

## READING YOUR ATIS REPORTS

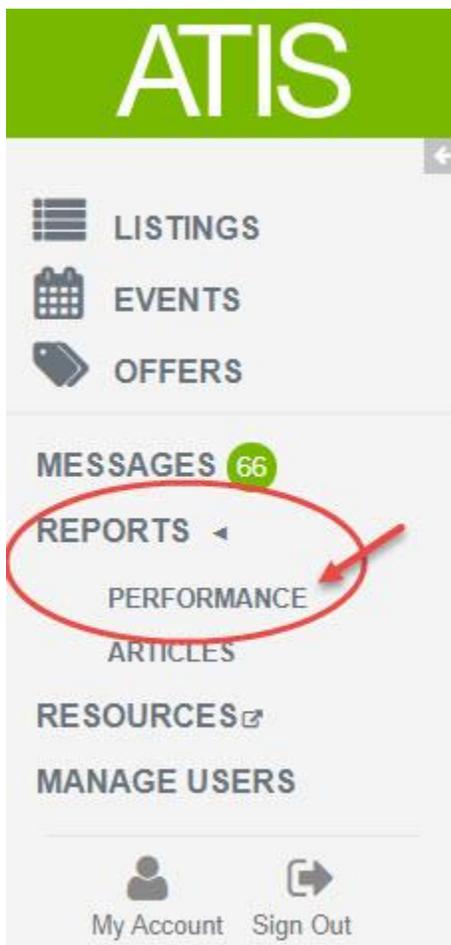
Access to content reporting is just one of the benefits of listing your business, event or offer with the Alberta Tourism Information Service (ATIS).

Powered by Google Analytics, ATIS reporting tracks the number of qualified [leads](#) (link to Qualified Traveller definition in FAQs) of each Listing, Offer and Event that you have access to in ATIS. Reports also outline which language version of travelalberta.com the lead occurred on, what device (mobile, tablet, desktop), and which distribution partner site was responsible for the lead.

Distribution Partners are partners that use ATIS content to populate their website with your content. In addition to content appearing on travelalberta.com, content that you enter into ATIS may appear on one of many distribution partners that Travel Alberta works with.

### Reporting Walk-through

To access your reporting [login](#) (link to: [atis.travelalberta.com](https://atis.travelalberta.com)) to your ATIS account. Click on 'REPORTS' then 'PERFORMANCE' in the right navigation.



### 1) Choose your timeframe

Choose a timeframe that you would like to pull; please note that data will populate up to two -to-three days prior to today's date. You can isolate data by 'ALL TIME', which is the first date in the drop down, or by fiscal years.



### 2) Total Qualified Travellers for Selected Time Period

This number is a roll-up of the Qualified Travellers that all of your content items achieved during the timeframe that you selected.

Qualified Travellers are a roll-up of website referrals (clicks from your ATIS item to your website) as well as listing page views (when a consumer clicks on your listing detail page on travelalberta.com).

**Total Qualified Travellers for selected time period = 1295601**

### 3) Total Qualified Traveller by Content Type

If you take advantage of adding Listings, Events and Offers in ATIS, this graph breaks down the total Qualified Travellers by content type

Total Qualified Travellers by Content Type



● Events 67389  
● Listings 1172205  
● Offers 56007

Adding all content types will increase your exposure on travelalberta.com and will generally lead to more Qualified Travellers for your business.

Visit (this section) for more information and examples of great Events and Offers to that can be added into ATIS.

#### 4) Total Qualified Travellers by Device

This table breaks down Qualified Travellers by Device.

Total Qualified Travellers by Device



As a side note, in the past few years the number of people accessing a website via tablet or mobile device has dramatically increased. In most cases now, mobile and tablet traffic now make up more than 50% of the traffic that is visiting your site. As a result, you will want to ensure that your website is meeting the needs of users on all three devices.

#### 5) Top 5 Performing Listings, Offers or Events

If you have access to more than one content item in ATIS, this section of the report will show your top five performing listings (as measured by Qualified Travellers), regardless of content type.

Top 5 Performing Listings, Offers or Events

[See All Contents](#) ←

Content Type	ID	Name	Status	Total Qualified Travellers
Listings	listings/1209	[REDACTED]	Published	105919
Listings	listings/8562	[REDACTED]	Published	32396
Listings	listings/4697	[REDACTED]	Published	28411
Listings	listings/1248	[REDACTED]	Published	27431
Listings	listings/6387	[REDACTED]	Published	22277

If you would like to see the total Qualified Travellers for each of your content items, click on the 'See All Contents' link above the table.

## 6) Total Qualified Traveller by Market

Travelalberta.com is published in multiple languages and markets. If your content is translated (at Travel Alberta's discretion), your qualified travellers by market will be displayed in this table.

Total Qualified Traveller by Market



## 7) Qualified Travellers by Distribution Partner

As stated above, Distribution Partners are partners that use ATIS content to populate their website with content supplied to ATIS. In addition to content appearing on travelalberta.com, content that you enter into ATIS may appear on one of many distribution partners that Travel Alberta works with.

Distribution Partner	Total Qualified Travellers
Travel Alberta	1,289,827
Canadian Badlands	4,194
Banff Lake Louise	1,560
Crowsnest Pass	20

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