

September 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		September 2018	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor	Maggie Valley Visitor Center	3,581	3,860	-7%	12,664	17,150	-26%
	Visitor Center Sales (NET)	\$1,929.26	\$4,284.37	-54%	\$6,751.15	\$13,751.69	-50%
	Travel Guide Requests (print/digital)	727	749	-2%	2,619	2,436	7%
Online Activity	Sessions	62,894	61,373	2%	178,920	115,964	54%
	Unique Users	49,832	49,863	0%	135,080	91,414	47.00%
	Organic	19,227	17,227	11%	62,014	36,179	71%
	PPC / Display Ads	27,826	26,545	4%	77,228	50,633	-84%
	Referrals	2,739	2,213	23%	8,019	4,463	79%
	Social Referrals	3,093	3,270	-5%	5,425	3,812	42%
	Mobile Site Visits	39,400	34,752	13%	113,623	65,384	73%
*Public Relations	Media Mentions	14	N/A	N/A	65	N/A	N/A
	Advertising Value	\$9,806	N/A	N/A	\$1,302,914	N/A	N/A
	Media Interactions	1	N/A	N/A	43	N/A	N/A
Email Marketing	Number of Emails Delivered	13,471	11,876	13%	40,097	35,345	13%
	Opens	3,507	3,688	-4%	9,657	11,246	-14%
	Clicks	662	781	-15%	2,209	1,901	16%
	Newsletter Sign Up	380	354	7%	1,389	759	83%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% Business Avg. 3-6%	Facebook						
	Followers	1,786	126	1317%	71,369	58,461	22%
	Engagement	13.13%	7.13%	84%	NA	NA	NA
	Twitter						
	Followers	40	40	0%	2,982	2,601	15%
	Engagement	1.60%	1.40%	14%	NA	NA	NA
	Instagram						
	Followers	332	295	13%	7,565	4,293	76%
	Engagement	5.49%	5.15%	7%	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.*