

January EDA REPORT

2024

UPDATES

Top 3 Focus for 2024

1. Establish Tourism as a community marketing resource and collaborative partner with local event and tournament planners, businesses and non profits, service clubs and organizations
2. Increase Leisure Activity/Marketing Focus
3. Execute Owatonna’s Branding Plan within Owatonna and outside the community
4. Create a seamless visitor process (customer journey) from the initial awareness interest in Owatonna to their experience upon their arrival and stay in Owatonna.

Lodging Tax Revenue (Monthly Totals- 95% of reported \$ go to Tourism)

	2023	2022	2021	2020	2019
JAN	\$22,926	\$13,871	\$21,347	\$ 16,376	\$17,083
FEB	\$17,468	\$12,330	\$8,475	\$ 11,009	\$16,473
MARCH	\$21,919	\$14,205	\$10,756	\$ 8,123	\$14,985
APRIL	\$20,851	\$14,121	\$13,735	\$ 5,493	\$17,043
MAY	\$25,317	\$21,351	\$16,739	\$ 7,230	\$19,600
JUNE	\$29,759	\$24,958	\$22,810	\$ 10,808	\$23,445
JULY	\$26,075	\$21,242	\$20,225	\$ 12,350	\$21,907
AUG	\$29,703	\$28,797	\$22,930	\$ 12,689	\$23,691
SEPT	\$26,022	\$23,793	\$19,313	\$ 13,034	\$20,317
OCT	\$23,678	\$24,361	\$21,464	\$ 15,098	\$20,839
NOV		\$21,443	\$15,578	\$ 11,453	\$15,874
DEC		\$22,647	\$17,257	\$ 8,688	\$16,358
TOTAL	\$243,718	\$243,119	\$193,373	\$ 131,662	\$227,616

Occupancy YTD

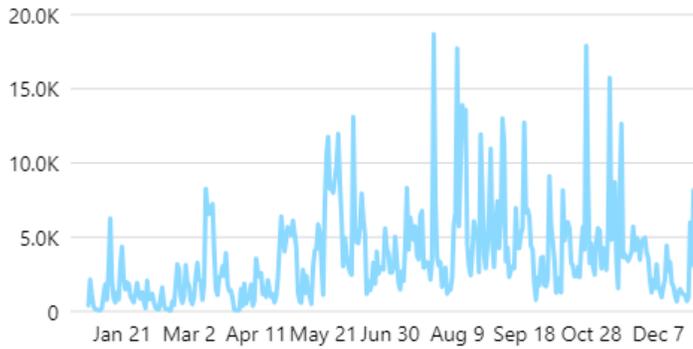
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YTD Average
2023	38.6	40.5	46	45	49	62	52.5	58.4	55.4	49.2	44.3		49.2%
2022	34	35	41	52	52	59	49	51	44	43	39	39.3	44.1%
2021	22	27	31	43	52	63	57	59	54	60	48	40	47%
2020	45.7	46.8	34	28	35.4	51.6	37.2	38.6	42.1	46.6	37.5	26.5	39.2%
2019	42.6	50.9	42.3	50.0	57.1	68.3	63.4	67.0	59.6	58.4	46.9	43.9	54.2%
2018	49.9	49.6	53.80	50.20	55.5	68.10	57.80	69.00	65.4	59.60	41.9	45.7	55.5%
2017	62.4	58.6	61.2	49.4	59.3	70.9	68.0	69.0	65.4	67.7	62.8	50.2	62%
	2020	2021	2022	2023 (YTD)									
ADR	\$ 83.73	\$ 81.30	\$ 94.27	\$ 117.98									
REV Par	\$ 36.56	\$ 27.13	\$ 42.01	\$ 62.62									

Looking Ahead to January 2024

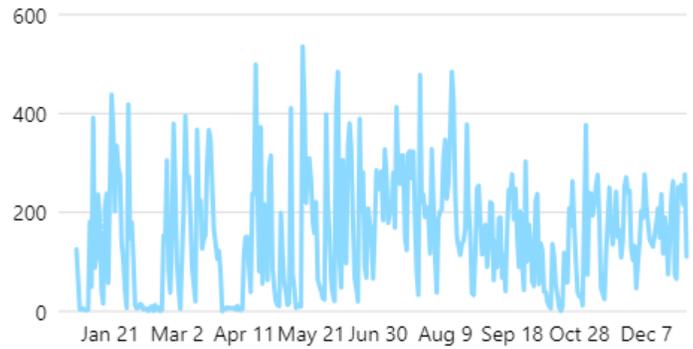
1. **New Visitor Guide will be available in February**
2. January 9- **Minnesota Field Trip Library Summer Planning Show** at Fort Snelling
3. January 12-15 Minne Road Trip **Chicago Travel Show**
4. **Bold & Cold** January 23-28
5. **January 30, Tourism Kick-Off for 2024.**
Retail; Restaurant; Service clubs; Non Profits; Events; Festivals; Group Tours; Attractions; Sports Associations and Boosters; Meeting Venues; Hotels & Lodging
6. **Bandwango** – Restaurant & Retail Challenge (Mar/Apr/May)
7. **HubSpot**- CRM system Set up to manage leads and follow ups
8. **Play Easy Set**- EMT Pays a portion of subscription for all ; Matches Tournament planners to tournament venues. Setting up by end of 1st quarter for sports venue facilities

Reach

Facebook (i)
reach
304,496 ↑ 57.3%

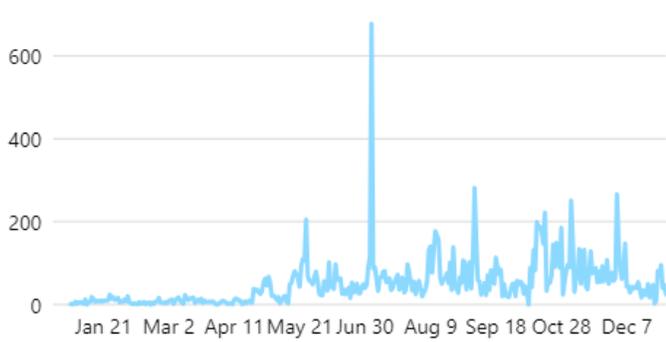


Instagram (i)
reach
5,982 ↓ 3.3%

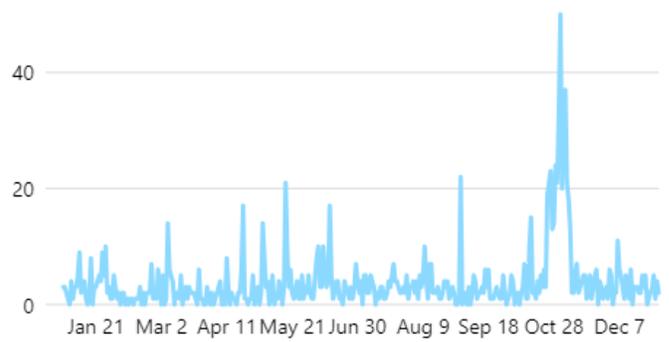


Visits

Facebook (i)
visits
18,169 ↑ 366.2%

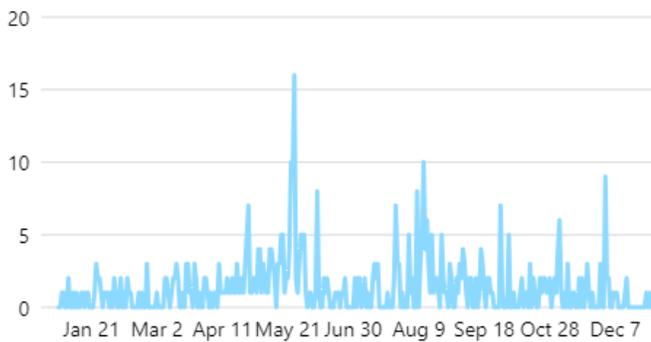


Instagram profile (i)
visits
1,414 ↑ 84.4%

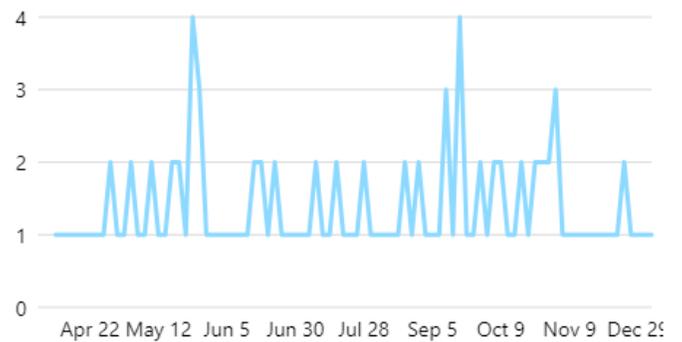


New likes and follows

Facebook Page new (i)
likes
485 ↓ 8.7%



New Instagram (i)
followers
121



Ad trends

Paid (i)
reach
78,765 ↑ 518.2%

Paid (i)
impressions
303,911 ↑ 1.0K%

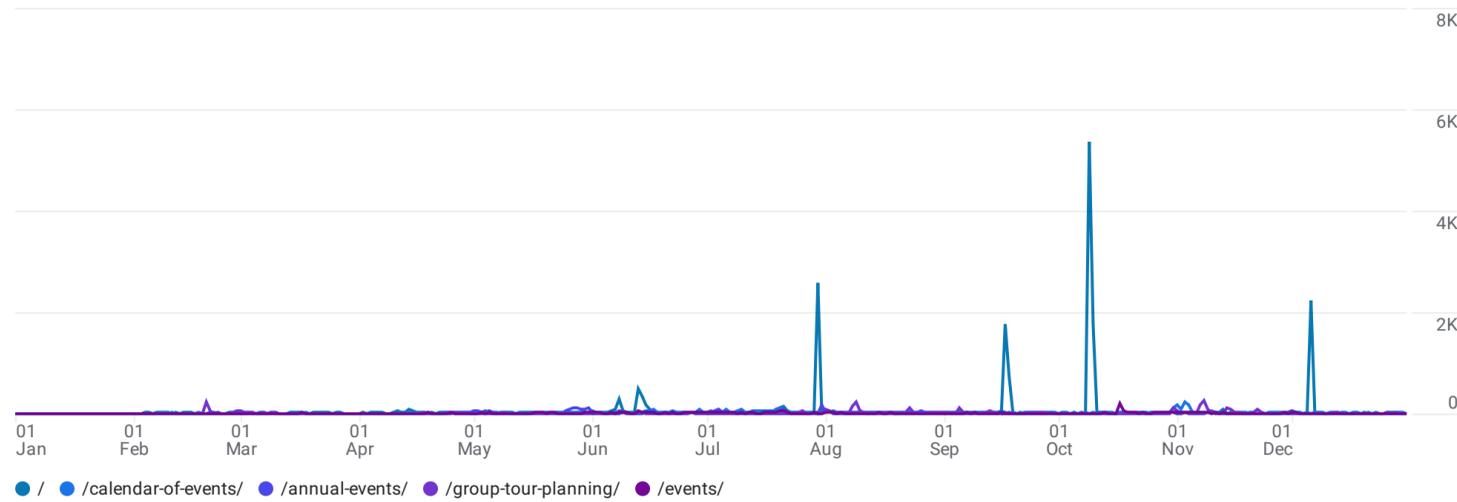
All Users Add comparison +

Last calendar year Jan 1 - Dec 31, 2023

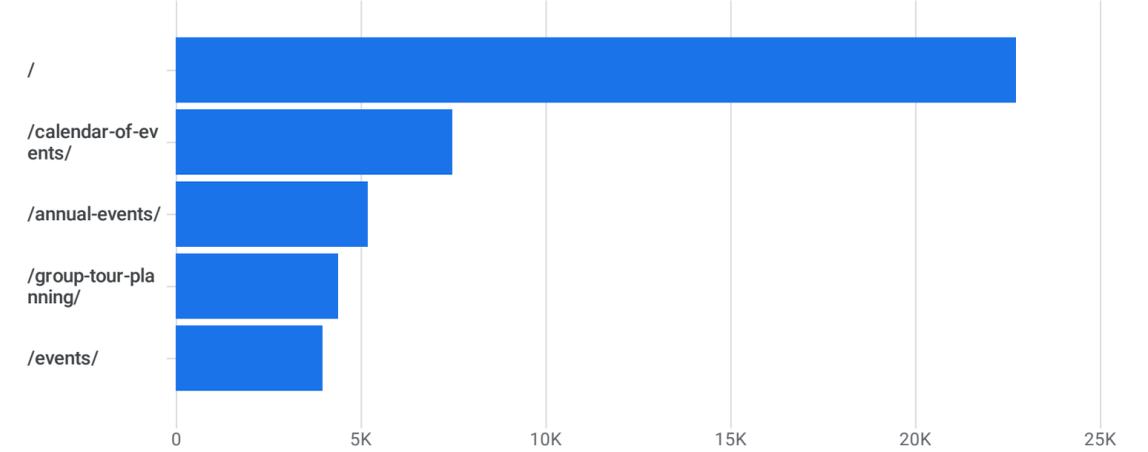
Pages and screens: Page path and screen class

Add filter +

Views by Page path and screen class over time



Views by Page path and screen class



Search... Rows per page: 10 Go to: 1 1-10 of 434

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	100% of total	100% of total	Avg 0%	Avg 0%	100% of total	100% of total	
1 /	22,721	5,999	3.79	1m 10s	44,435	0.00	\$0.00
2 /calendar-of-events/	7,466	5,167	1.44	37s	20,886	0.00	\$0.00
3 /annual-events/	5,184	4,318	1.20	28s	18,456	0.00	\$0.00
4 /group-tour-planning/	4,379	3,747	1.17	21s	14,381	0.00	\$0.00
5 /events/	3,969	2,998	1.32	12s	12,044	0.00	\$0.00
6 /things-to-do/	3,235	2,437	1.33	24s	10,028	0.00	\$0.00
7 /where-to-eat/	2,989	2,065	1.45	1m 13s	12,589	0.00	\$0.00
8 /hometownholidays/	2,721	2,024	1.34	47s	9,289	0.00	\$0.00
9 /ANNUAL-EVENTS/	2,537	2,478	1.02	1s	8,675	0.00	\$0.00
10 /5-things-you-can-only-do-in-owatonna/	2,294	1,967	1.17	52s	8,660	0.00	\$0.00

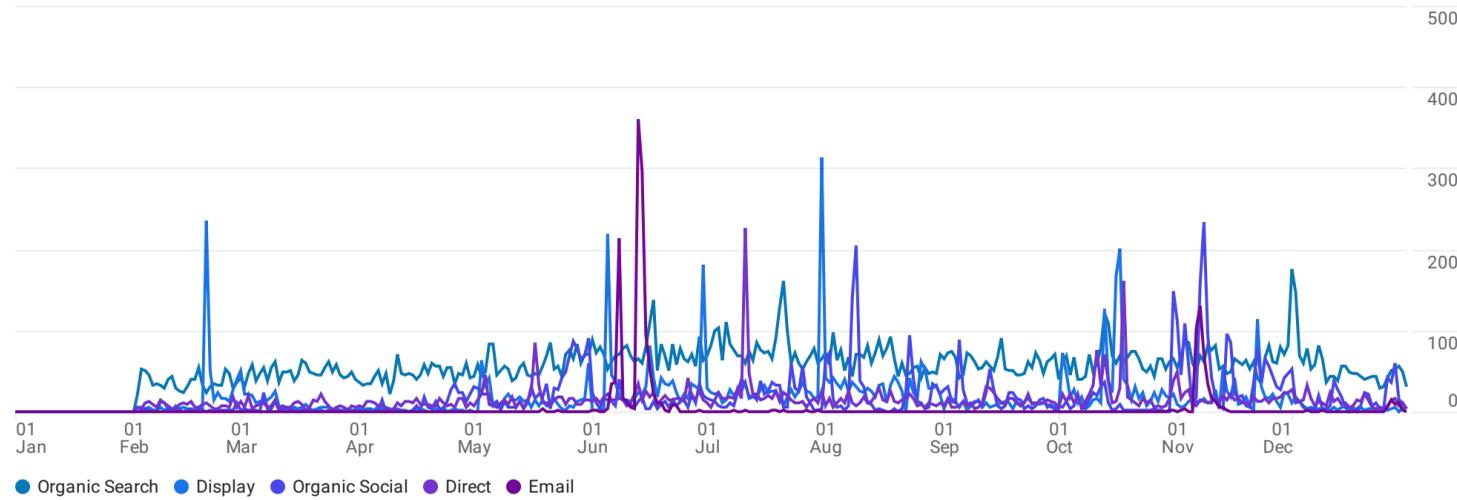
All Users Add comparison +

Last calendar year Jan 1 - Dec 31, 2023

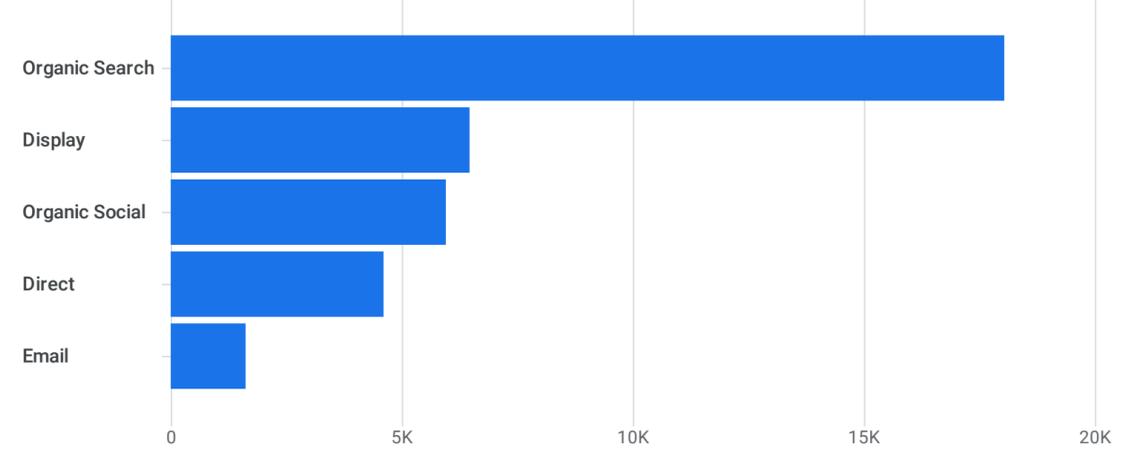
Traffic acquisition: Session default channel group

Add filter +

Users by Session default channel group over time



Users by Session default channel group



Search...

Rows per page: 10 1-8 of 8

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
	38,481 100% of total	45,479 100% of total	22,989 100% of total	49s Avg 0%	0.60 Avg 0%	5.90 Avg 0%	50.55% Avg 0%	268,313 100% of total	6,747.00 100% of total	\$0.00
1 Organic Search	18,033	23,248	15,467	56s	0.86	6.19	66.53%	143,792	4,584.00	\$0.00
2 Display	6,465	6,521	260	0s	0.04	3.51	3.99%	22,896	15.00	\$0.00
3 Organic Social	5,952	6,778	2,353	21s	0.40	4.29	34.72%	29,062	650.00	\$0.00
4 Direct	4,592	5,836	2,785	41s	0.61	5.43	47.72%	31,679	863.00	\$0.00
5 Email	1,609	1,706	1,094	2m 03s	0.68	7.52	64.13%	12,837	306.00	\$0.00
6 Referral	1,509	1,872	1,240	54s	0.82	6.59	66.24%	12,338	323.00	\$0.00
7 Unassigned	532	105	6	38m 54s	0.01	148.84	5.71%	15,628	6.00	\$0.00
8 Paid Other	27	27	0	0s	0.00	3.00	0%	81	0.00	\$0.00