



CONSUMER ACTIVITY REPORT - JANUARY 2022

January showed strong improvement year over year in acquisition. Events continue to be a focus of our consumers, with events pages accounting for two of the top three pages in January. The increased activity on event profile pages plays a role in the lower engagement we saw in January, as these types of pages tend to yield lower engagement than others.

The Covid information page jumped back into relevancy in January, reaching the fifth spot for most viewed pages. This was likely fueled by changes in Covid policies in Minneapolis and Saint Paul early in the month.

Explore Minnesota Website Activity:

- Acquisition in January:
 - Total Visits up 50% from January 2021
 - Number of new users up 50% from January 2021
- Website Behavior in January:
 - Time on site down 17% from January 2021
 - Number of webpages a user visits down 8% from January 2021
- Most Visited Pages in January:
 - Ice Castles
 - Homepage
 - Things To Do: Festivals and Events
- Top Web Traffic sources:
 - Google organic search (up 34% from January 2021)
 - Social (up 193% from January 2021)
 - Paid search (up 111% from January 2021)
- Top Searches within exploreminnesota.com:
 - Ice castles/ice castle
 - Duluth
 - Things to do in April

Digital Reach

- Fishing report surpassed 15K subscribers

Contact Center & Welcome Center Activity

January 2022 Contact Center Notes:

- Calls into contact center: up 8% from January 2021 and up 74% from last month.
- Callers opting for travel counselor: up 20% from January 2021 and up 79% from last month.
- Year-to-date callers: Down 8% from January 2021.

January 2022 Welcome Center Notes:

- Welcome Center visitors decreased by 14% compared to January 2021 and year-to-date Welcome Center visitors decreased by 14% compared to January 2021.

Publications

- Although we saw substantial increases in requests for our three main publications from December to January, there was a decline when comparing year over year.
 - Travel Guide: Up 165% over last month; down 2% from January 2021
 - Winter Explorer: Up 113% over last month; down 13% from January 2021
 - Highway Map: Up 118% over last month; down 13% from January 2021

Monthly Snapshot:

