

Monthly Activities Reports - March 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		March 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Impact	Occupancy*	45.1	47.7	-5.3	39.1	41.7	-6.3
Overall	Average Daily Rate*	91.09	85.33	6.8	90.11	85.59	5.3
	Demand*	22,042	23,287	-5.3	54,023	57,668	-6.6
	Revenue Per Available Room*	41.12	40.70	1.1	35.22	35.71	-1.4
Visitor Services	Maggie Valley Visitor Center	1,558	NA	NA	27,735	NA	NA
	Downtown Waynesville	NA	1,229	NA	NA	24,881	NA
	Visitor Center Sales (NET)	\$748.17	\$912.03	-17%	\$11,311.79	\$5,843.82	93%
582 Mailed, 191 Download)	Travel Guide Requests (print/digital)	773	155	398%	3,875	858	351%
Online Activity	Sessions	34,816	9,044	285%	373,691	60,200	520%
	Unique Users	29,223	7,399	295%	305,885	49,926	512%
	PPC / Display Ads	15,400	2,687	473%	186,510	16,787	1011%
	Referrals	1,448	1,055	37%	11,986	7,770	54%
	Social Referrals	617	1,569	-60%	30,778	3,886	692%
	Mobile Site Visits	16,546	3,939	320%	192,875	21,951	778%
	Tablet Site Visits	5,629	1265	345%	62,050	6,942	793%
Public Relations	Significant Media Mentions	143	30	376%	1006	548	83%
	Media Placements	0	2	-100%	9	22	-59%
	Advertising Value	\$1,487,914	\$4,101,927	-63%	\$18,787,102	\$29,890,184	-32
	Media Interactions	10	12	-16%	53	141	-62%
Email Marketing	Number of Emails Delivered	10,146	8,223	23%	74,693	66,645	1024%
	Opens	2,914	984	196%	12,566	8,034	56%
Open Rate - 19.4%	Clicks	421	159	164%	1,789	855	109%
Industry Avg - 19%	Newsletter Sign Up	345	42	721%	2,091	130	1508%
Social Media	Facebook						
	Followers	1,454	3,119	-53%	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						
Media Cont.	Followers	94	148	-36%	2,645	1,473	79%
Business Avg. 3.31%	Engagement	1.30%	0.5	160%	1.20%	0.5	140%

GROUPS

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Activity		March 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Group Sales	Total Sales Leads Gathered	82	16	513% Rise	295	156	189% Rise
Performance	Qualified Leads	61	16	381% Rise	126	88	143% Rise
Measures	Leads Turned into Sales	0	2	0% Rise	3	7	43% Rise
	RFP's Received	0	0	#DIV/0!	5	6	83% Drop
	Group Day Trip	0	1	0% Drop	3	7	43% Drop
	Day Trip Group Visitors	0	42	0% Drop	119	1017	12% Rise
	Day Trip Group Revenue	\$0.00	\$4,722.90	0% Drop	\$13,381.55	\$119,084.55	11% Drop
	Overnight Group Visitor	0	16	0% Drop	208	\$247.00	84% Drop
	Group Room Nights	\$0.00	\$2,000.00	0% Drop	349	\$32,875.00	1% Drop
	Overnight Group Revenue	\$0.00	\$3,460.00	0% Drop	\$75,471.25	\$56,873.75	133% Rise
	Total Monthly Revenue	\$-	\$8,182.90	0% Drop	\$88,852.80	\$175,958.30	50% Drop
	Assisted Day Trip Revenue	0	0	#DIV/0!	0	0	#DIV/0!
	Assisted Room Revenue	0	\$0.00	#DIV/0!	\$31,140.00	\$0.00	#DIV/0!
	Total Assisted Revenue	\$-	\$-	#DIV/0!	\$49,305.00	\$-	#DIV/0!
	Total Revenue	\$0.00	\$8,182.90	0% Drop	\$138,157.80	\$175,958.30	79% Drop