



Discover Lewis County Analytics Dashboard

May 25, 2025

Social Media

Jan - April 2025



Total Followers

30,351



Total Followers

2,242

Top Posts

	Reach	Impressions or Views	Link Clicks
Nothing Soothes the Soul Like Nature	42,160	52,514 views	241
White Pass Winter Carnival video	22,193	26,773 views	66
Embracing the Serenity of Rain	17,550	19,940 views	287

Website

Jan - Apr 2025

Active Users

39,526
this year

% change active
users over same
period last yr
+161.87%

Event Count

181,851
this year

Organic Traffic

8,050

Direct Traffic

4,009

Top Visited Pages

Homepage

White Pass Winter Carnival

Events

Explore the Outdoors

Stay

Traffic

Views

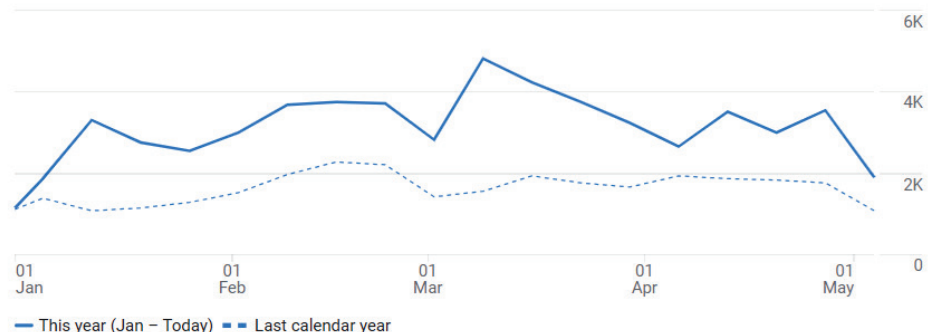
59K

↑ 93.4%

Event count

182K

↑ 96.1%





Destination Summary

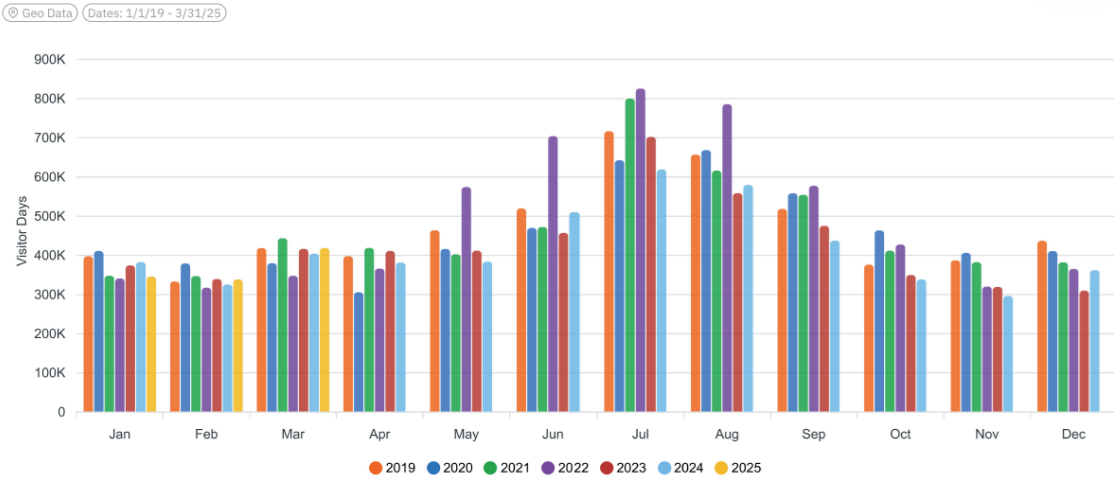
Mar 31, 2024 - Mar 31, 2025

TOTAL TRIPS
1,061,850 Trips

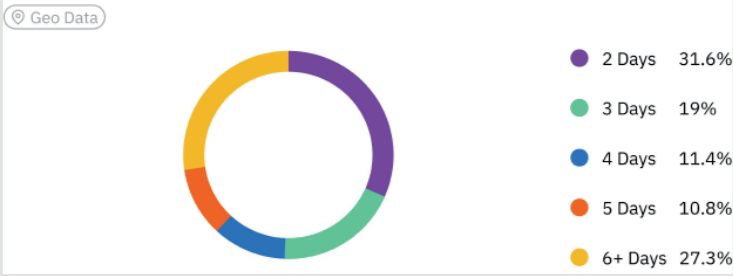
VISITOR DAYS
4,807,904 Days

AVG LENGTH OF STAY
4.5 Days

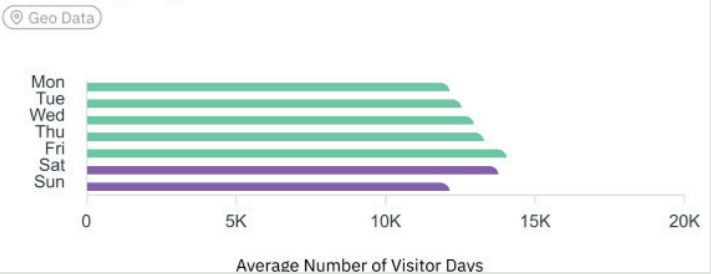
Monthly Volume by Visitor Days



Visitor Days by Length of Stay



Visitors by Day



Lodging Tax Data

Thru Jan 2025

