



All Users
100.00% Sessions

Total Visits

5,039,476

% of Total: 100.00% (5,039,476)



Avg. Visit Duration

00:01:57

Avg for View: 00:01:57 (0.00%)



Pageviews

10,120,700

% of Total: 100.00% (10,120,700)



Unique Visitors

3,764,011

% of Total: 100.00% (3,764,011)



Avg. Pages / Visit

2.01

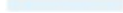
Avg for View: 2.01 (0.00%)



Avg. Time on Page

00:01:56

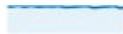
Avg for View: 00:01:56 (0.00%)



Bounce Rate

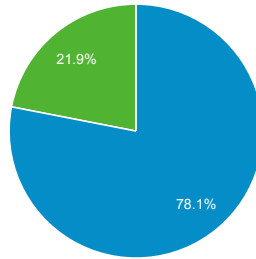
51.51%

Avg for View: 51.51% (0.00%)



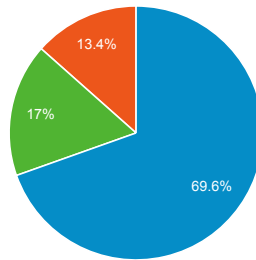
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	2,188,378	49.56%
TSA Pre✓® Transportation Security Administration	1,133,540	40.14%
Transportation Security Administration	720,322	30.92%
Liquids Rule Transportation Security Administration	576,729	67.65%
Identification Transportation Security Administration	346,978	70.53%

Visits by Social Network

Social Network	Sessions
Facebook	23,687
Twitter	17,704
Instagram Stories	14,464
reddit	1,865
YouTube	1,408
TripAdvisor	1,286
Instagram	1,273
Quora	1,175
Stack Exchange	867
LinkedIn	219

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,492,734	50.81%
(direct) / (none)	1,472,103	54.47%
search.usa.gov / referral	181,713	45.05%
bing / organic	116,841	34.80%
aa.com / referral	76,018	63.11%
yahoo / organic	63,802	43.65%
delta.com / referral	50,780	30.76%
dhs.gov / referral	34,415	44.07%
customersupport.spirit.com / referral	22,718	56.83%
m.facebook.com / referral	18,836	64.66%