

Monthly Activities Reports

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		August 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor Services	Maggie Valley Visitor Center	4,755	NA	NA	9,086	NA	NA
	Downtown Waynesville & Maggie Visitor Center	NA	4,277	NA	NA	9,489	NA
	Visitor Center Sales (NET)	\$1,753.53	\$1,059.23	66%	\$3,941.97	\$1,798.66	119%
	Travel Guide Requests (print/digital)	685	44	NA	952	44	1,456%
Online Activity	Sessions	46,125	2,792	1,552%	72,067	12,592	472%
	Unique Users	38,316	2,295	1,569%	59,368	10,360	473%
	PPC / Display Ads	23,457	9	260,533%	33,239	73	45,432%
	Referrals	1,429	710	101%	2,919	2,185	33%
	Social Referrals	1,937	61	3,075%	3,353	314	967%
	Mobile Site Visits	22,185	951	2,232%	35,608	*951	3,644%
	Tablet Site Visits	8,475	457	1,754%	12,514	*457	2,638%
Public Relations	Significant Media Mentions	151	57	165%	255	129	98%
	Media Placements	1	3	-66%	3	5	-40%
	Advertising Value	\$3,464,483.38	\$1,236,569	180%	\$5,593,087	\$9,183,442.00	-39
	Media Interactions	30	3	900%	34	5	580%
Email Marketing <i>Open Rate - 14.7%</i> <i>Industry Avg - 19%</i>	Number of Emails Delivered	8,547	8,449	1.2%	16,929	16,944	-0.1%
	Opens	1,099	1,053	4.3%	2,200	2,242	-1.8%
	Clicks	202	104	94%	438	213	105%
	Newsletter Sign Up	333	3	1100%	508	15	3286%
Social Media <i>Avg for TDA size Fan Base: .34%</i>	Facebook						
	<i>Followers</i>	4,220	482	776%	40,183	17,683	127%
	<i>Engagement</i>	3.00%	0.40%	650%	NA	NA	NA
Social Media <i>Business Avg. is 0.07%</i>	Twitter						
	<i>Followers</i>	44	72	-38%	2,125	1460	46%
	<i>Engagement</i>	3.00%	1.70%	76%	3.00%	1.70%	76%
	Youtube						
Social Media <i>35% - 45% is Average</i>	<i>Views</i>	4,734	1,866	154%	7,602	3,000	153%
	<i>Audience Retention</i>	82%	63%	30%	82%	66%	24%
Activity		August 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Social Media Cont. <i>Business Avg. 3.31%</i> <i>Business Avg: 229</i>	Instagram						
	<i>Followers</i>	90	94	-4.00%	2,231	825	170%
	<i>Engagement</i>	6.00%	1.09%	450%	6.00%	1.09%	450%
	Pinterest						
	<i>Followers</i>	NA	NA	NA	296	NA	NA

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	<i>Engagement</i>	NA	NA	NA	7%	NA	NA
	Google+						
	<i>Followers (total)</i>	197	184	7%	197	NA	NA
	<i>Views</i>	NA	NA	NA	131,279	NA	NA
Activity		August 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Group Sales Performance Measures	Total Sales Leads Gathered	19	0	NA	19	0	NA
	Qualified Leads	3	0	NA	3	0	NA
	Leads Turned into Sales	0	0	NA	0	0	NA
	RFP's Received	1	0	NA	1	0	NA
	Group Day Trip	0	0	NA	1	0	NA
	Day Trip Group Visitors	0	0	NA	29	0	NA
	Day Trip Group Revenue	\$-	\$-	NA	\$3,261.05	\$0.00	NA
	Overnight Group Visitor	27	0	NA	27	\$-	NA
	Group Room Nights	14	0	NA	164	0	NA
	Overnight Group Revenue	\$3,027.50	\$-	NA	\$35,465.00	\$0.00	NA
	Total Revenue	\$3,027.50	\$-	NA	\$38,726.05	\$0.00	NA
	Assisted Day Trip Revenue	0	0	NA	0	0	NA
	Assisted Room Revenue	0	0	NA	0	0	NA
	Total Assisted Revenue	\$3,027.50	\$-	NA	\$38,726.05	\$0.00	NA

Explanations * The YTD number for mobile and tablet visits for last year are only for one month. The website went live in August 2015

Assisted Revenue = revenue earned with leads given by partners that required our assistance with the group.