

Monthly Activities Reports - July 2016

July Attachment 1+2

The Monthly Activities Report is compiled monthly by the Haywood County Tourism Development Authority . Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled. Figures reflect a July 1- June 30 fiscal year.

Activity		July 2016	Same Month Year Last	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor Services	Maggie Valley Visitor Center	4,331	NA	NA	4,331	NA	NA
	Downtown Waynesville & Maggie Visitor Center	NA	*5,212	NA	NA	5,212	NA
	Visitor Center Sales (NET)	\$2,082.40	\$701.04	197%	\$2,082.40	\$701.04	197%
	Travel Guide Requests (print/digital)	267	NA	NA	267	NA	NA
Online Activity	Sessions	25,942	9,800	164%	25,942	9,800	164%
	Unique Users	21,052	8,065	161%	21,052	8,065	161%
	PPC / Display Ads	9,782	64		9,782	64	15184%
	Referrals	1,490	1,475	1%	1,490	1,475	1%
	Social Referrals	1,416	253	459%	1,416	253	459%
	Mobile Site Visits	13,423	NA	NA	13,423	NA	NA
	Tablet Site Visits	4,039	NA	NA	4,039	NA	NA
Public Relations	Significant Media Mentions	104	72	44%	104	72	44%
	Media Placements	2	2	0%	2	2	0%
	Advertising Value	\$2,128,604	\$7,946,873	-73%	\$2,128,604	\$7,946,873	-73%
	Media Interactions	4	2	50%	4	2	50%
Email Marketing	Number of Emails Delivered	8,382	8,495	-1.3%	8,382	8,495	-1.3%
	Opens	1,101	1,189	-7.4%	1,101	1,189	-7.4%
	Clicks	236	109	116%	236	109	116%
	Newsletter Sign Up	175	12	1358%	175	12	1358%
Social Media	Facebook						
	Followers	2,851	124	2199%	35,963	17,201	109%
	Engagement	1.06%	4.48%	-76%	NA	NA	NA
	Video Views	NA	NA	NA	24,062	NA	NA
	Twitter						
	Followers	43	101	-57%	43	NA	NA
	Engagement	1.40%	2.10%	-33.00	1.40%	NA	NA
Youtube							
Views	2,732	1,081	153%	2,732	1,081	153%	

Avg for TDA size Fan Base 34%

30 sec or to the end

Business Avg is 0.07%

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35% - 45% is Average		Audience Retention		81%	71%	14%	81%	71%	14%
Activity		July 2016	Same Month Year	Last	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD	
Social Media Cont. Business Avg 3.31% Business Avg 229	Instagram								
	Followers	142		80	77.50%	2,123	731	190%	
	Engagement	2.60%		1.22%	113%	2.60%	1.22%	113%	
	Pinterest								
	Followers	NA		NA	NA	287	NA	NA	
	Engagement	NA		NA	NA	10%	NA	NA	
	Google+								
Followers (total)	194		NA	NA	194	NA	NA		
Views	NA		NA	NA	129,342	NA	NA		
Activity		July 2016	Same Month Year	Last	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD	
Group Sales Performance Measures	Total Sales Leads Gathered	0		0	NA	0	0	NA	
	Qualified Leads	0		0	NA	0	0	NA	
	Leads Turned into Sales	0		0	NA	0	0	NA	
	RFP's Received	0		0	NA	0	0	NA	
	Group Day Trip	1		0	NA	1	0	NA	
	Day Trip Group Visitors	29		0	NA	29	0	NA	
	Day Trip Group Revenue	\$3,261.05		\$-	NA	\$3,261.05	\$0.00	NA	
	*Overnight Group Visitors	\$-		0	NA	\$-	\$-	NA	
	Group Room Nights	150		0	NA	150	0	NA	
	Overnight Group Revenue	\$32,437.50		\$-	NA	\$32,437.50	\$0.00	NA	
	Total ROI	\$35,698.55		\$-	NA	\$35,698.55	\$0.00	NA	
	Lost RFP Opportunities	0		0	NA	0	0	NA	
	Lost RFP Room Nights	0		0	NA	0	0	NA	
	Total RFP Lost Revenue	\$-		\$-	NA	\$-	\$0.00	NA	
	**Total Potential ROI	\$35,698.55		\$-	NA	\$35,698.55	\$0.00	NA	
Explanations	* Bathroom visits during festivals increased the Downtown Waynesville's numbers. The Downtown Waynesville visitor center also stayed open later on Friday nights when Art After Dark and Mountain Street Dances occurred.								