

**BRAINERD LAKES CHAMBER**  
**Tourism/Website Statistics Report**  
**December 2007**

	December 2007	December 2006
Total number of publications mailed	420	791
Visitor's Guides mailed	182	353
Pequot Lakes/Bzy/Crosslake Fun Guides mailed	42	39
Relocation Guides mailed	15	24
Whitefish Area Lodging Assoc. brochures mailed	10	145
Business directory searches	5,772	7,014
Visits to Hot Deals page	630	705
Lodging page hits	Pending new tracking software	2,714
Event calendar hits	4,433	2,581
Total visitor sessions on Explorebrainerdlakes.com	Pending new tracking software	39,472
Calls on Brainerd Golf Trail Line	4	Not in place yet
Calls on Brainerd/Baxter Lodging Association Line	24	11