

THE INSIDE LOOP: QUARTERLY REPORT

January – March 2016

Issue Date: April 2016



CITY OF
LANCASTER
OFFICE OF PROMOTION

SOCIAL MEDIA



Visit Lancaster City

AUDIENCE

16,518 FANS



@visitlanccity

AUDIENCE

3,889 FOLLOWERS



@visitlanccity

AUDIENCE

1,920 FOLLOWERS

WEBSITE

89,664
page views

22,047
individual users

76%
of those users were new

TOP 5 PAGES

- 1 Home
- 2 Wine & Dine – Restaurants
- 3 First Friday
- 4 First Friday – Current First Friday
- 5 Event Calendar

TOP 5 BLOG POSTS

- 1 Taste the World without Leaving Lancaster
- 2 Introducing LOOP
- 3 Lancaster International Short Film Festival
- 4 Where to Get Carmen & David's Ice Cream
- 5 Roots & Blues Tickets

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 Lititz
- 5 New York

BY STATE

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

BY COUNTRY

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

VISITOR CENTER

Operating on a Winter Schedule – Open Tuesday, Friday, Saturday
to coincide with Lancaster Central Market days.

TOTAL NUMBER OF VISITORS, QUARTERLY

MONTH	NATIONAL	INTERNATIONAL	TOTAL
January	464	74	538
February	502	103	605
March	852	136	988
Totals	1818	313	2131

TOP 5 INTERNATIONAL LOCATIONS

France
Germany
Canada
England
The Netherlands

TOP 5 NATIONAL LOCATIONS

Local Lancaster
Other PA cities
– Philadelphia, Pittsburgh,
Elizabethtown, Pottstown
New Jersey
Maryland
New York

TOP REASONS FOR VISITING

- Looking for Maps/Guides
- Amish Attractions
- Restaurant Recommendations
- Living Gallery
- Art Gallery Recommendations

4 REVIEWS ON TRIP ADVISOR
(2 excellent, 2 very good)

5 STAR REVIEW

“THE VISITOR CENTER WAS STAFFED BY FRIENDLY AND HELPFUL EMPLOYEES WHO OFFERED MANY USEFUL SUGGESTIONS. THEY MADE US AWARE OF THE FARMERS’ MARKET RIGHT NEXT STORE WHICH WAS A TRIP HIGHLIGHT.”

Lancaster City Visitor Center ranked

#30 OF 51

Things to Do in Lancaster by Trip Advisor