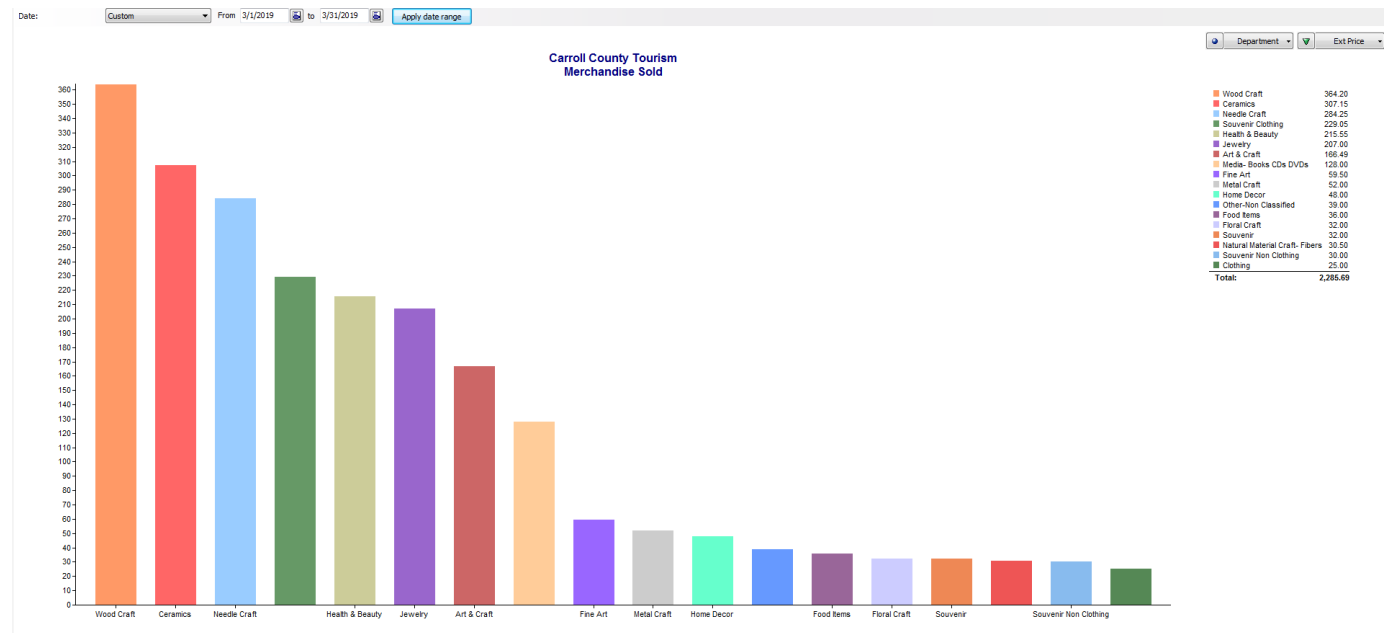


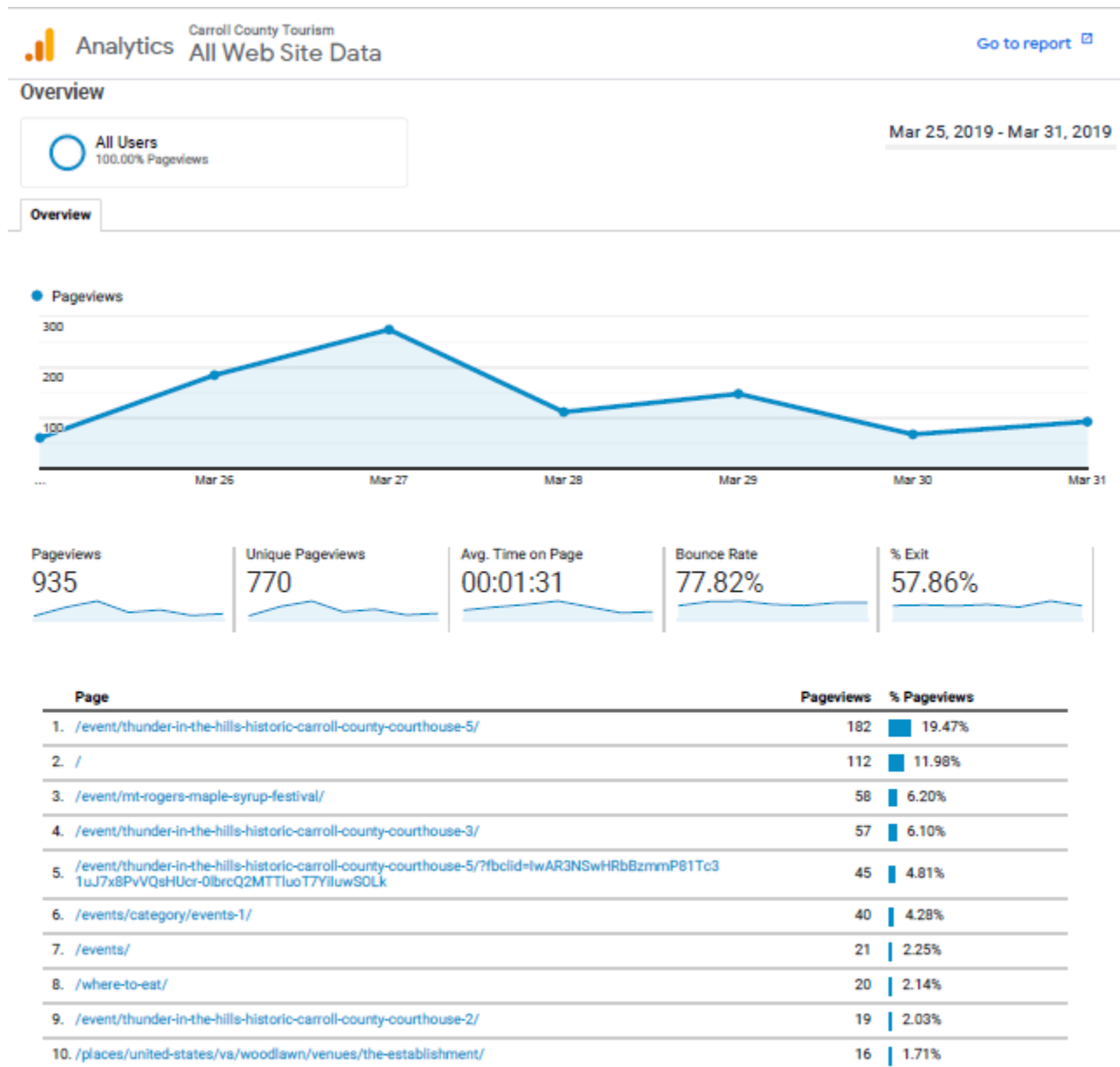
CARROLL COUNTY TOURISM BLUE RIDGE PLATEAU VISITOR CENTER DATA

4/1/2019	Carroll County Tourism			
11:11 AM	Sales Date Comparison			
	3/1/2019 to 3/31/2019	3/1/2019 to 3/31/2019	3/1/2018 to 3/31/2018	3/1/2018 to 3/31/2018
Department	Qty Sold	Ext Price	Qty Sold	Ext Price
Wood Craft	17	\$ 364.20	0	\$ -
Souvenir Non Clothing	16	\$ 30.00	0	\$ -
Souvenir Clothing	11	\$ 229.05	0	\$ -
Souvenir	2	\$ 32.00	27	\$ 147.90
Other-Non Classified	9	\$ 39.00	0	\$ -
Needle Craft	27	\$ 284.25	0	\$ -
Natural Material Craft- Fibers	5	\$ 30.50	0	\$ -
Metal Craft	5	\$ 52.00	0	\$ -
Media- Books CDs DVDs	7	\$ 128.00	0	\$ -
Jewelry	13	\$ 207.00	0	\$ -
Home Decor	6	\$ 48.00	0	\$ -
Health & Beauty	33	\$ 215.55	0	\$ -
Food Items	9	\$ 36.00	0	\$ -
Floral Craft	1	\$ 32.00	0	\$ -
Fine Art	5	\$ 59.50	0	\$ -
Clothing	1	\$ 25.00	0	\$ -
Ceramics	21	\$ 307.15	0	\$ -
Art & Craft	19	\$ 166.49	98	\$ 1,314.66
	207	\$ 2,285.69	125	\$ 1,462.56
# Items Sold (+ or -)	82	65.6%		
\$ Sold (+ or -)	\$ 823.13	56.3%		



PickPlayStay WEBSITE Data

Google Analytics were not set up for pickplaystay.com previously. Beginning in April we will be able to track web data for the full month. The report below is only for the last week of March (the first full week for which we have data)

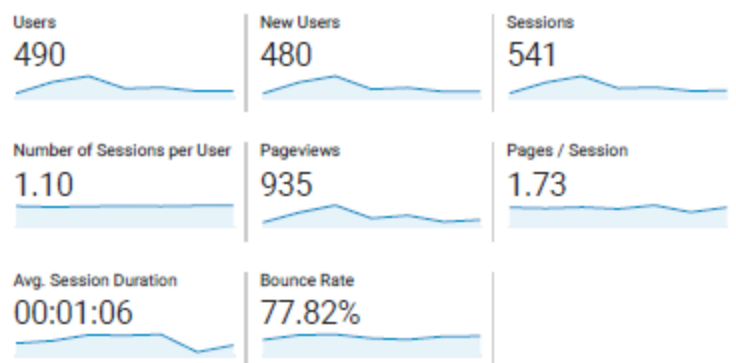
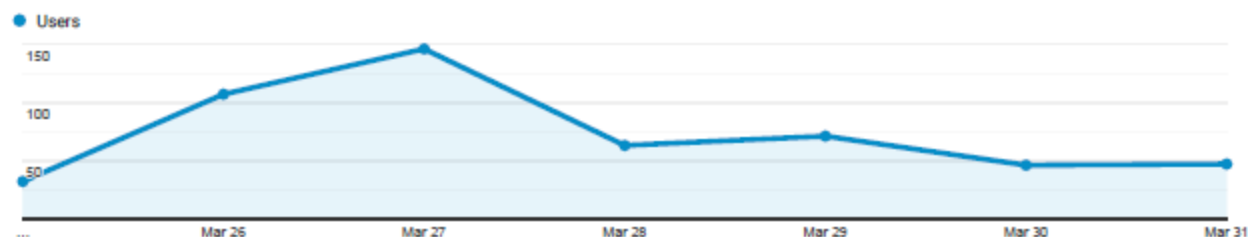


Audience Overview

Mar 25, 2019 - Mar 31, 2019

All Users
100.00% Users

Overview



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	485	98.98%
2. en-au	1	0.20%
3. en-ca	1	0.20%
4. en-gb	1	0.20%
5. ko	1	0.20%
6. zh-cn	1	0.20%

Acquisition Overview

Mar 25, 2019 - Mar 31, 2019

All Users
100.00% Users

Primary Dimension:

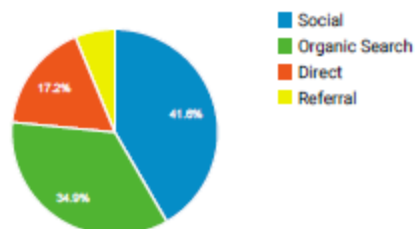
Conversion:

Top Channels

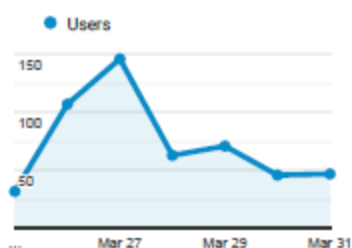
All Goals

[Edit Channel Grouping](#)

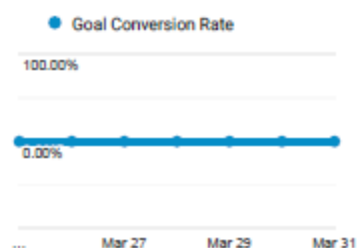
Top Channels



Users



Conversions



Acquisition

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	490	480	541	77.82%	1.73	00:01:06
1 Social	206			85.58%		
2 Organic Search	173			74.88%		
3 Direct	85			81.52%		
4 Referral	31			42.11%		

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

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

CARROLL COUNTY TOURISM FACEBOOK INSIGHTS



Top Carroll County Tourism Facebook Posts

Post Message	Lifetime Post Total Reach	Lifetime Post organic reach	Lifetime Post Paid Reach	Lifetime Post Total Impressions	Lifetime Post Organic Impressions	Lifetime Engaged Users	Lifetime Post Impressions by people who have liked your Page	Lifetime Post reach by people who like your Page	People who have liked your Page and engaged with your
THUNDER IN THE HILLS opens Tonight. On March 28, the cast assembled for a photo shoot at the Sidna Allen House for some promotional photos. 'Dem Allen Boys be Lookin' fer Trouble!. But the Law ain't havin none of it'. Opening Night Performance tonight at 7PM Thanks to Webb's Photography for awesome images and photo shoot coordination	16245	16245	0	28993	28993	2601	3981	1322	455
Celebrate Spring at Foster Falls, New River Trail State Park, this Saturday, March 30. Park rangers have planned a day of discovery and adventure for kids of all ages. 10 a.m. - 5 p.m. - SHOT TOWER TOUR - Climb into a 200+ year time capsule and learn how settlers made shot when the wilderness was really wild. Hear the stories of men from the past and how they helped carve the	13078	13078	0	23188	23188	1702	3012	1221	288
A stunning place! Perfect timing too with Thunder on the Hills opening soon. Did you know you can check out a backpack with a Virginia State Parks parking pass from your Carroll County Public Library (Galax-Carroll Regional Library)? Yes, you can! It is filled with activities for the entire family. Remember, Discovery Days at the New River Trail State Park kick off Saturday, March 30. Use the parking pass from the backpack and let the adventures begin. The	7894	7894	0	12428	12428	573	2475	1242	229
"Thunder in the Hills" opens March 29. It's not too late to purchase tickets. Remember, you'll sit in the courtroom where the shootout occurred and participate in the performance... #SWVA, #loveva	6302	6302	0	10311	10311	645	2172	1086	180
Scenes from today's grand re-opening of Southwest Virginia Cultural Center & Marketplace, formerly known as Heartwood. Carroll County is prominently featured on the map of Southwest Virginia located in the Arts Center. #SWVA, #loveva	4188	4188	0	7099	7099	279	1359	656	68
	3654	3654	0	7086	7086	262	1999	803	139

+9.27% Organic (Free) Growth in March

