

October 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		October 2018	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor	Maggie Valley Visitor Center	6,903	6,187	11%	15,986	19,477	-17%
	Visitor Center Sales (NET)	\$2,772.57	\$3,174.93	-12%	\$7,594.46	\$12,642.25	-39%
	Travel Guide Requests (print/digital)	645	598	7%	2,537	3,034	-16%
Online Activity	Sessions	74,938	56,310	33%	253,858	172,274	47%
	Unique Users	56,969	44,626	27%	188,175	133,419	41%
	Organic	24,845	20,469	21%	86,859	82,814	4%
	PPC / Display Ads	30,058	24,259	23%	107,286	149,784	-28%
	Referrals	3,115	2,694	15%	12,896	9,808	31%
	Social Referrals	5,383	1,059	408%	45,223	5,642	701%
	Mobile Site Visits	48,515	32,640	48%	162,138	98,024	65%
*Public Relations	Media Mentions	20	N/A	N/A	71	N/A	N/A
	Advertising Value	\$12,851	N/A	N/A	\$1,305,959	N/A	N/A
	Media Interactions	2	N/A	N/A	44	N/A	N/A
Email Marketing	Number of Emails Delivered	13,768	12,188	12%	53,865	47,533	13%
	Opens	2,689	3,074	-12%	12,346	11,940	3%
	Clicks	262	639	-58%	2,471	2,540	-3%
	Newsletter Sign Up	386	312	23%	1,775	1,164	52%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% Business Avg. 3-6%	Facebook						
	<i>Followers</i>	1,423	30	4643%	72,792	58,486	24%
	<i>Engagement</i>	12.14%	8.63%	41%	NA	NA	NA
	Twitter						
	<i>Followers</i>	42	45	-7%	3,024	2,647	14%
	<i>Engagement</i>	0.80%	1.00%	-20%	NA	NA	NA
	Instagram						
	<i>Followers</i>	297	356	-17%	7,862	4,492	75%
	<i>Engagement</i>	4.92%	5.26%	-6%	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.*