

April Monthly Recap:

Provided by Jessica Remington, Tourism Coordinator

EXPLORE TUSAYAN - Website Analytics April 1st - 30th, 2026

For full snapshot, [CLICK HERE](#)

March vs April NEW USERS

10,422 vs **7,487** (decreased by 28%)

March vs April USERS

11,621 vs **8,670** (decreased by 25%)

POPULAR REFERRERS		VIEW DETAILS
Site	Sessions	
m.facebook.com	3,067	
scripts.journeymv.com	1,482	
facebook.com	1,386	
(direct)	1,266	
instagram.com	745	
google	482	
l.facebook.com	345	
(not set)	111	
mwg.aaa.com	74	
aaamwg	70	
aax.amazon-adsystem.com	65	
onetag-sys.com	32	
vusa.travel	21	
visitarizona.com	18	
bing	10	
chatgpt.com	7	

April 17th, Tusayan was featured in AAA Via e-newsletter, and we had some click-throughs (highlighted).

-Orange142 digital campaign concluded April 30th. Report to follow.

-For May we do not have any active digital campaigns, so I anticipate website visitation to drop.

STATE REGION		VIEW DETAILS
Source	Active Users	
Arizona	3,482	
California	2,352	
Texas	616	
Florida	425	
New York	337	
Colorado	290	
Nevada	276	
Georgia	176	
Utah	171	
(not set)	170	
Virginia	156	
New Jersey	154	
North Carolina	136	
Pennsylvania	136	
Tennessee	123	
Ohio	117	

CITY OR TOWN		VIEW DETAILS
Source	Active Users	
Phoenix	1,855	
Los Angeles	810	
(not set)	516	
Las Vegas	260	
Mesa	255	
New York	248	
Glendale	176	
San Francisco	156	
San Jose	156	
Dallas	152	
Houston	115	
Denver	111	
Flagstaff	105	
Peoria	99	
San Diego	90	
Chandler	87	

DATAFY Digital Campaign:

The campaign was live from February 1 - March 31, 2026. This campaign targeted people seen at geo-con national parks in the past two years (Yosemite, Yellowstone, Zion, Glacier, Arches, Death Valley) but NOT the Grand Canyon. Geo targets included 50+ miles of Tusayan, Phoenix-Flagstaff, LA, Las Vegas, San Francisco and New York.

As of now, this campaign has Est. ROA (return on Advertisement): \$1.92: \$1

***The Town of Tusayan invested \$5,000*

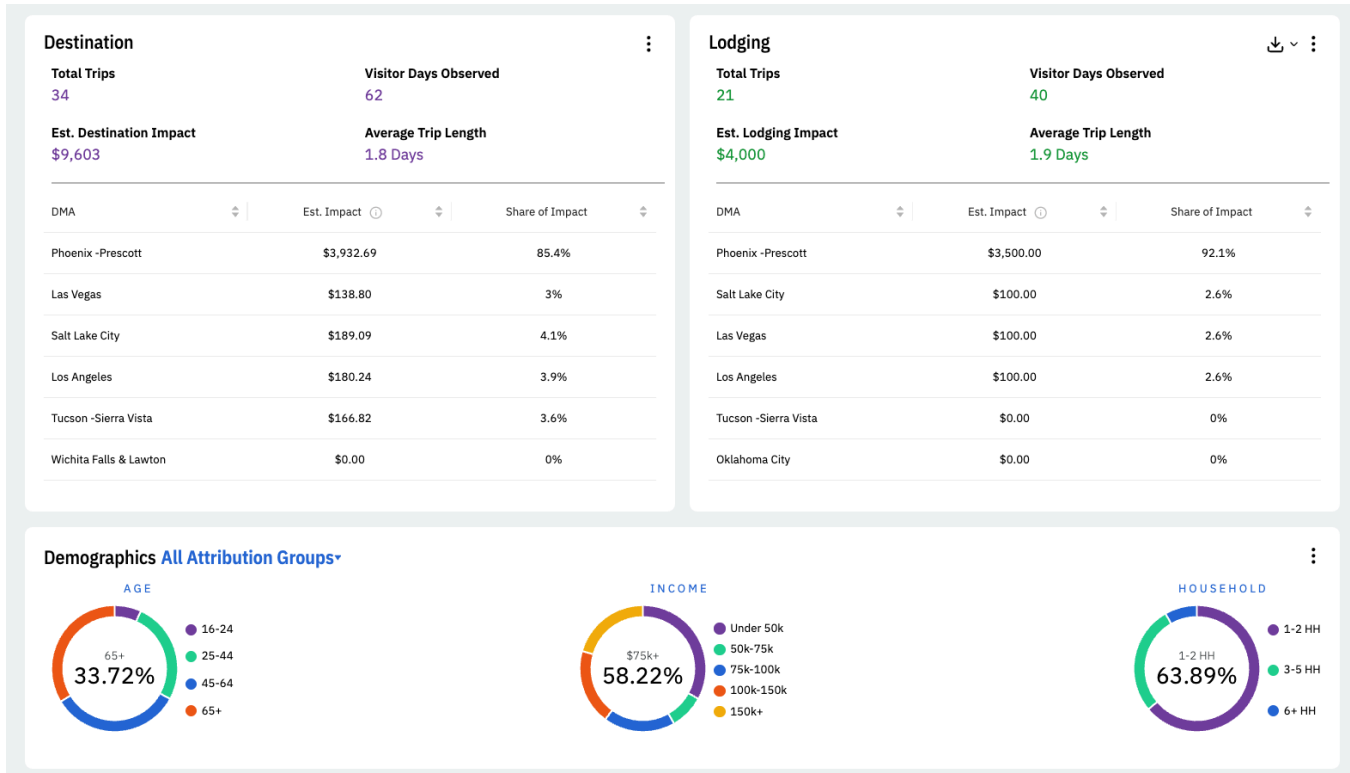
KPI Summary is noted below:

- Total Impressions: **533,196** (17% above contracted delivery)
- Total Clicks: **1,312** (A massive **140%** over-delivery)
- Unique Reach: 32,059
- Avg. Display CTR: **0.25%** (Nearly double the industry benchmark of 0.12%–0.18%)

Please note that attribution (bookings) remains active; we expect to see additional conversions as ad-exposed users continue to find their way to the destination. So far, attribution is noted below and will be monitored over the next three months (Apr-Jun) as it takes time to convert:

Key Takeaways to date:

- **March vs April DEVICES**
19 vs 34 (increased by 79%)
- **March vs April EST. DESTINATION IMPACT**
\$4,984 vs \$9,603 (increased by 93%)



Orange142 Digital Campaign:

Orange142 campaign ran from February 17th - April 30th and generated the following Key Insights below. The campaign successfully generated 1.3 million impressions, with an average of 368 daily sessions on the site. The final campaign report can be found [HERE](#).

Executive Summary



The Explore Tusayan Winter Campaign, which ran from February 17 to April 30, 2026, successfully delivered over 1.32 million impressions across three primary digital tactics. With an investment of \$20,000 (50% Explore Tusayan, 50% AOT), the campaign generated 16,795 clicks and 42 total conversions, resulting in an overall click-through rate (CTR) of 1.27%

The campaign's aggregate **CTR of 1.27%** is well above industry averages for general digital advertising in the travel sector. We outperformed and exceeded all goals for every tactic!

Performance by Gender

Gender	Impressions	Clicks	CTR
Female	413,086	5,650	1.37%
Male	445,739	6,226	1.40%

Performance by Age

Age	Impressions	Clicks	CTR
25-34	120,045	1,969	1.64%
35-44	178,237	2,330	1.31%
45-54	215,615	2,584	1.20%
55-64	321,449	4,564	1.42%
65+	4,460	97	2.17%

suggesting a trend towards shorter stays..

• *Key insights were generated by AI, based on the data provided in the tables below.*

Hubbard 2060 Digital:

April Report: 2060 Digital: For the month of April Campaign saw a 20% increase in clicks and a 21% increase in impressions compared to previous month. April creative focused on promoting the Cinco de Mayo event (AZ targeting focused only).

For the month of May the campaign is paused and ramps back up in June. Full recap can be found [HERE](#).

SOCIAL MEDIA



YOUTUBE:

In April, the campaign had a view rate of 58.37%, the average is 25-30% (Ad was only targeting AZ).

In addition to 9,124 full views, delivered 6,801 more impressions that were viewed at least 25% (free impressions on youtube).

YOUTUBE



Visit USA France E-Learning Program:

Our E-learning program with Visit USA France went live on February 10th. As of April 28th, there have been:

-371 users

-112 experts

-75 First Class club members <- these completed Tusayan's chapter. (March: 60)

*I will be emailing the new 15 First Class club members that have completed Tusayan's chapter one email with a google drive to Tusayan's assets. *Due to GDPR, we are limited to send one email and I am not able to share their contact details. If they respond to my email and request, then I am able to connect them with suppliers.*

FAMILIARIZATION (FAMS) TOURS (5):

April 1st - 3rd: The Town of Tusayan welcomed Armchair Productions, a podcast series from the UK. Tusayan assisted with overnight accommodations: The Squire at Grand Canyon, a Holiday Inn Resort & The Grand Canyon Plaza. The FAM's lodging expenses were covered by AOT.



AOT Canada Trade FAM: April 15th, 2026

AOT Canada visited Tusayan for a Grand Canyon experience. They arrived on a one-way ticket via Grand Canyon Railway and were met by Canyon Dave Tours in Grand Canyon Village. Following the tour, they had a site inspection and dinner (hosted) at The Squire Grand Canyon, a Holiday Inn Resort and overnight at The Grand Canyon Plaza. A google drive with all Tusayan collateral and suppliers have been shared with each

participant, and all contact information has been shared with all Tusayan suppliers.

Go2Travel FAM: April 19th - 20th, 2026: Town of Tusayan welcomed Go2Travel, a top tour operator from Switzerland consisting of 10 pax. The FAM experienced a helicopter tour (arranged on own) followed by dinner at Big E Steakhouse, and they overnighted at Red Feather Lodge. A google drive with all Tusayan collateral and suppliers have been shared with each participant.



Brand USA UK & Ireland Destination Immersion

FAM: April 25th: The Town of Tusayan hosted 10 travel trade professionals plus 2 Brand USA UK Reps to the destination on April 25th. The 12 pax experienced a helicopter tour with Papillon (split 50/50 with AOT) and lunch at Casa Bonita. A google drive with all Tusayan collateral and suppliers have been shared with each participant, and a google form with tour operators that have agreed (due to GDPR) to share contact information have been shared with all Tusayan suppliers.

AOT x Route 66 Influencer FAM: April 28th: The Town of Tusayan recently hosted 10 global influencers from various markets ([CLICK HERE](#)). The FAM had dinner at Big E Steakhouse & overnight accommodations at The Squire at Grand Canyon, a Holiday Inn Resort. A deliverable report is pending and will be shared in the next 4-6 weeks. A google drive with all Tusayan collateral and suppliers have been shared with each participant.

UPCOMING FAMS:

The Town of Tusayan will be, or pending participation in the following upcoming FAMS in May::

- May 16th - 17th: Two (2) French Journalists, Media
- May 23rd (TBD): One (1) Australian Journalist, *Travel Without Limits* (TBC**) <Activity Only>
- May 30th: AOT Taiwan Media Press Trip, 7 pax (TBC**) <Activity only>

NEWSLETTERS:

AAA x Via e-newsletter: The town of Tusayan participated in a sponsored e-newsletter that was deployed on April 17th, 2026. You can find the e-newsletter [HERE](#). Analytics will be provided at a later date, however click throughs from AAA have been showing up on our website analytics.

INSTAGRAM REPORT

In April,, @townoftusayanaz did 15 posts. As of May 7th @townoftusayanaz now has 168 organic followers, **increasing by 16** since the end of March.

Account insights

Views 📄

2,829
Views

Followers	22.3%
Non-followers	77.7%
<hr/>	
Viewers	1,301

By content type



Top content based on views

[See all](#)



Interactions 📄

122
Interactions

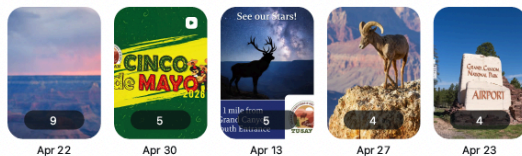
Followers	49.2%
Non-followers	50.8%
<hr/>	
Accounts engaged	90

By content interactions



Top content based on interactions

[See all](#)



Profile 📄

78
Profile activity

Profile visits	73
External link taps	5

Followers 📄

168
Total followers

Most active times

