

2021 OVERALL PERFORMANCE

WEBSITE PERFORMANCE



3.604.483

18% OVER 2020 17% OVER 2019

PAGEVIEWS

6.656.335

20% OVER 2020 **29%** OVER 2019

PAGES/SESSION

2.04

12% OVER 2020 10% OVER 2019

PARTNER CLICKS

401.237

↑ 30% OVER 2020 **21%** OVER 2019

TIME ON SITE 1:58

10% OVER 2020 **7**% OVER 2019

TRAFFIC TYPE



ORGANIC 2.751.142

20% OVER 2020 **28%** OVER 2019



DIRECT 294.104

22% OVER 2020 **₹ 3%** OVER 2019



REFERRAL 114,125

42% OVER 2020 **↓ 18**% OVER 2019



PAID 161.912

1% OVER 2020 **22**% OVFR 2019

VISITOR GUIDE ORDERS



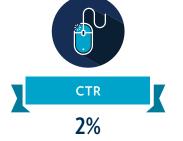
40.310 PRINTED ORDERS

↓ 2% OVER 2020 | ↓ 44% OVER 2019

34.634 ELECTRONIC SESSIONS

↑ 68% OVER 2020 I ↑ 29% OVER 2019

NEWSLETTER PERFORMANCE









DEVICES



