

## November 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		November 2018	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Visitor</b>	Maggie Valley Visitor Center	3,793	2,658	42%	19,779	22,135	-10%
	Visitor Center Sales (NET)	\$2,373.35	\$2,214.56	7%	\$9,967.81	\$12,642.25	-21%
	Travel Guide Requests (print/digital)	274	319	-14%	2,537	3,034	-16%
<b>Online Activity</b>	Sessions	60,199	44,195	36%	314,057	216,469	45%
	Unique Users	47,691	35,737	33%	232,332	167,348	38%
	Organic	15,466	12,344	25%	102,325	68,992	48%
	PPC / Display Ads	31,684	23,081	37%	138,970	97,973	41%
	Referrals	1,550	802	93%	12,684	7,959	59%
	Social Referrals	1,356	1,081	25%	12,164	5,952	104%
	Mobile Site Visits	41,545	29,283	41%	203,683	127,307	59%
<b>*Public Relations</b>	Media Mentions	28	N/A	N/A	99	N/A	N/A
	Advertising Value	\$58,242	N/A	N/A	\$1,364,201	N/A	N/A
	Media Interactions	2	N/A	N/A	46	N/A	N/A
<b>Email Marketing</b>	Number of Emails Delivered	13,648	12,189	11%	67,513	59,722	13%
	Opens	3,335	2,819	18%	15,681	14,759	6%
	Clicks	587	411	42%	3,058	2,951	3%
	Newsletter Sign Up	338	107	215%	2,113	1,271	66%
<b>Social Media</b>  Avg for TDA size Fan Base: .34%  Business Avg. is 0.07%  Business Avg. 3-6%	<b>Facebook</b>						
	Followers	1,601	25	6304%	74,393	58,511	27%
	Engagement	NA	NA	#VALUE!	NA	NA	NA
	<b>Twitter</b>						
	Followers	31	29	7%	3,059	2,676	14%
	Engagement	0.90%	0.80%	13%	NA	NA	NA
	<b>Instagram ***</b>						
	Followers	NA	NA	#VALUE!	NA	NA	#VALUE!
Engagement	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.