

LAKE SUPERIOR CIRCLE TOUR Annual Report

2023-24





LakeSuperiorCircleTour.info

The role of this website is to create awareness of the Lake Superior Circle Tour as a world class self touring route. The main goals of this site are to generate Lake Superior Circle Tour Adventure Guide orders, and to increase the usage of the Lake Superior Circle Tour Trip Planner. While outbound clicks to stakeholders is still a secondary goal, the website is built to be a catch all for someone planning a trip around Lake Superior. This leads to them staying on the site longer instead of clicking off. The new Lake Superior Circle Tour website was launched February 2021. The trip planner, which is the main focal point of the website, contains information on over 1,300 attractions, accommodations, activities, and more. All of which can be filtered by the user and further sorted based on accessibility requirements such as: Wheelchair Accessible, Motorcycle Accessible, Pet Friendly, RV Accessible, and more. Superior Country has utilized both pay-to-play and free-to-play models to determine which items are listed on the site.

KEY PERFORMANCE INDICATORS





Lake Superior Circle Tour Mobile App

The Lake Superior Circle Tour Mobile App was launched in September 2021 and is available through both the Apple App Store and the Google Play Store. As with the LakeSuperiorCircleTour.info website the mobile app is available both in English and French. The app serves travelers as a Lake Superior Trip Planner. The content on the app is pulled directly from the LakeSuperiorCircleTour.info website and contains the same information and filtration system.

This past fiscal year Superior Country recognized the operating system of choice within Circle Tour geographical target markets was IOS. As such the organization more heavily concentrated on advertising the app toward Apple users.



KEY PERFORMANCE INDICATORS

APPLE
DOWNLADS

9.7K

OBJECTIVE

↓ -6%

GOAL
ACHIEVED

↑ **122%**

GOOGLE
DOWNLOADS

2.1K

OBJECTIVE

↓ -6%

GOAL
ACHIEVED

↓ **-22%**

Adventure Guide

The Lake Superior Circle Tour Adventure Guide contains information on communities and attractions around Lake Superior. Superior Country publishes and prints up to 80,000 copies of the Lake Superior Circle Tour on an annual basis. It contains great resources such as a campground list, a map, distances charts, border crossing information, and much more. It also features the Lake Superior Ale Trail, the Lake Superior Java Journey, and the Lake Superior Stamp Program, which allows travelers to collect stamps around the lake to earn their Lake Superior Circle Tour Certificate.

DISTRIBUTION

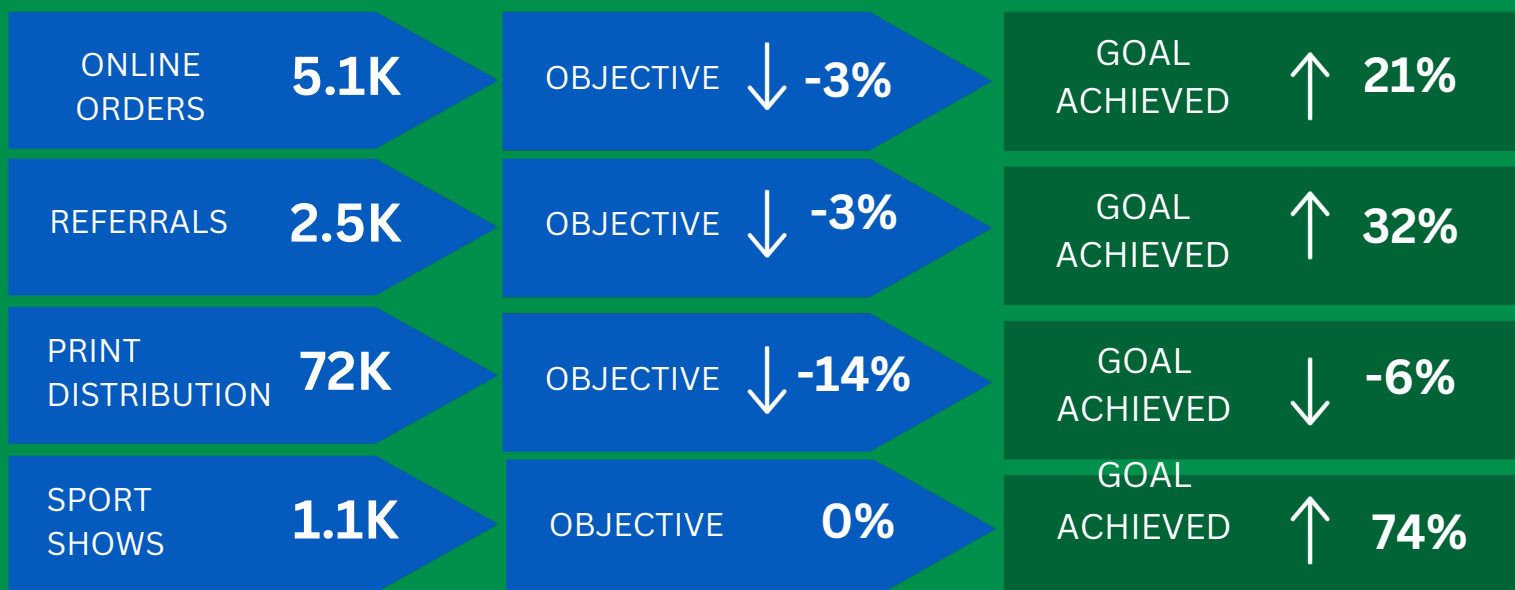
The Lake Superior Circle Tour Adventure Guide is distributed, and made free to travelers, all around Lake Superior. Print distribution is staggered throughout the year typically between April and September to ensure no copies are wasted and that each copy gets into the hands of a potential traveler. The guide can also be ordered online for a small shipping and handling fee. When acceptable Superior Country will also distribute the Lake Superior Circle Tour Adventure Guide at sport shows. Potential Travelers can also download the guide from our website and mobile app.

REFERRALS

When a traveler orders a printed copy of the Lake Superior Circle Tour Adventure Guide, they complete a short survey on their potential travel intentions. They are also given the ability to have their email and answers shared with our Circle Tour Advertisers to acquire more information stakeholder around the lake.



KEY PERFORMANCE INDICATORS





Lake Superior Circle Tour Social Media

Superior Country has created multiple pages across several different social media channels specifically for the Lake Superior Circle Tour. While some channels have been in place for quite a while, like Facebook, others are fairly new such as Instagram and TikTok. The organization continually uses social media channels to engage potential travelers and to drive traffic to organizational websites. Most of the organizations paid digital advertising is run through social channels. Superior Country primarily utilizes Meta (Facebook/Instagram) advertising as it has seen the greatest return on investment. The Lake Superior Circle Tour Facebook Group continues to build in popularity and has become a great resource for travelers as they share information and trip planning tips with each other. Superior Country encourages stakeholders that advertise within Lake Superior Circle Tour Adventure Guide to become members of the Facebook Group and become a part of the conversation!

2023-24 SOCIAL MEDIA DATA



FACEBOOK PAGE FOLLOWERS

48,722

FACEBOOK PAGE ENGAGEMENT

453,226



FACEBOOK GROUP FOLLOWERS

24,490

FACEBOOK GROUP ENGAGEMENT

159,833



INSTAGRAM FOLLOWERS

4,723



TIKTOK FOLLOWERS

309