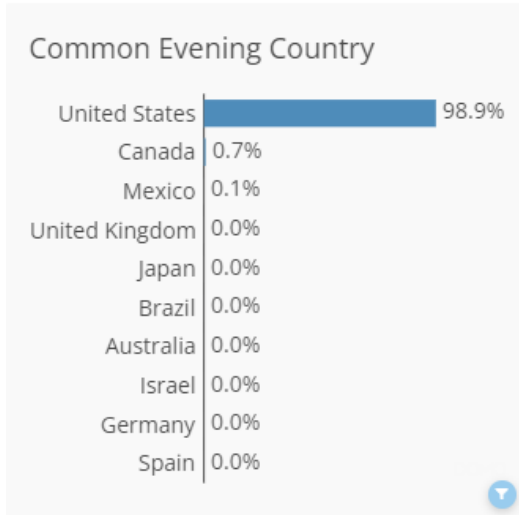
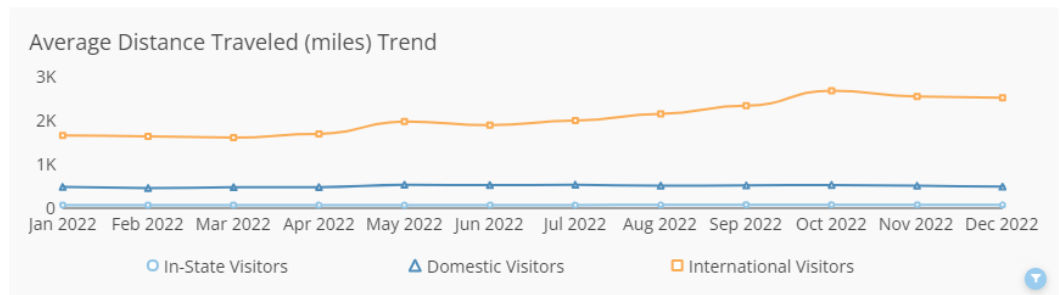
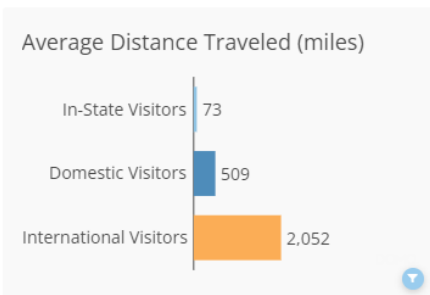


Research data via mobile insights (DOMO Rove) which targets opportunity segments for highest ROI for advertising, sales, promotion, and development.

18.3M tourist mobile devices were sampled between 01/01/22-12/31/22. This data helped influence the 2023 marketing opportunities and objectives.

### Average Distance Traveled

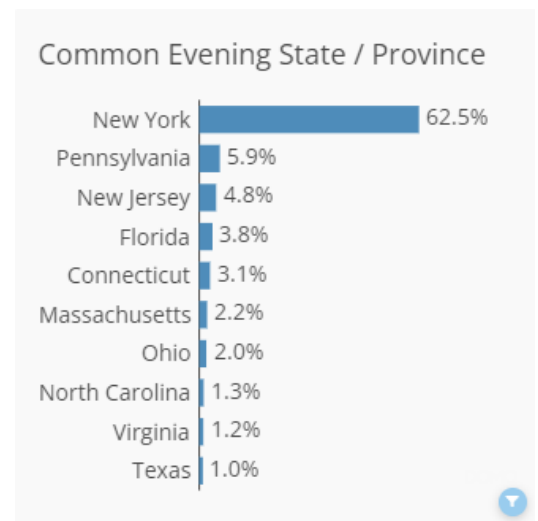


98.9% is approximately 18,138,787 devices.

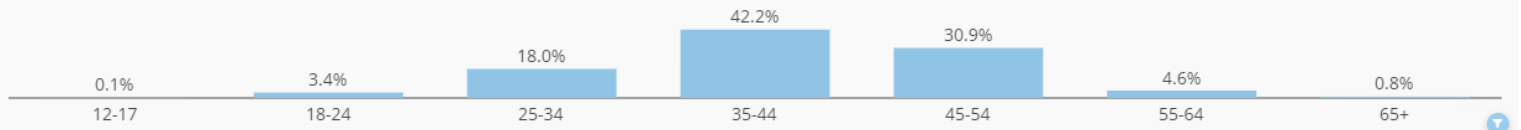
0.7% is approximately 124,672 devices.

62.5% is approximately 11,146,770 devices.

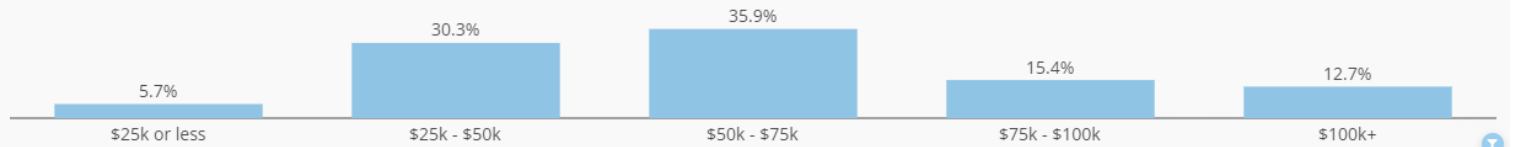
5.9% is approximately 1,046,016 devices.



Median Tourist Age  
41.3








Median Tourist Household Income  
\$64,551




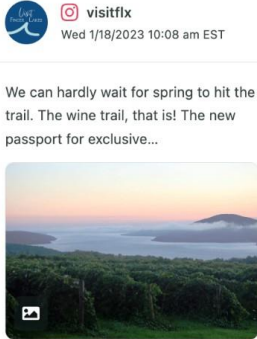

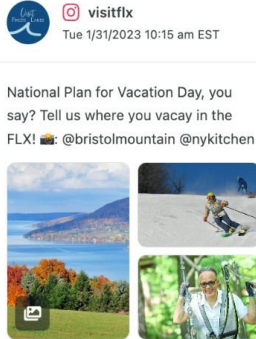
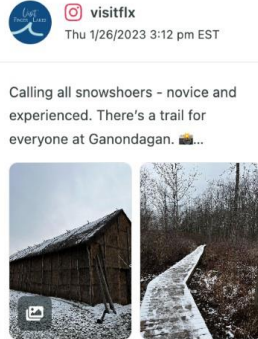
## January 2023 Visit Finger Lakes Social Media Engagement Reporting

### Followed by Social Media and Website SEO Reporting

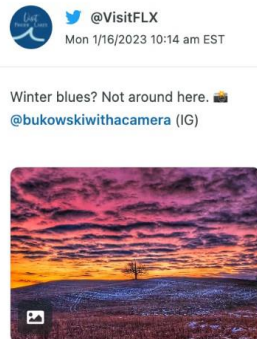


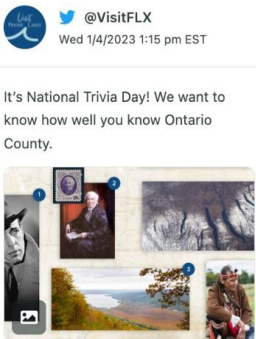
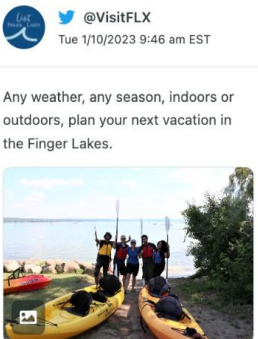
#### Facebook

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p><b>Visit Finger Lakes</b> Mon 1/23/2023 12:12 pm EST</p> <p>The triangle you want to travel to: The Phelps Triangle. Complete the Triangle Passport and receive a souvenir glass...</p> 	4,196	397	29	40	2	3,728
<p><b>Visit Finger Lakes</b> Thu 1/5/2023 10:36 am EST</p> <p>We've compiled the ultimate list for keeping busy in the FLX - 50+ Must-Do's in Ontario County! Tag the pers...</p> 	234	32	7	6	20	169
<p><b>Visit Finger Lakes</b> Fri 1/13/2023 3:51 pm EST</p> <p>"There are few things cooler than staying the night in a 19th-century castle" 🏰 Thanks to Time Out New...</p> <p>The best upstate resorts in Ne...</p> 	186	40	2	6	86	52
<p><b>Visit Finger Lakes</b> Mon 1/16/2023 12:12 pm EST</p> <p>Life is more colorful in the FLX. 🌈 @bukowskiwithacamera (IG)</p> 	182	148	3	8	—	23
<p><b>Visit Finger Lakes</b> Fri 1/13/2023 7:21 am EST</p> <p>Looking for a spooky way to enjoy this Friday, the 13th? Spend some time at TI Naples Hotel with the guests who never</p> 	71	40	4	4	15	8

## Instagram

 <p><b>Total Engagements</b> 134</p> <p>Likes 126</p> <p>Comments 3</p> <p>Saves 5</p>	 <p><b>Total Engagements</b> 120</p> <p>Likes 117</p> <p>Comments 3</p> <p>Saves 0</p>	 <p><b>Total Engagements</b> 81</p> <p>Likes 77</p> <p>Comments 3</p> <p>Saves 1</p>	 <p><b>Total Engagements</b> 74</p> <p>Likes 72</p> <p>Comments 1</p> <p>Saves 1</p>	 <p><b>Total Engagements</b> 60</p> <p>Likes 56</p> <p>Comments 1</p> <p>Saves 3</p>
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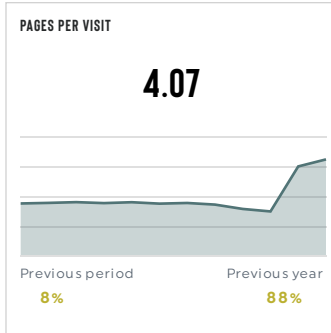
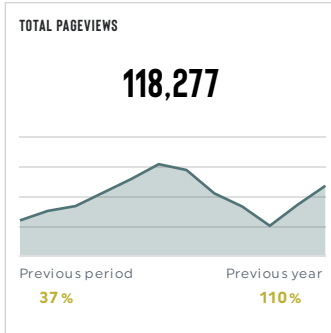
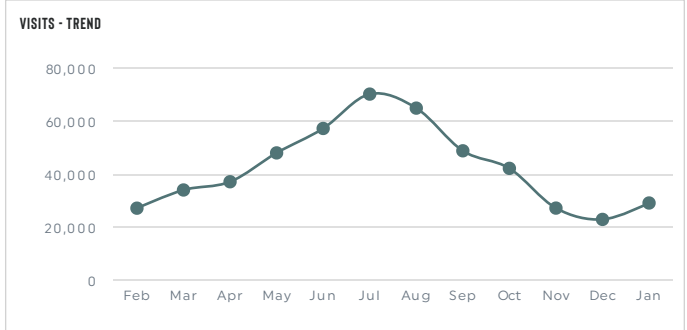
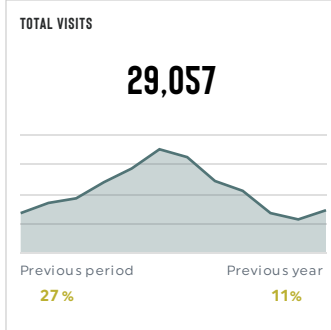
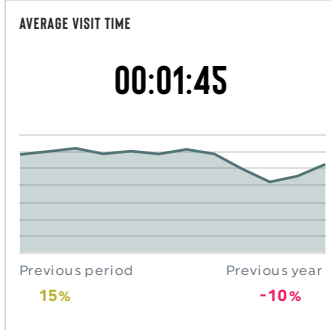
## Twitter

 <p><b>Total Engagements</b> 44</p> <p>Likes 20</p> <p>@Replies 3</p> <p>Retweets 6</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 13</p> <p>Other Engagements 0</p>	 <p><b>Total Engagements</b> 25</p> <p>Likes 16</p> <p>@Replies 0</p> <p>Retweets 2</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 6</p> <p>Other Engagements 0</p>	 <p><b>Total Engagements</b> 17</p> <p>Likes 3</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks -</p> <p>Other Post Clicks 13</p> <p>Other Engagements 0</p>	 <p><b>Total Engagements</b> 12</p> <p>Likes 2</p> <p>@Replies 1</p> <p>Retweets 0</p> <p>Post Link Clicks -</p> <p>Other Post Clicks 9</p> <p>Other Engagements 0</p>	 <p><b>Total Engagements</b> 8</p> <p>Likes 5</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks -</p> <p>Other Post Clicks 2</p> <p>Other Engagements 0</p>
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LinkedIn

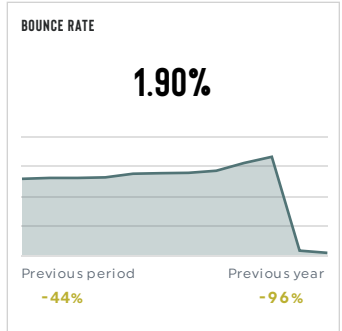
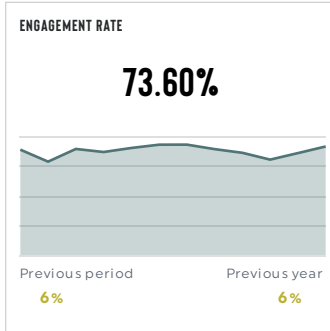
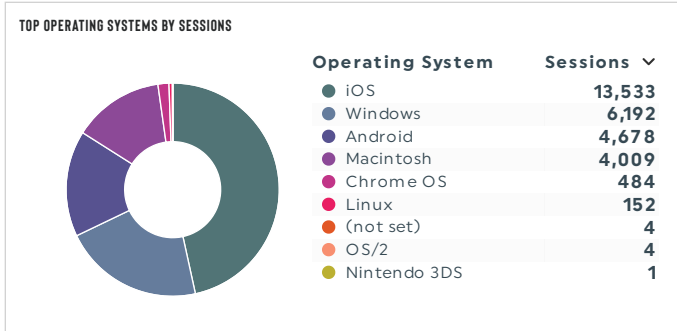
Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)
Be one of the first to stay in Canandaigua's newest hotel! ICYMI, the new Tapestry Hotel by Hilton res...	Mon 1/9/2023 12:03 pm EST	196	66	9	0	121
Happy National Plan for Vacation Day! Whether you're traveling solo, attending a conference, or planning a...	Tue 1/31/2023 11:05 am EST	50	7	0	1	42
It's easier to move things forward when folks are relaxed and receptive. So for your next quarterly planning meeting,...	Thu 1/12/2023 1:52 pm EST	28	15	0	0	13
Break away from the every day with a winter escape to the Finger Lakes. Are you a winter sports enthusiast or mor...	Fri 1/6/2023 10:47 am EST	27	14	0	0	13
Shop, sip and taste your way through the Finger Lakes at the annual Finger Lakes Winter Carnival. This three-da...	Wed 1/18/2023 11:08 am EST	23	14	0	0	9

### GOOGLE ANALYTICS OVERVIEW



#### SOURCE / MEDIUM BY SESSIONS

Source / Medium	Sessions	Previous period
google / organic	22,974	79.1% -0.2%
(direct) / (none)	3,186	11.0% +0.2%
bing / organic	822	2.8% +0.2%
yahoo / organic	482	1.7% +0.3%
duckduckgo / organic	255	0.9% -0.0%
m.facebook.com / referral	171	0.6% -0.1%
linkedin.com / referral	160	0.6% +0.5%
fingerlakesvc.simpleviewcms.co...	111	0.4% +0.0%
lakehousecanandaigua.com / ref...	78	0.3% +0.1%



TOP SESSIONS BY CITY

City	Sessions	
New York	2,532	+11.74%
(not set)	2,159	+10.89%
Ashburn	1,256	+93.53%
Buffalo	844	+9.61%
Canandaigua	686	+23.38%
Rochester	665	+14.85%
Philadelphia	570	+6.34%
Boston	509	+109.47%
Geneva	440	+5.52%
Victor	374	+7.78%

TOP SESSIONS BY REGION

Region	Sessions	
New York	11,105	+13.28%
Pennsylvania	2,817	+54.61%
Virginia	2,219	+53.03%
Ohio	1,518	+49.12%
Florida	1,153	+27.12%
Georgia	1,133	+25.33%
Michigan	965	+51.49%
North Carolina	937	+30.87%
Massachusetts	855	+74.85%
New Jersey	791	+39.75%

TOP LANDING PAGES BY SESSIONS

Landing Page Path	Sessions
/	4,470
/event/finger-lakes-winter-carnival:-shop-the-finger-la...	1,232
/plan-your-trip/ontario-county-ny/geneva/	1,207
/plan-your-trip/ontario-county-ny/canandaigua/	1,143
/plan-your-trip/finger-lakes-maps/	1,085
/wineries/wine-tours/?bounds=false	715
/plan-your-trip/trails-and-trip-ideas/top-things-to-do/...	536
/plan-your-trip/finger-lakes-facts/	524
/wineries/wine-tours/	502
/listing/hotel-canandaigua-tapestry-collection-by-hilto...	490

TOP EXIT PAGES BY SESSIONS

Exit Page Path	Sessions
/	2,806
/plan-your-trip/finger-lakes-maps/	1,303
/event/finger-lakes-winter-carnival:-shop-the-finger-la...	1,182
/plan-your-trip/visitors-guide/	1,176
/plan-your-trip/ontario-county-ny/canandaigua/	810
/plan-your-trip/ontario-county-ny/geneva/	740
/listing/hotel-canandaigua-tapestry-collection-by-hilto...	550
/event/finger-lakes-winter-carnival/29037/	488
/plan-your-trip/finger-lakes-facts/	474
/plan-your-trip/trails-and-trip-ideas/top-things-to-do/...	421

TOP CONVERTING PAGES

Page path	Views	Total Users	Conversions
/plan-your-trip/ontario-county-ny/geneva/restaurants/?view=list&sort=qualityScore&skip=48&bounds=false	N/A	-13	N/A
/listing/mill-creek-cafe/598/	N/A	-16	N/A
/listing/frederick-farms/2010/	N/A	-11	N/A
/listing/b-and-d-market/2669/	N/A	-23	N/A
/includes/plugins/nav/preview_civs/?type=nav_version&typeArgs%5Bnav_id%5D=628ecd74e8bb755cd35e4c8f&typeArgs%5Bpreview_type	N/A	-11	N/A
/includes/plugins/nav/preview_civs/?type=nav_version&typeArgs%5Bnav_id%5D=600f6cc43efd3627095b0403&typeArgs%5Bpreview_type	N/A	-9	N/A
/includes/plugins/nav/preview_civs/?type=nav_version&typeArgs%5Bnav_id%5D=600f6cbd3efd3627095affe4&typeArgs%5Bpreview_type	N/A	-9	N/A

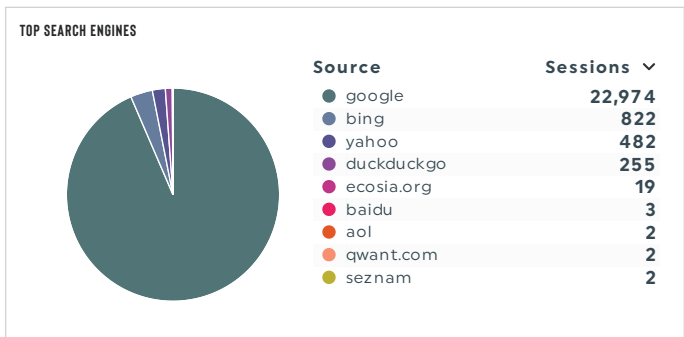
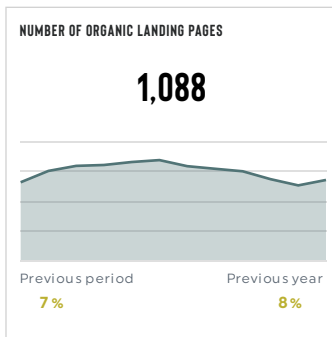
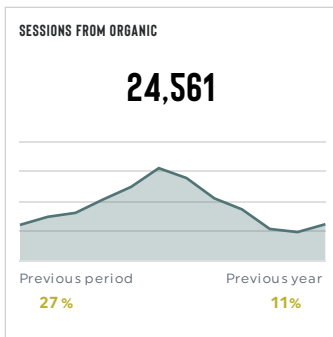
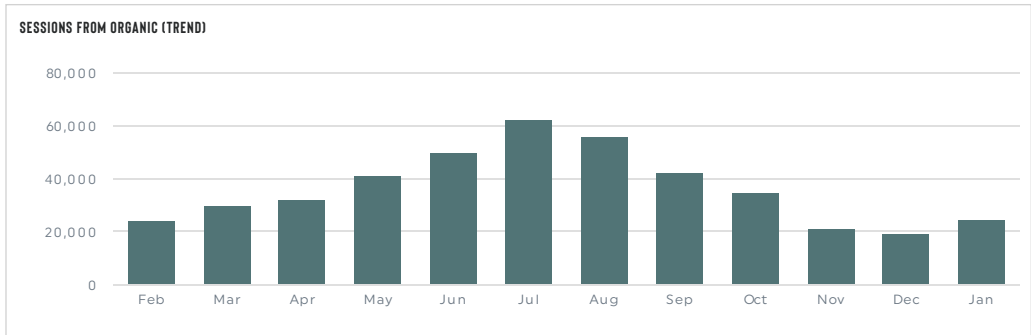
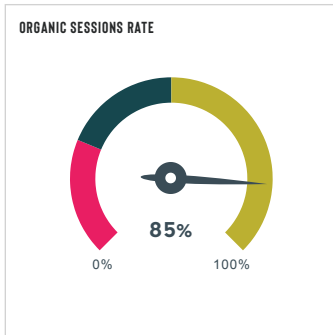
TOP IMPRESSIONS (QUERIES)

Queries	Impressions
bristol mountain	49,898
finger lakes	42,980
eastview mall	21,563
canandaigua	15,304
geneva ny	9,146
seneca lake	8,191
cmac	7,919
bristol mountain ski resort	5,897
the lake house on canandaigua	5,452
hobart college	5,299

TOP CLICKS (QUERIES)

Queries	Clicks
finger lakes	1,354
geneva ny	562
canandaigua	337
finger lakes ny	271
canandaigua winter festival	255
finger lakes new york	248
where are the finger lakes	217
finger lakes wine tours	194
hotel canandaigua	186
fingerlakes	180

# SEO



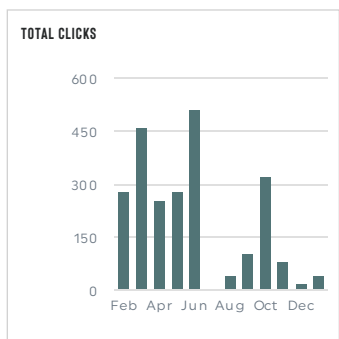
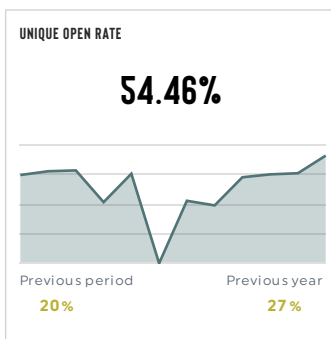
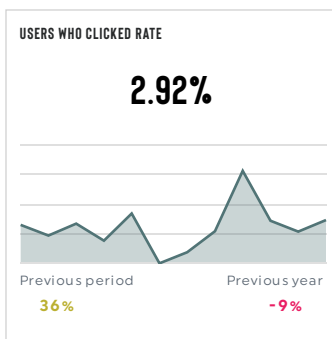
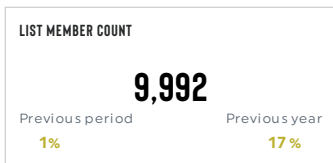
### TOP KEYWORDS FROM ORGANIC (SESSIONS)

Keyword	Sessions
(not provided)	24,283
(not set)	255
Caninduaga	5
https://www.visitfingerlakes.com/event/finger-lakes-win...	2
concerts in finger lakes 2023	1
finger lakes	1
Finger Lakes is in what state of USA	1
finger lakes visitors connection	1
fire and ice festival 2023 canandaigua ny	1
honeoye lake	1

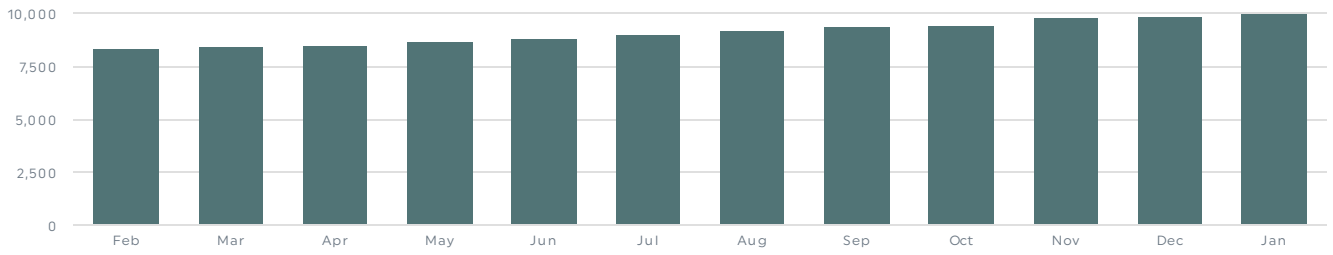
### TOP LANDING PAGE FROM ORGANIC (SESSIONS)

Landing Page Path	Sessions
/	3,342
/event/finger-lakes-winter-carnival-shop-the-finger-la...	1,166
/plan-your-trip/ontario-county-ny/geneva/	1,156
/plan-your-trip/ontario-county-ny/canandaigua/	1,051
/plan-your-trip/finger-lakes-maps/	1,008
/wineries/wine-tours/?bounds=false	634
/plan-your-trip/trails-and-trip-ideas/top-things-to-do/...	528
/wineries/wine-tours/	477
/listing/hotel-canandaigua-tapestry-collection-by-hilto...	461
/plan-your-trip/finger-lakes-facts/	460

# MAILCHIMP



### LIST MEMBER COUNT



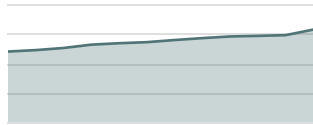
### EMAIL CAMPAIGN PERFORMANCE

Campaign	Emails Sent	Unique Opens	Open Rate	Clicks/Recipients	Clicks/Opens
Tourism Thursdays - February 2, 2023 (id : 172dd3ad69)	309	159	52.13%	2.95%	5.7%
Partner Portal Orientation (id : 25914053de)	308	177	58.03%	2.95%	5.1%

## SOCIAL MEDIA FOLLOWERS

#### LINKEDIN FOLLOWERS COUNT

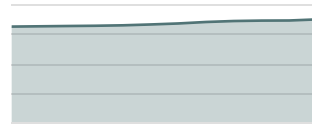
**790**



Previous period: 6%  
Previous year: 34%

#### FACEBOOK FANS COUNT

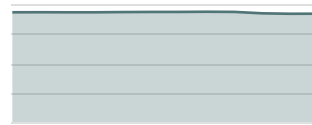
**14,013**



Previous period: 1%  
Previous year: 8%

#### TWITTER FOLLOWERS

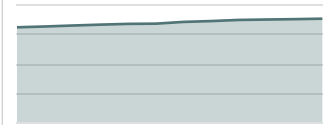
**9,239**



Previous period: 0%  
Previous year: -1%

#### INSTAGRAM FOLLOWERS

**8,818**

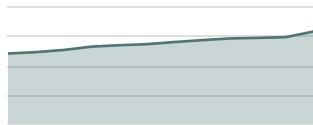


Previous period: 0%  
Previous year: 10%

## LINKEDIN

#### FOLLOWERS COUNT

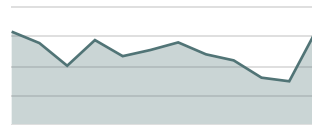
**790**



Previous period: 6%  
Previous year: 34%

#### IMPRESSIONS

**4,867**



Previous period: 119%  
Previous year: 14%

#### NUMBER OF SHARES

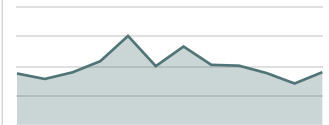
**6**



Previous period: 500%  
Previous year: -54%

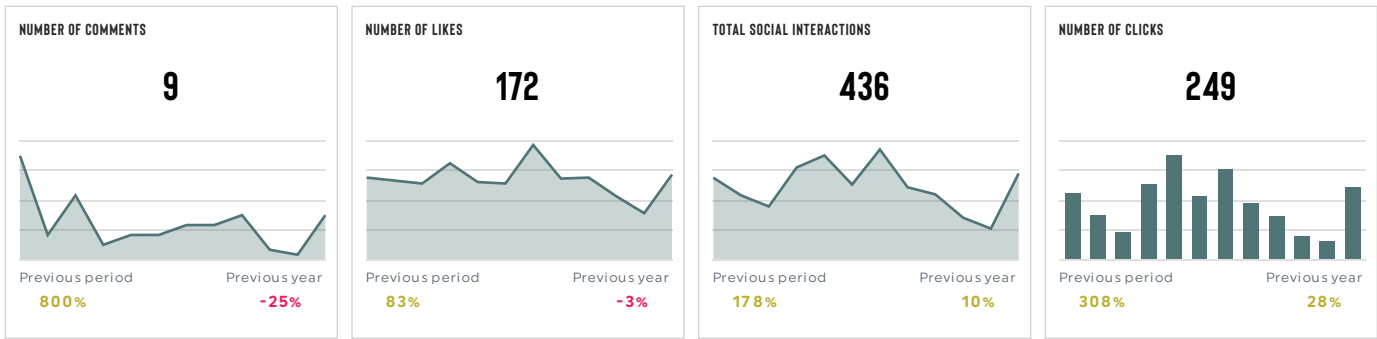
#### ENGAGEMENT RATE

**8.96%**



Previous period: 27%  
Previous year: -4%

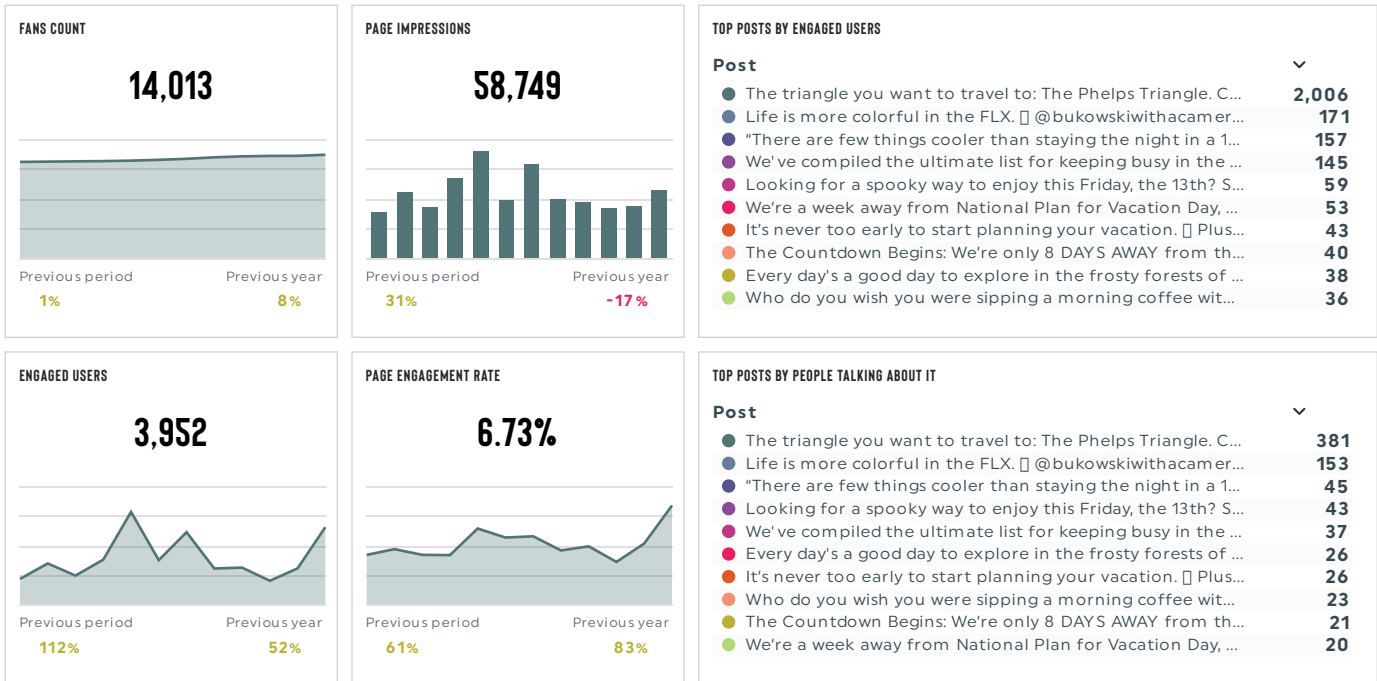








**TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)**

Post with image	Engagement Rate	Likes	Clicks	Comments
<p>Happy National Plan for Vacation Day! Whether you're traveling solo, attending a conference, or planning a business retreat, you'll want to add a few extra days to the itinerary. The Finger Lakes has: <input type="checkbox"/> Wild adventure <input type="checkbox"/> Open space <input type="checkbox"/> Delicious dining <input type="checkbox"/> Gorgeous views <input type="checkbox"/> Friendly atmosphere Download our Visitor's Guide to find the</p>	20.2%	8	49	0
<p>Be one of the first to stay in Canandaigua's newest hotel! ICYMI, the new Tapestry Hotel by Hilton resort is being built at Steamboat Landing in Canandaigua. The five-story complex overlooking Canandaigua Lake is set to open in May 2023 with over 14,000 square feet of event space, nine</p>	10.8%	66	121	9
<p>Shop, sip and taste your way through the Finger Lakes at the annual Finger Lakes Winter Carnival. This three-day event starts Friday and celebrates winter in our region. Explore our unique appeal, including its robust local shops, food, and beverage offerings, punctuated by ice bars, themed ice</p>	8.9%	14	9	0
<p>Join us next Thursday, February 2nd, to talk about Showcasing Winter at our monthly Tourism Thursday meetup. We'll be in the Library at The Lake House on Canandaigua Library - 770 South Main St. Canandaigua. We meet up with tourism professionals and local providers on the first Thursday of</p>	8.6%	6	8	0

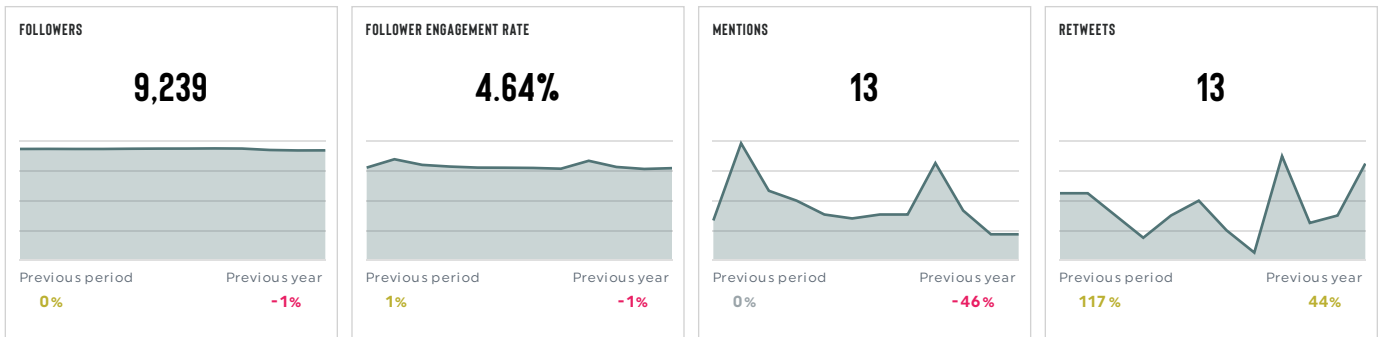
## FACEBOOK



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Comments	Shares	Impressions
 <p>The triangle you want to travel to: The Phelps Triangle. Complete the Triangle Passport and receive a souvenir glass! ☑️ Crafty Ales and Lagers ☑️ Smokin' Tails</p>	14.73%	66	4	40	14,066
 <p>We've compiled the ultimate list for keeping busy in the FLX - 50+ Must-Do's in Ontario County! Tag the person you're taking on this adventure! Here's a small taste of what</p>	9.65%	11	1	6	1,531
 <p>"There are few things cooler than staying the night in a 19th-century castle" ☑️ Thanks to Time Out New York, Seneca Lake-side Belhurst Castle and Winery was named one</p>	5.29%	33	2	6	3,070
 <p>Life is more colorful in the FLX. ☑️ @bukowskiwithacamera (IG: 46683919347_10162268910879348)</p>	5.05%	121	1	8	3,647

TWITTER



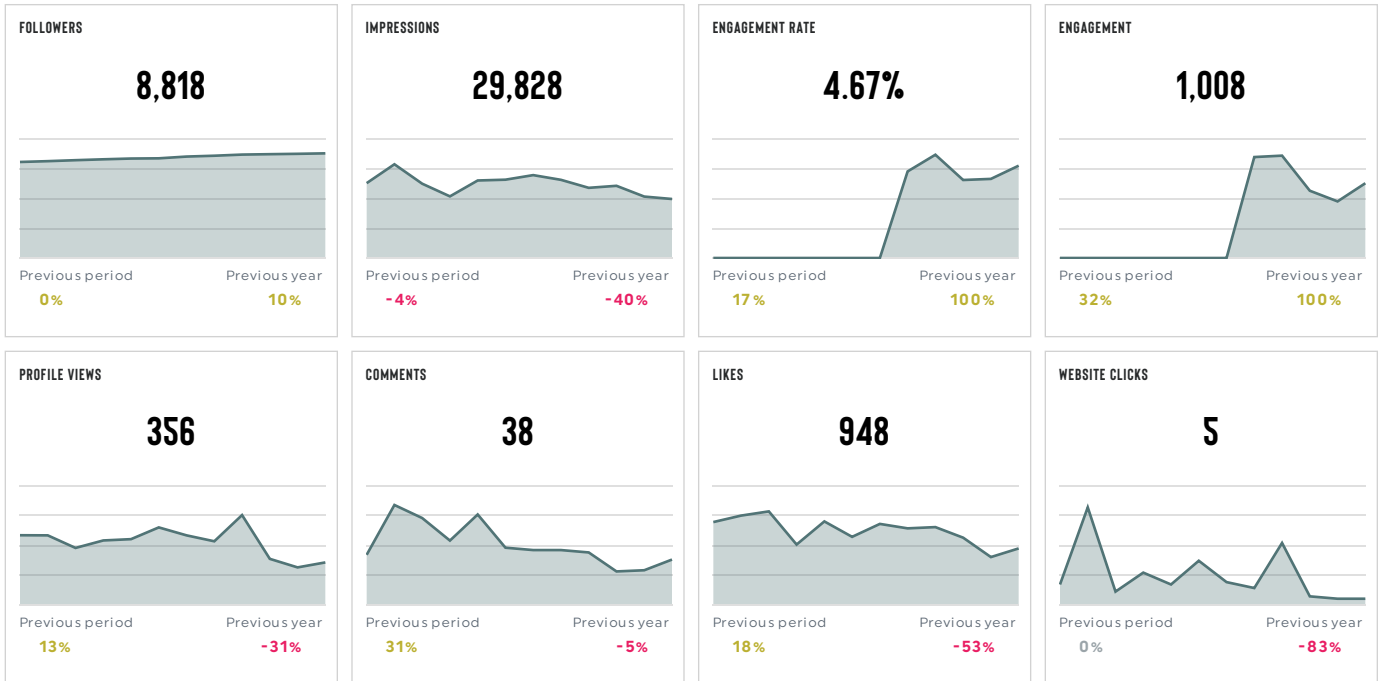
TOP RETWEETED POSTS

Post	Count
● Winter blues? Not around here. ☑️ @bukowskiwithacamera (IG) <a href="https://t.co/GKpOGCNRD0">https://t.co/GKpOGCNRD0</a>	6
● Cotton candy skies over CDGA. ☑️ @canandaigualakefrontretreat (IG) <a href="https://t.co/cTviiloiJJ">https://t.co/cTviiloiJJ</a>	2





TOP MENTIONS BY FOLLOWERS COUNT

Post	Count
● @FIGaming @VisitFLX @FingerLakes1 @weareFLX @FLXFWD (By @stephenk461)	247
● @andykunzmann @VisitFLX @JoKunzmann @Billsboro Did our rehearsal dinner there about 11 years ago. Love that spot. G... <a href="https://t.co/...">https://t.co/...</a>	244

# INSTAGRAM



## ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Impressions	Engagement Rate
 Cotton candy skies over CDGA. 📍 @canandaiguakefrontretreat	126	3	1,476	8.74%
 Winter blues? Not around here. 📍 @bukowskiwithacamera	77	3	928	8.62%
 We can hardly wait for spring to hit the trail. The wine trail, that is! The new passport for exclusive @canandaiguawinetrail tastings & discounts is coming in Spring 2023!	117	3	1,410	8.51%
 Every day's a good day to explore in the frosty forests of Bristol Mountain. 📍 @tanyatanjanikolic	48	2	711	7.03%