



Discover Lewis County Analytics Dashboard

Mar 1, 2025

Social Media

Jan - Feb 2025

f Total Followers
 Facebook 30,370

i Total Followers
 Instagram 2,187

Top Posts

	Reach	Impressions	Link Clicks
f Winter Walk Outdoors	19,639	25,198	57
f White Pass Winter Carnival	17,255	25,528	1,574
f Tubing at White Pass Ski Area	9,929	17,336	52

Website

Jan - Feb 2025

Active Users
 16,990
 this year

% change active users over same period last yr
 +140.65%

Event Count
 78,624
 this year

Organic Traffic
 2,526

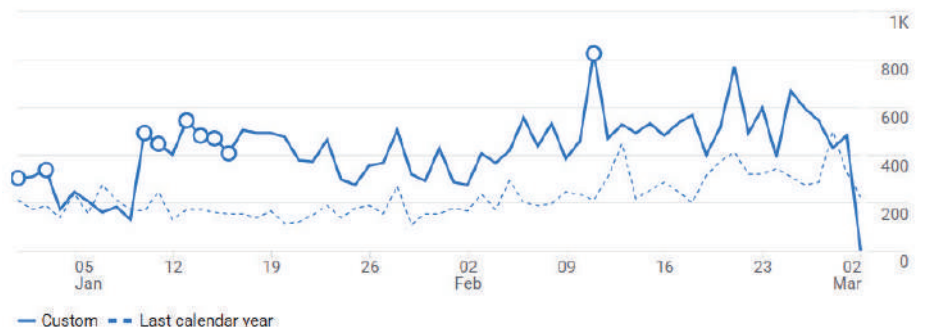
Direct Traffic
 1,853

Top Visited Pages

- Homepage
- Winter Carnival
- Events
- Explore the Outdoors
- Stay

Traffic

Views [?] 26K ↑ 89.0%
 Event count [?] 79K ↑ 91.3%





Destination Summary

Jan - Dec 2024

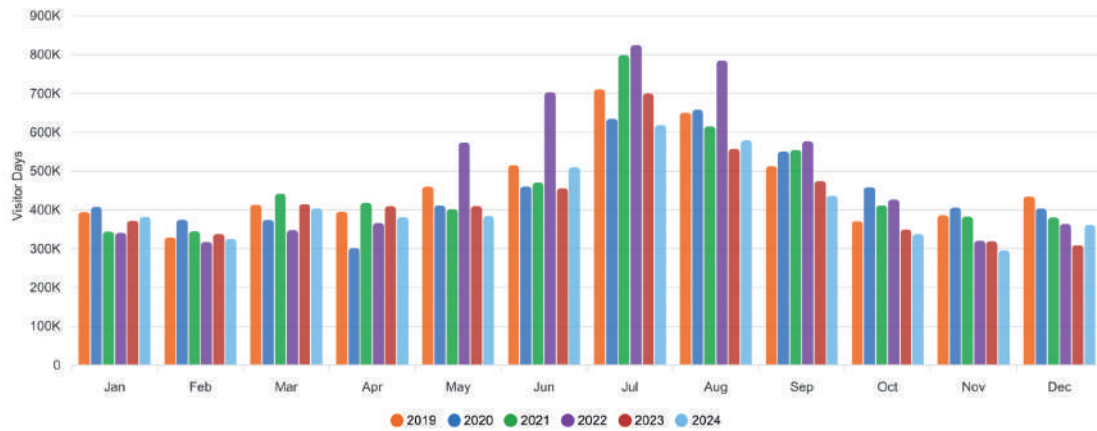
TOTAL TRIPS
1,409,136 Trips

VISITOR DAYS
4,775,660 Days

AVG LENGTH OF STAY
3.4 Days

Monthly Volume by Visitor Days

Geo Data | Dates: 1/1/19 - 12/31/24



Visitor Days by Length of Stay

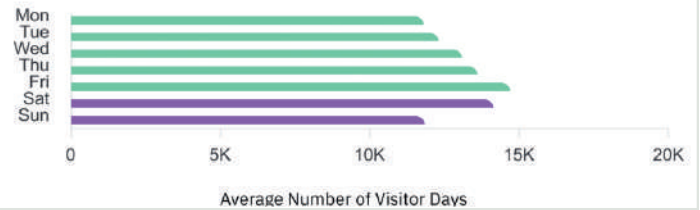
Geo Data



- 2 Days 32.2%
- 3 Days 19%
- 4 Days 11.2%
- 5 Days 10.6%
- 6+ Days 27%

Visitors by Day

Geo Data



Lodging Tax Data

Thru Jan 2025

