

## 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		December 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Visitor Services</b>  (208 Mailed, 66 Download)	Maggie Valley Visitor Center	1,779	NA	NA	23,920	NA	NA
	Downtown Waynesville & Maggie Visitor Center	NA	1,840	NA	NA	22,178	NA
	Visitor Center Sales (NET)	\$698.13	\$545.06	28%	\$9,919.38	\$4,529.25	119%
	Travel Guide Requests (print/digital)	274	78	251%	2,189	261	738%
<b>Online Activity</b>	Sessions	35,919	6,646	440%	284,678	34,204	732%
	Unique Users	29,528	5,586	428%	223,211	28,242	690%
	PPC / Display Ads	15,359	3,146	388%	139,777	7,901	1,669%
	Referrals	1,122	583	92%	8,151	5,094	60%
	Social Referrals	5,588	300	1762%	27,778	1,184	2246%
	Mobile Site Visits	22,442	3,002	647%	144,314	10,233	1310%
	Tablet Site Visits	4,107	871	371%	46,403	3,169	1364%
<b>Public Relations</b>	Significant Media Mentions	93	137	-32%	783	424	84%
	Media Placements	1	4	-75%	8	16	-50%
	Advertising Value	\$6,283,323	\$1,496,751	319%	\$17,030,118	\$18,956,448	-10%
	Media Interactions	0	5	-100%	42	31	35%
<b>Email Marketing</b>  Open Rate - 14.5% Industry Avg - 19%	Number of Emails Delivered	9,713	8,286	17%	44,467	41,969	5%
	Opens	1,399	931	50%	6,197	5,198	19%
	Clicks	114	62	83%	995	437	127%
	Newsletter Sign Up	126	14	800%	1,314	45	2820%
<b>Social Media</b>  Avg for TDA size Fan Base: .34%  Business Avg. is 0.07%  35% - 45% is Average  Social Media Cont.  Business Avg. 3.31%	<b>Facebook</b>						
	Followers	367	2,375	84%	51,733	20,213	156%
	Engagement	1.50%	3.55%	-58%	NA	NA	NA
	<b>Twitter</b>						
	Followers	52	21	148%	2,322	1,660	40%
	Engagement	1.50%	2.00%	-25%	1.50%	2.00%	-25%
	<b>Youtube</b>						
	Views	2,445	892	174%	22,586	8,865	155%
	Audience Retention	78%	68%	15%	80%	62%	29%
	<b>Instagram</b>						
Followers	40	143	-72%	2,389	1,236	-72%	
Engagement	1.40%	0.84%	67%	1.40%	0.84%	67%	

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Activity		December 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Group Sales</b>	Total Sales Leads Gathered	0	0	-45.90%	104	69	-72.46%
<b>Performance</b>	Qualified Leads	0	0	-43.24%	55	40	-92.50%

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<b>Measures</b>	Leads Turned into Sales	0	0	0	0	0	0
	RFP's Received	0	0	0	4	2	-100.00%
	Group Day Trip	0	1	-100.00%	1	5	-80.00%
	Day Trip Group Visitors	0	26	-28.00%	119	910	-96.46%
	Day Trip Group Revenue	\$-	\$3,261.05	-28.00%	\$13,381.55	\$102,329.50	-86.92%
	Overnight Group Visitor	\$-	\$-	0	91	\$441.00	-89.34%
	Group Room Nights	0	10	-80.83%	267	252	5.95%
	Overnight Group Revenue	\$-	\$2,162.50	-80.83%	\$57,738.75	\$54,495.00	5.95%
	Total Monthly Revenue	\$-	\$5,423.55	-62.27%	\$71,120.30	\$156,824.50	-54.65%
	Assisted Day Trip Revenue	0	0	0	0	0	0
	Assisted Room Revenue	0	0	0	60	0	0
	Total Assisted Revenue	\$-	\$-	0	\$12,975.00	\$-	0
	Total Revenue	\$-	\$5,423.55	-62.27%	\$84,095.30	\$156,824.50	-54.65%