

## ExploreAsheville.com Digital Visitor's Index ~ March 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	<b>Total Website Visits</b>	<b>204,108</b>	<b>178,078</b>	<b>15%</b>	<b>1,941,951</b>	<b>1,570,995</b>	<b>24%</b>
Search Engines Organic / Free	<b>Search Engines Total (Organic/Free)</b>	<b>141,969</b>	<b>132,291</b>	<b>7%</b>	<b>1,380,855</b>	<b>1,168,588</b>	<b>18%</b>
	Google	123,352	112,276	10%	1,187,648	977,342	22%
	Bing	7,483	7,927	-6%	72,371	71,331	1%
	Yahoo	6,628	7,369	-10%	69,311	71,697	-3%
	AOL	1,791	2,251	-20%	21,169	24,047	-12%
	Ask.com	967	822	18%	10,069	7,301	38%
Top 5 Website Referrers	<b>Top Referrers Total</b>	<b>19,305</b>	<b>16,824</b>	<b>15%</b>	<b>188,780</b>	<b>144,378</b>	<b>31%</b>
	Facebook	2,713	769	253%	33,346	6,759	393%
	AshevilleNC.gov	1,289	1,719	-25%	14,483	12,608	15%
	Biltmore.com	751	823	-9%	7,125	8,679	-18%
	Reddit	736	-	-	922	-	-
	CNN.com	282	-	-	354	412	-14%
Digital Advertising	<b>Total Advertising</b>	<b>21,217</b>	<b>13,279</b>	<b>60%</b>	<b>154,703</b>	<b>98,470</b>	<b>57%</b>
	Paid Search (in-house)	10,894	7,597	43%	104,769	58,297	80%
	Display/Banner Ads (in-house + agency)	9,002	4,590	96%	47,242	39,081	21%
	Facebook Ads (in-house + agency)	1,321	1,092	21%	2,692	1,092	147%
PR / Social	<b>Total PR/ Social Outreach</b>	<b>17,109</b>	<b>6,773</b>	<b>153%</b>	<b>142,040</b>	<b>48,233</b>	<b>194%</b>
	Blog Visits	10,470	3,757	179%	70,189	5,865	1097%
	Facebook Page Referrals	2,713	769	253%	33,346	6,285	431%
	eNewsletter *	3,670	2,125	73%	35,493	35,204	1%
	Twitter (Combined Accounts) ^	256	122	110%	3,012	879	243%
Conversions KPI's	<b>Total Conversions</b>						
	Accommodation Page Visits	13,773	14,478	-5%	155,610	120,152	30%
	Packages / Deals Page Visits **	10,881	6,665	63%	89,702	60,770	48%
	Free Travel Guide Requests (new)	2,454	-	-	10,609	-	-
	eNewsletter Signups (new)	178	-	-	580	-	-
	Pages Viewed per Visit ^^	4.82	6.00	-20%	5.0	6.0	-16%
	Average Visitor Time on Site ^^	4:49	5:08	-6%	4:19	5:00	-14%
Social Engagement	<b>Total Social Engagement</b>						
	New Facebook Likes	2,046	1,758	16%	16,145	5,368	201%
	Total Facebook Likes	30,332	6,951	336%	30,332	6,951	336%
	New YouTube Video Views	28,655	16,195	77%	153,055	232,211	-34%
	Total YouTube Video Views	549,591	341,009	61%	549,591	341,009	61%
	Twitter Followers ^^	430	-	-	430	-	-

\* - 1 Newsletter Sent in Dec 2010 & 1 Newsletters sent in Dec 2011 // 7 Newsletters sent in 2010 & 7 Newsletters in 2011

\*\* - Spike in traffic due to successful PPC campaign

^ - Currently in Implementation & Testing; 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