

MARKETING REPORT



Social Media Insights

Data from Aug 16 – Sep 15
Comparing to July 16 – Aug 15



Instagram

Audience

2,449 (+1.4%)

Impressions

31,071 (+53%)

Engagements

1,576 (+5%)

Engagement Rate

5.1% (Avg 2.88)

Facebook

Audience

14,215 (+0.5%)

Impressions

755,765 (+63%)

Engagements

2,950

Engagement Rate

0.4% (Avg 0.0647%)

X/Twitter

Audience

3,514 (+0.9%)

Impressions

732

Engagements

27

Engagement Rate

3.7% (Avg 0.035%)

LinkedIn

Audience

2,594 (+2%)

Impressions

8,911

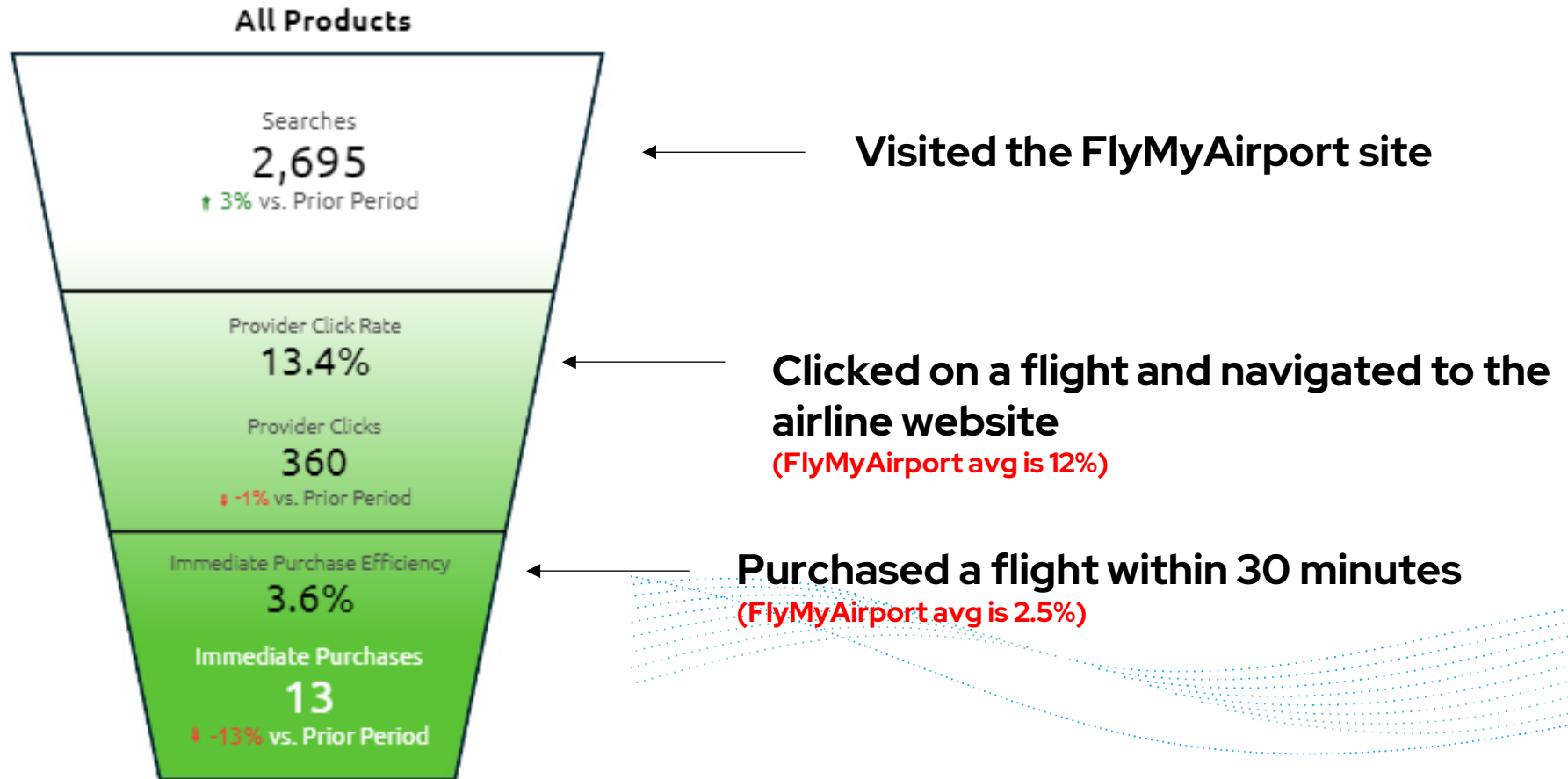
Engagements

1,224

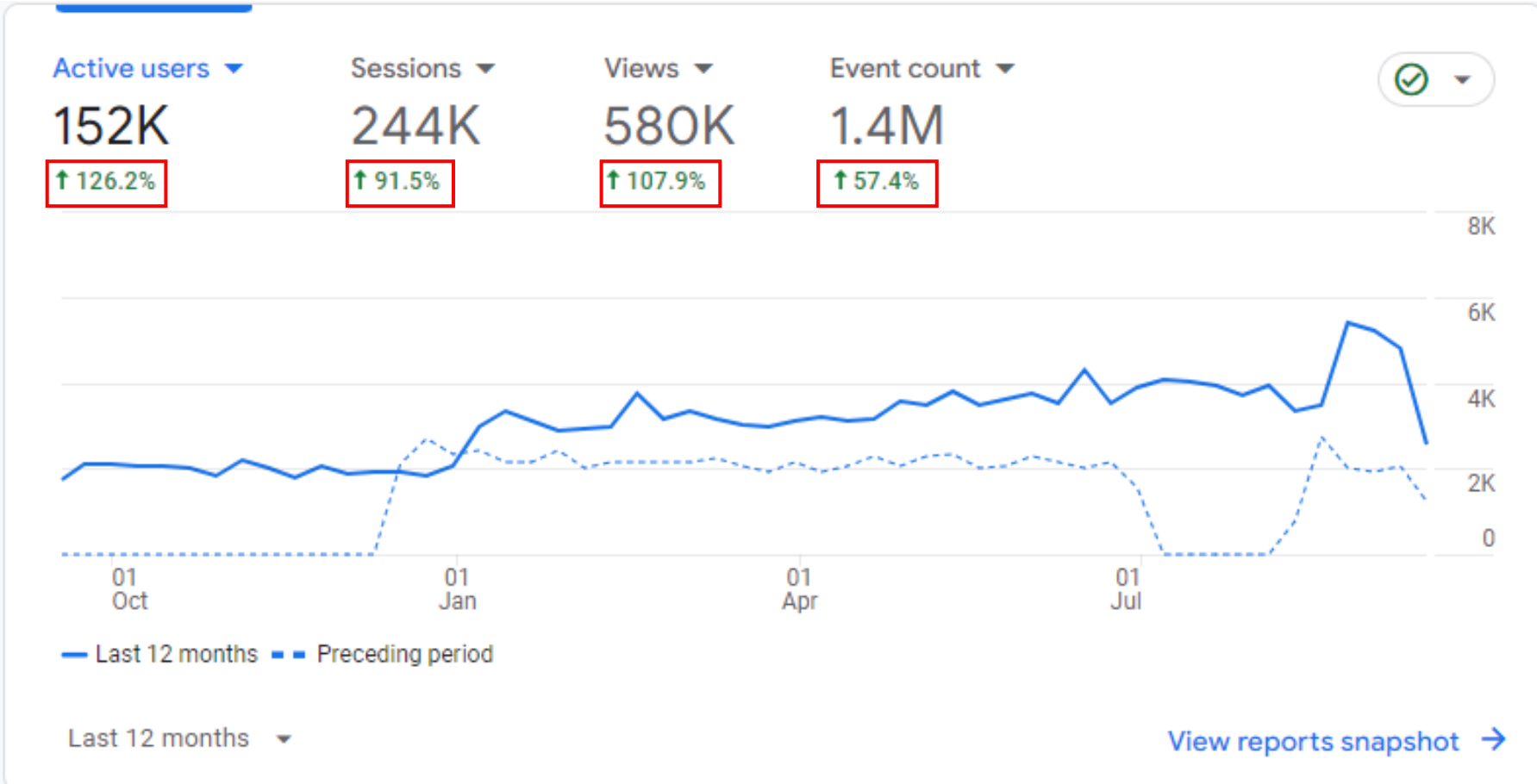
Engagement Rate

13.7% (Avg 1.17%)

FlyMyAirport – Monthly Report



CCIA Website Performance – Last 12 Months



CCIA Website Performance – Last 30 Days



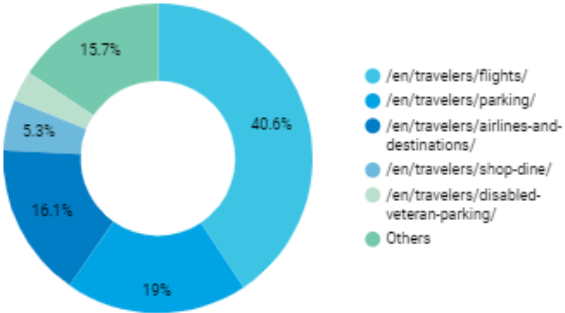
Aug 15, 2024 - Sep 16, 2024

Session default channel group

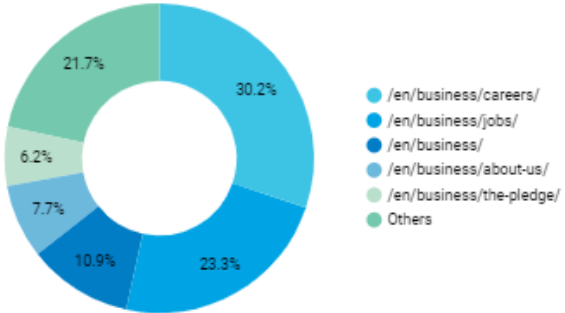
Web Analytics Overview



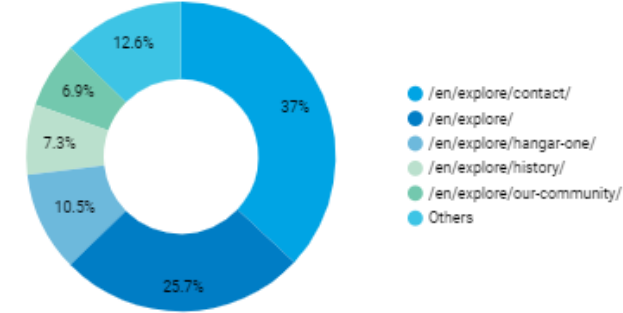
Travelers



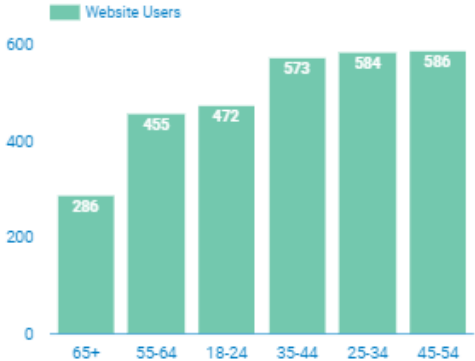
Business



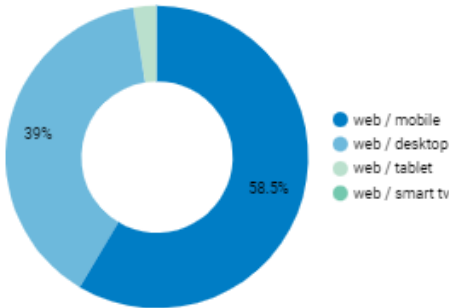
Explore



Ages of Website Users



What Devices Are Users Using?



New Mural – Illustrated by Savannah Garza



New Mural in Progress in FIS – Painted by Jeremy Flores

