

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		September 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor Services (645 Mail 228 Download)	Maggie Valley Visitor Center	4,297	NA	NA	13,383	NA	NA
	Downtown Waynesville & Maggie Visitor Center	NA	3,595	NA	NA	13,084	NA
	Visitor Center Sales (NET)	\$1,225.00	\$589.29	108%	\$4,979.02	\$2,293.84	117%
	Travel Guide Requests (print/digital)	873	39	2,138%	1,825	83	2,098%
Online Activity	Sessions	54,667	2,936	1,761%	126,734	15,528	716%
	Unique Users	43,836	2,418	1,712%	103,204	12,778	707%
	PPC / Display Ads	33,371	8	417,037%	66,610	81	82,134%
	Referrals	1,192	763	56%	4,111	2,948	39%
	Social Referrals	2,333	60	3,788%	5,686	374	1,420%
	Mobile Site Visits	26,656	886	2,908%	62,264	1,837	3,289%
	Tablet Site Visits	9,731	458	2,024%	22,245	915	2,331%
Public Relations	Significant Media Mentions	77	60	28%	332	189	76%
	Media Placements	1	2	-50%	4	7	-42%
	Advertising Value	\$760,409.70	\$2,418,432	-68%	\$6,353,496	\$11,601,874.00	-45%
	Media Interactions	3	17	-82%	37	22	68%
Email Marketing Open Rate - 15% Industry Avg 19% Click Rate - 2.6% Industry Avg - 3%	Number of Emails Delivered	8,832	8,405	5.0%	25,761	25,349	1.6%
	Opens	1,308	1,037	26.0%	3,508	3,279	6.9%
	Clicks	225	85	164%	664	298	122%
	Newsletter Sign Up	361	11	3181%	869	26	3242%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% 35% - 45% is Average	Facebook						
	<i>Followers</i>	1,379	200	590%	41,614	17,557	137%
	<i>Engagement</i>	3.02%	3.07%	-2%	NA	NA	NA
	Twitter						
	<i>Followers</i>	42	60	-30%	2,167	1,639	32%
	<i>Engagement</i>	1.80%	1.80%	0%	1.30%	NA	NA
	Youtube						
	<i>Views</i>	4,991	949	426%	12,593	3,952	219%
<i>Audience Retention</i>	82%	64%	28%	82%	64%	28%	
Activity		September 2016	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Social Media Cont. Business Avg. 3.31%	Instagram						
	<i>Followers</i>	87	84	4%	2,318	909	155%
	<i>Engagement</i>	2.70%	0.84%	221%	2.70%	0.84%	221%

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Group Sales Performance Measures	Total Sales Leads Gathered	36	8	350.00%	55	8	587.50%
	Qualified Leads	24	3	700.00%	27	3	800.00%
	Leads Turned into Sales	0	0	0	0	0	0
	RFP's Received	1	2	-50.00%	3	2	50.00%
	Group Day Trip	0	2	-100.00%	1	2	-50.00%
	Day Trip Group Visitors	0	820	-100.00%	29	820	-96.46%
	Day Trip Group Revenue	\$-	\$92,209.00	-100.00%	\$3,261.05	\$92,209.00	-96.46%
	Overnight Group Visitor	20	441	-95.46%	47	\$441.00	-89.34%
	Group Room Nights	80	252	-68.25%	244	252	-3.17%
	Overnight Group Revenue	\$17,300.00	\$54,495.00	-68.25%	\$52,765.00	\$54,495.00	-3.17%
	Total Monthly Revenue	\$17,300.00	\$146,704.00	-88.21%	\$56,026.05	\$146,704.00	-61.81%
	Assisted Day Trip Revenue	0	0	0	0	0	0
	Assisted Room Revenue	0	0	0	0	0	0
	Total Revenue	\$17,300.00	\$149,704.00	-88.21%	\$56,026.05	\$146,704.00	-61.81%
Explanations	Assisted Revenue = revenue earned with leads given by partners that required our assistance with the group.						