



TRANSYLVANIA COUNTY
TOURISM
DEVELOPMENT AUTHORITY

FY25 – Q3
Quarterly Report

Transylvania County Tourism Development Authority



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I. Organizational News

Board Members

Dee Dee Perkins, Chair

Interested Individual

Jessica Whitmire, Vice Chair

Town of Rosman Appointee

Dana Antonuccio

Accommodations Owner / Operator

Larry Chapman

Transylvania County Appointee

Dionne Hodgson

Accommodations Owner / Operator

Nory LeBrun

Member-at-large

Catherine Lemel

Interested Individual

Madeline Magin

Member-at-large

Lauren Wise

City of Brevard Appointee

Marketing

Dee Dee Perkins, Chair Board

Dana Antonuccio Board

Dionne Hodgson Board

Nory LeBrun Board

Layton Parker Community

Transylvania Always

Jessica Whitmire, Chair Board

Dionne Hodgson Board

Lauren Wise Board

Mandi Bentley Community

Grant Bullard Community

Eric Caldwell Community

Destination Infrastructure

Madeline Magin, Chair Board

Dee Dee Perkins Board

Jessica Whitmire Board

Jeffrey Adams Community

Aaron Baker Community

Nicole Bentley Community

Grant

Dana Antonuccio, Chair Board

Larry Chapman Board

Catherine Lemel Board

FY25

Board and Committee Members

Organizational News

Board & Staff

The start of the calendar year marked the beginning of the year for the board as well. Isaac Allen transitioned off the board in December and Catherine Lemel joined for her first meeting. This January meeting also served as the organizational session where committee assignments, code of ethics renewal, orientation packet review, and Citizen Advisory Council Training occurred.

The annual strategic planning retreat took place in March. It was facilitated by Chris Cavanaugh of Magellan Strategy Group and included two types of topics. One category was core subjects that directly impact TDA plans and actions and required extensive discussion (FY26 outlook, financial overview, marketing plans, FY26 agenda topics). The other were important issues that were related to tourism but led by another party and therefore best covered by a presentation from that group (Ecusta Trail, affordable housing, NCDOT projects, 250th celebration).

Efforts related to the post-Helene landscape and the area wildfires in late-March impacted both the marketing and managing of the destination and can be seen in numerous ways throughout this report.

On a final note, a letter was sent by the executive director to our state representatives encouraging an increase in funding to the state's tourism entity, Visit NC. It was based on the upcoming loss of \$10M per year in recurring funding that will expire at the end of this fiscal year and would drop annual funding to \$11.4M, making Visit NC the lowest funded state tourism office in the southeast, and among the lowest in the nation. Necessary programs will end if this funding is not replaced. Visit NC has made North Carolina the sixth most visited state despite a lower than average budget. We fear what would happen if that is reduced even further. Click [here](#) for the letter, which includes more detail.



Organizational News

Partner Support

The 2025 Partner Marketing Opportunities (PMO) program hit the ground running with the marketing of 29 tourism partners in this year's Adventure Guide & Waterfall Map, as well as 10 additional advertising spots in our Points of Interest Map—both of which were meticulously updated to reflect annual changes and align with the branding of our newly launched website this quarter.

The website launch also brought numerous enhanced tools for tourism partners, including a streamlined Partner Portal, upgraded directory listings, and expanded event listings. Monthly website ads on the Eat & Drink, Stay, and Happening This Week pages now feature two tourism partners per page with a more integrated and user-friendly layout that makes it easier for partners to provide content.

Several partners took advantage of co-op advertising opportunities, allowing for increased visibility in key target markets. Our spring Spotlight e-newsletter reached over 38,000 opt-in subscribers in March, featuring The White Squirrel Arcade.

In continued support of overnight stays during slower seasons, our complimentary promotion of lodging specials was utilized by numerous partners throughout the winter. The annual Winter Sweepstakes—"Romantic Mountain Giveaway"—drew over 8,600 entries and helped spotlight luxurious accommodations, local experiences, and dining options.

This quarter, we extended a warm welcome to new tourism partners—Mountain Bird, Griffon & Sphinx, and Weevil Gear & Beer—while also showing gratitude for our longstanding partners who continue to support and elevate Transylvania County as a destination. As part of our ongoing commitment to public land partnerships, we installed a billboard on I-26 thanking these partners for their critical efforts in clearing trails and ensuring visitor access following Helene.



Organizational News

Partner Support (continued)

A second round of funding from the Transylvania Tomorrow Small Business Emergency Relief Fund occurred in February, with \$150,000 in grants awarded to 50 local businesses. Since its relaunch following Hurricane Helene, the fund has distributed a total of \$300,000 to 78 businesses. Since its inception in 2020, in response to the pandemic, it has provided \$550,000 in support to almost 150 businesses. Click [here](#) for more information.



Organizational News

Transylvania Always

Thirsty to see more of Trashesquatch? Then stop by a local brewery or watering hole and you'll probably get handed your very own souvenir of the loveable guy in the form of a coaster! Flip it over and scan the QR code to learn more about his messages to Leave It Better as folks start to strap on the boots and hit the springtime trails.

The trailhead of Bracken Mountain Reserve now proudly displays Trashesquatch and a post full of Leave It Better tips before adventurers hit the trails.

The Transylvania Always Committee (TAC) continued discussions on Helene's impact on our public land and waterways. In March, Jack Henderson, the French Broad Paddle Trail Manager for MountainTrue, gave a quarterly report and spoke on restoration progress recently made along the French Broad River after Helene's devastation and a final grant proposal for river stewardship to be submitted to the TCTDA before the end of the fiscal year to continue addressing post-Helene demands.



Organizational News

Transylvania Always

PROJECT FUNDING

Projects that are aligned with the mission of the TCTDA's Transylvania Always initiative by either addressing the impact of users in public lands or creating safe and enjoyable use of natural recreational assets.

Q3

- **The Pisgah Conservancy (TPC): "Pisgah Project Day 2025 – Avery Creek Trail Project" \$20,428**
 - In conjunction with TPC's largest annual volunteer project day, this grant focuses on the Avery Creek Trail Improvement & Stream Restoration project, which has been made more dire after Helene.
- **Headwaters Outfitters: "Upper French Broad River Clean Up Day" \$1,000**
 - This 34th annual volunteer event to clean up the French Broad River brings out thousands of pounds of trash from the water and its banks, making a cleaner and safer experience for its users and inhabitants. The workload after Helene will be greater than ever.
- **Southern Appalachian Wilderness Stewards: "Wilderness Skills Institute" \$4,999**
 - Hosted at the Cradle of Forestry, this award-winning, free, 2-week wilderness stewardship training program empowers and certifies agency staff and partners across the region in partnership with the U.S. Forest Service and Appalachian Trail Conservancy.

Year-To-Date Funding: \$59,648.80



Organizational News

Destination Infrastructure

The Destination Infrastructure Committee (DIC) heard from Aaron Bland from the **City of Brevard** during their January meeting. Bland provided updates on ongoing projects such as the Bracken Mountain Preserve expansion and Ecusta Trail. The February meeting focused on a **Transylvania County** update of projects by Jeff Adams, such as the Community Appearance Initiative. The committee continued to encourage both City and County agencies to submit any funding requests for shovel-ready, tourism-related projects before the end of FY 2025.

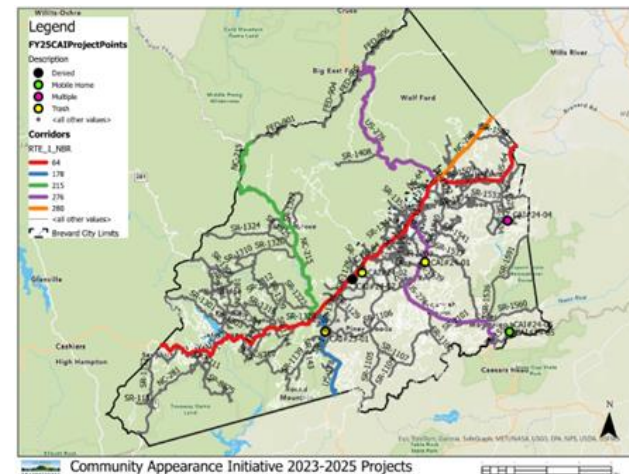
PROJECT FUNDING

Projects that make a substantial impact on the tourism infrastructure of the destination, with cycling, downtown Brevard, entryways to our public lands, arts, music, and outlying communities being identified as priorities. These are typically brick-and-mortar projects.

Q3

- **Transylvania County: “Community Appearance Initiative” \$20,000**
 - Year two of an initiative committed to clearing/cleaning private properties along highly traveled thoroughfares throughout the county.

Year-To-Date Funding: \$42,860.68



Map Created by Todd Branham (Long Cane Trails) and Howie Granat 4-17-23

Organizational News

Tourism Marketing

PROJECT FUNDING

Projects that are designed to generate overnight visitation and/or add significant value to the visitor experience. Strong preference is given to efforts that impact traditionally slower periods of visitation. These projects are often events but can also be programs or other initiatives.

Q3

- **Blue Ridge Bicycle Club: "WNC Flyer" \$2,000**
 - This charity bicycle event, in its 21st year, is known for providing a safe experience for riders of all skill levels.
- **Veterans History Museum of the Carolinas: "Korean War 75th Anniversary Event" \$4,620**
 - Coinciding with the 75th anniversary of the beginning of the Korean War, this event honors the Americans who served either during or since the war and the South Koreans who persevered and prevailed.
- **Arthritis Foundation: "Carolina Hills Classic Bike Tour" \$4,500**
 - Traversing through the foothills of the Blue Ridge, this 4-day road cycling adventure from Greenville to Brevard and back is the first of its kind on the East Coast for this national organization.

KOREAN WAR 75th ANNIVERSARY

WINNING THE WAR, KEEPING THE PEACE



Korean War Veterans
Korea Service Members



June 11 - 15, 2025

ARTHRITIS FOUNDATION[®]
**CAROLINA
HILLS CLASSIC**



Join us & ride two of the best cycling getaways!

This 4-day, fully-appointed road cycling adventure traverses the foothills of the Blue Ridge Mountains of Brevard, North Carolina and Greenville, South Carolina. Experience majestic mountain vistas, towns and Southern charm while supporting the 1 in 4 people living with arthritis.



Organizational News

Tourism Marketing (continued)

- **Conserving Carolina: “Upper French Broad Riverfest” \$4,300**
 - The 10th annual celebration of the French Broad River at Rosman’s Champion Park, is designed to promote the enjoyment of our natural resources while educating on the importance of our role in their health and sustainability.
- **Appalachian Region Porsche Club of America: “Luft Wasser Porsche Celebration in Brevard” \$1,055**
 - This 8th annual Porsche celebration and charity car show that brings 200+ vehicles for display and over 1,000 attendees to downtown Brevard in the shoulder month of April.
- **Ghost Wrestling Club: “Ghost Wrestling Conference” \$4,354.25**
 - A 2-day wrestling tournament held at Brevard High School and bringing in boys and girls from kindergarten through 12th grade to compete from across the region.
- **Friends of Rosman: “Rosman Heritage Day” \$1,000**
 - An annual day of celebration of the heritage of the Rosman community with activities, music, auction and more.

Year-To-Date Funding: \$56,479.25





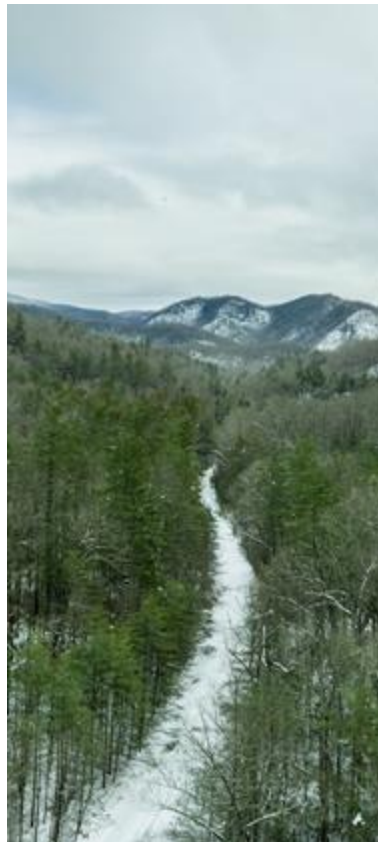
II. Marketing

Marketing

Marketing Overview

While third-quarter marketing continued to focus on Hurricane Helene messaging, a larger proportion of the overall marketing budget was pointed toward improving visitation, whether overnights or day trippers, during the off-peak, winter season.

Through digital marketing, advertising, public relations, and special projects, we reached out to targeted travelers with a host of exciting ideas and a warm invitation to come back, chill out, and experience the wonders of our special part of the world at this time of year.



Marketing

Marketing Overview

MARKETING TACTICS

- Targeted closer-in markets: GSP, ATL, CLT, Triad, Upstate, WNC, etc.
- Began slight reach into broader markets: Florida, Georgia, Tennessee, Virginia.
- Reached out to prospective travelers in direct flight destinations: Denver, Orlando, Dallas, NYC, DC and more.
- What's Happening Now – Highlighted events, activities, and attractions for this time of year
- Utilized VNC opportunities/partnerships
- Enhanced social media
- Increased broadcast media including streaming and network TV
- Enhanced digital placements and messaging (nimble and responsive)
- Focused PR: Interviews, on-air, articles, Influencers, VNC



Marketing Digital

In January, digital ads transitioned from holiday to winter messaging, targeting close-in geographic and niche markets. Digital ads continued, including programmatic display, native, and key search, retargeting those already familiar with the brand while prospecting for new viewers.

Digital outlets included AAA Go, Accu-Weather, Blue Ridge Outdoors, Meta Social Media, Our State, the Visit NC website, and YouTube. Pinkbike and Singletrack placements targeted mountain bikers.

The Winter Visit NC Insider Authorship E-blast featured Karsten Delap from Pisgah Climbing School and was later posted on the VNC website.



Marketing Print

Four print placements supplemented the digital marketing campaign. A half-page ad was placed in the *Blue Ridge Outdoors* January "Best of the Blue Ridge" issue. A full-page ad ran in the February issue of *Our State*. Full-page partner co-op ads were also included in the Spring issue of *WNC Magazine* and the March issue of *Blue Ridge Outdoors*.

Broadcast

The 30-second "Be Cool" TV spots aired throughout the quarter during the CBS Sunday Morning program in Charlotte and Greenville/Spartanburg. These ads also were placed in the strategic markets of Jacksonville, Orlando, and Charlotte, Atlanta and Raleigh. Placements on live streaming devices also began in February in targeted zip codes of the Nashville, Atlanta, Charlotte and Raleigh markets.



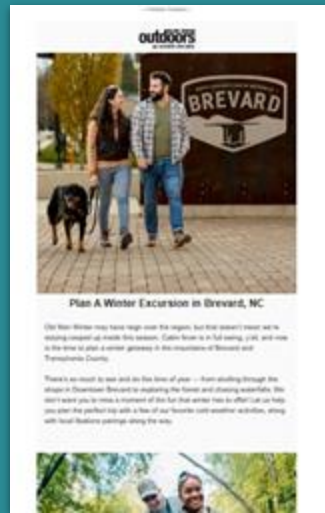
Marketing Newsletters & Blogs

ADVENTURIST & FIELD NOTES

The January and February Field Notes and Adventurist emails were distributed to approximately 39,000 opt-in subscribers. The January “Top Outdoor Winter Activities in Brevard: Your Guide to Seasonal Adventures” Field Notes gave readers ideas for winter activities in the area. February’s “Sip Outside the Box: Exciting Spots to Quench Your Thirst in Brevard, NC” focused on some of Brevard’s top places to grab a glass of something refreshing.

In March, a new email format was finalized and our long-form communications shifted to one email per month under the Adventurist name. The new format and frequency were created to keep Transylvania County top-of-mind for our audiences without creating Brevard burnout in their inbox. The first version was distributed on April 1.

In February, a Blue Ridge Outdoors dedicated E-blast focused on planning a winter excursion in Brevard. An Outside Magazine national E-blast in March focused on spring and wildflower season in Transylvania County.



Marketing Billboards & Signage

HWY 280

The Highway 280 billboard welcomes visitors as they enter Transylvania County. It claims our destination and its iconic landmarks. The downtown holiday/winter billboard has recently been replaced with a spring/summer image of Looking Glass Falls. This image matches the cover of the 2026 Adventure Guide to help reinforce the branding.

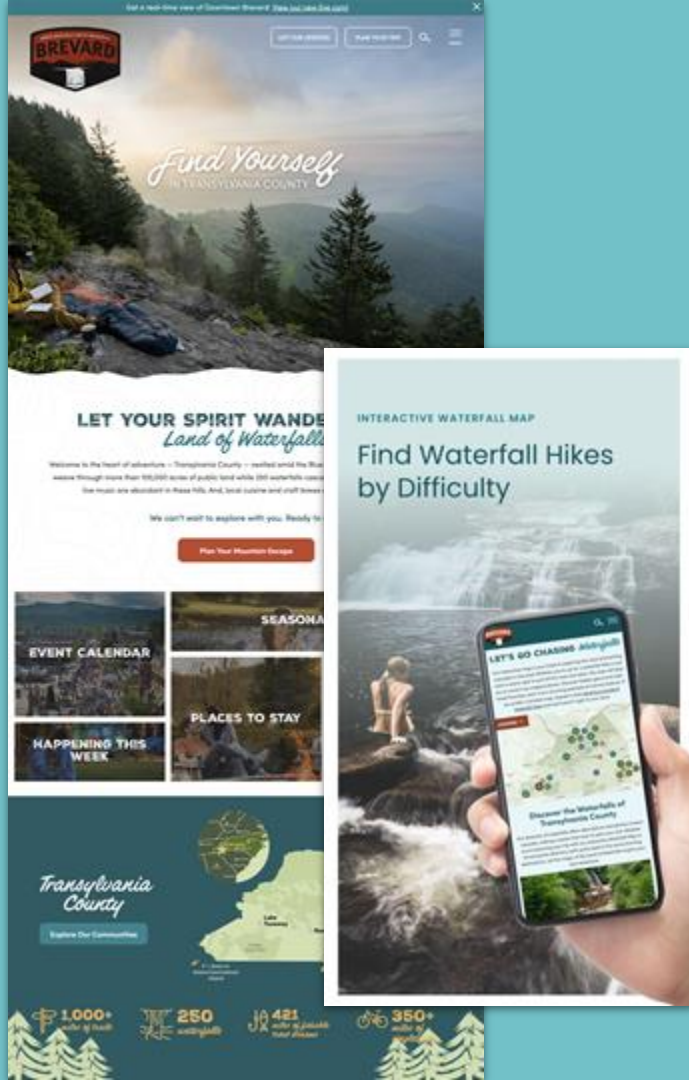
INTERSTATE 26

This highly visible, directional billboard normally uses our iconic imagery to remind drivers of outdoor opportunities in Brevard and Transylvania County. In March, on the six-month anniversary of Helene, a new billboard was installed to show our appreciation for all those who take care of our public lands.

KIOSKS

Downtown Brevard's kiosk at O.P. Taylors has been installed and includes a map of the county, Heart of Brevard's downtown "shop, dine, and explore" map, and a third panel with facts and information about the county. Additional kiosks to be completed in FY25 include locations at Pisgah Ranger Station, Sliding Rock, Gorges Visitor Center, and Champion Park.



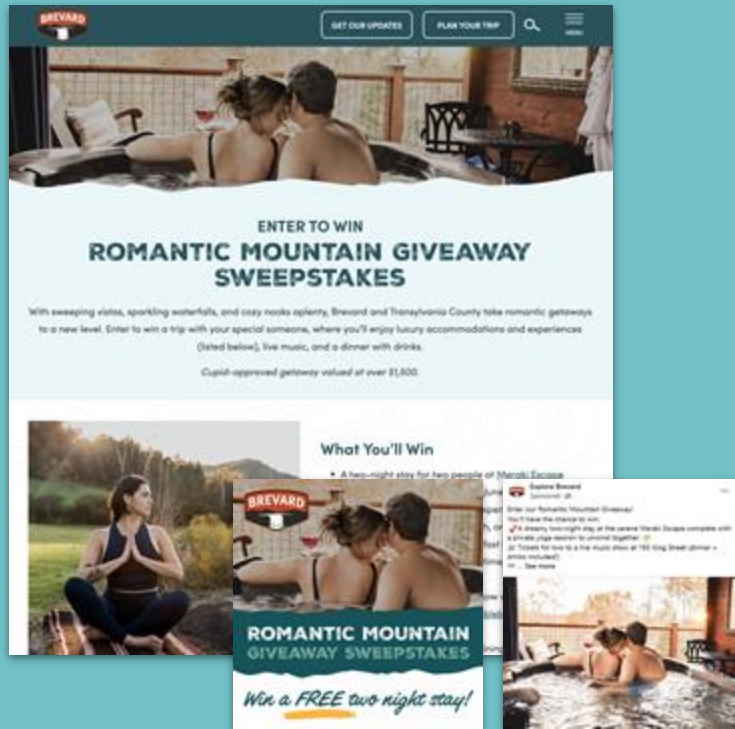


Marketing 3rd Quarter Highlights

WEBSITE LAUNCH

The new and improved ExploreBrevard.com launched on January 16 with enhanced functionality and fresh content. It is now easier than ever for visitors to explore Transylvania County. With goals of increasing click-throughs and time spent on the website, a campaign to introduce the new site began following the launch. This included a suite of digital and social media ads that linked viewers to specific pages, such as the new interactive waterfall guide page and more.

The new website was also featured in the Winter Press E-blast, highlighting its new features and ease of use. Additionally, it was spotlighted in the February Field Notes and Adventurist, as well as the Tourism Partner E-blast.



Marketing 3rd Quarter Highlights

THE ROMANTIC MOUNTAIN GETAWAY SWEEPSTAKES

Our winter sweepstakes ran from January 21 to February 11 with 8,658 entries providing 5,469 new email addresses for our database. Entries came from all 50 states, 254 Canadian provinces, and Brazil. Overall website traffic increased over 2024 by 23%, with 32,689 website sessions during this time.

Marketing for the sweepstakes included digital ads, social media ads and boosted posts, a Romantic Asheville E-blast, social media posts, and a special landing page.

WEBCAM

The Downtown Brevard Live Webcam began streaming on ExploreBrevard.com and ResortCams.com on March 13. ResortCams lists Brevard as a featured camera and notified their network of media and other users of the new addition. Users include The Weather Channel and 180+ local television stations in nine southeastern and mid-Atlantic states. This includes several of our target markets.

Marketing Public Relations

During the third quarter, we engaged with journalists, responded to press inquiries, and explored earned media opportunities to showcase the area as “open for business.”

The quarter saw an enhanced outreach to local and regional media with opportunities for morning show interviews. In early March, a dedicated press E-blast went to our curated list of writers, reporters, producers, editors, influencers, and more. There were over 250 recipients; 115 people opened the E-blast.

ARTICLES & TV COVERAGE

The Destination Magazine Article (Jan)
[“See The Stars Twinkle Like Never Before”](#)

WCNC-TV Charlotte Today Charlotte, NC (Jan 6)
[Brevard is the perfect place for a getaway](#)

WHNS-TV FOX Carolina Greenville, SC (Jan 23)
Frozen Waterfalls (In weathercasts, no link)



Marketing Public Relations

WHITE SQUIRREL DAY COVERAGE

Earned media coverage grew for this year's White Squirrel Day festivities with 10+ media outlets covering the event. This included local media coverage in several North and South Carolina markets, national coverage on MSN.com, and a special Our State Magazine feature.

Our State (Mar 20)

[North Carolina, Naturally - My Friends the Squirrels](#)

WBTV QC Life Charlotte, NC (Feb 5)

[One Tank Trip: Explore Brevard](#)

WSPA-TV Your Carolina Upstate, SC (Feb. 11)

[Plan your winter getaway to Brevard, NC](#)

WSPA-TV Morning News Upstate, SC (Feb. 13)

[Let's Eat at The Pavilion Restaurant and Corner Bar in Pisgah Forest](#)

Islands.com (Mar 2)

[North Carolina's 'Land Of Waterfalls' Is A Wildly Underrated Lush City With Fantastic Attractions](#)

Islands.com (Mar 6)

[Unique Community Hidden In North Carolina's Blue Ridge Mountains Is An Ethereal Waterfall Haven](#)



Marketing Public Relations

Bike Magazine (Mar 8)

[The 10 Best Mountain Biking Destinations for Spring](#)

The Citizen-Times Asheville, NC (Mar 14)

[WNC's hidden gem: sprawling rainforest of waterfalls is among most biodiverse in NC](#)

WSPA-TV Your Carolina Upstate, SC (Mar. 17)

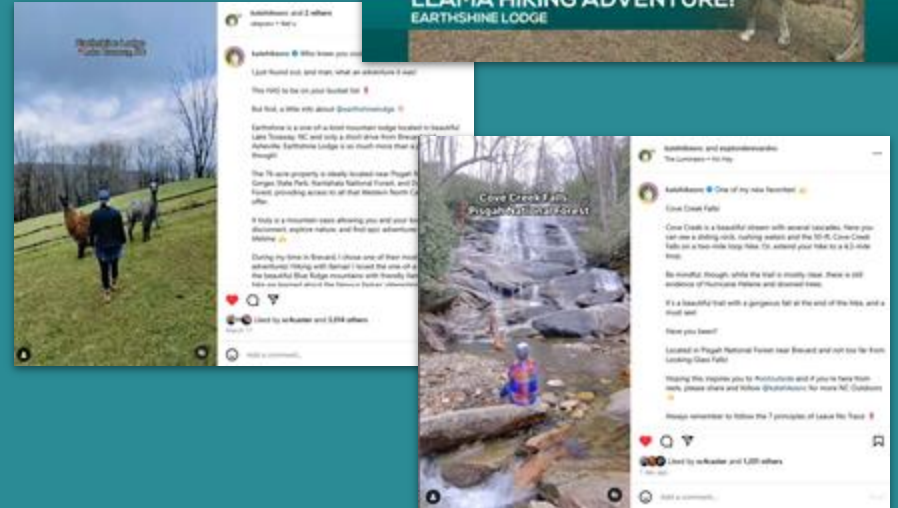
[Hiking Llama adventures with Earthshine Lodge](#)

Cardinal & Pine (Mar 24)

[Forest bathing & more: 6 places in North Carolina that help you reach a state of zen](#) (Earthshine Lodge mentioned)

INFLUENCER

We hosted North Carolina Influencer Kate Mitchell (@katehikesnc) for a weekend of adventure. She hit the trails, explored local restaurants, enjoyed nostalgic fun at the arcade, and even went on a llama hike. Kate has produced 32 Instagram Stories and 5 Reels from her trip. The reels were popular with her fans, who are located mainly in our target markets of the Charlotte and Raleigh areas. The Llamas Reel has over 465,000 views and 6,700 interactions on Meta. Weeks after her trip, Kate continues to share content from Transylvania County.



Marketing Social Media

FACEBOOK METRICS

Followers: 20.9 K (+2%) Reach this quarter: 1.1M (+5.9% Year over Year*)

Top Performing Post: 17.8K Reach (Non-boosted/paid)

This organic content thanked first responders, land managers, community leaders, volunteers, and others who worked to keep Transylvania County safe from wildfires. It was shared 15 times.

INSTAGRAM METRICS

Followers: 23.3 K (+ 3.0%) Reach this quarter: 80.4K (+87.5% Year over Year*)

Top Performing Post: 10.7K Reach (Non-boosted/paid) This was posted on January 11 featuring a snow day at Looking Glass Falls. It was shared 284 times.

*Increases in reach on both Meta platforms are a result of more frequent posting, engaging content and increased booting.

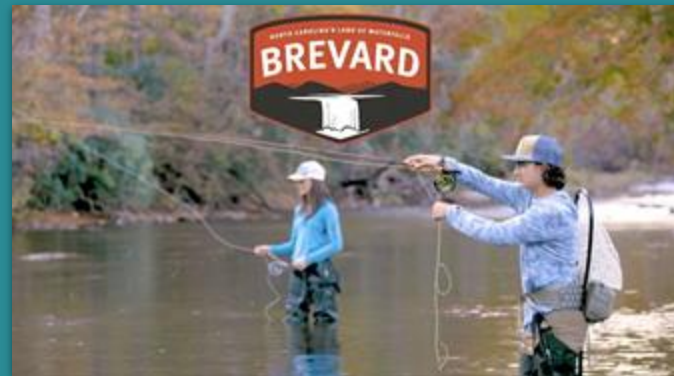
On Facebook and Instagram, reach represents the number of unique users who see your post or page.

YOUTUBE METRICS

Subscribers: 354 Videos: 44 Views: 26.9K

Top Performing Video: 17.3K Views This quarter's top-performing video was "Come To Brevard and Be Cool".

On YouTube, a view is counted on when a user watches a video for a minimum of 30 seconds.





III. Digital Marketing & Web Traffic Reports

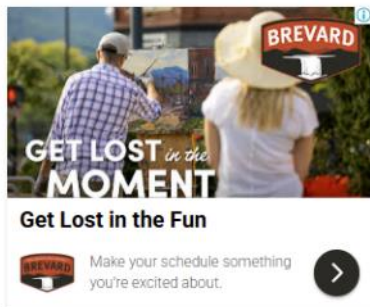


Quarterly Report: January - March 2025

- Scaled pacing commensurate with travel seasonality.
- Paused all FY25 ads on 1/16/25 and relaunched on 1/20/25 for the new Explore Brevard site launch.
- The *Romantic Sweepstakes* Facebook/IG campaign ran from 1/22/25 to 2/11/25 and delivered 95,965 impressions and 2,628 clicks.
- The *Canadian MTB* Native campaign ran from 1/27/25 to 2/28/25 and delivered 923,651 impressions and 2,899 clicks.
- The *New Explore Brevard Website* Facebook/IG campaign ran from 3/5/25 to 4/4/25 and delivered 98,169 impressions and 1,742 clicks.

**Google Search**Clicks
6,654**Facebook/IG**Impressions
2,374,911**YouTube**Video views
26,906**Display -
Prospecting &
Retargeting**Impressions
1,108,540**Native Content
Activation**Clicks
13,772**Pre-Roll Video**Video completed
122,201

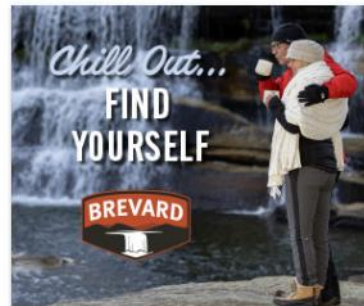
Top Native Ad:



Top Meta Ads:



Top Display Ad:



Top Pre-roll Ad:

Heart of Adventure



Top YouTube Ad:

Heart of Adventure



*Top digital ads based on a combination of CTR and post-click performance on the website.

*Top video ads based on completion rate.

Digital Marketing & Web Traffic Reports

Website Traffic Report

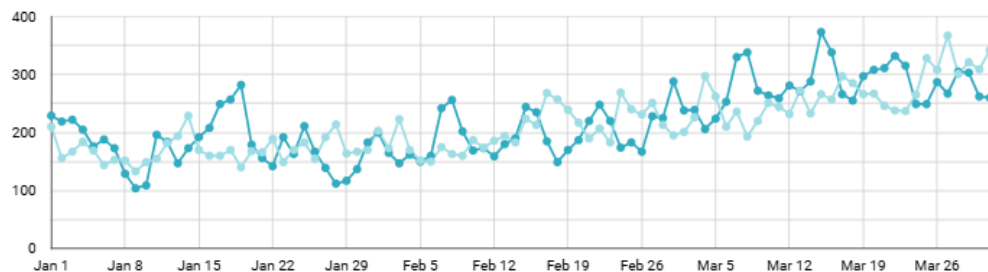
We have engaged with our web developer, Madden Media, for monthly Search Engine Optimization (SEO) services on our new website. As such, we have new reports to share with you in the quarterly report. Be aware that there is a typical drop in organic traffic to new or substantially updated websites. Click [here](#) for a detailed description of what to expect and why from Madden Media. In the long run, we are optimistic that we will have a website with strong and effective SEO based on actions taken as the site was redesigned and the extensive maintenance services being performed each month following completion.





MoM
Uri Clicks
19.7K
-13.0%
Impressions
1.8M
-21.1%

YoY
URL Clicks
1.0%
Impressions
5.7%



Top Query	Uri Clicks	% Δ	Impressions	% Δ
brevard nc	1,318	-33.5% ↓	239,469	-21.9% ↓
things to do in brevard nc	662	421.3% ↑	22,637	278.3% ↑
brevard	353	-34.8% ↓	175,198	10.1% ↑
brevard north carolina	210	-47.6% ↓	47,046	-28.6% ↓
explore brevard	209	19.4% ↑	2,190	1.7% ↑
downtown brevard nc	187	-20.4% ↓	4,146	33.4% ↑
brevard events	185	400.0% ↑	2,503	32.6% ↑
brevard nc events	137	22.3% ↑	623	-40.2% ↓
downtown brevard	113	-34.7% ↓	2,978	9.7% ↑
brevard waterfalls	112	-51.5% ↓	1,434	-39.8% ↓
brevard restaurants	102	-10.5% ↓	3,410	37.9% ↑
brevard nc restaurants	95	-24.6% ↓	2,311	-2.4% ↓
dolly's ice cream	89	584.6% ↑	896	95.2% ↑
brevard, nc	84	-47.2% ↓	12,922	-30.7% ↓
things to do in brevard	73	92.1% ↑	3,047	127.2% ↑
brevard nc waterfalls	69	-51.7% ↓	711	-60.7% ↓

1 - 100 / 20413

Top URL	Uri Clicks	% Δ	Impressions	% Δ
/events-calendar/	2,877	403.9% ↑	122,455	231.9% ↑
/	2,600	-28.6% ↓	171,458	12.3% ↑
/local-experiences/downtown-brevard/	1,555	-	107,313	-
/eat-drink/	741	-	45,843	-
/naturally-rooted/land-of-waterfalls/	646	-	101,684	-
/downtown-brevard/	409	-58.3% ↓	17,137	-84.6% ↓
/businesses/dollys-dairy-bar/	357	74.1% ↑	3,168	-14.5% ↓
/stay/	315	-	48,401	-
/blogs/top-10-waterfalls/	293	-	40,305	-
/plan-your-trip/summer-camps/	283	-	6,013	-
/blogs/top-hiking-trails-to-explore-near-brevard/	264	-	13,824	-
/event/white-squirrel-weekend-may-24th-26th/	262	41.6% ↑	4,486	14.1% ↑
/events-calendar/festivals-events/	260	-	44,753	-
/local-experiences/live-music/	250	-	7,949	-
/naturally-rooted/white-squirrels/	227	-	19,347	-
/stay/camping-rv/	198	-	16,401	-

1 - 100 / 4352



Sitewide | GA4

Device ▾

Country ▾

Jan 1, 2025 - Mar 31, 20 ▾

URL ▾

Source ▾

Total users
MoM 17.0K
↓ -10.2%

Sessions
23.1K
↓ -10.7%

Total Users
YoY
↓ -2.9%

Sessions
↑ 1.4%

Session source / medium

Total users ▾

% Δ

1.	google / organic	15,726	1.2% ↑
2.	bing / organic	568	-42.6% ↓
3.	duckduckgo / organic	300	-28.2% ↓
4.	yahoo / organic	226	-36.7% ↓
5.	MediaOne / google	96	134.1% ↑
6.	(not set)	58	52.6% ↑
7.	m.baidu.com / referral	47	-
8.	RomanticAsheville.com / referral	33	106.3% ↑
9.	visitnc.com / referral	28	-41.7% ↓
10.	(direct) / (none)	27	22.7% ↑
11.	MediaOne / native	25	-64.8% ↓
12.	ecosia.org / organic	17	-26.1% ↓
13.	MediaOne / display	10	-28.6% ↓
14.	cityofbrevard.com / referral	9	12.5% ↑
15.	headwatersoutfitters.com / referral	8	-42.9% ↓
16.	msn.com / referral	8	-
17.	l.facebook.com / referral	6	-57.1% ↓
18.	thesunsetmotel.com / referral	6	200.0% ↑
19.	aol / organic	5	-50.0% ↓
20.	MediaOne / facebook	4	-50.0% ↓



All Channels | Key Sitewide Metrics

Jan 1, 2025 - Mar 31, 20 ▾

Total users
Y/Y 71,087
↓ -14.6%

Sessions
92,385
↓ -12.3%

Engaged sessions
68,373
↓ -25.4%

Views
183,563
↓ -44.9%

Engagement rate
74.01%
↓ -14.9%

Average session duration
00:02:59
↑ 6.1%

M/M
↑ 22.3%

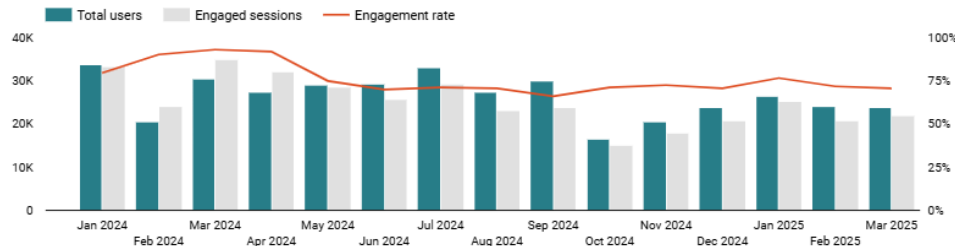
↑ 25.8%

↑ 31.1%

↑ 43.3%

↑ 4.2%

↑ 4.3%





City

Contains

Enter a value

Jan 1, 2025 - Mar 31, 2025

City	Region	Total use...	% Δ	Sessions	% Δ	Engaged sessio...	% Δ	Engagement r...	% Δ
Atlanta	Georgia	4,385	-22.4% ↓	5,441	-18.3% ↓	4,096	-30.9% ↓	75.28%	-15.4% ↓
Charlotte	North Carolina	3,956	26.8% ↑	5,133	30.5% ↑	3,905	12.5% ↑	76.08%	-13.8% ↓
Ashburn	Virginia	2,926	-9.8% ↓	3,396	-30.4% ↓	2,550	-36.5% ↓	75.09%	-8.8% ↓
Raleigh	North Carolina	2,324	26.9% ↑	2,841	23.0% ↑	2,144	7.6% ↑	75.47%	-12.5% ↓
Brevard	North Carolina	2,049	16.9% ↑	3,513	25.7% ↑	2,885	14.6% ↑	82.12%	-8.8% ↓
Nashville	Tennessee	1,557	-3.7% ↓	2,088	-1.1% ↓	1,506	-16.7% ↓	72.13%	-15.8% ↓
Miami	Florida	1,556	22.4% ↑	1,800	22.0% ↑	1,336	2.2% ↑	74.22%	-16.2% ↓
(not set)	(not set)	1,242	-73.5% ↓	1,236	-74.2% ↓	521	-83.8% ↓	42.15%	-37.1% ↓
New York	New York	952	-63.1% ↓	1,081	-60.7% ↓	767	-69.9% ↓	70.95%	-23.4% ↓
Toronto	Ontario	901	-68.3% ↓	1,073	-65.2% ↓	520	-82.3% ↓	48.46%	-49.2% ↓
Asheville	North Carolina	803	-3.6% ↓	1,035	-4.3% ↓	879	-12.6% ↓	84.93%	-8.7% ↓
Chicago	Illinois	753	-17.9% ↓	948	-12.2% ↓	705	-20.4% ↓	74.37%	-9.3% ↓
Jacksonville	Florida	694	52.5% ↑	976	31.2% ↑	683	1.8% ↑	69.98%	-22.4% ↓

1 - 100 / 6344

All Channels | Top Pages

URL

Jan 1, 2025 - Mar 31, 2025

	Page path	First user default cha...	Views	% Δ	Average session ...	% Δ
1.	/events-calendar/	Unassigned	7,436	914.5%...	00:01:32	-46.1% ↓
2.	/	Direct	7,115	-48.3% ↓	00:02:07	29.6% ↑
3.	/local-experiences/downtown-brevard/	Unassigned	6,469	-	00:01:48	-
4.	/romantic-sweepstakes/	Referral	6,221	-36.4% ↓	00:01:57	0.7% ↑
5.	/stay/	Unassigned	5,744	-	00:01:23	-
6.	/events-calendar/	Organic Search	5,176	68.3% ↑	00:01:22	-2.8% ↓
7.	/	Organic Search	5,041	-59.8% ↓	00:02:08	-9.8% ↓
8.	/romantic-sweepstakes/entry-confirmation/	Referral	4,474	-	00:01:10	-
9.	/romantic-sweepstakes/	Direct	3,998	-37.7% ↓	00:01:59	71.6% ↑
10.	/events-calendar/this-week/	Unassigned	3,775	-	00:02:12	-
11.	/naturally-rooted/land-of-waterfalls/	Unassigned	3,376	-	00:01:55	-
12.	/romantic-sweepstakes/	Unassigned	3,275	-28.5% ↓	00:02:07	8.3% ↑



IV. Visitor Reports & Insights

Occupancy and Visitor Data Dashboard

AirDNA Short-term Rental Report

	Available Units	Occupancy	ADR	Length of Stay
Last 12 Months Vs. Prior 12 Months	1208	45%	\$260	3.3
% Change	↑ 5%	↓ -6%	0%	↓ -8%

Data is provided by AirDNA based on data scraping performed by a third party named Arrivalist. Note that they reported that the many last-minute cancellations that occurred before and after Helene are not reflected in their reporting since scraping collects information based on reservations, not actual visits. Date range is the last 12 months through March. ADR = average daily rate.

Zartico Visitor Report

- Top 5 Origin States – SC, FL, GA, TN, AL
- Top 5 Origin Markets – Greenville/Asheville, Atlanta, Columbia, Tampa, Charlotte
- Out-of-State Visitors – 72%, In-State Visitors – 28%
- Top 3 Visitor Spends – Food & Beverage, Retail, Accommodations

This report is produced by Zartico, who utilizes data from mobile devices based on defined points of interest and credit card receipts. Items are listed in ranked order. Data is year-to-date through March.

Occupancy Tax Proceeds

- Through February returns, FY25 is down 15% versus prior year and budget
- Returns were down 42% from September through November, and have been similar to prior year otherwise
- In FY25, traditional accommodations (52%) have provided a greater share of returns than short-term rentals (48%). This marks a change from prior year which was 45% and 55% respectively.

Information includes occupancy tax collections through March, which represents visitor occupancy through February since proceeds are submitted and recorded as revenue the month following an overnight visit.

Visitor Reports & Insights

Trending & Tourism Insights

We projected visitation for this year to be flat with FY24. Outside of the three months that were impacted by Helene, that has held true. Unfortunately, as reported on the dashboard, occupancy tax returns were down a dramatic 42% during those months. In response to the hurricane, extensive marketing efforts were made in fall and winter to shift the inaccurate narrative that all of WNC was devastated and not ready for visitors. Of particular note, we undertook an outreach campaign to traditional news media in key markets to share reports from Transylvania County showing that we are open and ready for visitors.

While the narrative has started to shift, surveys show that skewed visitor perception of post-Helene WNC is still an issue. We plan to continue with marketing messaging intended to drive immediate visitation, even in the summer months when we typically focus on strengthening our brand over pushing for summer visits.

Several other atypical factors are impacting tourism as well. Recent wildfires in surrounding areas and national-level issues like negative perceptions of the U.S. among international travelers and underwhelming economic projections all underscore the need for caution as we close out the year and plan for FY26. Additionally, these issues and others appear to be developing and changing faster than ever. With that in mind, we're working to stay flexible and responsive in our marketing approach as we navigate these challenging waters.

