



Burke County Monthly Tourism Report

June 2014

Visitor Center Traffic:

307 visitors

YTD: 1,117

Reasons for Visiting:

Hunger Games Film Sites, Relocation Info, Maps, Hiking, Family Reunion, Lake James, Camping Joara, Wineries, Craft Beers, Brwn Mtn Lights.

Website Traffic:

6,531 page views

YTD: 25,452

Top Referrals:

1. VisitNC.com
2. Morganton.ci.com
3. RomanticAsheville.com

Location of Web Visitors

- | | |
|-------------------|-------|
| 1. North Carolina | 58.1% |
| 2. South Carolina | 5.9% |
| 3. Tennessee | 5.6% |

How They Access Us: Computer: 60% Smartphone: 24% Tablet: 17%

Lake James State Park:

51,587 visitors

+/-: Down 16% from June 2013

South Mountains State Park:

23,114 visitors

+/-: Down 7% from June 2013

Groups Who Visited:

Syprus Technologies
Baxter Pharmaceuticals
Hallmark Greeting Card Co.

Upcoming Events:

July: 19 The Scream 1/2 Marathon, Jonas Ridge
July: 11- Aug 9 Outdoor Drama, Valdese
July: 15-20 S.E. Regional Softball, Morganton