

December 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		December 2018	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor	Maggie Valley Visitor Center	3,090	1,859	66%	22,869	23,994	-4%
	Visitor Center Sales (NET)	\$1,061.62	\$1,663.58	-36%	\$11,029.43	\$14,305.83	-22%
	Travel Guide Requests (print/digital)	201	156	28%	2,738	3,190	-14%
Online Activity	Sessions	51,553	36,064	42%	397,729	329,636	20%
	Unique Users	40,986	29,078	40%	299,465	259,673	15%
	Organic	12,745	11,541	10%	115,071	106,679	7%
	PPC / Display Ads	28,919	16,265	77%	108,575	135,451	-19%
	Referrals	1,172	772	51%	16,598	13,283	24%
	Social Referrals	1,273	1,690	-24%	75,606	12,505	504%
	Mobile Site Visits	37,918	25,293	49%	243,611	192,108	26%
*Public Relations	Media Mentions	20	N/A	N/A	119	N/A	N/A
	Advertising Value	\$13,686	N/A	N/A	\$1,377,887	N/A	N/A
	Media Interactions	1	N/A	N/A	47	N/A	N/A
Email Marketing	Number of Emails Delivered	13,707	12,112	13%	81,220	71,834	13%
	Opens	2,984	2,494	19%	18,665	17,253	8%
	Clicks	284	311	-8%	3,342	3,262	2%
	Newsletter Sign Up	214	113	89%	2,327	1,384	68%
Social Media	Facebook						
	<i>Followers</i>	1,736	135	1186%	76,129	58,646	30%
	<i>Engagement</i>	NA	NA	#VALUE!	NA	NA	NA
	Twitter						
	<i>Followers</i>	47	26	81%	3,106	2,702	15%
	<i>Engagement</i>	1.00%	1.30%	-23%	NA	NA	NA
	Instagram ***						
	<i>Followers</i>	NA	NA	#VALUE!	NA	NA	#VALUE!
<i>Engagement</i>	NA	NA	#VALUE!	NA	NA	NA	

* The comparison to last year has been removed. We have changed media monitoring services and it the numbers did not reflect and accurate comparison.*

*** Iconosquare no longer offers free analytics so we no longer have way of reporting these numbers. We are looking into other available tracking methods.