

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 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Visitor</b>	Maggie Valley Visitor Center	6,187	6,441	-3%	19,477	19,824	-1%
	Visitor Center Sales (NET)	\$3,174.93	\$2,859.87	11%	\$12,642.25	\$8,026.84	57%
	Travel Guide Requests (print/digital)	890	575	54%	3,326	2,400	38%
<b>Online Activity</b>	Sessions	56,854	74,668	-23%	240,836	201,402	19%
	Unique Users	45,185	61,639	-26%	189,836	160,288	18%
	PPC / Display Ads	24,135	38,813	-37%	99,698	105,423	-5%
	Referrals	2,699	1,169	130%	9,808	5,280	85%
	Social Referrals	1,177	15,278	-92%	5,642	20,964	-73%
	Mobile Site Visits	33,022	40,696	-18%	135,980	102,960	32%
	Tablet Site Visits	8,130	14,448	-19%	39,087	36,693	6%
<b>Email Marketing</b> Open Rate - 16.2% Industry Avg - 19%	Number of Emails Delivered	12,188	8,993	35%	47,533	34,754	36%
	Opens	3,074	1,290	138%	11,940	4,798	148%
	Clicks	639	217	194%	2,540	880	188%
	Newsletter Sign Up	312	319	-2%	1,164	1,188	-2%
<b>Social Media</b> Avg for TDA size Fan Base: .34%  Business Avg. is 0.07%  Business Avg. 3-6%	<b>Facebook</b>						
	Followers	30	4,312	-99%	58,486	45,926	27%
	Engagement	8.63%	NA	NA	NA	NA	NA
	<b>Twitter</b>						
	Followers	45	42	7%	2,647	2,209	20%
	Engagement	2.65%	1.50%	77%	NA	NA	NA
	<b>Instagram</b>						
	Followers	239	31	671%	4,492	2,349	91%
Engagement	5.26%	0.20%	2530%	NA	NA	NA	

\*\* Display ads were run last October but not this October. While they are great for driving large volumes of traffic, the traffic tends to have a high bounce rate and be low converting. With the launch of the new website and organic doing so well, focus was placed on driving higher converting traffic and getting more of the conversions that matter, rather than volume, with October's budget.

With organic traffic averaging around a 110% increase this year versus last year, more focus is being made on quality vs. quantity for paid search efforts this year.

\*\*\* Meltwater Media Monitoring has a new system and is being refined for searches so that we can report more accurate numbers.