

### Visitor Index - October

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
<b>ECP Activity</b>	Total airport deplanements (September)	<b>53,552</b>	48,036	11.5%	500,888	426,840	17.4%
<b>Website Traffic Sources</b>	Total Website Traffic (Sessions)	<b>262,820</b>	765,410				
	Organic	<b>36.9%</b>	75.8%				
	Paid	<b>15.5%</b>	3.6%				
	Direct	<b>13.3%</b>	11.9%				
	Referral	<b>2.8%</b>	4.2%				
	Social	<b>23.1%</b>	4.1%				
	Other	<b>4.40%</b>	0.3%				
<b>Visitor Services</b>	ECP airport desk	<b>1,451</b>					
	Visitor info center	<b>1,419</b>					
	Visitor guide subscriptions for month	<b>211</b>	68				
	Visitor guide total subscriptions	<b>38,749</b>	37,593				
<b>Visitor Inquiries (Top 5 by state)</b>	1)	<b>Texas</b>	Tennessee				
	2)	<b>Georgia</b>	Florida				
	3)	<b>Florida</b>	Georgia				
	4)	<b>Tennessee</b>	Texas				
	5)	<b>Alabama</b>	Illinois				
<b>Website Visitors (Top 5 States)</b>	1)	<b>Florida</b>	Georgia				
	2)	<b>Georgia</b>	Florida				
	3)	<b>Tennessee</b>	Tennessee				
	4)	<b>Alabama</b>	Alabama				
	5)	<b>Texas</b>	Texas				
<b>Top 5 Web Pages (in pageviews)</b>	1)	<b>Homepage (45,514)</b>	Webcam (536,197)				
	2)	<b>Webcam (30,613)</b>	Homepage (43,200)				
	3)	<b>Make it Yours (22,918)</b>	Pirates of the High Seas (19,269)				
	4)	<b>Pirates of the High Seas (17,205)</b>	Webcams Around PCB (17,908)				
	5)	<b>Events (9,925)</b>	Events (9,538)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
<b>Media Data</b>	Paid media	5,148,953					
	Facebook likes - VisitPCB	802,342	780,031				
	Facebook impressions - VisitPCB	11,418,891	5,841,440				
	Facebook likes - Chasin the Sun TV	21,881	1,451				
	Facebook impressions - Chasin the Sun TV	40,461	60,731				
	Facebook & Instagram (Paid)	9,186,270					
	Facebook & Instagram CTR%	No Campaigns in Oct ran with Traffic Objective					
<b>Snapchat Data</b>	Impressions	3,778,534					
	CTR % (Swipe Up Rate)	1.56%					
<b>Pinterest Data</b>	Impressions	6,171,026					
	CTR %	0.82%					
<b>Twitter Data</b>	New followers - VisitPCB	25	1144				
	Impressions - VisitPCB	41,076	106,087				
	Total followers - VisitPCB	44.4K	43K				
<b>Instagram Data</b>	New Followers-VisitPCB	414	1,629				
	Total Followers -VisitPCB	53,498	36,301				
	New Followers-Chasin The Sun TV	12	18				
	Total Followers - Chasin The Sun TV	1,335	912				
<b>Pandora Data</b>	Listeners	39,400					
	CTR %	0.5%					
	Hours listened	14,243					
<b>Public Relations</b>	Media Impressions	101,319,049					

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	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
<b>ECP Activity</b>	Total airport deplanements (October)	<b>53,714</b>	31,728	69.3%	554,602	458,568	20.9%
<b>Website Traffic Sources</b>	Total Website Traffic (Sessions)	<b>191,164</b>	113,234				
	Organic	<b>30.6%</b>	60.7%				
	Paid	<b>12.1%</b>	2.6%				
	Direct	<b>15.1%</b>	24.4%				
	Referral	<b>2.5%</b>	5.6%				
	Social	<b>28.7%</b>	5.5%				
	Other	<b>6.40%</b>	0.8%				
<b>Visitor Services</b>	ECP airport desk		913				
	Visitor info center		1,138				
	Visitor guide subscriptions for month	<b>72</b>	52				
	Visitor guide total subscriptions	<b>38,831</b>	41,942				
<b>Visitor Inquiries (Top 5 by state)</b>	1)	<b>Texas</b>	Texas				
	2)	<b>Georgia</b>	Florida				
	3)	<b>Florida</b>	Tennessee				
	4)	<b>Indiana</b>	Ohio				
	5)	<b>Tennessee</b>	Georgia				
<b>Website Visitors (Top 5 States)</b>	1)	<b>Florida</b>	Florida				
	2)	<b>Georgia</b>	Georgia				
	3)	<b>Alabama</b>	Tennessee				
	4)	<b>Texas</b>	Alabama				
	5)	<b>Tennessee</b>	Texas				
<b>Top 5 Web Pages (in pageviews)</b>	1)	<b>Homepage (39,921)</b>	Webcam (28,040)				
	2)	<b>Make It Yours (30,098)</b>	Homepage (11,832)				
	3)	<b>Webcam (15,565)</b>	Holidays (5,817)				
	4)	<b>Beach Holiday (12,636)</b>	Events (5,108)				
	5)	<b>Events (5,498)</b>	Attractions & Entertainment (3,467)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
<b>Media Data</b>	Paid media	7,190,597					
	Facebook likes - VisitPCB	804,383	779,353				
	Facebook impressions - VisitPCB	17,270,997	1,806,639				
	Facebook likes - Chasin the Sun TV	21,863	10,380				
	Facebook impressions - Chasin the Sun TV	42,571	77,938				
	Facebook & Instagram (Paid)	15,536,029					
	Facebook & Instagram CTR%	1.91%					
<b>Snapchat Data</b>	Impressions	3,787,334					
	CTR % (Swipe Up Rate)	1.46%					
<b>Pinterest Data</b>	Impressions	5,148,146					
	CTR %	0.71%					
<b>Twitter Data</b>	New followers - VisitPCB	12	-161				
	Impressions - VisitPCB	50.3k	49K				
	Total followers - VisitPCB	44.4k	42.9K				
<b>Instagram Data</b>	New Followers-VisitPCB	38	740				
	Total Followers -VisitPCB	54.8k	37.2K				
	New Followers-Chasin The Sun TV	21					
	Total Followers - Chasin The Sun TV	1.3K	1k				
<b>Pandora Data</b>	Listeners	33,629	9,180				
	CTR %	0.48%					
	Hours listened	12,532	3,172				
<b>Public Relations</b>	Media Impressions	10,007,900	57,267,735				

## Visitor Index - December

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	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
<b>ECP Activity</b>	Total airport deplanements (November)	<b>43,086</b>	35,866	20.1%	597,688	494,434	20.9%
<b>Website Traffic Sources</b>	Total Website Traffic (Sessions)	<b>188,023</b>	136,680				
	Organic	<b>38.0%</b>	55.0%				
	Paid	<b>10.3%</b>	13.7%				
	Direct	<b>20.2%</b>	21.6%				
	Referral	<b>2.6%</b>	5.0%				
	Social	<b>13.1%</b>	3.5%				
	Other	<b>11.60%</b>	0.7%				
<b>Visitor Services</b>	ECP airport desk	<b>1,675</b>	880				
	Visitor info center	<b>3,294</b>	1989				
	Visitor guide subscriptions for month	<b>52</b>	21				
	Visitor guide total subscriptions	<b>38,873</b>	41,972				
<b>Visitor Inquiries (Top 5 by state)</b>	1)	<b>Texas</b>	Illinois				
	2)	<b>Illinois</b>	Tennessee				
	3)	<b>Tennessee</b>	Kentucky				
	4)	<b>Georgia</b>	Missouri				
	5)	<b>Montana</b>	Georgia				
<b>Website Visitors (Top 5 States)</b>	1)	<b>Florida</b>	Florida				
	2)	<b>Georgia</b>	Georgia				
	3)	<b>Texas</b>	Alabama				
	4)	<b>Alabama</b>	Tennessee				
	5)	<b>Illinois</b>	Illinois				
<b>Top 5 Web Pages (in pageviews)</b>	1)	<b>Make It Yours (37,740)</b>	Webcam (23,151)				
	2)	<b>New Years Eve Beach Ball Drop (31,983)</b>	Homepage (20,083)				
	3)	<b>Homepage (29,184)</b>	New Years Eve Beach Ball Drop (14,863)				
	4)	<b>Webcam (15,187)</b>	Events (9,269)				
	5)	<b>Events (5,266)</b>	Things to Do (6,655)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
<b>Media Data</b>	Paid media	6,939,113	5938744				
	Facebook likes - VisitPCB	808,779	577,946				
	Facebook impressions - VisitPCB	9,974,031	11,169,708				
	Facebook likes - Chasin the Sun TV	21,936	4,934				
	Facebook impressions - Chasin the Sun TV	110,426	40,451				
	Facebook & Instagram (Paid)	8,734,661	5786120				
	Facebook & Instagram CTR%	1.08%	0.0207				
<b>Snapchat Data</b>	Impressions						
	CTR % (Swipe Up Rate)						
<b>Pinterest Data</b>	Impressions	36,388					
	CTR %	0.85%					
<b>Twitter Data</b>	New followers - VisitPCB	NA	433				
	Impressions - VisitPCB	47.2k	56.5K				
	Total followers - VisitPCB	44.3k	39.6K				
<b>Instagram Data</b>	New Followers-VisitPCB	1,067	600				
	Total Followers -VisitPCB	55,816	24.5K				
	New Followers-Chasin The Sun TV	1,400	82				
	Total Followers - Chasin The Sun TV	44	638				
<b>Pandora Data</b>	Listeners	28,564	9405				
	CTR %	0.4%	0.26				
	Hours listened	9,524	4108				
<b>Public Relations</b>	Media Impressions	144,889,087					