

# LAKE SUPERIOR CIRCLE TOUR Annual Report 2021-22





# 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.

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 so much 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.

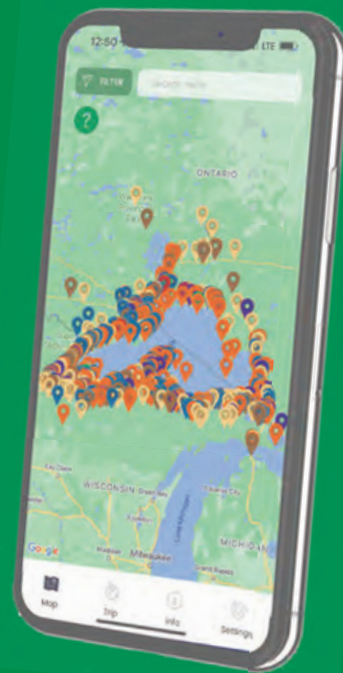
## KEY PERFORMANCE INDICATORS

USERS	366K	OBJECTIVE	↑ 30%	GOAL ACHIEVED	↑ 90%
SESSIONS	425K	OBJECTIVE	↑ 30%	GOAL ACHIEVED	↑ 90%
PAGE VIEWS	1.3M	OBJECTIVE	↑ 30%	GOAL ACHIEVED	↑ 89%
AVG TIME ON SITE	1:16	OBJECTIVE	↑ 0%	GOAL ACHIEVED	↑ 3%
OUTBOUND CLICKS	7K	OBJECTIVE	↑ 30%	GOAL ACHIEVED	↑ 207%

# 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 trip planner on the LakeSuperiorCircleTour.info website and 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. Users can create multiple trips and share them between traveling companions.

Digital advertisements were utilized with direct links to app downloads. In addition to digital ads Superior Country also added a pop-up that would appear for anyone using the LakeSuperiorCircleTour.info trip planner on a mobile device encouraging them to download the app. Target downloads of the app were not set for the 2021-22 fiscal year as the app was only available for 7 months. Instead, the downloads from this fiscal will be used to set targets moving forward. Superior Country will also utilize 2021-22 app data to research other useful key performance indicators to track the success of the Lake Superior Circle Tour Mobile App.



## KEY PERFORMANCE INDICATORS

APPLE DOWNLOADS

9,316

GOOGLE DOWNLOADS

7,281



# Lake Superior Circle Tour Adventure Guide

The Lake Superior Circle Tour Adventure Guide contains information on communities and attractions around Lake Superior. Superior Country publishes and prints 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 to ensure no copies are wasted and that each copy gets into the hands of a potential traveler. Typical distribution is split with 75% in the US and 25% in Canada. During the pandemic distribution was closer to 50/50 between the two countries. Travelers can also download and/or order a printed copy of the guide from the [LakeSuperiorCircleTour.info](http://LakeSuperiorCircleTour.info) website (there is small \$6.00 CAD shipping & handling charge when ordered online).

## 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

ONLINE ORDERS	4.2K	OBJECTIVE	↑ 20%	GOAL ACHIEVED	↑ 55%
REFERRALS	2.3K	OBJECTIVE	↑ 29%	GOAL ACHIEVED	↑ 81%
PRINT DISTRIBUTION	75K	OBJECTIVE	↑ 0%	GOAL ACHIEVED	↑ 2%



# 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 utilizes Facebook advertising more so over the others as it has seen the greatest return on investment. During this fiscal Superior Country started a Lake Superior Circle Tour TikTok account to stay up to date with current social media trends.



## 2021-22 SOCIAL MEDIA DATA



FACEBOOK PAGE FOLLOWERS

44,618

FACEBOOK PAGE ENGAGEMENT

594,136



FACEBOOK GROUP FOLLOWERS

17,048

FACEBOOK GROUP ENGAGEMENT

236,005



INSTAGRAM FOLLOWERS

3,701



TIKTOK FOLLOWERS

54