



BOUNDARY COUNTRY

ANALYTICS REPORT

June 2019



[@BoundaryCountryBC](https://www.facebook.com/BCountryBC)



[@BoundaryCountry](https://www.instagram.com/BCountry)
[#BoundaryCountry](https://www.instagram.com/BCountry)

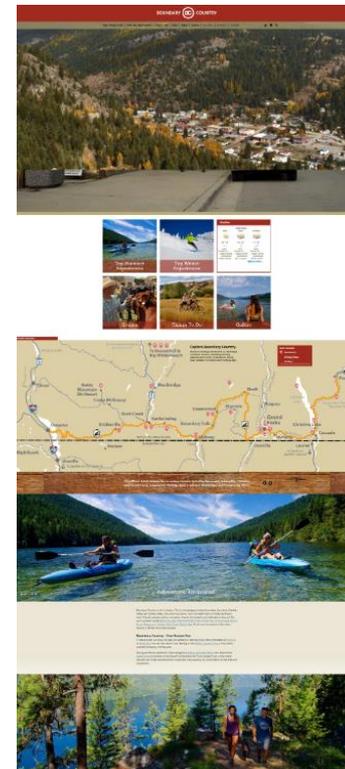
WEBSITE HIGHLIGHTS

Throughout the month of June the Boundary Country website (boundarybc.com) saw a total of 7,964 sessions, up **46%** over the previous period, and up **38%** over the previous year.

There were 15,764 page views, up **45%** over the previous period, up **38%** over the previous year.

Top Visited Landing Pages:

1. [Home Page](#)
2. [Maps](#)
3. [Visit – Christina Lake](#)
4. [Stay - Campgrounds](#)



WEBSITE HIGHLIGHTS

Sessions
7,964
↑ 45.9%

Pageviews
15,746
↑ 45.3%

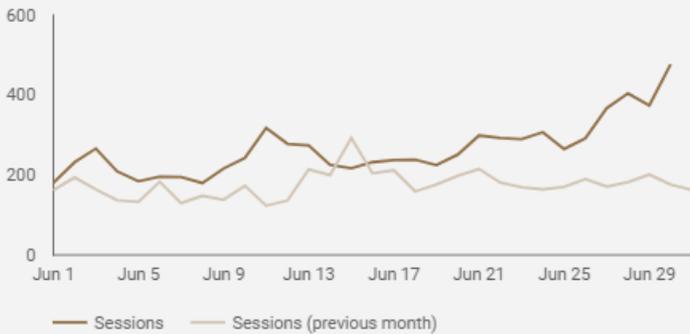
Users
6,804
↑ 44.6%

Avg. Session Duration
00:01:39
↓ -5.6%

Pages / Session
1.98
↓ -0.4%

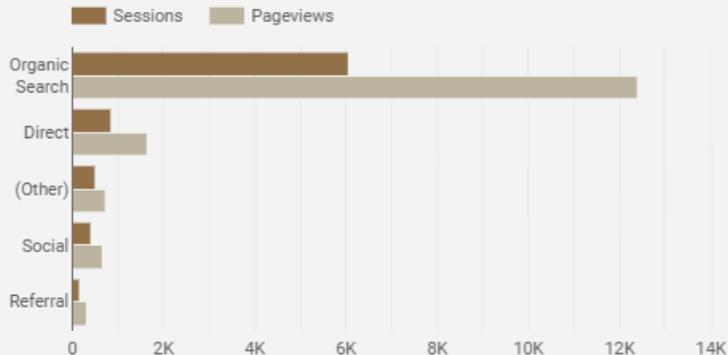
Bounce Rate
66.86%
↑ 8.2%

How Are Site Sessions Trending?

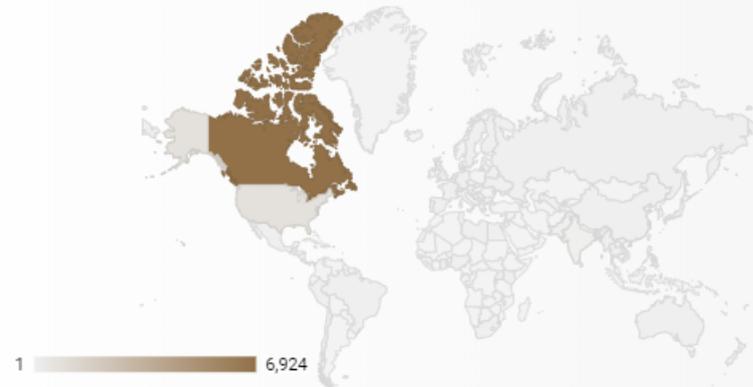


Which Channels Are Driving Engagement?

Sessions vs. Pageviews



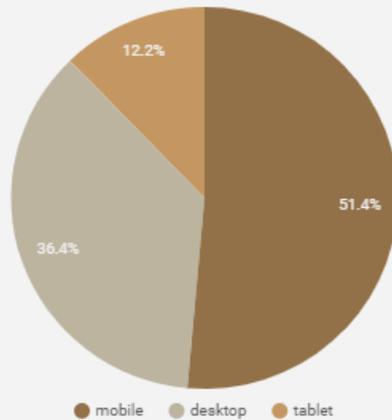
What Are The Top Countries By Sessions?



	Country	Sessions	Pageviews
1.	Canada	6,924	
2.	United States	787	
3.	United Kingdom	44	
4.	India	25	
5.	Germany	15	
6.	South Korea	15	
7.	Netherlands	13	
8.	Philippines	12	
9.	France	11	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	5,859
2. (direct)	839
3. Display	472
4. m.facebook.com/	286
5. bing	114
6. facebook.com/	101
7. patreon.com/	62
8. yahoo	51

What are the top landing pages?

Page	Pageviews
1. /	638
2. /maps/	612
3. /visit/christina-lake/	596
4. /stay/campgrounds-rv/	505
5. /festivals-events/	486
6. /directory/listing/rock-creek-riverside-campground	431
7. /visit/beaverdell/	403
8. /directory/listing/jewel-lake-resort	355
9. /event/cannafest/	296
10. /stay/trails/	270

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	11,916
2. (direct) / (none)	1,647
3. Display / Display	614
4. m.facebook.com / referral	393
5. bing / organic	327
6. facebook.com / referral	211
7. direct / domain	112
8. patreon.com / referral	95
9. hellobc.com / referral	83
10. yahoo / organic	78

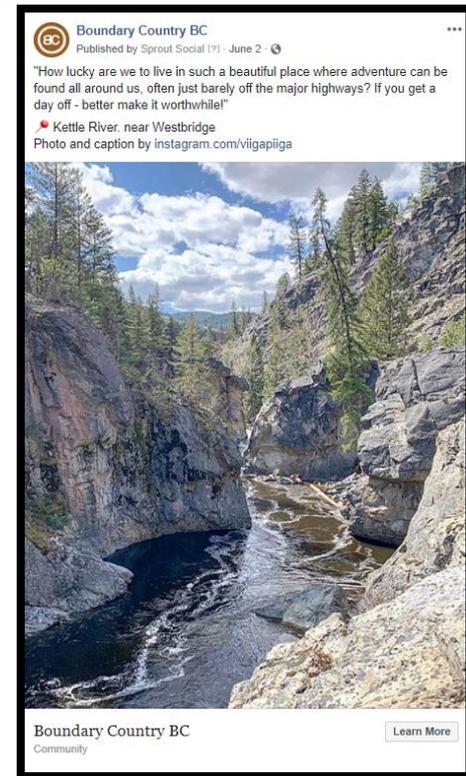
SOCIAL HIGHLIGHTS

The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 119,836 impressions, **+4%** over the previous month and 5,105 engagements, **-24%** since the last period.

The accounts saw 142 fans gained, an increase of **2%** bringing the current total to 7,068 fans.

The Top Performing **Facebook Post** was a UGC Image of the Kettle River, reaching over 9,655 people with 962 engagements.

The Top Performing **Instagram Post** was a UGC Image near Christina Lake which received 148 engagements in the period.



SOCIAL OVERVIEW

Impressions  119.8k	Engagements  5,105	Link Clicks  377
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The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In June, there were 142 new fans gained, an increase of **2%**, bringing the total fan count to 7,068. There were 119,836 total impressions, **+4% since the previous month**, and 5,105 engagements, **-24%** since the previous month.

+2%

AUDIENCE
GROWTH

+4%

SOCIAL
IMPRESSIONS

-24%

SOCIAL
ENGAGEMENTS

FACEBOOK

Impressions  93.7k	Engagements  3,343	Clicks  377
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During the month of June, a total of 91 new fans were gained, an increase of **1.5%**.

25 Facebook Posts were sent, resulting in 93,705 total impressions, **-10%** from the previous month, and 3,343 engagements (likes, comments and shares) **-38%** over the same time period.

-10%

FACEBOOK
IMPRESSIONS

-38%

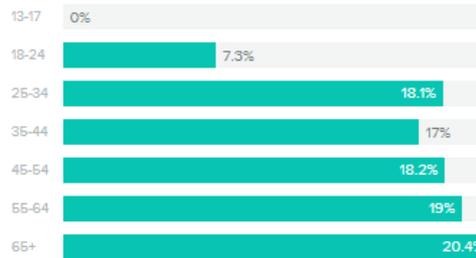
FACEBOOK
ENGAGEMENTS

FACEBOOK - DEMOGRAPHICS

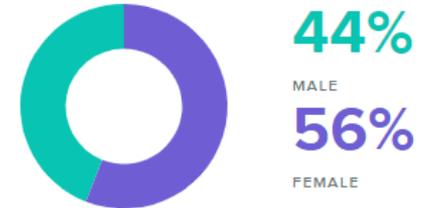
The current fan base on Boundary's Facebook account presents itself as 56% Female, on par with the previous month, with 20% of all followers over 65, consistent with the previous month.

While women 65+ "appear to be the leading force" among fans, it's important to note there is a well-rounded cross section of ages that are presented here, and something that should be in consideration when delivering content.

BY AGE



BY GENDER



Top Countries

Canada	5,584
United States	169
Mexico	51
India	47
United Kingdom	19

Top Cities

Vancouver, BC, Canada	821
Kelowna, BC, Canada	448
Grand Forks, BC, Canada	439
Surrey, BC, Canada	373
Abbotsford, BC, Canada	228

FACEBOOK – TOP POSTS

 **Boundary Country BC**
Published by Sprout Social [?] · June 2 · 🌐

"How lucky are we to live in such a beautiful place where adventure can be found all around us, often just barely off the major highways? If you get a day off - better make it worthwhile!"

📍 Kettle River, near Westbridge
Photo and caption by [instagram.com/viigapiiga](https://www.instagram.com/viigapiiga)



Boundary Country BC
Community [Learn More](#)

 **Boundary Country BC is at Gladstone Provincial Park.**
Published by Sprout Social [?] · June 12 at 3:49 PM · 🌐

Texas Creek Campground is a gateway to 48 km of hiking trails, framed by a backdrop of mountain ranges, pocket beaches, and wildflowers. Just north of Christina Lake, the park offers day-use and picnic areas

📷 by [instagram.com/lmcyoga](https://www.instagram.com/lmcyoga)



Boundary Country BC
Community [Learn More](#)

 **Boundary Country BC**
Published by Sprout Social [?] · June 3 · 🌐

For over 100 years, Grand Forks has been home to settlers, miners, and farmers. The lush farmland is perfect for agriculture, so much that the area earned the name Fructova, "the fruit of the valley."

📷 by [@krmcewan](https://www.instagram.com/krmcewan)



Boundary Country BC
Community [Learn More](#)

INSTAGRAM

<u>Impressions</u> 26,131 ↗ 130.9%	<u>Engagements</u> 1,762 ↗ 27.8%	<u>Profile Clicks</u> 1 ↗
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During the month, 51 followers were gained, an increase of **5%**, bringing the current follower total to 1,003.

13 Instagram posts were sent, totalling 1,762 engagements (Likes, comments, saves, profile clicks), up **28%** from the previous month. The top-performing posts were all User-Generated content allowing us to connect and engage with users, and encourage traffic to the page.

+5%

INSTAGRAM
IMPRESSIONS

+28%

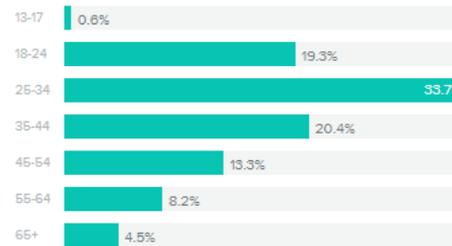
INSTAGRAM
ENGAGEMENTS

INSTAGRAM - DEMOGRAPHICS

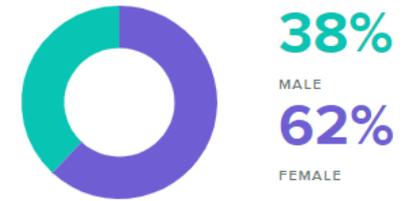
The current fan base on Boundary's Instagram account is 62% Female, on par with the previous month, with 34% of followers between the ages of 25 and 34, consistent with the previous month.

While women between the ages of 25-34 appear to be the leading force among fans, it's important to note there is a well-rounded cross section of ages that are presented here. Instagram has a younger demographic than Facebook, which should be in consideration when delivering content.

AUDIENCE BY AGE



AUDIENCE BY GENDER



Audience Top Countries

Canada	888
United States	16
Australia	9
United Kingdom	8
Switzerland	3

Audience Top Cities

Grand Forks, British Columbia	163
Kelowna, British Columbia	156
Vancouver, British Columbia	80
Victoria, British Columbia	34
Kamloops, British Columbia	26

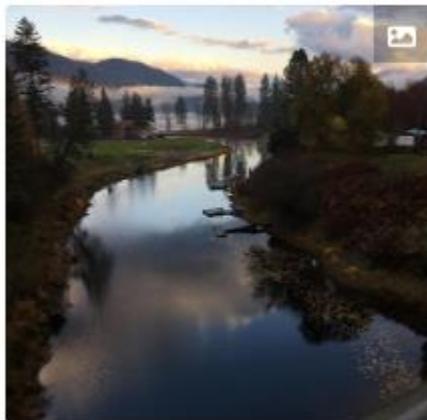
INSTAGRAM – TOP POSTS

Top Messages By Lifetime Engagements



boundarycountry

Tue 6/18/2019 3:49 pm PDT

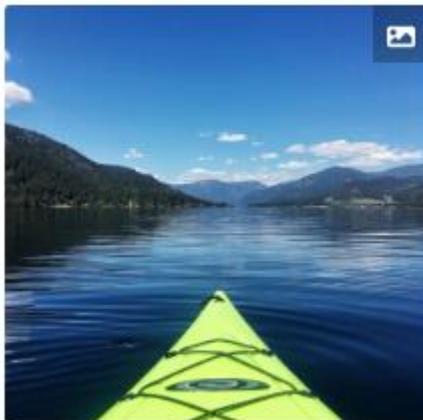


Are you planning a road trip to Boundary Country this season? Our website is a great resource for travel inspiration, including



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Thu 6/13/2019 3:49 pm PDT



Boundary Country is a land of lakes and rivers - perfect for a day of paddling! You can bring your own or rent paddle equipment from



boundarycountry

Tue 6/11/2019 3:49 pm PDT



Spring in Boundary Country! 🌲 A lovely shot by @madelinejwilliams What adventures do you have planned for the season? #GrandForksB!