

**OCT  
2024**

# **MONTHLY REPORT**



**HELLO BURLINGTON**

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*Hello Burlington is a Division of the Lake Champlain Chamber*



# WEBSITE ANALYTICS

**60K**

USERS

**78K**

SESSIONS

**223K**

PAGEVIEWS

**828K**

TOTAL EVENTS

**1:09**

AVG ENGAGEMENT

**1596**

BOOKING  
REFERRALS

**1.1M**

ADVERTISING  
IMPRESSIONS

**31K**

GOOGLE AD  
CLICKS

## MOST POPULAR SITE CONTENT

Events:	22,325 Views
Home:	18,103 Views
Things to Do:	17,092 Views
Events This Weekend:	15,930 Views
Restaurants:	12,637 Views
Attractions:	7,789 Views
Concerts & Live Music	4,945 Views
Fall Colors:	3,306 Views
Restaurants Farm to Table:	2,576 Views
Shopping:	2,384 Views

## USERS BY TOP REGION

New York:	9,663 Users
Massachusetts:	7,970 Users
Vermont:	6,580 Users
Quebec:	3,458 Users
Connecticut:	3,352 Users
Florida:	3,260 Users
Ontario:	2,597 Users
Virginia:	2,580 Users
Georgia:	1,788 Users



# SOCIAL MEDIA



**5.8%**

ENGAGEMENT

**1.4%**

GROWTH RATE



**0.5%**

ENGAGEMENT

**2.7%**

GROWTH RATE



**8.5%**

ENGAGEMENT

**2%**

GROWTH RATE

## INSTAGRAM INSIGHTS:

**Accounts Reached: 60K**

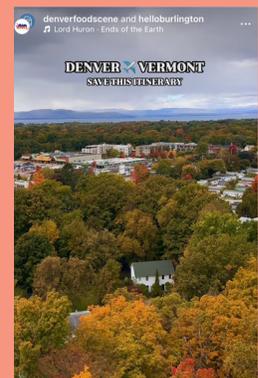
**Accounts Engaged: 4,211**

**Impressions: 218K**

**Content Interactions: 5,495**

**Reached Non-Followers: 89K**

## OCTOBER INFLUENCER VISIT





# MEETING SALES

**Leads Sent: 8 | Tentative Room Nights: 1,628 | Tentative EEI Value: \$677,248.00**

**Definite Leads: 4 | Definite Room Nights: 2,016 | Definite EEI: \$838,656.00**

## NEW SALES LEADS

**New England Society for Healthcare Communications - 2026 NESHCo Annual Conference**

Requested Dates: May 27 - 29, 2026

**National Street Rod Association - NSRA Host Hotel 2025-2030**

Requested Dates: September 9 - 14, 2025

**Sigma Chi Bentley University - Sigma Chi Bentley University Semi-Formal Fall 2024**

Requested Dates: November 15 - 17, 2024

**Church of the Nazarene, Inc. - DSLDP 2026**

Requested Dates: September 7 - 11, 2026

**Northstar Meetings Group - Small & Boutique Meetings Show**

Requested Dates: May 30 - June 3, 2025

**Arco Design/Build - Arco Design/Build Fall Incentive Trip 2025**

Requested Dates: September 18 - 21, 2025

**Municipal Waste Management Association - AWMA 2025 Annual Meeting**

Requested Dates: September 15 - 17, 2025

**Nurses Organization of Veteran Affairs - NOVA 2026 Annual Conference**

Requested Dates: October 19 - 26, 2026



# MEDIA COVERAGE

10/2/2024 - Travel & Leisure - [19 Best Weekend Getaways From NYC](#)

10/3/24 - The Travel - [7 Vivid Towns In Vermont For Fall Foliage In 2024](#)

10/3/2024 - Men's Journal - [52 Weekend Trip Ideas to Make You Fall in Love With Fall/](#)

10/3/2024 - U.S. News - [27 Top Cheap Weekend Getaways in the U.S.](#)

10/6/2024 - Readers Digest - [50 Affordable Family Vacation Ideas to Explore on a Budget](#)

10/7/24 - Realtor.com - [The 10 Safest Cities in America With Low Risk of Crime, Natural Disasters, and More](#)

10/8/24 - Travel Pulse - [The Most and Least Safe US Cities in 2024](#)

10/11/2024 - NY Times - [5 Bike Rides Perfect for Fall](#)

10/13/24 - World Atlas - [12 Top Places To Visit In Vermont This Fall](#)

