

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. * Numbers are based on a Calendar year.

Activity		February 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Impact Overall	Gross Sales (fiscal YTD)						
	Occupancy*	40.2	42.1	-4.5%	35.8	38.5	-6.9%
	Average Daily Rate*	90.88	86.15	5.5%	89.41	85.76	4.3%
	Demand*	17,066	17,876	-4.5%	32,011	34,381	-6.9%
	Revenue Per Available Room*	36.56	36.30	0.7%	32.02	32.99	-2.9%
Visitor Services (409 Mailed, 134 Download)	Maggie Valley Visitor Center	1,179	NA	NA	26,177	NA	NA
	Downtown Waynesville & Maggie Visitor Center	NA	*763	NA	NA	23,652	NA
	Visitor Center Sales (NET)	\$258.85	\$132.10	96%	\$10,563.62	\$4,931.79	114%
	Travel Guide Requests (print/digital)	543	243	123%	3,102	703	341%
Online Activity	Sessions	32,670	7,152	356%	338,875	51,156	562%
	Unique Users	27,334	5,962	358%	276,662	42,527	550%
	PPC / Display Ads	15,831	2,670	492%	171,110	14,100	1,113%
	Referrals	1,129	716	57%	10,538	6,715	56%
	Social Referrals	800	842	-5%	30,161	2,317	1,201%
	Mobile Site Visits	15,548	2,981	421%	176,329	18,012	878%
	Tablet Site Visits	5,369	958	460%	56,421	5,677	893%
Public Relations	Significant Media Mentions	20	38	-47%	863	518	-99%
	Media Placements	1	1	0%	9	20	-55%
	Advertising Value	\$117,309	\$6,264,725	98%	\$17,299,188	\$25,788,257	-32
	Media Interactions	1	7	-85%	43	129	-66%
Email Marketing Open Rate - 14.5% Industry Avg - 19%	Number of Emails Delivered	10,145	8,208	23%	64,547	58,422	10%
	Opens	2,079	895	132%	9,652	7,050	36%
	Clicks	215	116	85%	1,368	696	96%
	Newsletter Sign Up	210	14	1400%	1,746	88	1,884%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% 35% - 45% is Average Social Media Cont. Business Avg. 3.31%	Facebook						
	Followers	1,860	3,119	-40%	54,953	27,082	102%
	Engagement	3.44%	2.50%	37%	NA	NA	NA
	Twitter						
	Followers	26	58	-55%	2,400	1,824	31%
	Engagement	1.60%	1.80%	-11%	2.00%	1.80%	11%
	Youtube						
	Views	2,999	4,074	-26%	28,584	13,821	106%
	Audience Retention	76%	84%	-9%	79%	71%	11%
	Instagram						
Followers	94	148	-36%	2,645	1,473	79%	
Engagement	1.30%	0.5	160%	1.20%	0.5	140%	

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Activity		February 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Group Sales Performance Measures	Total Sales Leads Gathered	18,165	53	2	144	69	-72.46%
	Qualified Leads	40	24	2	55	40	-92.50%
	Leads Turned into Sales	0	2	2	0	0	0
	RFP's Received	2	2	2	4	2	-100.00%
	Group Day Trip	5	0	2	1	5	-80.00%
	Day Trip Group Visitors	910	0	2	119	910	-96.46%
	Day Trip Group Revenue	\$102,329.50	\$0.00	2	\$13,381.55	\$102,329.50	-86.92%
	Overnight Group Visitor	441	2	2	91	\$441.00	-89.34%
	Group Room Nights	252	2	2	267	252	5.95%
	Overnight Group Revenue	\$54,495.00	\$432.50	2	\$57,738.75	\$54,495.00	5.95%
	Total Monthly Revenue	\$156,824.50	\$432.50	2	\$71,120.30	\$156,824.50	-54.65%
	Assisted Day Trip Revenue	0	0	2	0	0	0
	Assisted Room Revenue	0	0	2	60	0	0
	Total Assisted Revenue	\$-	\$-	2	\$12,975.00	\$-	0
	Total Revenue	\$156,824.50	\$432.50	2	\$84,095.30	\$156,824.50	-54.65%