



CONSUMER ACTIVITY REPORT - NOVEMBER 2021

November saw very impressive growth year over year, particularly in organic traffic, which nearly doubled. Engagement was a bit lower, a pattern not unusual when acquisition shows such an increase. Month over month traffic dropped, as is expected with seasonal trends. Events continued to be a focus of consumers, with two of the three top pages being event related. Our border with Canada opened in November for the first time since March 2020. Our campaign aimed at welcoming back our Canadian friends generated a lot of interest, resulting in large increases in web visits from folks in Manitoba (nearly tripled year over year) and Ontario (doubled year over year). Even when compared to pre-pandemic levels, site visits from Thunder Bay jumped 527% from November 2019 to November 2021 and Winnipeg site visits increased 161%.

Explore Minnesota Website Activity:

- Acquisition in November:
 - Total Visits up 72% from November 2020
 - Number of new users up 71% from November 2020
- Website Behavior in November
 - Time on site down 9% from November 2020
 - Number of webpages a user visits down 4% from November 2020
- Most Visited Pages in November:
 - Festivals and Events
 - 2021 Autumn Festival, an Arts & Crafts Affair
 - Homepage
- Top Web Traffic sources:
 - Google organic search (up 97% from November 2020)
 - Social (up 374% from November 2020)
 - Direct/organic (up 33% from November 2020)
- Top Searches within exploreminnesota.com:
 - Duluth
 - Holiday
 - Winter

Digital Reach

- Total e-newsletter subscriptions passed 275,000.

Contact Center & Welcome Center Activity

November 2021 Contact Center Notes:

- Calls into contact center: up 2% from November 2020 and down 21% from last month.
- Callers opting for travel counselor: down 5% from November 2020 and down 29% from last month.
- Year-to-date callers: Down 26% from November 2020.

November Welcome Center Notes:

- Using 2019 for year over year comparisons, November Welcome Center visitors decreased by 11% and year-to-date Welcome Center visitors decreased by 9%.

Executive Summary

START 11/1/2021
END 11/30/2021

Impression Over Time



Impressions
5,371,173

Estimated Audience Reach (PR Impressions)
193,762,176

Website Visits
346,008

Scheduled Email Opens
94,541

Pageviews
582,928

Welcome Center Visits
153,290

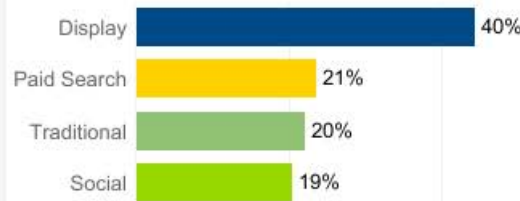
eNewsletter Subscriptions
249

Business Listing Referrals
40,508

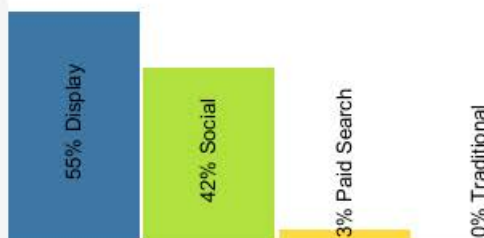
Popular Landing Pages



Media Spend



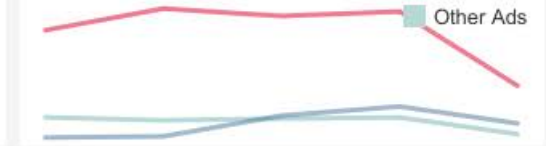
Impressions by Media



Total Social Engagements



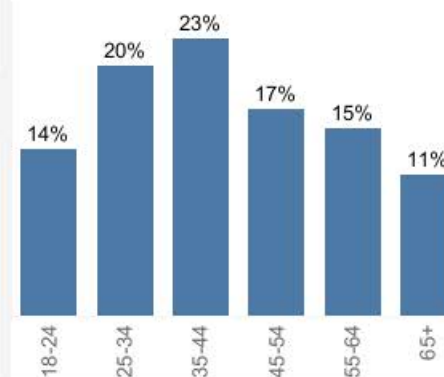
Website Traffic Channels



Website Visits by Location



Website Visits by Age Group



Website Visits by Gender

