

THE INSIDE LOOP: QUARTERLY REPORT

July – September 2016

Issue Date: October 2016



CITY OF
LANCASTER
OFFICE OF PROMOTION

SOCIAL MEDIA



Visit Lancaster City

AUDIENCE

16,675 FANS



@visitlanccity

AUDIENCE

4,304 FOLLOWERS



@visitlanccity

AUDIENCE

2,867 FOLLOWERS

WEBSITE

112,528
page views

32,041
individual users

76%
of those users were new

TOP 5 PAGES

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

TOP 5 BLOG POSTS

- 1 Beiler's Donuts Opens in Lancaster
- 2 Where to Get Carmen & David's Ice Cream
- 3 Lancaster International Short Film Festival
- 4 Madcap & Co.
- 5 Taste the World without Leaving Lancaster

TOP 5 SOURCES OF TRAFFIC

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

TOP 5 AUDIENCE LOCATIONS

BY CITY

- 1 Lancaster
- 2 Washington, DC
- 3 Philadelphia
- 4 Mount Laurel, NJ
- 5 New York

BY STATE

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

BY COUNTRY

- 1 United States
- 2 United Kingdom
- 3 India
- 4 Canada
- 5 South Korea

VISITOR CENTER

TOTAL NUMBER OF VISITORS, QUARTERLY

MONTH	NATIONAL	INTERNATIONAL	TOTAL
July	499	498	997
August	404	512	916
September	1,309	431	1,740
Totals	2,212	1,441	3,656

FROM WHAT COUNTRIES ARE VISITORS COMING FROM?

<i>Algeria</i>	<i>France</i>	<i>Poland</i>
<i>Australia</i>	<i>Finland</i>	<i>Puerto Rico</i>
<i>Canada</i>	<i>France</i>	<i>Scotland</i>
<i>Denmark</i>	<i>Germany</i>	<i>Spain</i>
<i>China</i>	<i>India</i>	<i>Turkey</i>
<i>Egypt</i>	<i>Italy</i>	
<i>Finland</i>	<i>Netherlands</i>	

TOP REASONS FOR VISITING

- *Looking for Maps/Guides*
- *Amish Attractions*
- *Restaurant Recommendations*
- *Local History*
- *Local Entertainment*
- *Informational City Brochures*

29 REVIEWS ON TRIP ADVISOR

(18 excellent, 7 very good, 1 Poor, 1 Terrible)

5 STAR REVIEW

“THE DOWNTOWN VISITORS CENTER IS A MUST SEE FOR ALL TRAVELERS. MOST COME FOR THE AMISH BUT DOWNTOWN LANCASTER HAS A WEALTH OF EXPERIENCES TO OFFER. BEING THE OLDEST TOWN IN THE US NOT ON A COAST GIVES DOWNTOWN A RICH AND WIDE HISTORY. START YOUR TRIP BY STARTING HERE OR PERHAPS ITS SISTER CENTER ON GREENFIELD ROAD.”

Lancaster City Visitor Center ranked

#26 OF 67

Things to Do in Lancaster by Trip Advisor