

## 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		October 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Visitor Services</b>  (415 Mailed 160 Download)	Maggie Valley Visitor Center	6,441	NA	NA	19,824	NA	NA
	Downtown Waynesville & Maggie Visitor Center	NA	5,704	NA	NA	18,788	NA
	Visitor Center Sales (NET)	\$2,859.87	\$1,166.96	145%	\$8,094.95	\$3,585.91	126%
	Travel Guide Requests (print/digital)	575	52	1,005%	1,527	96	1,490%
<b>Online Activity</b>	Sessions	74,668	4,821	1,448%	210,402	20,349	716%
	Unique Users	61,638	3,880	1,488%	164,842	16,658	707%
	PPC / Display Ads	38,813	415	9,252%	105,423	496	82,134%
	Referrals	1,169	806	45%	5,280	3,754	39%
	Social Referrals	15,278	343	4,354%	20,964	717	1420%
	Mobile Site Visits	40,696	2,020	1,914%	102,960	3,857	3,289%
	Tablet Site Visits	14,448	614	2,253%	36,693	1,529	2,331%
<b>Public Relations</b>	Significant Media Mentions	285	76	275%	617	265	133%
	Media Placements	1	1	0%	5	8	-38%
	Advertising Value	\$4,202,303.97	\$4,129,930	1.75%	\$10,555,799	\$15,731,804.00	-33%
	Media Interactions	4	2	100%	41	24	71%
<b>Email Marketing</b>  Open Rate - 14.3% Industry Avg - 19%	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>  Avg for TDA size Fan Base: .34%  Business Avg. is 0.07%  35% - 45% is Average  Social Media Cont. Business Avg. 3.31%	<b>Facebook</b>						
	Followers	4,312	202	2035%	45,926	17,759	159%
	Engagement	1.30%	4.95%	-73%	NA	NA	NA
	<b>Twitter</b>						
	Followers	42	60	-30%	2,209	1,639	35%
	Engagement	1.50%	1.80%	-17%	1.50%	1.80%	-17%
	<b>Youtube</b>						
	Views	4,875	1,192	309%	17,468	5,055	246%
	Audience Retention	76%	58%	31%	80%	64%	25%
	<b>Instagram</b>						
Followers	31	120	-74%	2,349	1,029	128%	
Engagement	0.20%	0.84%	-76%	0.20%	0.84%	-76%	

Activity

October 2016

Same Month Last Year

Variance Monthly Prior vs. Current

YTD Actual

YTD Last Year

Variance YTD

### Monthly Activities Reports

<b>Group Sales Performance Measures</b>	Total Sales Leads Gathered	33	61	-45.90%	19	69	-72.46%
	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%