



TRAVEL GUIDES ASHEVILLE

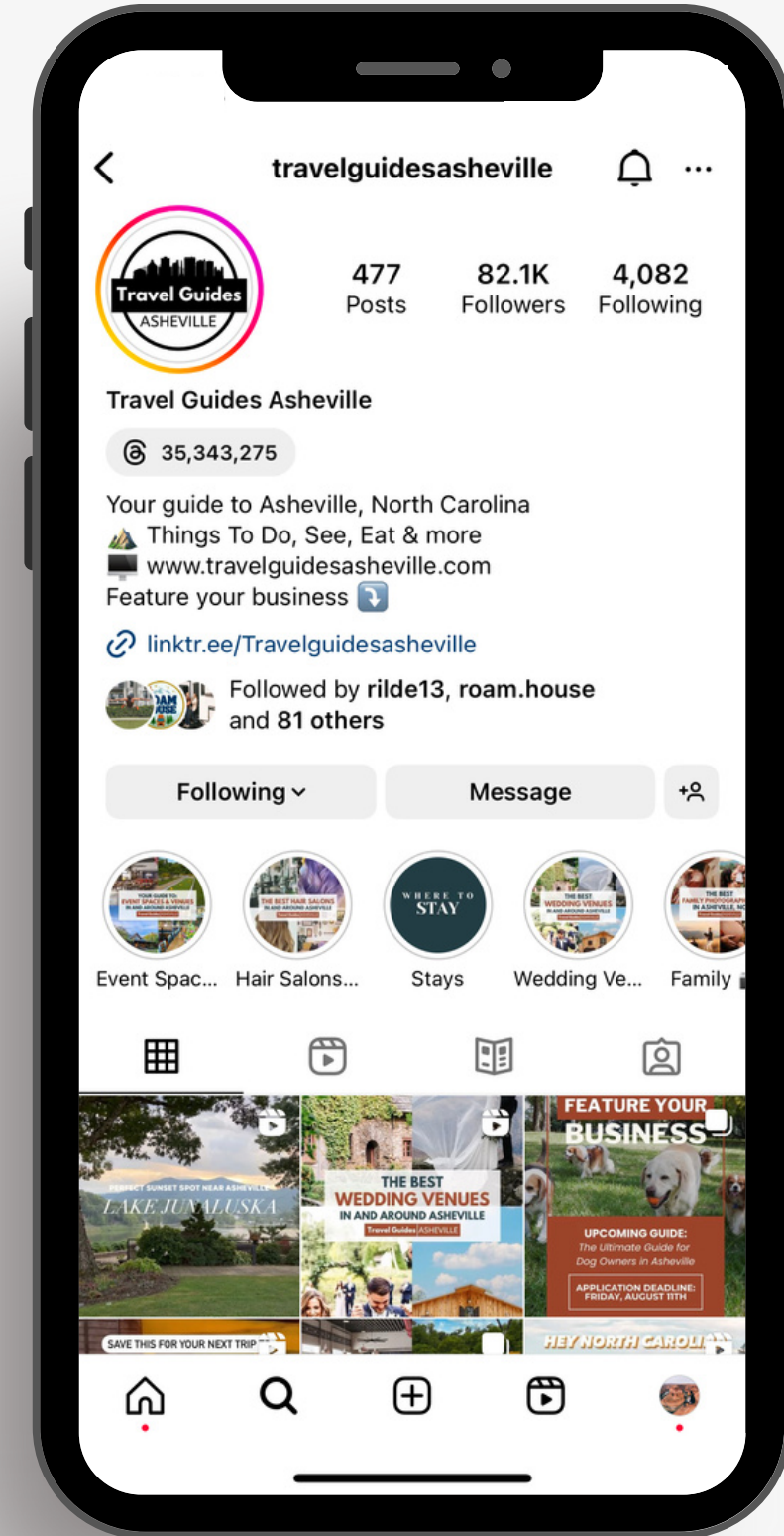


01

MEDIA KIT & SOCIAL MEDIA INSIGHTS

Last 90 Days

(May 15, 2023 - August 12, 2023)





What is Travel Guides Asheville?

01

Travel Guides Asheville is an online travel guide for locals and visitors in Asheville and the surrounding cities. We share curated travel guides on our online platforms (Instagram, Facebook, TikTok, Pinterest, and on our website) featuring local businesses, things to do, where to eat & drink, the best hiking trails, and so much more.

We also offer digital advertising services to local businesses on all our marketing platforms: [Instagram](#) (77K+ followers), [Facebook](#), [Tik Tok](#), [Pinterest](#) and on our [website](#). You can view our advertising rates and details [here](#).





Our Marketing Channels & Insights Overview

Last 90 Days: May 15, 2023 - August 12, 2023



Instagram

Followers: 82.1K
Reach: 1.2M
Engagement: 108K



Facebook

Followers: 753
Reach: 934



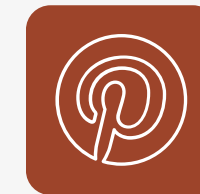
Website

Visits: 17K
Bounce Rate: 85.84%
Unique Visitors: 15K
Page Views: 21K



TikTok

Followers: 5,592
Likes: 29.9K



Pinterest

Impressions: 34.41K
Total Audience: 18.73K





Instagram Insights

Last 90 Days: May 15, 2023 - August 12, 2023

Insights Overview

Accounts Reached:
1.2M
Accounts Engaged:
108K
Total Followers:
82.1K

Followers Top Locations

Asheville	5.5%
Charlotte	5.3%
Raleigh	2.2%
Durham	1.1%
Greensboro	.9%

Followers Age Range

13-17	0.3%
18-24	6.8%
25-34	33.7%
35-44	28.7%
45-54	17.8%
55-64	8.6%
65+	3.8%



Facebook Insights

Last 90 Days: May 15, 2023 - August 12, 2023



Insights Overview

Accounts Reached:
3.0K
Total Followers:
753

Top Locations

Asheville	7.7%
Hendersonville	1.5%
Leicester	1.2%
Weaverville	1.1%
Arden	0.7%

Age Range

18-24	1.8%
25-34	19.1%
35-44	31.5%
45-54	25.7%
55-64	16.3%
65+	5.6%



Website Insights

Last 90 Days: May 15, 2023 - August 12, 2023

Insights Overview

Visits: 17K

Bounce Rate: 85.84%

Unique Visitors: 15K

Page Views: 21K



Pinterest Insights

Last 90 Days: May 15, 2023 - August 12, 2023

Insights Overview

Impressions:
34.41K
Engagements:
2.96K
Total Audience:
18.73K

Top Metros

Charlotte	3.9%
Atlanta	3.6%
Raleigh - Durham	3.3%
Greenvll-Spart-Ashevll-And	3.0%
New York	2.7%

Age Range

18-24	7.4%
25-34	36.9%
35-44	23.8%
45-49	9.0%
50-54	7.0%
55-64	10.5%
65+	<5%



Contact Us

For questions or comments

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Our Services

www.travelguidesasheville.com/services

