



VISIT GORE REGION  
**11 MONTH WRAP REPORT**



*Gore Mountain Region*  
Purely Adirondack™

# VISIT GORE REGION WEBSITE ANALYTICS

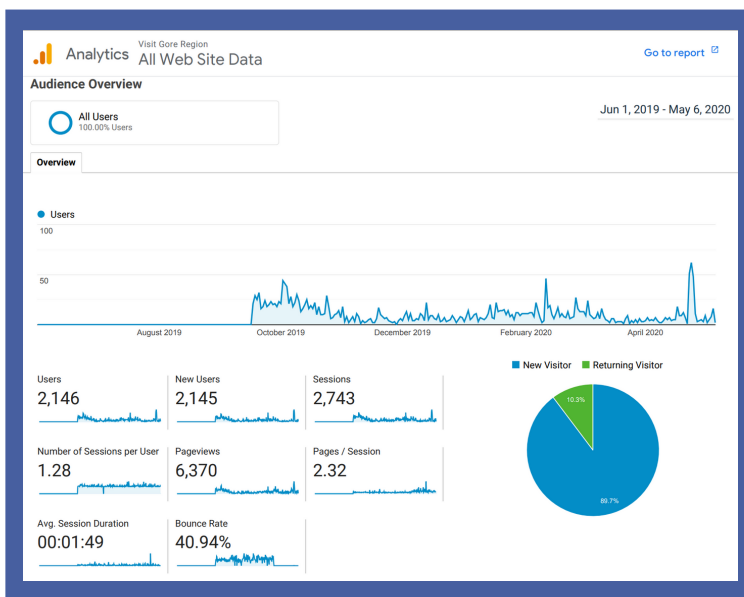
[www.visitgoreregion.com](http://www.visitgoreregion.com)  
June 1, 2019 - May 6, 2020

### Fast facts:

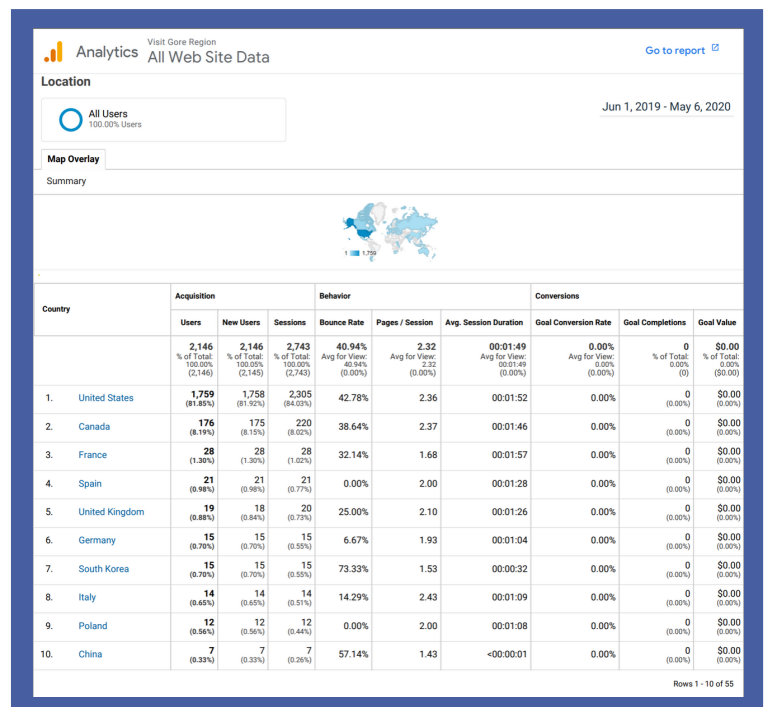
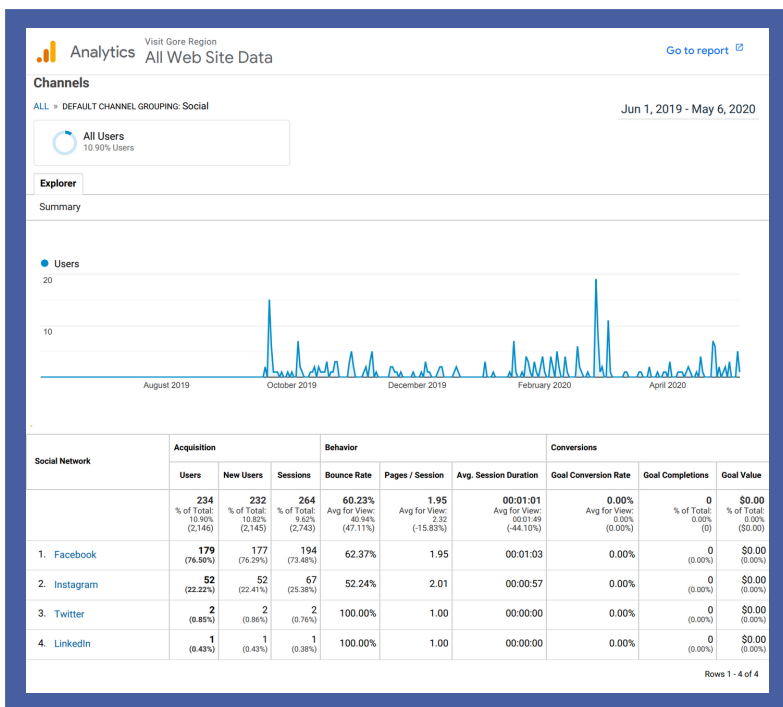
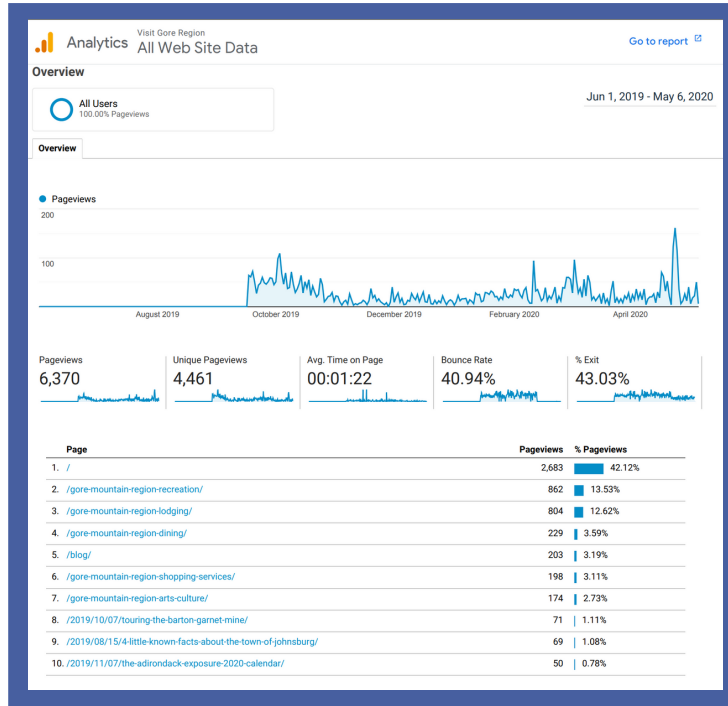
- 2,000 new visitors/users since September, 2019.
- Homepage was most active, followed by Recreation and the blog.
- 10.8% of new visitors/users were converted from social.

### Most Popular Blogs:

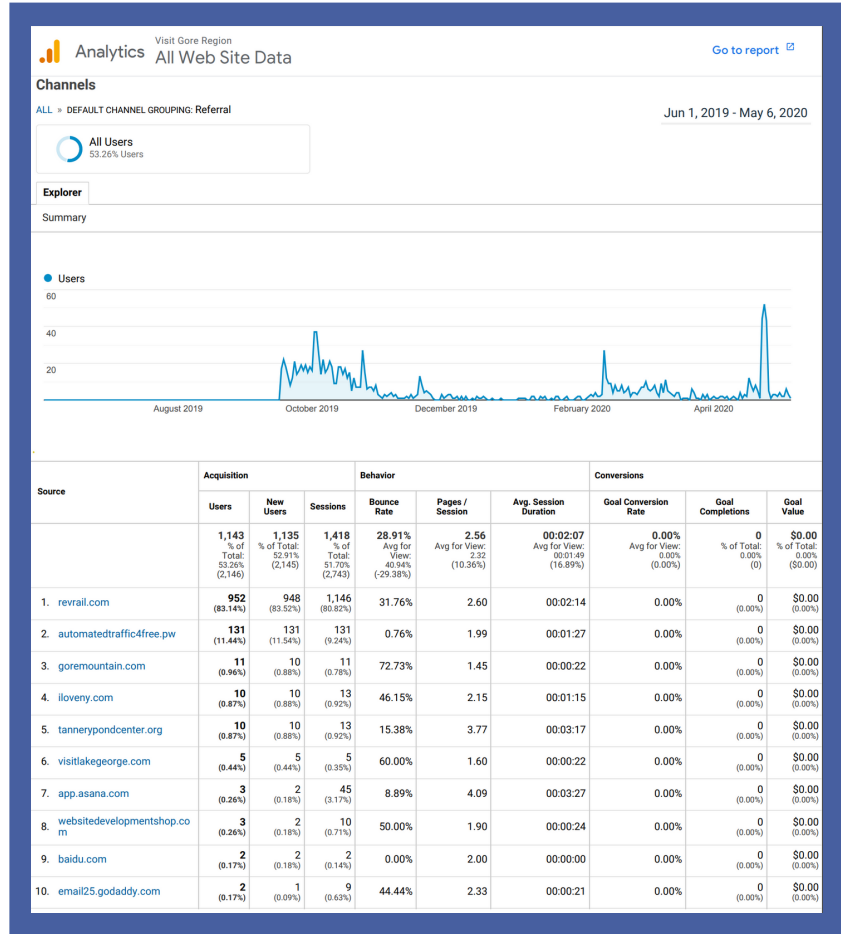
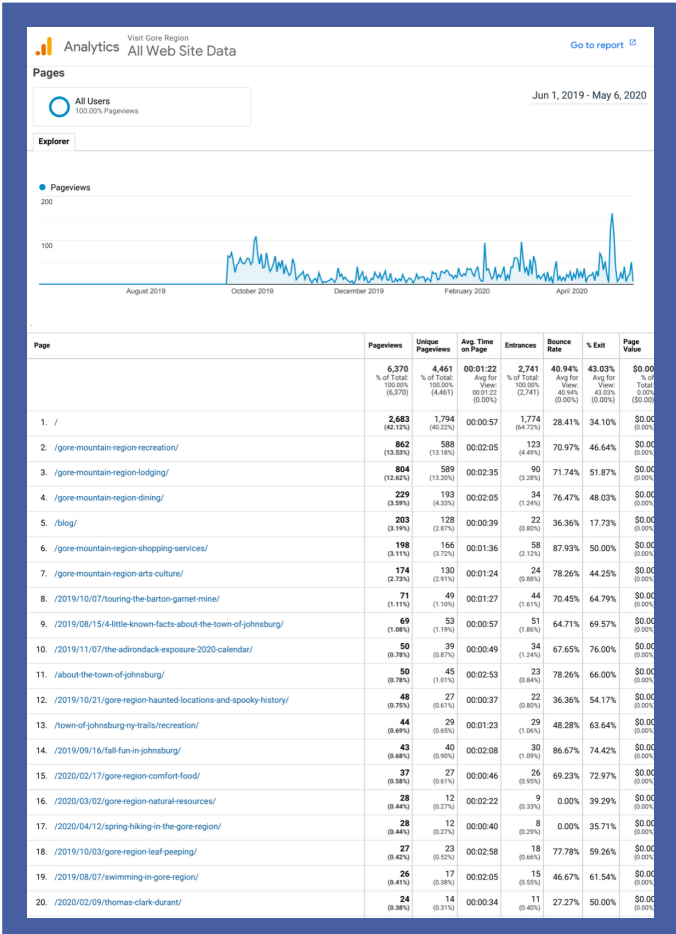
- Touring the Barton Garnet Mine (71 page views)
- Little Known Facts About the Town of Johnsburg (69 page views)
- The Adirondack Exposure 2020 Calendar (50 page views)



# VISIT GORE REGION WEBSITE ANALYTICS



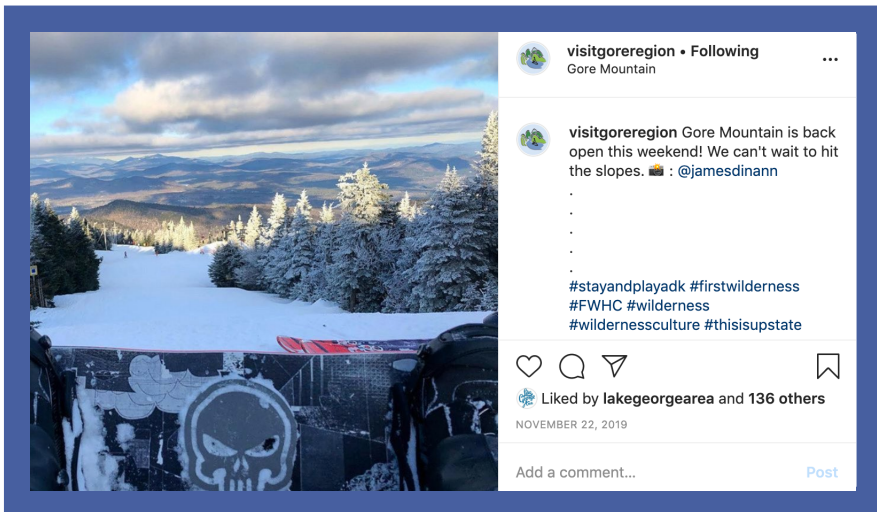
# VISIT GORE REGION WEBSITE ANALYTICS



# VISIT GORE REGION INSTAGRAM PROFILE

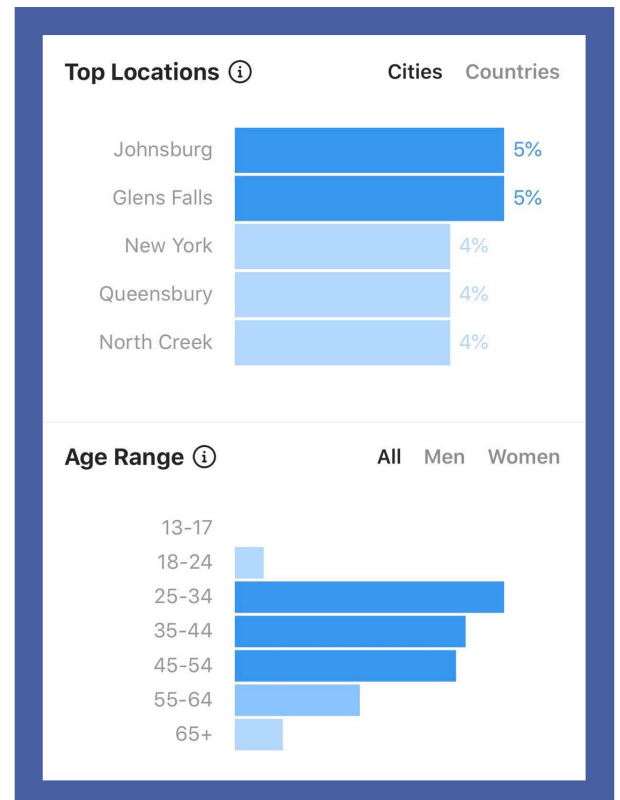
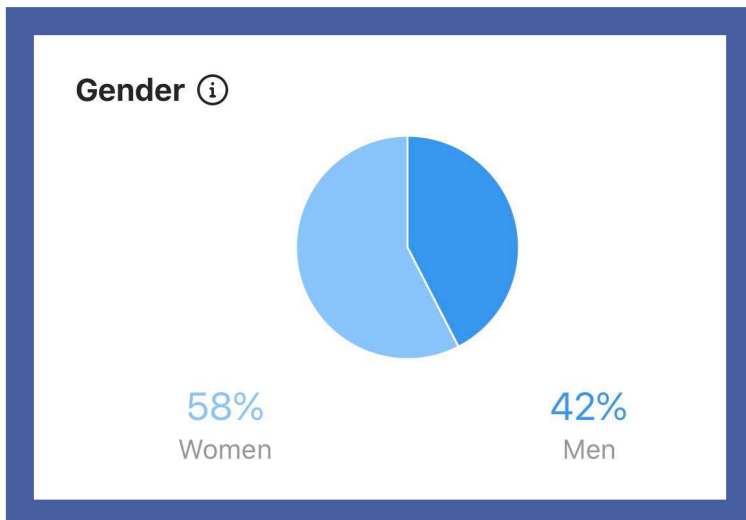
**@visitgoreregion**  
**June 1, 2019 - May 6, 2020**

## Most popular post



## Fast facts:

- Gained 464 new followers.
- Posted 77 times.
- Tagged in 14 posts.



# VISIT GORE REGION FACEBOOK PROFILE

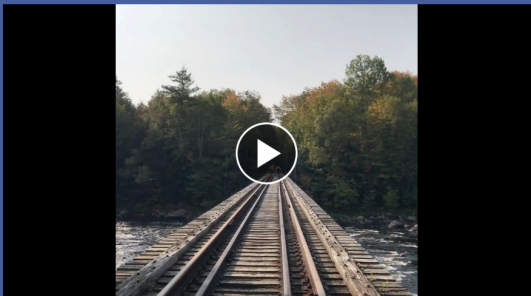
**@visitgoreregion**  
**June 1, 2019 - May 6, 2020**

## Fast facts:

- Gained 303 followers and 218 likes.
- 136 posts.
- 100% response rate.



Most popular post. 18.6k organic reach!



**Visit Gore Region...**  
Let's pretend that we're all right here, right now. #adkrising2020

0:09 · Uploaded on 04/22/2020 · Owned · Appears Once · View Permalink · Copy Video ID

### Total Video Performance


- Minutes Viewed: 1,295
- 1-Minute Video Views: --
- 10-Second Video Views: 2,386
- 3-Second Video Views: 5,337
- Average Video Watch Time: 0:05
- Audience Retention
- Audience and Engagement

| Posts  | Posted Date           | Estimated 3s Video Reach | Estimated 3s Video Views | 10s Video Views | Unique 3s Video Views | Post Engagement | Average Video Watch Time |
|--|-----------------------|--------------------------|--------------------------|-----------------|-----------------------|-----------------|--------------------------|
| Visit Gore Region<br>Let's pretend that we're all rig... | 04/22/2020<br>1:12 PM | 18K                      | 5.3K<br>100%             | 2.3K<br>100%    | 5.3K                  | 397             | 0:05 / 0:09              |

# VISIT GORE REGION FACEBOOK ADS

✔ Completed · Created by Cara Greenslade
 [View Results](#)

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**Page Likes**  
 Stay and play in the Gore Mountain Region of the Adir...
 

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**2,259** Reach      **103** Page Likes      **\$49.99** Spent at \$10.00 per day



**Performance**

|            |                    |        |
|------------|--------------------|--------|
| Page Likes | Reach              | 2,259  |
| <b>103</b> | Cost per Page Like | \$0.49 |


**Activity**

**Engagement on Facebook**

|            |     |
|------------|-----|
| Page Likes | 103 |
| Share      | 1   |

✔ Completed · Created by Cara Greenslade
 [View Results](#)

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**Post Engagements**  
 October foliage + blue skies make for some breathtaki...
 

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**499** Reach      **82** Post Engagements      **\$5.00** Spent of \$5.00



**Performance**

|                 |                          |        |
|-----------------|--------------------------|--------|
| Post Engagement | Reach                    | 499    |
| <b>82</b>       | Cost per Post Engagement | \$0.06 |


**Activity**

**Engagement on Facebook**

|             |   |
|-------------|---|
| Photo Click | 1 |
| Comment     | 1 |
| Shares      | 4 |

✔ Completed · Created by Cara Greenslade
 [View Results](#)

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**Page Likes**  
 Stay and play in the Gore Mountain Region of the Adir...
 

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**3,170** Reach      **87** Page Likes      **\$99.78** Spent at \$5.00 per day



**Performance**

|            |                    |        |
|------------|--------------------|--------|
| Page Likes | Reach              | 3,170  |
| <b>87</b>  | Cost per Page Like | \$1.15 |

**Activity**

**Engagement on Facebook**

|            |    |
|------------|----|
| Page Likes | 87 |
| Shares     | 33 |

## VISIT GORE REGION SUMMARY & SUGGESTIONS

### Summary

Social media increased the visibility of the Gore Region to tourists and locals alike, with 767 new followers between both platforms.

Facebook had an average engagement rate of 7.7% and with the most popular post reaching 18.6 thousand people.

Instagram had an average engagement rate of 8%.

Both platforms had engagement rates well above average which ranges from .5-3%.

Blog posts brought new visitors to your website, increasing the visibility and educational reach of the Gore Region.

948 out of 1,135 new website users were brought in via Revolution Rail which comprises 83% of all new users.

### Suggestions

We recommend re-sharing existing blog posts on social media in the coming year to get even more eyes on them and to increase traffic to your website, getting the most bang for your buck.

We highly recommend a continuation of your social media campaign for another year to continue this momentum. We have a standing library of photos to draw from and blog posts to re-share that will cut costs in the year to come.

We also suggest more boosted posts to increase followers and engagement.