



Marketing Report February 18, 2016

THE ADVENTURIST

The 73rd edition of The Adventurist went out on February 4th. The current mailing list is 10,872 and the open rate for the latest edition was 18%, which translates to 1,965 opens. The most popular February edition links were for Lake Toxaway Jamboree, the Fly and Wine event with Headwaters Outfitters, the Brevard Philharmonic's Best of Beethoven and Brevard Little Theater's Kitchen Witches.

SOCIAL MEDIA

We're pleased to report that our Facebook audience has expanded to 4,242 from 4,208 the previous month. The videos on our Visit Waterfalls You Tube site have been viewed a total of 131,152 times, up from 129,452 in January. We have had 46,971 views versus 46,005 views on our Vimeo account during the previous reporting period. Our new Instagram app now has 387 followers. If you are on Instagram and are not following us, please look us up - search "Visit Waterfalls."

RANGER STATION KIOSK

Now that the downtown Visitor Kiosk has been installed at the corner of Broad and Main on the side of O.P. Taylors Toy Store, work has begun on the next kiosk project to be located at the Pisgah Ranger Station. The goal for installation is early Spring.

NEW YORK MEDIA MISSION

Karen Tessier and Brad Campbell from Market Connections were in New York City from January 26th to January 28th to represent the Transylvania County Tourism Development Authority and Brevard Music Center at the State of North Carolina's Annual Tourism Media Mission. Several outstanding contacts were made, including journalists from ABC, National Geographic Traveler, USA Weekend, Washington Post, Travel & Leisure, and Outside Magazine, just to name a few.

The mission resulted in a commitment from Lauren Matison, a writer for Travel & Leisure to visit Transylvania County in early April to cover the Assault on the Carolinas, along with several other story possibilities.

PUBLIC RELATIONS

Recent stories include: Blue Ridge Outdoors' story on hiking John Rock, Inc. and their story on Oskar Blues; RomanticAsheville.com's 2016 bucket list featuring the Brevard Music Center; and Mountain Express' Foodie Tour of Brevard

ADVERTISING

Upcoming ads that will be appearing in the first quarter of 2016 include Woman's Day, Good Housekeeping, Country Living, Bike Magazine, and Mountain Flyer Magazine as well as our annually committed publications and digital outlets.

WEBSITE METRICS

January visitation to the website was down 12.92% over the previous year. January is traditionally our lowest visitation month. We will monitor analytics closely for any developing trends.

OUTDOOR ADVENTURE MINI CAMPAIGN

The outdoor adventure campaign was approved at last month's board meeting and the campaign was created and launched. Mobile ads are running in multiple on-line publications in the Midwest and Canada.