

## ExploreAsheville.com Digital Visitor's Index ~ May 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>231,964</b>	<b>228,988</b>	<b>1%</b>	<b>2,391,237</b>	<b>1,987,386</b>	<b>20%</b>
Search Engines Organic / Free	<b>Search Engines Total (Organic/Free)*</b>	<b>157,446</b>	<b>151,580</b>	<b>4%</b>	<b>1,680,690</b>	<b>1,454,928</b>	<b>16%</b>
	Google	135,465	129,719	4%	1,446,263	1,221,812	18%
	Bing	9,200	8,563	7%	89,284	87,846	2%
	Yahoo	8,021	7,879	2%	84,345	86,972	-3%
	AOL	1,865	2,420	-23%	24,846	28,864	-14%
	Ask.com	988	891	11%	11,920	8,923	34%
Top 5 Website Referrers	<b>Top Referrers Total</b>	<b>4,089</b>	<b>4,641</b>	<b>-12%</b>	<b>67,443</b>	<b>38,415</b>	<b>76%</b>
	Facebook	2,005	1,849	8%	38,781	9,169	323%
	AshevilleNC.gov	1,269	1,683	-25%	17,037	15,692	9%
	Biltmore.com	516	745	-31%	8,146	10,179	-20%
	VisitNC.com	182	184	-1%	1,678	1,539	9%
	AshevilleChamber.org	117	180	-35%	1,801	1,836	-
Digital Advertising	<b>Total Advertising</b>	<b>34,476</b>	<b>32,857</b>	<b>5%</b>	<b>218,570</b>	<b>158,326</b>	<b>38%</b>
	Paid Search (in-house)	13,047	8,298	57%	128,970	73,757	75%
	Display/Banner Ads (in-house + agency)	21,429	24,559	-13%	89,600	84,569	6%
PR / Social	<b>Total PR/ Social Outreach</b>	<b>18,861</b>	<b>10,284</b>	<b>83%</b>	<b>179,723</b>	<b>148,206</b>	<b>21%</b>
	Blog Visits	11,546	4,379	164%	93,491	94,959	-2%
	Facebook Page Referrals	2,005	1,849	8%	38,781	9,169	323%
	eNewsletter **	5,168	3,901	32%	45,534	42,991	6%
	Twitter (Combined Accounts) ^	142	155	-8%	1,917	1087	76%
Conversions KPI's	<b>Total Conversions</b>						
	Accommodation Page Visits	17,985	19,274	-7%	189,068	154,446	22%
	Packages / Deals Page Visits	10,609	7,556	40%	110,545	75,441	47%
	Free Travel Guide Requests (new)	1,914	-	-	14,410	-	-
	eNewsletter Signups (new)	122	-	-	841	-	-
	Pages Viewed per Visit ^^	4.66	5.27	-12%	4.94	5.85	-16%
	Average Visitor Time on Site ^^	4:37	4:24	5%	4:22	4:54	-11%
Social	<b>Total Social Engagement</b>						
	Total Facebook Likes	37,351	10,301	263%	37,351	10,301	263%
	New YouTube Video Views	11,202	13,707	-18%	180,230	260,393	-31%
	Total YouTube Video Views	566,848	369,191	54%	566,848	369,191	54%
	Twitter Followers ^^	550	-	-	550	-	-

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

\*\* - Numbers Pulled From Publicaster (Not GA) -- Equal number of newsletters sent each month / YTD

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^ - 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.