

Monthly Activities Reports - July 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		July 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor (566 Mailed, 132 Download)	Maggie Valley Visitor Center	5,190	4,331	19%	5,190	4,331	19%
	Visitor Center Sales (NET)	\$2,597.01	\$2,082.40	24%	\$2,597.01	\$2,082.40	24%
	Travel Guide Requests (print/digital)	698	267	161%	698	267	161%
Online Activity	Sessions	54,650	25,942	110%	54,650	25,942	110%
	Unique Users	45,010	21,052	113%	45,010	21,052	113%
	PPC / Display Ads	20,337	9,782	107%	20,337	9,782	107%
	Referrals	2,179	1,490	46%	2,179	1,490	46%
	Social Referrals	545	1,416	-61%	545	1,416	-61%
	Mobile Site Visits	30,685	13,423	128%	30,685	13,423	128%
	Tablet Site Visits	9,140	4,039	126%	9,140	4,039	126%
Public Relations	Significant Media Mentions						
	Media Placements						
	Advertising Value						
	Media Interactions						
Email Marketing Open Rate - 17% Industry Avg - 19%	Number of Emails Delivered	11,819	8,382	41%	11,819	8,382	41%
	Opens	4,201	1,101	281%	4,201	1,101	281%
	Clicks	601	236	154%	601	236	154%
	Newsletter Sign Up	307	175	75%	307	175	75%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% Business Avg. 3.31%	Facebook						
	Followers	291	2,851	-90%	58,036	35,963	61%
	Engagement	7.94%	NA	NA	NA	NA	NA
	Twitter						
	Followers	39	43	-9%	2,528	2,115	20%
	Engagement	1.00%	1.40%	-29%	NA	NA	NA
	Instagram						
	Followers	-	-	#VALUE!		-	-%
Engagement	-%	-	-%	NA	NA	NA	