



to the stars

KANSAS

KANSAS DAY

WRAP UP

BRAND ANTHEM VIDEO

Views

102,707

Facebook, Instagram, Twitter, Youtube, Vimeo

Reactions

3,127

Facebook, Instagram, Twitter, Youtube

Shares

1,613

Facebook, Instagram, Twitter

Comments

203

Facebook, Instagram, Twitter, Youtube, Vimeo

SOCIAL MEDIA STATS

All Kansas Tourism

Posts Jan. 29

Est. Reach

202,379

Facebook, Instagram, Twitter
Total shown without paid ads

Facebook Profile
Picture Frame Uses

1,184

INSTAGRAM STORIES

Total Story Views

25,692

Instagram – 32 posts

Avg. Story Views

803

Instagram – 32 posts

FACEBOOK STORIES

Total Story Views

1,976

Facebook – 12 posts

Avg. Story Views

165

Facebook – 12 posts

TRAVEL GUIDE REQUESTS

Travel Guide Requests
January 1-28, 2021

1,345

Via TravelKS.com

Travel Guide Requests
January 29- February 2

997

Via TravelKS.com

Kansas Day Travel Guide requests were up

307% YOY

Based on January 29 – February 2, 2021 vs January 29 – February 2, 2020

WEBSITE ANALYTICS

TravelKS.com Users
January 29 – Feb. 2, 2021

17,415

TravelKS.com Sessions
January 29 – Feb. 2, 2021

21,920

TravelKS.com users were up

39.8% YOY

Based on January 29 – February 2, 2021 vs January 29 – February 2, 2020

TravelKS.com sessions were up

66% YOY

Based on January 29 – February 2, 2021 vs January 29 – February 2, 2020

