

2017 Analytics Reporting

SOURCE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Internet Analytics													
TourDeCashiers.com Pageviews	5615												
Cashiers411.com Pageviews	1986	2553	3534	3778	5418	3523	8653	7756					
Cashiers411.com Visits	660	858	1044	1327	1880	1675	3492	2826					
CashiersAreaChamber.com Pageviews	5493	4836	7656	4874	5174	1345	6702	6954					
CashiersAreaChamber.com Visits	1565	1495	2174	1650	1885	570	2561	2895					
Destination-Cashiers Pageviews	66	53	89	64	58	28	115	114					
Facebook Likes - Chamber	1583	1604	1612	1650	1695	1718	1742	1758					
Facebook CACOC Daily Total Reach	4725	8228	6644	31962	15241	18368	11621	16599					
Facebook CACOC Weekly Total Reach	15886	46558	26541	165758	84511	n/a	n/a	72501					
Facebook CACOC 28 Day Total Reach	54890	134564	71762	380144	335307	218286	222980	218375					
Facebook Likes - Tour De Cashiers	549	558	564	572	577	580	589	594					
Facebook Tour De Cashiers Daily Total Reach	63	4254	4654	851	1526	72	164	381					
Facebook Tour De Cashiers Weekly Total Reach	471	23111	27735	5987	10174	n/a	n/a	2249					
Facebook Tour De Cashiers 28 Day Total Reach	5163	37007	114674	53398	41481	1631	3480	7756					
Mountainlovers.com Referral	2	0	0	0	5	0	0	5					
MountainloversNC.com Referral	0	0	0	0	0	0	0	0					
JacksonNC.org Referral	16	0	0	0	6	1	0	1					
VisitNC.com Referral	0	0	1	0	0	0	3	0					
On-Site													
After Hours Information Pick Up	86	124	81	161	295	163	276	676					
Information Packets Mailed	24	19	39	26	81	51	40	19					
On Site Visitors	33	61	103	101	146	172	265	405					
Email Inquiry	10	19	37	24	79	44	36	19					
Phone Inquiry	51	64	84	67	112	167	177	268					
Play On Merchandise	0	0	0	0	0	0	3	4					
Mass Distribution													
Cashiers Visitor Guide	440	257	360	425	12832	1656	702	2304					
Cashiers Shopping & Dining Guide	60	291	490	655	405	65	4345	1450					
JCTDA Visitor Guide	360	160	180	1172	644	397	563	2151					
JCTDA Waterfall Map	120	97	270	270	250	85	70	150					
Fly Fishing Guide	n/a	85	0	20	25	20	90	28					
Lifestyle & Living Map	n/a	87	25	n/a	n/a	n/a	n/a	50					
Mass Distribution Monthly Totals	980	977	1325	2542	14156	2223	5770	6133					
Solar Eclipse			200	50	650	842	650						
Mountain Visitor Guide (handouts)	n/a	n/a	n/a	43	52	122	142	111					