

## Monthly Activities Reports - August 2017

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 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Visitor</b>  (670 Mailed, 147 Download)	Maggie Valley Visitor Center	4,240	4,755	-10%	9,430	9,086	3%
	Visitor Center Sales (NET)	\$2,585.94	\$1,753.53	47%	\$5,182.95	\$3,941.97	31%
	Travel Guide Requests (print/digital)	817	685	19%	1,515	952	59%
<b>Online Activity</b>	Sessions	66,904	46,125	45%	121,554	72,067	68%
	Unique Users	55,751	38,316	45%	100,761	59,368	69%
	PPC / Display Ads	28,692	23,457	22%	49,029	33,239	47%
	Referrals	2,716	1,429	90%	4,895	2,919	67%
	Social Referrals	653	1,937	-66%	1,198	3,353	-64%
	Mobile Site Visits	37,047	22,185	66%	67,732	35,608	90%
	Tablet Site Visits	11,650	8,475	37%	20,790	12,514	66%
<b>Public Relations</b>	Significant Media Mentions						
	Media Placements						
	Advertising Value						
	Media Interactions						
<b>Email Marketing</b>  Open Rate - 17.8% Industry Avg - 19%	Number of Emails Delivered	11,650	8,547	36%	23,469	16,929	38%
	Opens	3,357	1,099	205%	7,558	2,200	243%
	Clicks	519	202	156%	1,120	438	155%
	Newsletter Sign Up	191	333	-42%	498	508	-1%
<b>Social Media</b>  Avg for TDA size Fan Base: .34%  Business Avg. is 0.07%  Business Avg. 3.31%	<b>Facebook</b>						
	Followers	299	4,220	-93%	58,335	40,183	45%
	Engagement	7.65%	NA	NA	NA	NA	NA
	<b>Twitter</b>						
	Followers	10	44	-77%	2,577	2,125	21%
	Engagement	1.50%	3.00%	-50%	NA	NA	NA
	<b>Instagram</b>						
	Followers	-	-	-%	-	-	-%
Engagement	-%	-	-%	NA	NA	NA	