

**MAR
2024**

MONTHLY REPORT

HELLO BURLINGTON

THE GREAT NORTH AMERICAN ECLIPSE

APRIL 8 2024 • BURLINGTON • VERMONT

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Hello Burlington is a Division of the Lake Champlain Chamber

WEBSITE ANALYTICS MARCH, 2024

66K USERS

90K SESSIONS

259K PAGEVIEWS

982K TOTAL EVENTS

1:25 AVG ENGAGEMENT

3015 BOOKING REFERRALS

1.7M ADVERTISING IMPRESSIONS

27K GOOGLE AD CLICKS

MOST POPULAR SITE CONTENT

Solar Eclipse 2024:	35,932 Views
Events:	22,447 Views
Solar Eclipse Events:	18,327 Views
Homepage:	15,397 Views
Restaurants:	14,215 Views
Things to Do:	13,006 Views
Events this Weekend:	6,035 Views
Attractions:	5,897 Views
Places to Stay:	4,477 Views
Things to Do/Breweries:	3,357 Views

USERS BY TOP REGION

Massachusetts:	11,989 Users
New York:	11,051 Users
Vermont:	7,931 Users
Virginia:	3,990 Users
Quebec:	3,475 Users
Connecticut:	3,053 Users
Florida:	1,719 Users
Ontario:	1,838 Users
Georgia:	1,778 Users
Pennsylvania:	1,314 Users



SOCIAL MEDIA

MARCH, 2024



5%

ENGAGEMENT

3.8%

GROWTH RATE



1.4%

ENGAGEMENT

23%

GROWTH RATE



11%

ENGAGEMENT

3.4%

GROWTH RATE

INSTAGRAM INSIGHTS:

Accounts Reached: 183K

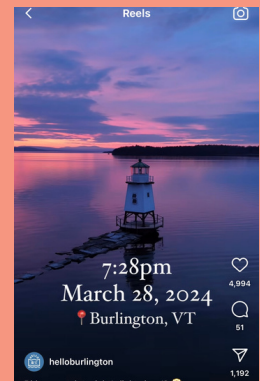
Accounts Engaged: 13K

Impressions: 516K

Content Interactions: 21K

Reached Non-Followers: 161K

POPULAR SOCIAL MEDIA CONTENT





MEETING SALES MARCH, 2024

Leads Sent: 8 | Tentative Room Nights: 1,770 | Tentative EEI Value: \$736,320

Definite Leads: 1 | Definite Room Nights: 50 | Definite EEI Value: \$20,800.00

NEW SALES LEADS

Wolfsgart - Wolfsgart Car Show- 2024

Requested Dates: July 24 - 29, 2024

Blackland Income Growth - Blackland Income Growth Rooms

Requested Dates: September 17 - 19, 2024

Multistate Tax Commission - Multistate Tax Commission 2025 Meeting

Requested Dates: July 27 - 31, 2025

Association of Immunization Managers - AIM 2024 Vaccine Access Cooperative Meeting

Requested Dates: July 17 - 19, 2024

Toyota Motor North America - 2024 Lexus Eastern Area Manager Incentive

Requested Dates: November 16 - 21, 2024

Saab Club of Northern America - 2025 SOC Annual Event

Requested Dates: July 15 - 20, 2025

American Express - Commercial Risk Leadership Forum

Requested Dates: May 8 - 9, 2024

**Northeastern States Tax Officials Association - Northeast Association of Tax Administrators 2026 Annual Meeting
(NESTOA)**

Requested Dates: August 22 - 26, 2026



PRESS COVERAGE

3/1/2024 - 3/31/2024

3/1/2024 HGTV Magazine - Pretend You Live In Burlington

3/2/2024 The Independent - Where to see the 2024 great American eclipse – from northern New York to southern Texas

3/3/2024 USA Today - 10Best Where are the best places to see the 2024 solar eclipse?

3/7/2022 Motherly - Everything you need to know to plan your total solar eclipse watch party

3/7/2024 Forbes - A Traveler's Guide To Viewing The Total Solar Eclipse Across The U.S.

3/8/2024 Condé Nast Traveler - Total Solar Eclipse 2024: How to Plan a Trip to the Path of Totality

3/9/2024 The Boston Globe - Top 5 Spots to Catch April's Solar Eclipse in New England

3/10/2024 The Travel - 7 Scenic Train Trips On The East Coast & Their Costs

3/12/2024 PureWow - The 5 Best U.S. Cities to See the 2024 Solar Eclipse (and Where to Stay)

3/12/2024 Thrillist - The Best Places to See the Total Solar Eclipse on the East Coast

3/18/2024 Boston.com - 2 of the best cities for viewing the total solar eclipse on April 8 are in New England, according to Architectural Digest



PRESS COVERAGE

2/1/2024 - 2/29/2024

3/19/2024 Thrillist - Right in the Path of Totality, Burlington Is Going All Out for the Total Solar Eclipse

3/19/2024 Thrillist - The Coolest Small Cities in the U.S.

3/21/2024 Time Out - 24 best day trips from Montreal for your next adventure

3/21/2024 Parade.com - 115 Best Destinations for a Quick Weekend Getaway

3/25/2024 Washington Post - Visiting An Eclipse City? Here's What To Do After The Sun Reemerges

3/25/2024 Travel Pulse - Where to Travel in April 2024

3/26/2024 Boston.com - 2 'perfectly placed' New England trails for viewing the solar eclipse, according to the Rails to Trails Conservancy

3/26/2024 Scary Mommy 9 - Charming (& Kid-Friendly) Towns To Visit For The April 2024 Eclipse

3/28/2024 East Coast Traveler - 3 Best Vermont Vacation Road Trips

3/29/2024 Forbes - 15 Logical Places To View The Total Solar Eclipse In The Northeast U.S.

Today's Bride - Top Destinations For A Memorable Honeymoon

