



**JUNE  
2025**

# MONTHLY REPORT

**HELLO BURLINGTON**

Jeff Lawson | Director | [jeff@helloburlingtonvt.com](mailto:jeff@helloburlingtonvt.com)

Tom Carton | Strategy & Operations | [tcarton@helloburlingtonvt.com](mailto:tcarton@helloburlingtonvt.com)

Mari Palace | Destination Sales Manager | [mari@helloburlingtonvt.com](mailto:mari@helloburlingtonvt.com)

Betsy Muller | Social Media Manager | [betsy@helloburlingtonvt.com](mailto:betsy@helloburlingtonvt.com)

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

# WEBSITE ANALYTICS

**71K**

USERS

**73K**

SESSIONS

**199K**

PAGEVIEWS

**792K**

TOTAL EVENTS

**1:02**

AVG ENGAGEMENT

**2366**

BOOKING REFERRALS

**1.4M**

ADVERTISING IMPRESSIONS

**15K**

GOOGLE AD CLICKS

## MOST POPULAR SITE CONTENT

|  |              |
|--|--------------|
| Home:                                  | 21,427 Views |
| Events:                                | 16,867 Views |
| Restaurants:                           | 12,911 Views |
| Things to Do:                          | 12,595 Views |
| Events This Weekend:                   | 11,896 Views |
| Concerts & Live Music:                 | 8,265 Views  |
| Places to Stay:                        | 4,830 Views  |
| 4 <sup>th</sup> of July in Burlington: | 3,998 Views  |
| Attractions:                           | 3,975 Views  |
| Things to Do with Kids:                | 1,8873 Views |

## USERS BY TOP REGION

|                 |             |
|-----------------|-------------|
| Massachusetts:  | 9,280 Users |
| New York:       | 8,462 Users |
| Vermont:        | 8,473 Users |
| Florida:        | 6,360 Users |
| Texas:          | 4,382 Users |
| Connecticut:    | 4,220 Users |
| Virginia:       | 4,003 Users |
| Georgia:        | 3,680 Users |
| South Carolina: | 3,256 Users |

# SOCIAL MEDIA



**4.7%**

ENGAGEMENT RATE

**1.05%**

GROWTH RATE



**2.4%**

ENGAGEMENT RATE

**0.64%**

GROWTH RATE



**9%**

ENGAGEMENT RATE

**2.8%**

GROWTH RATE

## INSTAGRAM INSIGHTS:

Accounts Reached: 47K

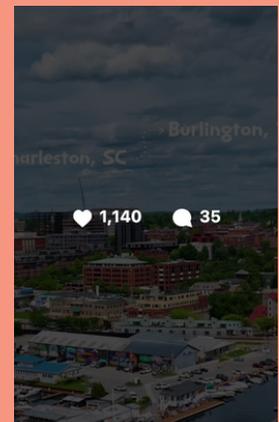
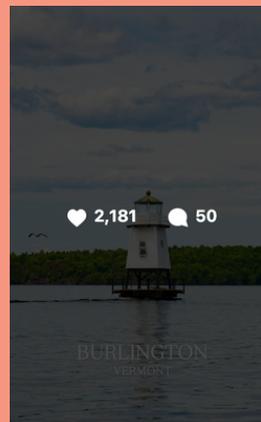
Accounts Engaged: 3.1K

Impressions: 205K

Content Interactions: 5K

Reached Non-Followers: 61K

## POPULAR CONTENT



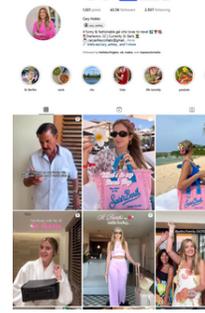
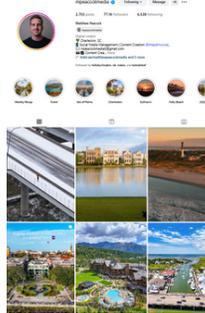
# SOCIAL MEDIA CAMPAIGN

## CHARLESTON SOUTH CAROLINA INFLUENCER RESULTS

**1.5M+** VIEWS

**750+** COMMENTS

**27** PIECES OF CONTENT



### CHARLESTON CREATORS

Clara Peirce | @clarapeirce

- 4 Instagram in-feed posts
- 6 TikTok in-feed posts
- 1 long-form YouTube vlog

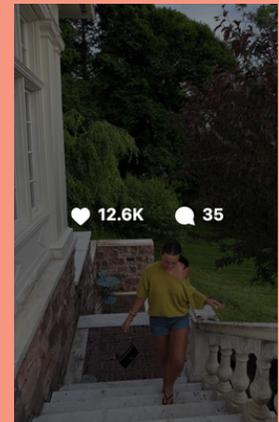
Cary Ashley | @cary\_ashley\_

- 4 Instagram in-feed posts
- 6 TikTok in-feed posts

Matt Peacock | @mpeacockmedia

- 3 Instagram in-feed posts
- 3 Facebook in-feed posts

### POPULAR CONTENT





# MEETING SALES

**Leads Sent: 3 | Tentative Room Nights: 1,270 | Tentative EEI Value: \$528,320**  
**Definite Leads: 1 | Definite Room Nights: 575 | Definite EEI Value: \$239,200**

## NEW SALES LEADS

**School Safety Advocacy Council (SSAC) - National Conference on Active School Threats-East**

Requested Dates: November 4 - 7, 2026

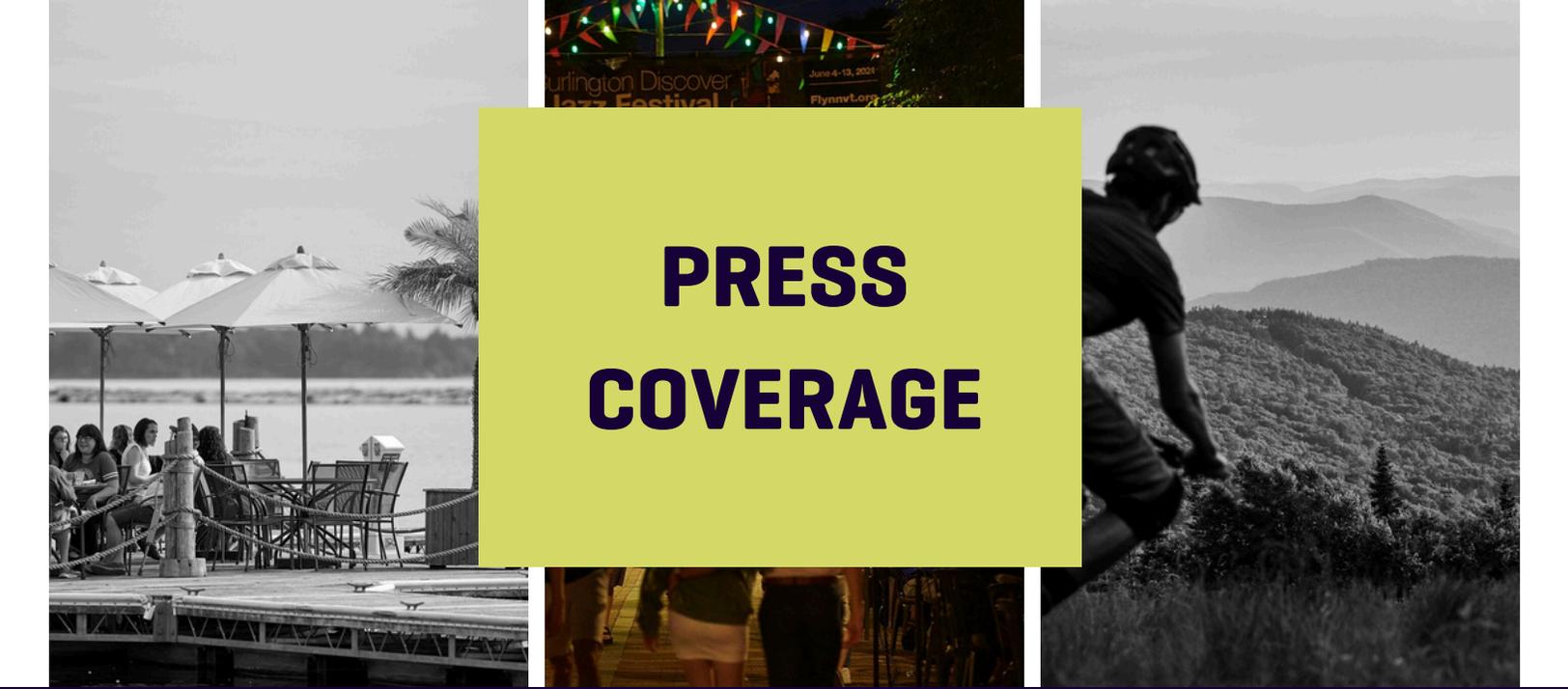
**National Model Railroad Association (NMRA) - Northeastern Region (NER) 2027 Meeting**

Requested Dates: September 8 - 12, 2027

**National Association of Extradition Officials - National Association of Extradition Officials Annual Meeting 2027**

Requested Dates: May 14 - 19, 2027





# PRESS COVERAGE

June 3, 2025 – New York Post – [One of the 10 worst places to raise a family is minutes from NYC – while one of the ‘best’ is just a 5-hour drive away](#)

June 5, 2025 – World Atlas – [The 7 Best Burlington Neighborhoods To Call Home In 2025](#)

June 9, 2025 – Boston Globe – [In Vermont, Burlington struggles to remain that hip, cool place on Lake Champlain](#)

June 11, 2025 – Food & Wine – [The Top Small US Cities for Food and Drink](#)

June 16, 2025 – CNN – [Northern US states try to woo travelers with ‘Canadians-only’ deals amid faltering cross-border tourism](#)

June 17, 2025 – Boston Globe – [In nod to the north, Burlington, Vt., temporarily renames iconic downtown thoroughfare ‘Canada Street’](#)

June 18, 2025 – Boston.com – [Church Street in Burlington, Vt. is getting a new name this summer](#)

June 24, 2025 – New York Times – [This Vermont Soccer Team Plays for the Planet](#)





# HOTEL PERFORMANCE

**70%** OCCUPANCY  
-17.5% YoY

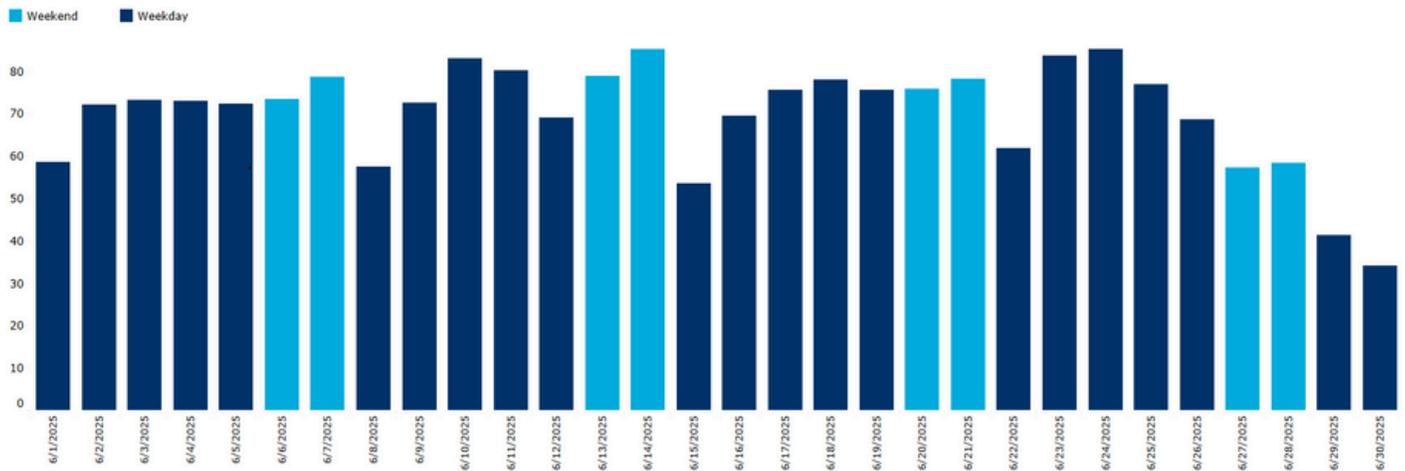
**\$201** ADR  
0.5% YoY

**\$141** RevPAR  
-17.1% YoY

**\$6.3M** REVENUE  
-17% YoY

## DAILY OCCUPANCY TRENDS

Daily Occupancy  
From 6/1/2025 To 6/30/2025



Source: Key Data (as of 6/24/2025); Represents sample of market supply





# STR PERFORMANCE

**36.2%** OCCUPANCY  
-0.2% YoY

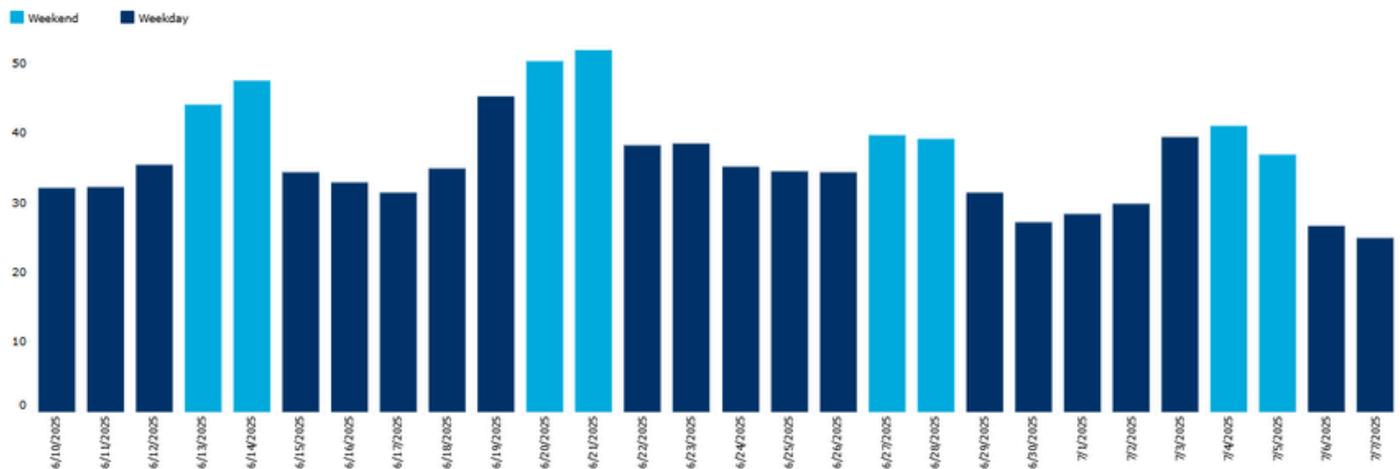
**\$258** ADR  
12% YoY

**\$93.5** RevPAR  
12% YoY

**\$2.1M** REVENUE  
1.4% YoY

## DAILY OCCUPANCY TRENDS

Daily Occupancy  
From 6/1/2025 To 6/30/2025



Source: Key Data (as of 6/24/2025)



# VISITOR INSIGHTS (May)



**3.1 days**  
Avg Length of Stay

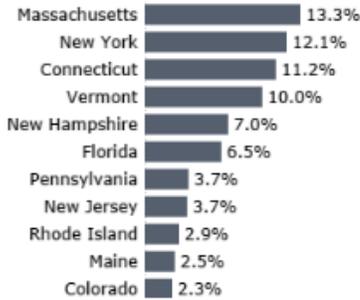


**82.2%**  
Overnight

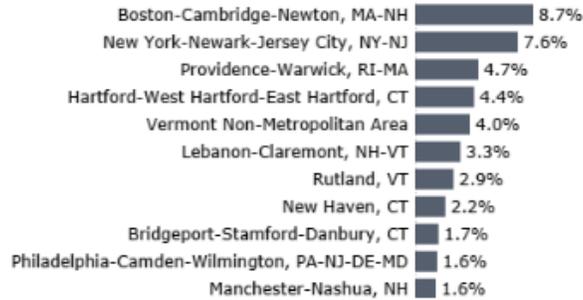


**59.0%**  
Repeat

## Top Visitor Origin States % share of total



## Top Visitor Origin MSAs % share of total



## TransUnion Credit Card Spend



**70.4K**  
Cardholders

-9.0%  
vs. Previous Year



**\$242**  
Avg. Spend per Cardholder

-0.8%  
vs. Previous Year



**241.5K**  
Transactions

-12.9%  
vs. Previous Year

**\$71**

Avg. Spend per Transaction

+3.7%  
vs. Previous Year

## Spending Categories Average spend per transaction



Avg. Spend per Transaction =

### Spend Share by Age\*\*



### Spend Share by Income\*\*

