































































ExploreAsheville.com Digital Visitor's Index ~ June 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	230,000	255,076	 -10%	2,621,237	2,242,462	 17%
Search Engines Organic / Free	Search Engines Total (Organic/Free)*	170,778	173,315	 -1%	1,851,468	1,628,243	 14%
	Google	146,668	146,715	 0%	1,592,931	1,368,527	 16%
	Bing	10,098	10,079	 0%	99,382	97,925	 1%
	Yahoo	8,668	9,425	 -8%	93,013	96,397	 -4%
	AOL	2,018	3,050	 -34%	26,864	31,914	 -16%
	Ask.com	1,070	1,205	 -11%	12,990	10,128	 28%
Top 5 Website Referrers	Top Referrers Total	4,075	10,164	 -60%	71,518	48,579	 47%
	Facebook	1,673	5,622	 -70%	40,454	14,791	 174%
	AshevilleNC.gov	1,493	3,321	 -55%	18,530	19,013	 -3%
	Biltmore.com	583	902	 -35%	8,729	11,081	 -21%
	VisitNC.com	199	139	 43%	1,877	1,678	 12%
	AshevilleChamber.org	127	180	 -29%	1,928	2,016	 -4%
Digital Advertising	Total Advertising	15,040	13,933	 8%	233,610	172,259	 36%
	Paid Search (in-house)	13,926	11,937	 17%	142,896	85,694	 67%
	Display/Banner Ads (in-house + agency)	1,114	1,996	 -44%	90,714	86,565	 5%
PR / Social	Total PR/ Social Outreach	26,963	17,189	 57%	206,686	165,395	 25%
	Blog Visits	16,533	3,929	 321%	110,024	98,888	 11%
	Facebook Page Referrals	1,673	5,622	 -70%	40,454	14,791	 174%
	eNewsletter **	8,655	7,208	 20%	54,189	50,199	 8%
	Twitter (Combined Accounts) ^	102	430	 -76%	2,019	1517	 33%
Conversions KPI's	Total Conversions						
	Accommodation Page Visits	21,714	23,041	 -6%	210,782	177,487	 19%
	Packages / Deals Page Visits	11,567	7,882	 47%	122,112	83,323	 47%
	Free Travel Guide Requests (new)	3,171	-	 -	17,581	-	 -
	eNewsletter Signups (new)	206	-	 -	1,047	-	 -
	Pages Viewed per Visit ^^	5.13	5.50	 -7%	4.96	5.81	 -15%
Average Visitor Time on Site ^^	5:08	4:39	 10%	4:26	4:52	 -9%	
Social	Total Social Engagement						
	Total Facebook Likes	39,218	11,980	 227%	39,218	11,980	 227%
	New YouTube Video Views	36,427	17,427	 109%	216,657	277,820	 -22%
	Total YouTube Video Views	603,275	386,618	 56%	603,275	386,618	 56%
	Twitter Followers ^^	599	-	 -	599	-	 -

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

** - Numbers Pulled From Publicaster (Not GA) -- 2 Newsletters Sent in 2012 --vs-- 3 Newsletters sent in 2011

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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.