



**MARLBOROUGH
DISTRICT COUNCIL**



Only Marlborough



Festival Goers at Marlborough Wine & Food Festival

Information Package
Economic, Finance & Community
7 February 2023

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Strategic Planning & Economic Development

Follow-ME Website Analytics

(Report prepared by Samantha Young)

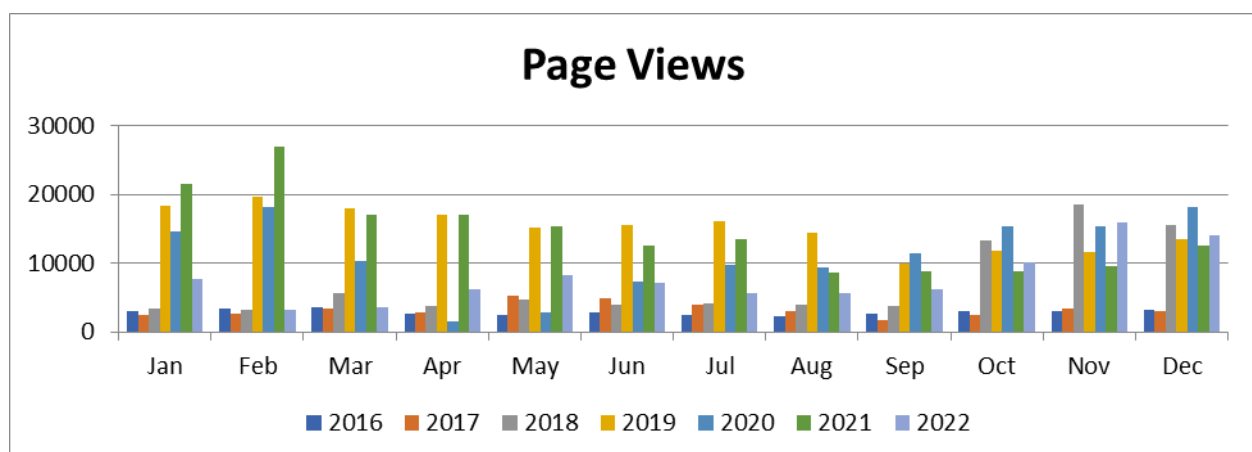
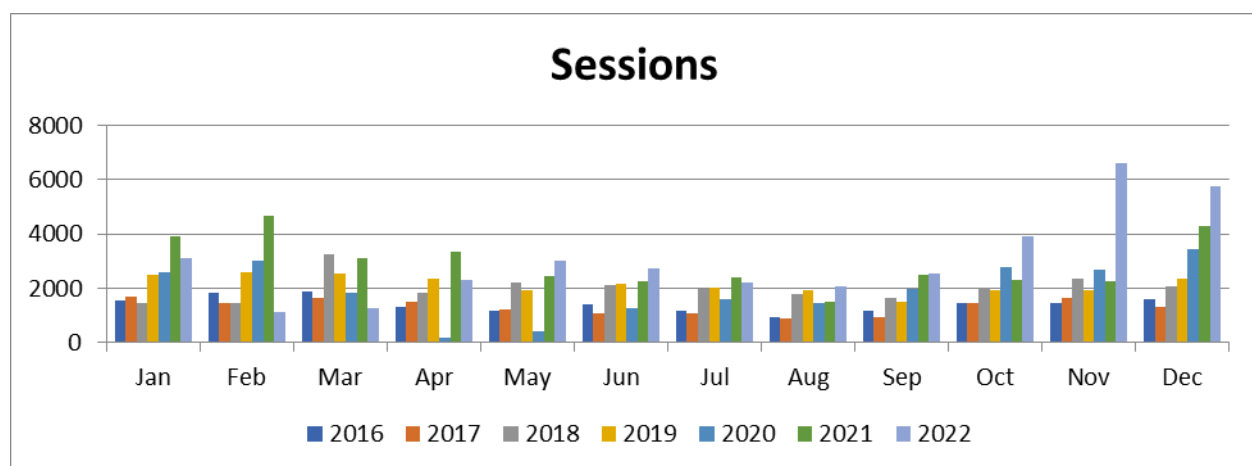
The tables and graphs shown below display the analytics from the Follow-ME website. Comparisons have been made year on year to monitor growth.

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 or 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.

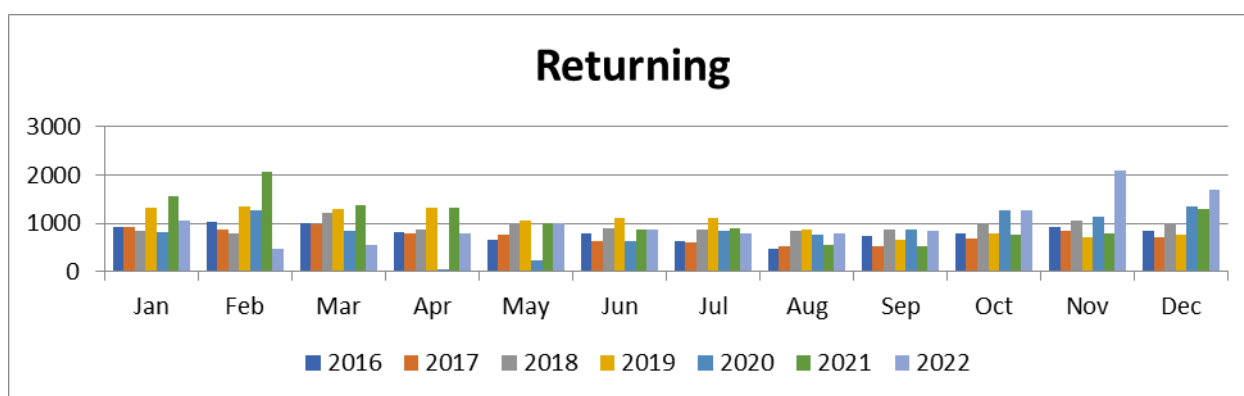
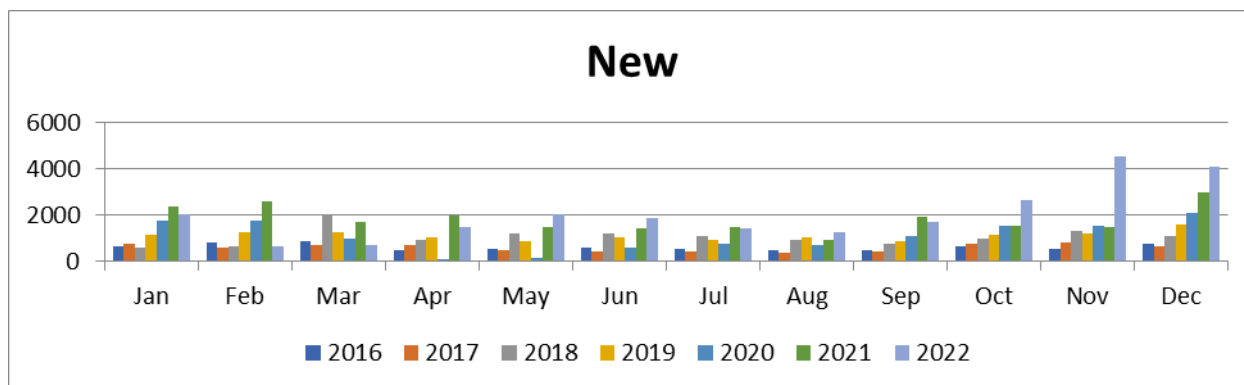
Page Views: A view of a page on the site that is being tracked by Analytics tracking code. If a user clicks 'reload' after reaching the page, this is counted as an additional page view. If a user navigates to a different page and then returns to the original page, a second page view is recorded too.



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.



SESSIONS BY COUNTRY (TOP 4)

The table below shows the top 4 countries where sessions originate. It compares the statistics for 1 January to 31 December each year.

| Country | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|-------------|-------|-------|-------|-------|-------|-------|-------|
| New Zealand | 15639 | 14472 | 22494 | 23288 | 21146 | 31200 | 32924 |
| Australia | 381 | 505 | 400 | 701 | 341 | 819 | 1141 |
| USA | 357 | 413 | 506 | 912 | 1099 | 2006 | 984 |
| UK | 197 | 240 | 205 | 283 | 161 | 239 | 478 |

SESSIONS BY TOWNS / CITIES

The table and chart below show the top 4 New Zealand towns/cities where sessions originate. It compares the statistics for 1 January to 31 December each year.

| City | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|--------------|------|------|------|------|------|------|------|
| Blenheim | 4925 | 4520 | 5860 | 5337 | 3409 | 3706 | 5452 |
| Nelson | 3478 | 3762 | 5546 | 5088 | 3371 | 4355 | 2820 |
| Auckland | 2375 | 1855 | 2755 | 2592 | 2900 | 5068 | 9662 |
| Christchurch | 1118 | 1360 | 3006 | 4068 | 4747 | 8063 | 6496 |

SESSIONS BY SOURCE

The table below shows the top 4 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 December each year.

| Source | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|------------------|------|------|-------|------|-------|-------|-------|
| Google / Organic | 6078 | 6048 | 6998 | 8567 | 11697 | 19675 | 25339 |
| Direct | 5876 | 5040 | 12672 | 9820 | 6370 | 9693 | 6591 |
| Facebook | 1806 | 2026 | 2165 | 4348 | 2973 | 2459 | 2113 |
| MDC | 374 | 477 | 611 | 1148 | 298 | 698 | 430 |

Record No: 2323409