

VISIT DECORAH

AS MANAGED BY WINNESHIEK COUNTY DEVELOPMENT & TOURISM



REPORT BY CERRISA SNETHEN | SUBMITTED JANUARY 2, 2020



WINNESHIEK
COUNTY DEVELOPMENT & TOURISM

VISITDECORAH.COM



Facebook

VISIT DECORAH

- Visit Decorah post reach is up by an additional **12%** over our explosive 1133% growth in November. We reached more than **82,000 people** on the platform in December.
- Page likes increased by **42%**.
- Page actions have increased by **50%** over the previous period.
- Page followers are up **44%**.
- Page views are up **33%**.
- Story reach rose **100%**.
- Post engagement, our most valuable metric, is was up **7% over the 779% rise in our previous period**. This converts to more than **6,199** people engaging directly with our content by taking an action on our posts.

Summary:

December was a powerful month of growth for Visit Decorah on Facebook. Post reach and engagement continued to climb after November's rapid growth period. Visit Decorah's Facebook community peaks in activity at approximately 5:30 p.m. daily. The most highly trafficked days of the week continue to be **Monday, Thursday, and Friday**. Our lowest trafficked days are Saturday and Sunday. Demographic targeting for boosted posts is currently focused on the Midwest and includes relevant behavioral targeting as it relates to the content. For example: users interested in hunting, fishing, the arts, or craft brewing, and specific types of eating or shopping experiences respectively.

Our most popular content:

By far, our most popular post for the month was a local landscape photography feature on December 8th. This post, featuring the work of local photographer Joyce Meyer, reached more than **6.3K** users, garnered the engagement of **666 people**, and showed us that further developing relationships with the work of area photographers seeking exposure creates wonderfully symbiotic relationships. This post included a direct link to the "Winter" page on VisitDecorah.com. Our next most impactful post occurred December 6th. This fishing photo feature included a link to our website and reached **2,518** folks, 232 of whom took a direct action on this content. Coming in third was a holiday-centric photo feature of Decorah's unique secondhand boutique The Getup. This post generated a reach of **2,437** and garnered 483 engagements. This post linked directly to the shop's Visit Decorah page, which in turn links to the business's website directly. On December 23rd, our photo post about winter weekends in Decorah performed nicely, reaching **2,258** users, yielding 205 engagements, linking to our "Winter Weekend Ideas" page at VisitDecorah.com. Rounding out our top five posts was a December 30th link to a Decorah feature on the Midwest Living website, titled "Best Iowa Roadtrips". This post reached **2,184** individuals and created 263 engagements.

13,745 FOLLOWERS

Our Audience

78% women | 21% men

Women

- 23% ages 35 - 44
- 18% ages 45 - 54
- 14% ages 25 - 34
- 13% ages 55 - 64
- 9% ages 65+

Men

- 6% ages 35 - 44
- 5% ages 45 - 54
- 4% ages 55 - 64
- 4% ages 25 - 34
- 3% ages 65+



Our Fans by Location:

Decorah
 Des Moines
 Cedar Rapids
 Waterloo
 Davenport
 Rochester, MN
 Minneapolis, MN
 Ankeny
 Iowa City
 Cedar Falls
 Dubuque
 La Crosse, WI
 Mason City
 Cresco

Our Fans by Location:

Chicago, IL
 West Des Moines
 Waukon
 Omaha, NE
 Madison, WI
 Saint Paul, MN
 Ames
 Muscatine
 Moline, IL
 Council Bluffs, IA
 Charles City
 Marion
 New Hampton
 West Union
 Sioux City

Our Fans by Location:

Janesville, W
 Waverly, IA
 Kansas City, MO
 Newton
 Bettendorf
 Marshalltown
 Rock Island, IL
 Calmar
 Urbandale
 Clear Lake
 Milwaukee, WI
 Clinton
 Waukee
 Caledonia, MN
 Sioux Falls, SD
 Pella

TOP FACEBOOK POSTS:

Visit Decorah
 Published by Cerrisa Snethen [?] · December 8, 2020 · 🌐

Scenes from a Decorah-Area winter by acclaimed Driftless photographer Joyce Meyer of Joyce Meyer Photography. Follow Joyce for ongoing Decorah-esque inspiration, & plan your next Decorah winter adventure at <http://www.visitdecorah.com/winter!>

...
 #VisitDecorah #JoyceMeyerPhotography #Driftless #Travellowa #VisitIowa #ThisIsIowa #Decorah #DecorahIowa #IowaWinter #DriftLessExploreMore #PorterHouseMuseum #PhelpsPark

...
 Explore more of the region through Joyce Meyer's photography at <https://joycemeyer.me/t>.



#1

Visit Decorah
 Published by Cerrisa Snethen [?] · December 6, 2020 · 🌐

Northeast Iowa (especially Winneshiek County) is known to have some of the most pristine streams in the entire state! These breathtaking Upper Midwest streams provide excellent fishing opportunities for anglers of any skill level. Other bodies of water, including the Upper Iowa River (the fastest moving river in Iowa), as well as the man-made 33-acre Lake Meyer (15 mi SW of Decorah) are also popular stops for fishing. North & South Bear creeks (located north of Decorah) are considered by both the Iowa Department of Natural Resources & fishermen alike, to be some of the best fishing in Iowa. Come see for yourself!

...
<http://www.visitdecorah.com/fishing>

...
 #VisitDecorah #IowaFishing #IowaAngling #DecorahIowa #VisitIowa #Travellowa #ThisIsIowa #Driftless #DriftLessExploreMore #IowaDNR #IceFishing #TroutFishing



#2



TOP FACEBOOK

POSTS CONTINUED:

Visit Decorah
Published by Cerrisa Snethen [?] · 6d · 🌐

Winter window shopping on Water Street isn't complete without a visit to The Getup! Northeast Iowa's own local, sustainable boutique is rich with carefully curated secondhand styles for the whole family. Complete with terrific toys & baby gear, The Getup is sure to become your Decorah shopping staple each time you visit.

...

<http://www.visitdecorah.com/business/the-getup>

...

#VisitDecorah #TheGetup #ShopLikeTheLocals #SecondhandStyle #ThisIsIowa #VisitIowa #MidwestLiving #The... See More

Visit Decorah is at Phelps Park.
Published by Cerrisa Snethen [?] · December 23, 2020 · Decorah, IA · 🌐

Let's talk about winter weekends in Decorah.

...

<http://www.visitdecorah.com/vacation-ideas/a-winter-weekend>

...

Photo Credit: Joyce Meyer Photography... See More

2,258 People Reached

205 Engagements

[Boost Again](#)

Boosted on Dec 23, 2020
By Cerrisa Snethen

Completed

Visit Decorah
Published by Cerrisa Snethen [?] · 2d · 🌐

"Despite an elevation below 900 feet, Decorah—in Iowa's northeast corner—feels like a mountain town, a nook hiding more than an hour from any interstate. The land helps, with limestone cliffs and clear streams that dodged the last glaciers. But it's Decorah's 8,000 residents that fuel the town's spirit, with their yen for nature as well as for the town's Nordic heritage..."

...

#VisitDecorah #MidwestLiving #ThisIsIowa #TravellIowa #VisitIowa #DriftLessExploreMore #IowaRoadTrips

MIDWESTLIVING.COM

Best Iowa Road Trips

Best Iowa Road Trips

[Learn More](#)

2,184 People Reached

263 Engagements

[Boost Again](#)



TOP FACEBOOK

POSTS CONTINUED:

Visit Decorah
Published by Cerrisa Snethen [?] · December 14, 2020 · 🌐

"The Hotel Winneshiek is a historic boutique hotel nestled in the heart of downtown Decorah. Blending 21st Century comfort with 19th Century charm, guests can enjoy free Wi-Fi in the marble and terrazzo lobby as well as local live music amidst the original cherry millwork.

With on-site dining choices, The Hotel Winneshiek is the only full-service hotel in the surrounding area. After checking in to one of our 34 guest rooms and suites, guests are invited to step across the lob... See More



#6

Visit Decorah
Published by Cerrisa Snethen [?] · December 11, 2020 · 🌐

La Rana Bistro is a perfect accompaniment to your day(s) in Decorah! Open for dine-in & curbside pickup, this menu is artfully varied. From tapas & salads on through incredible entrees like Braised Duck Marsala, you can pair it all with pitch-perfect cocktails sure to warm your spirit. La Rana is an extraordinary experience that's sure to elevate your day.

...
<http://laranadecorah.com/>
...
#VisitDecorah #LaRanaBistro #EatLikeTheLocals #ThisIsIowa #VisitIowa #ShopSmall #DrinkLikeTheLocals



#7

Visit Decorah
Published by Cerrisa Snethen [?] · December 21, 2020 · 🌐

Enjoy a traditional Supper Club experience among scenic hills & valleys, just minutes from downtown Decorah. The crew at Twin Springs Supper Club prepares the very best in steaks, chops, & seafood, featuring delicious locally sourced fare. The full-service bar doesn't disappoint & the large heated patio space has stunning views & is enclosed & heated year around.

...
<https://www.twinspringssupperclub.com/>
...
#VisitDecorah #TwinSpringsSupperClub #EatLikeTheLocals #EatLocal #Driftless #Decorah #ThisIowa #TravelIowa #VisitIowa #MidwestLiving #TwinSprings #DriftLessExploreMore



#8



TOP FACEBOOK

POSTS CONTINUED:




 **Visit Decorah**
Published by Cerrisa Snethen [?] · December 17, 2020 · 🌐

Visiting Decorah for the holidays or holiday shopping? Don't miss a drive through the enchanting light displays at Holiday Lights! Open nightly from 5-9 at Pulpit Rock Campground through December 27th!
(A Helping Services for Youth & Families production.)

...
[https://www.helpingservices.org/holidaylights/...](https://www.helpingservices.org/holidaylights/) See More



 **Visit Decorah**
Published by Cerrisa Snethen [?] · December 7, 2020 · 🌐

Don't miss Big Driftless when you shop Decorah this holiday season! Enter distinctive & Driftless-centric design on gorgeous items from apparel & headwear to posters & prints, backpacks, & more! Big Driftless is a local brand that seeks to shine a light on the natural places, incredible people, & culture of appreciation within the Driftless Area. Learn more about where & how to shop Big Driftless at the link below & don't forget to follow them on Instagram for beautiful Driftless content in your feed!

...
<https://bigdriftless.com/>

...
#VisitDecorah #BigDriftless #ShopLikeTheLocals #VisitIowa #DecorahIowa #Driftless #DriftLessExploreMore #DriftLessAdventureMore #ThisIsIowa





NOVEMBER QUICK REVIEW

OF LAST MONTHS FACEBOOK NUMBERS

After two months under WCDI's direct management, Visit Decorah's social media numbers exploded in November.

- Visit Decorah post reach rose **1133%** in November. We reached more than **72,714** people on the platform.
- Page likes increased by **314%**.
- Page actions were up by **100%** over the previous period.
- Page followers also climbed by **292%**.
- Page views rose by **9%**.
- Video views increased by **518%**.
- Post engagement, our most valuable metric, was up **779%**. More than **5,962** people engaged directly with our content by taking an action indicated by our posts.

13,464 FOLLOWERS

INSTAGRAM: AN OVERVIEW

December was a wonderfully impactful month of Instagram content and engagement for the Visit Decorah brand.

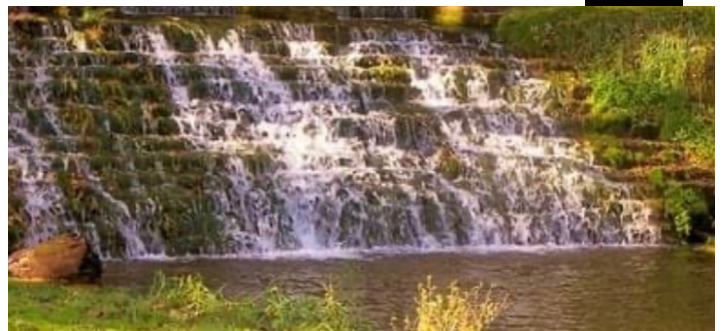
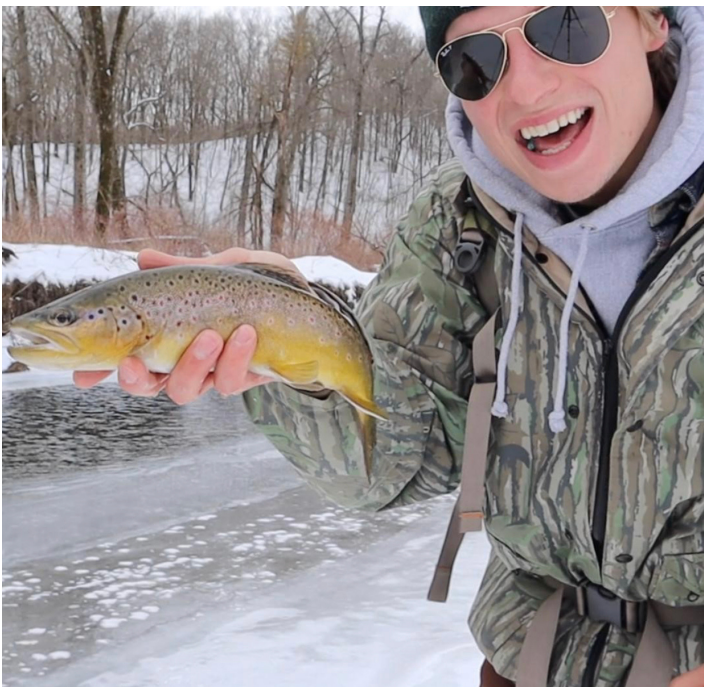
December 2020

REACH:

In November, we reached **5,321** Instagram accounts, an increase of **75.4%** over the 2,788 accounts we reached in November. Our content interactions grew by **5.4%**, and our total followers increased by **4.6%**, and our impressions grew by **71.5%** to **23,082**. Profile visits are up **34.3%**, and website taps are up **3.3%**.

FOLLOWING:

Our current Instagram following is comprised mostly of women (75.1%). Our users most active times of use are 6 p.m., 3 p.m., and noon, with activity spread almost evenly over days of the week. Our followers primarily live in Decorah (35.4%), which means we have tremendous room for growth throughout the region and beyond. The top age range of our followers is 35 - 44, followed by users 25 - 34, with 45 -54 coming in as our third most prominent age group.



INSTAGRAM

IN PHOTOS | IMAGE LIKES INDICATED IN WHITE

