



**JUNE  
2025**

# MONTHLY REPORT

HELLO BURLINGTON

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



# WEBSITE ANALYTICS

**58K**

USERS

**80K**

SESSIONS

**231K**

PAGEVIEWS

**865K**

TOTAL EVENTS

**1:18**

AVG ENGAGEMENT

**2325**

BOOKING REFERRALS

## MOST POPULAR SITE CONTENT

Events:	22,580 Views
Things to Do:	19,813 Views
Restaurants:	16,797 Views
Events This Weekend:	11,173 Views
Home:	11,086 Views
Attractions:	9,721 Views
Concerts & Live Music:	6,561 Views
Bars & Nightlife:	6,129 Views
Places to Stay:	5,118 Views

## USERS BY TOP REGION

New York:	9,222 Users
Massachusetts:	8,124 Users
Vermont:	6,784 Users
Quebec:	4,556 Users
Virginia:	3,389 Users
Florida:	2,396 Users
Ontario:	2,308 Users
Connecticut:	2,171 Users
New Jersey:	1,630 Users



# SOCIAL MEDIA



**5.8%**

ENGAGEMENT

**8.3%**

GROWTH RATE



**8.6%**

ENGAGEMENT

**3%**

GROWTH RATE



**5%**

ENGAGEMENT

**2.7%**

GROWTH RATE

## INSTAGRAM INSIGHTS:

**Accounts Reached: 118K**

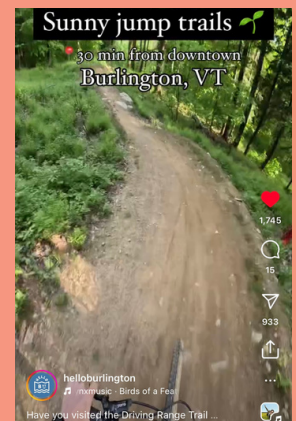
**Accounts Engaged: 9,679**

**Impressions: 396K**

**Content Interactions: 14.7K**

**Reached Non-Followers: 221K**

## POPULAR CONTENT





# MEETING SALES

**Leads Sent: 2 | Tentative Room Nights: 1,509 | Tentative EEI Value: \$627,744**

## NEW SALES LEADS

**Society for Nutrition Education and Behavior - SNEB 2025 Meeting**

Requested Dates: June 21 - 28, 2025

**Energy Medicine - Energy Medicine Solution Energy Retreat**

Requested Dates: October 1 - 6, 2024

