

## 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.

Activity		November 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Visitor Services</b>  <b>(302 Mailed 86 Download)</b>	Maggie Valley Visitor Center	2,317	NA	NA	22,141	NA	NA
	Downtown Waynesville & Maggie Visitor Center	NA	1,550	NA	NA	20,338	NA
	Visitor Center Sales (NET)	\$2,859.87	\$1,166.96	145%	\$8,094.95	\$3,585.91	126%
	Travel Guide Requests (print/digital)	388	48	708%	1,915	144	1,229%
<b>Online Activity</b>	Sessions	36,168	7,209	401%	246,570	27,558	794%
	Unique Users	28,841	5,998	380%	193,683	22,656	754%
	PPC / Display Ads	18,995	4,259	345%	124,418	4,755	2,516%
	Referrals	1,749	757	131%	7,029	4,511	55%
	Social Referrals	1,226	167	634%	22,190	884	2410%
	Mobile Site Visits	18,912	3,374	460%	121,872	7,231	1,585%
	Tablet Site Visits	5,603	769	628%	42,296	2,298	1,740%
<b>Public Relations</b>	Significant Media Mentions	73	22	231%	690	287	140%
	Media Placements	2	-50	0%	7	12	-41%
	Advertising Value	\$190,996.01	\$1,727,893	-88	\$10,746,795	\$17,459,697.00	-38%
	Media Interactions	1	2	-50%	42	26	61%
<b>Email Marketing</b> <b>Open Rate - 14.3%</b> <b>Industry Avg - 19%</b>	Number of Emails Delivered	8,993	8,334	7.9%	34,754	33,683	3.1%
	Opens	1,290	988	31.0%	4,798	4,267	12.4%
	Clicks	217	77	181%	881	375	134%
	Newsletter Sign Up	319	5	6280%	1188	31	3732%
<b>Social Media</b> <b>Avg for TDA size Fan Base: .34%</b>  <b>Business Avg. is 0.07%</b>  <b>35% - 45% is Average</b>  <b>Social Media Cont.</b> <b>Business Avg. 3.31%</b>	<b>Facebook</b>						
	Followers	5,440	79	6786%	51,366	17,838	188%
	Engagement	3.00%	2.16%	39%	NA	NA	NA
	<b>Twitter</b>						
	Followers	45	21	114%	2,254	1,660	36%
	Engagement	1.90%	2.00%	-5%	1.90%	2.00%	-5%
	<b>Youtube</b>						
	Views	2,673	867	208%	20,141	5,923	240%
	Audience Retention	80%	65%	23%	80%	64%	25%
	<b>Instagram</b>						
Followers	72	64	13%	2,461	1093	125%	
Engagement	2.50%	0.63%	297%	2.50%	0.63%	297%	

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Activity		November 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Group Sales</b>	Total Sales Leads Gathered	33	61	-45.90%	19	69	-72.46%

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<b>Performance Measures</b>	Qualified Leads	21	37	-43.24%	3	40	-92.50%
	Leads Turned into Sales	2	0	0	0	0	0
	RFP's Received	0	0	0	0	2	-100.00%
	Group Day Trip	0	2	-100.00%	1	5	-80.00%
	Day Trip Group Visitors	90	125	-28.00%	119	910	-96.46%
	Day Trip Group Revenue	\$10,120.50	\$14,056.25	-28.00%	\$13,381.55	\$102,329.50	-86.92%
	Overnight Group Visitor	44	0	0	47	\$441.00	-89.34%
	Group Room Nights	23	120	-80.83%	267	252	5.95%
	Overnight Group Revenue	\$4,973.75	\$25,950.00	-80.83%	\$57,738.75	\$54,495.00	5.95%
	Total Monthly Revenue	\$15,094.25	\$40,006.25	-62.27%	\$71,120.30	\$156,824.50	-54.65%
	Assisted Day Trip Revenue	0	0	0	0	0	0
	Assisted Room Revenue	0	0	0	0	0	0
	Total Assisted Revenue	\$-	\$-	0	\$-	\$-	0
	Total Revenue	\$15,094.25	\$40,006.25	-62.27%	\$71,120.30	\$156,824.50	-54.65%