

## ExploreAsheville.com Digital Visitor's Index ~ November 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	<b>Total Website Visits</b>	<b>179,670</b>	<b>144,221</b>	<b>25%</b>	<b>1,280,323</b>	<b>999,631</b>	<b>28%</b>
Search Engines Organic / Free	<b>Search Engines Total (Organic/Free)</b>	<b>137,861</b>	<b>109,771</b>	<b>26%</b>	<b>911,880</b>	<b>734,811</b>	<b>24%</b>
	Google	119,221	91,401	30%	774,926	609,911	27%
	Bing	6,930	6,547	6%	50,855	45,824	11%
	Yahoo	6,550	7,340	-11%	49,855	46,724	7%
	AOL	1,974	2,182	-10%	15,244	16,628	-8%
	Ask.com	1,112	682	63%	6,749	4,574	48%
Top 5 Website Referrers	<b>Top Referrers Total *</b>	<b>14,914</b>	<b>12,871</b>	<b>16%</b>	<b>39,173</b>	<b>17,368</b>	<b>126%</b>
	Facebook	2,882	376	666%	21,530	3,800	467%
	AshevilleNC.gov	1,004	2,039	-51%	9,821	6,129	60%
	Biltmore.com	786	989	-21%	4,590	5,963	-23%
	Twitter	243	44	452%	2,255	595	279%
	AshevilleChamber.org	134	124	8%	977	881	11%
Digital Advertising	<b>Total Advertising</b>	<b>9,538</b>	<b>7,387</b>	<b>29%</b>	<b>111,283</b>	<b>62,287</b>	<b>79%</b>
	Paid Search (in-house)	8,848	6,404	38%	69,107	35,731	93%
	Display/Banner Ads (in-house + agency)	436	983	-56%	37,377	26,556	41%
	Facebook Ads (in-house + agency)	254	-	-	4,799	-	-
PR / Social	<b>Total PR/ Social Outreach</b>	<b>13,517</b>	<b>8,410</b>	<b>61%</b>	<b>83,848</b>	<b>65,577</b>	<b>28%</b>
	Blog Visits	7,451	5,002	49%	35,440	25,524	39%
	Facebook Page Referrals	2,882	376	666%	21,530	3,844	460%
	eNewsletter **	2,886	2,896	0%	19,453	28,951	-33%
	FallintheMountains.com (PR) ***	298	136	119%	7,425	7,258	2%
	Twitter (Combined Accounts) ^	COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON
Conversions KPI's	<b>Total Conversions</b>	<b>8,351</b>	<b>6,587</b>	<b>27%</b>	<b>71,168</b>	<b>50,359</b>	<b>41%</b>
	Accommodation Page Visits	6,517	4,781	36%	52,180	37,637	39%
	Packages / Deals Page Visits	1,834	1,806	2%	13,481	10,397	30%
	Free Travel Guide Page Visits	277	216	28%	5,507	2,325	137%
	Pages Viewed per Visit ^^	4.87	5.79	-16%	5.1	6.1	-16%
	Average Visitor Time on Site ^^	4:01	4:49	-17%	4:08	5:05	-19%
Social Engagement	<b>Total Social Engagement</b>						
	New Facebook Likes	897	482	86%	11,926	1,778	571%
	Total Facebook Likes	26,994	3,686	632%	26,994	3,686	632%
	New YouTube Video Views	11,940	11,227	6%	64,140	73,054	-12%
	Total YouTube Video Views	450,758	181,152	149%	450,758	181,152	149%
	Twitter Followers	3,590	2,801	28.2%	3,590	2,801	28%
	Twitter Positive Sentiment ^^^	82%	-	-	82%	-	-

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

\*\* - Reflects 1 Newsletter Sent in Nov 2010 and 1 Newsletters sent in Nov 2011 // Reflects 6 Newsletters sent in 2010 and 6 Newsletters in 2011

\*\*\* - Seasonal Traffic

^ - 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; Avg Time on Site in Dec with new CMS now trending same as 2010.