



June 23, 2016  
Marketing Report

### **THE ADVENTURIST**

The 77th edition of The Adventurist went out Thursday, June 2. The current mailing list is 11,389 and the open rate for the latest edition was 18%, which translates to 2,090 opens. The most popular June edition links were for the Blues & Barbeque Festival, Oskar Blues Cruise then Booze Paddle Trips, Upper French Broad River Fest, Arts and Culture Celebration and the Looking Glass Tour Cycling Event.

### **SOCIAL MEDIA**

We're pleased to report that our Facebook audience has expanded to 5,469 from 4,916 the previous month, an increase of 11.2%. We are currently boosting a number of posts to build the fan audience. The videos on our Visit Waterfalls You Tube site have been viewed a total of 139,588 times, up from 136,750 views the previous month. Our Instagram app has 424 followers. If you are on Instagram and are not following us, please look us up - search "Visit Waterfalls."

### **RANGER STATION KIOSK**

The kiosk is currently in production and will be installed some time over the next three weeks.

### **PUBLIC RELATIONS**

The TCTDA is providing accommodations to a Canadian production team that is filming an episode of "Highways to Fairways," which airs on Canadian cable stations along with ESPN Classic. The program will reach 2.4 million Canadian households and an untold number of U.S. households. The main focus of the program is on Sherwood Forest Golf Course, but will also feature attractions and events throughout Brevard and Transylvania County.

On Monday, June 20th, Singletracks (whose visit we supported last month) named Brevard one of the top 10 mountain biking destinations in the country, alongside Bend, Oregon; Park City, Utah; Moab, Utah and Crested Butte, Colorado. Not bad company. Brevard was the only East Coast location in the top 10.

The Time-Warner Cable feature that was shot in May will air on Time-Warner Cable on July 13 and will be available on their website, [twcnews.com/nc](http://twcnews.com/nc) at that time.

### **ADVERTISING**

Upcoming ads that will be appearing in the third quarter of 2016 include Atlanta Magazine, Our State, The Laurel of Asheville, AAA Go Magazine, Southern Living, and Garden & Gun. Additionally, we have cable TV advertising in Atlanta, Charlotte, Raleigh and Greenville and our on-going digital presence in a number of online outlets.

## **WEBSITE METRICS**

May visitation to the visitwaterfalls.com website was down 2.8% from a year ago. However, overall site visitation between January 1 and June 21 of this year is up 5.26% over the previous year.

## **CYCLING MAP**

A preliminary meeting has been held with members of the cycling community and a representative of Pisgah Adventure Maps (PAM).

Market Connections is working on putting together a partnership with Pisgah Adventure Maps (which publishes several popular trail maps) to produce the Cycling Map. PAM will provide cartography, printing expertise, distribution and book keeping; TCTDA and Market Connections will provide production management, design, layout and copywriting. The map will be provided at wholesale cost to retailers and a profit split (TBD) will go to PAM and TCTDA.