

LCHC MARKETING REPORT

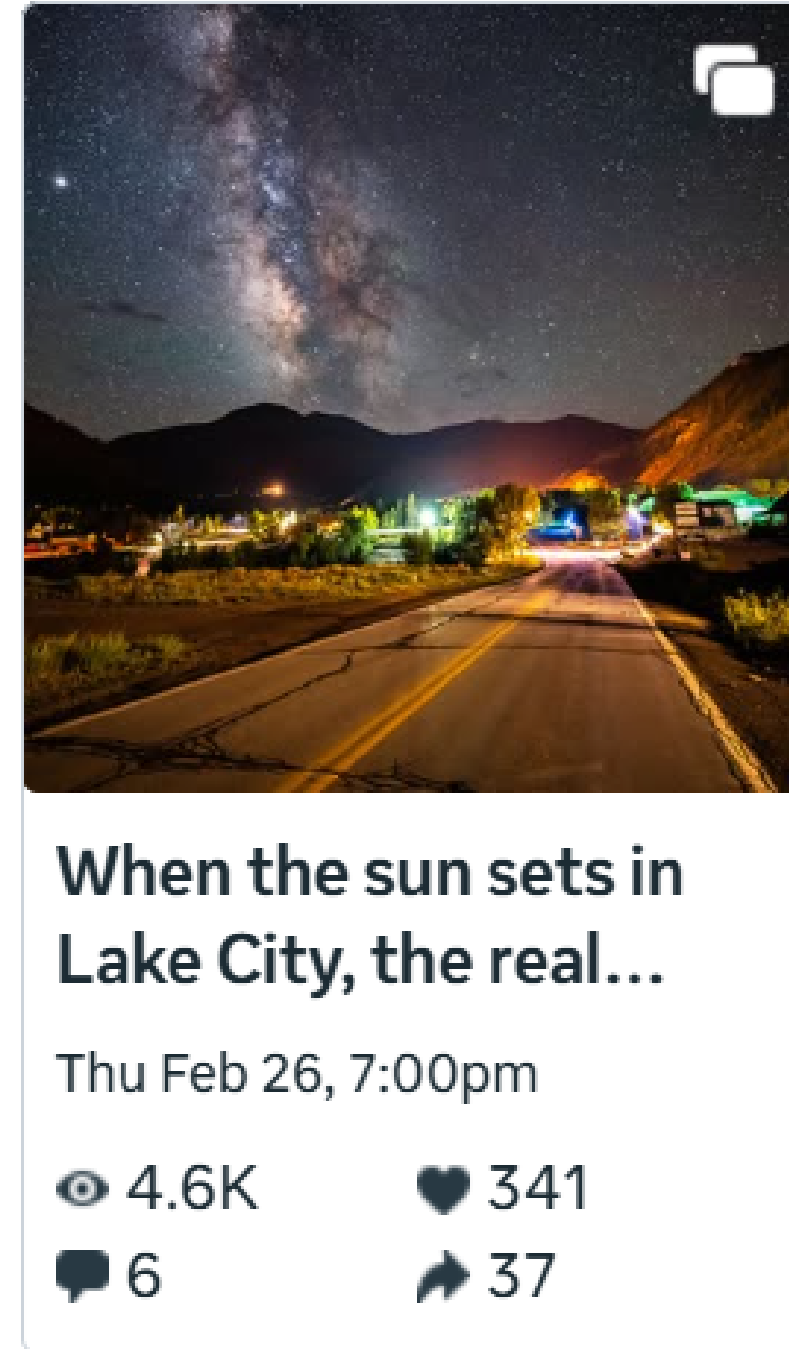


MARCH 12, 2026

MARKETING UPDATE

February Highlights

- 78.4K social media views
- 2,100 engagements
- 27% increase in Instagram views vs December
- 27% increase in Website Users
- Top Facebook & Instagram post:
 - Dark Skies
 - 31K Facebook views
 - 4.6K Instagram views



FEBRUARY SOCIAL MEDIA

Facebook



When the sun sets in Lake City, the real...

Thu Feb 26, 5:00pm

31.0K 875
25 55



The Lake City Area Medical Center is...

Mon Feb 9, 4:19pm

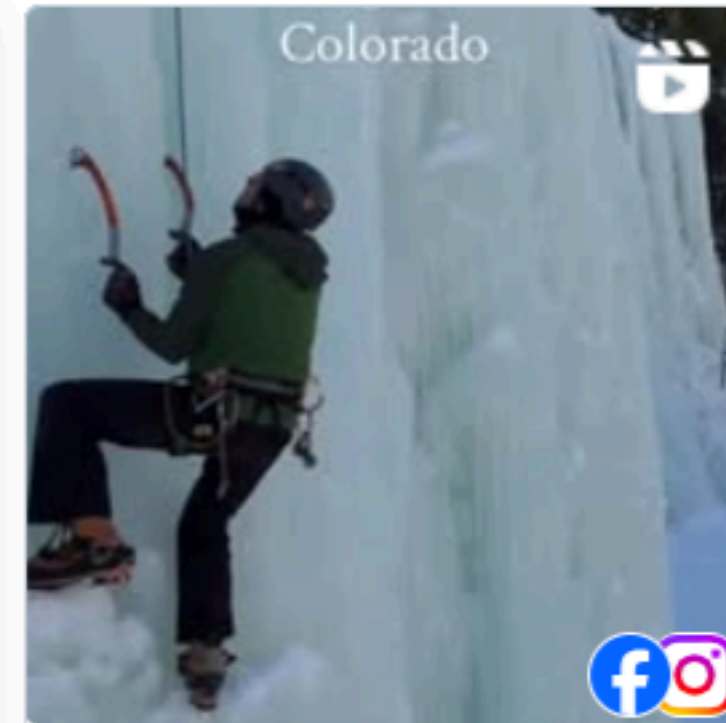
22.6K 721
12 15



Persistent warm temperatures and a...

Thu Feb 12, 11:25am

17.1K 86
8 14



Ready to try ice climbing? ❄️ The Lak...

Mon Feb 23, 8:50am

6.9K 194
2 27

FEBRUARY SOCIAL MEDIA

Instagram



When the sun sets in Lake City, the real...

Thu Feb 26, 7:00pm

4.6K 341
6 37



Persistent warm temperatures and a...

Thu Feb 12, 11:25am

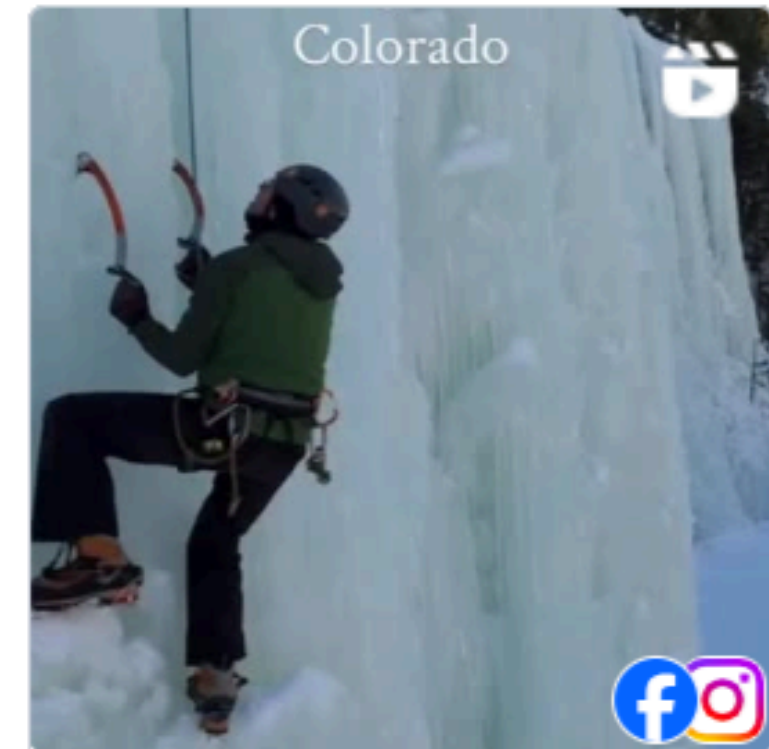
17.1K 86
8 14



Lake City winter is calling ❄️👣 The Lak...

Mon Feb 9, 4:19pm

22.6K 721
12 15



Ready to try ice climbing? ❄️ The Lak...

Mon Feb 23, 8:50am

6.9K 194
2 27

FEBRUARY WEBSITE REPORT

27%

Website traffic up vs Feb 2024

15%

Lakecity.com - most visited page

49%

Direct site visits

✓	1	Lake City - A Peak Experience	2,403 (15.32%)
✓	2	Page not found Lake City - A Peak Experience	1,064 (6.78%)
✓	3	Calendar Lake City - A Peak Experience	1,005 (6.41%)
✓	4	The Ultimate Guide to Driving The Alpine Loop Lake City - A Peak Experience	894 (5.7%)
✓	5	Directory Lake City - A Peak Experience	559 (3.56%)

✓	1	Direct	4,013 (48.96%)
✓	2	Organic Search	3,561 (43.45%)
✓	3	Referral	362 (4.42%)
✓	4	Organic Social	148 (1.81%)
✓	5	Unassigned	21 (0.26%)

PLANNING

Future Content

- Ice climbing (when to stop?)
- Ok to start showing spring photos?
- Lake City Brewing
 - Example of business showcase
- Groomed trails at Slumgullion Pass?
- Ice fishing?
- Haute Route
- Alfred Packer Story
- First trails as snow melts
- Rio Grande Reservoir blog
- Slumgullion Earthflow
- Spring bird watching
- Moose watching at LSC
- Silver Thread Byway
- 5 reasons to visit this spring blog

Upcoming events

- Ice Off - late spring
- June Star Fest
- Lake City DIRT Wednesday Markets start June

Goals

- Increase social engagement
 - Highlight business activities (encourages resharing)
 - Create itinerary-building content

THANK YOU!

