

Annual Report 14/15

Facebook

Month	Likes
1 st August	62
1 st September	116
1 st October	125
1 st November	201
1 st December	275
1 st January	277
1 st February	279
1 st March	289
1 st April	293

Twitter

Total Followers	
1 st December	1,016
1 st January	1,044
1 st February	1,068
1 st March	1,094
1 st April	1,108

Total Tweets	
1 st December	1,101
1 st January	1,160
1 st February	
1 st March	1,221
1 st April	1,235

Google Analytics- Website

Most Popular Pages	1	2	3
August	Events	Treats Gelato	List of Shops
September	Mardi Gras	List of Shops	Vouchers
October	List of Shops	BID Team	Events
November	Christmas Lights Switch-On	List of Shops	Events
December	List of Shops	Events	Swan Shopping
January	List of Shops	Events	BID Team
February	List of Shops	Restaurants	Events
March	List of Shops	BID Team	Restaurants

Page Views	
August	817
September	3,617
October	2,466
November	7,950
December	4,088
January	2,150
February	1,048
March	2,537
Total so far:	24,673
Sessions	
August	360
September	1,440
October	1,125
November	4,884
December	1,059
January	927
February	864
March	1,212
Total so far:	11,871
Users	
August	295
September	1,177
October	948
November	3,804
December	855
January	765
February	759
March	1,086

Total so far:	9,689
----------------------	-------

Voucher Downloads

Voucher Counters	Batch 1	Batch 2 09-03-15
Shop Equality	1	
O'Briens	3	
Mumbai Lounge	31	
Identiti	10	
Barber Lounge	2	
Treats Gelato	25	7
Tuk Shop	-	3
Anytime Fitness	-	1
ISL	-	4
Total	41	12