

## 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
<b>ECP Activity</b>	Total airport deplanements (October)	<b>31,728</b>	39,671	-20.2%	458,568	409,592	12.0%
<b>Website Traffic Sources</b>	Total Website Traffic (Sessions) *No Media was running until the end of the month*	<b>133,093</b>	162,020				
	Organic	<b>39.7%</b>	39.2%				
	Paid	<b>1.9%</b>	14.7%				
	Direct	<b>13.1%</b>	14.9%				
	Referral	<b>40.6%</b>	2.7%				
	Social	<b>4.0%</b>	22.0%				
	Other	<b>0.8%</b>	6.5%				
<b>Visitor Services</b>	ECP airport desk	<b>913</b>	770				
	Visitor info center	<b>1,138</b>	1,897				
	Visitor guide subscriptions for month	<b>52</b>	31				
	Visitor guide total subscriptions	<b>41,942</b>	39,534				
<b>Visitor Inquiries (Top 5 by state)</b>	1)	<b>Texas</b>	Texas				
	2)	<b>Florida</b>	Florida				
	3)	<b>Tennessee</b>	Georgia				
	4)	<b>Ohio</b>	Illinois				
	5)	<b>Georgia</b>	Wisconsin				
<b>Website Visitors (Top 5 States)</b>	1)	<b>Florida</b>	Florida				
	2)	<b>Georgia</b>	Georgia				
	3)	<b>Alabama</b>	Alabama				
	4)	<b>Tennessee</b>	Texas				
	5)	<b>Texas</b>	Tennessee				
<b>Top 5 Web Pages (in pageviews)</b>	1)	<b>Webcam (28,040)</b>	Homepage (21,915)				
	2)	<b>Homepage (11,832)</b>	Webcam (19,684)				
	3)	<b>Beach Home for the Holidays (5,817)</b>	Events (17,643)				
	4)	<b>Events (3,467)</b>	Things To Do (16,230)				
	5)	<b>Things To Do (3,246)</b>	Beach Home for the Holidays (15,982)				

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