%
thousand islands ny	206	1,552	13.27%
boldt castle tours	199	1,132	17.58%
boldt castle tickets	196	1,500	13.07%

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Ad group	Clicks	Impressions	CTR
Castles & Cruises	3,406	22,282	15.29%
Places To Stay	1,218	7,604	16.02%
Experiences	795	5,222	15.22%
Visit 1000 Islands	291	2,202	13.22%
Events	49	388	12.63%

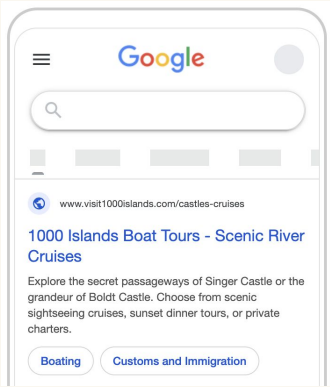
City	Clicks	Impressions	Percentage of Clicks
Toronto	611	4,093	10.47%
Ottawa	520	3,374	8.91%
Kingston	418	3,250	7.16%
Montreal	252	1,596	4.32%
Brampton	219	1,232	3.75%

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Age	Clicks
null	22.38%
55-64	17.24%
64+	16.31%

Gender	Clicks
Female	51.76%
Male	25.94%
Undetermined	22.29%

- The Canada SEM campaign had 5.8k+ clicks from 38.3k+ total impressions at a 15.23% CTR.
- Toronto and Ottawa led markets with 1.1k+ combined clicks (19.38% of traffic) while Castles & Cruises led ad group performance with 3.4k+ clicks.
- Female searchers drove 51.76% of clicks, while Places To Stay achieved a strong 16.02% CTR.



Voyage Beacon

DEMAND GEN (CANADA) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
534,466

Clicks
8,848

CTR
1.66%

City	Clicks	Impressions	Percentage of Clicks
Montreal	2,042	112,851	23.08%
Toronto	1,287	78,450	14.55%
Brampton	415	23,617	4.69%
Laval	315	17,840	3.56%
Ottawa	310	18,919	3.5%
Mississauga	297	19,143	3.36%
Hamilton	276	15,038	3.12%
Longueuil	203	11,602	2.29%
Vaughan	159	9,699	1.8%
Markham	134	9,688	1.51%

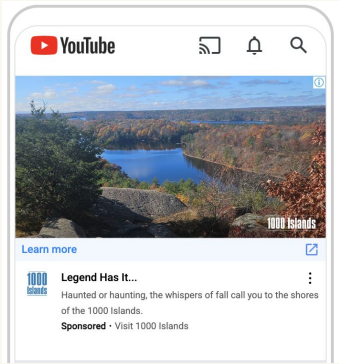
1 - 10 / 786

Ad group	Clicks	Impressions	CTR
Family Travelers | Fall 2026	4,124	260,284	1.58%
Millennial Travelers | Fall 20..	2,542	133,619	1.9%
Outdoor Travelers | Fall 2026	2,182	140,563	1.55%
Family Travelers | Spring/S..	0	0	0%
Millennial Travelers | Spring..	0	0	0%

Gender	Clicks
Male	57.8%
Female	41.65%
Undetermined	0.55%

Age	Clicks
35-44	53.64%
45-54	20.06%
25-34	17.24%

- The Demand Gen (Canada) campaign delivered 8,848 clicks from 534.4K+ impressions at a 1.66% CTR, led by Family Travelers | Fall 2026 with 4,124 clicks (1.58% CTR), followed by Millennial Travelers with 2,542 clicks (1.90% CTR) and Outdoor Travelers with 2,182 clicks (1.55% CTR).
- Montreal led all regional delivery with 2,042 clicks (23.08% of total volume), followed by Toronto with 1,287 clicks (14.55%) and Brampton with 415 clicks (4.69%).
- Engagement leaned toward male users at 57.80% of clicks (vs. 41.65% female), with the 35–44 age demographic representing the majority share at 53.64% of clicks, followed by ages 45–54 at 20.06% and 25–34 at 17.24%.



PMAX (CANADA) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
32,514

Clicks
5,289

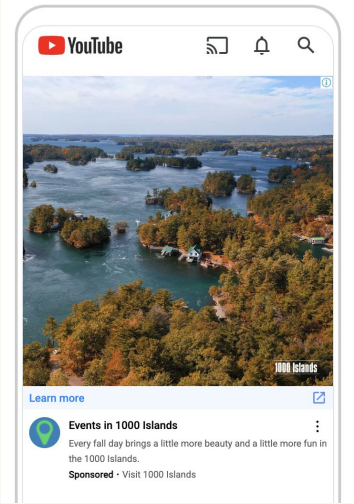
CTR
16.27%

City	Clicks	Impressions	Percentage of Clicks
Ottawa	653	4,251	12.35%
Toronto	522	3,312	9.87%
Prescott	302	1,951	5.71%
Montreal	217	1,346	4.1%
Morrisburg	213	1,662	4.03%
Hamilton	172	777	3.25%
Schomberg	153	906	2.89%
Mississauga	97	585	1.83%

1 - 100 / 282

Campaign	Clicks	Impressions	CTR
Visit 1000 Islands (DM-NYTHOU26) Google Performance Max	Canada	5,289	32,514	16.27%

- The campaign delivered 5,289 clicks from 32,514 impressions at an outstanding 16.27% CTR.
- Ottawa led all geographic markets with 653 clicks (12.35% of total volume), followed by Toronto with 522 clicks (9.87%).
- Prescott (302 clicks), Montreal (217 clicks), and Morrisburg (213 clicks) rounded out the top five Canadian markets.



INTERSTITIAL RETARGETING (CANADA) | AZIRA

Sep 1, 2026 - Sep 30, 2026

Impressions
38,659

Clicks
912

CTR
2.36%

Campaign	Impressions	Clicks	CTR
1000 Islands Interstitial Retargeting - Canada	38,659	912	2.36%



- The Azira Interstitial Retargeting (Canada) campaign delivered 912 clicks from 38.6K+ impressions, resulting in a 2.36% CTR that significantly exceeded the 1.18% KHM benchmark.
- The top-performing locations this month were Calgary, Toronto, Edmonton, Winnipeg, and Victoria.

CTV (CANADA) | AZIRA

Sep 1, 2026 - Sep 30, 2026

Views
6,470

Impressions
6,588

View Rate
98.21%

Campaign	Impressions	Views	View Rate
1000 Islands CTV Targeting - Core Market CAN	6,588	6,470	98.21%



- The Azira CTV (Canada) campaign delivered 6,470 views from 6,588 impressions across September.
- The CTV effort demonstrated exceptionally high viewer retention with a 98.21% view rate, reflecting minimal drop-off and strong completion across Canadian core market households.
- The top-performing locations this month were Toronto, Montreal, Ottawa, Brampton, and Mississauga.

PROSPECTING (CANADA) | META

Sep 1, 2026 - Sep 30, 2026

Impressions	Clicks	CTR
133,133	4,076	3.06%

	Region	Link clicks	Impressions	Percentage of Link Clicks
1.	Ontario	3,040	100,406	74.58%
2.	Quebec	1,028	32,484	25.22%

Gender	Link clicks
female	71.07%
male	27.38%
unknown	1.55%

AdsetName	InlineLinkClicks	Impressions
Family Travelers | Fall 2026	824	25,267
Millennial Travelers | Fall 20..	371	16,550
Outdoor Travelers | Fall 2026	108	4,669

Age	Link clicks
55-64	34.15%
35-44	28.61%
45-54	27.18%
25-34	10.06%
Unknown	null

- Family Travelers led audience engagement with 824 clicks across 25.2K+ impressions, followed by Millennial Travelers (371 clicks) and Outdoor Travelers (108 clicks).
- Ontario drove the vast majority of delivery with 3,040 clicks (nearly 75% of total volume), followed by Quebec with 1,028 clicks (25.22%).
- Engagement leaned heavily toward female users (over 71% of clicks), with the 55–64 (34.15%) and 35–44 (28.61%) age groups driving the majority of response.



REMARKETING (CANADA) | META

Sep 1, 2026 - Sep 30, 2026

Impressions	Clicks	CTR
237,355	9,347	3.94%

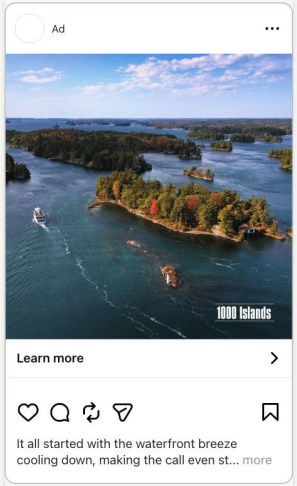
	Region	Link clicks	Impressions	Percentage of Link Clicks
1.	Ontario	6,504	158,568	69.58%
2.	Quebec	2,833	78,550	30.31%

Gender	Link clicks
male	62.97%
female	34.91%
unknown	2.12%

AdsetName	InlineLinkClicks	Impressions
Outdoor Traveler | RM | Fall 2026	3,013	82,142
Family Traveler | RM | Fall 2026	112	1,434
Millennial Traveler | RM | Fall 20...	0	10

Age	Link clicks
55-64	46.2%
45-54	29.04%
35-44	17.43%
25-34	7.34%
Unknown	null

- Outdoor Traveler drove the primary volume among ad sets with 3,013 inline link clicks across 82.1K+ impressions, followed by Family Traveler with 112 clicks.
- Ontario led all regional delivery with 6,504 clicks (nearly 70% of total volume), followed by Quebec with 2,833 clicks (30.31%).
- Engagement leaned heavily toward male users (nearly 63% of clicks), with the 55–64 (46.2%) and 45–54 (29.04%) age groups combining to drive over 75% of total response.



CO-OP
PAID MEDIA

DEMAND GEN (ALEXANDRIA BAY) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
374,352

Clicks
6,354

CTR
1.70%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	3,539	216,779	55.7%
Philadelphia PA	975	56,285	15.34%
Boston MA-Manchester NH	599	36,318	9.43%
Albany-Schenectady-Troy NY	249	12,352	3.92%
Pittsburgh PA	242	12,464	3.81%
Buffalo NY	218	12,571	3.43%
Wilkes Barre-Scranton PA	171	8,382	2.69%
Syracuse NY	126	7,095	1.98%
Rochester NY	118	6,399	1.86%
Burlington VT-Plattsburgh NY	57	2,455	0.9%

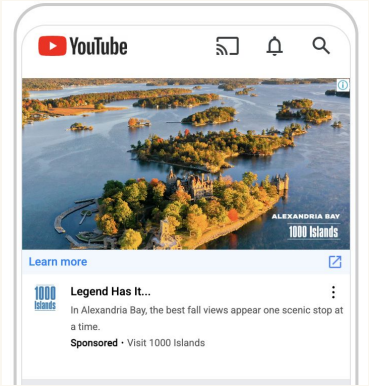
1 - 10 / 12

Ad group	Clicks	Impressions	CTR
Alexandria Bay	6,354	374,352	1.7%

Gender	Clicks
Male	65.39%
Female	34.61%

Age	Clicks
55-64	29.7%
35-44	28.45%
45-54	25.7%

- The Alexandria Bay campaign delivered 6,354 clicks from 374.3K+ impressions at a 1.70% CTR.
- New York led regional delivery with 3,539 clicks (nearly 56% of total volume), followed by Philadelphia with 975 clicks and Boston with 599 clicks.
- Engagement leaned heavily toward male users (over 65% of clicks), with the 55–64 (29.7%) and 35–44 (28.45%) age brackets driving the largest audience shares.



PROSPECTING (ALEXANDRIA BAY) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
29,720

Clicks
839

CTR
2.82%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	304	9,070	36.23%
Philadelphia, PA	151	4,783	18%
Boston, MA	115	3,296	13.71%
Pittsburgh, PA	70	1,798	8.34%
Wilkes Barre-Scranton, PA	38	1,633	4.53%
Rochester, NY	34	1,700	4.05%
Buffalo, NY	32	1,863	3.81%
Albany-Schenectady, NY	31	1,388	3.69%
Syracuse, NY	27	1,833	3.22%
Burlington-Plattsburgh, VT-NY	21	959	2.5%

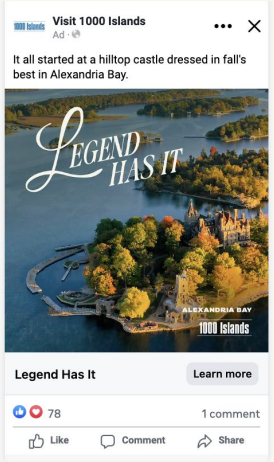
Gender	Link clicks
female	73.06%
male	25.39%
unknown	1.55%

1 - 10 / 12

AdsetName	InlineLinkClicks	Impressions
Alexandria Bay | Clicks | Fall 20...	257	11,057

Age	Link clicks
55-64	40.64%
45-54	25.63%
35-44	21.93%
25-34	11.8%

- The Alexandria Bay prospecting campaign delivered 839 clicks from 29.7K+ impressions at a 2.82% CTR, led by the Fall 2026 ad set with 257 inline link clicks across 11K+ impressions.
- New York led all regional delivery with 304 clicks (over 36% of total volume), followed by Philadelphia with 151 clicks and Boston with 115 clicks.
- Engagement leaned heavily toward female users (over 73% of clicks), with the 55–64 (40.64%) and 45–54 (25.63%) age groups combining to drive over 66% of total response.



DEMAND GEN (ANGEL ROCK) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
296,391

Clicks
9,741

CTR
3.29%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	5,369	162,470	55.12%
Philadelphia PA	2,128	63,424	21.85%
Boston MA-Manchester NH	1,227	37,465	12.6%
Pittsburgh PA	242	7,099	2.48%
Buffalo NY	224	6,766	2.3%
Wilkes Barre-Scranton PA	154	5,429	1.58%
Albany-Schenectady-Troy NY	122	4,040	1.25%
Rochester NY	119	3,385	1.22%
Syracuse NY	97	3,745	1%
Binghamton NY	23	727	0.24%

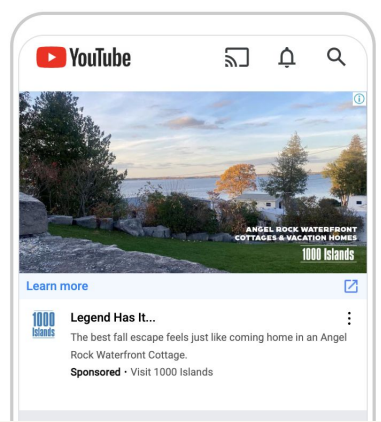
1 - 10 / 12

Ad group	Clicks	Impressions	CTR
Angel Rock	9,708	294,526	3.3%
Angel Rock | Video	33	1,865	1.77%
Angel Rock #2	0	0	0%

Gender	Clicks
Undetermined	98.16%
Male	1.02%
Female	0.82%

Age	Clicks
null	98.19%
64+	0.68%
25-34	0.31%

- The Angel Rock campaign delivered 9,741 clicks from 296.3K+ impressions at a 3.29% CTR, led overwhelmingly by the core Angel Rock ad group (9,708 clicks).
- New York led all regional delivery with 5,369 clicks (over 55% of total volume), capturing the majority of campaign engagement.
- Philadelphia (2,128 clicks / 21.85%) and Boston (1,227 clicks / 12.60%) provided strong secondary reach, combining for over 34% of total clicks.



PROSPECTING (ANGEL ROCK) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
63,443

Clicks
1,441

CTR
2.27%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	323	14,675	22.42%
Philadelphia, PA	223	8,751	15.48%
Boston, MA	143	5,931	9.92%
Rochester, NY	139	5,489	9.65%
Buffalo, NY	114	5,504	7.91%
Syracuse, NY	112	5,030	7.77%
Pittsburgh, PA	96	4,413	6.66%
Wilkes Barre-Scranton, PA	92	4,364	6.38%
Albany-Schenectady, NY	84	3,808	5.83%
Binghamton, NY	45	1,935	3.12%

Gender	Link clicks
female	75.09%
male	23.8%
unknown	1.11%

1 - 10 / 12

AdsetName	InlineLinkClicks	Impressions
Angel Rock | Fall 2026	517	23,463

Age	Link clicks
55-64	62.04%
45-54	18.6%
25-34	10.69%
35-44	8.67%

- The Angel Rock prospecting campaign delivered 1,441 clicks from 63.4K+ impressions at a 2.27% CTR, led by the Angel Rock | Fall 2026 ad set with 517 inline link clicks across 23.4K+ impressions.
- New York led regional delivery with 323 clicks (over 22% of total volume), followed by Philadelphia with 223 clicks and Boston with 143 clicks.
- Engagement leaned heavily toward female users (over 75% of clicks), with the 55–64 age demographic driving the vast majority of response at 62.04% of clicks, followed by ages 45–54 at 18.6%.



Voyage Beacon

DEMAND GEN (BOLDT CASTLE) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
317,070

Clicks
8,870

CTR
2.80%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	4,666	162,107	52.6%
Philadelphia PA	1,780	64,180	20.07%
Boston MA-Manchester NH	1,061	38,894	11.96%
Pittsburgh PA	252	9,806	2.84%
Buffalo NY	244	10,497	2.75%
Syracuse NY	203	6,239	2.29%
Wilkes Barre-Scranton PA	185	7,023	2.09%
Albany-Schenectady-Troy NY	183	7,179	2.06%
Rochester NY	155	5,849	1.75%
Burlington VT-Plattsburgh NY	74	2,350	0.83%

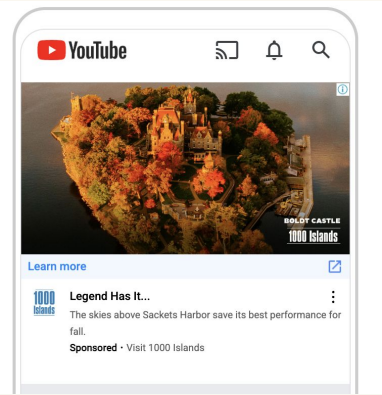
1 - 10 / 12

Ad group	Clicks	Impressions	CTR
Boldt Castle	8,870	317,070	2.8%

Gender	Clicks
Undetermined	91.04%
Male	4.7%
Female	4.26%

Age	Clicks
null	90.96%
64+	6.02%
55-64	1.25%

- The Boldt Castle campaign delivered 8,870 clicks from 317K+ impressions at a 2.80% CTR, driven by the dedicated Boldt Castle ad group.
- New York led all regional delivery with 4,666 clicks (over 52% of total volume), driving the majority of campaign engagement.
- Philadelphia (1,780 clicks / 20.07%) and Boston (1,061 clicks / 11.96%) provided strong secondary reach, combining for over 32% of total clicks.



Voyage Beacon

PROSPECTING (BOLDT CASTLE) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
83,955

Clicks
2,058

CTR
2.45%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	365	14,226	17.74%
Philadelphia, PA	283	9,897	13.75%
Buffalo, NY	208	9,067	10.11%
Boston, MA	207	7,634	10.06%
Rochester, NY	166	7,198	8.07%
Syracuse, NY	156	7,277	7.58%
Wilkes Barre-Scranton, PA	156	6,127	7.58%
Albany-Schenectady, NY	130	5,912	6.32%
Pittsburgh, PA	128	5,955	6.22%
Burlington-Plattsburgh, VT-NY	106	4,209	5.15%

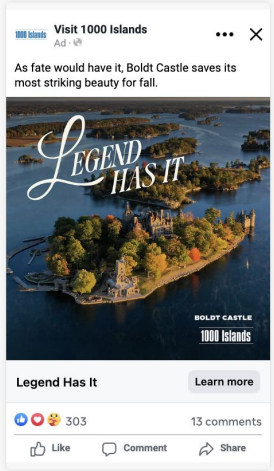
Gender	Link clicks
female	59.14%
male	39.7%
unknown	1.17%

1 - 10 / 13

AdsetName	InlineLinkClicks	Impressions
Boldt Castle | Fall 2026	630	26,827

Age	Link clicks
55-64	50.49%
45-54	28.57%
35-44	16.57%
25-34	4.37%
Unknown	null

- The Boldt Castle prospecting campaign delivered 2,058 clicks from 83.9K+ impressions at a 2.45% CTR, led by the Boldt Castle | Fall 2026 ad set with 630 inline link clicks across 26.8K+ impressions.
- New York led regional delivery with 365 clicks (17.74% of total volume), followed by Philadelphia with 283 clicks and Buffalo with 208 clicks.
- Engagement leaned toward female users (over 59% of clicks), with the 55–64 age demographic driving half of all response at 50.49% of clicks, followed by ages 45–54 at 28.57%.



Voyage Beacon

DEMAND GEN (CAPE VINCENT) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
156,057

Clicks
5,296

CTR
3.39%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	3,162	105,412	59.71%
Philadelphia PA	750	21,994	14.16%
Boston MA-Manchester NH	449	10,307	8.48%
Pittsburgh PA	223	3,249	4.21%
Albany-Schenectady-Troy NY	194	4,381	3.66%
Buffalo NY	149	3,382	2.81%
Wilkes Barre-Scranton PA	114	2,320	2.15%
Syracuse NY	94	2,301	1.77%
Rochester NY	66	1,390	1.25%
Burlington VT-Plattsburgh NY	39	435	0.74%

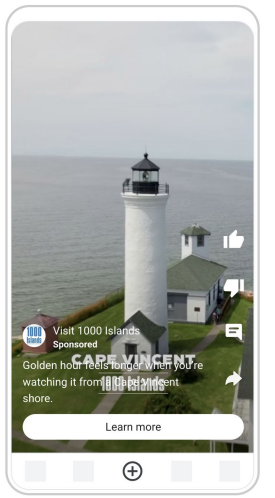
1 - 10 / 12

Ad group	Clicks	Impressions	CTR
Cape Vincent	5,296	156,057	3.39%

Gender	Clicks
Male	67.41%
Female	32.59%

Age	Clicks
55-64	49.7%
45-54	18.16%
25-34	16.14%

- The Cape Vincent campaign delivered 5,296 clicks from 156K+ impressions at a 3.39% CTR, driven by the dedicated Cape Vincent ad group.
- New York led all regional delivery with 3,162 clicks (nearly 60% of total volume), followed by Philadelphia with 750 clicks and Boston with 449 clicks.
- Engagement leaned heavily toward male users (over 67% of clicks), with the 55–64 age demographic driving half of all response at 49.7% of clicks, followed by ages 45–54 at 18.16%.



PROSPECTING (CAPE VINCENT) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
48,037

Clicks
876

CTR
1.82%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	269	14,553	30.71%
Philadelphia, PA	131	7,134	14.95%
Boston, MA	106	5,068	12.1%
Buffalo, NY	68	3,694	7.76%
Pittsburgh, PA	56	3,812	6.39%
Rochester, NY	54	2,703	6.16%
Wilkes Barre-Scranton, PA	49	2,433	5.59%
Albany-Schenectady, NY	46	2,615	5.25%
Syracuse, NY	43	2,450	4.91%
Utica-Rome, NY	21	1,144	2.4%

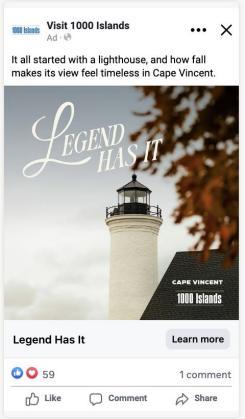
Gender	Link clicks
female	52.63%
male	46.92%
unknown	0.46%

1 - 10 / 12

AdsetName	InlineLinkClicks	Impressions
Cape Vincent | Fall 2026	302	16,731

Age	Link clicks
55-64	44.98%
45-54	21.58%
25-34	17.35%
35-44	16.1%

- The Cape Vincent prospecting campaign delivered 876 clicks from 48K+ impressions at a 1.82% CTR, led by the Cape Vincent | Fall 2026 ad set with 302 inline link clicks across 16.7K+ impressions.
- New York led regional delivery with 269 clicks (over 30% of total volume), followed by Philadelphia with 131 clicks and Boston with 106 clicks.
- Engagement leaned toward female users (over 52% of clicks), with the 55–64 age demographic driving the largest share at 44.98% of clicks, followed by ages 45–54 at 21.58%.



Voyage Beacon

DEMAND GEN (CITY CRUISES) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
377,645

Clicks
6,380

CTR
1.69%

City	Clicks	Impressions	Percentage of Clicks
Montreal	2,461	139,909	38.57%
Toronto	1,115	72,365	17.48%
Ottawa	174	10,791	2.73%
Markham	161	9,163	2.52%
Mississauga	157	8,730	2.46%
Vaughan	137	9,329	2.15%
Hamilton	127	6,280	1.99%
Brampton	95	6,977	1.49%
Richmond Hill	91	4,914	1.43%
Laval	86	5,151	1.35%

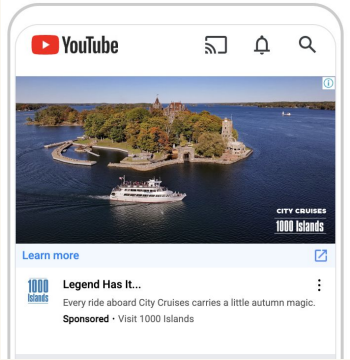
1 - 10 / 1316

Ad group	Clicks	Impressions	CTR
City Cruises	6,380	377,645	1.69%

Gender	Clicks
Male	61.27%
Female	38.73%
Undetermi..	0%

Age	Clicks
55-64	35.39%
45-54	24.2%
35-44	21.94%

- The City Cruises campaign delivered 6,380 clicks from 377.6K+ impressions at a 1.69% CTR.
- Montreal led all regional delivery with 2,461 clicks (over 38% of total volume), followed by Toronto with 1,115 clicks (17.48%) and Ottawa with 174 clicks.
- Engagement leaned heavily toward male users (over 61% of clicks), with the 55–64 age demographic representing the largest share at 35.39% of clicks, followed by ages 45–54 at 24.2%.



PROSPECTING (CITY CRUISES) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
101,244

Clicks
2,206

CTR
2.18%

	Region	Link clicks	Impressions	Percentage of Link Clicks
1.	Ontario	1,654	76,884	74.98%
2.	Quebec	402	20,091	18.22%
3.	New York	80	2,362	3.63%
4.	New Jersey	21	528	0.95%
5.	Pennsylvania	20	826	0.91%
6.	Massachusetts	11	238	0.5%
7.	New Hampshi..	7	123	0.32%
8.	Vermont	4	60	0.18%
9.	Delaware	4	68	0.18%
1..	Connecticut	2	51	0.09%
1..	Unknown	1	3	0.05%

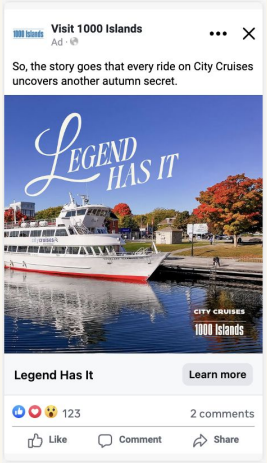
1 - 13 / 13

Gender	Link clicks
female	62.42%
male	35.58%
unknown	1.99%

AdsetName	InlineLinkClicks	Impressions
City Cruises | Fall 2026	785	36,470

Age	Link clicks
55-64	50.41%
45-54	21.49%
35-44	14.96%
25-34	13.15%
Unknown	null

- The City Cruises prospecting campaign delivered 2,206 clicks from 101.2K+ impressions at a 2.18% CTR, led by the City Cruises | Fall 2026 ad set with 785 clicks across 36.4K+ impressions.
- Ontario led all regional delivery with 1,654 clicks (nearly 75% of total volume), followed by Quebec with 402 clicks (18.22%) and New York with 80 clicks.
- Engagement leaned heavily toward female users (over 62% of clicks), with the 55–64 age demographic driving half of all response at 50.41% of clicks, followed by ages 45–54 at 21.49%.



Voyage Beacon

DEMAND GEN (CLAYTON/ROCK ISLAND) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
207,862

Clicks
5,363

CTR
2.58%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	3,220	126,903	60.04%
Philadelphia PA	750	29,876	13.98%
Boston MA-Manchester NH	488	17,879	9.1%
Pittsburgh PA	176	5,915	3.28%
Albany-Schenectady-Troy NY	175	6,817	3.26%
Buffalo NY	158	6,241	2.95%
Wilkes Barre-Scranton PA	108	4,080	2.01%
Syracuse NY	102	3,810	1.9%
Rochester NY	81	2,976	1.51%
Burlington VT-Plattsburgh NY	54	1,468	1.01%

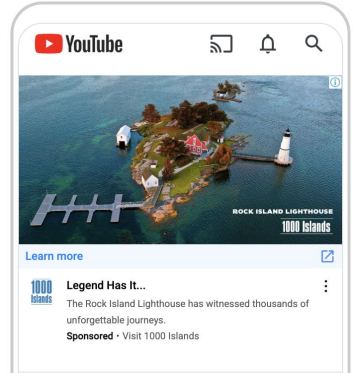
1 - 10 / 12

Ad group	Clicks	Impressions	CTR
Clayton Island Tours	3,346	125,816	2.66%
Rock Island Lighthouse	2,017	82,046	2.46%

Gender	Clicks
Male	68.97%
Female	31.03%
Undetermi..	0%

Age	Clicks
55-64	40.41%
45-54	23.03%
35-44	20.9%

- The Clayton/Rock Island campaign delivered 5,363 clicks from 207.8K+ impressions at a 2.58% CTR, led by Clayton Island Tours with 3,346 clicks (2.66% CTR) outpacing Rock Island Lighthouse with 2,017 clicks (2.46% CTR).
- New York led all regional delivery with 3,220 clicks (over 60% of total volume), followed by Philadelphia with 750 clicks (13.98%) and Boston with 488 clicks (9.1%).
- Engagement leaned heavily toward male users (nearly 69% of clicks), with the 55–64 age demographic representing the largest share at 40.41% of clicks, followed by ages 45–54 at 23.03%.



PROSPECTING (CLAYTON/ROCK ISLAND) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
68,424

Clicks
1,319

CTR
1.93%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	284	15,090	21.53%
Boston, MA	198	8,304	15.01%
Philadelphia, PA	179	9,121	13.57%
Rochester, NY	101	5,414	7.66%
Buffalo, NY	101	5,643	7.66%
Syracuse, NY	100	5,423	7.58%
Pittsburgh, PA	93	5,105	7.05%
Albany-Schenectady, NY	69	3,828	5.23%
Wilkes Barre-Scranton, PA	67	4,228	5.08%
Utica-Rome, NY	50	1,975	3.79%

Gender	Link clicks
female	55.57%
male	43.21%
unknown	1.21%

1 - 10 / 12

AdsetName	InlineLinkClicks	Impressions
Rock Island | Fall 2026	280	14,279
Clayton Island Tours | Fall 20..	169	7,467

Age	Link clicks
55-64	56.56%
45-54	22.14%
35-44	12.28%
25-34	9.02%

- The Clayton/Rock Island prospecting campaign delivered 1,319 clicks from 68.4K+ impressions at a 1.93% CTR, led by the Rock Island | Fall 2026 ad set with 280 inline link clicks across 14.2K+ impressions, followed by Clayton Island Tours with 169 clicks.
- New York led regional delivery with 284 clicks (21.53% of total volume), followed by Boston with 198 clicks (15.01%) and Philadelphia with 179 clicks (13.57%).
- Engagement leaned toward female users (over 55% of clicks), with the 55–64 age demographic driving over half of all response at 56.56% of clicks, followed by ages 45–54 at 22.14%.



Voyage Beacon

DEMAND GEN (ROCKPORT CRUISES) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
609,603

Clicks
12,435

CTR
2.04%

City	Clicks	Impressions	Percentage of Clicks
Toronto	3,099	148,257	24.92%
Montreal	1,728	89,452	13.9%
Ottawa	922	42,626	7.41%
Brampton	875	43,937	7.04%
Mississauga	534	28,030	4.29%
Hamilton	444	22,431	3.57%
Windsor	373	16,208	3%
Kitchener	289	13,478	2.32%
Vaughan	206	10,926	1.66%
Oshawa	145	8,637	1.17%

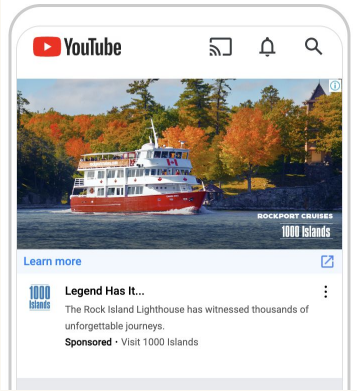
1 - 10 / 1963

Ad group	Clicks	Impressions	CTR
Rockport Cruises	12,435	609,603	2.04%

Gender	Clicks
Undetermined	70.05%
Male	16.93%
Female	13.02%

Age	Clicks
null	69.67%
64+	12.85%
25-34	5.68%

- The Rockport Cruises campaign delivered 12,435 clicks from 609.6K+ impressions at a 2.04% CTR, driven by the dedicated Rockport Cruises ad group.
- Toronto led all regional delivery with 3,099 clicks (nearly 25% of total volume), followed by Montreal with 1,728 clicks (13.9%) and Ottawa with 922 clicks (7.41%).
- Among identified audiences, engagement leaned toward male users (16.93% of clicks), with the 64+ age demographic representing the largest share at 12.85% of clicks, followed by ages 25–34 at 5.68%.



PROSPECTING (ROCKPORT CRUISES) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
80,576

Clicks
1,970

CTR
2.44%

	Region	Link clicks	Impressions	Percentage of Link Clicks
1.	Ontario	1,227	50,548	62.28%
2.	Quebec	511	23,077	25.94%
3.	New York	128	3,782	6.5%
4.	New Jersey	42	1,187	2.13%
5.	Pennsylvania	27	1,066	1.37%
6.	Massachusetts	21	445	1.07%
7.	Vermont	5	114	0.25%
8.	New Hampshi...	3	172	0.15%
9.	Unknown	2	0	0.1%
1...	Connecticut	2	108	0.1%
1...	Maryland	1	2	0.05%

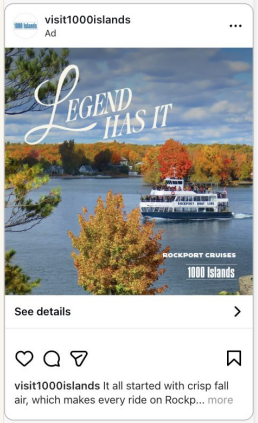
1 - 13 / 13

Gender	Link clicks
female	73.96%
male	24.72%
unknown	1.32%

AdsetName	InlineLinkClicks	Impressions
Rockport Cruises | Fall 20...	728	33,157

Age	Link clicks
55-64	42.49%
45-54	23.3%
35-44	20.1%
25-34	14.11%
Unknown	null

- The Rockport Cruises prospecting campaign delivered 1,970 clicks from 80.5K+ impressions at a 2.44% CTR, led by the Rockport Cruises | Fall 2026 ad set with 728 inline link clicks across 33.1K+ impressions.
- Ontario led all regional delivery with 1,227 clicks (over 62% of total volume), followed by Quebec with 511 clicks (25.94%) and New York with 128 clicks (6.5%).
- Engagement leaned heavily toward female users (nearly 74% of clicks), with the 55–64 age demographic leading audience response, followed by the 45–54 segment.



Voyage Beacon

DEMAND GEN (SACKETS HARBOR) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
366,205

Clicks
5,994

CTR
1.64%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	3,378	201,972	56.36%
Philadelphia PA	905	58,155	15.1%
Boston MA-Manchester NH	564	37,549	9.41%
Pittsburgh PA	254	15,449	4.24%
Albany-Schenectady-Troy NY	198	12,080	3.3%
Wilkes Barre-Scranton PA	192	9,523	3.2%
Buffalo NY	171	11,866	2.85%
Syracuse NY	132	7,399	2.2%
Rochester NY	85	6,345	1.42%
Burlington VT-Plattsburgh NY	64	2,719	1.07%

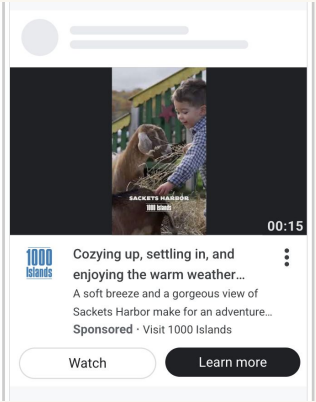
1 - 10 / 12

Ad group	Clicks	Impressions	CTR
Sackets Harbor	5,994	366,205	1.64%

Gender	Clicks
Male	76.06%
Female	23.94%

Age	Clicks
35-44	31.65%
45-54	26.08%
55-64	23.24%

- The Sackets Harbor campaign delivered 5,994 clicks from 366.2K+ impressions at a 1.64% CTR, driven by the dedicated Sackets Harbor ad group.
- New York led all regional delivery with 3,378 clicks (over 56% of total volume), followed by Philadelphia with 905 clicks (15.1%) and Boston with 564 clicks (9.41%).
- Engagement leaned heavily toward male users (over 76% of clicks), with the 35–44 age demographic representing the largest share at 31.65% of clicks, followed by ages 45–54 at 26.08% and 55–64 at 23.24%.



Voyage Beacon

PROSPECTING (SACKETS HARBOR) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
49,852

Clicks
2,036

CTR
4.08%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	351	8,367	17.24%
Rochester, NY	241	5,691	11.84%
Philadelphia, PA	238	5,521	11.69%
Boston, MA	215	3,960	10.56%
Buffalo, NY	203	5,465	9.97%
Syracuse, NY	197	5,279	9.68%
Wilkes Barre-Scranton, PA	143	3,235	7.02%
Pittsburgh, PA	135	3,175	6.63%
Albany-Schenectady, NY	117	3,388	5.75%
Burlington-Plattsburgh, VT-NY	77	1,834	3.78%

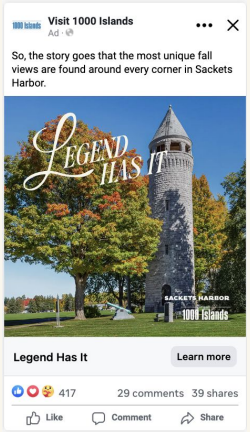
Gender	Link clicks
female	77.65%
male	20.92%
unknown	1.42%

1 - 10 / 12

AdsetName	InlineLinkClicks	Impressions
Sackets Harbor | Fall 202...	705	16,356

Age	Link clicks
65+	85.66%
55-64	10.12%
45-54	2.26%
35-44	1.33%
25-34	0.64%

- The Sackets Harbor prospecting campaign delivered 2,036 clicks from 49.8K+ impressions a a 4.08% CTR, led by the Sackets Harbor | Fall 2026 ad set with 705 inline link clicks across 16.3K+ impressions.
- New York led regional delivery with 351 clicks (17.24% of total volume), followed by Rochester with 241 clicks (11.84%) and Philadelphia with 238 clicks (11.69%).
- Engagement leaned heavily toward female users (nearly 78% of clicks), with the 65+ age demographic dominating response at 85.66% of clicks, followed by ages 55–64 at 10.12%.



Voyage Beacon

DEMAND GEN (UNCLE SAM BOAT TOURS) | GOOGLE

Sep 1, 2026 - Sep 30, 2026

Impressions
281,933

Clicks
5,795

CTR
2.06%

Metro area	Clicks	Impressions	Percentage of Clicks
New York NY	3,381	193,978	58.34%
Philadelphia PA	728	35,293	12.56%
Boston MA-Manchester NH	581	21,679	10.03%
Pittsburgh PA	238	4,474	4.11%
Buffalo NY	204	6,393	3.52%
Albany-Schenectady-Troy NY	192	6,979	3.31%
Wilkes Barre-Scranton PA	133	3,381	2.3%
Syracuse NY	123	4,210	2.12%
Rochester NY	91	3,132	1.57%
Burlington VT-Plattsburgh NY	58	794	1%

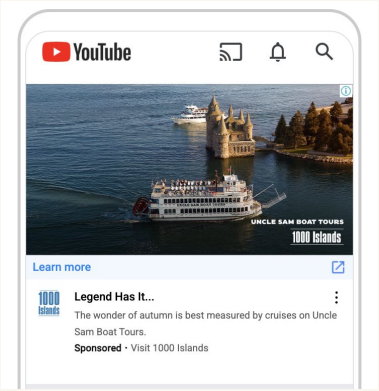
1 - 10 / 12

Ad group	Clicks	Impressions	CTR
Uncle Sam Boat Tours	5,795	281,933	2.06%

Gender	Clicks
Male	68.8%
Female	31.2%

Age	Clicks
55-64	53.58%
45-54	17.14%
35-44	14.86%

- The Uncle Sam Boat Tours campaign delivered 5,795 clicks from 281.9K+ impressions at a 2.06% CTR, driven by the dedicated Uncle Sam Boat Tours ad group.
- New York led all regional delivery with 3,381 clicks (over 58% of total volume), followed by Philadelphia with 728 clicks (12.56%) and Boston with 581 clicks (10.03%).
- Engagement leaned heavily toward male users (nearly 69% of clicks), with the 55–64 age demographic driving over half of all response at 53.58% of clicks, followed by ages 45–54 at 17.14%.



PROSPECTING (UNCLE SAM BOAT TOURS) | META

Sep 1, 2026 - Sep 30, 2026

Impressions
65,762

Clicks
1,056

CTR
1.61%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	382	21,121	36.17%
Philadelphia, PA	147	9,112	13.92%
Boston, MA	96	5,812	9.09%
Buffalo, NY	78	5,721	7.39%
Pittsburgh, PA	70	4,426	6.63%
Rochester, NY	58	3,756	5.49%
Wilkes Barre-Scranton, PA	52	3,466	4.92%
Albany-Schenectady, NY	50	3,850	4.73%
Syracuse, NY	45	3,286	4.26%
Burlington-Plattsburgh, VT-NY	31	2,095	2.94%

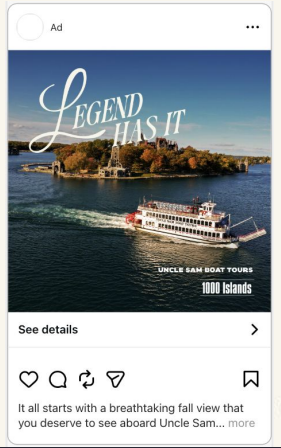
Gender	Link clicks
female	63.64%
male	35.61%
unknown	0.76%

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AdsetName	InlineLinkClicks	Impressions
Uncle Sam Boat Tours | Fa...	377	22,168

Age	Link clicks
55-64	53.13%
45-54	23.01%
35-44	16.95%
25-34	6.91%

- The Uncle Sam Boat Tours prospecting campaign delivered 1,056 clicks from 65.7K+ impressions at a 1.61% CTR, led by the Uncle Sam Boat Tours | Fall 2026 ad set with 377 inline link clicks across 22.1K+ impressions.
- New York led regional delivery with 382 clicks (over 36% of total volume), followed by Philadelphia with 147 clicks (13.92%) and Boston with 96 clicks (9.09%).
- Engagement leaned heavily toward female users (nearly 64% of clicks), with the 55–64 age demographic driving over half of all response at 53.13% of clicks, followed by ages 45–54 at 23.01%.



Voyage Beacon

karsh hagan
madden

Website Analytics

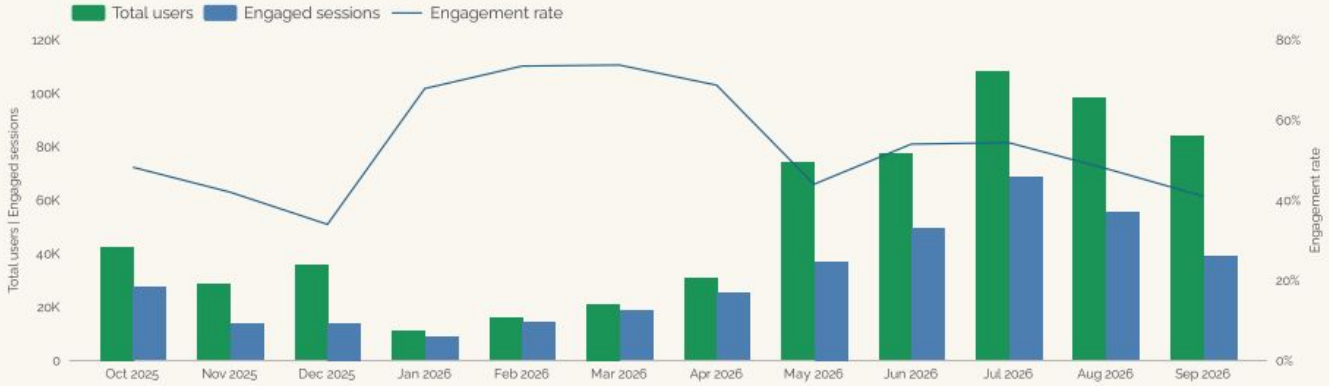
1000 Islands

ANALYTICS OVERVIEW

Sep 1, 2026 - Sep 30, 2026

KEY SITE METRICS

Total users	Sessions	Engaged sessions	Average session duration	Engagement rate
83,870	95,262	38,967	00:01:21	40.91%
▮ 72.6%	▮ 40.0%	▮ 0.5%	▮ -29.2%	▮ -28.2%



Y/Y Comparison

- Total users increased 72% to 84K, driving sessions up 40% to 95K.
- Engaged sessions remained steady at 39K with a 0.5% lift, while the overall engagement rate decreased 28% to 41%.
- Average session duration declined 29% to 1 minute and 21 seconds following peak user volume in July 2026.

Voyage Waypoint

TOP PAGES & CITIES

Sep 1, 2026 - Sep 30, 2026

TOP PAGES

Page path	Views	% Δ	Engagement rate	% Δ
/legendhasit/	51,697	-	21.76%	-
/experiences/castles-cruises/	16,345	2.3%	87.35%	1.6%
/southeastern-ontario/	11,221	161.7%	22.08%	6.8%
/	9,165	-46.7%	67.95%	-10.5%
/experiences/first-time-visitors/	7,997	-33.8%	83.43%	5.3%
/listing/gananoque-boat-line/	3,694	-16.0%	91.03%	-0.1%
/events/	3,548	-26.0%	84.78%	-4.7%
/experiences/	3,469	832.5%	87.91%	1.4%
/places-to-stay/campgrounds/	3,123	14.5%	88.41%	4.6%
/places-to-stay/motels-resorts-and-bbs/	2,715	-16.7%	92.5%	0.8%
/places-to-stay/	2,542	204.8%	89.28%	1.2%
/places-to-stay/cottages/	2,423	5.6%	93.32%	1.4%
/privacy-policy/	1,423	-6.3%	97.81%	0.7%
/experiences/craft-culinary/	1,391	70.3%	88.98%	5.8%
/listing/1000-islands-seaway-cruises/	1,307	2.4%	94.61%	1.6%
/listing/1000-islands-cruises-rockport-boat-line/	1,300	27.1%	87.54%	-5.0%

1 - 100 / 1086

TOP CITIES

City	Country	Total users	% Δ
Toronto	Canada	6,434	47.7%
New York	United States	6,254	171.8%
(not set)	United States	4,133	36.8%
Montreal	Canada	3,568	104.1%
Ottawa	Canada	2,805	38.9%
Philadelphia	United States	1,389	151.2%
Brampton	Canada	1,088	303.0%
Baltimore	United States	1,085	1,495.6%
Boston	United States	1,056	306.2%
Washington	United States	840	594.2%
(not set)	Canada	827	5.9%
Mississauga	Canada	762	66.7%
Kingston	Canada	725	-4.1%
Syracuse	United States	641	19.8%
Albany	United States	633	75.2%
	Grand total	83,870	72.6%

1 - 100 / 5690

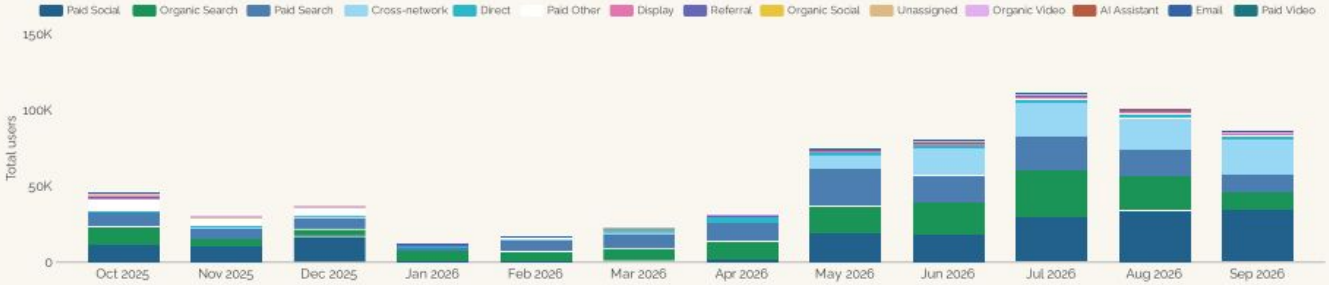
Y/Y Comparison

- Total users increased 72% to 84K, driven by top metropolitan markets including Toronto with 6.4K users and New York rising 172% to 6.2K users.
- The top-performing page was ‘legendhasit’ with 52K views, while ‘experiences’ recorded the strongest traffic acceleration with an 832% increase to 3.5K views.
- Accommodation demand grew substantially as ‘places-to-stay’ views rose 205% to 2.5K while sustaining a strong 89% engagement rate.

1000 Islands CHANNEL BREAKOUT

Sep 1, 2026 - Sep 30, 2026

Session default channel group	Total users	% Δ	Engaged sessions	% Δ	Engagement rate	% Δ
Paid Social	33,821	192.8%	6,343	249.3%	17.49%	19.3%
Cross-network	22,980	20,602.7%	10,330	13,315.6%	39.28%	-43.4%
Paid Search	12,044	13.7%	10,851	-10.4%	76.9%	-3.8%
Organic Search	11,269	-37.6%	9,443	-53.5%	66.77%	-6.6%
Direct	2,647	35.4%	1,168	-5.0%	38.64%	-26.4%
Display	1,091	62.1%	341	774.4%	28.44%	409.7%
Organic Social	395	-71.2%	212	-56.9%	52.48%	69.4%
Grand total	**83,870**	**72.6%**	**38,967**	**0.5%**	**40.91%**	**-28.2%**



Y/Y Comparison

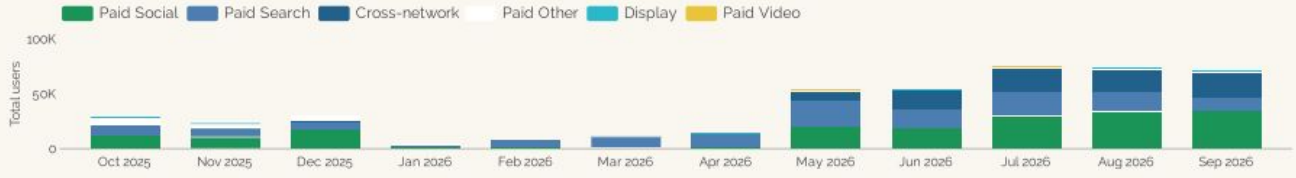
- Total users increased 72% to 84K, driven primarily by Paid Social delivering 34K users with a 193% gain.
- Cross-network expanded by 20.6K% to 23K total users, contributing 10.3K engaged sessions alongside a 39% engagement rate.
- Paid Search maintained strong traffic quality with a 77% engagement rate across 12K users, generating 11K engaged sessions.

1000 Islands

PAID TRAFFIC

Sep 1, 2026 - Sep 30, 2026

Total users	Sessions	Engaged sessions	Average session duration	Engagement rate
69,519	77,095	27,757	00:01:07	36.00%
▮ 161.6%	▮ 132.9%	▮ 76.5%	▮ -21.5%	▮ -24.2%



TOP PAGES - PAID CHANNELS

Page path	Views ▾	% Δ	Engagement rate	% Δ
/legendhasit/	51,539	-	21.65%	-
/experiences/castles-cruises/	12,754	32.8% ▮	88.28%	3.7% ▮
/southeastern-ontario/	11,204	162.1% ▮	22.09%	8.1% ▮
/experiences/first-time-visitors/	4,575	95.9% ▮	87.24%	11.8% ▮
/experiences/	3,284	5,981.5% ▮	88.07%	-10.2% ▮
/listing/gananoque-boat-line/	2,678	8.5% ▮	88.56%	-5.7% ▮
/places-to-stay/campgrounds/	2,644	52.9% ▮	90.01%	9.1% ▮
/events/	2,580	37.6% ▮	85.37%	-3.7% ▮

TOP CITIES - PAID CHANNELS

City	Total users ▾	% Δ
New York	5,675	282.9% ▮
Toronto	4,934	123.7% ▮
(not set)	4,027	81.3% ▮
Montreal	3,124	212.1% ▮
Ottawa	2,325	78.8% ▮
Philadelphia	1,269	364.8% ▮
Baltimore	1,064	4,736.4% ▮
Boston	971	799.1% ▮

Y/Y Comparison

Voyage Waypoint

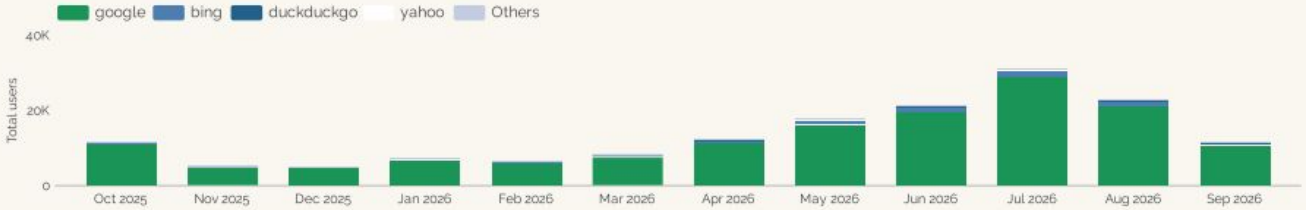
- Paid traffic expanded significantly year-over-year with total users up 162% to 69.5K and sessions up 133% to 77K, while engagement rate fell 24% to 36%.
- Although `legendhasit` led traffic volume with 51.5K views, experiential content like `experiences/castles-cruises` drove higher audience engagement at 88.3%.
- Core feeder markets showed substantial acquisition growth, led by New York generating 5.7K users (+283%) and Toronto providing 4.9K users (+124%).

1000 Islands

ORGANIC SEARCH TRAFFIC

Sep 1, 2026 - Sep 30, 2026

Total users	Sessions	Engaged sessions	Average session duration	Engagement rate
11,269	14,142	9,443	00:02:34	66.77%
-37.6%	-50.3%	-53.5%	-2.3%	-6.6%



TOP PAGES - ORGANIC SEARCH

Page path	Views	% Δ	Engagement rate	% Δ
/	5,164	-61.9%	71.8%	-10.3%
/experiences/first-time-visitors/	3,098	-66.8%	81.2%	-1.2%
/experiences/castles-cruises/	2,911	-51.7%	85.56%	-3.4%
/listing/gananoque-boat-line/	968	-47.4%	86.6%	-0.6%
/places-to-stay/motels-resorts-and-bbs/	843	-60.7%	91.77%	-3.4%
/events/	788	-69.3%	86.66%	-3.9%
/communities/alexandria-bay-ny/	728	-63.0%	78.42%	2.1%

TOP CITIES - ORGANIC SEARCH

City	Total users	% Δ
Toronto	1,466	-32.7%
(not set)	715	-52.9%
Ottawa	482	-35.2%
Montreal	440	-42.1%
New York	357	-36.3%
Brampton	225	14.2%
Mississauga	195	-35.4%

Y/Y Comparison

Voyage Waypoint

- Organic search generated 11K total users across 14K sessions, reflecting year-over-year declines of 37% and 50%.
- Overall engagement rate remained stable at 67% with an average session duration of 2 minutes and 34 seconds, supported by 9.4K engaged sessions.
- Toronto led geographic acquisition with 1.4K users despite a 33% decrease, whereas Brampton grew 14% to 225 users.