

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 2017	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Visitor</b>	Maggie Valley Visitor Center	3,860	4,297	-10%	13,290	13,383	-1%
	Visitor Center Sales (NET)	\$4,284.37	\$1,225.00	249%	\$9,467.32	\$5,166.97	83%
	Travel Guide Requests (print/digital)	921	873	5%	2,436	1,825	33%
<b>Online Activity</b>	Sessions	61,969	54,667	13%	183,523	126,734	44%
	Unique Users	50,454	43,836	15%	147,265	101,084	45%
	PPC / Display Ads	23,801	30,247	-21%	75,563	66,610	13%
	Referrals	2,214	1,192	85%	7,109	4,111	72%
	Social Referrals	3,267	2,333	40%	4,465	5,686	-21%
	Mobile Site Visits	35,226	26,656	32%	102,958	62,264	65%
	Tablet Site Visits	10,167	9,731	4%	30,957	22,245	39%
<b>Email Marketing</b> Open Rate - 17.8% Industry Avg - 19%	Number of Emails Delivered	11,876	8,832	34%	35,345	25,761	37%
	Opens	3,688	1,308	181%	8,866	3,508	152%
	Clicks	781	225	247%	1,901	663	186%
	Newsletter Sign Up	354	361	-1%	852	869	-1%
<b>Social Media</b> Avg for TDA size Fan Base: .34%  Business Avg. is 0.07%  Business Avg. 3-6%	<b>Facebook</b>						
	Followers	126	1,379	-91%	58,461	41,614	40%
	Engagement	7.13%	NA	NA	NA	NA	NA
	<b>Twitter</b>						
	Followers	40	42	-5%	2,601	2,167	20%
	Engagement	2.42%	1.80%	34%	NA	NA	NA
	<b>Instagram</b>						
	Followers	295	87	239%	4,253	2,318	83%
Engagement	5.15%	2.70%	91%	NA	NA	NA	

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