

## ExploreAsheville.com Digital Visitor's Index ~ July 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>251,463</b>	<b>248,276</b>	<b>1%</b>	<b>251,463</b>	<b>248,276</b>	<b>1%</b>
Search Engines Organic / Free	<b>Search Engines Total (Organic/Free)</b>	<b>191,088</b>	<b>193,958</b>	<b>-1%</b>	<b>191,088</b>	<b>193,958</b>	<b>-1%</b>
	Google	162,069	165,049	-2%	162,069	165,049	-2%
	Bing	12,235	10,756	14%	12,235	10,756	14%
	Yahoo	10,966	10,396	5%	10,966	10,396	5%
	AOL	1,979	3,325	-40%	1,979	3,325	-40%
	Ask.com	1,335	1,415	-6%	1,335	1,415	-6%
Top 5 Website Referrers	<b>Top Referrers Total</b>	<b>20,732</b>	<b>24,774</b>	<b>-16%</b>	<b>20,732</b>	<b>24,774</b>	<b>-16%</b>
	Facebook	2,007	2,061	-3%	2,007	2,061	-3%
	AshevilleNC.gov	1,724	3,143	-45%	1,724	3,143	-45%
	Biltmore.com	582	960	-39%	582	960	-39%
	VisitNC.com	137	175	-22%	137	175	-22%
	AshevilleChamber.org	146	207	-29%	146	207	-29%
Digital Advertising	<b>Total Advertising</b>	<b>15,749</b>	<b>8,038</b>	<b>96%</b>	<b>15,749</b>	<b>8,038</b>	<b>96%</b>
	Paid Search (in-house)	14,799	7,348	101%	14,799	7,348	101%
	Display/Banner Ads (in-house + agency)	950	690	38%	950	690	38%
PR / Social	<b>Total PR/ Social Outreach</b>	<b>18,572</b>	<b>8,522</b>	<b>118%</b>	<b>18,572</b>	<b>8,522</b>	<b>118%</b>
	Blog Visits	11,834	4,232	180%	11,834	4,232	180%
	Facebook Page Referrals	2,007	2,061	-3%	2,007	2,061	-3%
	eNewsletter **	4,642	2,079	123%	4,642	2,079	123%
	Twitter (Combined Accounts) ^	89	150	-41%	89	150	-41%
Conversions KPI's	<b>Total Conversions</b>						
	Accommodation Page Visits	19,577	24,164	-19%	19,577	24,164	-19%
	Packages / Deals Page Visits	13,027	8,223	58%	13,027	8,223	58%
	Free Travel Guide Requests (new)	2,650	-	-	2,650	-	-
	eNewsletter Signups (new)	198	-	-	198	-	-
	Pages Viewed per Visit ^^	5.15	5.77	-11%	5.15	5.77	-11%
	Average Visitor Time on Site ^^	5:15	4:59	5%	5:15	4:59	5%
Social	<b>Total Social Engagement</b>						
	Total Facebook Likes	39,976	16,109	148%	39,976	16,109	148%
	New YouTube Video Views	15,976	13,343	20%	15,976	13,343	20%
	Total YouTube Video Views	619,251	399,961	55%	619,251	399,961	55%
	Twitter Followers ^^	648	-	-	648	-	-

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\*\* - Numbers Pulled From Publicaster (Not GA) -- 1 Newsletters Sent in 2012 --vs-- 1 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.