To: Vail Town Council

From: ResortApp

RE: VAIL App Update 1/31/17

The following analytics represent the detailed analysis of how our app is working. Descriptions of the data follow each section.

Section One: Usage

Total New Users (since launch 11/18/16)				2,634
Average downloads per day (trailing 12 days average)				65
Average Daily User (Trailing 12 days Average)				146

*these usage numbers represent all users since launch in November. For year one these numbers are on course for where I expected them. The key number to look at here is the average daily user which is 146 and 10% ahead of the benchmark for travel apps. What does our usage mean? Engagement! We are achieving above average engagement with our users.

Section Two: Behavior

Date Range		11/18/2016	to	1/31/2017			
Sessions per day (avg)			315				
Seconds per session (avg)			31.6	(6 clicks per session)			
Sessions Per:							
Day				1.9	(Benchmark Travel App 1.8)		
Week				2.0	(Benchmark Travel App 2.0)		
Month				2.6	(Benchmark Travel App 2.3)		

*This piece shows how our app is beating two out of three of the benchmarks for travel apps as calculated by our analytics provider Flurry. The manage analytics for apps such as Skype, Yelp, Travelocity, Clash of Clans, etc.

Section Three: Demographics

Apple		90%
Android		10%
Average Age		35-54
Male		37.59%
Female		62.41%

*This piece can be expanded to include as much info as we can handle but will currently allow us to focus our marketing efforts towards specified demographics. I thought we would have more android users at this point so we will focus attention on that.

Section Four: Local Business Search

Businesses Visited (direct clicks/inquiries)			Deal Offered		Average Direct Inquiry Per Day	
	Town of Vail Bus Routes	450	no		20.45	
	Vintage	421	yes		19.14	
	Vendetta's	350	yes		15.91	
	The Remedy Bar	250	yes		11.36	
	Vail Ticket Office	218	yes		9.91	
	The Red Lion	217	yes		9.86	
	Pepi's Bar & Restaurant	200	yes		9.09	
	Big Bear Bistro	188	yes		8.55	
	Eagle County Bus System	182	yes		8.27	
	Vail Village Parking	180	yes		8.18	
	Bart & Yeti's	174	yes		7.91	
	Vail Vitality Center	174	no		7.91	
	Larkspur Restaurant & Bar	163	yes		7.41	
	Vail Ski Base	153	yes		6.95	
	Los Amigos	143	yes		6.50	
	Haagen-Dazs	134	yes		6.09	
	Donovan Park	117	no		5.32	
	Vail Lionshead Structure	115	no		5.23	
	Avalanche Pub	111	no		5.05	

*This analysis shows that with minor participation, the businesses see real quantifiable results that they can use to direct their advertising/marketing budgets. More importantly, this shows that the infrastructure sites for the town on the app are being utilized.

Section Five: Advertising Partners Impression

Banner Visited (12/16/16 - 1/6/17)	Direct Clicks/Inquiries		Avg Impressions
SSCV	147		76,500
Ski Haus	94		76,500
VSO	57		76,500
sscv	47		76,500
Surefoot	42		76,500

*This shows us that our app is creating enough impressions for our advertising partners to keep their Return on Investment at a competitive level, allowing us to further monetize the app. The Avg Impressions number is the same because we calculate that as a rotating screen that scrolls through the app during the user's experience.

Overall, these analytics are exactly what I was looking for. They are proving engagement with the app and the apps ability to be informative and user friendly. Now that we have proved it's' effectiveness, we will be able to branch out to accommodate events that are coming to town as well as providing lodging options and pricing.

The East and West Vail maps will be added in the next build as well as bus routes. Our new Android update will also be available and will match the functionality of the current iOS Version including the parking icon.

All non-Town of Vail Activities and Businesses are in the process of being removed and should be complete by the next new version.

Happy to answer any questions you may have.

Joe Cleary