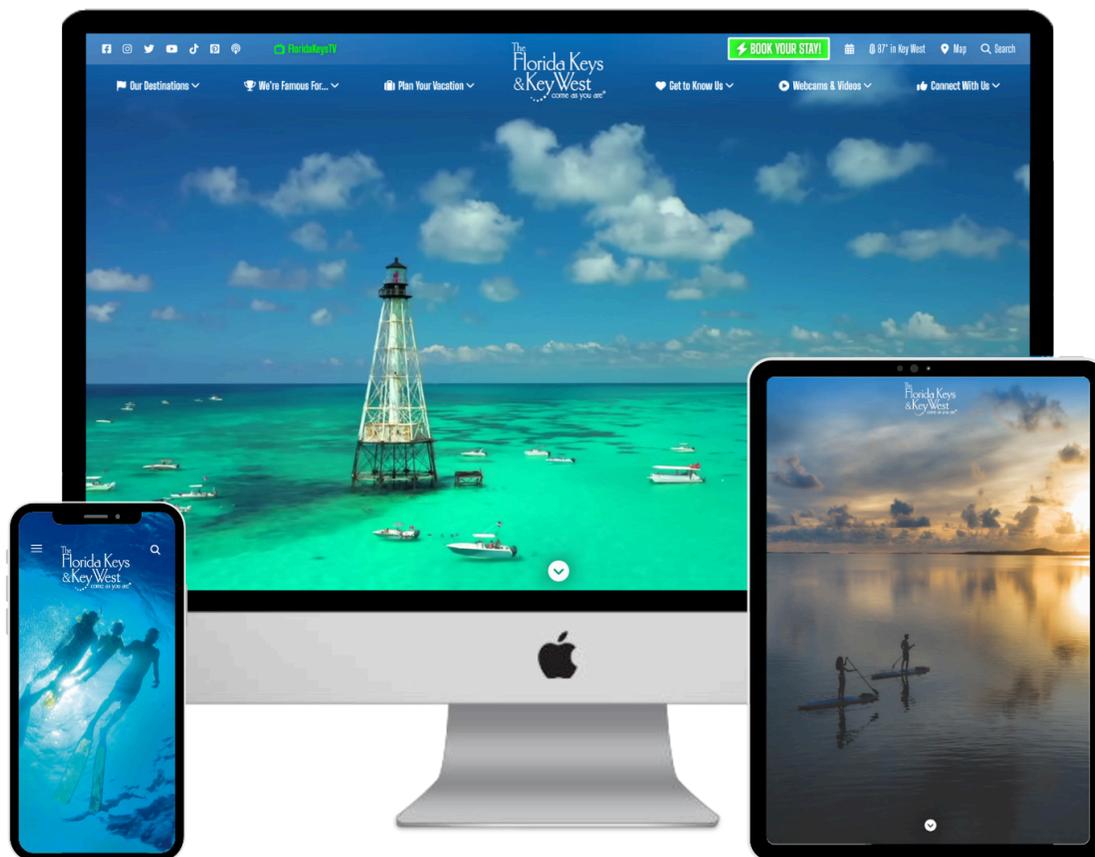


# Florida Keys & Key West

... fla-keys.com

## Website Status Report Fla-Keys.com

February 2025 Data for the  
April 10, 2025 TDC Meeting



Section 1: Website Traffic Report

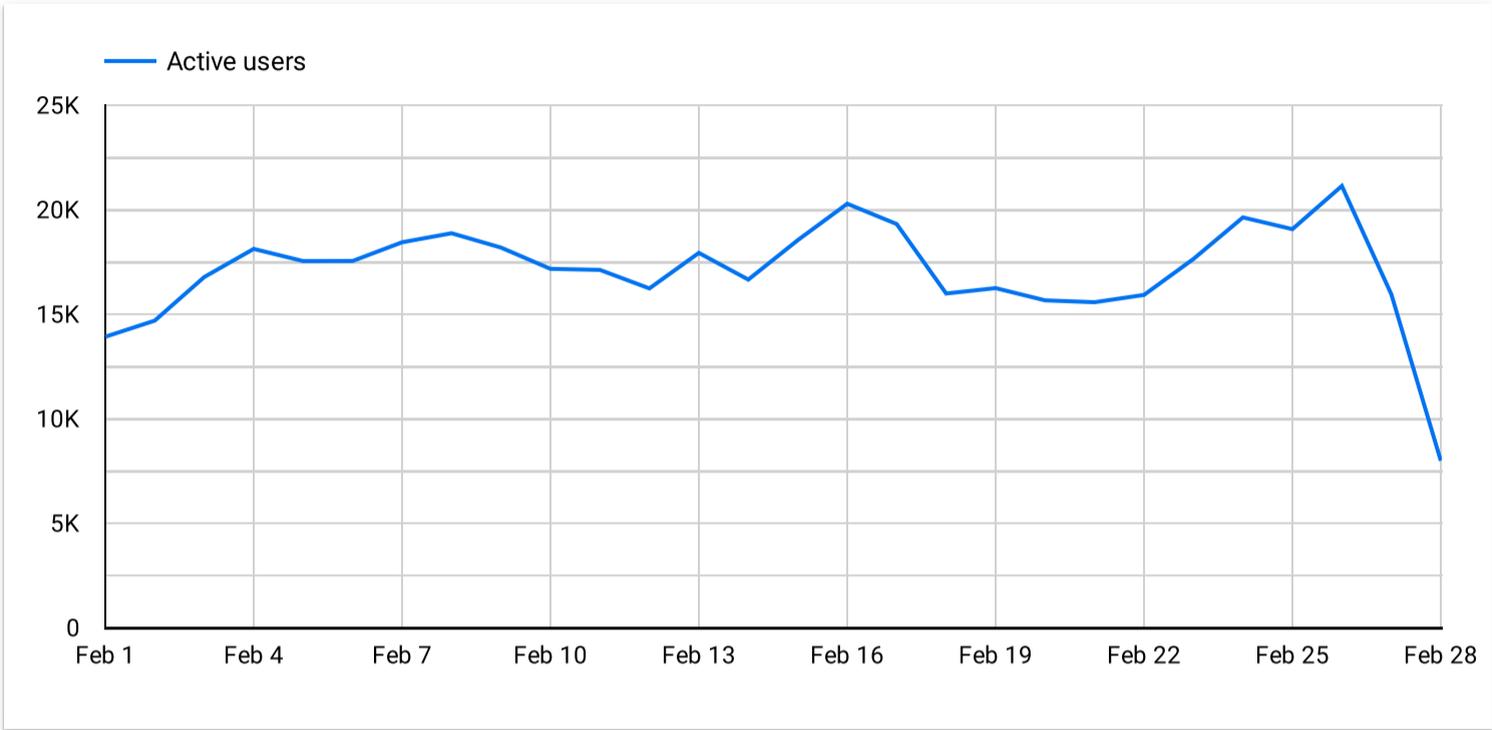
Section 2: Geographic Data on Website Visitors



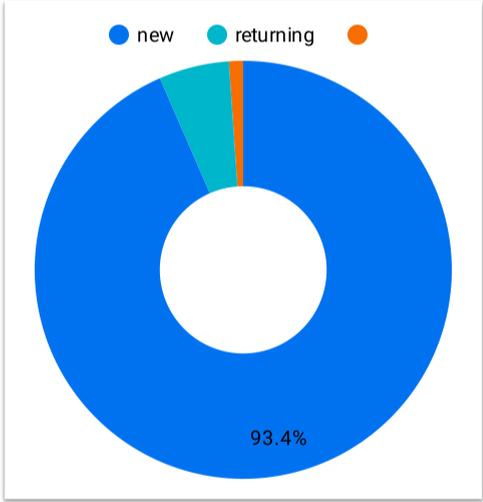


**Section 1: Website Traffic Report**

**Website Traffic Overview**



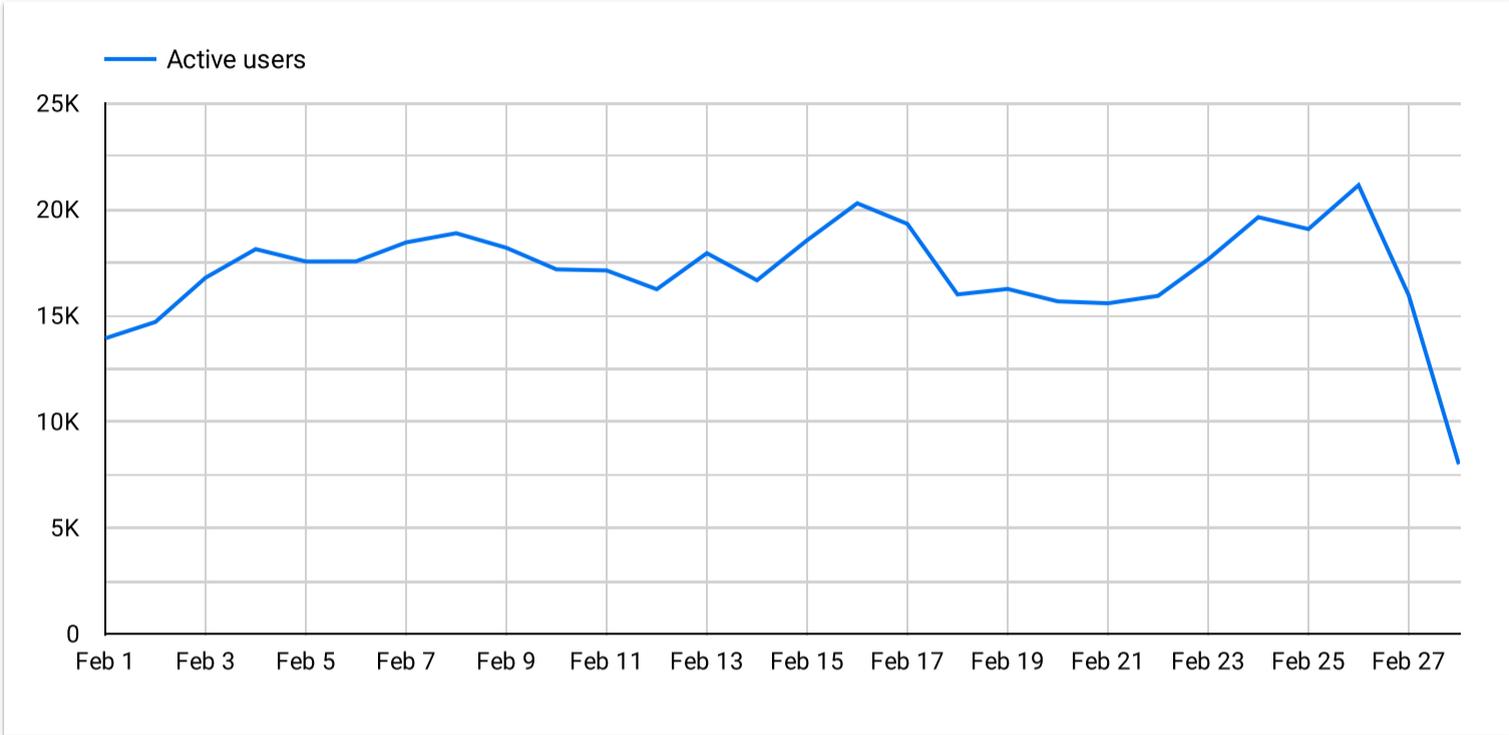
Active users <b>442,874</b>	New users <b>432,658</b>	Sessions <b>504,192</b>	Sessions per user <b>1.14</b>
Views <b>873,332</b>	Views per session <b>1.73</b>	Average session duration <b>00:16:13</b>	Bounce rate <b>43.06%</b>



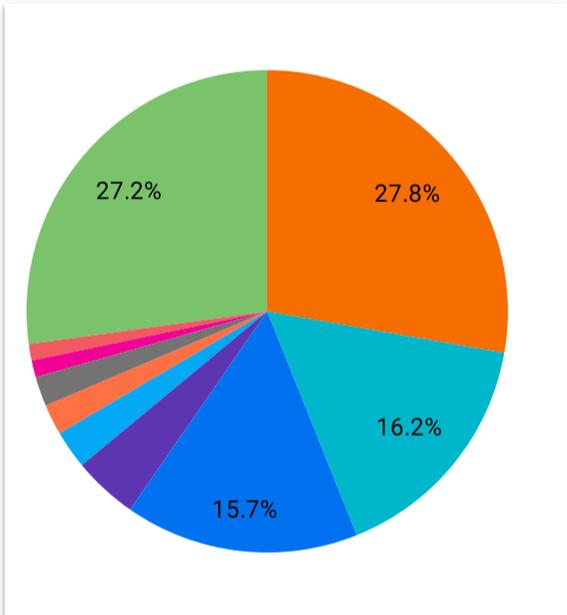
Language	Active users	% Active Users
1. English	399,764	90.27%
2. Spanish	14,049	3.17%
3. French	6,759	1.53%
4. German	5,974	1.35%
5. Italian	3,659	0.83%
6. Russian	2,344	0.53%
7. Swedish	2,051	0.46%
8. Chinese	1,133	0.26%
9. Portuguese	1,050	0.24%
10. Persian	948	0.21%
<b>Grand total</b>	<b>442,874</b>	<b>100%</b>



**Website Traffic Sources**

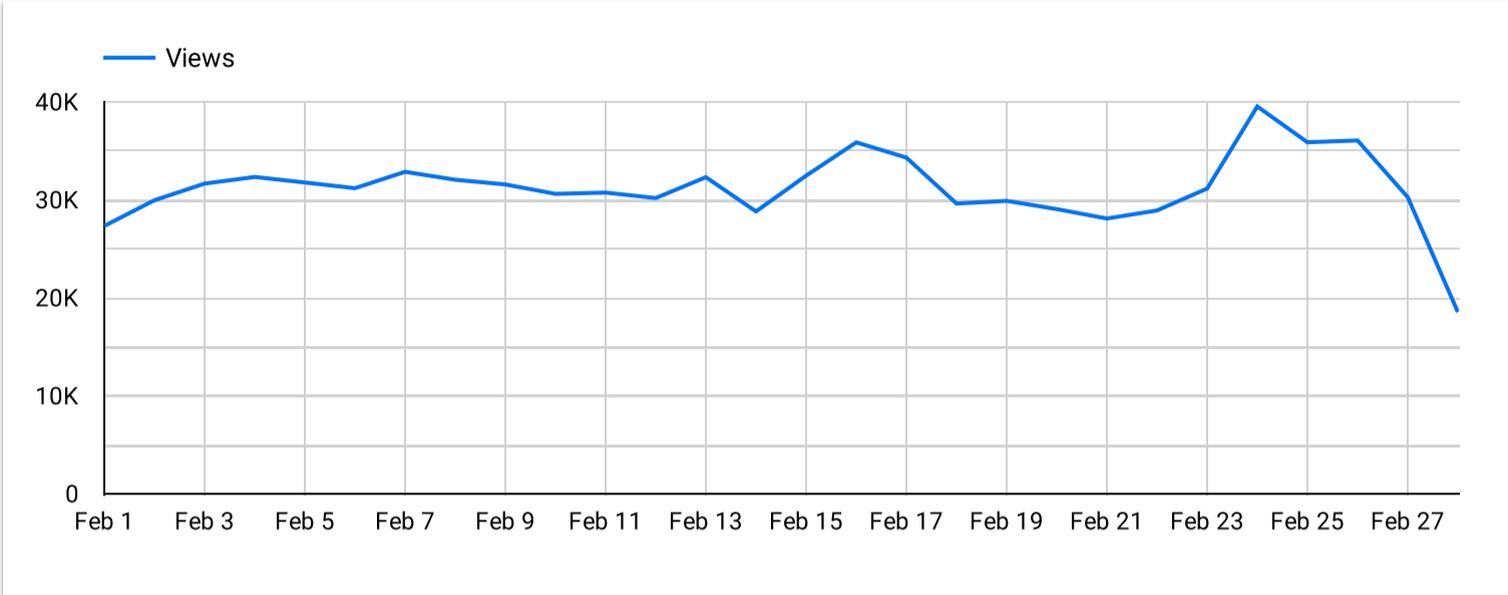


	First user source / medium	Active users	% Active Users
1.	google / cpc	123,755	27.94%
2.	google / organic	72,122	16.29%
3.	(direct) / (none)	70,059	15.82%
4.	imasdk.googleapis.com / referral	19,365	4.37%
5.	visitflorida.com / referral	11,438	2.58%
6.	travelpulse.com / referral	9,140	2.06%
7.	KeyWestDirectFlightFacebookInstagramTinsleyCa mpaign / paid	8,881	2.01%
8.	(not set)	5,038	1.14%
9.	find.bonusbuyer.net / referral	4,896	1.11%
10.	bing / organic	4,826	1.09%

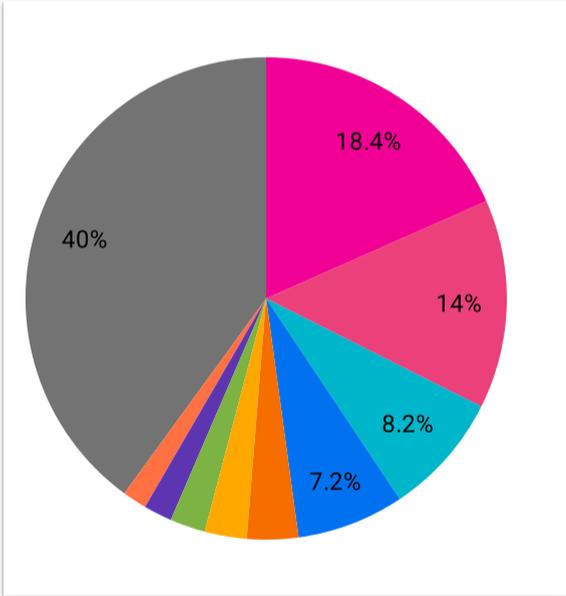




**Most Visited Sections of Website**



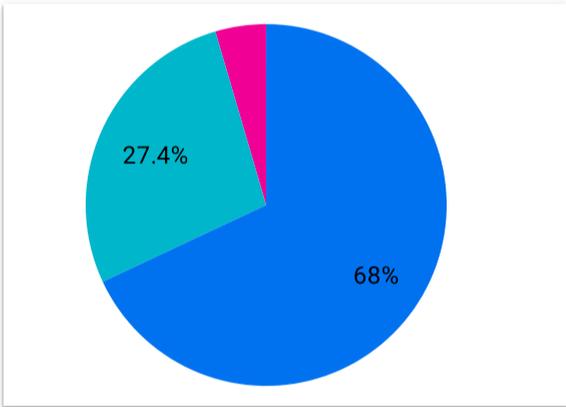
	Full page URL	Views	% Views
1.	<a href="http://fla-keys.com/key-west/places-to-stay/">fla-keys.com/key-west/places-to-stay/</a>	110,732	12.68%
2.	<a href="http://fla-keys.com/key-west/">fla-keys.com/key-west/</a>	61,061	6.99%
3.	<a href="http://fla-keys.com/">fla-keys.com/</a>	54,037	6.19%
4.	<a href="http://fla-keys.com/webcams/key-west/">fla-keys.com/webcams/key-west/</a>	46,477	5.32%
5.	<a href="http://fla-keys.com/key-largo/">fla-keys.com/key-largo/</a>	25,191	2.88%
6.	<a href="http://fla-keys.com/webcams/">fla-keys.com/webcams/</a>	20,707	2.37%
7.	<a href="http://fla-keys.com/marathon/">fla-keys.com/marathon/</a>	17,830	2.04%
8.	<a href="http://fla-keys.com/webcams/mallory-square/">fla-keys.com/webcams/mallory-square/</a>	15,366	1.76%
9.	<a href="http://fla-keys.com/islamorada/">fla-keys.com/islamorada/</a>	15,247	1.75%
10.	<a href="http://fla-keys.com/places-to-stay/">fla-keys.com/places-to-stay/</a>	12,273	1.41%
	<b>Grand total</b>	<b>873,332</b>	<b>100%</b>



## Device Usage

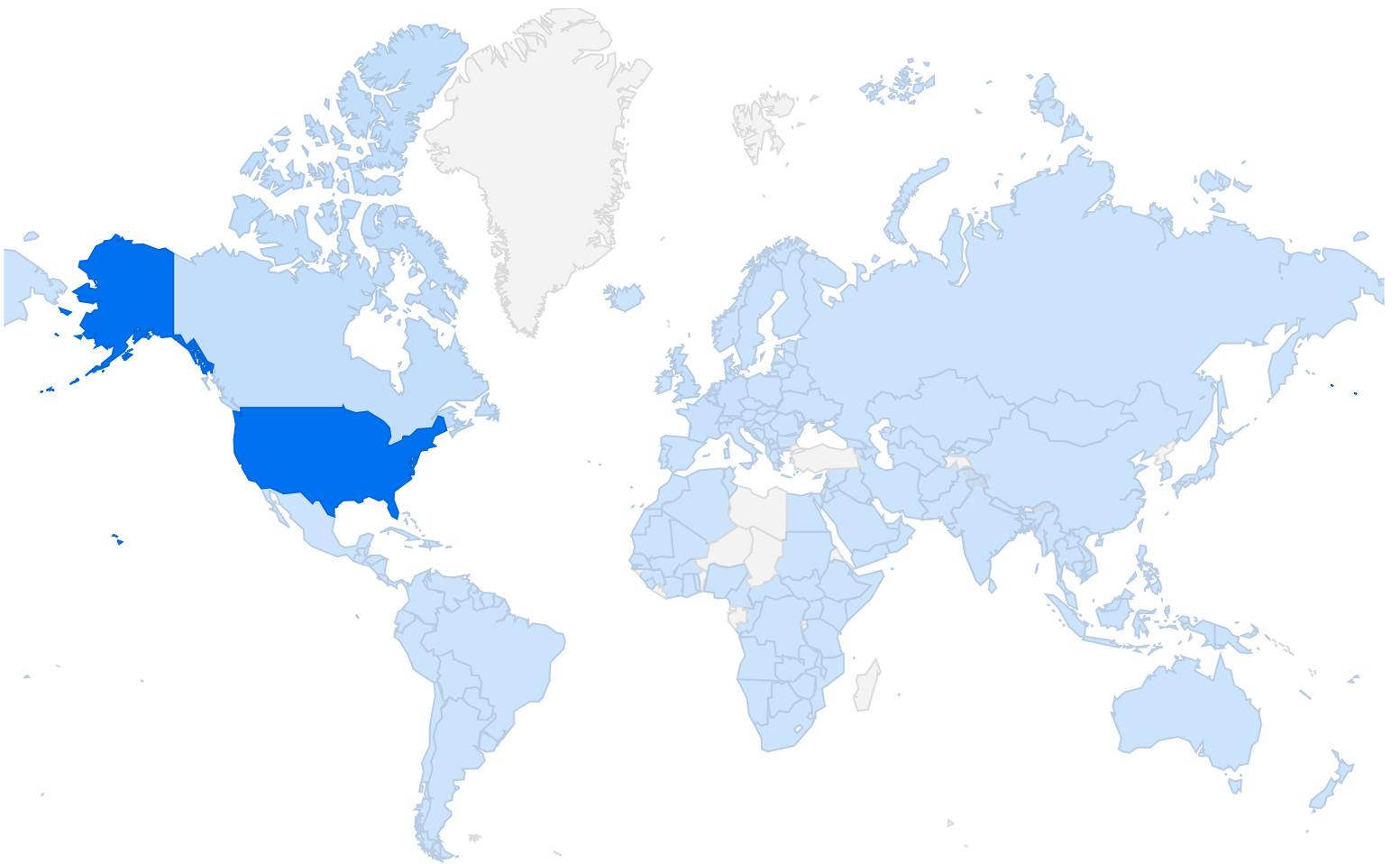


Device category	Active users	% Active Users
1. mobile	300,274	67.8%
2. desktop	121,076	27.34%
3. tablet	20,027	4.52%
4. smart tv	35	0.01%



# The Florida Keys & Key West ... come as you are®

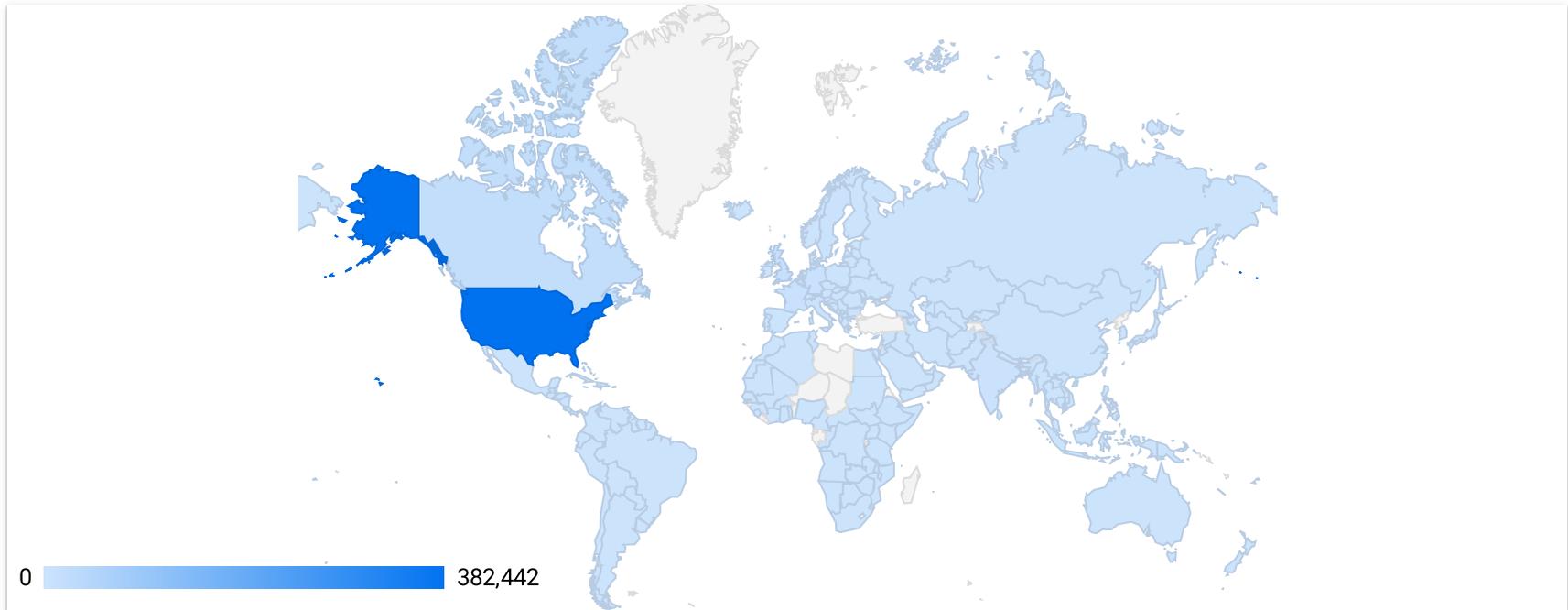
## Section 2: Geographic Data on Website Visitors



# The Florida Keys & Key West

... come as you are®

## World

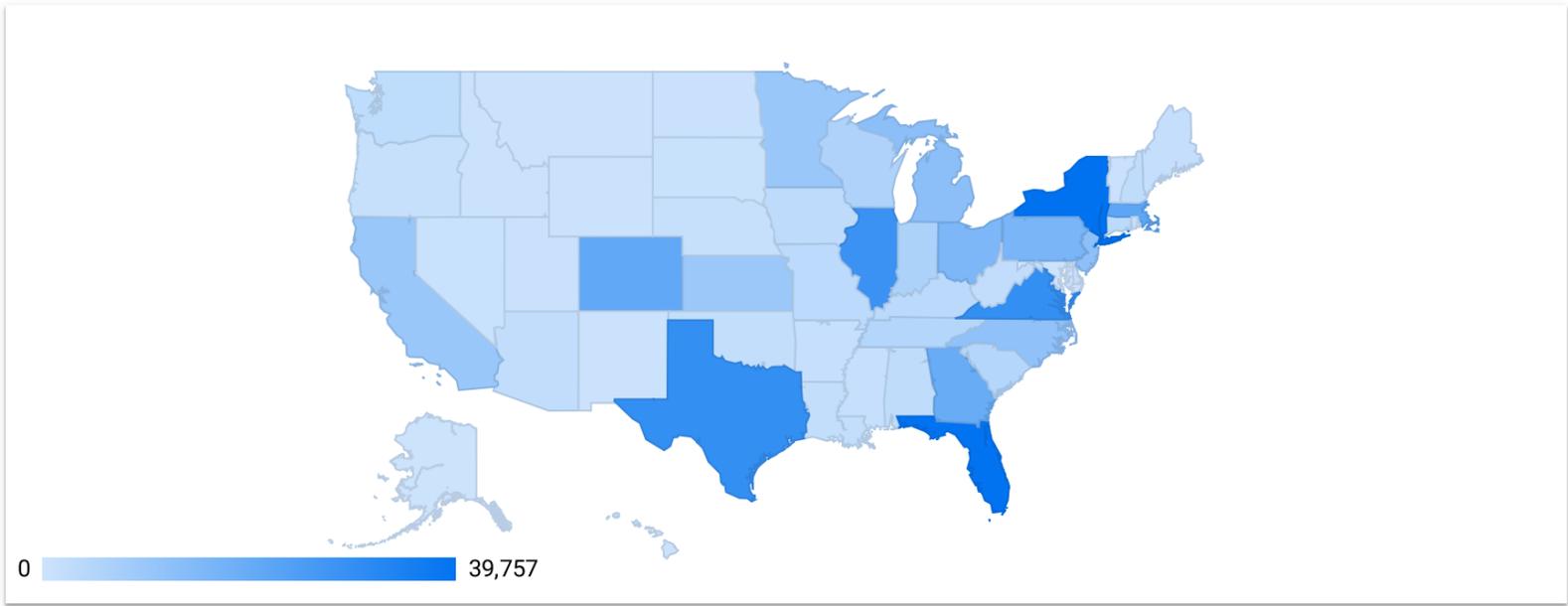


	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	382,442	368,820	430,559	38.86%	1.78	00:17:16
2.	Canada	16,339	16,161	18,158	67.2%	1.5	00:10:22
3.	United Kingd...	13,839	13,775	15,540	64.37%	1.46	00:10:03
4.	Germany	6,413	6,373	7,443	64.6%	1.46	00:09:37
5.	France	5,459	5,271	6,394	66.98%	1.27	00:05:42
6.	Italy	4,147	4,061	4,862	67.61%	1.17	00:05:17
7.	Sweden	2,519	2,527	2,700	71.67%	1.22	00:05:49
8.	India	2,437	2,433	2,478	89.39%	1.11	00:01:43
9.	Philippines	945	947	1,266	51.18%	1.3	00:19:15
10.	(not set)	764	764	761	46.91%	1.07	00:00:10
11.	Indonesia	764	724	962	45.63%	1.26	00:11:46
12.	Brazil	558	513	676	44.08%	1.72	00:24:58
13.	Norway	554	542	596	61.91%	1.41	00:04:46
14.	Spain	501	503	570	61.93%	1.39	00:11:02
15.	Romania	482	494	516	87.21%	1.11	00:04:08
16.	Thailand	471	469	596	55.7%	1.21	00:17:03
17.	Denmark	452	444	564	53.72%	1.61	00:18:35
18.	Iran	437	351	594	47.14%	1.23	00:23:29
19.	Netherlands	427	406	489	38.65%	1.84	00:15:21
20.	Ireland	412	409	444	40.32%	1.62	00:04:49
21.	Australia	406	392	440	42.05%	1.7	00:11:24
22.	Malaysia	402	398	598	52.51%	1.28	00:19:35
23.	Mexico	385	379	430	55.35%	1.32	00:12:31
24.	Russia	379	288	416	22.36%	1.09	00:16:56
25.	Switzerland	339	322	399	31.58%	3.39	00:13:45
	<b>Grand total</b>	<b>442,874</b>	<b>432,658</b>	<b>504,192</b>	<b>43.06%</b>	<b>1.73</b>	<b>00:16:13</b>

# The Florida Keys & Key West

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USA

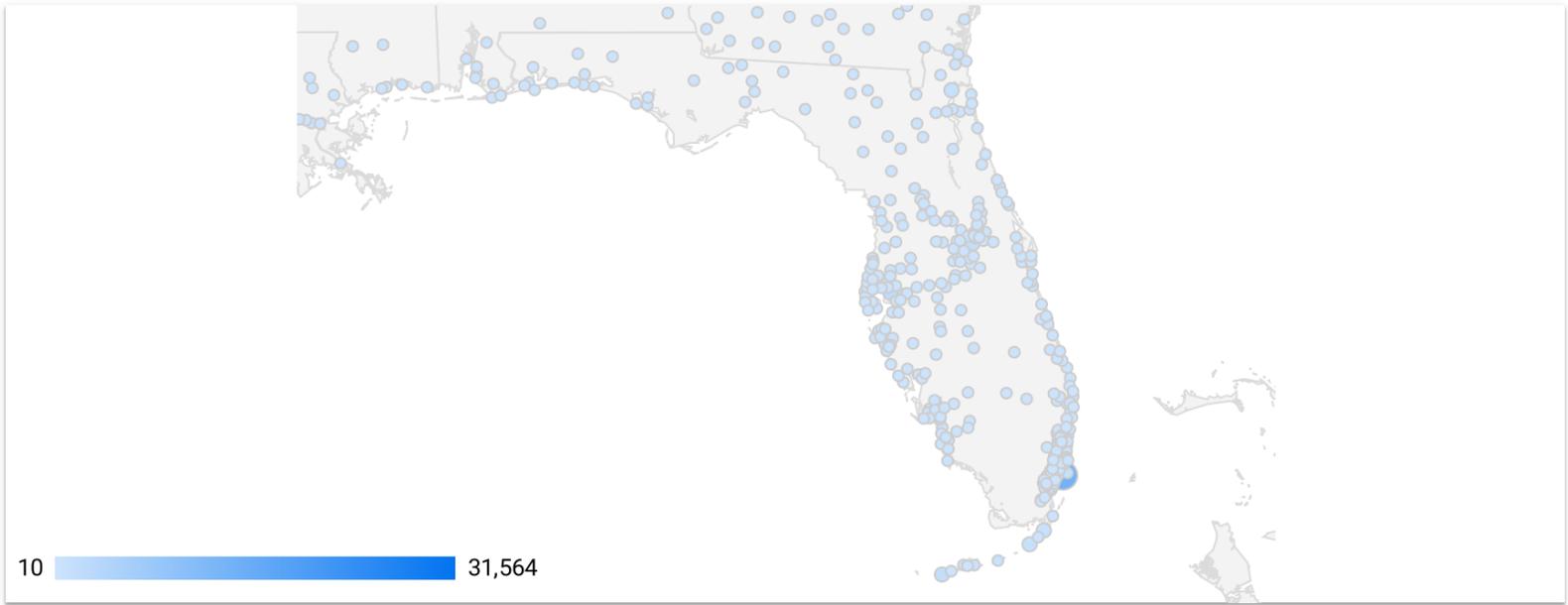


	Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	New York	39,757	37,611	42,936	36.65%	1.6	00:13:55
2.	Florida	39,389	35,536	47,170	24.17%	2.12	00:26:02
3.	Virginia	29,620	27,732	32,407	34.31%	1.67	00:16:17
4.	Texas	29,566	28,058	32,199	32.5%	1.61	00:11:53
5.	Illinois	28,350	27,130	31,840	33.24%	1.63	00:14:06
6.	Massachusetts	21,606	20,347	23,914	32.01%	1.67	00:15:51
7.	Colorado	20,763	20,819	21,166	89.43%	1.26	00:04:08
8.	Georgia	19,200	17,420	21,668	28.68%	1.57	00:15:30
9.	Pennsylvania	16,074	14,905	18,799	37.49%	1.72	00:18:06
10.	Ohio	15,389	13,839	17,892	30.74%	1.86	00:30:24
11.	Michigan	12,495	11,014	14,335	35.1%	1.84	00:16:32
12.	New Jersey	12,175	11,649	13,920	43.72%	1.7	00:15:08
13.	North Carolina	11,787	10,577	13,095	34.99%	1.78	00:15:40
14.	California	10,006	9,540	10,813	47.1%	1.63	00:12:39
15.	Minnesota	9,834	9,029	11,154	32.71%	1.69	00:14:23
16.	Kansas	9,552	9,109	10,196	84.12%	1.11	00:03:23
17.	Indiana	6,052	5,008	6,901	27.03%	1.81	00:17:27
18.	Wisconsin	5,922	5,451	6,924	32.83%	1.96	00:16:36
19.	Maryland	5,507	5,093	6,342	43.52%	1.95	00:22:29
20.	Tennessee	4,592	3,971	5,067	28.77%	1.93	00:14:26
21.	South Carolina	4,463	3,718	4,946	29.56%	1.8	00:21:08
22.	(not set)	4,032	3,929	4,037	85.46%	1.1	00:01:28
23.	Kentucky	3,605	2,955	4,104	25.37%	1.87	00:17:16
24.	Connecticut	3,207	2,893	3,678	35.59%	1.92	00:18:50
25.	Missouri	3,088	2,643	3,499	24.04%	2.19	00:19:47
26.	Iowa	2,732	2,362	3,184	24.56%	2.22	00:23:28
27.	Washington	2,633	2,465	2,963	44.85%	1.82	01:09:54
28.	Alabama	2,305	1,980	2,557	27.45%	1.88	00:14:16
29.	New Hampshire	2,293	1,972	2,573	34.05%	1.8	00:15:09
30.	Arizona	2,115	1,950	2,395	37.45%	1.97	00:18:38
31.	West Virginia	1,962	1,540	2,273	26.88%	1.66	00:24:45
32.	Oklahoma	1,927	1,627	2,151	26.36%	1.67	00:13:52
33.	Louisiana	1,705	1,481	1,912	29.29%	1.69	00:11:29
34.	District of Columbia	1,680	1,597	1,818	48.57%	1.4	00:11:19
35.	Maine	1,630	1,269	1,787	25.01%	1.92	00:20:30
36.	Delaware	1,432	1,269	1,704	35.33%	1.77	00:17:15
37.	Mississippi	1,412	1,163	1,557	25.11%	1.58	00:15:40
38.	Arkansas	1,403	1,185	1,542	25.29%	1.67	00:16:59
39.	Nebraska	1,225	1,026	1,365	24.18%	1.95	00:16:00
40.	Oregon	1,159	1,065	1,294	44.67%	1.71	00:11:57
41.	Nevada	814	730	876	46.12%	1.45	00:12:06
42.	Utah	675	601	764	34.29%	2.43	00:18:37
43.	Vermont	606	481	674	26.56%	2.03	00:18:42
44.	Rhode Island	593	513	733	30.01%	2.3	00:37:15
45.	North Dakota	533	430	573	18.85%	2.02	00:12:30
46.	South Dakota	527	426	567	24.51%	2.12	00:10:48
47.	Idaho	436	370	505	30.89%	2.22	00:26:42
48.	New Mexico	399	337	485	25.98%	2.61	00:21:17
49.	Montana	390	318	477	29.98%	2.15	00:20:44
50.	Hawaii	315	306	345	51.88%	1.42	00:13:07
	<b>Grand total</b>	<b>382,442</b>	<b>368,820</b>	<b>430,559</b>	<b>38.86%</b>	<b>1.78</b>	<b>00:17:16</b>

# The Florida Keys & Key West

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## Florida

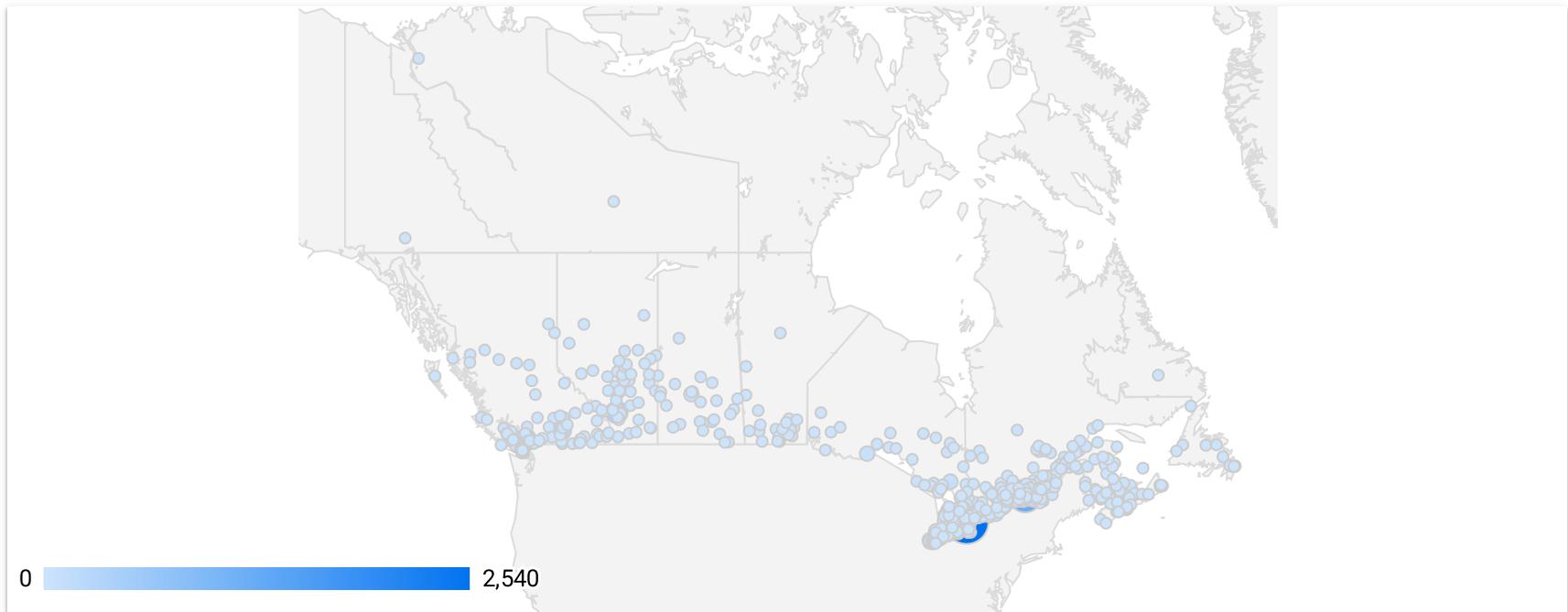


	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Miami	13,582	12,170	15,980	22.52%	1.96	00:24:57
2.	Tampa	2,223	1,935	2,472	25.2%	1.78	00:15:15
3.	Orlando	1,543	1,367	1,783	32.81%	1.8	00:18:56
4.	Key West	1,530	1,219	2,062	19.98%	2.48	00:38:50
5.	Islamorada	909	807	1,103	22.12%	2.42	00:27:18
6.	Jacksonville	831	737	1,018	28.88%	1.99	00:19:29
7.	Key Largo	808	626	1,083	17.91%	2.56	00:43:08
8.	Miami Beach	710	606	801	23.85%	1.87	00:25:46
9.	(not set)	651	578	717	39.05%	1.81	00:15:57
10.	Marathon	632	509	755	17.88%	2.09	00:22:29
11.	Hialeah	384	315	469	21.96%	2.03	00:29:07
12.	Cape Coral	376	326	423	25.06%	2.15	00:24:58
13.	Fort Lauderdale	374	308	468	22.44%	2.06	00:17:56
14.	Ocala	373	305	439	30.98%	1.43	00:14:21
15.	Fort Myers	342	285	420	25.24%	2.05	00:24:31
16.	Pompano Beach	333	281	394	24.37%	2.05	00:19:04
17.	Tallahassee	325	250	380	17.37%	1.83	00:24:14
18.	St. Petersburg	275	247	318	24.84%	1.91	00:14:29
19.	Big Pine Key	273	231	342	21.05%	2.07	00:25:31
20.	Brandon	236	203	247	25.91%	1.77	00:16:03
21.	Port St. Lucie	231	214	284	29.93%	2.07	00:23:51
22.	Bradenton	217	170	254	24.41%	1.64	00:54:40
23.	Boca Raton	208	175	230	27.83%	2	00:18:50
24.	Winter Haven	197	151	211	22.75%	1.55	00:13:02
25.	Daytona Beach	194	154	246	23.98%	2.2	00:48:29
26.	Lakeland	192	163	216	30.56%	1.75	00:12:57
27.	Palatka	192	141	202	23.76%	1.44	00:12:33
28.	West Palm Beach	192	177	207	27.54%	2.02	00:16:00
29.	Gainesville	183	156	205	27.32%	1.62	00:14:43
30.	Sarasota	179	157	221	28.05%	2.07	00:17:13
31.	Jacksonville Beach	175	119	208	18.75%	2.13	00:18:47
32.	Cudjoe Key	167	132	188	21.28%	2.01	00:15:57
33.	Hollywood	163	142	215	34.42%	1.85	00:27:19
34.	North Port	161	139	174	27.01%	2.37	00:13:00
35.	Palm Bay	158	133	200	25.5%	2.3	00:36:29
36.	Bonita Springs	153	136	179	21.79%	2.32	00:17:56
37.	Clearwater	151	135	186	19.35%	3.66	00:21:49
38.	Doral	151	140	162	17.28%	3.15	00:14:28
39.	Homestead	149	126	156	23.72%	1.62	00:09:07
40.	Leesburg	146	124	152	23.03%	1.69	00:04:13
41.	Marco Island	131	107	144	20.83%	2.2	00:18:35
42.	Inglis	127	95	133	22.56%	1.28	00:12:42
43.	Palm Coast	118	106	136	21.32%	1.71	00:20:27
44.	Jupiter	117	105	129	17.83%	2.47	00:24:53
45.	Jasper	116	90	119	22.69%	1.28	00:11:10
46.	North Fort Myers	113	93	119	21.01%	1.46	00:05:56
47.	North Key Largo	109	87	133	17.29%	3.89	00:35:34
48.	Venice	106	88	123	27.64%	2.67	00:17:05
49.	North Naples	102	96	120	20.83%	3.73	00:51:39
50.	Largo	101	92	113	36.28%	1.8	00:08:30
	<b>Grand total</b>	<b>39,389</b>	<b>35,536</b>	<b>47,170</b>	<b>24.17%</b>	<b>2.12</b>	<b>00:26:02</b>

# The Florida Keys & Key West

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## Canada

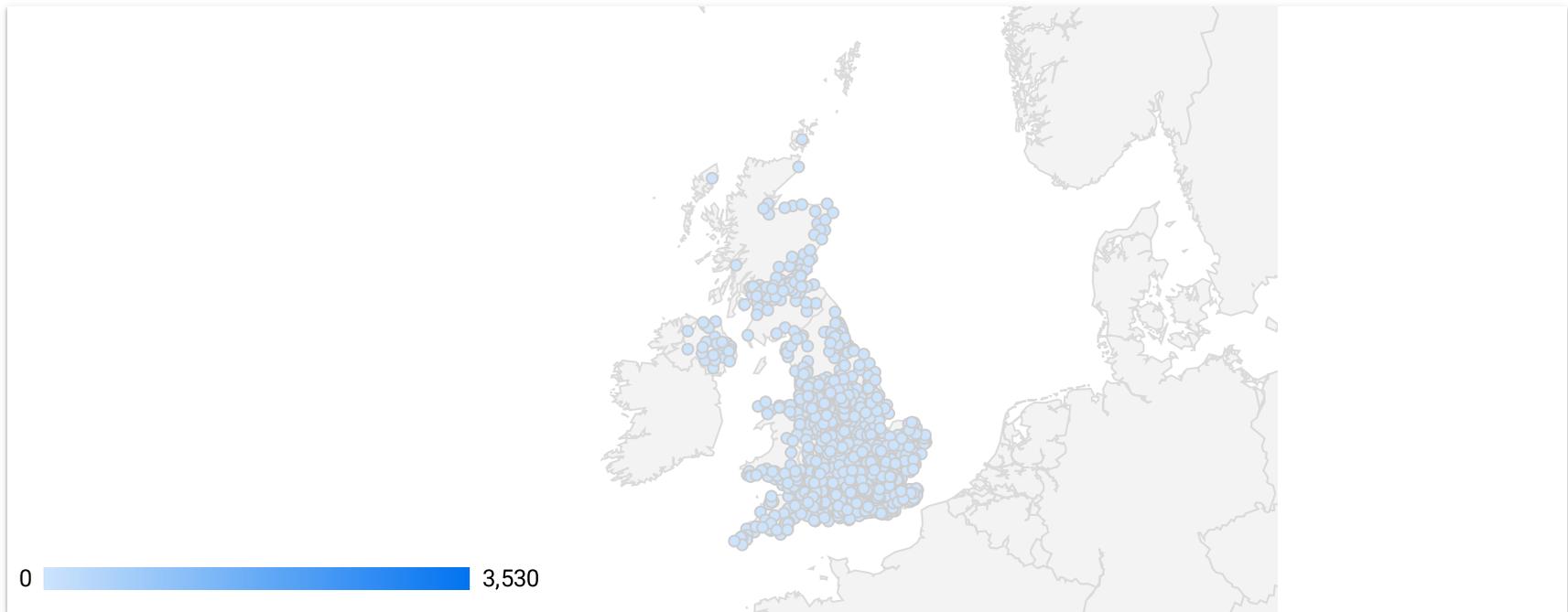


	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	2,540	2,421	2,863	64.41%	1.47	00:11:42
2.	(not set)	2,287	2,207	2,340	86.24%	1.1	00:03:02
3.	Montreal	1,198	1,156	1,265	73.75%	1.24	00:06:47
4.	Ottawa	660	649	745	66.17%	1.35	00:07:49
5.	Vancouver	433	397	462	62.34%	1.24	00:08:17
6.	Calgary	419	415	493	62.88%	1.67	00:09:14
7.	Hamilton	357	334	402	67.66%	1.5	00:06:22
8.	Kelowna	325	332	333	95.5%	1.09	00:00:16
9.	Edmonton	310	304	346	70.23%	1.38	00:07:45
10.	London	291	283	329	70.21%	1.42	00:07:09
11.	Mississauga	230	218	256	64.45%	1.64	00:08:09
12.	Brampton	229	222	278	70.5%	1.36	00:11:11
13.	Winnipeg	196	188	217	56.22%	1.59	00:21:38
14.	Levis	188	189	194	95.88%	1.17	00:00:55
15.	Windsor	186	170	213	60.09%	1.58	00:09:06
16.	Saint-Jean-sur-Richelieu	159	158	163	98.77%	1.04	00:00:04
17.	Halifax	154	140	181	46.96%	1.71	00:31:02
18.	Richmond	119	113	121	80.99%	1.07	00:06:29
19.	Kitchener	115	108	149	55.03%	1.8	00:14:37
20.	Vaughan	103	101	113	74.34%	1.5	00:01:32
21.	Kawartha Lakes	90	87	110	60.91%	1.49	00:22:32
22.	Greater Sudbury	86	84	107	67.29%	1.28	00:36:33
23.	Kingston	84	80	87	73.56%	1.21	00:08:52
24.	Burlington	83	78	94	54.26%	1.94	00:15:32
25.	Guelph	81	73	104	62.5%	1.82	00:14:10
	<b>Grand total</b>	<b>16,339</b>	<b>16,161</b>	<b>18,158</b>	<b>67.2%</b>	<b>1.5</b>	<b>00:10:22</b>

# The Florida Keys & Key West

come as you are®

UK

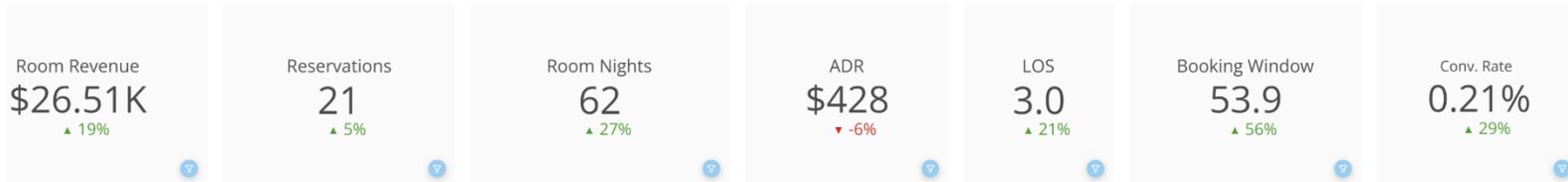


	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	London	3,530	3,396	4,001	62.91%	1.43	00:10:17
2.	(not set)	1,111	1,035	1,190	62.52%	1.31	00:05:56
3.	Birmingham	249	225	309	51.46%	1.29	00:13:05
4.	Manchester	242	239	276	70.29%	1.38	00:07:20
5.	Cardiff	205	194	217	62.21%	1.3	00:09:36
6.	Newcastle upon Tyne	166	146	176	52.84%	1.51	00:12:44
7.	Norwich	166	132	177	49.15%	1.36	00:20:19
8.	Edinburgh	162	145	173	47.4%	1.38	00:10:14
9.	Belfast	141	123	152	52.63%	1.28	00:09:32
10.	Bristol	140	136	159	71.7%	1.17	00:13:49
11.	Wolverhampton	137	109	150	41.33%	1.71	00:08:54
12.	Milton Keynes	136	96	147	36.05%	1.5	00:27:22
13.	Swindon	128	112	137	63.5%	1.18	00:14:53
14.	Luton	110	102	124	54.84%	1.58	00:04:13
15.	Liverpool	100	94	111	45.95%	1.32	00:09:12
16.	Croydon	89	89	99	48.48%	1.93	00:11:11
17.	Glasgow	89	84	94	60.64%	1.21	00:01:57
18.	Leeds	85	83	95	61.05%	1.63	00:13:12
19.	Reading	81	81	96	75%	1.39	00:08:16
20.	Sheffield	79	77	90	51.11%	1.62	00:05:55
21.	Slough	67	66	75	77.33%	1.27	00:00:43
22.	Brighton and Hove	60	58	64	70.31%	1.42	00:02:58
23.	Bolton	51	51	54	81.48%	1.17	00:02:39
24.	Coventry	51	50	75	68%	1.25	00:12:19
25.	Nottingham	50	48	56	73.21%	1.32	00:02:01
	<b>Grand total</b>	<b>13,839</b>	<b>13,775</b>	<b>15,540</b>	<b>64.37%</b>	<b>1.46</b>	<b>00:10:03</b>

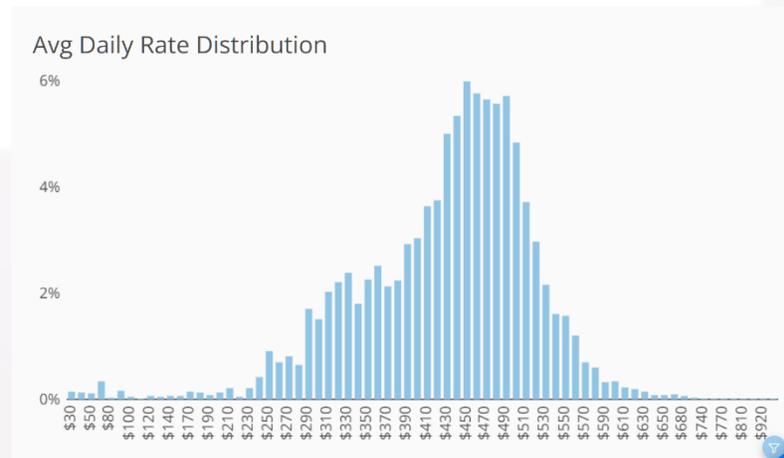
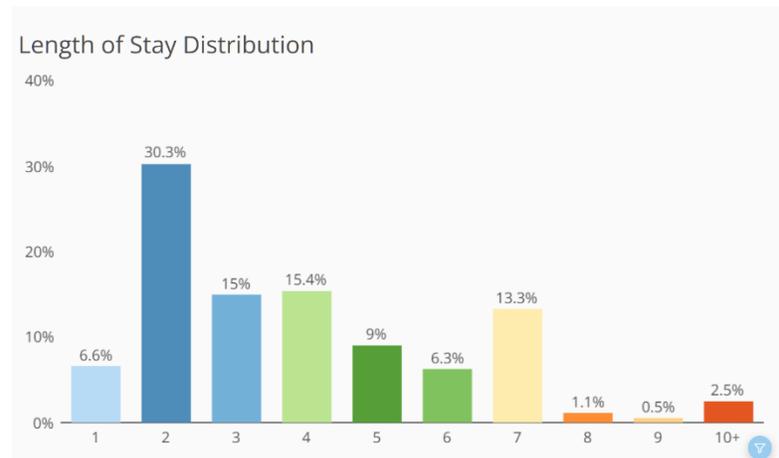
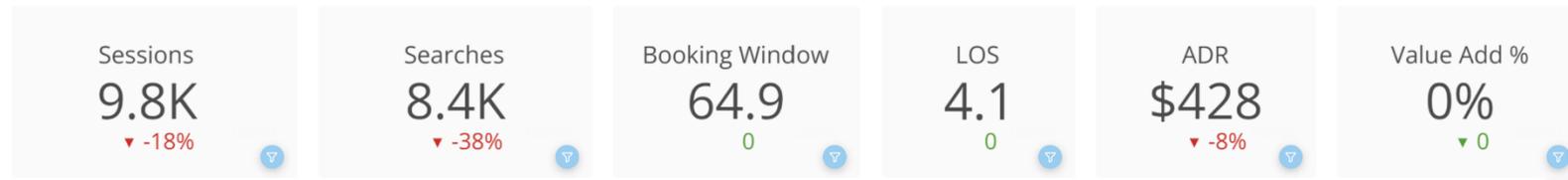
# The Florida Keys & Key West

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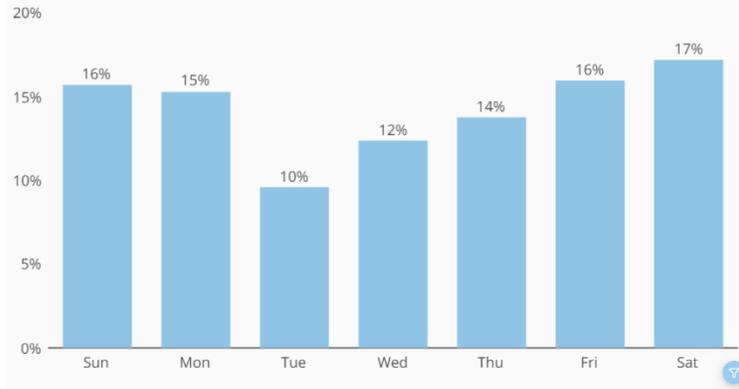
## Ecommerce Performance Summary



## Travel Trends (Search/Travel Intent)



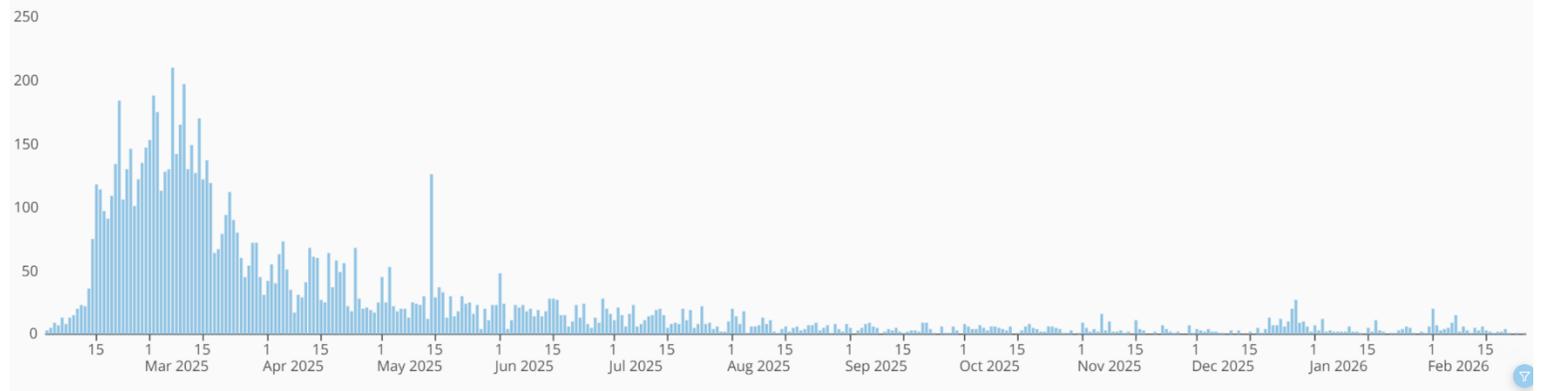
### Check-In Day Distribution



### Top Check-In Dates

Check-In Date	Searches	% of Total
March 7th, 2025	210	2.24%
March 10th, 2025	197	2.10%
March 2nd, 2025	188	2.01%
February 21st, 2025	184	1.96%
March 3rd, 2025	175	1.87%
March 14th, 2025	170	1.81%
March 9th, 2025	165	1.76%
March 1st, 2025	153	1.63%
March 12th, 2025	149	1.59%
February 28th, 2025	147	1.57%
February 24th, 2025	146	1.56%

### Check-In Date Distribution



### Booking Window Distribution

