

KOOTENAY ROCKIES.COM - NOTEWORTHY KEY PERFORMANCE INDICATORS

YEAR	SESSIONS	USERS	PAGEVIEWS	SESSION DURATION	PAGES/SESSION	BOUNCE RATE	NEW vs RETURNING
2020	181,732	155,230	307,817	1:15	1.69	75%	85% vs 15%
2019	229,903	194,628	361,527	1:04	1.57	80%	84% vs 16%
2018	243,984	199,127	382,554	1:00	1.57	81%	81% vs 19%
2017	122,963	97,200	213,942	1:15	1.74	80%	79% vs 21%
2016	94,105	76,172	193,765	1:19	2.06	78%	80% vs 20%
2015	75,377	59,963	173,213	1:31	2.3	77%	80% vs 20%