

August 2018 - Monthly Activities Report

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		August 2018	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor	Maggie Valley Visitor Center	4,087	4,240	-3%	9,083	8,482	7%
	Visitor Center Sales (NET)	\$2,203.50	\$2,585.94	-14%	\$4,821.89	\$4,476.76	7%
	Travel Guide Requests (print/digital)	932	817	14%	1,892	1225	54%
Online Activity	Sessions	63,082	66,904	-5%	127,381	121,554	4%
	Unique Users	50,078	55,751	-10%	98,710	99,094	-0.39%
	PPC / Display Ads	18,106	28,692	-36%	34,870	49,029	-28%
	Referrals	2,788	2,716	2%	5,656	4,895	15%
	Social Referrals	8,786	653	1245%	17,744	1,198	1381%
	Mobile Site Visits	35,956	37,047	-2%	74,826	67,732	10%
Public Relations	Media Mentions	21	355	-94%	51	724	-92%
	Advertising Value	\$803,400	\$2,394,095	-66%	\$1,293,108	\$3,980,915	-67%
	Media Interactions	40	0	infinity	42	0	infinity
Email Marketing	Number of Emails Delivered	13,471	11,650	15%	26,626	23,469	13%
	Opens	2,910	3,357	-13%	6,150	7,558	-18%
	Clicks	844	519	62%	1547	1120	38%
	Newsletter Sign Up	370	191	93%	698	498	40%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% Business Avg. 3-6%	Facebook						
	Followers	1,810	299	505%	69,583	58,335	19%
	Engagement	8.91%	7.65%	16%	NA	NA	NA
	Twitter						
	Followers	6	11	-45%	2,940	2,577	14%
	Engagement	1.10%	1.50%	-27%	NA	NA	NA
	Instagram						
	Followers	351	356	-1%	7,233	3,958	83%
Engagement	6.16%	6.82%	-10%	NA	NA	NA	