

ExploreAsheville.com Digital Visitor's Index ~ Sept 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	280,687	213,838	31%	793,535	628,316	26%
Search Engines Organic / Free	Search Engines Total (Organic/Free)	199,333	155,575	28%	604,454	477,453	27%
	Google	151,507	123,155	23%	481,915	384,663	25%
	Bing	10,368	9,249	12%	31,845	28,659	11%
	Yahoo	10,240	10,587	-3%	31,590	27,779	14%
	AOL	3,153	3,547	-11%	9,909	11,009	-10%
	Ask.com	1,313	884	49%	4,049	2,800	45%
Top 5 Website Referrers	Top Referrers Total *	28,087	19,671	43%	76,141	57,354	33%
	Facebook	6,116	721	748%	12,744	2,792	356%
	AshevilleNC.gov	1,657	931	78%	7,372	2,642	179%
	Biltmore.com	910	1,093	-17%	2,751	3,761	-27%
	Twitter	703	160	339%	1,063	358	197%
	Moogfest	301	110	174%	657	237	177%
Digital Advertising	Total Advertising	39,588	17,682	124%	73,860	39,381	88%
	Display/Banner Ads (ad agency)	17,374	11,793	47%	33,461	23,890	40%
	Paid Search (in-house)	20,079	5,889	241%	36,210	15,491	134%
	Facebook Ads (in-house + ad agency)	2,135	-	-	4,189	-	-
PR / Social	Total PR/ Social Outreach	24,223	18,278	33%	44,622	38,017	17%
	Blog Visits	7,995	6,070	32%	18,317	13,096	40%
	Facebook Page Referrals	6,116	721	748%	12,744	2,792	356%
	eNewsletter **	7,295	7,543	-3%	10,549	18,151	-42%
	FallintheMountains.com (PR) ***	2,817	3,944	-29%	3,012	3,978	-24%
	Twitter (Combined Accounts) ****	COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON
Conversions KPI's	Total Conversions	13,495	10,728	26%	44,809	30,811	45%
	Accommodation Page Visits	10,535	8,745	20%	35,405	24,626	44%
	Packages / Deals Page Visits	2,960	1,983	49%	9,404	6,185	52%
	Free Travel Guide Page Visits	2,309	439	426%	4,793	1,606	198%
	Pages Viewed per Visit	4.85	5.94	-18%	5.21	6.19	-16%
	Average Visitor Time on Site	3:49	4:55	-22%	4:17	5:10	-17%
Social Engagement	Total Social Engagement						
	New Facebook Likes	4,206	604	596%	10,329	1,115	826%
	Total Facebook Likes	24,701	2,894	754%	24,701	2,894	754%
	New YouTube Video Views	11,375	13,126	-13%	36,292	43,894	-17%
	Total YouTube Video Views	419,777	152,895	175%	419,777	152,895	175%
	Twitter Followers	3,393	2,619	29.6%	3,393	2,619	30%
	Twitter Sentiment *****	COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON

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

** Reflects 1 Newsletter Sent in Sept 2010 and 2 Newsletters sent in Sept 2011 // Reflects 4 Newsletters sent in 2010 and 4 Newsletters in 2011

*** Seasonal; Traffic disparity a result of 2010 PR Story picked up by USA Today+MSNBC+Yahoo News+Gadling; **NOTE: Overall Fall Foliage Page Visitor Traffic for September is up 49% YOY.**

**** Tracking to be implemented November 2011; Results will be combination of all Twitter accounts : @FallColorHunter, @AshevilleTravel, @Foodtopia, @AshevilleDeals, @VisitAsheville, and @AshevilleCVB

***** Currently testing Twitter Sentiment (positive/negative). Results to be included within October Digital Index.