

LAKE SUPERIOR CIRCLE TOUR

YEAR IN REVIEW • 2025-2026

SOCIAL MEDIA FOLLOWING



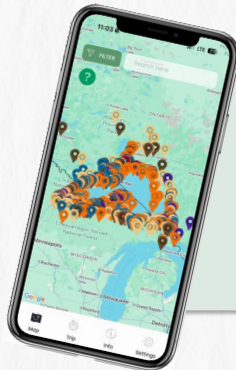
FACEBOOK
55,199



FB GROUP
29,345



INSTAGRAM
6,706



APP DOWNLOADS



4,464



1,836



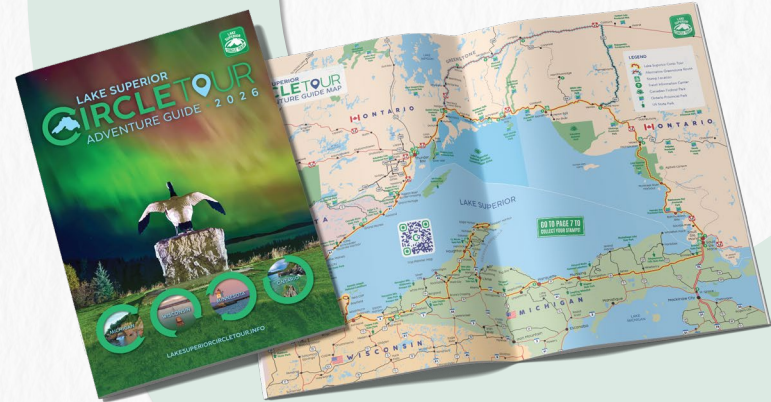
FB PAGE
ENGAGEMENT
238,075



FB GROUP
ENGAGEMENT
57,174

SPORT SHOW DISTRIBUTION OUTDOOR ADVENTURE SHOW - TORONTO

1,100 Guides



LAKE SUPERIOR CIRCLE TOUR ADVENTURE GUIDE ORDERS

EMAIL REFERRALS
1,284

PRINT DISTRIBUTION
70,000



LAKESUPERIORCIRCLETOUR.INFO DATA



UNIQUE USERS	SESSIONS	PAGE VIEWS	AVERAGE TIME ON SITE	OUTBOUND LINK CLICKS
464,058	592,930	961,962	2:28	30,045

LAKE SUPERIOR CIRCLE TOUR

OVERALL ADVERTISING RESULTS

APRIL 2025 - MARCH 2026

\$ AD SPEND
\$23,000

🖱️ CLICKS
100,576

🕒 REACH
2,607,373

👁️ IMPRESSIONS
5,665,256

💬 INTERACTIONS
230,924

👁️ VIDEO VIEWS
212,856

💰 COST PER CLICK
\$0.25
Average

**ADDITIONAL
\$27,000
MOTORCYCLE
CAMPAIGN**
in Partnership
with Destination
Ontario

**10
AD CAMPAIGNS**
completed in the
fiscal year

