

Monthly Activities Reports - June 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. * Numbers are based on a Calendar year.

Activity		June 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor (286 Mailed, 152 Download)	Maggie Valley Visitor Center	4,242	3,614	17%	37,332	31,917	16%
	Visitor Center Sales (NET)	\$1,893.82	\$1,795.00	5%	\$15,382.65	\$8,068.90	90%
	Travel Guide Requests (print/digital)	438	284	54%	10,147	1516	569%
Online Activity	Sessions	53,018	19,281	174%	499,550	101,163	393%
	Unique Users	43,793	16,109	171%	392,280	81,364	382%
	PPC / Display Ads	19,654	7,978	146%	236,375	32,065	637%
	Referrals	2,053	1,250	64%	16,379	11,619	40%
	Social Referrals	851	3,031	-71%	32,858	9,245	255%
	Mobile Site Visits	25,530	8,119	214%	255,071	42,111	505%
	Tablet Site Visits	7,570	3,946	91%	83,627	16,381	410%
Public Relations	Significant Media Mentions	100	123	-18%	1,440	1,283	12%
	Media Placements	0	4	-100%	9	32	-71%
	Advertising Value	\$578,348	\$171,615	237%	\$23,011,624	\$30,456,211	-24%
	Media Interactions	2	4	-50%	59	176	-66%
Email Marketing Open Rate - 14.6% Industry Avg - 19%	Number of Emails Delivered	11,705	8,575	36%	96,781	83,984	15%
	Opens	4,065	1,054	285%	19,118	10,474	82%
	Clicks	599	144	315%	2,593	1144	126%
	Newsletter Sign Up	1,239	12	10225%	3,675	142	2488%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07%	Facebook						
	Followers	198	948	-79%	57,745	33,112	74%
	Engagement	8.53%	NA	NA	NA	NA	NA
	Twitter						
	Followers	23	64	-64%	2,505	2,179	15%
	Engagement	1.20%	2.00%	-40%	NA	NA	NA
Social Media Cont. Business Avg. 3.31%	Instagram						
	Followers	51	121	-58%	3,087	1,851	67%
Engagement	4.05%	0.74%	447%	NA	NA	NA	

GROUPS

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Activity		June 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	0	36	0% Rise	295	172	172% Rise
	Qualified Leads	0	36	0% Rise	126	104	121% Rise
	Leads Turned into Sales	0	2	0% Rise	3	9	33% Rise
	RFP's Received	0	1	0% Rise	6	7	86% Drop
	Group Day Trip	0	2	0% Drop	5	9	56% Drop
	Day Trip Group Visitors	0	76	0% Drop	294	1093	27% Rise
	Day Trip Group Revenue	\$-	\$8,546.20	0% Drop	\$33,060.30	\$122,907.85	27% Drop
	Overnight Group Visitor	40	0	0	3370	\$505.00	667% Rise
	Group Room Nights	20	275	7% Drop	1913	589	325% Rise
	Overnight Group Revenue	\$4,325.00	\$59,468.75	7% Drop	\$413,686.25	\$127,371.25	325% Rise
	Total Monthly Revenue	\$4,325.00	\$68,014.95	6% Drop	\$446,746.55	\$250,279.10	178% Rise
	Assisted Room Revenue	\$0.00	\$0.00	0	\$31,140.00		0
	Total Assisted Revenue	\$-	\$-	0	\$49,305.00	\$-	0
	Total Revenue	\$4,325.00	\$68,014.95	6% Drop	\$496,051.55	\$250,279.10	198% Rise