

ExploreAsheville.com Digital Visitor's Index ~ February 2012

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	166,066	106,884	55%	1,737,843	1,366,298	27%
Search Engines	Search Engines Total (Organic/Free)*	115,552	101,948	13%	1,332,761	1,036,267	29%
Organic / Free	Google	100,837	86,261	17%	1,064,296	865,066	23%
	Bing	5,992	6,263	-4%	64,888	63,404	2%
	Yahoo	5,112	5,789	-12%	62,683	64,328	-3%
	AOL	1,442	1,736	-17%	19,378	21,796	-11%
	Ask.com	774	653	19%	9,102	6,479	40%
Top 5 Website Referrers	Top Referrers Total	15,780	12,991	21%	169,475	127,554	33%
	Facebook	1,724	946	82%	30,633	5,990	411%
	AshevilleNC.gov	1,293	1,806	-28%	13,194	10,889	21%
	Citizen-Times.com	728	-	-	973	143	580%
	Biltmore.com	615	592	4%	6,374	7,856	-19%
	FoxNews.com	377	-	-	377	-	-
Digital Advertising	Total Advertising	14,455	8,048	80%	133,486	85,191	57%
	Paid Search (in-house)	11,074	5,915	87%	93,875	50,700	85%
	Display/Banner Ads (in-house + agency)	3,176	2,133	49%	38,240	34,491	11%
	Facebook Ads (in-house + agency)	205	-	-	1,371	-	-
PR / Social	Total PR/ Social Outreach	13,141	5,173	154%	124,931	73,092	71%
	Blog Visits	7,437	2,108	253%	59,719	33,740	77%
	Facebook Page Referrals	1,724	946	82%	30,633	5,516	455%
	eNewsletter **	3,785	2,069	83%	31,823	33,079	-4%
	Twitter (Combined Accounts) ^	195	50	290%	2,756	757	264%
Conversions KPI's	Total Conversions						
	Accommodation Page Visits	14,225	10,909	30%	150,618	105,674	43%
	Packages / Deals Page Visits	11,395	5,111	123%	77,418	54,105	43%
	Free Travel Guide Requests (new)	2,292	-	-	8,155	-	-
	eNewsletter Signups (new)	160	-	-	402	-	-
	Pages Viewed per Visit ^^	4.9	6.0	-18%	5.0	6.0	-16%
	Average Visitor Time on Site ^^	4:49	5:07	-6%	4:16	4:59	-14%
Social Engagement	Total Social Engagement						
	New Facebook Likes	795	914	-13%	14,099	3,610	291%
	Total Facebook Likes	28,505	5,301	438%	28,505	5,301	438%
	New YouTube Video Views	7,835	13,630	-43%	124,400	216,016	-42%
	Total YouTube Video Views	529,342	324,814	63%	529,342	324,814	63%
	Twitter Followers ^^	314	-	-	314	-	-

* - Organic (free) traffic continues to grow after site transition. Monitoring closely to ensure no hiccups.

** - Equal number of newsletters sent each month / YTD

^ - Results will be combination of all Twitter accounts : @FallColorHunter, @AshevilleTravel, @Foodtopia, @AshevilleDeals, @VisitAsheville, and @AshevilleCVB

^^ - Pages viewed per visit trending down due to new 'Infinite Scroll' feature on new site

^^^ - Reflects our main (and newly acquired) Twitter account @VisitAsheville.