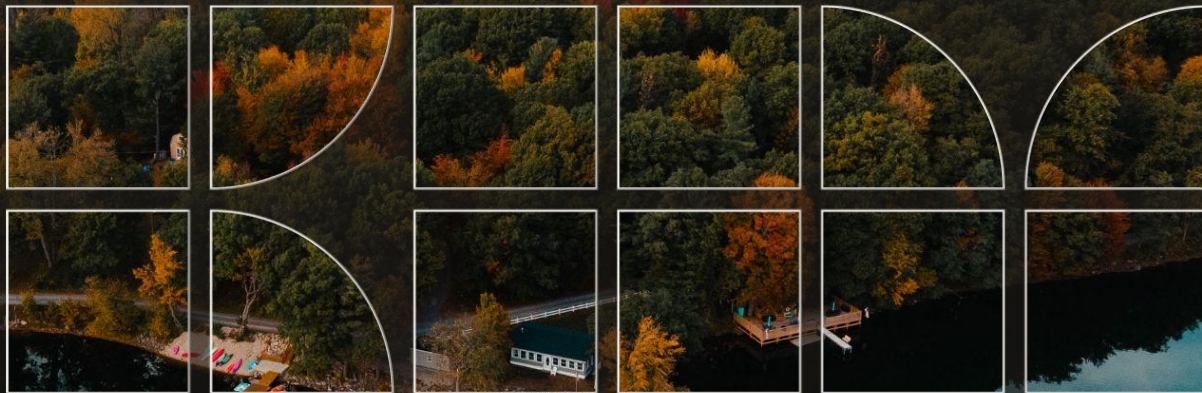


1000 Islands



August Report

September 2026

Key Takeaways

In **August**, our paid media campaigns delivered over **86K clicks** from nearly **2.08M total impressions** across US and Canada markets, with core tactics consistently outpacing industry benchmarks. The US campaigns drove nearly **56K clicks** from over **1.42M impressions**, while the Canada campaigns brought in over **30K clicks** from **651K+ impressions**.

Google SEM sustained exceptional efficiency across both markets, with the US generating an **18.28% CTR** and Canada delivering a **16.92% CTR** to comfortably outpace the **11.37% benchmark average**. **Google Performance Max** continued its remarkable momentum, achieving a **14.70% CTR** in the US and an **18.93% CTR** in Canada, both thoroughly obliterating the **3.05% benchmark**. While **Google Demand Gen** landed slightly below the **2.94% benchmark** in both regions (**2.67% CTR** in the US and **1.82% CTR** in Canada), it served as a primary volume driver across campaigns.

Meta tactics generated efficient engagement across regions, led by strong performance in prospecting and remarketing. In **Meta Prospecting**, **US Instagram** led with a **4.82% CTR** while **Canada Meta Prospecting** achieved a solid **2.50% CTR**, both clearing the **2.42% benchmark**. **Meta Remarketing** performed exceptionally well against the **2.41% benchmark**, anchored by **Canada Meta Remarketing** at an outstanding **3.87% CTR** and **US Instagram Remarketing** at **5.09%** (with **US Facebook Remarketing** at **2.10%**). **Meta Video** remained a major standout in the US, with **Facebook Video** delivering a **6.49% CTR** and **Instagram Video** reaching an incredible **12.54% CTR**, easily surpassing the **1.86% benchmark**.

Azira CTV sustained near-perfect completion rates in both markets, recording a **99.54% VTR** in the US and a **99.04% VTR** in Canada to easily clear the **93.74% benchmark average**. **Azira Retargeting (Interstitial)** demonstrated strong efficiency in Canada with a **3.15% CTR** that well exceeded the **2.21% benchmark average**, while the US segment captured **1,664 clicks** at a **1.09% CTR**.

The **Co-Op campaigns** successfully drove efficient top-of-funnel awareness for regional partners, consistently returning **strong engagement** that exceeded industry benchmarks nearly **across the board**.

Optimizations & Recommendations

Demand Gen

- While Google Demand Gen campaigns generated strong overall volume, CTRs in both the US (2.67%) and Canada (1.82%) finished below the 2.94% benchmark for August. We will continue to adjust targeted audience segments and placement distribution in an effort to boost efficiency.

Azira Interstitials

- While the Canada segment performed well above benchmark at a 3.15% CTR, the US retargeting interstitial campaign lagged at 1.09% (vs. 2.21% benchmark). We're digging into US placement-level performance with the Azira team to determine our best opportunities for further optimization.

Meta Paid Social

- Performance on Instagram remains strong across prospecting (4.82% CTR) and remarketing (5.09% CTR), but Facebook tactics experienced slight dips below benchmark (2.14% prospecting and 2.10% remarketing). We are evaluating audience cut-offs and placement mix on Facebook to help lift overall campaign CTRs.

Google Search & Performance Max

- Performance Max and SEM continue to drastically surpass expectations across both markets, maintaining strong double-digit CTRs (up to 18.93% on Canada PMax and 18.28% on US SEM). Optimizations are ongoing to ensure we maintain high impression share on top-performing search terms.

US PAID MEDIA

Google SEM	Google Demand Gen	Google Performance Max	Azira CTV	Azira Retargeting (Interstitial)
Clicks	Clicks	Clicks	Views	Impressions
10,098	19,592	4,727	29,247	152,930
Impressions	Impressions	Impressions	Impressions	Clicks
55,238	734,575	32,154	29,383	1,664
CTR	CTR	CTR	View Rate	CTR
18.28%	2.67%	14.70%	99.54%	1.09%
Total users	Total users	Total users		Total users
15,063	7,271	8,284		1,189
Engaged sessions	Engaged sessions	Engaged sessions		Engaged sessions
13,590	1,646	5,036		341
Engagement rate	Engagement rate	Engagement rate		Engagement rate
77.17%	20.56%	52.83%		25.07%
Average session duration	Average session duration	Average session duration		Average session duration
00:03:30	00:00:33	00:02:05		00:00:15
Avg. CTR: 11.37%	Avg. CTR: 2.94%	Avg. CTR: 3.05%	Avg. VTR: 93.74%	Avg. CTR: 2.21%

Facebook Prospecting	Instagram Prospecting	Facebook Remarketing	Instagram Remarketing	Facebook Video	Instagram Video
Clicks	Clicks	Clicks	Clicks	Clicks	Clicks
2,433	4,809	1,195	2,469	3,967	4,973
Impressions	Impressions	Impressions	Impressions	Impressions	Impressions
113,930	99,875	56,835	48,474	61,168	39,660
CTR	CTR	CTR	CTR	CTR	CTR
2.14%	4.82%	2.10%	5.09%	6.49%	12.54%
Total users	Total users	Total users	Total users	Total users	Total users
6,363	4,854	2,826	2,513	426	6,167
Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions
653	896	322	515	76	929
Engagement rate	Engagement rate	Engagement rate	Engagement rate	Engagement rate	Engagement rate
10.08%	17.83%	10.90%	19.14%	15.87%	13.94%
Average session duration	Average session duration	Average session duration	Average session duration	Average session duration	Average session duration
00:00:09	00:00:19	00:00:11	00:00:24	00:00:12	00:00:11
Avg. CTR: 2.42%	Avg. CTR: 2.42%	Avg. CTR: 2.41%	Avg. CTR: 2.41%	Avg. CTR: 1.86%	Avg. CTR: 1.86%

Google SEM	Google Demand Gen	Google Performance Max	Azira CTV	Azira Retargeting (Interstitial)
Clicks	Clicks	Clicks	Views	Impressions
72,709	92,808	22,550	296,159	731,121
Impressions	Impressions	Impressions	Impressions	Clicks
384,825	4,284,903	591,827	296,777	12,019
CTR	CTR	CTR	View Rate	CTR
18.89%	2.17%	3.81%	99.79%	1.64%
Total users	Total users	Total users		Total users
82,465	36,321	31,832		4,698
Engaged sessions	Engaged sessions	Engaged sessions		Engaged sessions
76,706	6,124	18,448		1,348
Engagement rate	Engagement rate	Engagement rate		Engagement rate
77.59%	15.87%	49.18%		23.45%
Average session duration	Average session duration	Average session duration		Average session duration
00:03:25	00:00:31	00:02:07		00:00:14
Avg. CTR: 11.37%	Avg. CTR: 2.94%	Avg. CTR: 3.05%	Avg. VTR: 93.74%	Avg. CTR: 2.21%

Facebook Prospecting	Instagram Prospecting	Facebook Remarketing	Instagram Remarketing	Facebook Video	Instagram Video
Clicks	Clicks	Clicks	Clicks	Clicks	Clicks
14,150	19,403	7,508	7,669	23,352	15,513
Impressions	Impressions	Impressions	Impressions	Impressions	Impressions
705,298	436,893	349,160	200,013	618,056	226,887
CTR	CTR	CTR	CTR	CTR	CTR
2.01%	4.44%	2.15%	3.83%	3.78%	6.84%
Total users	Total users	Total users	Total users	Total users	Total users
21,114	15,585	8,559	6,789	2,986	16,754
Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions	Engaged sessions
2,347	2,354	1,723	1,697	578	2,893
Engagement rate	Engagement rate	Engagement rate	Engagement rate	Engagement rate	Engagement rate
11.00%	14.61%	18.23%	22.73%	15.78%	14.78%
Average session duration	Average session duration	Average session duration	Average session duration	Average session duration	Average session duration
00:00:10	00:00:14	00:00:25	00:00:28	00:00:16	00:00:16
Avg. CTR: 2.42%	Avg. CTR: 2.42%	Avg. CTR: 2.41%	Avg. CTR: 2.41%	Avg. CTR: 1.86%	Avg. CTR: 1.86%

Impressions

55,238

Clicks

10,098

CTR

18.28%

Ad group	Clicks ▾	Impressions	CTR
Experiences	2,711	11,639	23.29%
Visit 1000 Isla...	2,038	11,324	18%
Places To Stay	1,666	10,098	16.5%
Castles & Crui...	1,655	13,124	12.61%
Events	1,504	6,257	24.04%

Age	Clicks ▾	Gender	Clicks ▾
64+	22.7%	Female	53.36%
null	22.06%	Male	24.8%
55-64	20.96%	Undetermined	21.85%

Search keyword	Clicks ▾	Impressions	CTR
thousand islands ny	1,766	9,212	19.17%
things to do in alexandria bay	856	3,185	26.88%
things to do in 1000 islands	431	1,454	29.64%
events in alexandria bay	395	1,331	29.68%
events in clayton ny	326	1,250	26.08%
best campgrounds 1000 islan...	252	1,178	21.39%
campgrounds 1000 islands	232	1,075	21.58%
what to do in 1000 islands	231	749	30.84%
boat tours alexandria bay	222	1,482	14.98%
places to visit in 1000 islands	211	929	22.71%

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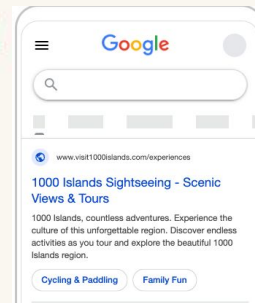


Metro area	Clicks ▾	Impressions	Percentage of Clicks
Watertown NY	1,707	10,372	16.9%
Syracuse NY	1,250	7,326	12.38%
New York NY	1,215	7,039	12.03%
Rochester NY	1,066	5,266	10.56%
Buffalo NY	1,016	4,972	10.06%

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- The "Experiences" ad group drove the most clicks at 2.7K+ while the "Events" ad group was the most efficient with the highest CTR of 24.04%.
- The top-performing keyword was "thousand islands ny" generating 1.7K+ clicks, followed by "things to do in alexandria bay".
- Our campaign resonates most with females, who account for over 53% of clicks, and with users in the Watertown DMA, which delivered 1.7K+ clicks.



Impressions
734,575Clicks
19,592CTR
2.67%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	6,563	275,943	33.5%
Washington DC (Hagerstown ...)	2,839	126,098	14.49%
Dallas-Ft. Worth TX	2,221	82,286	11.34%
Baltimore MD	1,563	63,849	7.98%
Boston MA-Manchester NH	1,516	51,655	7.74%
Detroit MI	1,397	39,623	7.13%
Philadelphia PA	1,025	28,962	5.23%
Pittsburgh PA	567	12,165	2.89%
Buffalo NY	409	13,220	2.09%
Wilkes Barre-Scranton PA	377	9,137	1.92%

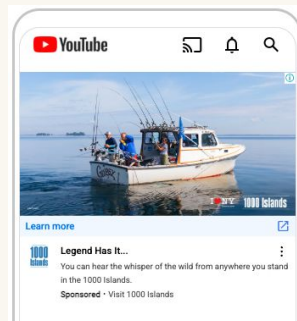
1 - 10 / 17 < >

Ad group	Clicks ▾	Impressions	CTR
Growth - Outdoor Travelers ...	3,674	154,344	2.38%
Core - Outdoor Travelers S...	2,552	125,724	2.03%
Core - Family Travelers Sp...	2,338	62,173	3.76%
Core - Outdoor Travelers F...	2,164	101,646	2.13%
Core - Family Travelers Fall	1,833	38,106	4.81%

Gender	Clicks ▾
Male	62.54%
Female	37.16%

Age	Clicks ▾
35to44	42.22%
55to64	28.84%
45to54	15.23%

- The "Growth - Outdoor Travelers" ad group drove the most clicks at 3.6K+ while the "Core - Family Travelers | Fall" ad group was the most efficient with the highest CTR of 4.81%.
- New York NY led all metro areas generating 6.5K+ clicks (33.5% of total), followed by Washington DC with 2.8K+ clicks.
- Our campaign resonates most with male audiences, who account for over 62% of clicks, and with users aged 35–44, who delivered over 42% of total clicks.



Impressions
32,154

Clicks
4,727

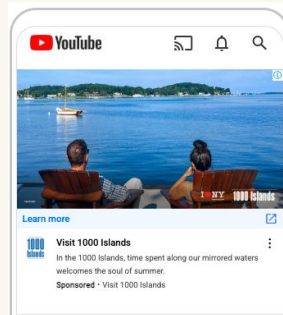
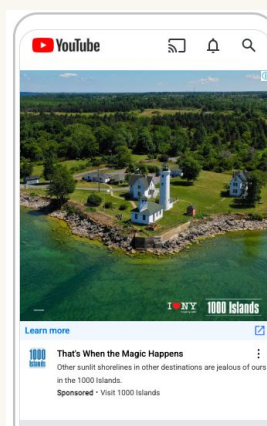
CTR
14.70%

Metro area	Clicks	Impressions	Percentage of Clicks
Washington DC (Hagerstown ...)	220	3,912	4.65%
Detroit MI	198	3,143	4.19%
Dallas-Ft. Worth TX	146	3,225	3.09%
Baltimore MD	97	1,845	2.05%
Rochester NY	75	279	1.59%
Buffalo NY	67	274	1.42%
Syracuse NY	46	280	0.97%
New York NY	45	286	0.95%
Albany-Schenectady-Troy NY	25	140	0.53%
Philadelphia PA	23	96	0.49%

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Campaign	Clicks	Impressions	CTR
Visit 1000 Islands (DM-NYTHOU26) Google Performance Max - Growth	663	12,141	5.46%
Visit 1000 Islands (DM-NYTHOU26) Google Performance Max - Core	4,064	20,013	20.31%

- The "Core" Performance Max campaign drove the most clicks at 4K+ while also being the most efficient with the highest CTR of 20.31%.
- Washington DC led all metro areas generating 220 clicks (4.65% of total), followed by Detroit MI with 198 clicks.
- Overall PMAX efforts generated 4.7K+ clicks and a 14.70% CTR across 32.1K+ impressions, with the Core campaign driving over 85% of total engagement.



Impressions
113,930

Clicks
2,433

CTR
2.14%

DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
New York, NY	756	32,222	31.07%
Philadelphia, PA	316	13,387	12.99%
Boston, MA	223	11,471	9.17%
Washington, DC	149	8,635	6.12%
Dallas-Ft. Worth, TX	124	8,135	5.1%
Buffalo, NY	110	4,179	4.52%
Albany-Schenectady, NY	107	4,540	4.4%
Pittsburgh, PA	102	4,481	4.19%
Syracuse, NY	97	4,081	3.99%
Wilkes Barre-Scranton, PA	96	3,673	3.95%

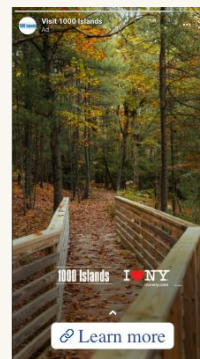
Gender	Link clicks ▾
female	54.34%
male	44.27%
unknown	1.4%

AdsetName	InlineLinkClicks ▾	Impressions
Outdoor Travelers Legend Has It Growth/...	541	13,838
Family Travelers Legend Has It Core/FB	397	23,520
Millennial Travelers Legend Has It Core/F...	383	17,349
Outdoor Travelers Legend Has It Core/FB...	334	11,859

Age	Link clicks ▾
55-64	38.43%
35-44	27.91%
45-54	22.07%
25-34	11.59%

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- The "Outdoor Travelers | Legend Has It | Growth" ad set drove the most volume with 541 clicks across 13.8K+ impressions.
- New York NY led all DMA regions generating 756 clicks (31% of total), followed by Philadelphia with 316 clicks.
- Our campaign resonates most with female audiences, who account for over 54% of link clicks, and with users aged 55-64, who delivered over 38% of total clicks.



Impressions

99,875

Clicks

4,809

CTR

4.82%

DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
New York, NY	1,668	30,257	34.69%
Washington, DC	588	14,083	12.23%
Dallas-Ft. Worth, TX	539	10,803	11.21%
Philadelphia, PA	474	9,376	9.86%
Detroit, MI	322	7,440	6.7%
Baltimore, MD	259	6,387	5.39%
Boston, MA	239	5,859	4.97%
Wilkes Barre-Scranton, PA	118	2,814	2.45%
Buffalo, NY	118	2,176	2.45%
Albany-Schenectady, NY	117	2,171	2.43%

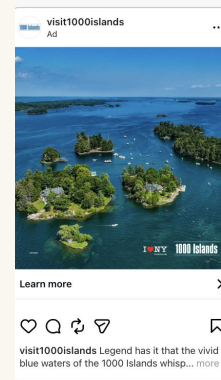
Gender	Link clicks ▾
female	51.67%
male	47.41%
unknown	0.92%

AdsetName	InlineLinkClicks ▾	Impressions
Family Travelers Legend Has It Core/IG	1,858	34,239
Family Travelers Legend Has It Core/IG F..	953	20,083
Family Travelers Legend Has It Growth/IG	781	15,014
Millennial Travelers Legend Has It Growth..	485	6,116
Family Travelers Legend Has It Growth/IG..	277	11,465

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Age	Link clicks ▾
35-44	32%
55-64	26.72%
45-54	23.44%
25-34	17.82%

- The "Family Travelers | Legend Has It | Core/IG" ad set drove the most volume with 1,858 inline link clicks across 34.2K+ impressions.
- New York led all DMA regions generating 1,668 clicks (34.69% of total), followed by Washington DC with 588 clicks.
- Our campaign resonates most with female audiences, who account for nearly 52% of link clicks, and with users aged 35-44, who delivered 32% of total clicks.



Impressions

56,835

Clicks

1,195

CTR

2.10%

Gender Link clicks

female	62.51%
male	35.56%
unknown	1.92%

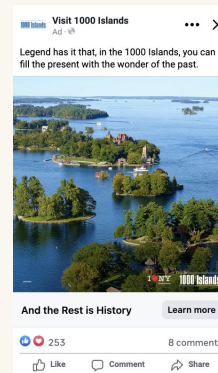
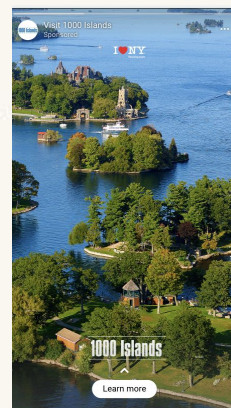
AdsetName	InlineLinkClic...	Impressions
Family Traveler RM FB TOS: 15+ seconds ..	536	17,995
Family Traveler RM FB TOS: 15+ seconds	244	14,810
Outdoor Traveler RM FB TOS: 15+ seconds	181	13,560
Millennial Traveler RM FB TOS: 15+ secon..	146	5,291
Outdoor Traveler RM FB TOS: 15+ second..	58	2,938

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	229	10,067	19.16%
Philadelphia, PA	119	5,210	9.96%
Boston, MA	82	4,158	6.86%
Buffalo, NY	69	2,810	5.77%
Rochester, NY	66	2,669	5.52%
Washington, DC	63	3,502	5.27%
Syracuse, NY	63	2,874	5.27%
Dallas-Ft. Worth, TX	56	2,444	4.69%
Wilkes Barre-Scranton, PA	48	2,368	4.02%
Albany-Schenectady, NY	46	2,193	3.85%

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Age	Link clicks
55-64	48.54%
35-44	22.26%
45-54	21.17%
25-34	8.03%

- The "Family Traveler | RM | FB | TOS: 15+ seconds" ad set drove the most volume with 536 inline link clicks across 17.9K+ impressions.
- New York led all DMA regions generating 229 clicks (19.16% of total), followed by Philadelphia with 119 clicks.
- Our campaign resonates most with female audiences, who account for over 62% of link clicks, and with users aged 55-64, who delivered nearly 49% of total clicks.



Impressions

48,474

Clicks

2,469

CTR

5.09%

DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
New York, NY	693	13,849	28.07%
Philadelphia, PA	252	4,740	10.21%
Boston, MA	196	3,450	7.94%
Buffalo, NY	106	2,190	4.29%
Washington, DC	100	2,498	4.05%
Rochester, NY	99	2,013	4.01%
Syracuse, NY	88	1,927	3.56%
Wilkes Barre-Scranton, PA	83	1,586	3.36%
Pittsburgh, PA	78	1,289	3.16%
Dallas-Ft. Worth, TX	73	1,605	2.96%

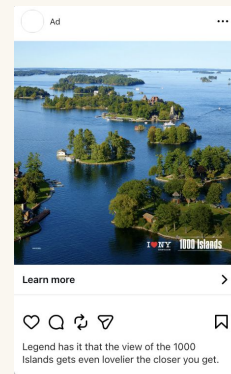
Gender	Link clicks ▾
female	63.39%
male	35.76%
unknown	0.85%

AdsetName	InlineLinkClicks ▾	Impressions
Millennial Traveler RM IG TOS: 15+ secon..	1,217	21,486
Millennial Traveler RM IG TOS: 15+ secon..	636	11,591
Family Traveler RM IG TOS: 15+ seconds	291	7,814
Family Traveler RM IG TOS: 15+ seconds ..	258	4,934
Outdoor Traveler RM IG TOS: 15+ seconds..	67	2,644

Age	Link clicks ▾
55-64	51.64%
45-54	21.87%
35-44	16.28%
25-34	10.17%

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- The "Millennial Traveler | RM | IG | TOS: 15+ seconds" ad set drove the most volume with 1,217 inline link clicks across 21.4K+ impressions.
- New York NY led all DMA regions generating 693 clicks (28.07% of total), followed by Philadelphia PA with 252 clicks.
- Our campaign resonates most with female audiences, who account for over 63% of link clicks, and with users aged 55-64, who delivered over 51% of total clicks.



Impressions

61,168

Clicks

3,967

CTR

6.49%

Gender	Link clicks
female	68.6%
male	30.55%
unknown	0.76%

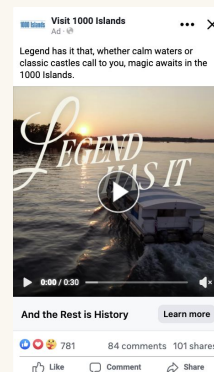
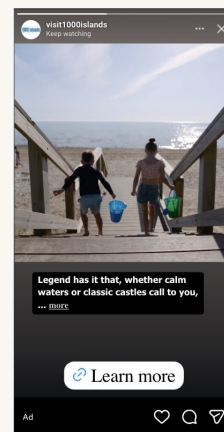
AdsetName	InlineLinkClicks	Impressions
1000 Islands Core - 70%	2,863	46,767
1000 Islands Growth - 30%	1,104	14,401

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	736	10,176	18.55%
Philadelphia, PA	336	4,854	8.47%
Detroit, MI	323	3,956	8.14%
Dallas-Ft. Worth, TX	317	4,140	7.99%
Buffalo, NY	279	4,906	7.03%
Washington, DC	264	3,793	6.65%
Boston, MA	263	3,122	6.63%
Rochester, NY	251	4,623	6.33%
Syracuse, NY	243	4,765	6.13%
Wilkes Barre-Scranton, PA	206	3,804	5.19%

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Age	Link clicks
65+	65.89%
55-64	20.87%
45-54	6.65%
35-44	3.93%
25-34	1.99%

- The "1000 Islands | Core - 70%" ad set drove the most volume with 2,863 inline link clicks across 46.7K+ impressions.
- New York NY led all DMA regions generating 736 clicks (18.55% of total), followed by Philadelphia with 336 clicks.
- Our campaign resonates most with female audiences, who account for over 68% of link clicks, and with users aged 65+, who delivered over 65% of total clicks.



Impressions

39,660

Clicks

4,973

CTR

12.54%

Gender	Link clicks
female	80.72%
male	18.38%
unknown	0.9%

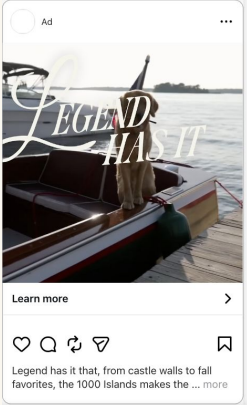
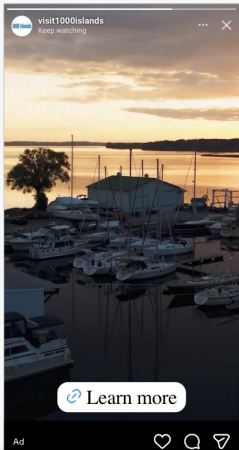
AdsetName	InlineLinkClicks	Impressions
1000 Islands Core - 70%	3,813	29,403
1000 Islands Growth - 30%	1,160	10,257

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	1,673	12,295	33.64%
Boston, MA	748	5,655	15.04%
Philadelphia, PA	634	4,688	12.75%
Washington, DC	393	3,283	7.9%
Dallas-Ft. Worth, TX	333	2,883	6.7%
Detroit, MI	289	2,401	5.81%
Pittsburgh, PA	182	1,468	3.66%
Baltimore, MD	145	1,690	2.92%
Buffalo, NY	99	919	1.99%
Syracuse, NY	98	973	1.97%

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Age	Link clicks
65+	42.81%
55-64	27.11%
45-54	13.41%
35-44	9.73%

- The "1000 Islands | Core - 70%" ad set drove the most volume with 3,813 inline link clicks across 29.4K+ impressions.
- New York NY led all DMA regions generating 1,673 clicks (33.64% of total), followed by Boston MA with 748 clicks.
- Our campaign resonates most with female audiences, who account for over 80% of link clicks, and with users aged 65+, who delivered over 42% of total clicks.



Views
29,247

Impressions
29,383

View Rate
99.54%

Campaign	Impressions	Views	View Rate
1000 Islands CTV Targeting - Core Market	28,233	28,098	99.52%
1000 Islands CTV Targeting - Growth Market	1,150	1,149	99.91%



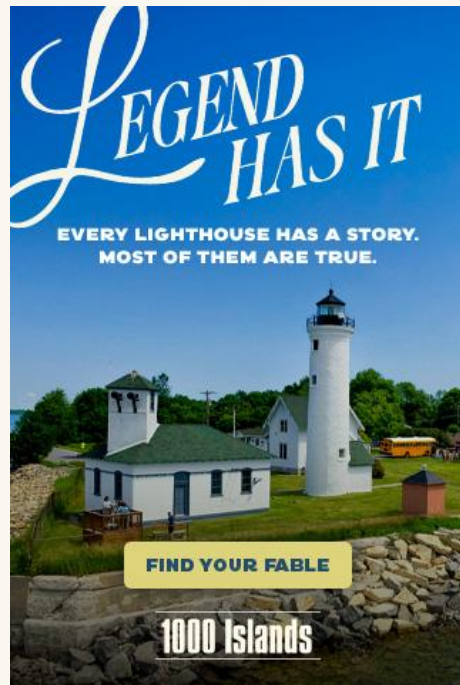
- The Core Market campaign drove the most volume with 28,098 views across 28.2K+ impressions.
- The Growth Market campaign was the most efficient with the highest View Rate of 99.91% (1,149 views).
- Overall CTV efforts achieved outstanding video completion, delivering 29.2K+ total views and a 99.54% View Rate across 29.3K+ impressions.

Impressions
152,930

Clicks
1,664

CTR
1.09%

Campaign	Impressions	Clicks	CTR
1000 Islands Interstitial Retargeting - US	152,930	1,664	1.09%



- The Azira Interstitial Retargeting US campaign delivered 1.6K+ clicks from 152K+ impressions.
- The interstitial effort demonstrated effective audience response with a 1.09% CTR, comfortably within the vendor's benchmark range despite being slightly shy of the KHM average.

CANADA PAID MEDIA

PAID MEDIA OVERVIEW

Last Month

Aug 1, 2026 - Aug 31, 2026



Google SEM	Google Demand Gen	Google Performance Max	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Retargeting (Interstitial)
Clicks	Clicks	Clicks	Clicks	Clicks	Views	Impressions
9,137	3,555	5,810	3,331	7,541	9,434	33,267
Impressions	Impressions	Impressions	Impressions	Impressions	Impressions	Clicks
53,989	195,668	30,686	133,138	194,947	9,525	1,049
CTR	CTR	CTR	CTR	CTR	View Rate	CTR
16.92%	1.82%	18.93%	2.50%	3.87%	99.04%	3.15%
Avg. CTR: 11.37%	Avg. CTR: 2.94%	Avg. CTR: 3.05%	Avg. CTR: 2.42%	Avg. CTR: 2.41%	Avg. VTR: 93.74%	Avg. CTR: 2.21%

PAID MEDIA OVERVIEW
(YTD)

Jan 1, 2026 - Aug 31, 2026



Google SEM	Google Demand Gen	Google Performance Max	Meta Prospecting	Meta Remarketing	Azira CTV	Azira Retargeting (Interstitial)
Clicks	Clicks	Clicks	Clicks	Clicks	Views	Impressions
35,027	26,365	18,450	15,091	23,659	45,455	173,671
Impressions	Impressions	Impressions	Impressions	Impressions	Impressions	Clicks
184,048	1,331,985	332,374	816,565	713,350	45,542	5,601
CTR	CTR	CTR	CTR	CTR	View Rate	CTR
19.03%	1.98%	5.55%	1.85%	3.32%	99.81%	3.23%
Avg. CTR: 11.37%	Avg. CTR: 2.94%	Avg. CTR: 3.05%	Avg. CTR: 2.42%	Avg. CTR: 2.41%	Avg. VTR: 93.74%	Avg. CTR: 2.21%

Impressions

53,989

Clicks

9,137

CTR

16.92%

Ad group	Clicks ▾	Impressions	CTR
Castles & Cruises	5,687	34,522	16.47%
Places To Stay	1,761	8,863	19.87%
Experiences	1,187	7,387	16.07%
Visit 1000 Islands	265	2,036	13.02%
Family Fun	108	517	20.89%

Age	Clicks ▾	Gender	Clicks ▾
null	23.17%	Female	52.1%
35-44	17%	Male	24.94%
45-54	16.64%	Undetermined	22.96%

Search keyword	Clicks ▾	Impressions	CTR
thousand islands cruises	1,855	9,487	19.55%
1000 islands excursions	1,123	7,039	15.95%
scenic cruises 1000 islands	801	5,039	15.9%
best campgrounds 1000 islan.	522	2,363	22.09%
campgrounds 1000 islands	488	2,245	21.74%
things to do in 1000 islands	472	2,447	19.29%
1000 islands boat tours	440	2,970	14.81%
lunch cruises 1000 islands	353	2,627	13.44%
boldt castle tours	293	1,728	16.96%
thousand islands ny	208	1,572	13.23%

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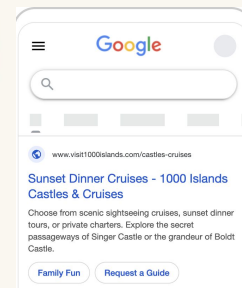
City	Clicks ▾	Impressions	Percentage of Clicks
Ottawa	792	4,778	8.67%
Toronto	746	4,797	8.16%
Kingston	593	3,967	6.49%
Montreal	398	2,426	4.36%
Gananoque	274	1,797	3%

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The "Castles & Cruises" ad group led volume with 5.7K+ clicks (16.47% CTR), driving an overall 16.92% CTR across 9.1K+ clicks and 54K+ impressions.

Ottawa led top Canadian cities generating 792 clicks (8.67% of total), followed closely by Toronto with 746 clicks (8.16%).

Engagement skewed heavily toward female audiences (52.1% of clicks), with users aged 35-44 representing the largest known demographic segment (17%).



Impressions
195,668

Clicks
3,555

CTR
1.82%

City	Clicks	Impressions	Percentage of Clicks
Montreal	754	39,852	21.21%
Toronto	445	25,155	12.52%
Ottawa	163	8,423	4.59%
Brampton	151	7,492	4.25%
Laval	121	6,998	3.4%
Mississauga	107	6,497	3.01%
Hamilton	99	5,337	2.78%
Longueuil	76	4,251	2.14%
Vaughan	59	3,540	1.66%
Gatineau	51	3,132	1.43%

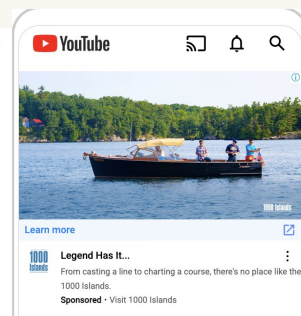
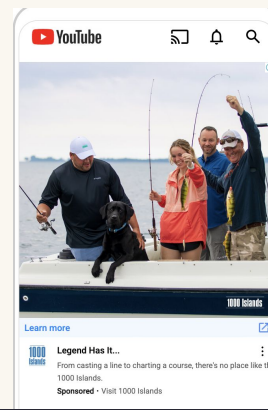
1 - 10 / 695

Ad group	Clicks	Impressions	CTR
Outdoor Travelers Spring/...	1,331	76,349	1.74%
Family Travelers Fall 2026	1,126	60,890	1.85%
Outdoor Travelers Fall 2026	519	29,739	1.75%
Millennial Travelers Fall 20...	367	20,431	1.8%
Family Travelers Spring/S...	195	6,930	2.81%

Gender	Clicks
Male	63.04%
Female	36.71%
Undetermined	0.25%

Age	Clicks
35-44	42.87%
45-54	23.94%
25-34	19.69%

- The "Outdoor Travelers | Spring" ad group drove the most clicks at 1.3K+ while the "Family Travelers | Spring/S..." ad group was the most efficient with the highest CTR of 2.81%.
- Montreal led all cities generating 754 clicks (21.21% of total), followed by Toronto with 445 clicks.
- Our campaign resonates most with male audiences, who account for over 63% of clicks, and with users aged 35-44, who delivered nearly 43% of the total clicks.



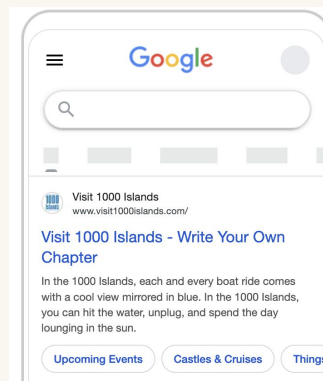
Impressions
30,686Clicks
5,810CTR
18.93%

City	Clicks	Impressions	Percentage of Clicks
Ottawa	823	4,056	14.17%
Toronto	538	2,801	9.26%
Prescott	328	1,696	5.65%
Montreal	300	1,624	5.16%
Hamilton	208	1,104	3.58%
Morrisburg	175	1,508	3.01%
Schomberg	142	825	2.44%
Mississauga	122	572	2.1%

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Campaign	Clicks	Impressions	CTR
Visit 1000 Islands (DM-NYTHOUz6) Google Performance Max Canada	5,810	30,686	18.93%

- The "Visit 1000 Islands Google Performance Max | Canada" campaign drove 5,810 clicks and achieved a strong 18.93% CTR across 30.6K+ impressions.
- Ottawa led all cities generating 823 clicks (14.17% of total), followed by Toronto with 538 clicks and Prescott with 328 clicks.
- Overall Canada PMAx efforts demonstrated high audience engagement efficiency, capturing 5.8K+ total clicks at an 18.93% CTR across 30.6K+ impressions.



Impressions
133,138Clicks
3,331CTR
2.50%

	Region	Link clicks ▾	Impressions	Percentage of Link Clicks
1	Ontario	2,404	94,181	72.17%
2	Quebec	921	38,610	27.65%

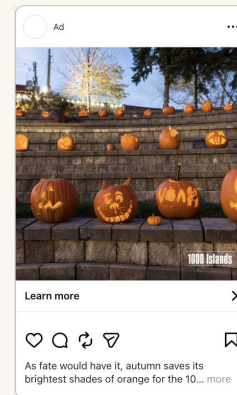
- The "Family Travelers | Fall 2026" ad set drove the most volume with 1,017 inline link clicks across 27.1K+ impressions.
- Ontario led all regions generating 2,404 clicks (72.17% of total), followed by Quebec with 921 clicks.
- Our campaign resonates most with female audiences, who account for over 65% of link clicks, and with users aged 35–44, who delivered over 35% of total clicks.

Gender	Link clicks ▾
female	65.42%
male	32.78%
unknown	1.8%

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AdsetName	InlineLinkClicks ▾	Impressions
Family Travelers Fall 2026	1,017	27,176
Outdoor Travelers	819	41,836
Millennial Travelers Fall 20...	796	29,960
Family Travelers	333	14,767
Millennial Travelers	202	12,045

Age	Link clicks ▾
35-44	35.51%
45-54	30.77%
55-64	25.43%
25-34	8.29%



Impressions
194,947

Clicks
7,541

CTR
3.87%

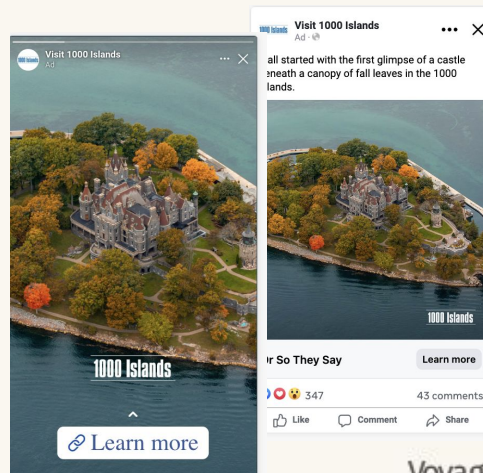
	Region	Link clicks ▾	Impressions	Percentage of Link Clicks
1	Ontario	5,130	133,532	68.03%
2	Quebec	2,398	61,134	31.8%

- The "Outdoor Traveler | RM | Fall" ad set drove the most volume with 5,212 inline link clicks across 118.6K+ impressions.
- Ontario led all regions generating 5,130 clicks (68.03% of total), followed by Quebec with 2,398 clicks.
- Our campaign resonates most with male audiences, who account for over 63% of link clicks, and with users aged 55–64, who delivered over 44% of total clicks.

Gender	Link clicks ▾
male	63.44%
female	34.66%
unknown	1.9%

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AdsetName	InlineLinkClicks ▾	Impressions	Age	Link clicks ▾
Outdoor Traveler RM Fall 20..	5,212	118,671	55-64	44.28%
Millennial Traveler RM	1,561	50,530	45-54	29.12%
Outdoor Traveler RM	549	20,560	35-44	17.96%
Family Traveler RM Fall 2026	135	2,681	25-34	8.65%
Family Traveler RM	78	2,119	Unknown	null



Impressions

33,267

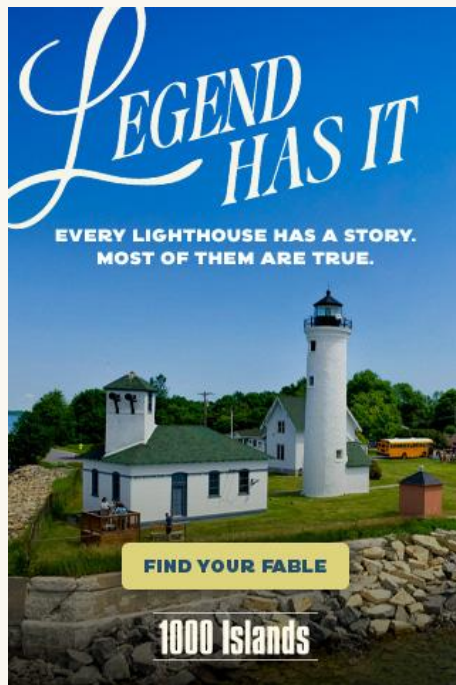
Clicks

1,049

CTR

3.15%

Campaign	Impressions	Clicks	CTR
1000 Islands Interstitial Retargeting - Canada	33,267	1,049	3.15%



- The campaign delivered 1,049 clicks across 33.2K+ impressions throughout the August flight.
- The interstitial creative achieved a 3.15% CTR, demonstrating efficient user response among retargeted Canadian prospects.
- Overall Canada retargeting efforts successfully captured over 1K clicks from high-intent audiences to drive continued campaign engagement.

Views
9,434

Impressions
9,525

View Rate
99.04%

Campaign	Impressions	Views	View Rate
1000 Islands CTV Targeting - Core Market CAN	9,525	9,434	99.04%



- The "1000 Islands CTV Targeting - Core Market CAN" campaign drove 9,434 views across 9.5K+ impressions during August 2026.
- The placement achieved an exceptional 99.04% View Rate, demonstrating strong video completion and sustained audience retention.
- Overall Canada CTV efforts successfully delivered 9.4K+ total video views across targeted Canadian audiences.

GOOGLE GRANT PAID MEDIA

Impressions

12,161

Clicks

1,088

CTR

8.95%

Date ▾	Campaign	Impressions	Clicks	CTR	Spend
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
Mar 2026	Leisure Tourism - Google Grant SEM (US)	6,006	459	7.64%	\$2,415
	Grand total	65,296	5,782	8.86%	\$27,926



- August 2026 drove the highest monthly volume with 1,088 clicks and \$4,704 in spend across 12.1K+ impressions.
- Overall Google Grant efforts YTD have generated 5,782 total clicks and an 8.86% CTR across 65.2K+ impressions, totaling \$27.9K+ in spend.



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History, Recreation & Culture -
Request a Travel Guide



Frozen waterways, snow-covered trails, museums, restaurants, ski slopes & more. Plan your winter getaway to North America's hidden vacation gem. Visit the 1000 Islands! Traditional shore dinners.

[Upcoming Events](#)[Explore Our Communities](#)

Impressions
19,438Clicks
1,545CTR
7.95%

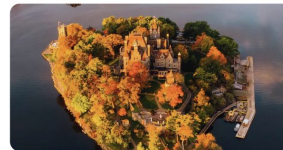
Date ▾	Campaign	Impressions	Clicks	CTR	Spend
Aug 2026	Leisure Tourism - Google Grant SEM (CA)	19,438	1,545	7.95%	\$5,179
Jul 2026	Leisure Tourism - Google Grant SEM (CA)	18,847	1,748	9.27%	\$5,125
Jun 2026	Leisure Tourism - Google Grant SEM (CA)	13,931	1,251	8.98%	\$5,125
May 2026	Leisure Tourism - Google 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
Mar 2026	Leisure Tourism - Google Grant SEM (CA)	7,779	688	8.84%	\$3,319
	Grand total	90,807	8,006	8.82%	\$32,420



- August 2026 reached peak impression volume with 19.4K+ impressions, generating 1,545 clicks and \$5,179 in spend.
- Overall Canada Google Grant YTD efforts have generated 8,006 total clicks and an 8.82% CTR across 90.8K+ impressions, totaling \$32.4K+ in spend.

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Brockville Activities - Snowy Fun to Cozy Cabins



The 1000 Islands is the perfect winter getaway destination. Explore our activities. Lighthouses, historic castles, maritime museums, ice fishing, skiing & more. Family-friendly dining. Fine dining to local pubs. Traditional shore dinners. Waterfront dining.

Family Fun

Upcoming Events

Places To Stay

CO-OP PAID MEDIA

Impressions
162,759

Clicks
5,171

CTR
3.18%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	2,980	105,677	57.63%
Boston MA-Manchester NH	664	17,369	12.84%
Philadelphia PA	651	20,491	12.59%
Pittsburgh PA	215	3,757	4.16%
Albany-Schenectady-Troy NY	166	4,177	3.21%
Wilkes Barre-Scranton PA	134	2,431	2.59%
Buffalo NY	112	3,500	2.17%
Syracuse NY	80	2,075	1.55%
Rochester NY	64	1,497	1.24%
Burlington VT-Plattsburgh NY	60	805	1.16%

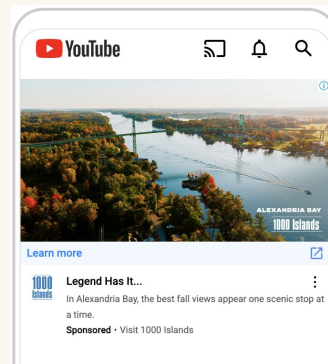
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Ad group	Clicks ▾	Impressions	CTR
Alexandria Bay	5,171	162,759	3.18%

Gender	Clicks ▾
Male	60.7%
Female	39.3%

Age	Clicks ▾
55-64	49.1%
45-54	22.63%
35-44	16.46%

- The "Alexandria Bay" ad group drove 5,171 clicks and achieved a 3.18% CTR across 162.7K+ impressions.
- New York NY led all metro areas generating 2,980 clicks (57.63% of total), followed by Boston MA with 664 clicks.
- Our campaign resonates most with male audiences, who account for over 60% of clicks, and with users aged 55-64, who delivered over 49% of total clicks.



Impressions

43,619

Clicks

1,058

CTR

2.43%

DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
New York, NY	312	8,693	29.49%
Philadelphia, PA	157	4,571	14.84%
Boston, MA	132	3,604	12.48%
Syracuse, NY	84	5,156	7.94%
Rochester, NY	62	4,089	5.86%
Buffalo, NY	62	3,909	5.86%
Albany-Schenectady, NY	57	2,932	5.39%
Wilkes Barre-Scranton, PA	52	3,148	4.91%
Pittsburgh, PA	49	2,019	4.63%
Utica-Rome, NY	39	2,013	3.69%

Gender	Link clicks ▾
female	78.92%
male	19.85%
unknown	1.23%

AdsetName	InlineLinkClicks ▾	Impressions
Alexandria Bay Clicks	752	25,577
Alexandria Bay Clicks Fall 2..	306	18,042

Age	Link clicks ▾
55-64	54.73%
45-54	25.9%
35-44	14.93%
25-34	4.44%
Unknown	null

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The "Alexandria Bay | Clicks" ad set drove the most volume with 752 inline link clicks across 25.5K+ impressions.

New York NY led all DMA regions generating 312 clicks (29.49% of total), followed by Philadelphia PA with 157 clicks.

Our campaign resonates most with female audiences, who account for over 78% of link clicks, and with users aged 55-64, who delivered over 54% of total clicks.



Impressions
301,391

Clicks
9,505

CTR
3.15%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	5,229	168,984	55.01%
Philadelphia PA	2,003	63,377	21.07%
Boston MA-Manchester NH	1,186	37,475	12.48%
Pittsburgh PA	288	7,080	3.03%
Buffalo NY	224	7,037	2.36%
Wilkes Barre-Scranton PA	144	4,981	1.52%
Syracuse NY	122	3,500	1.28%
Albany-Schenectady-Troy NY	116	3,548	1.22%
Rochester NY	114	2,904	1.2%
Burlington VT-Plattsburgh NY	37	973	0.39%

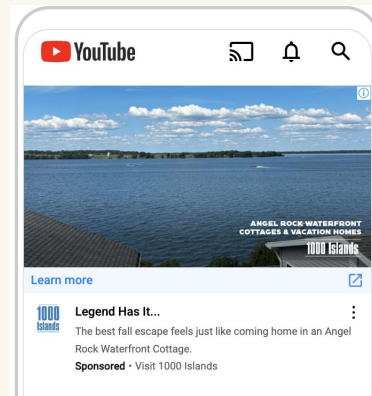
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Ad group	Clicks ▾	Impressions	CTR
Angel Rock	6,952	220,554	3.15%
Angel Rock #2	2,486	78,729	3.16%
Angel Rock Video	67	2,108	3.18%

Gender	Clicks ▾
Undetermined	90.78%
Male	4.8%
Female	4.42%

Age	Clicks ▾
null	90.76%
64+	4.97%
55-64	1.34%

- The "Angel Rock" ad group drove the most clicks at 6.9K+ while the "Angel Rock | Video" ad group was the most efficient with the highest CTR of 3.18%.
- New York NY led all metro areas generating 5,229 clicks (55.01% of total), followed by Philadelphia PA with 2,003 clicks.
- Overall campaign efforts generated 9.5K+ total clicks at a steady 3.15% CTR, though over 90% of demographic data was categorized as undetermined/null.



Impressions

56,716

Clicks

2,199

CTR

3.88%

DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
New York, NY	495	9,932	22.51%
Rochester, NY	275	6,864	12.51%
Philadelphia, PA	238	5,334	10.82%
Syracuse, NY	225	6,434	10.23%
Buffalo, NY	212	6,478	9.64%
Boston, MA	176	3,705	8%
Wilkes Barre-Scranton, PA	138	4,611	6.28%
Albany-Schenectady, NY	136	3,755	6.18%
Pittsburgh, PA	104	2,529	4.73%
Utica-Rome, NY	75	2,535	3.41%

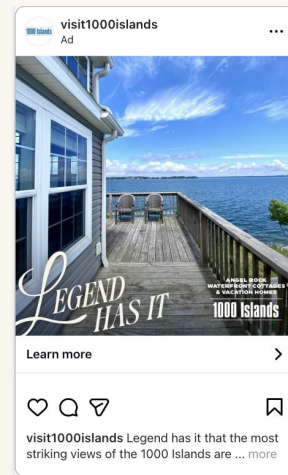
Gender	Link clicks ▾
female	86.45%
male	12.96%
unknown	0.59%

AdsetName	InlineLinkClicks ▾	Impressions
Angel Rock	1,272	27,386
Angel Rock Fall 2026	927	29,330

Age	Link clicks ▾
55-64	60.94%
45-54	25.33%
35-44	11.14%
25-34	2.59%

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- The "Angel Rock" ad set drove the most volume with 1,272 inline link clicks across 27.3K+ impressions.
- New York NY led all DMA regions generating 495 clicks (22.51% of total), followed by Rochester NY with 275 clicks.
- Our campaign resonates most with female audiences, who account for over 86% of link clicks, and with users aged 55-64, who delivered over 60% of total clicks.



Impressions
282,664

Clicks
7,994

CTR
2.83%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	2,906	108,937	36.35%
Philadelphia PA	1,339	47,494	16.75%
Boston MA-Manchester NH	817	29,145	10.22%
Buffalo NY	543	18,622	6.79%
Syracuse NY	439	12,530	5.49%
Rochester NY	418	12,316	5.23%
Pittsburgh PA	404	15,992	5.05%
Albany-Schenectady-Troy NY	387	14,212	4.84%
Wilkes Barre-Scranton PA	332	9,768	4.15%
Burlington VT-Plattsburgh NY	197	6,695	2.46%

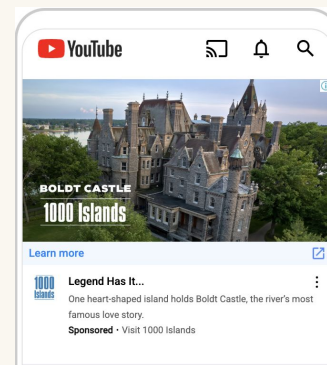
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Ad group	Clicks ▾	Impressions	CTR
Boldt Castle	7,994	282,664	2.83%

Gender	Clicks ▾
Undetermined	50.33%
Female	27.87%
Male	21.8%

Age	Clicks ▾
null	50.26%
64+	34.31%
55-64	8.73%

- The "Boldt Castle" ad group drove 7,994 clicks and achieved a 2.83% CTR across 282.6K+ impressions.
- New York NY led all metro areas generating 2,906 clicks (36.35% of total), followed by Philadelphia PA with 1,339 clicks.
- Among identified demographics, engagement was led by female audiences (27.87% of clicks) and users aged 64+, who delivered over 34% of total clicks.



Impressions
66,503

Clicks
2,115

CTR
3.18%

Gender	Link clicks
female	73.71%
male	24.82%
unknown	1.47%

DMA region	Link clicks	Impressions	Percentage of Link Clicks
New York, NY	529	14,759	25.01%
Philadelphia, PA	293	7,923	13.85%
Boston, MA	213	6,373	10.07%
Buffalo, NY	197	6,501	9.31%
Rochester, NY	162	5,411	7.66%
Syracuse, NY	162	5,611	7.66%
Pittsburgh, PA	130	4,170	6.15%
Albany-Schenectady, NY	120	4,349	5.67%
Wilkes Barre-Scranton, PA	114	4,064	5.39%
Burlington-Plattsburgh, VT-NY	84	2,804	3.97%

AdsetName	InlineLinkClicks	Impressions
Boldt Castle	1,079	30,616
Boldt Castle Fall 2026	1,036	35,887

Age	Link clicks
55-64	47.85%
45-54	29.03%
35-44	16.6%
25-34	6.52%
Unknown	null

- The "Boldt Castle" ad set drove the most volume with 1,079 inline link clicks across 30.6K+ impressions.
- New York NY led all DMA regions generating 529 clicks (25.01% of total), followed by Philadelphia PA with 293 clicks.
- Our campaign resonates most with female audiences, who account for over 73% of link clicks, and with users aged 55-64, who delivered nearly 48% of total clicks.

Visit 1000 Islands
Ad · ⓘ

Legend has it that the river remembers history hidden behind the walls of Boldt Castle.

boldtcastle.com
And the Rest is History
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Impressions
171,950

Clicks
5,169

CTR
3.01%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	2,605	112,274	50.4%
Philadelphia PA	821	25,960	15.88%
Boston MA-Manchester NH	646	16,397	12.5%
Pittsburgh PA	282	3,440	5.46%
Buffalo NY	178	3,430	3.44%
Albany-Schenectady-Troy NY	168	3,073	3.25%
Wilkes Barre-Scranton PA	143	2,420	2.77%
Syracuse NY	102	1,936	1.97%
Rochester NY	95	1,399	1.84%
Burlington VT-Plattsburgh NY	77	732	1.49%

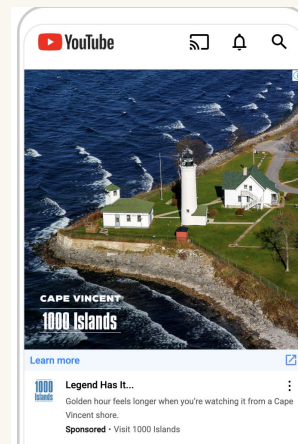
1 - 10 / 12 < >

Ad group	Clicks ▾	Impressions	CTR
Cape Vincent	5,169	171,950	3.01%

Gender	Clicks ▾
Male	61.5%
Female	38.5%
Undetermi...	0%

Age	Clicks ▾
55-64	56.55%
45-54	16.58%
35-44	15.77%

- The "Cape Vincent" ad group drove 5,169 clicks and achieved a 3.01% CTR across 171.9K+ impressions.
- New York NY led all metro areas generating 2,605 clicks (50.4% of total), followed by Philadelphia PA with 821 clicks.
- Our campaign resonates most with male audiences, who account for over 61% of clicks, and with users aged 55-64, who delivered over 56% of total clicks.



PROSPECTING (CAPE VINCENT) | META

Aug 1, 2026 - Aug 31, 2026



Impressions

53,201

Clicks

1,522

CTR

2.86%

DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
New York, NY	527	16,412	34.63%
Boston, MA	265	6,398	17.41%
Philadelphia, PA	236	6,975	15.51%
Pittsburgh, PA	86	3,992	5.65%
Buffalo, NY	69	3,706	4.53%
Syracuse, NY	69	2,853	4.53%
Rochester, NY	67	2,762	4.4%
Wilkes Barre-Scranton, PA	62	2,885	4.07%
Albany-Schenectady, NY	57	3,016	3.75%
Burlington-Plattsburgh, VT-NY	35	1,774	2.3%

Gender

Link clicks ▾

female	67.08%
male	32.13%
unknown	0.79%

AdsetName	InlineLinkClicks ▾	Impressions
Cape Vincent	1,044	22,646
Cape Vincent Fall 2026	478	30,555

Age

Link clicks ▾

55-64	55.12%
45-54	21.55%
35-44	13.47%
25-34	9.86%
Unknown	null

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- The "Cape Vincent" ad set drove the most volume with 1,044 inline link clicks across 22.6K+ impressions.
- New York NY led all DMA regions generating 527 clicks (34.63% of total), followed by Boston MA with 265 clicks.
- Our campaign resonates most with female audiences, who account for over 67% of link clicks, and with users aged 55-64, who delivered over 55% of total clicks.

Visit 1000 Islands
Ad · 18

Legend has it that the calmest waters lead to the most unforgettable island views in Cape Vincent.

capevincenyny.org
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Impressions
445,160

Clicks
7,256

CTR
1.63%

City	Clicks ▾	Impressions	Percentage of Clicks
Montreal	2,510	140,376	34.59%
Toronto	1,358	85,693	18.72%
Brampton	213	15,433	2.94%
Mississauga	202	13,253	2.78%
Ottawa	186	13,345	2.56%
Hamilton	166	9,449	2.29%
Markham	141	8,711	1.94%
Laval	119	6,256	1.64%
Vaughan	118	9,567	1.63%
Richmond Hill	80	4,728	1.1%

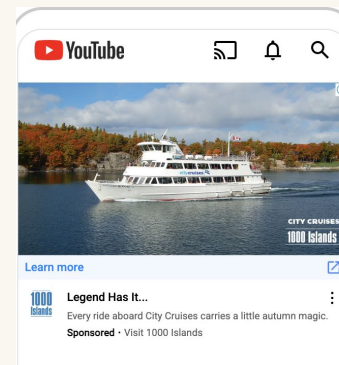
Ad group	Clicks ▾	Impressions	CTR
City Cruises	7,256	445,160	1.63%

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Gender	Clicks ▾
Male	60.21%
Female	39.79%
Undetermi...	0%

Age	Clicks ▾
35-44	27.81%
55-64	26.57%
45-54	24.82%

- The "City Cruises" ad group drove 7,256 clicks and achieved a 1.63% CTR across 445.1K+ impressions.
- Montreal led all cities generating 2,510 clicks (34.59% of total), followed by Toronto with 1,358 clicks.
- Our campaign resonates most with male audiences, who account for over 60% of clicks, and with users aged 35-44, who delivered over 27% of total clicks.



Impressions
135,690

Clicks
2,420

CTR
1.78%

Gender	Link clicks ▾
female	67.77%
male	30.45%
unknown	1.78%

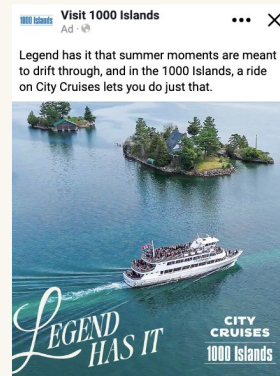
	Region	Link clicks ▾	Impressions	Percentage of Link Clicks
1.	Ontario	1,709	92,208	70.62%
2.	Quebec	568	37,133	23.47%
3.	New York	79	3,819	3.26%
4.	Pennsylvania	24	986	0.99%
5.	New Jersey	20	831	0.83%
6.	Massachuset..	11	354	0.45%
7.	Connecticut	5	75	0.21%
8.	New Hampsh..	2	135	0.08%
9.	West Virginia	1	11	0.04%
1.	Delaware	1	74	0.04%
11.	British Colum..	-	1	-

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AdsetName	InlineLinkClicks ▾	Impressions
City Cruises	1,236	76,017
City Cruises Fall 2026	1,184	59,673

Age	Link clicks ▾
55-64	44.88%
45-54	26.41%
35-44	19.05%
25-34	9.67%

- The "City Cruises" ad set drove the most volume with 1,236 inline link clicks across 76K+ impressions, closely followed by "City Cruises | Fall 2026" with 1,184 clicks.
- Ontario led all regions generating 1,709 clicks (70.62% of total), followed by Quebec with 568 clicks.
- Our campaign resonates most with female audiences, who account for over 67% of link clicks, and with users aged 55-64, who delivered nearly 45% of total clicks.



cityexperiences.com
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Impressions
240,147

Clicks
5,625

CTR
2.34%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	3,126	139,098	55.57%
Philadelphia PA	833	37,087	14.81%
Boston MA-Manchester NH	673	26,832	11.96%
Pittsburgh PA	202	7,076	3.59%
Buffalo NY	199	6,514	3.54%
Wilkes Barre-Scranton PA	148	5,437	2.63%
Albany-Schenectady-Troy NY	145	6,062	2.58%
Syracuse NY	120	4,469	2.13%
Rochester NY	65	3,339	1.16%
Burlington VT-Plattsburgh NY	52	1,989	0.92%

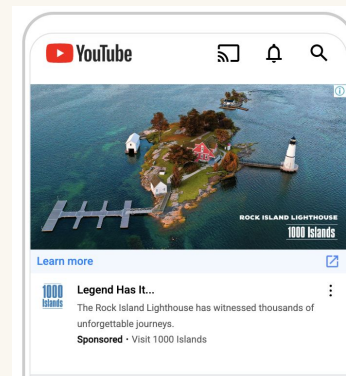
1 - 10 / 12 < >

Ad group	Clicks ▾	Impressions	CTR
Rock Island Lighthouse	3,736	167,083	2.24%
Clayton Island Tours	1,889	73,064	2.59%

Gender	Clicks ▾
Male	64.16%
Female	35.84%

Age	Clicks ▾
55-64	30.88%
35-44	29.35%
45-54	24.16%

- The "Rock Island Lighthouse" ad group drove the most volume with 3,736 clicks, while "Clayton Island Tours" was the most efficient with the highest CTR of 2.59% (1,889 clicks).
- New York NY led all metro areas generating 3,126 clicks (55.57% of total), followed by Philadelphia PA with 833 clicks.
- Our campaign resonates most with male audiences, who account for over 64% of clicks, and with users aged 55-64, who delivered over 30% of total clicks.



Impressions
80,839

Clicks
1,610

CTR
1.99%

DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
New York, NY	403	18,703	25.03%
Philadelphia, PA	211	8,968	13.11%
Boston, MA	186	8,514	11.55%
Syracuse, NY	154	7,435	9.57%
Rochester, NY	139	6,619	8.63%
Buffalo, NY	101	6,967	6.27%
Albany-Schenectady, NY	97	5,058	6.02%
Pittsburgh, PA	87	5,053	5.4%
Wilkes Barre-Scranton, PA	84	5,077	5.22%
Binghamton, NY	55	2,508	3.42%

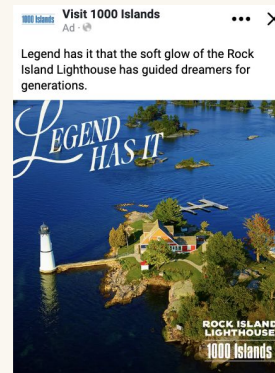
Gender	Link clicks ▾
female	55.53%
male	43.6%
unknown	0.87%

AdsetName	InlineLinkClicks ▾	Impressions
Rock Island	543	21,111
Rock Island Fall 2026	462	22,621
Clayton Island Tours	342	20,349
Clayton Island Tours Fall 2...	263	16,758

Age	Link clicks ▾
55-64	52.42%
45-54	24.35%
35-44	14.78%
25-34	8.45%

1 - 10 / 12 < >

- The "Rock Island" ad set drove the most volume with 543 inline link clicks across 21.1K+ impressions.
- New York NY led all DMA regions generating 403 clicks (25.03% of total), followed by Philadelphia PA with 211 clicks.
- Our campaign resonates most with female audiences, who account for over 55% of link clicks, and with users aged 55-64, who delivered over 52% of total clicks.



claytonislandtours.com
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Impressions
171,013

Clicks
6,403

CTR
3.74%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	3,470	111,462	54.19%
Philadelphia PA	520	7,895	8.12%
Pittsburgh PA	426	5,563	6.65%
Albany-Schenectady-Troy NY	401	9,733	6.26%
Buffalo NY	380	9,282	5.93%
Syracuse NY	295	6,476	4.61%
Boston MA-Manchester NH	293	5,396	4.58%
Rochester NY	209	6,058	3.26%
Watertown NY	112	1,760	1.75%
Binghamton NY	70	1,477	1.09%

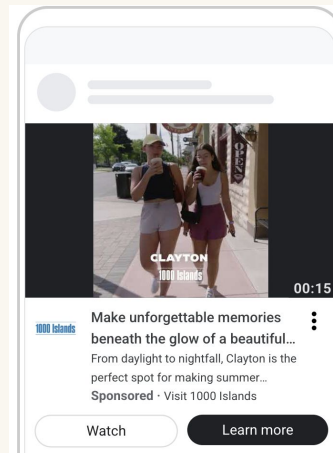
1 - 10 / 14 < >

Ad group	Clicks ▾	Impressions	CTR
Clayton	4,515	107,479	4.2%
Antique Boat Museum	1,888	63,534	2.97%

Gender	Clicks ▾
Male	70.11%
Female	29.89%

Age	Clicks ▾
55-64	53.94%
45-54	19.37%
35-44	15.46%

- The "Clayton" ad group drove the most volume and efficiency with 4,515 clicks and a 4.2% CTR across 107.4K+ impressions.
- New York NY led all metro areas generating 3,470 clicks (54.19% of total), followed by Philadelphia PA with 520 clicks.
- Our campaign resonates most with male audiences, who account for over 70% of clicks, and with users aged 55-64, who delivered over 53% of total clicks.



Impressions

79,352

Clicks

1,605

CTR

2.02%

DMA region

Link clicks ▾

Impressions

Percentage of Link Clicks

New York, NY

337

15,779

21%

Philadelphia, PA

212

8,778

13.21%

Boston, MA

184

8,971

11.46%

Syracuse, NY

164

8,320

10.22%

Buffalo, NY

140

7,103

8.72%

Rochester, NY

134

7,422

8.35%

Albany-Schenectady, NY

101

5,639

6.29%

Pittsburgh, PA

94

4,518

5.86%

Wilkes Barre-Scranton, PA

93

4,668

5.79%

Binghamton, NY

56

2,505

3.49%

Gender

Link clicks ▾

male

66.92%

female

31.65%

unknown

1.43%

AdsetName

InlineLinkClicks ▾

Impressions

Antique Boat Museum

868

45,786

Clayton

737

33,566

1 - 10 / 12

Age

Link clicks ▾

55-64

59%

45-54

21.74%

35-44

11.84%

25-34

7.41%

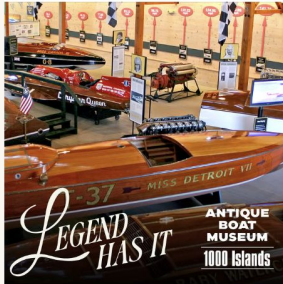
Unknown

null

- The "Antique Boat Museum" ad set drove the most volume with 868 inline link clicks across 45.7K+ impressions.
- New York NY led all DMA regions generating 337 clicks (21% of total), followed by Philadelphia PA with 212 clicks.
- Our campaign resonates most with male audiences, who account for over 66% of link clicks, and with users aged 55-64, who delivered 59% of total clicks.

Visit 1000 Islands
Ad · 18

Legend has it that, at the Antique Boat Museum, you can picture yourself on a classic retro ride.



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Impressions
609,468

Clicks
12,323

CTR
2.02%

City	Clicks	Impressions	Percentage of Clicks
Montreal	2,695	131,183	21.87%
Toronto	2,629	128,590	21.33%
Brampton	880	40,717	7.14%
Ottawa	727	33,002	5.9%
Mississauga	480	24,470	3.9%
Hamilton	361	18,758	2.93%
Windsor	260	12,648	2.11%
Kitchener	233	10,424	1.89%
Vaughan	190	10,523	1.54%
Oshawa	147	7,010	1.19%

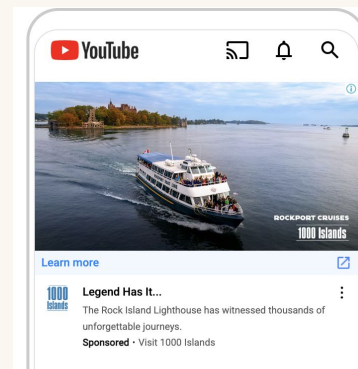
Ad group	Clicks	Impressions	CTR
Rockport Cruises	12,323	609,468	2.02%

1 - 10 / 1782

Gender	Clicks
Undetermined	43.7%
Male	29.6%
Female	26.7%

Age	Clicks
null	43.04%
64+	22.35%
25-34	9.75%

- The "Rockport Cruises" ad group drove 12,323 clicks and achieved a 2.02% CTR across 609.4K+ impressions.
- Montreal led all cities generating 2,695 clicks (21.87% of total), followed closely by Toronto with 2,629 clicks.
- Among identified demographics, male users led gender engagement with 29.6% of clicks, while users aged 64+ represented the largest age bracket at 22.35% of total clicks.



Impressions
135,786

Clicks
2,631

CTR
1.94%

Gender	Link clicks ▾
female	69.37%
male	29.42%
unknown	1.22%

	Region	Link clicks ▾	Impressions	Percentage of Link Clicks
1	Ontario	1,666	86,239	63.32%
2	Quebec	711	41,157	27.02%
3	New York	145	5,018	5.51%
4	New Jersey	43	1,200	1.63%
5	Pennsylvania	29	1,154	1.1%
6	Massachuset..	19	524	0.72%
7	Connecticut	10	138	0.38%
8	Delaware	4	69	0.15%
9	New Hampsh..	3	150	0.11%
10	Vermont	1	120	0.04%
11	Maryland	-	2	-

1 - 13 / 13 < >

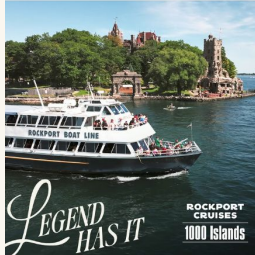
AdsetName	InlineLinkClicks ▾	Impressions
Rockport Cruises	1,433	82,650
Rockport Cruises Fall 20..	1,198	53,136

Age	Link clicks ▾
55-64	45.15%
45-54	24.36%
35-44	19.42%
25-34	11.06%
Unknown	null

- The "Rockport Cruises" ad set drove the most volume with 1,433 inline link clicks across 82.6K+ impressions, followed by "Rockport Cruises | Fall 2026" with 1,198 clicks.
- Ontario led all regions generating 1,666 clicks (63.32% of total), followed by Quebec with 711 clicks.
- Our campaign resonates most with female audiences, who account for over 69% of link clicks, and with users aged 55-64, who delivered over 45% of total clicks.

Visit 1000 Islands
Ad ID: 1000

Legend has it that the quaint charm and brilliant blue water of the 1000 Islands is best seen aboard Rockport Cruises.



rockportcruises.com
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Impressions
314,844

Clicks
5,544

CTR
1.76%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	3,127	176,250	56.4%
Philadelphia PA	875	50,040	15.78%
Boston MA-Manchester NH	616	37,768	11.11%
Pittsburgh PA	212	10,829	3.82%
Wilkes Barre-Scranton PA	148	7,263	2.67%
Buffalo NY	144	9,340	2.6%
Albany-Schenectady-Troy NY	143	8,013	2.58%
Rochester NY	92	4,989	1.66%
Syracuse NY	68	5,488	1.23%
Burlington VT-Plattsburgh NY	53	2,323	0.96%

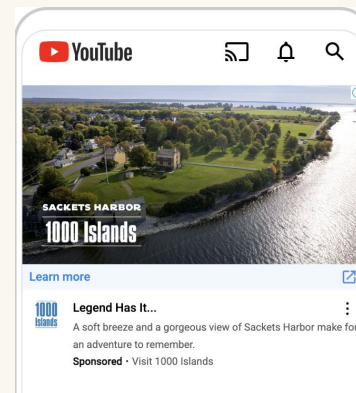
1 - 10 / 12

Ad group	Clicks ▾	Impressions	CTR
Sackets Harbor	5,544	314,844	1.76%

Gender	Clicks ▾
Male	73.68%
Female	26.32%

Age	Clicks ▾
35-44	34.9%
45-54	24.51%
25-34	21.46%

- The "Sackets Harbor" ad group drove 5,544 clicks and achieved a 1.76% CTR across 314.8K+ impressions.
- New York NY led all metro areas generating 3,127 clicks (56.4% of total), followed by Philadelphia PA with 875 clicks.
- Our campaign resonates most with male audiences, who account for over 73% of clicks, and with users aged 35-44, who delivered nearly 35% of total clicks.



	DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
Impressions 48,471 Clicks 2,104 CTR 4.34%	New York, NY	426	8,160	20.25%
	Syracuse, NY	262	6,026	12.45%
	Rochester, NY	244	5,850	11.6%
	Philadelphia, PA	241	4,544	11.45%
	Boston, MA	207	3,431	9.84%
	Buffalo, NY	185	5,433	8.79%
	Albany-Schenectady, NY	123	3,530	5.85%
	Wilkes Barre-Scranton, PA	122	3,265	5.8%
	Pittsburgh, PA	94	2,253	4.47%
	Utica-Rome, NY	71	2,177	3.37%
Gender	Link clicks ▾			
female	70.06%			
male	28.9%			
unknown	1.05%			

AdsetName	InlineLinkClicks ▾	Impressions
Sackets Harbor	1,135	30,353
Sackets Harbor Fall 20..	969	18,118

Age	Link clicks ▾
65+	76.52%
55-64	13.97%
45-54	5.56%
35-44	2.14%
25-34	1.81%

- The "Sackets Harbor" ad set drove the most volume with 1,135 inline link clicks across 30.3K+ impressions.
- New York NY led all DMA regions generating 426 clicks (20.25% of total), followed by Syracuse NY with 262 clicks.
- Our campaign resonates most with female audiences, who account for over 70% of link clicks, and with users aged 65+, who delivered over 76% of total clicks.

Visit 1000 Islands
Ad

Legend has it that if you've found the one, you'll know it on a walk through the natural paradise of Sackets Harbor.

LEGEND HAS IT
SACKETS HARBOR
1000 Islands

visitsacketsharbor.com
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Impressions
149,099

Clicks
5,192

CTR
3.48%

Metro area	Clicks ▾	Impressions	Percentage of Clicks
New York NY	2,465	93,830	47.48%
Boston MA-Manchester NH	779	16,702	15%
Philadelphia PA	743	19,003	14.31%
Pittsburgh PA	324	3,231	6.24%
Buffalo NY	174	3,579	3.35%
Albany-Schenectady-Troy NY	174	3,518	3.35%
Wilkes Barre-Scranton PA	155	2,179	2.99%
Syracuse NY	130	2,493	2.5%
Rochester NY	85	1,962	1.64%
Burlington VT-Plattsburgh NY	72	1,296	1.39%

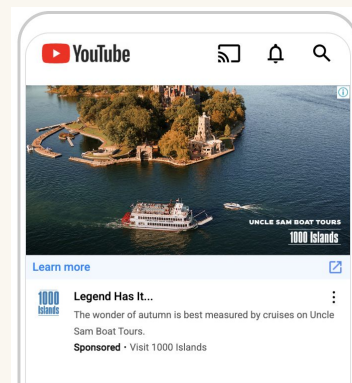
1 - 10 / 12 < >

Ad group	Clicks ▾	Impressions	CTR
Uncle Sam Boat Tours	5,192	149,099	3.48%

Gender	Clicks ▾
Male	61.9%
Female	38.1%
Undetermi..	0%

Age	Clicks ▾
55-64	60.55%
45-54	18.99%
35-44	11.88%

- The "Uncle Sam Boat Tours" ad group drove 5,192 clicks and achieved a 3.48% CTR across 149.1K+ impressions.
- New York NY led all metro areas generating 2,465 clicks (47.48% of total), followed by Boston MA-Manchester NH with 779 clicks.
- Our campaign resonates most with male audiences, who account for nearly 62% of clicks, and with users aged 55-64, who delivered over 60% of total clicks.



Impressions
87,062

Clicks
1,998

CTR
2.29%

DMA region	Link clicks ▾	Impressions	Percentage of Link Clicks
New York, NY	667	26,142	33.38%
Boston, MA	295	9,995	14.76%
Philadelphia, PA	232	10,213	11.61%
Buffalo, NY	131	6,901	6.56%
Albany-Schenectady, NY	116	5,423	5.81%
Wilkes Barre-Scranton, PA	103	5,213	5.16%
Pittsburgh, PA	94	5,306	4.7%
Syracuse, NY	89	4,863	4.45%
Burlington-Plattsburgh, VT-NY	88	3,696	4.4%
Rochester, NY	87	4,702	4.35%

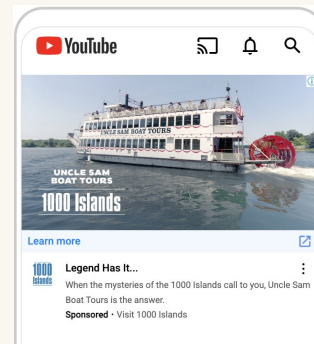
Gender	Link clicks ▾
female	68.57%
male	30.63%
unknown	0.8%

AdsetName	InlineLinkClicks ▾	Impressions
Uncle Sam Boat Tours	1,380	55,442
Uncle Sam Boat Tours F...	618	31,620

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Age	Link clicks ▾
55-64	52.15%
45-54	25.33%
35-44	17.12%
25-34	5.41%
Unknown	null

- The "Uncle Sam Boat Tours" ad set drove the most volume with 1,380 inline link clicks across 55.4K+ impressions.
- New York NY led all DMA regions generating 667 clicks (33.38% of total), followed by Boston MA with 295 clicks.
- Our campaign resonates most with female audiences, who account for over 68% of link clicks, and with users aged 55-64, who delivered over 52% of total clicks.



Website Analytics



ANALYTICS OVERVIEW

Aug 1, 2026 - Aug 31, 2026



KEY SITE METRICS

Total users

98,172

26.9%

Sessions

115,300

0.3%

Engaged sessions

55,128

-26.3%

Average session duration

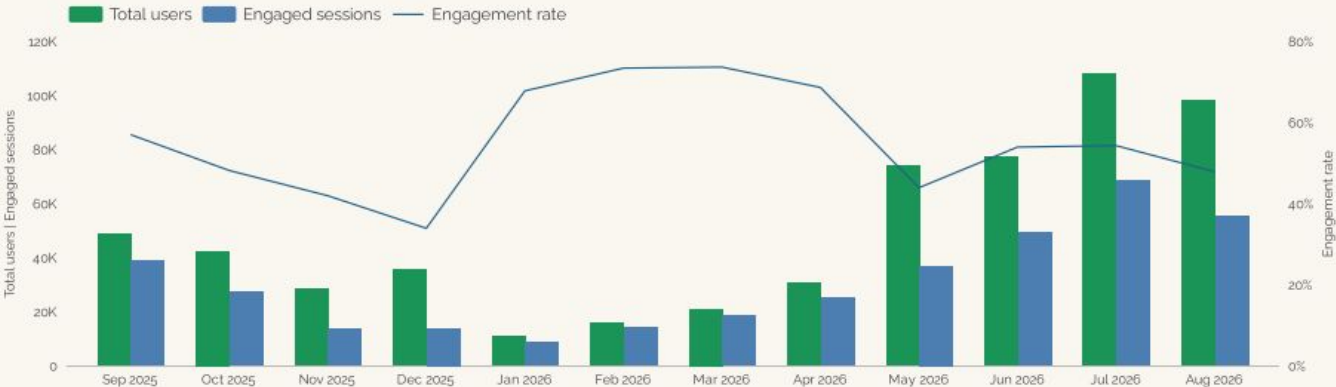
00:01:46

-22.6%

Engagement rate

47.81%

-26.5%



Y/Y Comparison

Voyage Waypoint

- Total users increased 27% year-over-year to 98K in August 2026, while total sessions remained consistent at 115K (+0.3%).
- Engaged sessions decreased 26% to 55K, driving the site engagement rate down 26% to 48%.
- Average session duration declined 22% to 1 minute and 46 seconds as higher summer traffic volumes coincided with lower engagement depth compared to other months.

TOP PAGES

Page path	Views	% Δ	Engagement rate	% Δ
/legendhasit/	47,113	-	22.88%	-
/experiences/castles-cruises/	25,139	-14.7% ↓	87.79%	-1.3% ↓
/	15,628	-46.3% ↓	67.45%	-15.5% ↓
/experiences/first-time-visitors/	14,629	-42.9% ↓	84.29%	0.9% ↑
/southeastern-ontario/	10,775	107.2% ↑	25.06%	39.8% ↑
/events/	8,323	-9.0% ↓	85.05%	-5.8% ↓
/listing/gananoque-boat-line/	7,669	-23.4% ↓	87.18%	-5.5% ↓
/places-to-stay/campgrounds/	6,128	-1.4% ↓	89.74%	3.2% ↑
/places-to-stay/motels-resorts-and-bbs/	4,662	-26.5% ↓	93.14%	1.4% ↑
/experiences/	4,589	460.3% ↑	89.19%	-1.8% ↓
/places-to-stay/cottages/	4,069	12.9% ↑	92.33%	0.7% ↑
/places-to-stay/	4,026	200.9% ↑	93.29%	2.8% ↑
/listing/1000-islands-seaway-cruises/	2,597	-19.0% ↓	93.53%	-0.8% ↓
/family-fun/	2,524	-34.6% ↓	84.58%	15.3% ↑
/communities/alexandria-bay-ny/	2,257	-43.7% ↓	79.32%	-0.2% ↓
/listing/thousand-islands-playhouse/	2,037	821.7% ↑	78.96%	9.2% ↑

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TOP CITIES

City	Country	Total users	% Δ
Toronto	Canada	8,347	-9.0% ↓
New York	United States	5,888	56.7% ↑
(not set)	United States	5,024	20.8% ↑
Montreal	Canada	4,227	4.5% ↑
Ottawa	Canada	3,845	-1.0% ↓
(not set)	Canada	2,694	61.5% ↑
Brampton	Canada	1,368	51.2% ↑
Philadelphia	United States	1,293	123.3% ↑
Kingston	Canada	1,105	-11.0% ↓
Boston	United States	1,063	164.4% ↑
Mississauga	Canada	981	-2.4% ↓
Syracuse	United States	842	0.7% ↑
Baltimore	United States	829	772.6% ↑
Dallas	United States	823	384.1% ↑
Hamilton	Canada	600	-1.7% ↓
Grand total		98,172	26.9% ↑

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- The `legendhasit` page generated the highest volume with 47K views, while `experiences/castles-cruises` delivered 25K views alongside a strong 88% engagement rate.
- Total users increased 27% YoY to 98K, propelled by solid US growth in New York (+57% to 6K users) and Philadelphia (+123% to 1.3K users).
- High-growth pages expanded regional interest, with `southeastern-ontario` surging 107% to 11K views and `places-to-stay` increasing 201% to 4K views.

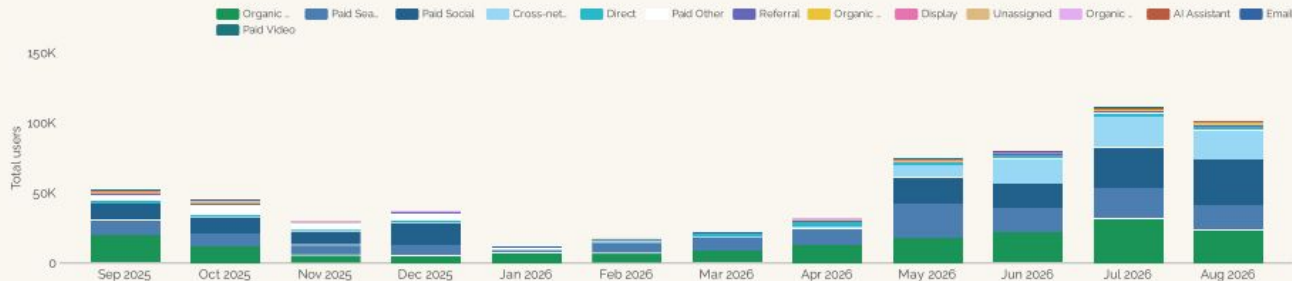
1000 Islands

CHANNEL BREAKOUT

Aug 1, 2026 - Aug 31, 2026



Session default channel group	Total users ▾	% Δ	Engaged sessions	% Δ	Engagement rate	% Δ
Paid Social	32,753	174.5% ↑	5,910	161.6% ↑	16.7%	-2.3% ↓
Organic Search	22,626	-36.4% ↓	18,906	-58.1% ↓	69.14%	-5.0% ↓
Cross-network	20,642	9,682.9% ↑	11,341	7,511.4% ↑	47.68%	-30.6% ↓
Paid Search	17,621	4.4% ↑	15,672	-24.8% ↓	77.1%	-8.7% ↓
Direct	2,883	4.2% ↑	1,327	-26.6% ↓	39.08%	-28.3% ↓
Display	1,189	-1.7% ↓	341	118.6% ↑	25.07%	109.4% ↑
Referral	744	-37.7% ↓	605	-46.8% ↓	68.21%	-6.7% ↓
Grand total	98,172	26.9% ↑	55,128	-26.3% ↓	47.81%	-26.5% ↓



- Total users grew 27% to 98K, while total engaged sessions declined 26% to 55K with an overall engagement rate of 48%.
- Paid Social led acquisition with 33K total users (+174%), followed by Cross-network generating 20K total users (+9,683%).
- Paid Search and Organic Search maintained the strongest traffic quality, achieving engagement rates of 77% and 69%, respectively.

Y/Y Comparison

Voyage Waypoint

1000 Islands

PAID TRAFFIC

Aug 1, 2026 - Aug 31, 2026



TOP PAGES - PAID CHANNELS

Page path	Views	% Δ	Engagement rate	% Δ
/legendhasit/	46,868	-	22.66%	-
/experiences/castles-cruises/	18,020	134% ↑	88.32%	1.6% ↑
/southeastern-ontario/	10,718	1076% ↑	25.02%	42.5% ↑
/experiences/first-time-visitors/	6,621	48.0% ↑	90.22%	0.9% ↑
/events/	5,605	1921% ↑	83.16%	-71% ↓
/listing/gananoque-boat-line/	5,471	10.0% ↑	88.17%	-6.4% ↓
/places-to-stay/campgrounds/	4,860	28.3% ↑	89.87%	4.2% ↑
/experiences/	4,197	5,018.3% ↑	88.93%	-8.6% ↓

TOP CITIES - PAID CHANNELS

City	Total users	% Δ
(not set)	5,759	96.5% ↑
Toronto	5,133	43.2% ↑
New York	4,852	141.4% ↑
Montreal	3,083	58.5% ↑
Ottawa	2,717	18.9% ↑
Philadelphia	1,116	411.9% ↑
Boston	896	769.9% ↑
Brampton	869	382.8% ↑

- Total users grew 102% to 73K across 81K sessions, while the overall engagement rate declined 28% to 41%.
- The `legendhasit` page led traffic volume with 47K views, while `experiences/castles-cruises` achieved a high 88% engagement rate across 18K views.
- Toronto led identifiable source markets with 5.1K total users, followed by New York with 4.8K total users representing a 141% increase.

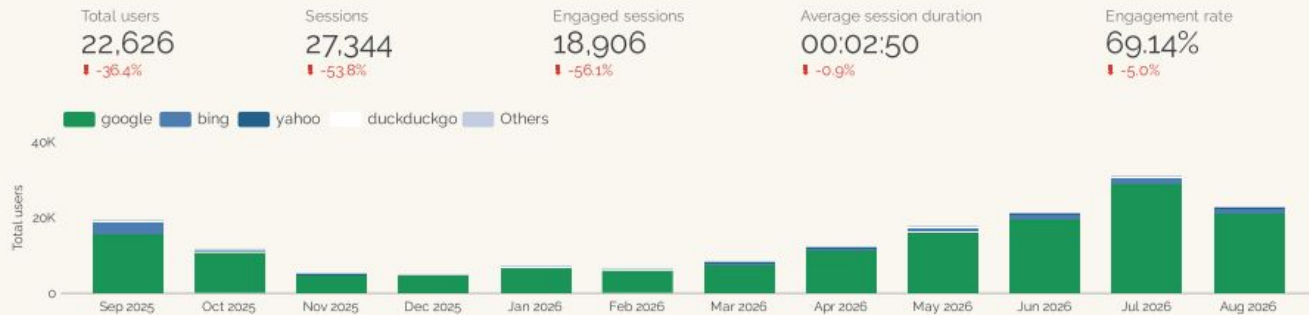
1000 Islands

ORGANIC SEARCH TRAFFIC

Aug 1, 2026 - Aug 31, 2026



- Organic search generated 22.6K total users and 27.3K sessions, reflecting year-over-year declines of 36% and 54%.



TOP PAGES - ORGANIC SEARCH

Page path	Views	% Δ	Engagement rate	% Δ
/	10,138	-56.2%	70.48%	-14.6%
/experiences/first-time-visitors/	7,148	-64.3%	80.51%	-2.9%
/experiences/castles-cruises/	6,556	-49.4%	86.88%	-5.0%
/events/	2,469	-60.4%	89.4%	-2.9%
/places-to-stay/motels-resorts-and-bbs/	2,127	-56.7%	93.24%	-1.1%
/listing/gananoque-boat-line/	2,070	-57.2%	85.7%	-3.9%
/communities/alexandria-bay-ny/	1,621	-53.2%	80.02%	1.2%

TOP CITIES - ORGANIC SEARCH

City	Total users	% Δ
Toronto	3,117	-44.9%
(not set)	1,741	-35.5%
Ottawa	1,119	-32.3%
Montreal	1,117	-47.3%
New York	783	-43.3%
Brampton	515	-29.5%
Kingston	472	-12.9%

- Top landing pages maintained strong audience quality, led by accommodation listings achieving a 93% engagement rate across 2.1K views.
- Toronto was the primary market with 3.1K total users, followed by Ottawa and Montreal with 1.1K users.