

# VISITOR CENTER ACTIVITY- APRIL 2019

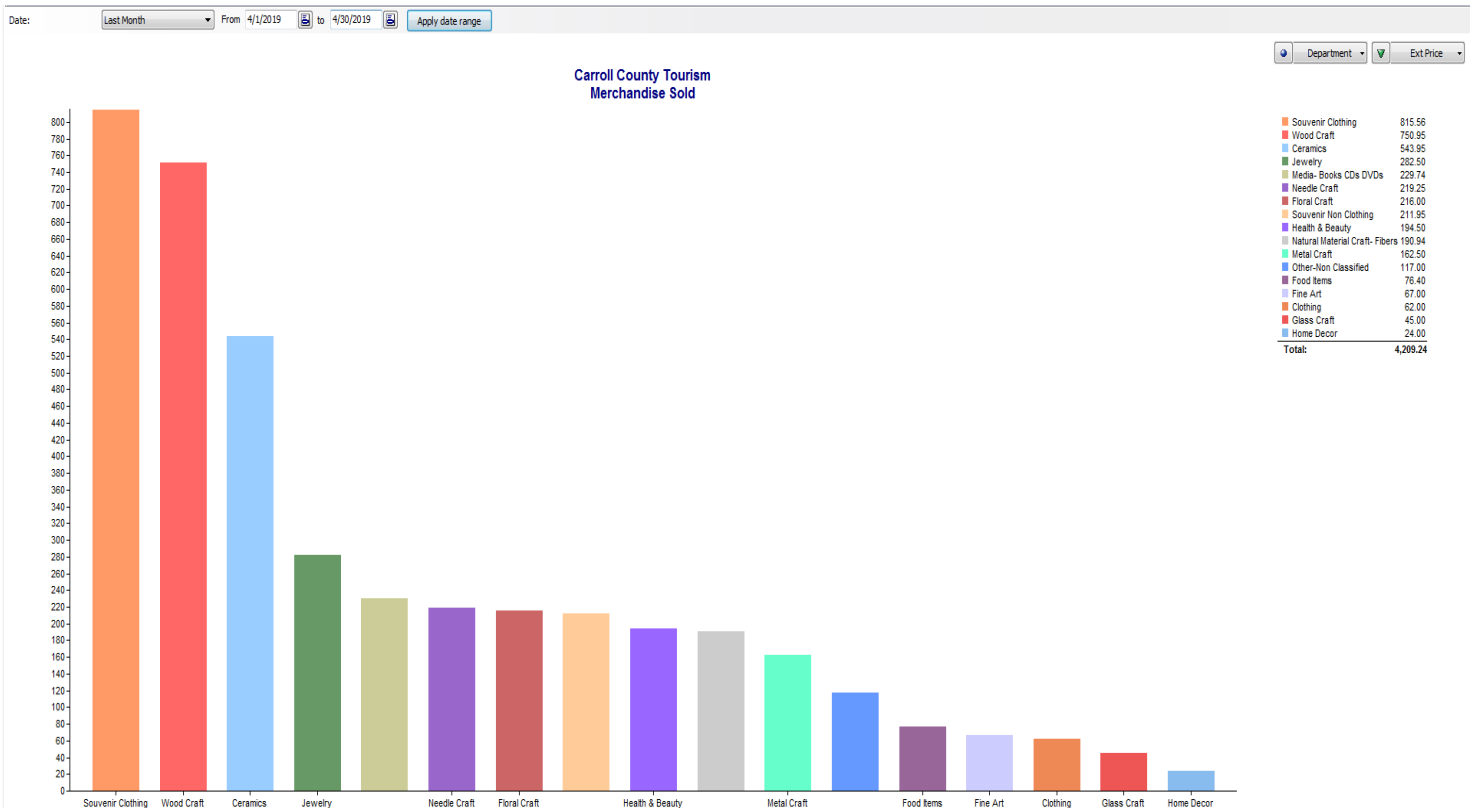
5/1/2019

1:27 PM

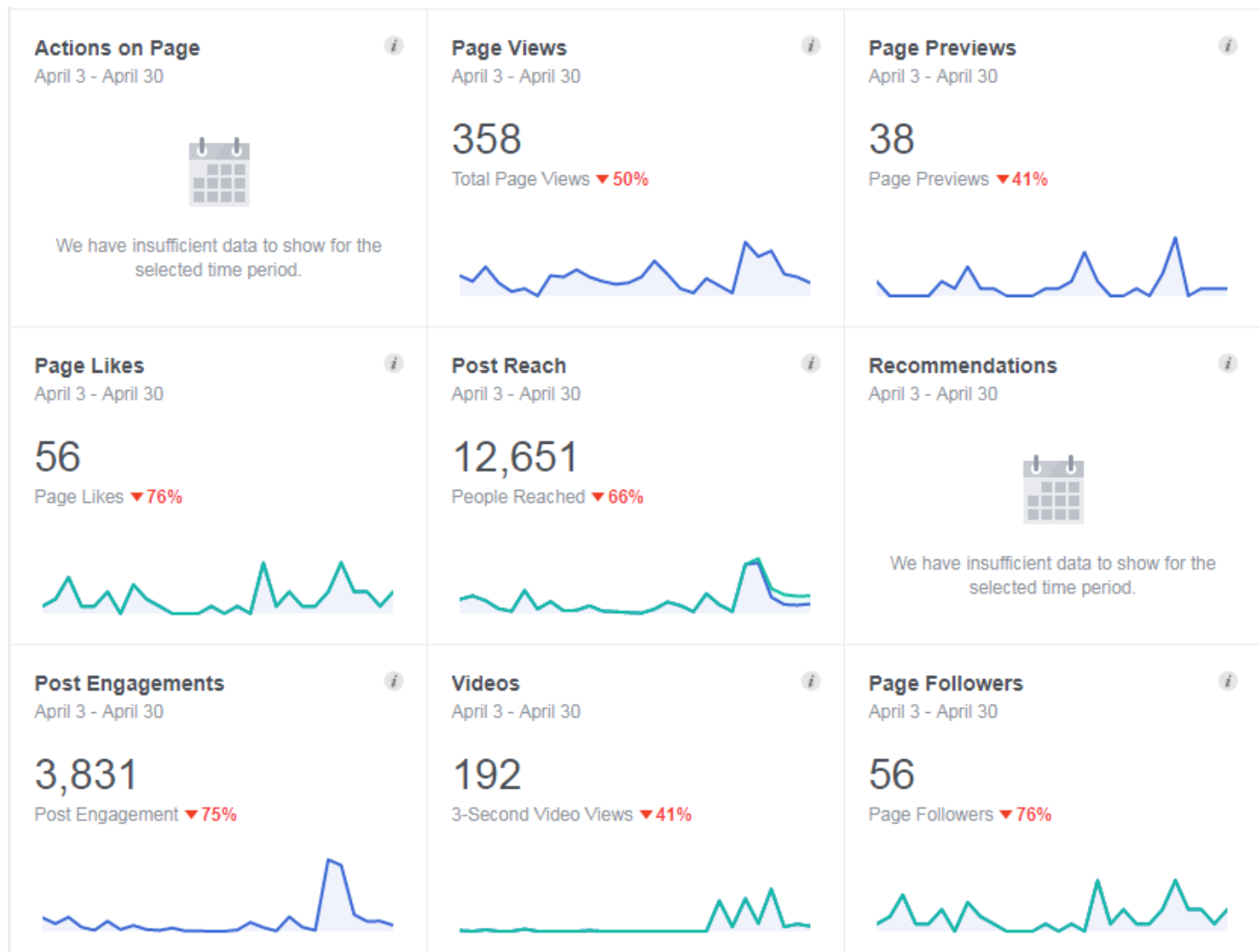
## Carroll County Tourism Sales Date Comparison

	4/1/2019 to 4/30/2019	4/1/2019 to 4/30/2019	4/1/2018 to 4/30/2018	4/1/2018 to 4/30/2018
Department	Qty Sold	Ext Price	Qty Sold	Ext Price
Souvenir Clothing	50	\$ 815.56	0	\$ -
Wood Craft	39	\$ 750.95	0	\$ -
Ceramics	44	\$ 543.95	0	\$ -
Jewelry	23	\$ 282.50	0	\$ -
Media- Books CDs DVDs	15	\$ 229.74	0	\$ -
Needle Craft	31	\$ 219.25	0	\$ -
Floral Craft	7	\$ 216.00	0	\$ -
Souvenir Non Clothing	62	\$ 211.95	0	\$ -
Health & Beauty	28	\$ 194.50	0	\$ -
Natural Material Craft- Fibers	20	\$ 190.94	0	\$ -
Metal Craft	12	\$ 162.50	0	\$ -
Other-Non Classified	17	\$ 117.00	0	\$ -
Food Items	20	\$ 76.40	0	\$ -
Fine Art	3	\$ 67.00	0	\$ -
Clothing	3	\$ 62.00	0	\$ -
Glass Craft	1	\$ 45.00	0	\$ -
Home Decor	3	\$ 24.00	0	\$ -
Art & Craft	0	\$ -	171	\$ 2,032.82
Souvenir	0	\$ -	46	\$ 224.00
	<b>378</b>	<b>\$ 4,209.24</b>	<b>217</b>	<b>\$ 2,256.82</b>

Items Sold (+ or -) 161 74.2%  
\$ Sold (+ or -) \$ 1,952.42 86.5%



## CARROLL COUNTY TOURISM FACEBOOK ACTIVITY- APRIL 2019

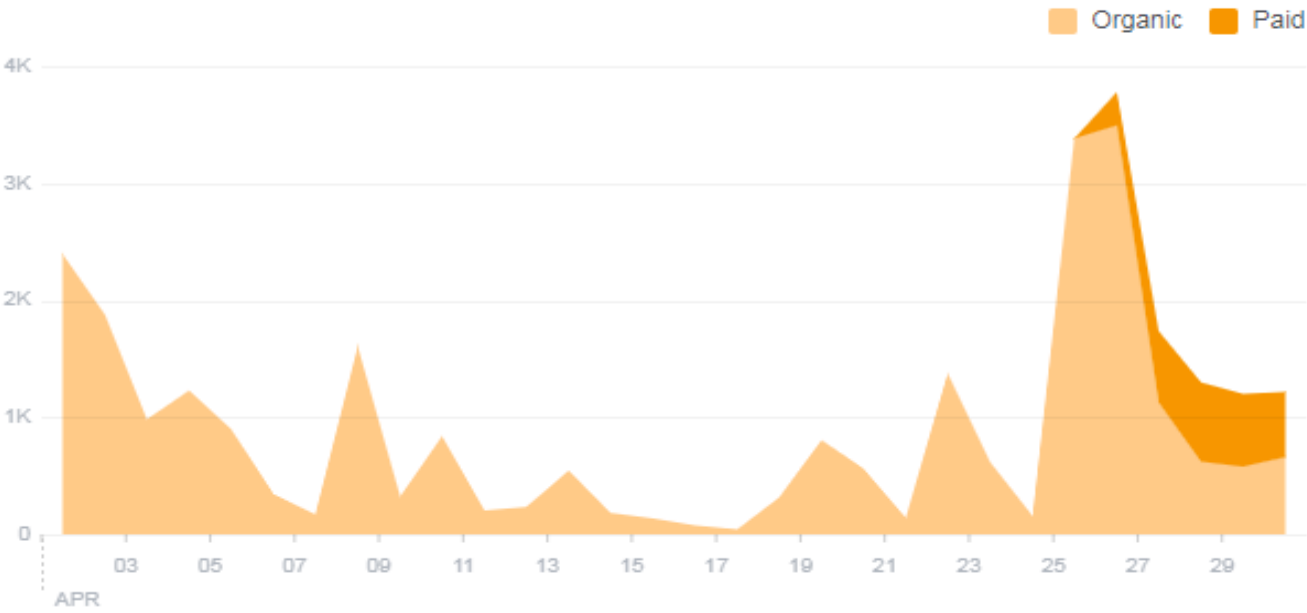


Total Page Likes as of Today: 2,457



Post Reach

The number of people who had any posts from your Page enter their screen. This number is an estimate.



Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares ⓘ

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Lexington, Virginia and t...	12.5K <div></div>	▲0.2%	3	2.3K <div></div>
2  Roanoke County Parks, ...	11.7K <div></div>	▲0.1%	17	840 <div></div>
3  Carroll County, Virginia	3.8K <div></div>	▲0.1%	1	145 <div></div>
4  Hillsville, VA	3.6K <div></div>	▲0.2%	3	850 <div></div>
YOU 5  Carroll County, Virginia ...	2.5K <div></div>	▲0.6%	18	2.5K <div></div>
6  Carroll County Recreati...	2.3K <div></div>	▲0.2%	0	72 <div></div>

Keep up with the Pages you watch.

Get More Likes

See More Pages

FACEBOOK TOP APRIL Post Messages	Type	Lifetime Post Total Reach	Lifetime Post organic reach	Lifetime Post Paid Reach	Lifetime Post Total Impressions	Lifetime Engaged Users
Our neighbors here at the Farmer's Market Brady's Produce just received another batch of fresh strawberries. Brady's hanging flower baskets are in bloom too. Looks and smells like spring here! Come on down and pick up your strawberries. They sell out quickly #SWVA, #loveva	Photo	2681	2681	0	4180	390
Just a short drive from Carroll County, Fairy Stone State Park in Patrick County is one of the most unique of all the incredible Virginia State Parks. Have you found your very own Fairy Stone? Let us know in the comments. Share an image of your find. #SWVA, #loveva	Link	1820	1820	0	2577	78
Traveling North on I77? Be sure to stop into the Virginia Welcome Center in Lambsburg (just north of the NC line). Fancy Gap Dress Shop from Carroll County is the featured business at the Welcome Center with beautiful clothing for Ladies, Men and Children on display. Carroll County Tourism also has a special space at the Welcome Center so come by say hello to the friendly staff at the Welcome Center. #SWVA, #loveva	Photo	1707	1707	0	2516	163
Just picked NC Strawberries and fresh baked bread are back! Stop by the Southwest Virginia Farmers Market today to stock up. Brady's Produce is open Easter Sunday if you've forgotten anything for your Easter celebration. While you're here, swing by Carroll County, Virginia Tourism to get your Virginia is For Lovers t-shirts and sweatshirts. You'll find Virginia is for Lovers, Music Lovers, Mountain Lovers, Racing Lovers, Craft Beer Lovers and Wine Lovers. Spread our Virginia Love! The Blue Ridge Plateau Regional Visitor Center (239 Farmers Market Dr. Hillsville VA 24343) has new "Virginia is for Lovers" souvenir inventory just in time for the travel season. Carroll County, Virginia Tourism is closed Easter Sunday. #SWVA, #loveva	Photo	1392	1392	0	2170	134
Skin and bones? Critters in the Creek? Campfire Fun? This and more awaits you this Friday at Cliffview Campground, New River Trail State Park.. 4:30 to 5:30 p.m. - Skin and Bones Get up close and personal with some local wildlife. Animal skins and bones will be on hand to touch and feel. Pet the belly of a bobcat, scratch the ears of a red fox, or chomp the jaws of a black bear. There will be clay paw animal tracks available for you to take home. 6:30 to 7:30 p.m. - Critters in the Creek What's under that rock? We'll search the creek for underwater creatures and explain their roles in the environment. Wear closed-toed shoes and expect to get wet. 8:00 to 9:00 p.m. Want to relax for the evening by the creek. Join our rangers at the campfire as they tell some stories about the history of the Norfolk and Southern Railroad and the local communities. Cliffview Campground is located at 451 Cliffview Road, Galax, VA. You don't have to be a camper to attend. #SWVA, #loveva	Photo	1280	1280	0	1852	55
All area MOM's and DAD's....Carroll County's 2019 Easter Egg Hunt is this weekend (April 13/ rain date April 14) at 11:00AM. The Hunt will be at PARK 2000 address 129 Ballpark Dr. Hillsville VA 24343. The park is sectioned off for different age groups and there will be a LOT of eggs to find!	Photo	1036	1036	0	1430	44



## Overview

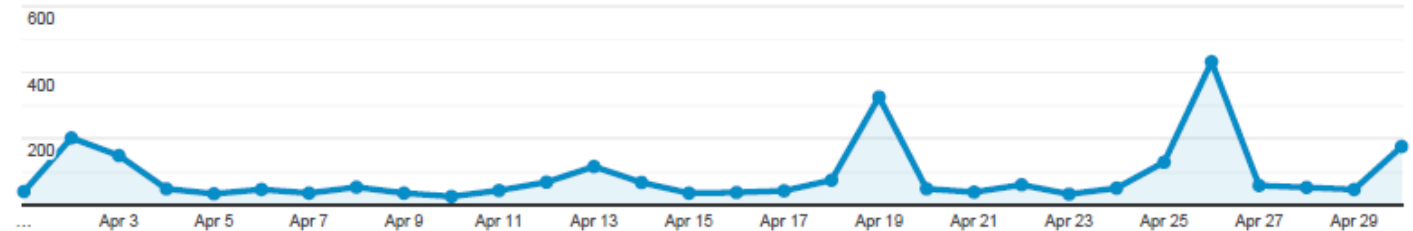


All Users  
100.00% Pageviews

Apr 1, 2019 - Apr 30, 2019

### Overview

#### Pageviews



Pageviews

2,646

Unique Pageviews

1,876

Avg. Time on Page

00:01:20

Bounce Rate

71.33%

% Exit

32.69%

Page	Pageviews	% Pageviews
1. /	294	11.11%
2. /places/united-states/va/woodlawn/venues/the-establishment/	100	3.78%
3. /events/category/events-1/	65	2.46%
4. /event/thunder-in-the-hills-historic-carroll-county-courthouse-3/	62	2.34%
5. /where-to-eat/	57	2.15%
6. /event/thunder-in-the-hills-historic-carroll-county-courthouse-9/	43	1.63%
7. /events/	38	1.44%
8. /where-to-play/	36	1.36%
9. /where-to-stay/	35	1.32%
10. /event/memorial-day-flea-market/	34	1.28%

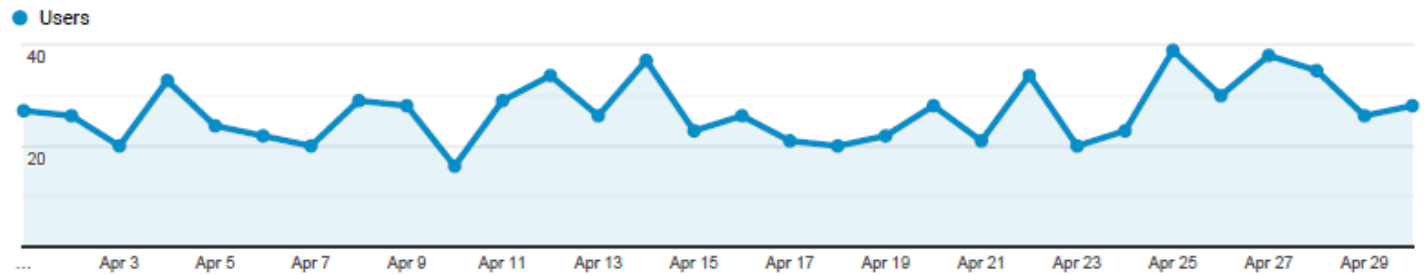
## Overview

All Users  
100.00% Users

Apr 1, 2019 - Apr 30, 2019

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	735 % of Total: 100.00% (735)	710 % of Total: 100.00% (710)	865 % of Total: 100.00% (865)	71.33% Avg for View: 71.33% (0.00%)	3.06 Avg for View: 3.06 (0.00%)	00:02:45 Avg for View: 00:02:45 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. mobile	387 (52.65%)	375 (52.82%)	459 (53.06%)	79.74%	1.49	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	269 (36.60%)	260 (36.62%)	317 (36.65%)	62.78%	5.63	00:05:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	79 (10.75%)	75 (10.56%)	89 (10.29%)	58.43%	2.00	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3



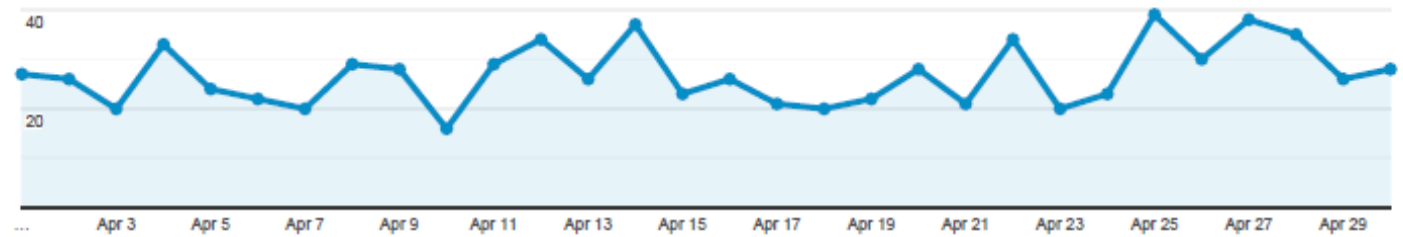
## Audience Overview

All Users  
100.00% Users

Apr 1, 2019 - Apr 30, 2019

## Overview

## Users



## Users

735

## New Users

710

## Sessions

865

## Number of Sessions per User

1.18

## Pageviews

2,646

## Pages / Session

3.06

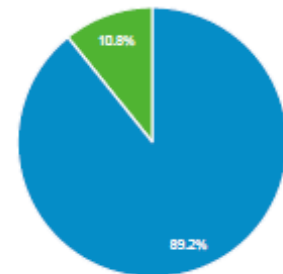
## Avg. Session Duration

00:02:45

## Bounce Rate

71.33%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	662	90.07%
2. en-au	43	5.85%
3. en-gb	13	1.77%
4. ko	7	0.95%
5. zh-cn	6	0.82%
6. de	1	0.14%
7. en-ca	1	0.14%
8. hi-in	1	0.14%
9. ru-ru	1	0.14%

## Acquisition Overview

Apr 1, 2019 - Apr 30, 2019

All Users  
100.00% Users

Primary Dimension:

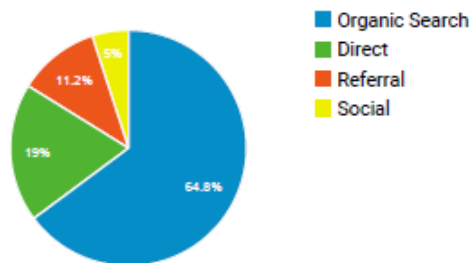
Conversion:

Top Channels

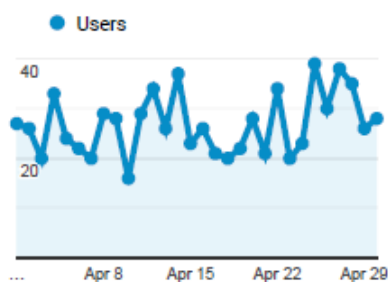
All Goals

[Edit Channel Grouping](#)

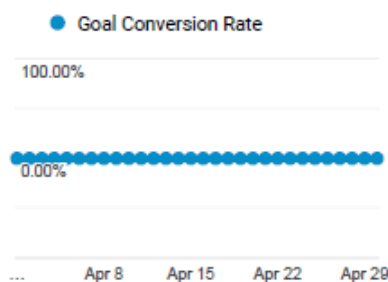
### Top Channels



### Users



### Conversions



### Acquisition

Users

New Users

Sessions

### Behavior

Bounce Rate

Pages / Session

Avg. Session Duration

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	735	710	865	71.33%	3.06	00:02:45
1 Organic Search	481			75.93%		
2 Direct	141			79.64%		
3 Referral	83			35.04%		
4 Social	37			80.49%		

### Conversions



#### Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

To see all 4 Channels click [here](#).