

THE INSIDE LOOP: QUARTERLY REPORT

October – December 2015

Issue Date: January 2016



CITY OF
LANCASTER
OFFICE OF PROMOTION

SOCIAL MEDIA

 Visit Lancaster City
AUDIENCE
16,463 FANS

 @visitlanccity
AUDIENCE
3,603 FOLLOWERS

 @visitlanccity
AUDIENCE
1,587 FOLLOWERS

WEBSITE

129,626
page views

35,948
individual users

75%
of those users were new

TOP 5 PAGES

- 1 Home
- 2 Mayor's Tree Lighting & Tuba Christmas
- 3 New Year's Eve
- 4 Wine & Dine – Restaurants
- 5 Lancaster City for the Holidays – Holiday Events

TOP 5 BLOG POSTS

- 1 The Ware Center & Fulton Theatre Present an Award Winning Season
- 2 Taste the World without Leaving Lancaster
- 3 Lancaster International Short Film Festival
- 4 Where to Get Carmen & David's Ice Cream
- 5 Madcap & Co.

TOP 5 SOURCES OF TRAFFIC

- 1 Google
- 2 Direct (Typing in the web address)
- 3 discoverlanchester.com
- 4 thefulton.org
- 5 cityoflancasterpa.com

TOP 5 AUDIENCE LOCATIONS

BY CITY

- 1 Lancaster
- 2 Washington, DC
- 3 Philadelphia
- 4 New York
- 5 Wilkes-Barre

BY STATE

- 1 Pennsylvania
- 2 Washington, DC
- 3 New York
- 4 New Jersey
- 5 Virginia

BY COUNTRY

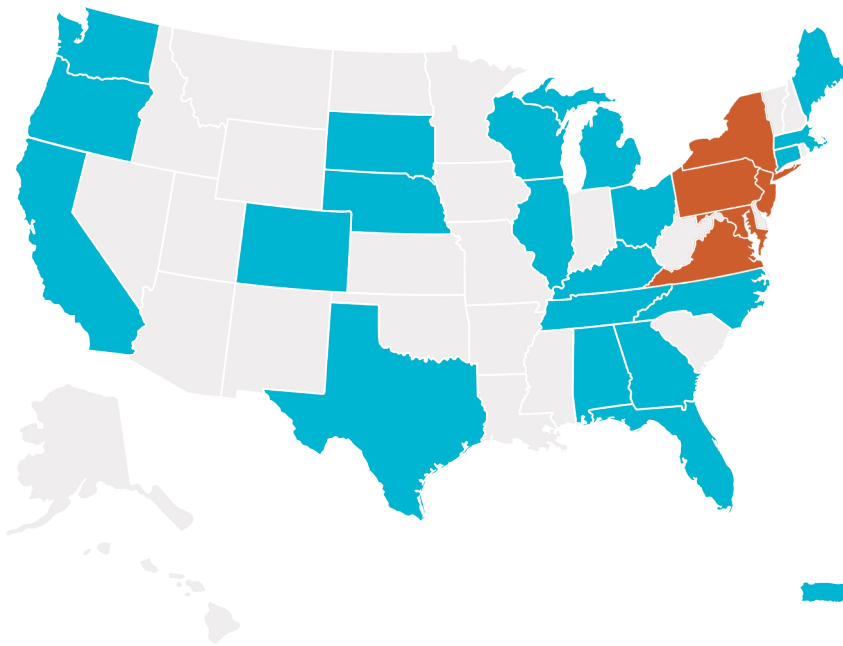
- 1 United States
- 2 United Kingdom
- 3 India
- 4 Canada
- 5 Russia

VISITOR CENTER

TOTAL NUMBER OF VISITORS, QUARTERLY

MONTH	NATIONAL	INTERNATIONAL	TOTAL
October	573	387	960
November	1283	115	1398
December	1175	159	1334
Totals	3031	661	3692

WHERE ARE THEY VISITING FROM? (UNITED STATES) Top States in red



4

REVIEWS ON TRIP ADVISOR

(3 excellent, 1 poor)

5 STAR REVIEW

"MY HUSBAND LOVED THIS PLACE! IT HAS A MOTION ACTIVATED TALKING PORTRAIT ROOM. ONCE ACTIVATED THE PORTRAITS ENGAGE IN A CONVERSATION WITH EACH OTHER. THE CONVERSATIONS ARE EDUCATIONAL YET HUMOROUSLY ENTERTAINING. THE PORTRAITS COME ALIVE! PUT IT ON YOUR MUST-SEE LIST!"

WHERE ARE THEY VISITING FROM? (COUNTRIES) Top Countries in red

- | | | |
|----------------|--------------------|-------------|
| Africa | Dominican Republic | Lebanon |
| Argentina | Ecuador | Mexico |
| Australia | England | Netherlands |
| Brazil | France | New Zealand |
| Canada | Germany | Russia |
| Chile | Hong Kong | Scotland |
| China | Ireland | Spain |
| Czech Republic | Italy | Sweden |
| Denmark | Japan | Switzerland |

Lancaster City Visitor Center ranked

#32

of 51 Things to Do in Lancaster by Trip Advisor

PURPOSE FOR VISIT

- Amish
- Historical Activities
- Shopping