



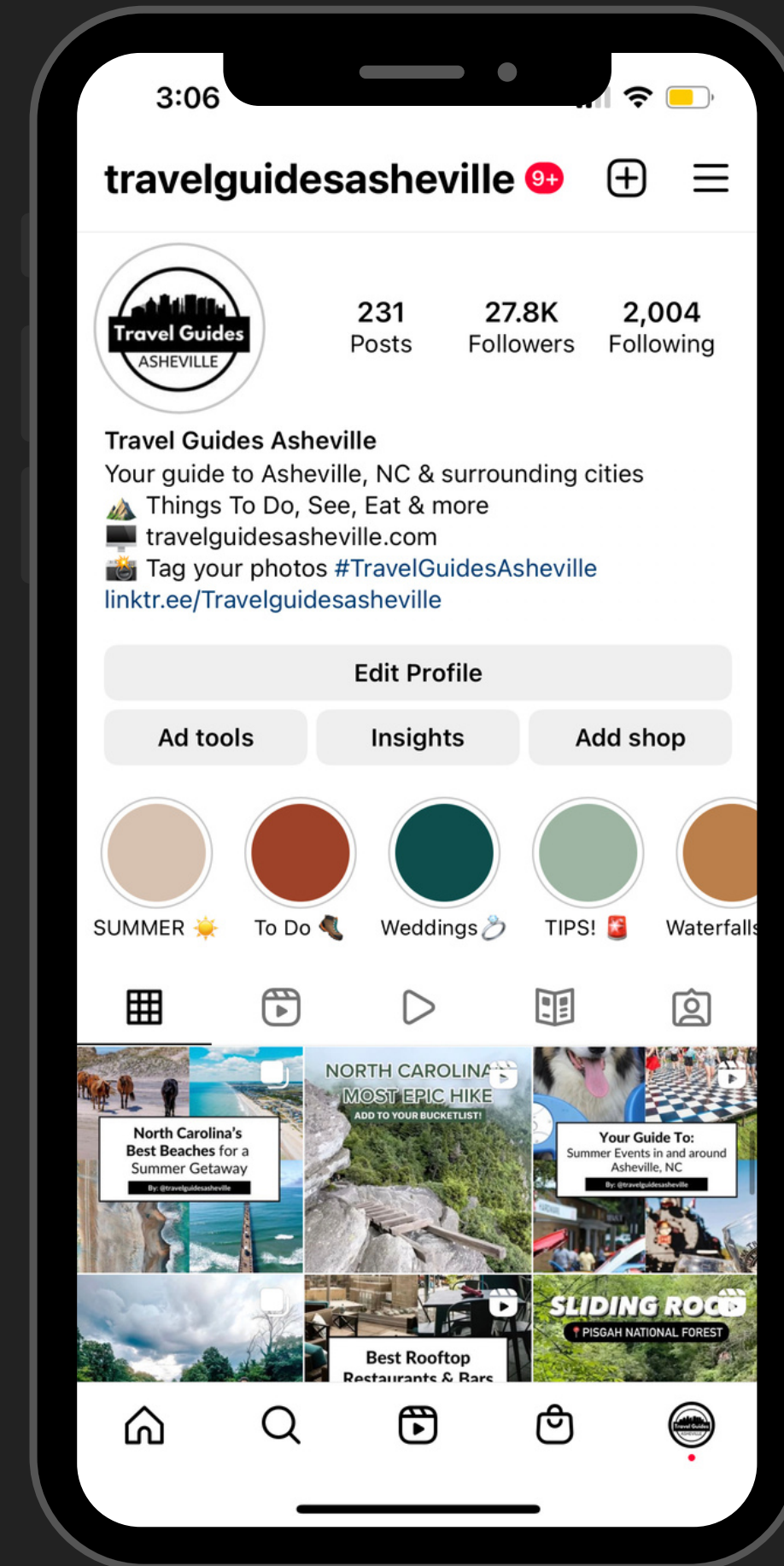
TRAVEL GUIDES ASHEVILLE

01

INSTAGRAM REPORT

Last 90 Days

(April 9, 2022- July 7, 2022)





Insights Overview



02

Accounts Reached

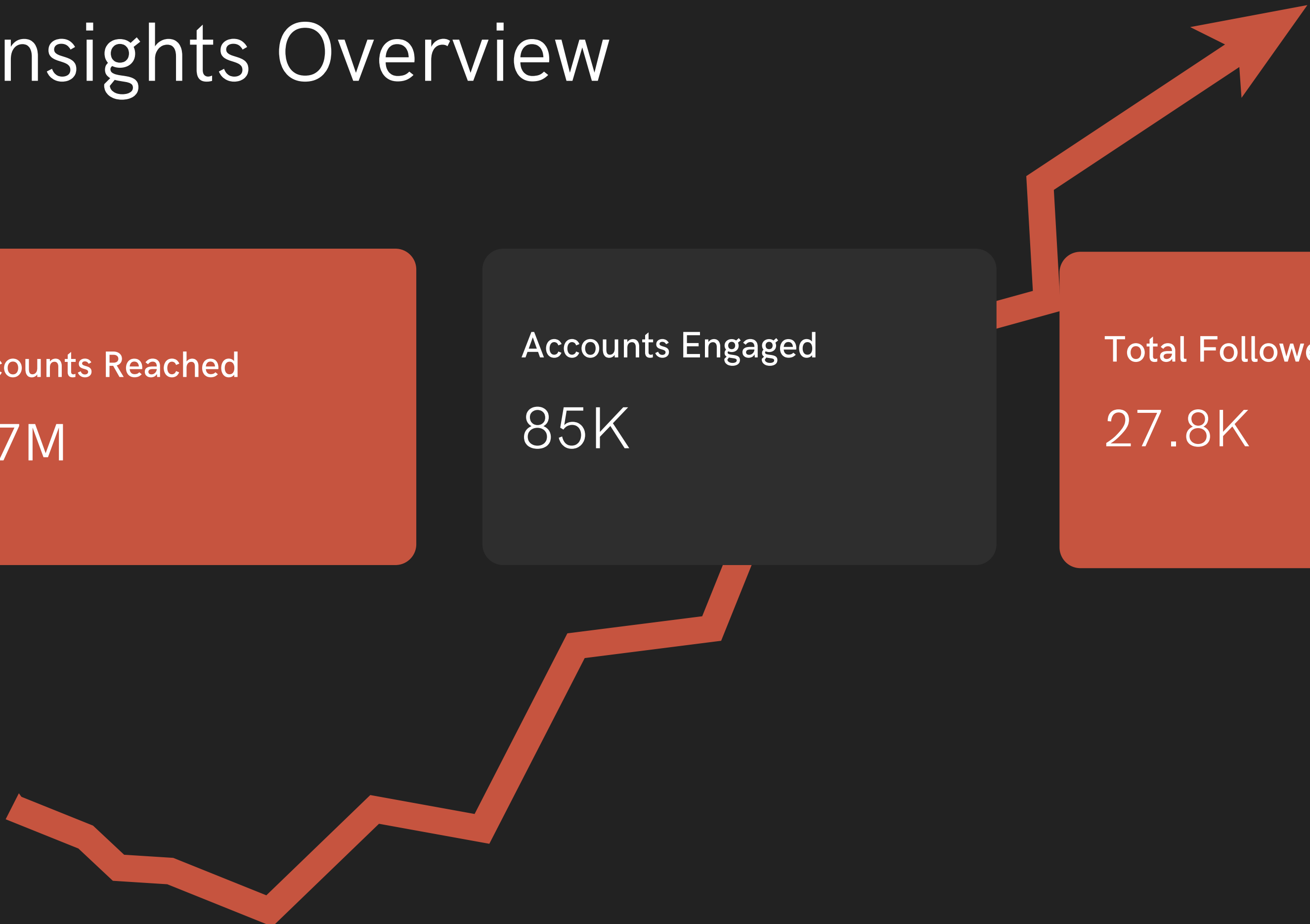
1.7M

Accounts Engaged

85K

Total Followers

27.8K





Followers Overview

27,828 FOLLOWERS

TOP LOCATIONS

03

Growth (+294% vs. Apr. 8)

- Overall 20,779
- Follows 21,912
- Unfollows 1,133

Asheville	13.2%
Charlotte	5.6%
Raleigh	2.6%
Arden	1.4%
Candler	1.3%





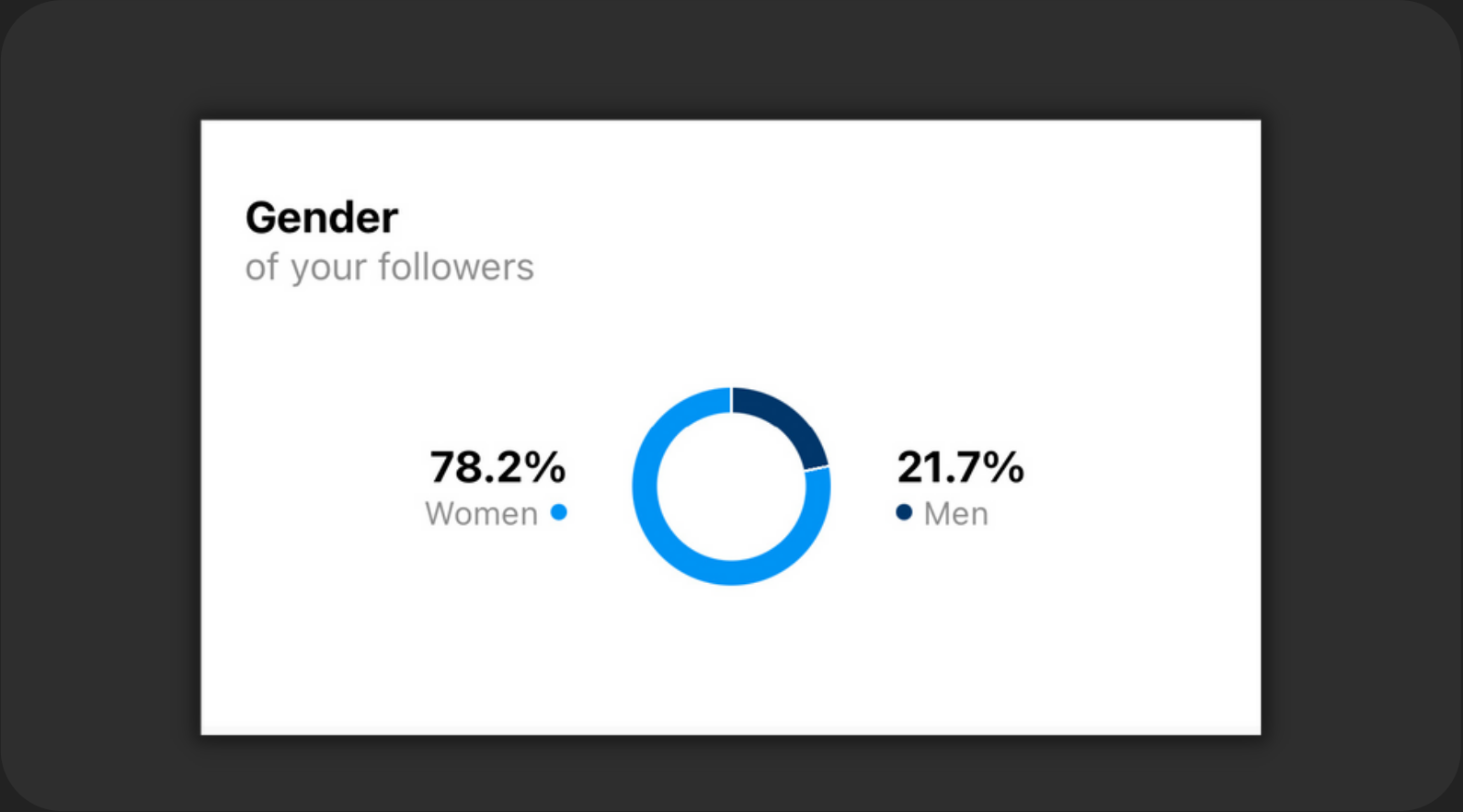
Followers Overview

AGE RANGE

04

13-17	0.3%
18-24	8.9%
25-34	38%
35-44	27.1%
45-54	14.9%
55-64	7.4%
65+	3%

GENDER





Reached Audience Overview

ACCOUNTS REACHED

1,799,503

vs Jan 9 - Apr 8 (+1,541%)





Reached Audience Overview

FOLLOWER & NON FOLLOWERS

CONTENT REACH

06

Followers and non-followers

Based on reach



You reached **+1,595%** more accounts that weren't following you compared to Jan 9 - Apr 8.

Reels	1.5M
Posts	374K
Stories	11.6K
Videos	140





Reached Audience Overview

IMPRESSIONS

4,402,613

vs Jan 9 - Apr 8 (+756%)





Engaged Audience Overview

ENGAGED AUDIENCE

CONTENT INTERACTIONS

08

Followers and non-followers

Based on accounts engaged



You engaged **+1,777%** more accounts that weren't following you compared to Jan 9 - Apr 8

Content interactions ⓘ

193,458

Content Interactions

0.2% from ads

+739% vs Jan 9 - Apr 8





Engaged Audience Overview

POST INTERACTIONS

REELS INTERACTIONS

09

Post Interactions	45,722
Likes	19,517
Comments	3,426
Saves	12,493

Reels Interactions	146,546
Likes	78,338
Saves	29,277
Shares	37,301





INSIGHTS OVERVIEW

Last 90 Days: (April 9, 2022- July 7, 2022)

10



Instagram

Followers: 27,827
Reach: 1.7M
Engagement: 85K



Facebook

Followers: 317
Reach: 30,567
Page Likes: 231



Website

Visits: 4.4K
Bounce Rate: 65.75%
Unique Visitors: 3.6K
Page Views: 8.2K



TikTok

Followers: 2,884
Likes: 14.7K



Pinterest

Impressions: 4.24K
Total Audience: 2.57K





Contact Us

For questions or concerns

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