

SNAP SHOT

TRANSYLVANIA COUNTY
Tourism Development Authority



MARKETING REPORT
March 2015

MARCH MARKETING REPORT

THE ADVENTURIST

The 61th edition of The Adventurist went out on Thursday, March 5 to 9,802 individuals. It had 1,907 opens versus 1,902 opens the previous month. This represents an open rate of 20%, earning us a mail score of 8.3. The average score for travel and tourism e-newsletters is 7.3. The most popular links were for the Visitor Survey, the Banff Film Festival, TC Arts Wheel Throwing Class, and the Organic exhibit at TCart.

SOCIAL MEDIA

We're pleased to report that our Facebook audience is now 3,371. The videos on our Visit Waterfalls You Tube site have been viewed over 105,305 times through March 24th versus 103,114 times through the previous month. We have had over 30,063 views on our Vimeo account since its creation in July 2013.

TREK TRAVEL

Market Connections had a very productive meeting with Rebecca Falls from Trek Travel and Clay Sykes, who is opening a facility for cyclists on Everett Road. Rebecca has expressed interest in bringing up to 3-4 of their road cycling trips through Brevard for an overnight in 2016, as well as some bespoke mountain biking excursions her company has planned.

PUBLIC RELATIONS

Market Connections provided editorial content to Lynne Brandon for the NC Tourism Guide and the NC Relocation Guide. We also provided editorial content, including photography, to Atlanta Magazine regarding the White Squirrel Festival. Additionally, the state published a story about TC's mountain biking culture, based on content we provided, on their Project 543 blog. Here's the link to this page: <http://project543.visitnc.com>.

WEBSITE METRICS

We're continuing our very strong website performance with visitation to visitwaterfalls.com up 38% in February, year over year, from 5,741 to 7,915. Unique visitation was up 36%, from 4,855 to 6,620. Overall, in January and February, website visitation is up 44%, year over year. We have added additional analytics insights in this issue of Snap Shot.

PHONE APP

Art, graphics and points of interest have been submitted to [visitmobile](http://visitmobile.com) for the app buildout.

VISITOR SURVEY & BUSINESS SURVEY

We are continuing to collect Visitor Surveys, with over 320 responses so far. Most of the responses have come from solicitations through The Adventurist database, Facebook and through the visitwaterfalls.com website. Our business survey has been completed by 28 TC businesses.

NY MEDIA MISSION & GOVERNOR'S CONFERENCE

MC had two very productive meetings in March. The first was the N.C. Governor's Conference on Tourism held March 8-10 in Pinehurst, NC. Clark, Karen and Brad attended.

The second meeting was the New York media mission in New York on March 19th. Market Connections had the opportunity to have one on one meetings with a variety of writers and editors for significant publications, including Our State, Men's Journal, Rand McNally, Fodors, Outside, Southern Living, Bicycling, USA Today, WRAL and many others. The pitch that seemed to resonate with virtually every writer/editor was about the Blue Ghosts.

Web Analytics

Visit Waterfalls: Google Analytics Number of total visits						
	2010	2011	2012	2013	2014	2015
Jan	4767	4245	6151	6094	6102	9136
Feb	4893	4813	6448	7060	5741	7915
March	7340	6621	10730	9517	8741	
April	8161	7231	11970	9948	10661	
May	10737	9737	13319	12790	14467	
June	12995	13770	16115	15974	19505	
July	13040	15414	17115	18422	23072	
August	12044	13266	13963	15164	17657	
September	10501	9997	11077	10988	12226	
October	8391	9859	10135	9895	13510	
November	3770	4838	4934	5560	6647	
December	2662	3834	3811	4541	6480	
Total visits Jan-Feb	9660	9058	12599	13154	11843	17051
Total Visits per year	99301	103625	125768	125953	144809	

Visit Waterfalls: Google Analytics Number of Unique Visitors						
	2010	2011	2012	2013	2014	2015
Jan	4052	3493	5179	4832	5145	7684
Feb	4086	3851	5289	5868	4855	6620
March	5965	5377	8726	8036	7345	
April	6745	5934	9525	8329	8823	
May	8596	7856	10787	10503	11938	
June	10446	10863	13293	13027	15991	
July	10208	12198	13620	15090	18891	
August	9321	10337	11174	11954	14482	
Sept	8418	8004	8792	8823	10272	
Oct	6776	7941	8116	8178	11273	
Nov	3098	3949	3974	4315	5232	
Dec	2211	3173	3031	3812	5487	
Total Unique visitors Jan-Feb	8138	7344	10468	10700	10000	14304
Total unique visitors per year	79922	82976	101506	102767	119734	

Web Analytics continued...

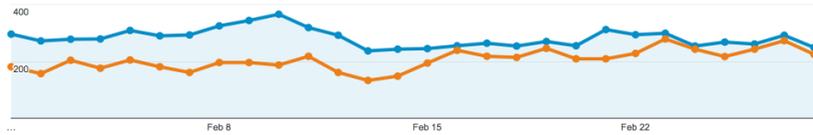
TOP CITIES

1.	Greenville-Spartanburg SC-Asheville NC-Anderson SC	27,094 (18.35%)
2.	Charlotte NC	18,735 (12.69%)
3.	Raleigh-Durham (Fayetteville) NC	11,919 (8.07%)
4.	Atlanta GA	7,680 (5.20%)
5.	Greensboro-High Point-Winston Salem NC	5,583 (3.78%)
6.	Nashville TN	5,133 (3.48%)
7.	Orlando-Daytona Beach-Melbourne FL	3,594 (2.43%)
8.	Florence-Myrtle Beach SC	3,424 (2.32%)
9.	New York NY	2,941 (1.99%)
10.	Washington DC (Hagerstown MD)	2,839 (1.92%)

TOP REFERERS

		47,956 % of Total: 31.46% (152,453)
1.	visitnc.com	19,578 (40.82%)
2.	hikewnc.info	4,779 (9.97%)
3.	asheville.com	1,437 (3.00%)
4.	cityofbrevard.com	1,285 (2.68%)
5.	blueridgeheritage.com	1,166 (2.43%)
6.	m.facebook.com	1,136 (2.37%)
7.	blackmountain.org	947 (1.97%)
8.	brevardncchamber.org	839 (1.75%)
9.	ashevillenc.com	823 (1.72%)
10.	mtbikewnc.com	823 (1.72%)

Feb 1, 2015 - Feb 28, 2015: ● Sessions
Feb 1, 2014 - Feb 28, 2014: ● Sessions



NC Project 543 BLOG

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Challenge your bike on 300 miles of single track