

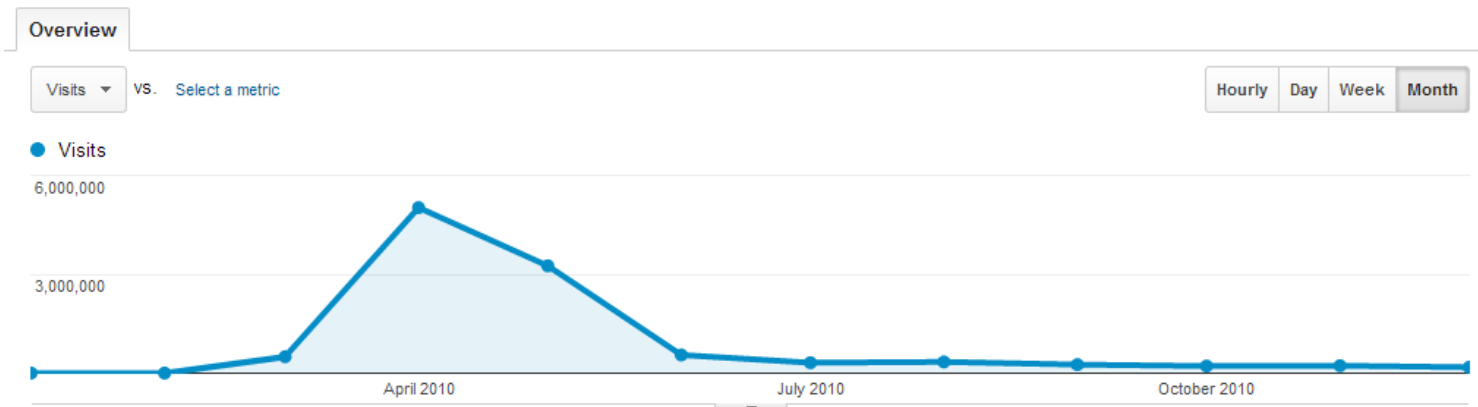
Website Comparative Analytics 2010-2011-2012

Visitors' overview

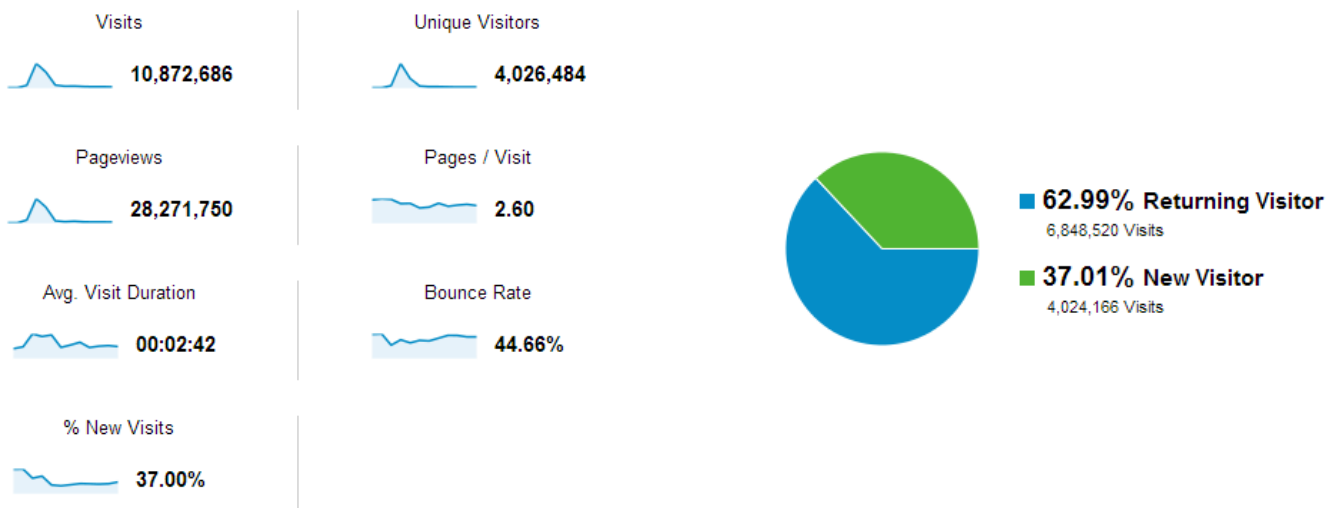
In order to start with the website analytics, it is worth to get acquainted with the visitors' details.

2010:

In 2010 the most visited month was April 2010 with 5,017,958 visits, followed by May 2010 with 3,253,151 visits, due to the eruption of Eyjafjallajökull in the spring of 2010, raising the interest for Iceland all around the world. The average number of visits per month got multiplied by 10 after the eruption event, proving that visitors remained interested in the website.



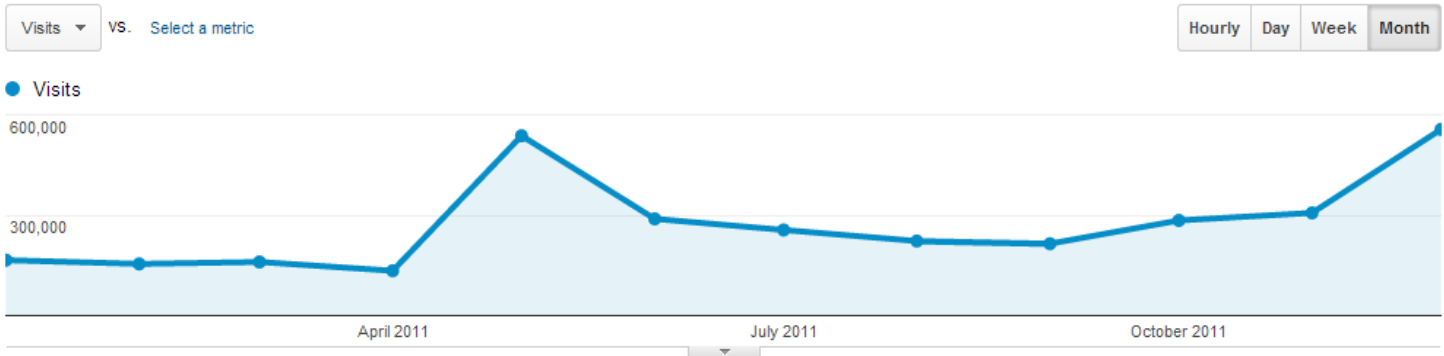
The total amount of people visiting the website in the year 2010 is **4,026,484**:



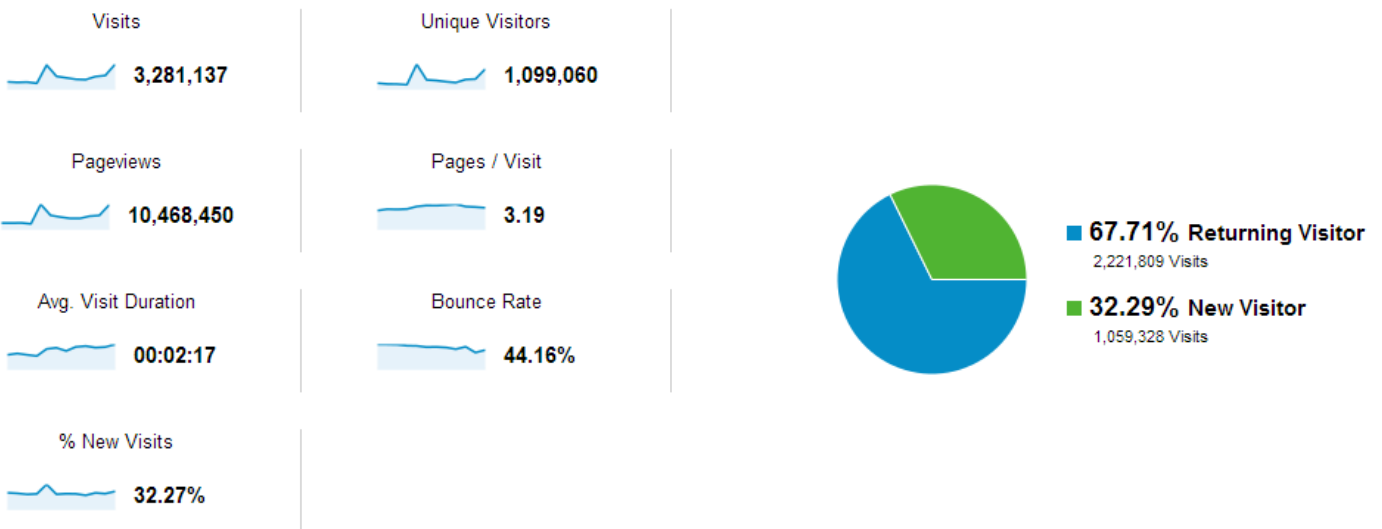
2011:

In 2011 the most active period of website took place between April 2011 and July 2011, with a pick in May 2011 (537,330 visits within this month). After the summer time the website activity remains regular until October, when it starts growing again continuously until the very end of the year 2011 (the figures of December equal to 556 199 visits per month, being the highest point of the graph):

Overview



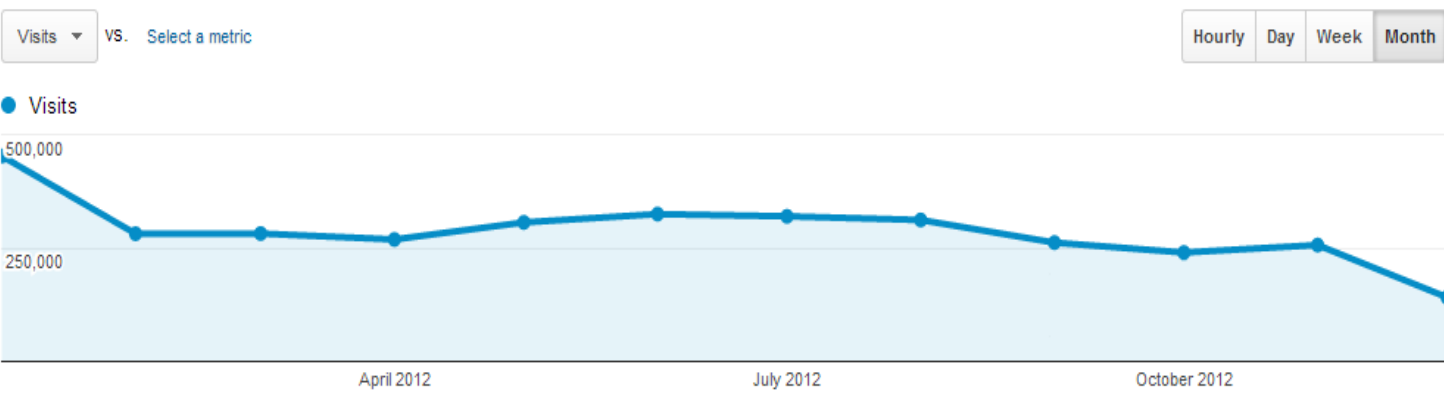
Overall throughout the year 2011 1,099,060 people have visited the website. Naturally the figure is lower than the one for the year 2010, since such an event as volcano eruption attracted many people not interested in the country itself, but in the geological process. In 2011, visitors are visiting 3.19 pages, when they were only visiting 2.60 pages in average in 2010:



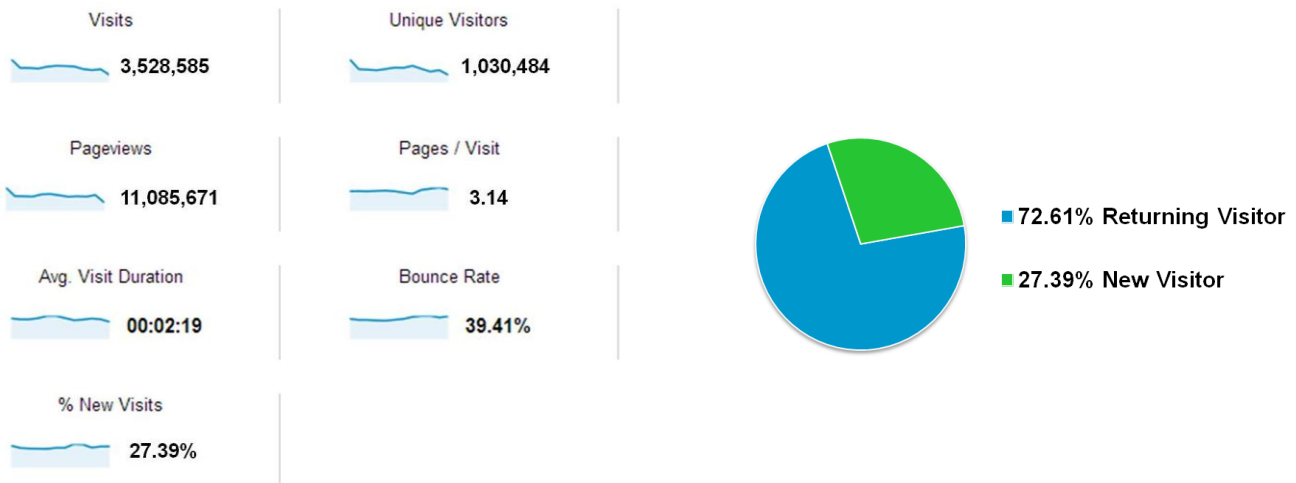
2012:

In 2012, the amount of visits is more regular along the months, with a slight increase during the summer time. The most visited month was January 2013, corresponding to the New Year Eve, and its fireworks show, recorded on the website.

Overview

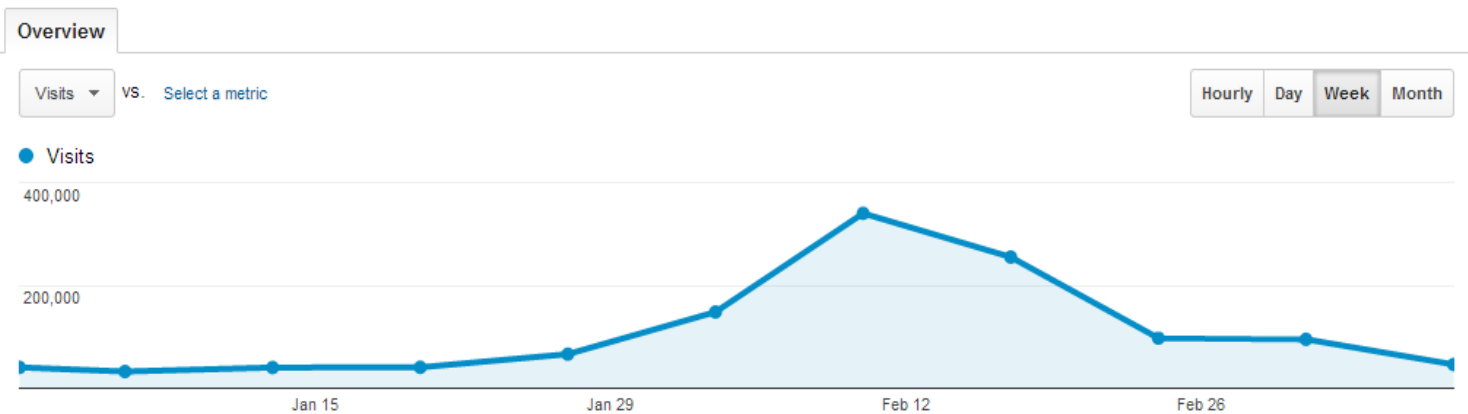


1,030,484 people visited the website in 2012. The number of page views increased in comparison to 2011, and people are staying, in average, more time on the website. Finally, the share of Returning Visitors has increased by almost 5 points during this year.

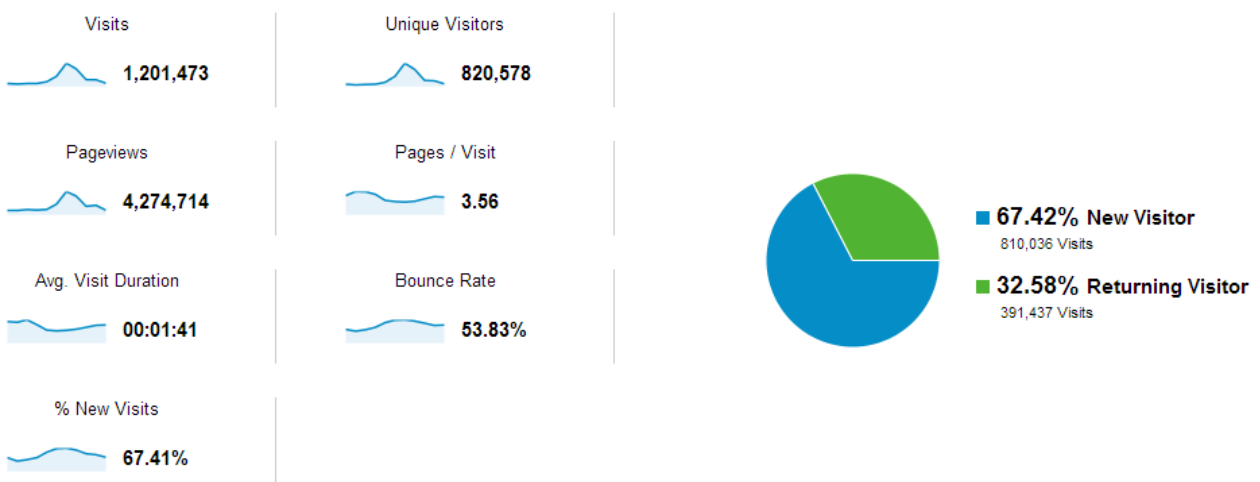


2013 (1st of January - 14th of March):

In only two months and a half, the website already got 1,201,473 visits, corresponding to 1/3 of the visits of 2012, forecasting a great traffic for the year 2013.



For these first two and a half months of 2013, people are visiting more pages, but are spending less time on the website in average. Looking at the same period in 2012, it can be seen that this average visit duration is proper to the period of the year, so we can predict with confidence a rise for the next months.



Country of origin:

Regarding the origin of those visiting the website, the audience of the website is international, mainly from Europe and North America.

In 2010 the top listed country was Iceland (26%) with big advantage, followed by closely rated UK (9.9%), Germany (9%) and US (8.2%):

	Country / Territory	Visits	% Visits
1.	Iceland	2,816,014	25.90%
2.	United Kingdom	1,075,151	9.89%
3.	Germany	985,269	9.06%
4.	United States	890,227	8.19%
5.	France	594,610	5.47%
6.	Netherlands	593,560	5.46%
7.	Finland	367,565	3.38%
8.	Sweden	357,112	3.28%
9.	Norway	313,699	2.89%
10.	Spain	306,971	2.82%

In 2011 the majority of visitors were coming from **Iceland** (16.4%), too; however the gap between the top ranked country and the others was already not that large, the site evidently was gaining popularity abroad. Germans (14%) and UK citizens (10%) took the 2nd and 3d place respectively, while the USA with almost 8% was rated 4th.

	Country / Territory	Visits	% Visits
1.	Iceland	537,652	16.39%
2.	Germany	462,865	14.11%
3.	United Kingdom	329,936	10.06%
4.	United States	261,520	7.97%
5.	France	226,959	6.92%
6.	Netherlands	180,081	5.49%
7.	Spain	109,813	3.35%
8.	Sweden	100,103	3.05%
9.	Italy	99,516	3.00%
10.	Denmark	90,317	2.75%

In **2012**, the first visitor's country of origin was not Iceland anymore, but **Germany**, with 100,000 more visits than in 2011. Iceland is 2nd, followed by the UK and the USA as 3rd and 4th. Furthermore, Poland is now part of the Top10 of the countries of origin.

	Country / Territory	Visits	% Visits
1.	Germany	567,566	16.08%
2.	Iceland	528,275	14.97%
3.	United Kingdom	352,640	9.99%
4.	United States	277,287	7.86%
5.	France	273,407	7.75%
6.	Netherlands	178,355	5.05%
7.	Italy	138,510	3.93%
8.	Spain	119,656	3.39%
9.	Poland	100,503	2.85%
10.	Denmark	97,766	2.77%

For the beginning of **2013** (1st of January - 14th of March), most of the visits are coming from Russia and Ukraine, which can be linked to the peak of visits observed in February. German and visitors are still numerous in 2013, remaining a great audience for the website.

	Country / Territory	Visits	% Visits
1.	Russia	552,236	45.96%
2.	Ukraine	180,258	15.00%
3.	Germany	68,656	5.71%
4.	United Kingdom	46,539	3.87%
5.	(no set)	41,852	3.48%
6.	United States	37,349	3.11%
7.	Iceland	36,974	3.08%
8.	France	28,903	2.41%
9.	Belarus	28,769	2.39%
10.	Netherlands	17,467	1.45%