

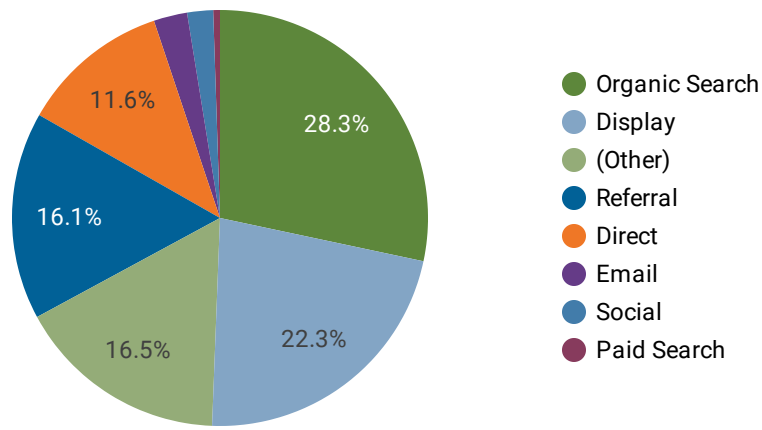
Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
119,969	79,142	1.58	00:01:33
↑ 7.7%	↑ 9.9%	↓ -0.8%	↑ 0.9%

Lodging Page Stats - YoY

Pageviews	Sessions	Users
9,704	2,281	3,787
↑ 30.8%	↓ -4.0%	↑ 18.8%

Top Channels



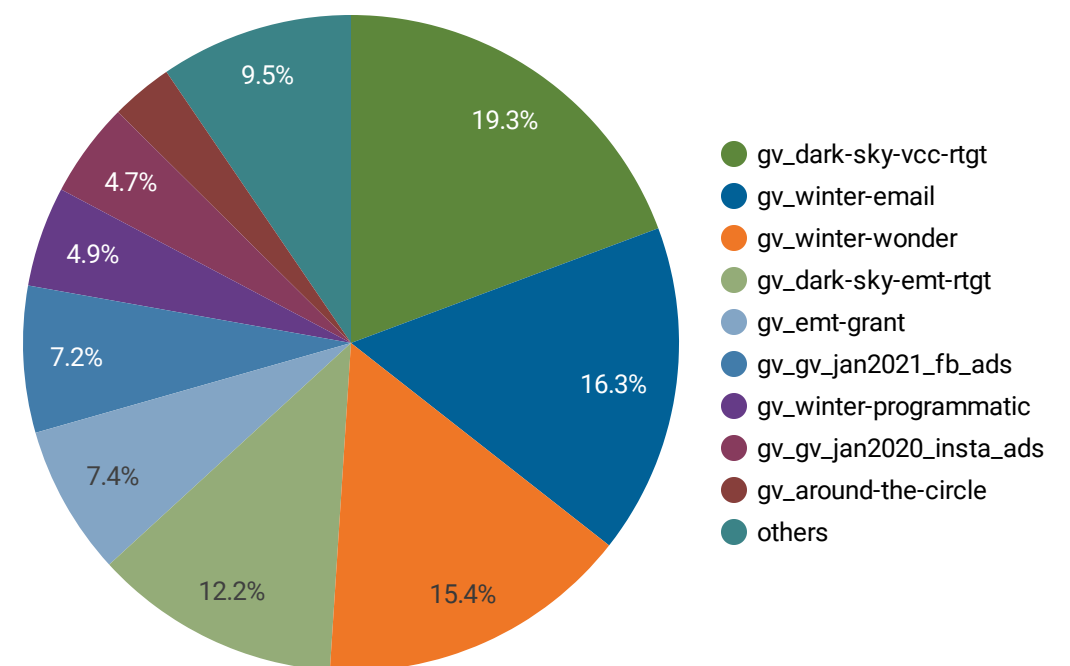
Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	26,562
2. emt / native	8,231
3. media-one / digital-ad	3,817
4. facebook / psocial	2,332
5. drako / programmatic	1,557

Top 5 Web Sources

Source	Users
1. google	41,624
2. (direct)	7,125
3. emt	5,221
4. duluthharborcam.com	3,610
5. media-one	2,526

Campaign Traffic Volume



Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. minnesota rentals	77	3.43%
2. minnesota resorts	61	3.43%
3. lodging minnesota	40	2.96%
4. minnesota vacation rentals	38	9.45%
5. vacation packages	32	1.73%

Total Lodging Clickouts
4.6K
↑ 68.7%

Unique Lodging Clickouts
4.4K
↑ 71.4%

PDF Downloads
3.6K
↑ 32.7%

Video Views
7.4K
↓ -43.2%

Lodging Page Session Duration
03:40
↑ 74.3%

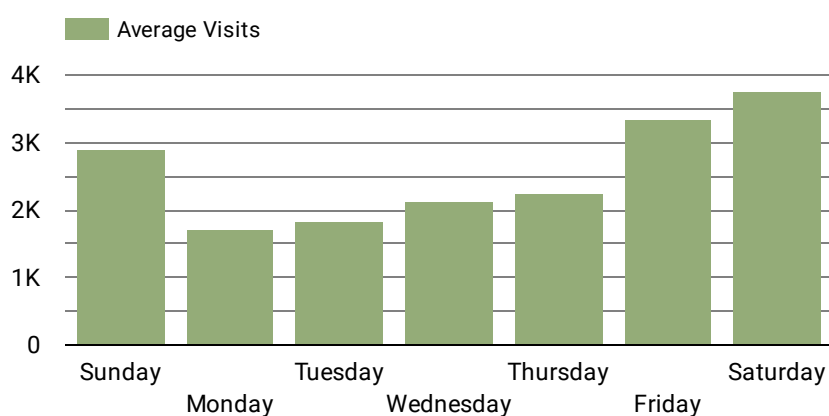
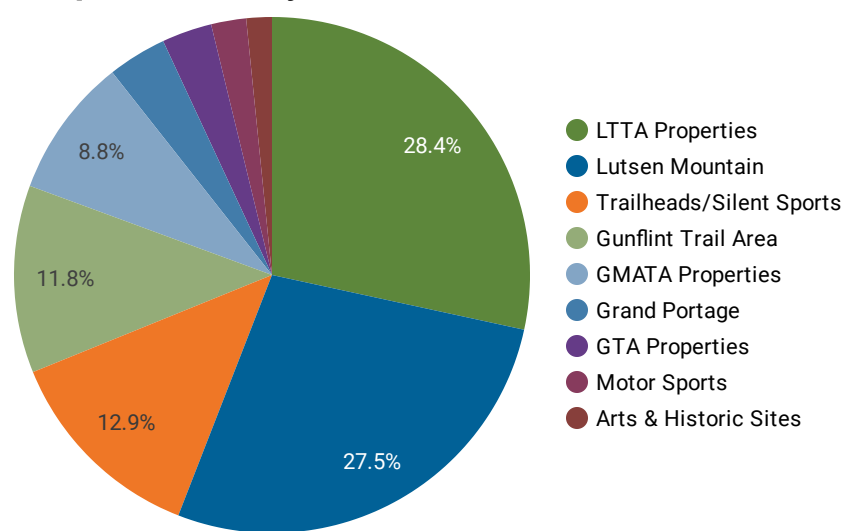
Top 5 Lodging Page Clickouts

	Clicks to Partner Pages	Total Events
1.	cascade vacation rentals	320
2.	gunflint lodge & outfitters	193
3.	caribou highlands lodge	173
4.	lutsen resort on lake superior	156
5.	bluefin bay on lake superior	142

Top 5 PDF Downloads

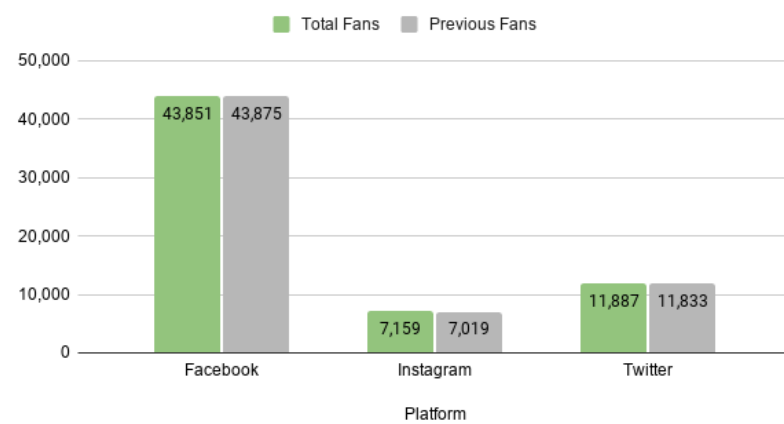
	Asset Names	Total Events
1.	Download Trail Map & Details	908
2.	Snowshoe & Winter Hiking Trails General Guide	219
3.	PDF DOWNLOAD Snowmobile Trail Map	178
4.	DOWNLOAD – 2018 CC Ridge Riders Snowmo...	166
5.	George Washington Pines Winter Recreation ...	72

Unique Visitors by POI

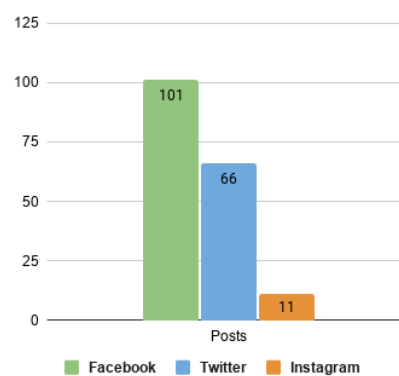


Social Media Highlights

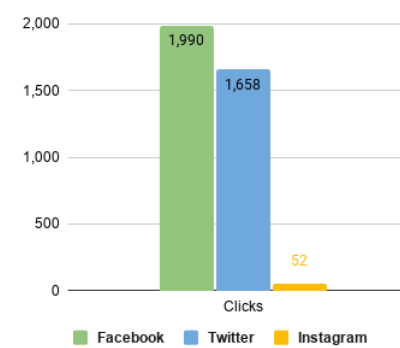
Social Media Audience - Total Fans



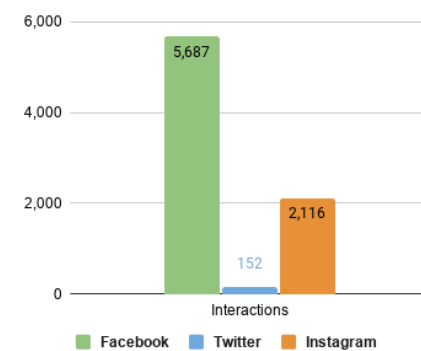
Published Posts



Clicks to website from social content



Interactions (likes, reactions, comments, etc.)



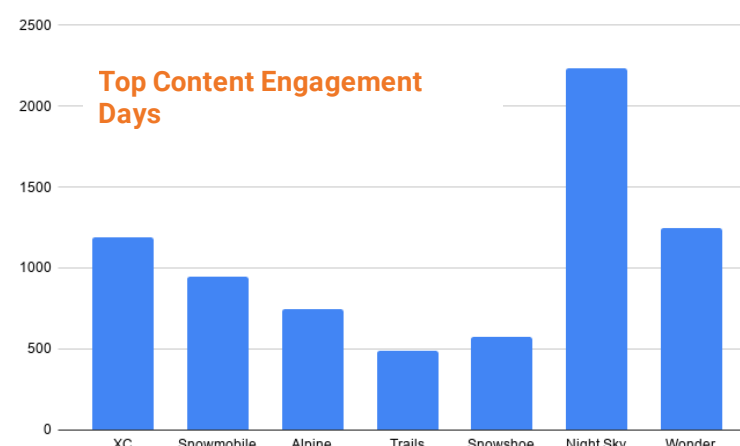
Engagement Rate

Facebook 3.12%
Twitter 1.28%
Instagram 6.65%

Winter Blitz Campaign

Summary of results from the Winter Blitz campaign that ran February 1-7, 2021

22 accounts participated in the blitz
7,425 engagement Likes, Shares, Comments on Facebook & Instagram
376 pageviews VCC Webpage Visits



- XC 26
- Snowshoe 20
- Alpine 23
- Trails 20
- Snowshoe 23
- Night 19
- Wonder 21

