

**Kure Beach  
2015-16 End of Year Fiscal Analysis**

**VISITOR INQUIRIES**

		<u>14-15</u>	<u>15-16</u>	
<b>Walk-ins *</b>		557	249	-55%
<b>Telephone *</b>	(VIC)	948	365	-61%
<b>Website Sessions:</b>	Website visits	197,324	202,769	3%
	VG requests	1,512	1,571	4%
	Page views**	<u>615,394</u>	<u>534,647</u>	-13%
<b>TOTAL VISITOR INQUIRIES</b>		<b>198,829</b>	<b>203,383</b>	2%

(Walk-ins, Telephone, Web Visits)

\*CVB Only at PIVIC on weekends starting April 2015; PI Chamber operating weekday PIVIC.

\*\*Users are finding what they are looking for faster, or being directly linked deeper into the content for which they were searching

**ADVERTISING INQUIRIES**

<b>Written *</b>		2,266	-	-100%
<b>800 Trackable</b>		29	25	-14%
<b>Trackable Web</b>		89,144	105,061	18%
<b>TOTAL ADVERTISING INQUIRIES</b>		<b>91,439</b>	<b>105,086</b>	15%

\*Eliminated print placement offering BRCs which provided written inquiries in favor of more cost-efficient digital placements

**PPC Web Search**

	<b>FY '14-'15</b>	<b>FY '15-'16</b>
Impressions	1,034,967	854,615
Clicks	8,185	8,341
Click rate	0.79%	1.11%
Average cost per click	\$0.91	\$1.03

**PPC Web Content**

Impressions	847,926	1,775,330
Clicks	9,136	21,607
Click rate	0.96%	1.22%
Average cost per click	\$0.35	\$0.59

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**Social Media**

**Facebook:**                      **6/30/2015**              **6/30/2016**              **Increase/Decrease**  
# of fans                              27,059                      30,491                      13%

**Twitter:**                        **6/30/2015**              **6/30/2016**              **Increase/Decrease**  
followers (as of June 30)              4,024                      5,238                      30%

**Pinterest:**  
followers (as of June 30)              640                        723                        13%

**\*YouTube/Website:**  
Video Views (FY15/16)    1,648  
*additional video views reported in Wilmington EOY Report*

**\*Instagram:**  
followers (as of June 30)    723

*\*No comparison available to FY14/15 as channels have altered definitions*

**Public Relations: (FY '15-'16)**

	<b>IMPRESSIONS</b>	<b>PR VALUE</b>	<b>AD VALUE</b>
<b>Fiscal Year to Date</b>	310,078,459	\$1,585,596	\$528,530

**eSpecials**

6 eBlasts were sent in FY 2015-16

	<b>Total for FY</b>
Sent	46,908
Opens	9,265
Clicks	2,007
% of click thrus	22%
Bounced	516
Unsubscribed	161
Opens	19.90%
Unsubscribed	0.31%

**Especial subscribers**                      **6/30/2015**              **6/30/2016**              **Increase/Decrease**  
6,647                                      8,175                                      23.0%