Marlborough Wine & Food Festival 2023 - Richard Briggs Photography

Information Package

Economic, Finance & Community
2 May 2023

Contents

Strategic Planning & Economic Development

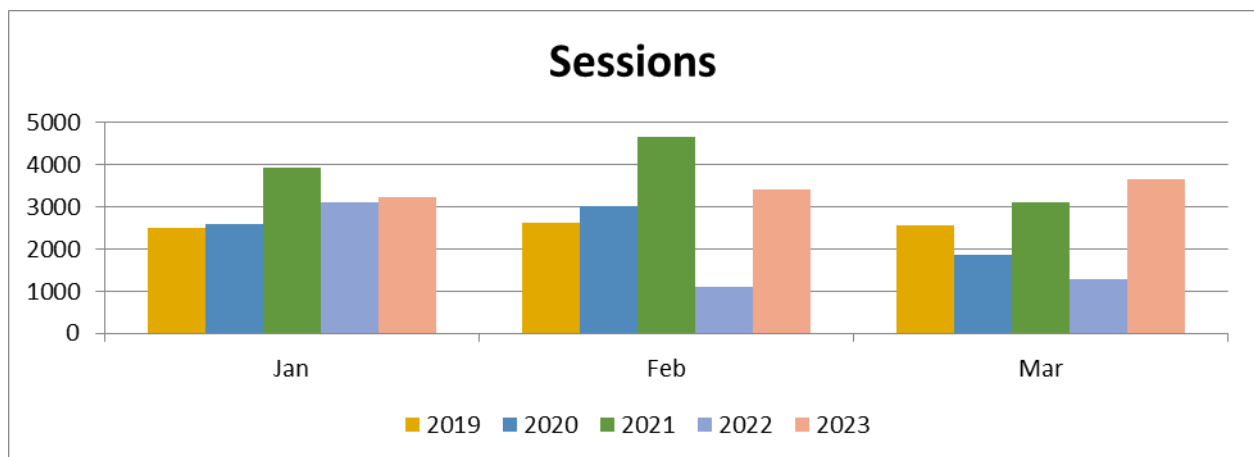## Follow-ME Website Analytics

(Report prepared by Samantha Young)

The tables and graphs shown below display the analytics from the Follow-ME website (Marlborough's official events calendar). Comparisons have been made year on year for the last five years to monitor growth.
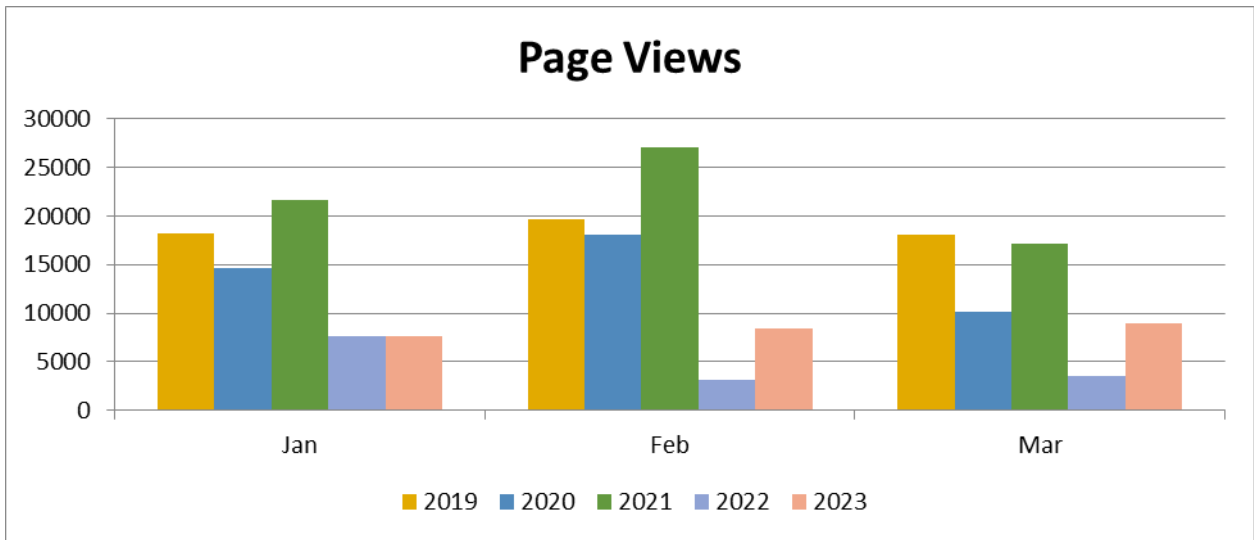
The analytics shown are based on statistics generated from www.follow-me.co.nz which is hosted on Destination Marlborough's www.marlboroughnz.com. It does not allow for any statistics from Eventfinda (the most recognised national events website supplying event details to over 100 websites) which www.follow-me.co.nz feeds through from.

SESSIONS & PAGE VIEWS

Sessions: Represent the number of individual sessions initiated by all the users to the site. If a user is inactive for 30 minutes of more, any future activity is attributed to a new session. Users that leave the site and return within 30 minutes are counted as part of the original session.

Page Views: A view of a page on the site that is being tracked by Analytics tracking code. If a user clicks 'reload' after reaching the page, this is counted as an additional page view. If a user navigates to a different page and then returns to the original page, a second page view is recorded too.
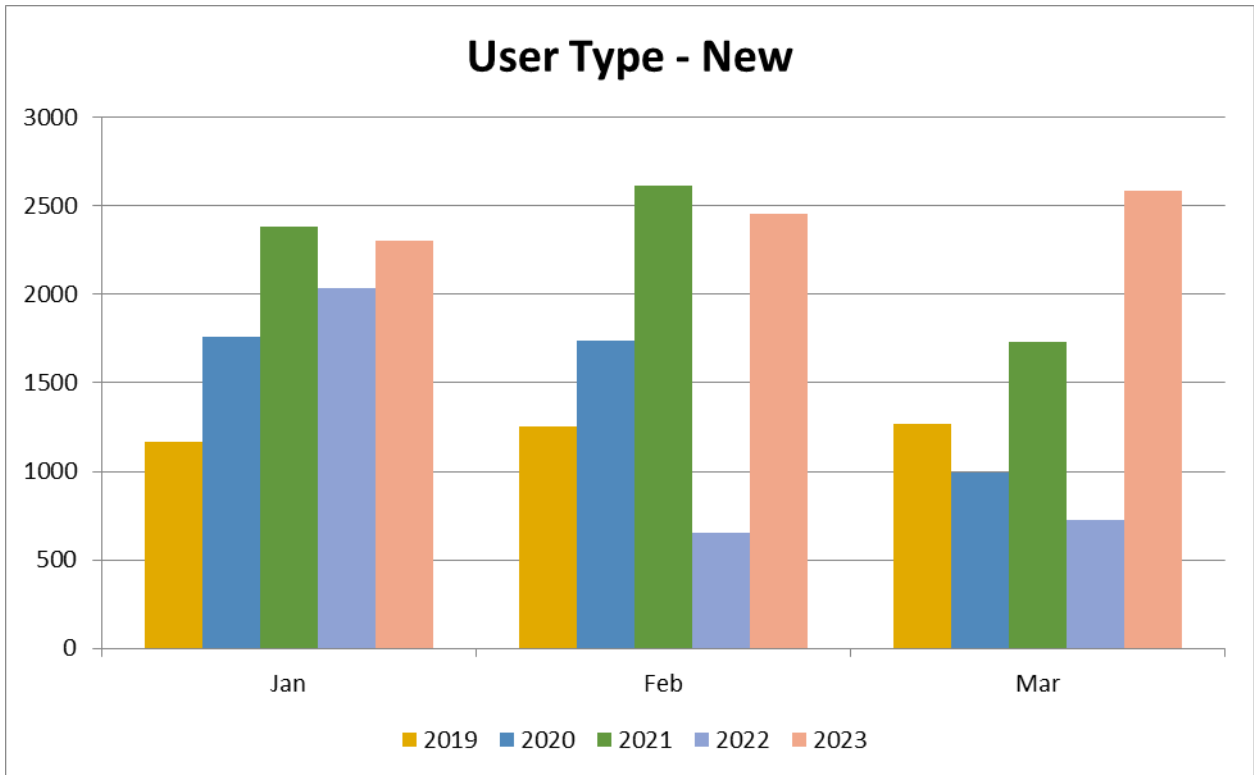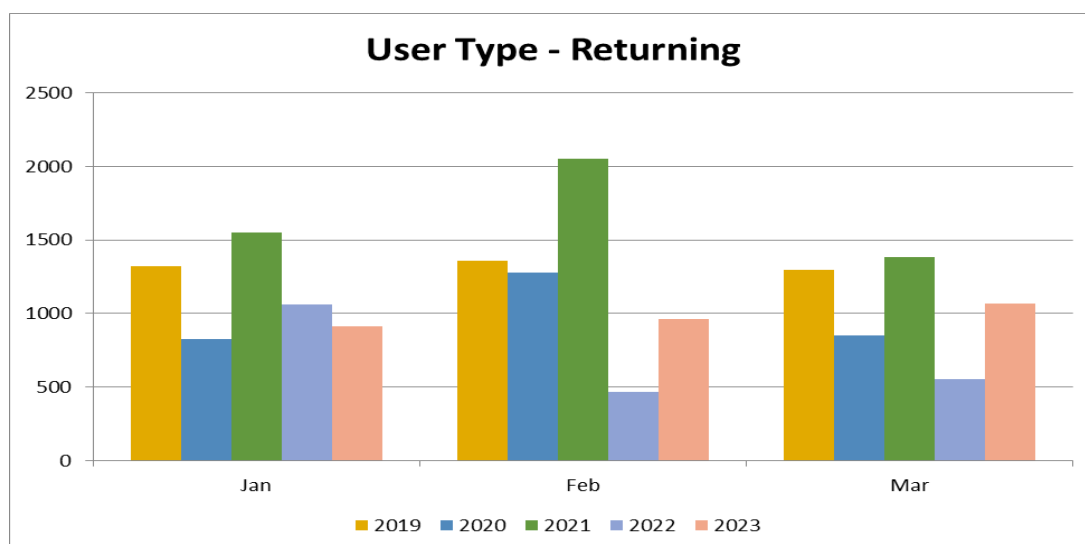
Page Views

USER TYPE

New Users: The number of first-time users accessing the website. New users indicates growth and return on promotion.

Returning Users: The number of users who have previously accessed the website and returned. Good numbers of returning users indicates the website is useful to those using it.

User Type - New

SESSIONS BY COUNTRY (TOP 4)

The table below shows the top four countries where sessions originate. It compares the statistics for 1 January to 31 March each year.

Country	2019	2020	2021	2022	2023
New Zealand	7087	6670	10925	4950	9333
Australia	190	163	158	157	345
USA	204	360	389	147	195
UK	54	77	30	84	95

SESSIONS BY TOWNS / CITIES

The table and chart below show the top four New Zealand towns/cities where sessions originate. It compares the statistics for 1 January to 31 March each year.

City	2019	2020	2021	2022	2023
Blenheim	1921	1168	1578	469	1204
Nelson	1615	1057	1620	593	612
Auckland	717	927	1685	1060	4116
Christchurch	1170	1288	2701	1283	1361

SESSIONS BY SOURCE

The table below shows the top four channels that users used to land on the Follow-ME website. Google/Organic suggests they searched for either 'Marlborough Events' or 'Follow-ME'. Direct indicates they went directly to the Follow-ME website. Other channels listed provide links to Follow-ME. It compares the statistics for 1 January to 31 March each year.

Source	2019	2020	2021	2022	2023
Google / Organic	2049	4654	5476	3643	7459
Direct	3348	1248	4155	1199	1248
Facebook	905	958	1116	190	598
MDC	710	100	106	104	146

Record No: 2381200