

Visitor Index - November

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. Unless otherwise noted, the figures reflect activity and sales for the current month. 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
ECP Activity	Total airport deplanements (October)	31,728	39,671	-20.2%	458,568	409,592	12.0%
Website Traffic Sources	Total Website Traffic (Sessions) *No Media was running until the end of the month*	133,093	162,020				
	Organic	39.7%	39.2%				
	Paid	1.9%	14.7%				
	Direct	13.1%	14.9%				
	Referral	40.6%	2.7%				
	Social	4.0%	22.0%				
	Other	0.8%	6.5%				
Visitor Services	ECP airport desk	913	770				
	Visitor info center	1,138	1,897				
	Visitor guide subscriptions for month	52	31				
	Visitor guide total subscriptions	41,942	39,534				
Visitor Inquiries (Top 5 by state)	1)	Texas	Texas				
	2)	Florida	Florida				
	3)	Tennessee	Georgia				
	4)	Ohio	Illinois				
	5)	Georgia	Wisconsin				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Alabama	Alabama				
	4)	Tennessee	Texas				
	5)	Texas	Tennessee				
Top 5 Web Pages (in pageviews)	1)	Webcam (28,040)	Homepage (21,915)				
	2)	Homepage (11,832)	Webcam (19,684)				
	3)	Beach Home for the Holidays (5,817)	Events (17,643)				
	4)	Events (3,467)	Things To Do (16,230)				
	5)	Things To Do (3,246)	Beach Home for the Holidays (15,982)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media		6,994,249				
	Facebook likes - VisitPCB	779,353	574,841				
	Facebook impressions - VisitPCB	1,806,639	13,903,115				
	Facebook likes - Chasin the Sun TV	10,380	3,647				
	Facebook impressions - Chasin the Sun TV	77,938	61,066				
	Facebook & Instagram (Paid)		10,190,642				
	Facebook & Instagram CTR%		2.50%				
Twitter Data	New followers - VisitPCB	-161	289				
	Impressions - VisitPCB	49K	70.6K				
	Total followers - VisitPCB	42.9K	39.2K				
	New Followers - Chasin The Sun TV	-2	1				
	Impressions - Chasin The Sun TV		401				
	Total followers - Chasin The Sun TV	206	186				
Instagram Data	New Followers-VisitPCB	740	600				
	Total Followers -VisitPCB	37.2K	23.9K				
	New Followers-Chasin The Sun TV		16				
	Total Followers - Chasin The Sun TV	1k	556				
Pandora Data	New Listeners	9,180	4,701				
	CTR %		0.15%				
	Hours listened	3,172	2,406				
Public Relations	Media Impressions	57,267,735					
Sales	Trade, Consumer and Appointment Shows	4					
	Number of Show Contacts Made	95					
	Leads Generated	7					
	Number of Lead Room Nights	2300					

Visitor Index - December

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	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
ECP Activity	Total airport deplanements (November)	35,866	32,707	9.7%	494,434	442,299	11.5%
Website Traffic Sources	Total Website Traffic (Sessions)	247,362	288,130				
	Organic	40.2%	25.8%				
	Paid	10.6%	9.7%				
	Direct	12.5%	9.9%				
	Referral	32.9%	31.0%				
	Social	2.9%	20.8%				
	Other	0.9%	2.8%				
Visitor Services	ECP airport desk	880	847				
	Visitor info center	1,989	1,631				
	Visitor guide subscriptions for month	21	17				
	Visitor guide total subscriptions	41,972	39,620				
Visitor Inquiries (Top 5 by state)	1)	Illinois	Florida				
	2)	Tennessee	Georgia				
	3)	Kentucky	Alabama				
	4)	Missouri	Tennessee				
	5)	Georgia	Texas				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Alabama	Missouri				
	4)	Tennessee	Alabama				
	5)	Texas	Texas				
Top 5 Web Pages (in pageviews)	1)	Webcam (23,151)	Make It Yours(42,682)				
	2)	Homepage (20,038)	NYE Ball Drop (34,018)				
	3)	NYE Beach Ball Drop (14,863)	Homepage (28,058)				
	4)	Events (9,269)	Things To Do (18,966)				
	5)	Things To Do (6,655)	Webcam (18,131)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	161,868	5,938,744				
	Facebook likes - VisitPCB	778,670	577,946				
	Facebook impressions - VisitPCB	18,431,060	11,169,708				
	Facebook likes - Chasin the Sun TV	10,324	4,934				
	Facebook impressions - Chasin the Sun TV	36,628	40,451				
	Facebook & Instagram (Paid)	16,566,320	5,786,120				
	Facebook & Instagram CTR%	0.02%	2.07%				
	**Note, traditionally we only report on CTR for initiatives with the Traffic objective. However, for the current PCB Campaign, all initiatives are running on the Reach objective with not all ads even including a CTA link. For this reason you will find this number to be significantly lower than previous months.						
Twitter Data	New followers - VisitPCB	16	433				
	Impressions - VisitPCB	51.3K	56.5K				
	Total followers - VisitPCB	42.9K	39.6K				
	New Followers - Chasin The Sun TV	4	NA				
	Impressions - Chasin The Sun TV		633				
	Total followers - Chasin The Sun TV	210	186				
Instagram Data	New Followers-VisitPCB	1K	600				
	Total Followers -VisitPCB	38.1K	24.5K				
	New Followers-Chasin The Sun TV	18	82				
	Total Followers - Chasin The Sun TV	1,018	638				
Pandora Data	Listeners	14,331	9,405				
	CTR %	0.09	0.26				
	Hours listened	3,791	4,108				
Public Relations	Media Impressions	TBD					
Sales	Trade, Consumer and Appointment Shows						
	Number of Show Contacts Made						
	Leads Generated	1					
	Number of Lead Room Nights	1750					

Visitor Index - January

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	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
ECP Activity	Total airport deplanements (November)	33,236	26,634	24.8%	527,670	468,933	12.5%
Website Traffic Sources	Total Website Traffic (Sessions)	347,371	330,432	5.13%			
	Organic	38.0%	34.0%				
	Paid	11.1%	7.5%				
	Direct	9.8%	11.2%				
	Referral	26.9%	38.3%				
	Social	10.2%	6.9%				
	Other	3.7%	1.9%				
Visitor Services	ECP airport desk	917	736				
	Visitor info center	2,760	3,375				
	Visitor guide subscriptions for month	1,421	79				
	Visitor guide total subscriptions	42,056	39,675				
Visitor Inquiries (Top 5 by state)	1)	Tennessee	Georgia				
	2)	Illinois	Tennessee				
	3)	Ontario	Florida				
	4)	Georgia	Illinois				
	5)	Kentucky	Ohio				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Tennessee	Alabama				
	4)	Alabama	Texas				
	5)	Illinois	Tennessee				
Top 5 Web Pages (in pageviews)	1)	Homepage (36,182)	Homepage (39,853)				
	2)	Webcam (26,823)	Webcam (23,271)				
	3)	MyPCB (17,966)	Events (19,688)				
	4)	Events (14,599)	Things To Do (18,219)				
	5)	Things To Do (13,944)	Attractions/Entertainment (14,631)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	5,297,471	4,808,564				
	Facebook likes - VisitPCB	779,287	590,190				
	Facebook impressions - VisitPCB	2,545,774	8,026,934				
	Facebook likes - Chasin the Sun TV	10,607	5,240				
	Facebook impressions - Chasin the Sun TV	301,189	159,730				
	Facebook & Instagram (Paid)	22,910,190	6,749,022				
	Facebook & Instagram CTR%	0.60%	3.02%				
Twitter Data	New followers - VisitPCB	89	484				
	Impressions - VisitPCB	67.1K	76.5K				
	Total followers - VisitPCB	43K	40.2K				
	New Followers - Chasin The Sun TV	4	2				
	Impressions - Chasin The Sun TV	398	1,423				
	Total followers - Chasin The Sun TV	217	189				
Instagram Data	New Followers-VisitPCB	2K	600				
	Total Followers -VisitPCB	40.1K	25.1K				
	New Followers-Chasin The Sun TV	36	109				
	Total Followers - Chasin The Sun TV	1,053	747				
Pandora Data	Listeners	13,738	9,011				
	CTR %	0.08%	0.26%				
	Hours listened	4,159	4,626				
Public Relations	Media Impressions	44,220,020					
Sales	Trade, Consumer and Appointment Shows						
	Number of Show Contacts Made						
	Leads Generated						
	Number of Lead Room Nights						

Visitor Index - February

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	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
ECP Activity	Total airport deplanements (January)	32,436	24,083	34.7%	560,106	468,933	19.0%
Website Traffic Sources	Total Website Traffic (Sessions)	517,612	396,721	120,891			
	Organic	25.7%	40.9%				
	Paid	9.6%	7.7%				
	Direct	7.0%	10.9%				
	Referral	16.5%	18.6%				
	Social	37.4%	11.8%				
	Other	3.8%	2.1%				
Visitor Services	ECP airport desk	1,105	724				
	Visitor info center	2,582	3,340				
	Visitor guide subscriptions for month	2,616	62				
	Visitor guide total subscriptions	42,093	39,804				
Visitor Inquiries (Top 5 by state)	1)	Georgia	Georgia				
	2)	Florida	Tennessee				
	3)	Tennessee	Alabama				
	4)	Alabama	Florida				
	5)	Illinois	Indiana				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Tennessee	Alabama				
	4)	Alabama	Texas				
	5)	Texas	Tennessee				
Top 5 Web Pages (in pageviews)	1)	My PCB (141,834)	Homepage (46,241)				
	2)	Homepage (40,362)	Make It Yours (36,577)				
	3)	Webcam (27,112)	Webcam (26,445)				
	4)	Events (21,728)	Things To Do (21,315)				
	5)	Mardi Gras (20,643)	Events (21,019)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	5,268,933	15,752,173				
	Facebook likes - VisitPCB	779,958	612,588				
	Facebook impressions - VisitPCB	49,462,733	13,844,818				
	Facebook likes - Chasin the Sun TV	10,991	5,436				
	Facebook impressions - Chasin the Sun TV	149,362	120,201				
	Facebook & Instagram (Paid)	47,232,050	11,112,974				
	Facebook & Instagram CTR% (inclusive of all objectives with the majority being reach)	0.19%	2.78%				
	Facebook & Instagram CTR% (inclusive of only campaigns with traffic objective)	0.45%					
Twitter Data	New followers - VisitPCB	112	337				
	Impressions - VisitPCB	54.5K	63.5K				
	Total followers - VisitPCB	43.2K	40.4K				
	New Followers - Chasin The Sun TV	11	2				
	Impressions - Chasin The Sun TV	4,520	409				
	Total followers - Chasin The Sun TV	226	190				
Instagram Data	New Followers-VisitPCB	2.2K	600				
	Total Followers -VisitPCB	42.1K	25.7K				
	New Followers-Chasin The Sun TV	40	19				
	Total Followers - Chasin The Sun TV	1,093	766				
Pandora Data	Listeners	26,669	9,722				
	CTR %	0.14%	0.38%				
	Hours listened	7,993	6,279				
Public Relations	Media Impressions	38,343,563					