

Monthly Activities Reports - May 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		May 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Impact Overall	Occupancy*	54.6	56.3	-2.9	46.3	48.8	-5.1
	Average Daily Rate*	105.76	100.14	5.6	96.02	91.55	4.9
	Revenue Per Available Room*	57.80	56.35	2.6	44.45	44.64	-0.4
	Demand*	29003	29916	-3.1	110,648	116596	-5.1
Visitor Services	Maggie Valley Visitor Center	3,238	NA	NA	33,090	NA	NA
	Downtown Waynesville	NA	2,174	NA	NA	28,303	NA
	Visitor Center Sales (NET)	\$1,244.76	\$743.61	64%	\$13,488.83	\$7,017.51	
	Travel Guide Requests (print/digital)	579	204	183%	4,963	1,232	302%
Online Activity	Sessions	40,512	13,324	204%	447,721	101,793	339%
	Unique Users	33,940	11,161	204%	368,094	67,852	442%
	PPC / Display Ads	17,086	4,848	252%	216,349	23,502	820%
	Referrals	1,291	1,202	7%	14,326	10,348	38%
	Social Referrals	616	1,861	-66%	32,007	6,194	416%
	Mobile Site Visits	20,497	5,245	290%	229,541	30,017	664%
	Tablet Site Visits	7,470	2618	185%	76,057	10,796	604%
Public Relations	Significant Media Mentions	230	468	-50%	1,340	1,160	15%
	Media Placements	1	3	-66%	10	28	-52%
	Advertising Value	\$706,754	\$384,377	83%	\$22,433,276	\$30,284,596	-25%
	Media Interactions	2	7	-71%	57	172	-66%
Email Marketing	Number of Emails Delivered	10,580	8,218	28%	85,076	75,409	12%
	Opens	2,613	906	188%	15,053	9,420	59%
	Clicks	409	155	163%	1,994	1000	99%
	Newsletter Sign Up	197	107	84%	2,436	130	1,773%
Social Media	Facebook						
	Followers	577	2,690	-79%	57,547	32,164	79%
	Engagement	10.22%	NA	NA	NA	NA	NA
	Twitter						
	Followers	50	64	-22%	2,499	1,824	37%
	Engagement	1.90%	1.10%	73%	NA	NA	NA
Social Media Cont.	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		May 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	1	1	100% Rise	6	7	86% Drop
	Group Day Trip	1	2	50% Drop	5	9	56% Drop
	Day Trip Group Visitors	55	76	72% Drop	294	1093	27% Rise
	Day Trip Group Revenue	\$6,184.75	\$8,546.20	72% Drop	\$33,060.30	\$122,907.85	27% Drop
	Overnight Group Visitor	3000	0	0	3330	\$505.00	659% Rise
	Group Room Nights	1200	275	436% Rise	1693	589	321% Rise
	Overnight Group Revenue	\$259,500.00	\$59,468.75	436% Rise	\$409,361.25	\$127,371.25	321% Rise
	Total Monthly Revenue	\$265,684.75	\$68,014.95	391% Rise	\$442,421.55	\$250,279.10	177% Rise
	Assisted Room Revenue	\$0.00	\$0.00	0	\$31,140.00		0
	Total Assisted Revenue	\$-	\$-	0	\$49,305.00	\$-	0
	Total Revenue	\$265,684.75	\$68,014.95	391% Rise	\$491,726.55	\$250,279.10	196% Rise