

ExploreAsheville.com Digital Visitor's Index ~ October 2011

The Digital Visitor's Index is a tool that provides a snapshot of website activity at ExploreAsheville.com, as well as our outreach within Social channels such as Facebook and Twitter. It is compiled monthly by the Convention & Visitors Bureau of the Asheville Area Chamber of Commerce. Numbers reported reflect the most current information available to staff when compiled.

Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD	
Top Level	Total Website Visits	305,813	227,094	35%	1,099,758	855,410	29%
Search Engines Organic / Free	Search Engines Total (Organic/Free)	205,548	163,078	26%	774,019	625,040	24%
	Google	173,600	133,847	30%	655,705	518,510	26%
	Bing	12,070	10,618	14%	43,925	39,277	12%
	Yahoo	11,693	11,605	1%	43,305	39,384	10%
	AOL	3,361	3,437	-2%	13,270	14,446	-8%
	Ask.com	1,585	1,092	45%	5,637	3,892	45%
Top 5 Website Referrers	Top Referrers Total *	34,114	21,303	60%	110,255	78,657	40%
	Facebook	5,895	570	934%	18,648	3,424	445%
	AshevilleNC.gov	1,443	1,448	0%	8,817	4,090	116%
	Biltmore.com	1,052	1,213	-13%	3,804	4,974	-24%
	Twitter	324	193	68%	1,388	551	152%
	Moogfest	390	266	47%	1,047	503	108%
Digital Advertising	Total Advertising	25,122	15,321	64%	101,716	54,861	85%
	Display/Banner Ads (ad agency)	742	1,485	-50%	36,914	25,534	45%
	Paid Search (in-house)	24,029	13,836	74%	60,259	29,327	105%
	Facebook Ads (in-house + ad agency)	351	-	-	4,543	-	-
PR / Social	Total PR/ Social Outreach	26,873	17,066	57%	72,994	55,354	32%
	Blog Visits	10,877	7,426	46%	29,080	20,522	42%
	Facebook Page Referrals	5,895	632	833%	18,648	2,420	671%
	eNewsletter **	6,030	6,279	-4%	18,288	25,681	-29%
	FallintheMountains.com (PR) ***	4,071	2,729	49%	6,978	6,731	4%
	Twitter (Combined Accounts) ****	COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON
Conversions KPI's	Total Conversions	13,460	11,368	18%	61,984	43,351	43%
	Accommodation Page Visits	10,539	8,205	28%	45,391	32,641	39%
	Packages / Deals Page Visits	2,454	2,599	-6%	11,459	8,597	33%
	Free Travel Guide Page Visits	467	564	-17%	5,134	2,113	143%
	Pages Viewed per Visit	5.0	6.1	-18%	5.1	6.2	-18%
	Average Visitor Time on Site	3:50	5:04	-24%	4:09	5:08	-19%
Social Engagement	Total Social Engagement						
	New Facebook Likes	1,614	322	401%	11,943	1,452	723%
	Total Facebook Likes	26,197	3,187	722%	26,197	3,187	722%
	New YouTube Video Views	15,750	17,980	-12%	52,200	61,827	-16%
	Total YouTube Video Views	445,852	170,625	161%	445,852	170,625	161%
	Twitter Followers	3,534	2,754	28.3%	3,534	2,754	28%
	Twitter Positive Sentiment *****	88.06%	-	-	88.06%	-	-

* Top Referrer sources vary by season. Expect these channels to change per month & quarter.

** Reflects 1 Newsletter Sent in Oct 2010 and 1 Newsletters sent in Oct 2011 // Reflects 5 Newsletters sent in 2010 and 5 Newsletters in 2011

*** Seasonal Traffic

**** Currently in Implementation & Testing; Results will be combination of all Twitter accounts : @FallColorHunter, @AshevilleTravel, @Foodtopia, @AshevilleDeals, @VisitAsheville, and @AshevilleCVB

***** Twitter Sentiment reflects positive statements broadcast about Asheville within the Twittersphere. Currently in Beta testing (positive/negative). Data provided by Radian6