



TRANSYLVANIA COUNTY
TOURISM
DEVELOPMENT AUTHORITY

Quarterly Report FY24 - Q2



TABLE OF CONTENTS

I.
ORGANIZATIONAL NEWS

II.
MARKETING

III.
MEDIAONE DIGITAL REPORT

IV.
VISITOR REPORTS & INSIGHTS

I. ORGANIZATIONAL NEWS



BOARD & STAFF

It was a busy quarter for TCTDA staff in the final months of 2023, particularly with regard to representation in our community and throughout Western North Carolina. Presentations were given to the VISION Transylvania and the Brevard High School Hospitality and Tourism Classes, Executive Director

Clark Lovelace served on a panel at the Annual French Broad River Partnership meeting, staff members attended events hosted by Outdoor NC, Southern Highlands Reserve, Blue Ridge Parkway Association, Brevard/Transylvania Chamber Business After Hours, Open House of the new Trust Center, Transylvania Board of Commissioner (BOC) meetings, a Rosman Board of Alderman meeting, and more. They also completed a certification course to become a Unity Blaze certified partner with Black Folks Camp Too, recognizing that the TCTDA welcomes any and all to visit Transylvania County.

The Board of Directors (Board) recommended to the BOC changes to Resolution #35-2021 to better align required actions associated with a new year with the start of the new Board. They also recommended individuals to fill the two Board openings at the end of the quarter. All recommendations were approved, with Nory LeBrun set to fill the open Member-at-Large position and Dionne Hodgson set to fill the Accommodations Owner/Operator position.

As the year came to a close, the Board said heartfelt goodbyes to Ali Lien and Layton Parker, thanking them for the dedicated service.



Unity Blaze Certified Partner with Black Folks Camp Too



Southern Highlands Reserve Event



Staff Holiday Photo

BOARD MEMBERS

Dee Dee Perkins, **Chair** Interested Individual

Jessica Whitmire, **Vice Chair** Town of Rosman Appointee

Lauren Wise City of Brevard Appointee

Nory LeBrun Member-at-large

Dana Antonuccio Accommodations Owner/Operator

Isaac Allen Interested Individual

Dionne Hodgson Accommodations Owner/Operator

Larry Chapman Transylvania County Appointee

Madeline Magin Member-at-large

MARKETING

Dee Dee Perkins, **Chair** Board

Dana Antonuccio Board

Dionne Hodgson Board

Nory LeBrun Board

Layton Parker Community

TRANSYLVANIA ALWAYS

Jessica Whitmire, **Chair** Board

Lauren Wise Board

Dionne Hodgson Board

Eric Caldwell Community

Grant Bullard Community

Mandi Bentley Community

Kate Hayes Community

DESTINATION INFRASTRUCTURE

Madeline Magin, **Chair** Board

Dee Dee Perkins Board

Jessica Whitmire Board

Nicole Bentley Community

Melanie Spreen Community

Aaron Baker Community

GRANTS

Isaac Allen, **Chair** Board

Dana Antonuccio Board

Larry Chapman Board

PARTNER SUPPORT



Our Partner Marketing Program launched at the start of the quarter and has been very successful. The online booklet and request form experienced significant engagement, twenty-eight partners secured over a hundred marketing opportunities, accounting for 92% of the offerings throughout 2024. The past few months have been dedicated to overseeing the production of the Adventure Guide & Waterfall Map and the Points of Interest Map.

Each year we coordinate a holiday sweepstakes to reach a broader audience and help get participating partners increased visibility. During the second quarter of FY23/24, we ran a holiday sweepstakes, titled "A Candlelit Holiday Giveaway," which featured three local tourism partners who created an unforgettable weekend experience designed to promote our destination during the off-season. We received 9,624 registrations due to our expanded advertising efforts with Romantic Asheville, digital ads, and social media advertising and promotion.



Win A Cozy Holiday Getaway In Beautiful Brevard.

Enter to win two nights' accommodations for two in Deerwoode Reserve's rustic River Cabin where you'll discover a lovely holiday getaway with all the trimmings. Our lush mountain forests, spectacular waterfalls, and charming mountain town are waiting just for you. Brevard's the perfect place to stretch your spirit, put your feet up by the fire, and warm up for the holidays. Come join us.



We ran a holiday shop local campaign on social media to draw attention to local businesses and provide free opportunities for promotion. This is a small piece of a broader initiative to highlight partners on our social media channels and promote their unique offerings.

The magic of our holiday season was on display, along with our partners' ads, in our print co-op advertising in Our State Magazine, Blue Ridge Outdoors and WNC Magazine.



TRANSYLVANIA ALWAYS

The Transylvania Always Committee (TAC) continued its work in supporting the French Broad River Blueway with its grant award of almost \$16,000 toward the first project to come out of the river's Strategic Master Plan. MountainTrue's high-priority project "Lyons Mountain River Access - Pre-Construction Site Design" is designed to revitalize and improve the public river access point at the bridge along Lyons Mountain Road in Rosman. This older site will undergo a redesign to expand parking, increase access for boat trailers, provide a new concrete ramp and add a kiosk, picnic tables, bike/boat racks and stabilize eroding streambanks with native vegetation.

MountainTrue's French Broad Paddle Trail Manager, Jack Henderson, spoke at the October TAC meeting about the Lyons Mountain River Access project's importance, as well as quarterly reports of other developments to the French Broad's Strategic Master Plan.

In the Town of Rosman's Board of Aldermen meeting in December, TCTDA Executive Director Clark Lovelace spoke during public comment in support of the Rosman Riverfront Park Master Plan, which was later unanimously adopted. The TAC has expressed to the Town of Rosman its interest in providing potential funding toward the project once a final site plan is established.

Leave It Better and Be Waterfall Wise campaign messaging took center stage as the TCTDA sponsored the decoration of a cabin at Deerwoode Reserve's inaugural Festival of Lights throughout December, complete with a life-size Trashesquatch on the front porch alongside a "moving" waterfall off the porch roof.



Leave It Better Coasters



Deerwoode Reserve Cabin Sponsorship



Holiday Trashesquatch

TRANSYLVANIA ALWAYS CONTINUED

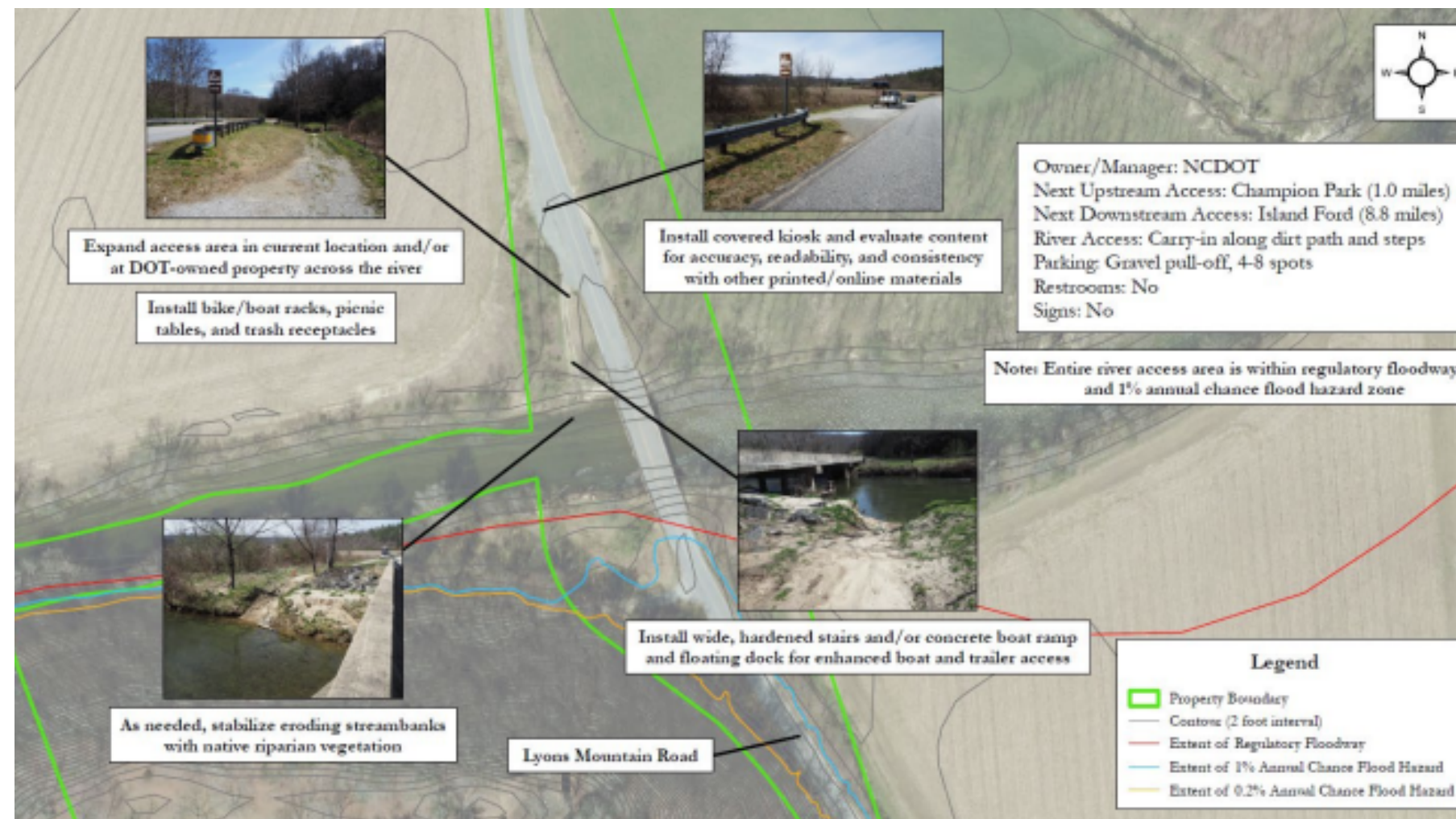
PROJECT FUNDING

Projects that are aligned with the mission of the TCTDA's Transylvania Always initiative, which is to be a leader in the effort to take care of Transylvania County's natural resources in order to create a safe and enjoyable user experience and ensure that these assets are here for future generations. Funding for Q2 is listed below.

Q2

- **MountainTrue: "Lyons Mountain River Access - Pre-Construction Site Design" \$15,851.52**
 - As one of the first projects to come out of the Strategic Master Plan for the French Broad River Blueway, this high-priority project is designed to revitalize and improve the public river access point at the bridge along Lyons Mountain Road in Rosman.

Total FY23 funding: \$40,851.52



Lyons Mountain Conceptual Design Approach from Master Plan

DESTINATION INFRASTRUCTURE

The Destination Infrastructure Committee (DIC) is dedicated to the preservation and enhancement of the infrastructure and resources of Transylvania County as a tourism destination. This committee was created following the success of the Transylvania Always initiative and committee. Like that committee, much of the work of the DIC involves TCTDA funding support for local projects that meet the committee's objectives. That sometimes involves defining and prioritizing current needs and approaching key parties in hopes of a shared interest in addressing those needs.

This quarter, the DIC remained in continued conversations with the City of Brevard as they advocated for improved bike rack and signage infrastructure with the intent to assist in the funding of projects that address these concerns.

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. Funding for Q2 is listed below.

Q2

- **Blue Ridge Bicycle Club: “Bench on Brevard Area Trail System” \$706.85**
 - In a partnership with the Blue Ridge Bicycle Club, an attractive black bench (consistent with those found within downtown Brevard) will be added alongside the Estatoe Trail on Railroad Avenue as an added piece of infrastructure that helps support the multi-use nature of this trail.

Total FY23 funding: \$30,605.85



Donated by Blue Ridge Bicycle Club
and Transylvania County
Tourism Development Authority

10" x 3" MPLSS4 @ 50%
FONT: Times New Roman Bold

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. Funding for Q2 is listed below.

Q2

- **Rotary Club of Pisgah Forest: “Assault on the Carolinas 2024” \$3,500**
 - This premier cycling event in the Southeast brings over 1,000 riders for its 24th annual race while supporting dozens of local non-profits and generating return visitors for vacations throughout the year.

Total FY23 funding: \$28,810



II. MARKETING



Q2-OCTOBER - DECEMBER 2023

MARKETING OVERVIEW

TCTDA's second-quarter marketing strategies transitioned from a focus on fall to targeted campaigns for the holiday season and beginning of winter. Messaging and tactics were increasingly aimed at building awareness for in-market visitors to support Transylvania's shopping and festivals, along with regional/national markets where Brevard and Transylvania are recognized as a unique destination for nature, adventure, authentic small-town charm, and culture.

By late October, marketing shifted toward niche adventurers (singles and groups), a slightly older demographic, and families and couples that would enjoy Transylvania's unique fall and holiday culture, including festivals, shopping, dining, winter hikes, biking, and a host of lifestyle opportunities.



HOLIDAY AND WINTER MARKETING STRATEGIES

Because visitation and occupancy numbers tend to drop this time of year, strategic holiday and winter campaigns were created to bolster seasonal interest and visitation. During this quarter, TCTDA's investment in print advertising was slightly higher than at other times of the year to enhance frequency, deepen penetration in select markets, reach specific demographics, and highlight unique seasonal offerings.

- Continued focus on mid-week and extended-stay opportunities, especially targeted to holiday gatherings, winter adventurers, and those who can work remotely
- Focused more on drive markets, especially those in the 200-mile radius (ATL, RAL, CLT, KNX, COL, NSH, CHS, Triad, Upstate, and more creative messaging)
- Continued recapture of Brevard's iconic brand imagery: waterfalls, rivers, trails, downtown, festivals, wellness opportunities, and attractions
- Incorporation of new brand positions: wellness, romance, sustainability, authentic small town, community celebrations/festivals, entertainment, and lifestyle
- Strengthened digital campaigns and established new geo/demo targets. Strong, responsive seasonal campaigns sparked advance interest in current and upcoming shoulder seasons.
- Continued Year of the Trail Campaign
- Continue to position TCTDA for new earned media/PR opportunities through Media Missions, FAM Tours, pitches, and queries.



ADVERTISING: DIGITAL

Explore Brevard aimed new holiday and winter messaging at closer geographic markets to drive traffic with a higher likelihood of seasonal visitation. Late fall, holiday, and winter campaigns highlighted downtown Brevard, arts and culture, festivals, music, breweries, and a range of outdoor adventure opportunities unique to each season. Audiences were targeted based on demographics, points of origin, habits, and interests.

Advertising utilized seasonal content across multiple platforms, including digital display, native ads, keyword search, pre-roll, Facebook, geofencing, and more. Ads retargeted those already familiar with the brand while prospecting for new viewers. Other 2nd Quarter digital outlets also included YouTube, Blue Ridge Parkway Association, Blue Ridge Outdoors, Romantic Asheville, Pink Bikes, AccuWeather, Garden & Gun, Our State featured E-newsletters, and Visit NC partner co-op digital programs.

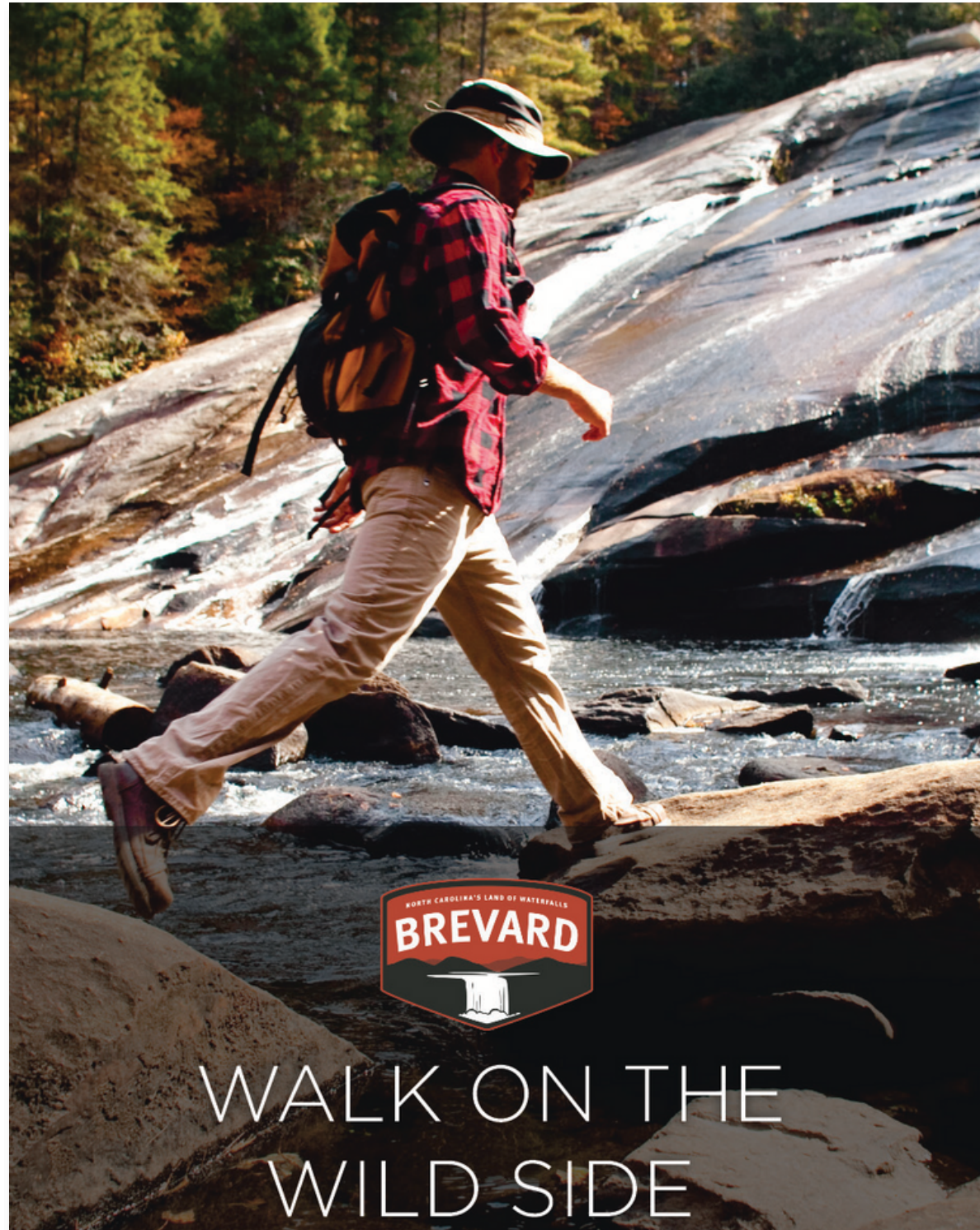
Media One's Facebook advertising targeted audiences across designated areas, as well as new national and international markets, including NC, SC, AL, FL, OH, VA, TN, GA, TX, Canada, and more.

For the quarter, traffic to the website was up 49.5% compared to last year. Media One Facebook ads alone had 1,686,0124 impressions and resulted in 5,928 sessions (an increase of 85%) on explorebrevard.com. The digital presence of web page ads was strengthened to enhance traffic for partners who advertise through TCTDA's Partner Marketing Program.



ADVERTISING: PRINT

Although greater focus in FY 24 was placed on digital marketing opportunities, emphasis on the holiday and winter season marketing was supported with special print placements that were targeted more toward regional or local markets during the second quarter. Throughout the period, Explore Brevard advertised in AAA Go, Blue Ridge Parkway Guide, Blue Ridge Outdoors (Adventure Towns), Our State (holiday), Our State "Towns We Love" special publication, Visit NC Travel Guide (annual), Southern Living (arts/C Carolinas), Birding Magazine, and Food & Travel (national, December through February). Additional print placements were utilized as part of TCTDA's Partner Marketing Program that included partner co-op ads in full pages in The Laurel, WNC Magazine, and Blue Ridge Outdoors.



BREVARD
NORTH CAROLINA'S LAND OF WATERFALLS

Be Cool

Discover holiday magic in a town that knows a thing or two about making the season bright.

PISGAH CLIMBING SCHOOL
Experience Pisgah National Forest's premier rock climbing. With a variety of climbing options suitable for all skill levels, we can personalize your family's next adventure.
PISGAHCLIMBINGSCHOOL.COM
(828) 222-ROPE

DD BULLWINKEL'S
DD Bullwinkel's Outdoors & Moose Tracks Footwear is your local go to for gear, apparel & footwear. Serving as WNC's destination for the outdoors for 29 years.
DDBULLWINKELS.COM
(828) 862-4700

explorebrevard.com | 800.648.4523

ADVERTISING: TV/VIDEO

Explore Brevard's :30 second "Heart of Adventure" and "Be Cool" holiday TV spots ran in several markets during the second quarter, including Raleigh, Charlotte, Atlanta, Jacksonville, Charleston, Columbia, Nashville, and Orlando on targeted cable channels as well as CBS Sunday Morning in Charlotte and the Upstate. Atlanta continues to generate the most significant metrics for television overall. The spots were also displayed at Charlotte Cinemas, a 15-theater multiplex in a highly targeted Charlotte location. Film and various videos were also utilized in You Tube, digital, and pre-roll platforms as well as through social media advertising.

View the "Heart of Adventure" TV spot [here](#).

View the "Be Cool Holiday" TV spot [here](#).



Images captured from the "Be Cool Holiday" TV spot

E-BLASTS & BLOGS

E-BLASTS

In the second quarter, three Field Notes were distributed to approximately 32,500 opt-in subscribers, an increase of 20%. In October, “Chills and Thrills in Transylvania County” showcased a range of fall/Halloween activities. November’s Field Notes featured an interview with Edith Darity, leading to “Keeping History Alive: How Brevard Became A Pioneering Civil Rights Community.” In December, “Artful Adventures: Exploring The Arts in Transylvania County” highlighted arts and crafts in the area.

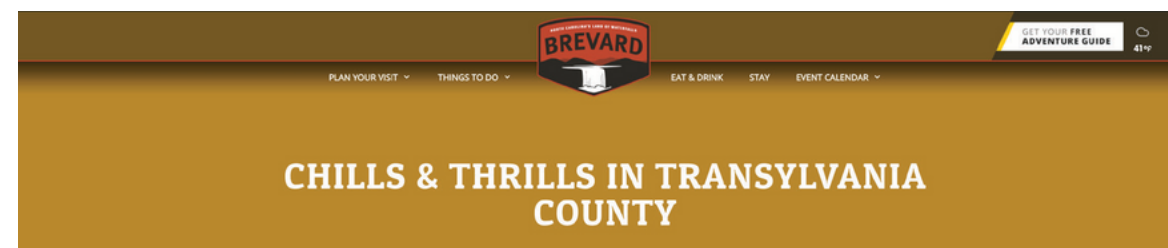
The Adventurist, Explore Brevard’s signature newsletter, was distributed at the end of each month, highlighting top events of interest for the following month.

In November, a special Partner Marketing Program Spotlight featured the White Squirrel Arcade. This sponsored E- newsletter was read by 9,722 viewers.



BLOGS

The Field Notes content for each month was transitioned to a featured blog on explorebrevard.com for a total of three new blogs in the second quarter.



EXPANDING THE TCTDA RESOURCE LIBRARY

Explore Brevard completed a new photoshoot designed to capture new imagery of downtown, wellness, families, and romance. In addition, several new waterfall shots were taken to update TCTDA's library and to showcase responsible visitation and waterfall safety in the area.

A December photo shoot captured new fall and winter imagery, including cycling and hiking along the Parkway in winter, waterfalls in winter, and a host of downtown street scenes and shopping (holiday and other). A number of Brevard shops were featured.



NEW WEBSITE FEATURES

TCTDA staff and Market Connections work together to update the Explore Brevard website with more relevant content and features. Second-quarter website updates included the following:

- Continued updates and new blogs
- Creation of a holiday landing page
- Creation of a holiday sweepstakes landing page and pop-up
- Creation of a winter landing page
- Updating the Blog Archive and imagery



WINTER WONDERLAND IN BREVARD

There's no better way to ring out the old and in the new than to visit Brevard's winter wonderland. It's the perfect place to rejoice, rejuvenate and renew. You can discover our great outdoors, enjoy an evening by the fire, and tuck into one of our cozy accommodations. So, what are you waiting for? Find your new beginning in Brevard this year.



Think Outside

If you're looking to stretch your legs on a great winter hike with fantastic waterfalls and/or great winter views, try out Triple Falls trail in DuPont State Recreational Forest, Looking Glass Rock trail in Pisgah, or Rainbow Falls in Gorges State Park. The free [AllTrails](#) app is a great way to find the trailheads and it provides all the trail particulars. Sunrises and sunsets are especially beautiful in the winter along the Blue Ridge Parkway, including [Devil's Courthouse](#) with its sweeping 360-degree panoramic view. Be sure to check the [road conditions](#) on the parkway before going.

Find our winter weather checklist [here](#).



Artful Adventures: Exploring the Arts in Brevard & Transylvania County

Thanks to its surrounding natural beauty, Brevard has long attracted artists across every discipline, turning the area into a moveable feast of memorable art experiences. This month, the Adventurist sat down with Kathy King, Executive Director... [Read More](#)



Keeping History Alive: How Brevard Became a Pioneering Civil Rights Community

This month, the Adventurist invites you to learn more about a landmark effort by Brevard and Transylvania County's African American citizens who made history – and the extraordinary African American community that is sharing their history in... [Read More](#)



Chills & Thrills in Transylvania County

With the Halloween season almost upon us, the Adventurist thought you might enjoy hearing about some of the spooky legends of Transylvania County. As Halloween approaches, we recommend you share these local stories around a campfire deep in the... [Read More](#)

BILLBOARDS & SIGNAGE

Explore Brevard advertised on four targeted billboards in the region during the second quarter. Large seasonal billboard posters are currently placed on I-40, coming west from Hickory; I-85 near the 74 turn-off toward Asheville, and I-26 at the Asheville Airport, which serves as a directional board. All three large boards displayed fall/winter imagery during the second quarter, with the Asheville board featuring an iconic mountain bike ride at Pilot Cove. The creative will change twice during the year in fall and spring. They are strategically placed to attract travelers to Transylvania County and Brevard in the future.

In addition, a local brand board welcomes visitors and residents alike on Hwy 280 near the Transylvania County line. This billboard, strategically placed to remind travelers of the county's iconic assets, can be changed out seasonally. During the second quarter, it featured Rainbow Falls.



I-26



Hwy 280

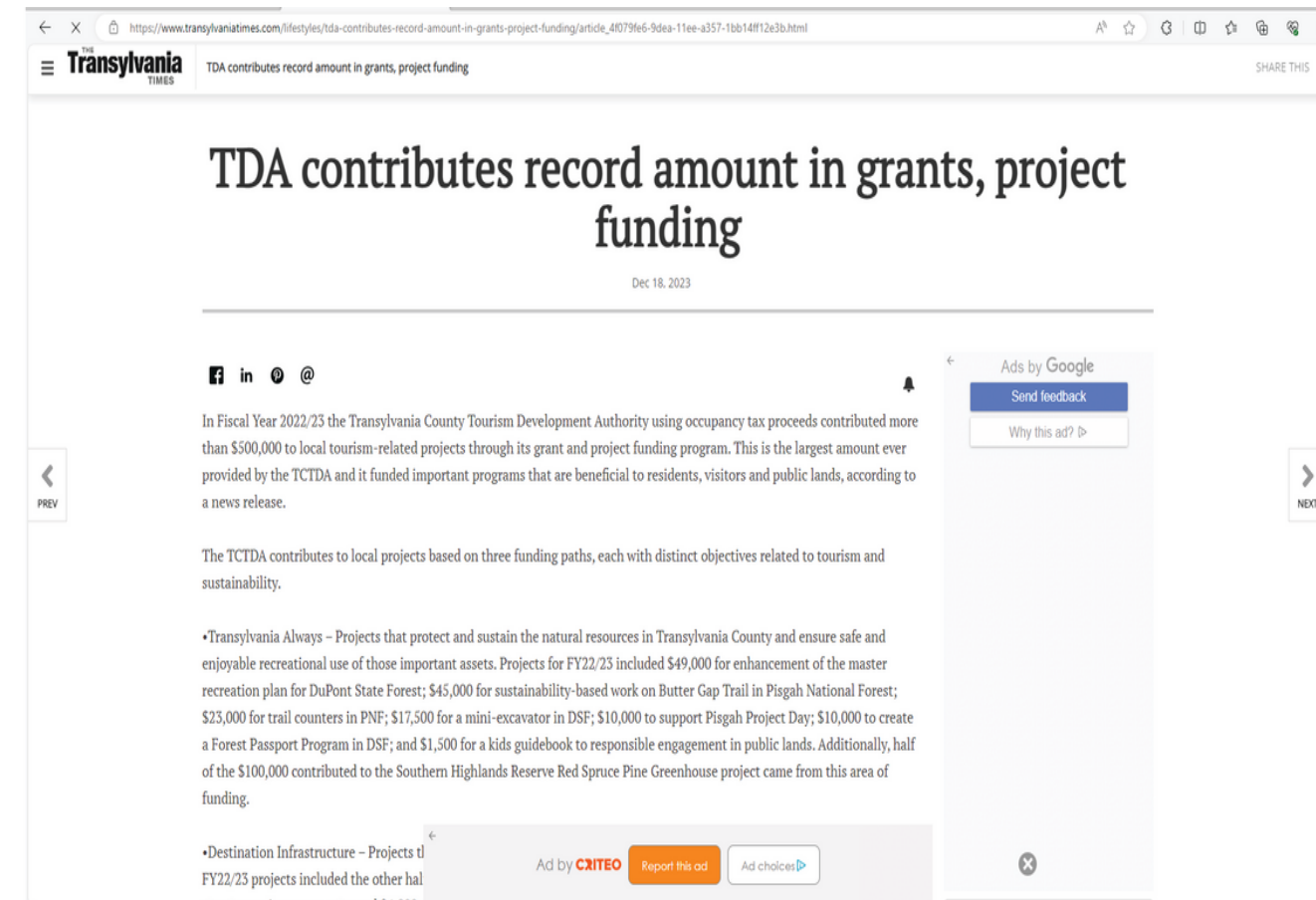
PUBLIC RELATIONS

WSPA 7 News' Morning News was once again live in Brevard on November 27. Several live interviews aired between 5 AM and 9 AM. The interviews spotlighted Brevard and Transylvania County while previewing the downtown's "Light Up the Night" festival and Christmas Parade.

Earlier this year, TCTDA participated in Visit NC's In-state Media Mission meeting with regional journalists, including the producer of UNC-TV's North Carolina Weekend, who subsequently came to Brevard and featured the Transylvania Heritage Museum's ATOM exhibit.

Since September, Brevard and Transylvania County have enjoyed multiple inquiries and earned media opportunities that have resulted in excellent press showcasing the area. TCTDA continues to engage journalists who tell the area's story.

In December, we distributed a press release to local and regional media that detailed the significant economic impact that tourism provided to Transylvania County. This release highlighted the work of the Transylvania Always and Destination Infrastructure initiatives and our financial support of local projects.



PUBLIC RELATIONS (CONTINUED)

FAM TRIPS & MEDIA RELATIONS

ADVENTURE ELEVATE FAM TOUR

The international Adventure Travel Trade Association (ATTA), AdventureELEVATE North American conference will be held in Asheville in June 2024. Along with Visit NC, TCTDA will host five select journalists, who are attending the conference, as they participate in “challenging” adventures in Transylvania County. Market Connections and TCTDA worked this quarter to create an itinerary for this FAM Tour.

AMY WHITE: FREELANCE WRITER

As a result of the earlier DC Media Mission with Visit NC, we are continuing to work with Amy White, a national travel and eco writer, to plan a visit to Transylvania County this spring. Amy writes for National Geographic, Garden & Gun, and Sierra.

ARTICLES & TV COVERAGE

QUEEN CITY NEWS- CHARLOTTE FOX TV AFFILIATE

[October story:](#) “Charlotte veterans find healing by fly fishing in Western NC Mountains” features Charlotte area veterans fly fishing with Headwaters Outfitters.

KIDDING AROUND GREENVILLE ONLINE

[October online article:](#) “A Day in Brevard, North Carolina: Things to Do, Places to Eat, and Outdoor Adventures” features a family-friendly itinerary of things to do in Transylvania County.

SOUTHERN LIVING MAGAZINE ONLINE

[November online article:](#) “15 Fun Things To Do In Brevard, North Carolina” features Pisgah National Forest, Downtown Shops, Brevard Music Center, Breweries, and more.

PBS - VIEW FINDERS PROGRAM

[November Episode:](#) “Pisgah National Forest” features the waterfalls and ecosystems of Pisgah National Forest.

NC TRIPPING ONLINE

[November Online Article:](#) “25+ Amazing Things to Do in Brevard, North Carolina (Waterfalls and More!)” features a comprehensive guide of things to do in Transylvania County.

WSPA-TV - UPSTATE SC CBS TV AFFILIATE

[November Live Broadcast:](#) “Holiday Windows Competition, tree lighting and more this weekend in Brevard.” WSPA’s morning reporter was in Brevard for the entire morning show to preview the city’s “Light Up The Night” and Christmas Parade.

PBS - UNC TV - NORTH CAROLINA WEEKEND PROGRAM

[December Episode:](#) “Your Holiday Weekend” features Transylvania Heritage Museum’s ATOM exhibit.

WORLD ATLAS ONLINE

[December Online Article:](#) “10 Picture-Perfect Towns In North Carolina” features Brevard as one of North Carolina’s “picture-perfect towns”.

ENERGY PORTAL (UK) MAGAZINE ONLINE

[December Online Article:](#) “7 of the Most Welcoming Towns in North Carolina.” This UK magazine features Brevard as a “most welcoming town” in North Carolina.

TRANSYLVANIA TIMES

[December Article:](#) “TDA contributes record amount in grants, project funding” highlighting grant and project funding TDA has given in Transylvania County.

OTHER 2ND QUARTER MARKETING INITIATIVES

RADIO

Explore Brevard launched a new messaging series on WNCW in December highlighting the Brevard and Transylvania holiday experiences.

ADVENTURE GUIDE & REGIONAL MAP

During the second quarter of FY 24, Explore Brevard's annual, multi-page Adventure Guide and Regional Map began development with a number of local partner advertisers. The two publications will be printed in January for distribution in February, including 90,000 Adventure Guides and 50,000 Maps.

NEW EXPLORE BREVARD WEBSITE GUIDE & REGIONAL MAP

With Marketing Committee, work began on the development of a new Explore Brevard website with Madden Media.



SOCIAL MEDIA

Social media is a crucial part of Explore Brevard's larger marketing strategy. Our key social media platforms include Instagram, Facebook, YouTube and Pinterest. Live video and reels are often utilized through these formats, Through Explore Brevard's active and popular social media accounts, we can engage a younger audience that often uses these platforms to make decisions on where they travel and visit.

YOUTUBE

METRICS



SUBSCRIBERS: 332
VIDEOS: 63
TOP PERFORMING VIDEO: 12.3k Views

This Adventure Awaits video was the top-performing video on the Explore Brevard YouTube channel this quarter.

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

FACEBOOK

METRICS



FOLLOWERS: 18.0k
REACH THIS QUARTER: 783.8K
TOP PERFORMING POST: 4.7K Reach (Non-boosted/paid)

This holiday shopping local video (reel), featuring Earth Mountain Bicycle, was the top Facebook post this quarter.

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

INSTAGRAM

METRICS

FOLLOWERS: 20.6k
REACH THIS QUARTER: 50.2K
TOP PERFORMING POST: 7.5K Reach (Non-boosted/paid)

This video (reel) of the Silvermont Pumpkin Fest was the top performing Instagram post this quarter capitalizing on one of Transylvania County's fall events.

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



III. MEDIAONE DIGITAL REPORT





Quarterly Report: October - December 2023



1

Traffic Overview

Overall traffic to the website up 49.5% compared to last year. MediaOne, Facebook, and Romantic Asheville traffic driving increase over last year.

2

Top Pages

Top pages were the giveaway, sweepstakes entry completion, waterfalls, lodging, and eat-drink pages.

3

Organic Traffic flat compared to last year

Organic traffic flat compared to last year.





Google Search

Clicks
3,382



Native Content Activation

Clicks
5,151



Facebook/IG

Impressions
1,686,012



YouTube

Video views
40,439



Display - Prospecting & Retargeting

Impressions
963,268



CTV

Video completed
297,876



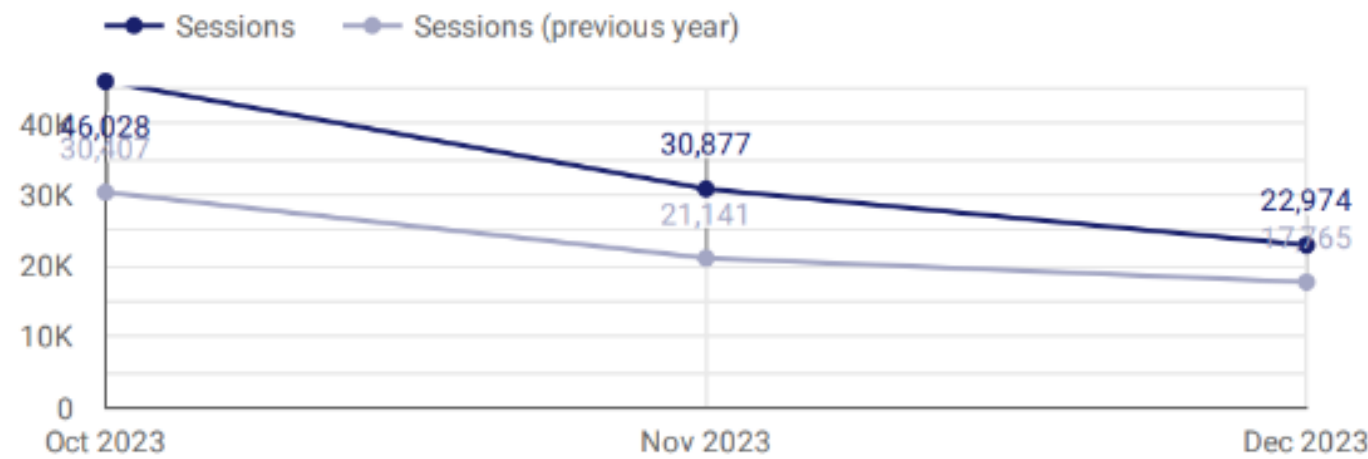
Pre-Roll Video

Video completed
142,002



Traffic to the Website

Sessions
102,499
↑ 49.5%



Top Visited Pages

	Page path	Views	% Δ
1.	/	20,177	4.3% ↑
2.	/a-candlelit-holiday-giveaway/	16,636	-
3.	/think-outside-winter-sweepstakes-thank-you/	13,823	460,666.7%...
4.	/the-great-outdoors/waterfalls/	11,323	213.5% ↑
5.	/business-categories/lodging/	10,896	179.7% ↑
6.	/business-categories/eat-drink/	10,067	76.6% ↑
7.	/festivals-events/	8,773	203.7% ↑
8.	/events-calendar/	7,119	14.4% ↑
9.	/hiking/	6,204	720.6% ↑
10.	/top-10-waterfalls/	5,681	-4.6% ↓

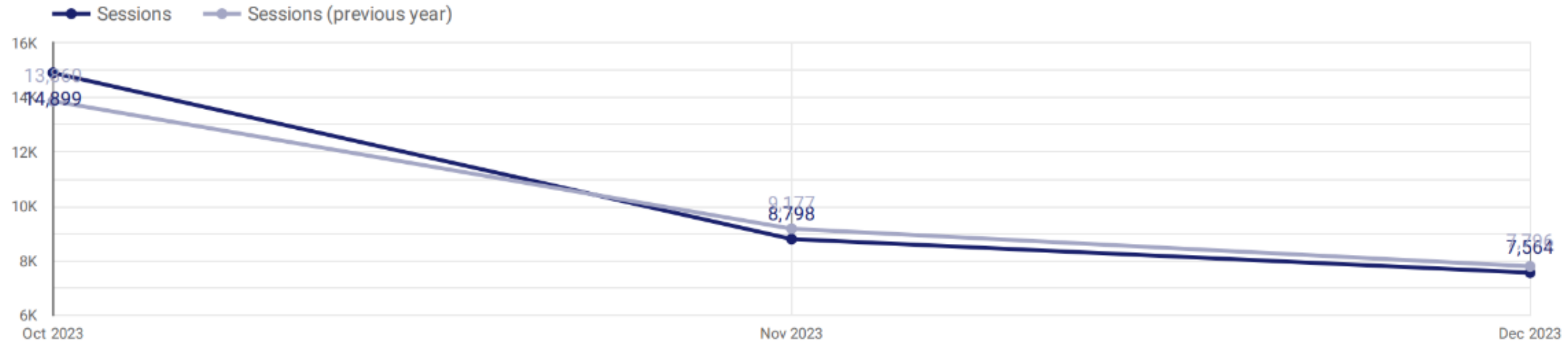
Top Sources of Traffic

	Session source / medium	Sessions	% Δ
1.	google / organic	27,762	-0.9% ↓
2.	MediaOne / facebook	14,928	85.5% ↑
3.	(direct) / (none)	13,349	39.7% ↑
4.	MediaOne / display	12,107	623.7% ↑
5.	MediaOne / native	4,882	-45.8% ↓
6.	romanticasheville.com / referral	4,850	485.7% ↑
7.	MediaOne / google	3,518	-4.1% ↓
8.	m.facebook.com / referral	3,219	1,241.3% ↑
9.	newsletter / email	2,465	-
10.	storage.googleapis.com / referral	1,713	-
11.	visitnc.com / referral	1,677	6.0% ↑
12.	bing / organic	1,395	6.8% ↑
13.	duckduckgo / organic	841	2.3% ↑
14.	l.facebook.com / referral	796	774.7% ↑
15.	lm.facebook.com / referral	764	879.5% ↑
16.	yahoo / organic	700	-17.6% ↓
17.	l.instagram.com / referral	556	3,375.0% ↑
18.	accuweather.com / referral	511	10,120.0% ↑
19.	headwatersoutfitters.com / referral	350	165.2% ↑
20.	(not set)	334	95.3% ↑
21.	partner.googleadservices.com / referral	330	-



Organic traffic overview:

Sessions
31,213
 ↓ 0.0%



Keyword Rankings:

Date (Month)	Query	Average Position
October	brevard	3.8
October	brevard nc	3.8
October	brevard waterfalls	1.7

Date (Month)	Query	Average Position
November	brevard	4.6
November	brevard nc	4.6
November	brevard waterfalls	1.7

Date (Month)	Query	Average Position
December	brevard	4.4
December	brevard nc	4.9
December	brevard waterfalls	1.7



Top Native Ad:



Top Meta Ads:



Top Display Ads:



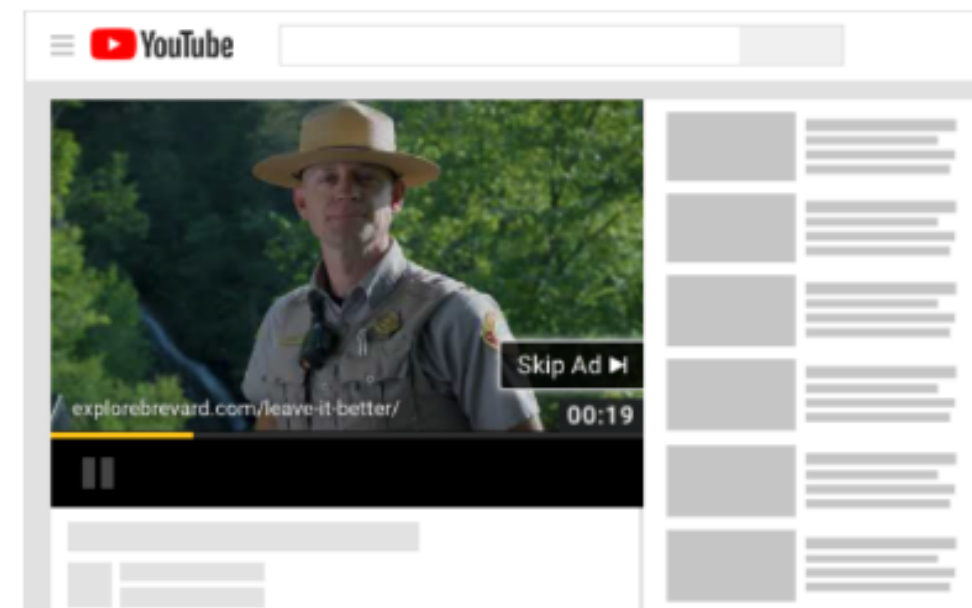
Top Pre-roll Ad:

Be Cool - Christmas



Top YouTube Ad:

Kevin



IV. VISITOR REPORTS & INSIGHTS



Key Insights

Zartico reports through December tell us the following about visitors to Transylvania County:

Spending:

- Visitors spent an average of \$172 per visit. This is about half of the state average. We assume much of this is due to our high number of day trippers.
- Top expenditure categories were (in order): Accommodations, Food, Retail

Origins:

- North Carolina was the state of origin for 28% of our visitors. The top origin counties for in-state visitors were (in order): Mecklenburg, Wake, Union, Gaston, and New Hanover.
- Out-of-state visitors accounted for 72% of total visits, with top origin states (in order) as: Florida, South Carolina, Georgia, Tennessee, and Alabama
- The top origin markets for out-of-state visitors were (in order): Greenville (SC), Atlanta (GA), Columbia (SC), Orlando (FL), Tampa-St Pete (FL)

Short Term Rental Data (as of December, 2023)



Annual

	Available Units	Occupancy	ADR
Twelve-month period ending December, 2023	1,649	51%	\$262
Twelve-month period ending December, 2022	1,560	53%	\$261
% Change	6%	-4%	0%

Monthly

Available Units	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 23/24	1,270	1,282	1,291	1,317	1,025	976						
FY 22/23	1,190	1,130	1,166	1,194	864	837						
% Change	7%	13%	11%	10%	19%	17%						
Occupancy	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 23/24	73%	62%	57%	68%	50%	43%						
FY 22/23	74%	62%	56%	67%	52%	46%						
% Change	-1%	0%	2%	1%	-4%	-7%						
ADR	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 23/24	\$295	\$286	\$158	\$193	\$279	\$274						
FY 22/23	\$292	\$285	\$164	\$191	\$272	\$284						
% Change	1%	0%	-4%	1%	3%	-4%						

TOURISM TRENDS & INSIGHTS

There is no perfect data or indicator to reflect exact visitation to Transylvania County, particularly when viewing on a quarterly basis. Such is the case with the final quarter of 2023. Many tourism business owners/operators and public land managers reported visitation as flat or even down a little versus 2022 as the year came to a close. Short-term rentals, as reflected in AirDNA reporting, show numbers that are flat with prior year. And, year-to-date occupancy tax proceeds are actually up almost 5% over prior year.* So, the picture for FY23/24 remains to be seen.

Looking ahead, our outlook is a bit cautious as the economy, interest rates, international affairs, service industry staffing issues, etc. continue to be challenges for travelers and the local tourism-related businesses that serve them. Winter is a difficult time for our partners due to our seasonality, so in many ways our efforts are ramped up and more unique to drive immediate visitation, from sweepstakes to digital ads promoting local accommodations deals to radio spots triggered when winter weather is moderate.

*Q2 reporting includes occupancy tax collections through December, which represents proceeds from overnight visits through November.

