

**Transylvania County  
Tourism Development Authority  
September 24, 2015  
Marketing Report**

**The Adventurist**

The 66th edition of The Adventurist went out on Thursday, July 12 to 10,652 individuals. It had 2,079 opens. This represents an open rate of 20%, earning us a mail score of 7.0. The current average score for travel and tourism e-newsletters is 7.0 as well. The most popular links were for the Mountain Song Festival, Tour de Falls, Afternoon Tea with Llamas and National Forest Day.

**Social Media**

We're pleased to report that our Facebook audience has expanded to 3,973. The videos on our Visit Waterfalls You Tube site have been viewed 124,524 times versus 117,480 in July. We have had 42,461 views on our Vimeo account versus a total of 37,880 views in July 2013.

**Public Relations**

As you remember, the TCTDA hosted prominent family blogger Corinne McDermott and her family from July 2-4 as part of her travel across NC, with stops in the Outer Banks, Raleigh, Charlotte and Transylvania County. Her stops in Transylvania County included Earthshine Discovery Center, the Cradle of Forestry, Rocky's, O.P. Taylors, and more.

Her blog post about her visit was just published last week and provides terrific coverage of all of the above Transylvania County destinations. We've provided that link in a separate email.

We have been working very closely with a freelance writer for Thrillist who is working on a variety of stories for them, including ice climbing destinations. We've helped them source ice climbing photos from Fox Mountain Guides and also provided imagery and information about other outdoor adventure opportunities in TC. As soon as the post is up, we'll alert the TDA board.

National Geographic posted a great article on their website entitled, "Top 10 Mountain Biking Towns," which featured Brevard and recommendations by local mountain bike guide Eva Surls (co-owner of The Bike Farm).

Our friends at Our State have also posted a handy Brevard day trip guide on their website.

**Film**

We have been working with Guy Gaster at the state film office to help identify some waterfalls that could be used for a major motion picture that is being shot in the region in November.

### **Marketing**

Ads will be appearing in the October issues of Our State, The Laurel of Asheville, the Blue Ridge Parkway Travel Directory as well as our annually committed publications and digital outlets.

### **Website Metrics**

We're continuing our very strong website performance with visitation to visitwaterfalls.com up 42.92% in August 2015 versus August 2014. Unique visitation is up 42% in August, year-over-year.

### **Phone App**

We recently produced tent cards for distribution to local accommodations, retailers, attractions and restaurants to promote the app and drive downloads. This collateral piece has helped drive downloads and we now have 1107 downloads of the app.

We have reached out to VisitMobile to begin plans for selling advertising on the app and have a conference call scheduled next week to discuss logistics and their recommendations for pricing, etc.

### **Transylvania County Map & Kiosk**

The map for the downtown kiosk has been finalized, as have the 3x5 panels. We currently have two options for the "Welcome" section of the kiosk that we will be presenting today. We also have final pricing for the hardware and installation.

### **Multi-Year Plan Follow-Up**

Last week there was a meeting with TDA board members and Market Connections to determine next steps on the Multi-Year Plan. Based on input from the board, Market Connections is making some amendments, additions and clarifications to incorporate into the final plan. Options were also discussed regarding presentation of the plan to the public and/or key stakeholders, with no final decisions made.

### **VisitNC Listening Tour**

Clark, Prentiss and Brad attended a meeting with VisitNC staff at the Asheville CVB on Tuesday, September 22. Topics of discussion included the status of Airbnb payments to counties, upcoming media missions and formats, the 365 Conference (formerly the Governor's Conference), co-op advertising opportunities/advertising planning, and the impact of the state budget on VisitNC.

VisitNC staff also provided valuable information regarding Trip Advisor and how to best harness this portal for the benefit of Transylvania County tourism and stakeholders.