



NEW YORK'S
FINGER LAKES

TOURISM ALLIANCE ★ FOUNDED IN 1919

Social Media & Marketing Report for Q2 2023

**Presented By Jason Jordan
Manager, Social Media & Communications
June 19, 2023**

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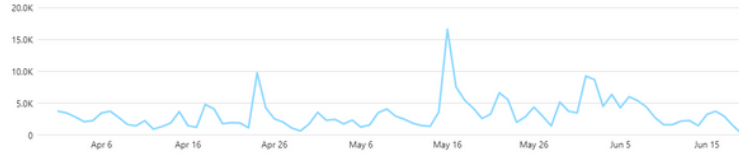
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Meta Reach & Audience

Reach

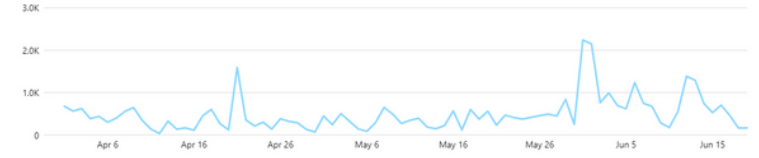
Facebook reach

116,927 ↓ 86.1%



Instagram reach

10,430 ↑ 83.2%



New likes and follows

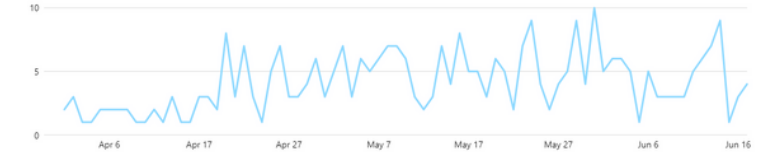
Facebook Page new likes

180 ↓ 71.5%



New Instagram followers

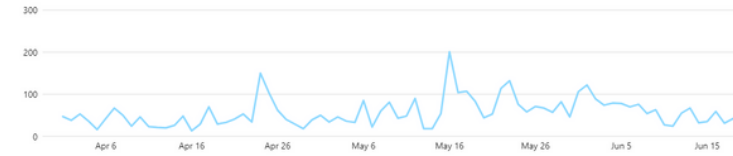
320 ↓ 3%



Page and profile visits

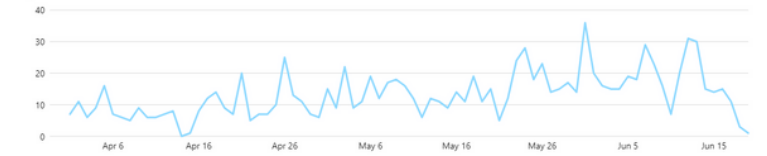
Facebook Page visits

4,511 ↓ 39.4%



Instagram profile visits

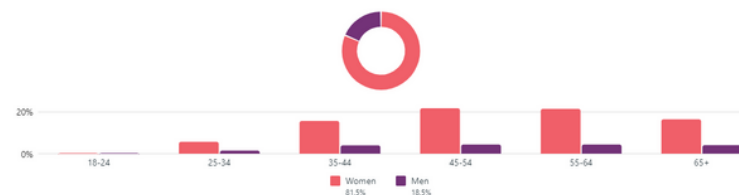
1,057 ↑ 27.7%



Facebook Page followers

39,472

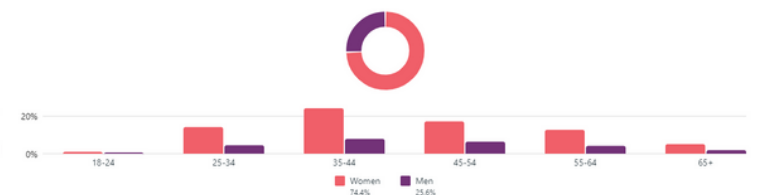
Age & gender



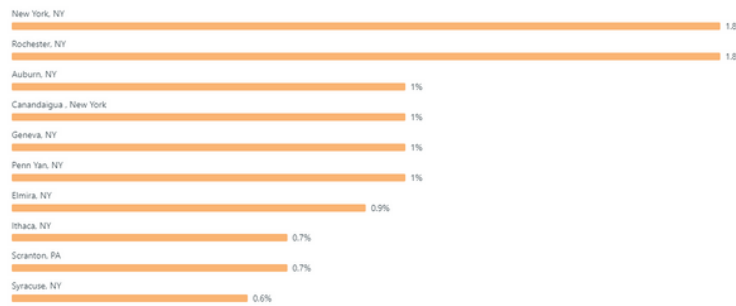
Instagram followers

6,558

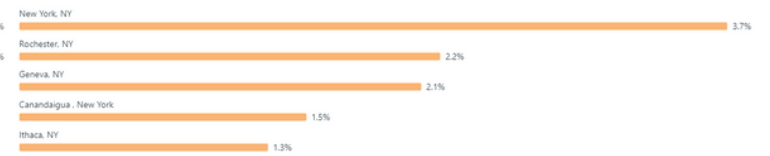
Age & gender



Top cities



Top cities



Top countries



Top countries



***** Facebook reach decreased due to several viral posts in Q1, but our reach continues to surpass our audience each month of Q2, which is a department benchmark of success for 2023. Meta advertising acquisition costs remained under 2 cents per impression for Q2.**

Twitter Summary

Q2 2023 • April - June

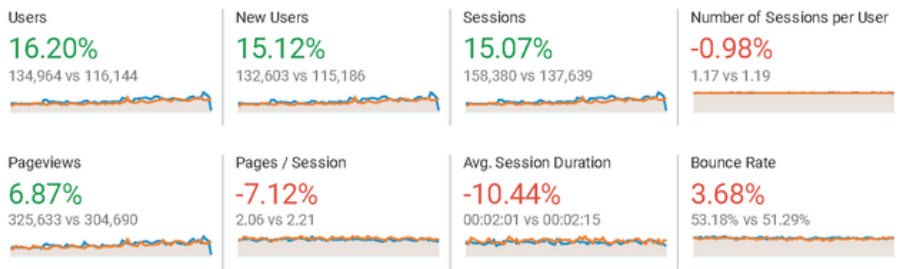
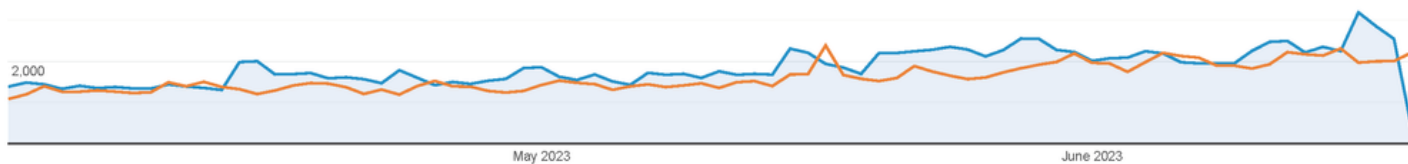
Impressions: 11,373

We continue to use Twitter to engage partners, liking and sharing their posts, while beginning to walk away from the platform. As it begins to transition to prioritized paid accounts, we've consistently lost followers each month since last October. We've also lost access to impression data more than 1 year old, making a Q2 2022 to Q2 2023 comparison impossible.

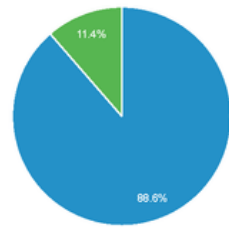
Opportunity to Diversify:

Limiting our time and focus on Twitter has allowed us to look towards other platforms, adding Pinterest and TikTok into our portfolio of social media presence. A report on our progress with those platforms will be available next quarter.

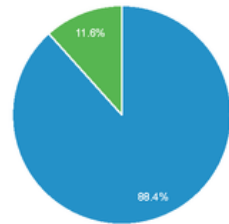
Apr 1, 2023 - Jun 19, 2023: ● Users
 Apr 1, 2022 - Jun 19, 2022: ● Users



■ New Visitor ■ Returning Visitor
 Apr 1, 2023 - Jun 19, 2023



Apr 1, 2022 - Jun 19, 2022



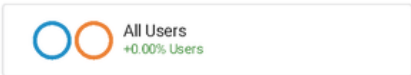
Top Pages Visited:

1. Home Page
2. Book Direct Lodging
3. Events Page
4. Watkins Glen State Park
5. Things-to-Do - Wineries

Top Site Searches:

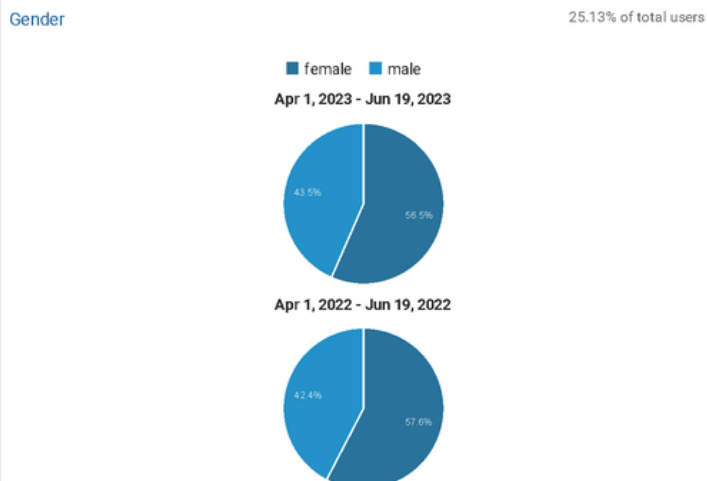
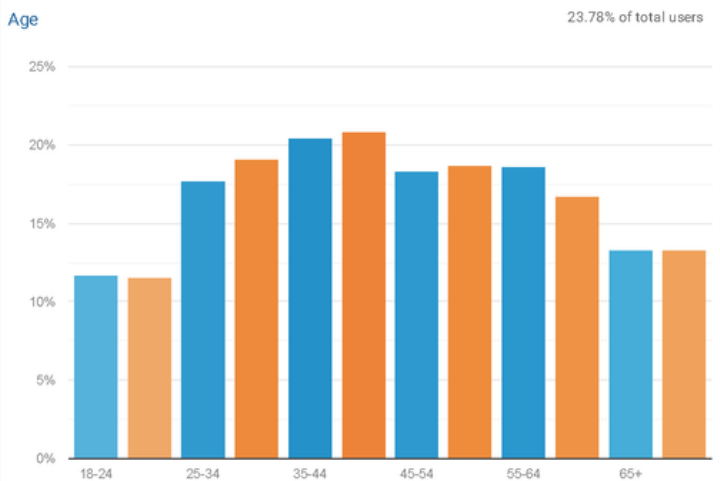
1. Map
2. Bike
3. Camping
4. Eclipse
5. Fireworks

Demographics: Overview



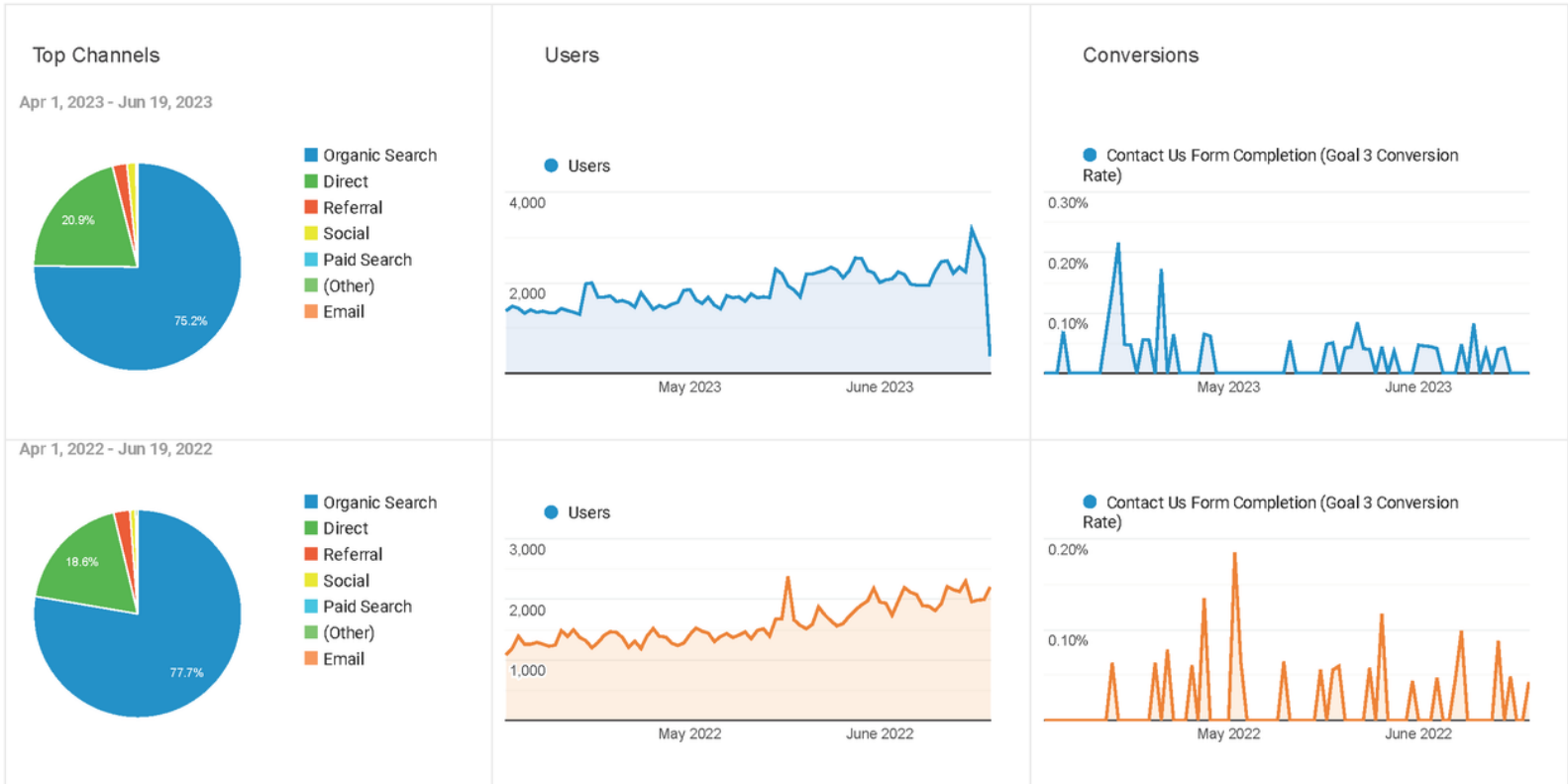
Apr 1, 2023 - Jun 19, 2023
 Compare to: Apr 1, 2022 - Jun 19, 2022

Key Metric:



***** Age and gender demographic remain remarkably similar year-over-year, an indicator that we continue to acquire targeted users. However, only about 1/4 of visitor demographic data is provided. Hopefully this increases with GA4.**

Google Analytics - Acquisition



	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 3 Conversion Rate	Goal 3 Completion	Goal 3 Value
	16.24% ▲	15.13% ▲	15.08% ▲	3.68% ▲	7.12% ▼	10.45% ▼	27.00% ▲	46.15% ▲	0.00%
1 Organic Search	12.25% ▲			2.38% ▲			96.67% ▲		
2 Direct	30.86% ▲			7.40% ▲			17.23% ▼		
3 Referral	2.50% ▲			24.49% ▲			100.00% ▼		
4 Social	87.51% ▲			10.50% ▼			49.31% ▼		
5 Paid Search	36,700.00% ▲			100.00% ▲			0.00%		
6 (Other)	98.44% ▼			15.93% ▲			0.00%		
7 Email	61.54% ▼			10.71% ▼			100.00% ▼		

To see all 7 Channels click [here](#).

***** Notable is a 2 percent increase in direct traffic, likely attributable to an increase in repeat users of the site.**

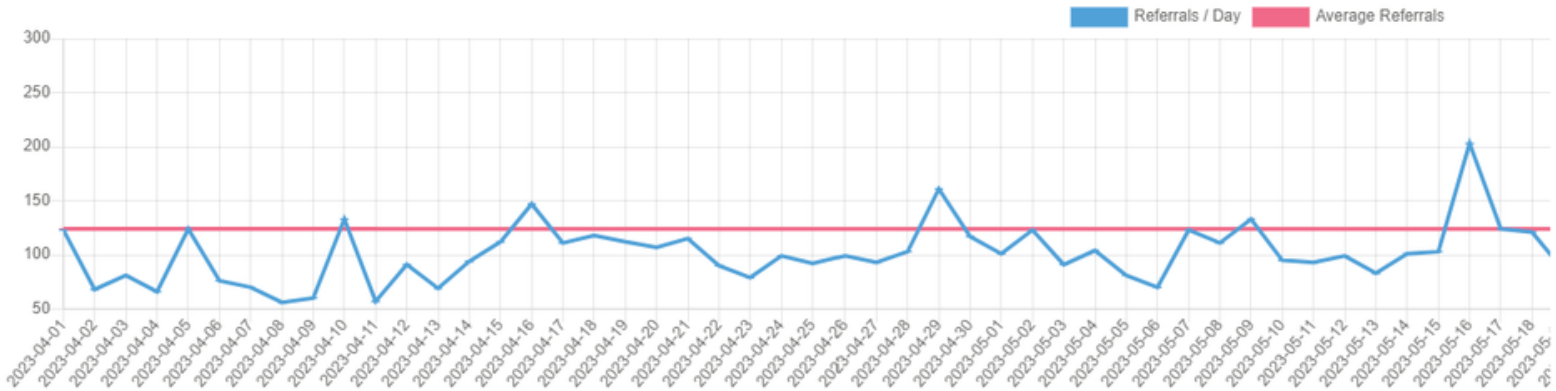
Report Start Date

04/01/2023

Report End Date

06/18/2023

Referrals [Line Graph](#) | [Bar Graph](#)



Searches by Category

TOTAL	ALL LODGING	BED & BREAKFASTS	GLAMPING	HOTELS, MOTELS & INNS	HOUSE BOATS	RV & CAMPGROUNDS	VACATION RENTALS & CABINS
12815	7729	932	378	1409	193	834	1340

Searches by Campaign

TOTAL	DIRECT	FINGERLAKES-BOOKINGWIDGET	FINGERLAKES-HEADER-BOOKINGWIDGET	MOBILE	TABLET
12815	193	4572	4	7679	367

Referrals By Category

TOTAL	ALL LODGING	BED & BREAKFASTS	GLAMPING	HOTELS, MOTELS & INNS	HOUSE BOATS	RV & CAMPGROUNDS	VACATION RENTALS & CABINS
9805	4779	1376	266	984	89	770	1541

Referrals By Button

TOTAL	BOOKDIRECT BUTTON	GET PHONE LINK	PICTURE LINK	TITLE	WEBSITE
9805	997	67	1635	3355	3751

Referrals By Source

TOTAL	GALLERY VIEW	PROPERTY DETAIL MAP VIEW	PROPERTY DETAIL RATE CALENDAR	SEARCH RESULTS DIRECTORY LIST
9805	74	613	18	9100

Referrals By Campaign

TOTAL	DIRECT	FINGERLAKES-BOOKINGWIDGET	MOBILE	TABLET
9805	145	6625	2634	401

***** Referrals really heat up after May 16 and consistently eclipse average daily referral rates, putting us about 600 referrals ahead of Q2 2022.**

February Google Ad Performance

\$391.33 Spend



Impressions

6.5K

How often your ads were shown



Clicks

417

Actions on your ads



Calls

0

Calls to your business



Conversions

[Get Started](#)

Actions on your website from ads

How often your ads are shown

An impression is counted every time your ad is shown. The more impressions you have, the more likely you are to get clicks on your ad.

Impressions build brand awareness, which helps people recognize and recall your business.

You're not charged for impressions. [Learn more](#)

Impression details

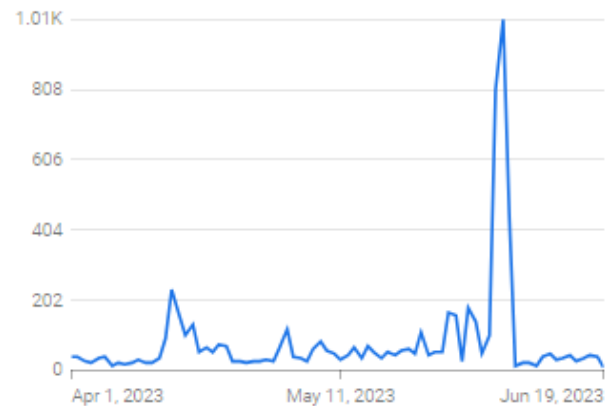
Insights on how your ads are reaching people.



5.5K times on mobile devices

997 times to people ages 65+

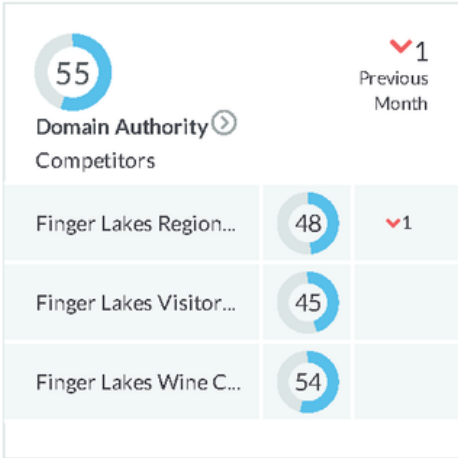
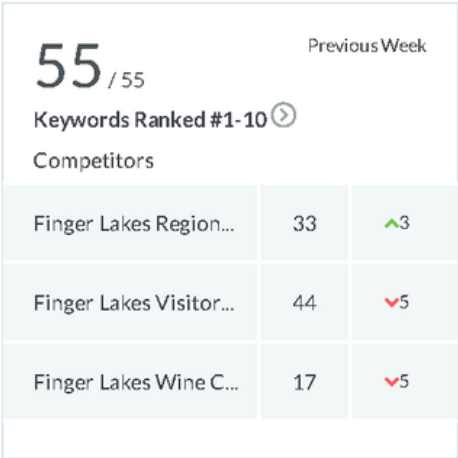
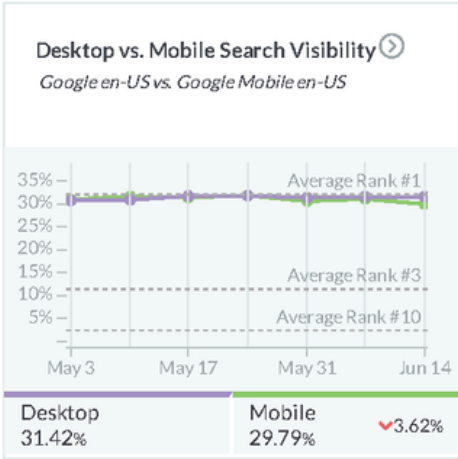
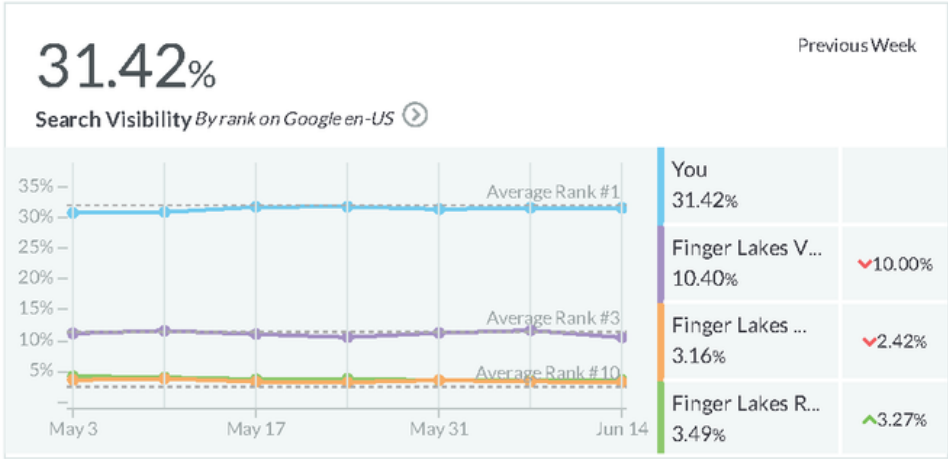
6,505
Impressions



***** Ad impressions increased dramatically in June after working on our Google Business profile. Q2 acquisition costs are 6 cents per impression. We have not been advertising with Google long enough to benchmark quarter to quarter.**

Dashboard for fingerlakes

Weekly ▾



Learn more about your performance metrics over time

[Track performance scores](#)

Top National Keywords

By rank on Google en-US

Keyword	Rank
keuka lake events	#1
finger lakes cruises	#1
finger lakes dinner crui...	#1
finger lakes packages	#1
finger lakes travel	#1

***** We continue to enjoy the highest search visibility and domain authority of anyone marketing the Finger Lakes. A key challenge will be to make sure this continues in the transition to a new website.**

Recap and Recommendations:

For Q2 2023, website traffic was up about 16 percent (users) vs. Q2 2022, due to the strength of US and Canadian travel interest vs. this time last year.

On Facebook, fewer viral posts in Q2 vs. Q1 2023 resulted in an indication of lower reach, but our reach continues to eclipse our audience month-over-month and we can comfortably project that cumulative 2023 reach will exceed 2022 reach.

In the month of June, our Google ads nearly tripled the previous month's impression count, due to some work on our Google Business account.

Our SEO keyword rankings remain positive. Our search visibility is highest among anyone marketing the Finger Lakes and tracked keywords continue to move up and down the rankings list only marginally, then returning to #1 within the month.

BookDirect referrals were up by about 600 referrals in Q2 2023 vs. Q2 2022, with searches and referrals greatly increased about 10 days before the Memorial Day holiday weekend.