

July 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		July 2018	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor	Maggie Valley Visitor Center	4,996	4,242	17%	4,996	4,242	17%
	Visitor Center Sales (NET)	\$2,618.39	\$1,893.82	38%	\$2,618.39	\$1,893.82	38%
	Travel Guide Requests (print/digital)	960	438	119%	960	438	119%
Online Activity	Sessions	64,299	54,650	17%	64,299	54,650	17%
	Unique Users	50,766	45,010	12%	50,766	45,010	12%
	PPC / Display Ads	16,764	20,337	-17%	16,764	20,337	-17%
	Referrals	2,868	2,179	31%	2,868	2,179	31%
	Social Referrals	8,958	545	1543%	8,958	545	1543%
	Mobile Site Visits	38,870	30,685	26%	38,870	30,685	26%
Public Relations	Media Mentions	30	369	-91%	30	369	-91%
	Advertising Value	\$489,708	\$1,586,820	-69%	\$489,708	\$1,586,820	-69%
	Media Interactions	2	0	infinity	2	0	infinity
Email Marketing	Number of Emails Delivered	13,155	11,819	11%	13,155	11,819	11%
	Opens	3,240	4,201	-22%	3,240	4,201	-22%
	Clicks	703	601	16%	703	601	16%
	Newsletter Sign Up	328	307	6%	328	307	6%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% Business Avg. 3-6%	Facebook						
	Followers	1,567	291	438%	67,736	58,036	17%
	Engagement	27.08%	7.94%	241%	NA	NA	NA
	Twitter						
	Followers	40	39	3%	2,932	2,528	16%
	Engagement	0.90%	1.00%	-10%	NA	NA	NA
	Instagram						
	Followers	242	384	-37%	6,882	3,602	91%
Engagement	3.44%	4.10%	-16%	NA	NA	NA	