

Tourism Promotion Quarterly Dashboard

Q3 2016



VisitGlenwood.com Web Stats

Traffic Overview Q3 2016 v Q3 2015

Sessions ▼ VS. Select a metric

Aug 1, 2016 - Sep 30, 2016: ● Sessions

Aug 1, 2015 - Sep 30, 2015: ● Sessions

4,000

2,000

Aug 8

Aug 15

Aug 22

Aug 29

Sep 5

Sep 12

Sep 19

Sep 26

Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
7.51% ↑ 136,530 vs 126,992	1.40% ↑ 76.84% vs 75.78%	9.02% ↑ 104,913 vs 96,233	12.82% ↑ 55.18% vs 63.30%	11.32% ↑ 2.35 vs 2.11	17.33% ↑ 00:02:28 vs 00:02:06

Q3 2016 Acquisition

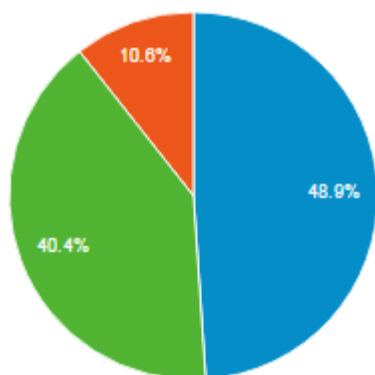
Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Dur (secs)
google / organic	82519	75.37%	62193	58.58%	2.51	144.06
(direct) / (none)	26543	82.82%	21982	38.71%	1.76	178.65
bing / organic	4126	79.50%	3280	41.49%	3.60	218.19
yahoo / organic	3588	73.80%	2648	54.91%	2.51	151.52
google / cpc	3404	73.06%	2487	46.68%	3.04	168.09
22.0.0.2:8880 / referral	2871	84.33%	2421	92.72%	1.18	29.34
m.facebook.com / referral	1544	94.30%	1456	84.91%	1.29	32.38
Q3 2016 Eblast / email	1363	81.88%	1116	62.51%	2.23	111.91
visitglenwood.bookdirect.net	1320	0.61%	8	32.27%	3.62	269.94
YuMe / Display Online	1076	94.14%	1013	90.33%	1.12	10.20
	136530	76.84%	104913	55.18%	2.35	148.01

Q3 2016 Visitors By

1. mobile

2. desktop

3. tablet



Q3 2016 Visitors By Region

US	133583	Colorado	75939
UK	466	Texas	13776
Canada	453	California	5171
Germany	221	Illinois	4588
Australia	185	Utah	2914
Mexico	130	Missouri	2149
France	129	Florida	1972
Japan	108	New York	1751
India	102	Nebraska	1597
Brazil	72	Minnesota	1570
	136530		133583
	119061		114998

WEB ANALYTICS KEY

Sessions: the activity by a unique user in one visit to visitglenwood.com

New Users: the total number of distinct devices that have accessed visitglenwood.com

Pages/Session: the average number of pages viewed during a visit to visitglenwood.com

Avg. Session Duration: the average duration time of a session

Bounce Rate: the percentage of single page visits (i.e. visits in which the visitor left visitglenwood.com from the entrance page)

% New Sessions: the percentage of visits that were first time visits (from people who had never visited visitglenwood.com)

All reports on this page are sourced from:



Q3 Social Media Update

Social Media Followers Q3 2016

	Start Q3 2016	End Q3 2016	% Change
Facebook	32,042	32,828	2.5%
Twitter	3,872	3,930	1.5%
Instagram	3,937	41,15	4.5%

Twitter and Facebook Results Q3 2016

- Total Facebook Organic Reach: 521,083 (17,369/day)
- Total Facebook Paid Reach: 231,918 (7,731/day)
- Total Facebook Engaged Users: 36,750 (1,225/day)
- Total Facebook Video Views: 161,597 (5,389/day)
- Total Twitter Impressions: 59,200 (91/day)
- Total Twitter Engagements: 287 (3/day)

SOCIAL MEDIA KEY

Total Facebook Organic Reach: The number of unique users who visited the Visit Glenwood Page, or saw the Visit Glenwood Page or one of its posts in news feed or ticker. These can be people who have liked the Visit Glenwood Page and people who haven't.

Total Facebook Paid Reach: The number of unique users who saw a sponsored story or ad pointing to the Visit Glenwood Page.

Total Facebook Engaged Users: The number of unique users who engaged with the page. Engagement includes any click or story created.

Total Facebook Video Views: The total number of times a video was viewed for 30 seconds or viewed to the end, whichever came first.

Total Twitter Impressions: The number of times a user saw a Visit Glenwood Tweet on Twitter.

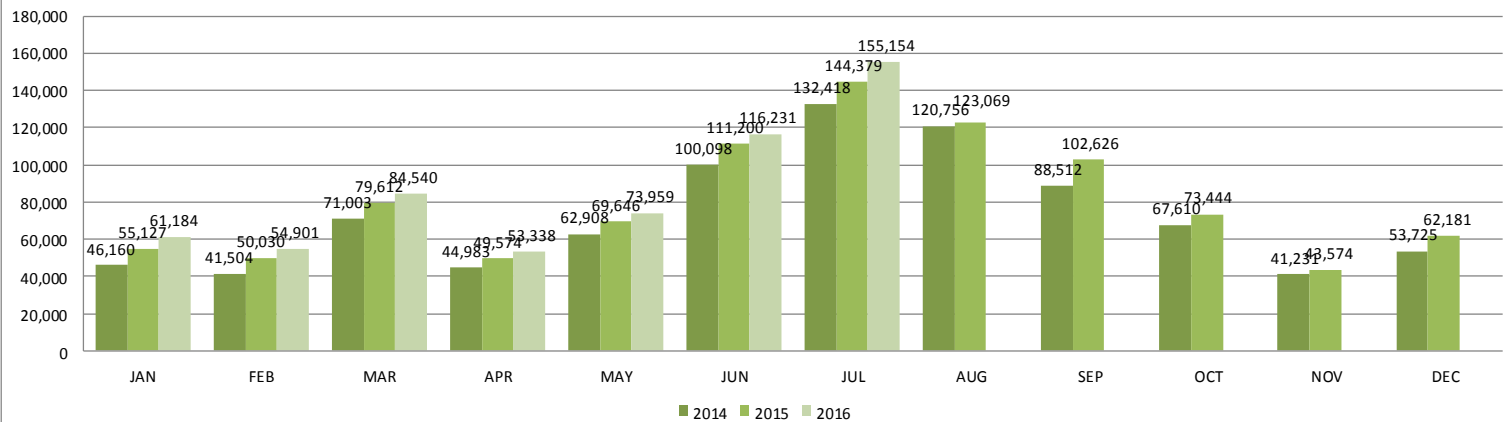
Total Twitter Engagements: The number of times a user clicked a link, retweeted a tweet, favorited a tweet, or replied to a tweet.

Social stats sourced from:



Tax Receipts

YOY Accommodation Tax Receipts (in USD)



Q3 2016 Guest Service Results

	July	Aug	Sep
Guests at the Visitor Center	2,694	2192	1780
Tourism Related Incoming Calls	731	379	477
Tourism Related Emails Replied To	103	212	112
Brochures Requests Fulfilled	3,464	3,915	1,834

Q3 2016 Media and PR Results

Top blog: "Music Man Reopens Iconic Restaurant as Piano Bar - 437 opens

Top Media Visits:

- Elevation Outdoors, Tyra Sutak
- Denver 2, Kevin Torres
- Freelance travel writer Josh Berman – story for Denver Post
- Globetrotter Guidebook, Hideko Maruyama
- Adventure World magazine – Troy Farrar
- German freelance writer Stefan Wagner – story for Focus
- Dutch film crew, Arco Gnocchi
- Tabi Salad film crew (Japanese travel show), Kaoru Inagawa
- Zoomer (Canadian version of AARP), Josephine Matyas

Memorable Media Placements:

- 5280: "Summer Plan B" and "CO Hot Springs Loop Connects 19 Mineral Pools"
- Denver Post: "Healing Waters, Spa Treatments, Do a Body Good", "Soaking in a Road Trip Along the CO Historic Hot Springs Loop", and "Riding the Train for a Long Weekend in Glenwood Springs"
- Denver 2: "Amusement Parks That Are Unique to CO"
- Go World Travel: "Hot Springs and High Adventure"
- Fox News: "What is an Alpine Coaster?"
- TripAdvisor Vacation Rentals: "24 Beautiful Little Mountain Towns Across America"
- Focus (German): Glenwood Hot Springs included in Aspen story