



TRANSYLVANIA COUNTY
TOURISM
DEVELOPMENT AUTHORITY

FY24/25

Annual Report

Transylvania County Tourism Development Authority



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I. Board & Support Team

Board & Support Team

A Message From the Chair

As Chair of the Transylvania County Tourism Development Authority, I am honored to share the accomplishments we've made over the past year, our recovery from the impacts of Helene and to look ahead with optimism for Transylvania County.

Tourism remains a cornerstone of our local economy. It sustains hundreds of businesses, supports thousands of residents, and is vital to economic development. Strong leadership ensures our success in this mission. The TDA Board and staff take their roles seriously, and I am proud of their commitment and service to our county and its citizens. I am pleased with where we are, the ambitious projects underway, the direction we are headed and our contribution to a healthy local economy.

This past year also brought challenges. Like all destinations in Western North Carolina, we were greatly affected by the ravages of Hurricane Helene. In its immediate aftermath, visitation halted as we assessed the damage of a thousand-year flood. We have great appreciation for our public land managers, emergency personnel, county leadership, local non-profits, and countless volunteers who worked long hours with commitment and compassion surrounding rescue operations, public safety, and rebuilding. Thanks to their dedication, our community responded with resilience—reopening quickly, coordinating closely with partners, and communicating clearly with travelers.

Overall, county occupancy tax revenues were affected by approximately 11 percent. Our post-Helene message has been simple and ongoing: we are open, and the experiences in our outdoor spaces and public lands are everything you expect them to be.

In this past year, we also launched a new and robust website for Explore Brevard, vividly telling our story and showcasing this magical part of North Carolina that we have the good fortune to call our home. And with great pride, share with visitors. As you will see on the following pages, the TDA continues to work hard promoting Transylvania County, supporting our tourism partners, and managing our remarkable destination assets with care.

Thank you for your steadfast support and for the difference you make in our community. And thank you for allowing me to serve.

Dee Dee Perkins
Chair, Transylvania County Tourism Development Authority



BOARD MEMBERS

- Dee Dee Perkins, **Chair**
- Jessica Whitmire, **Vice Chair**
- Dana Antonuccio
- Larry Chapman
- Dionne Hodgson
- Nory LeBrun
- Catherine Lemel
- Madeline Magin
- Lauren Wise

SUPPORT TEAM

- Clark Lovelace**
Executive Director
- Virginia Watkins**
Operations and Outreach
- Mollie Gordon**
Marketing and Communications
- Market Connections**
Marketing and Advertising



II. Occupancy & Visitor Insights

Monthly Occupancy Tax Proceeds vs. Prior Years



ANNUAL PROCEEDS VERSUS PRIOR YEAR

- ↓ 11% overall
- ↓ 42% Sep - Oct
- ↑ 1% other nine months

Short-Term Rental Data

Transylvania County Summary

Transylvania County

	FY24/25	vs. Prior Year
Available Units	1,335	Up 4% (see note below)
Occupancy	47%	Down 4%
ADR	\$255	Down 4%
Length of Stay	3.5	Down 3%

Submarket Breakdown

	Brevard	Western TC	Eastern TC
Available Units	585 (41%)	568 (40%)	257 (18%)
Occupancy	48%	44%	50%
ADR	\$230	\$316	\$221
Length of Stay	3.6	3.5	3.5

Transylvania County vs. Competitive Markets

	Transylvania County	Buncombe County	Haywood County	Macon County	Jackson County	Henderson County
Available Units	1,335	5,603	1,993	1,538	1,416	1,414
Occupancy	47%	51%	46%	46%	47%	50%
ADR	\$255	\$241	\$242	\$302	\$280	\$228
Length of Stay	3.5	3.4	3.6	3.8	3.4	3.6

- Available units is based on the highest number of units reported as available within the year at any time. In FY24/25, this occurred in July (of 2024). So, while this number is technically 4% over the prior year peak (as reported above), total units dropped throughout the year, likely as a Helene-related remnant. This is reflected in the fact that year-end was down 5% versus prior year.
- Data was calculated based on reports from AirDNA who obtains their information via data scraping. They noted that this scraping is based on advance reservations, not actual visits, so it does not reflect the many last-minute cancellations that occurred before and after Hurricane Helene.
- Certain assumptions had to be made when compiling this report to reflect accurate, informative, and comparative information.
- TC = Transylvania County; Western TC = Lake Toxaway / Rosman / Sapphire (TC portion); Eastern TC = Pisgah Forest / Penrose / Cedar Mountain; ADR = average daily rate

Occupancy & Visitor Insights

Zartico Visitor Report

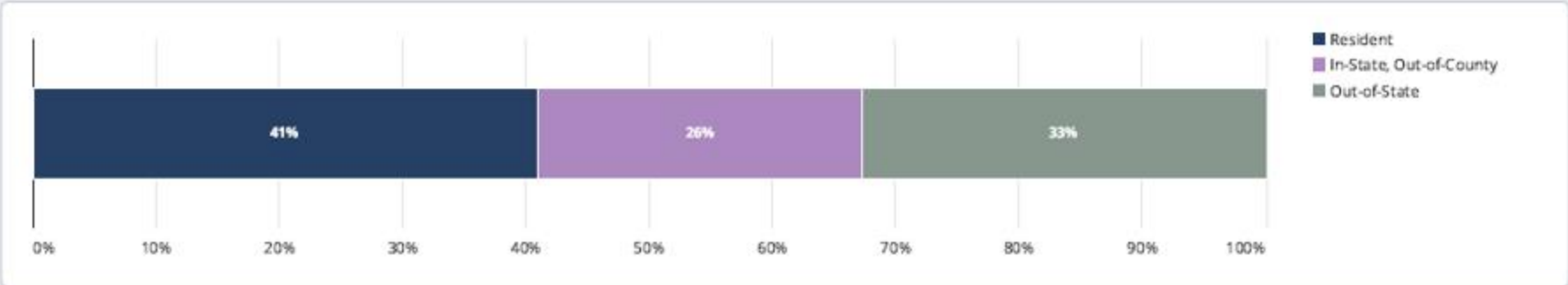
This report is produced by Zartico, who utilizes data from mobile devices based on defined points of interest and credit card receipts.

Report Information

Month	Device Sample Size	Cardholder Sample Size
2025-06-30	80,717	14,557

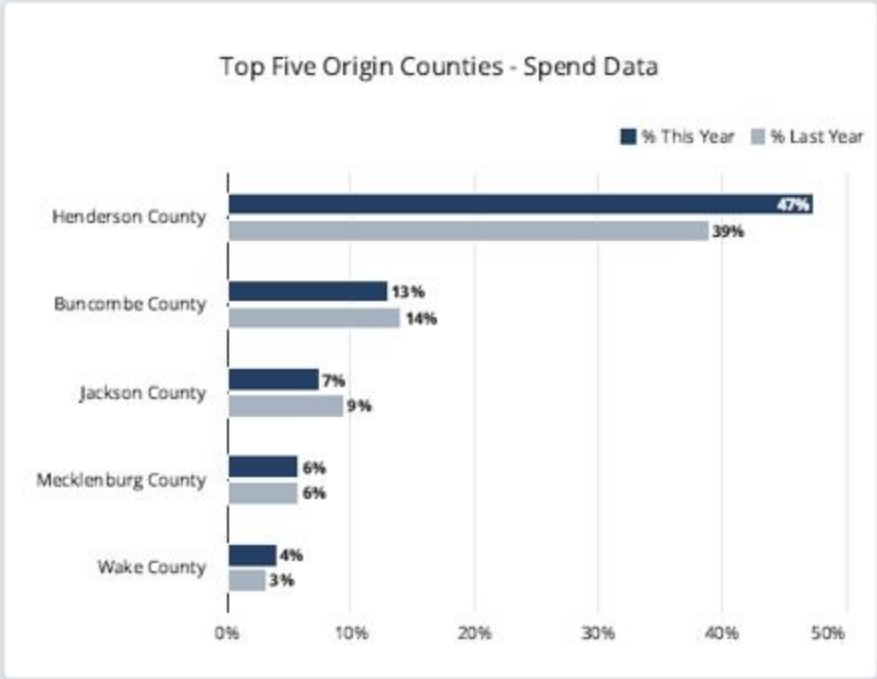
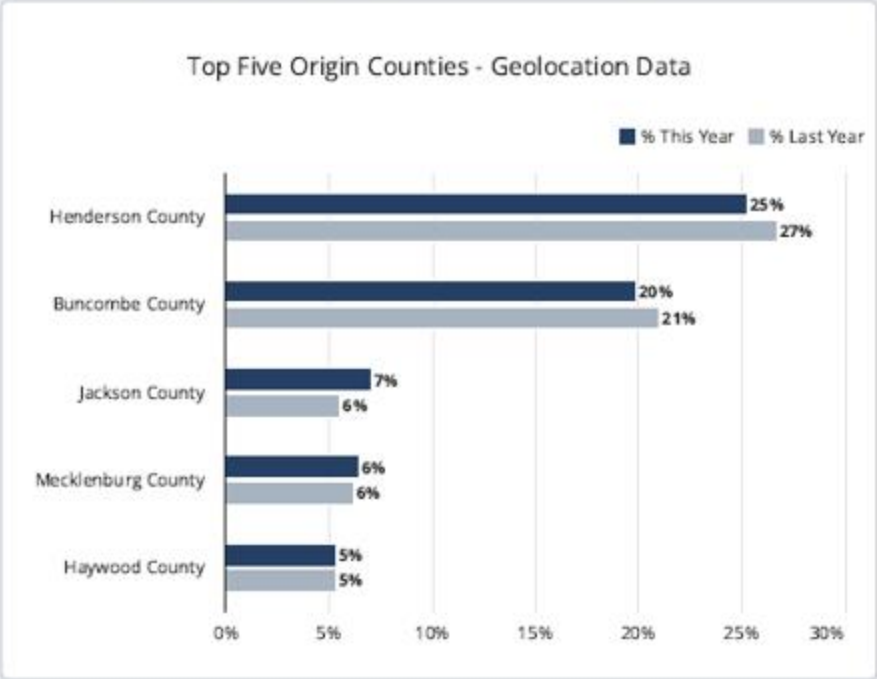
What was the resident and visitor share of devices observed in your destination last month?

Source: Zartico Geolocation Data
Definitions:
Resident: Device common evening location or spend cardholder location is in your county
In-State, Out-of-County: Device common evening location or spend cardholder location is in North Carolina, but outside of your county
Out-of-State: Device common evening location or spend cardholder location is outside the state of North Carolina



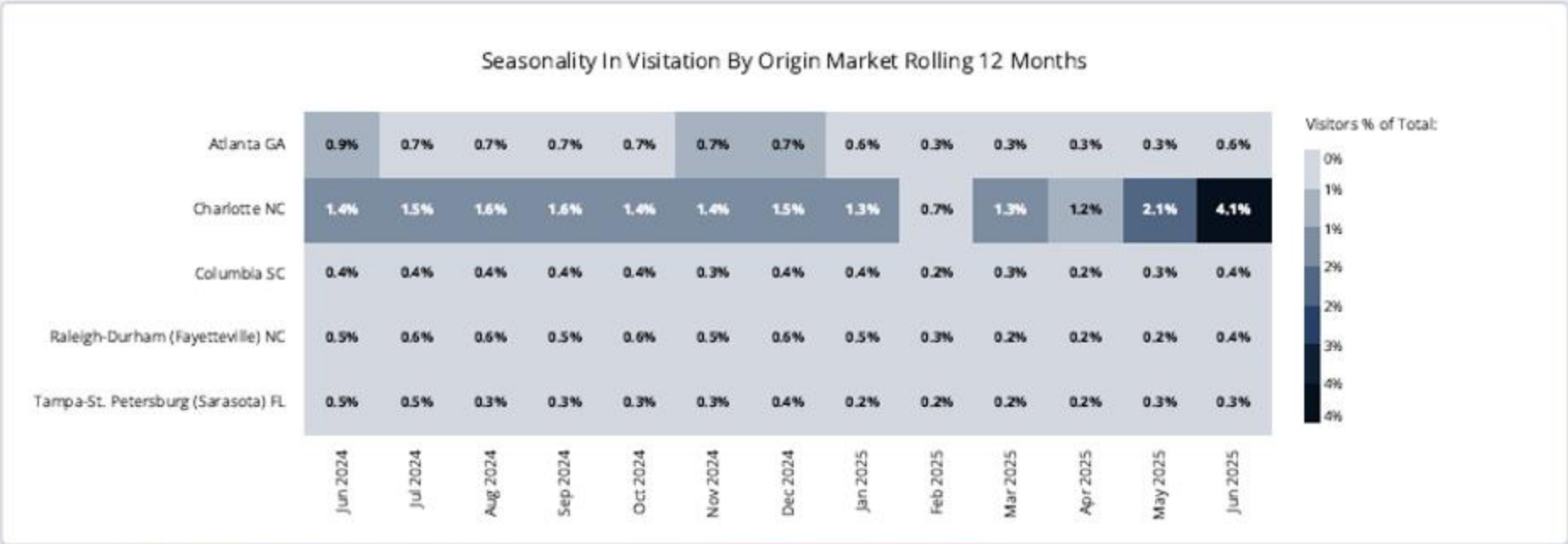
What counties were in-state visitors from? How did it change from the previous year?

Source: Zartico Geolocation Data, Zartico Spend Data
This shows the origins of devices whose common evening location is in North Carolina, but outside of your county.



How does your visitation change by month and the year?

Source: Zartico Geolocation Data. This chart helps you identify seasonal trends among your top origin markets to understand when to flight campaigns and how to identify the right market mix to expand your visitor demand into the shoulder season.



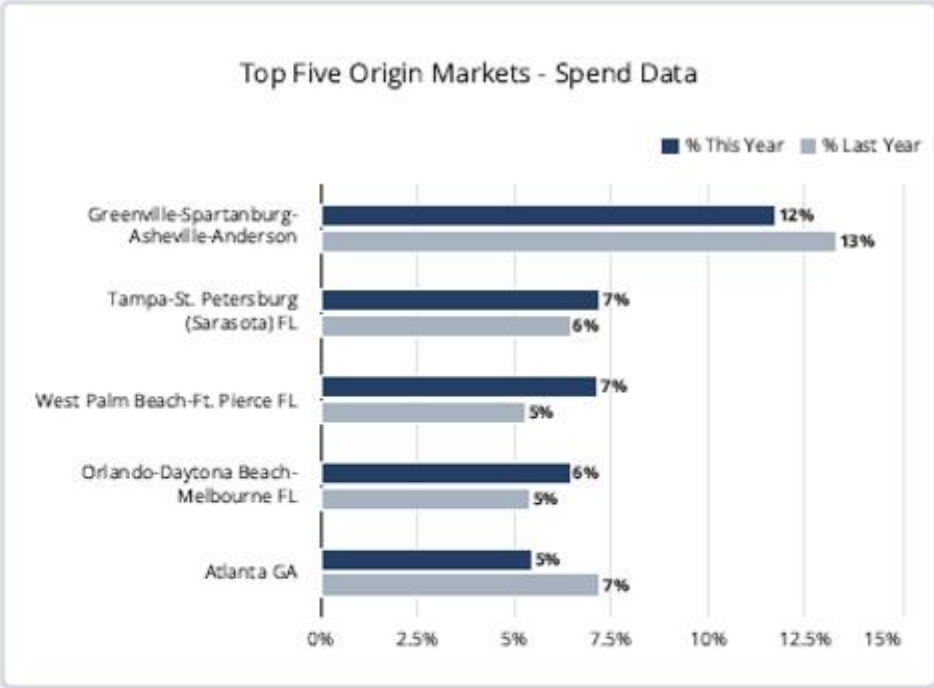
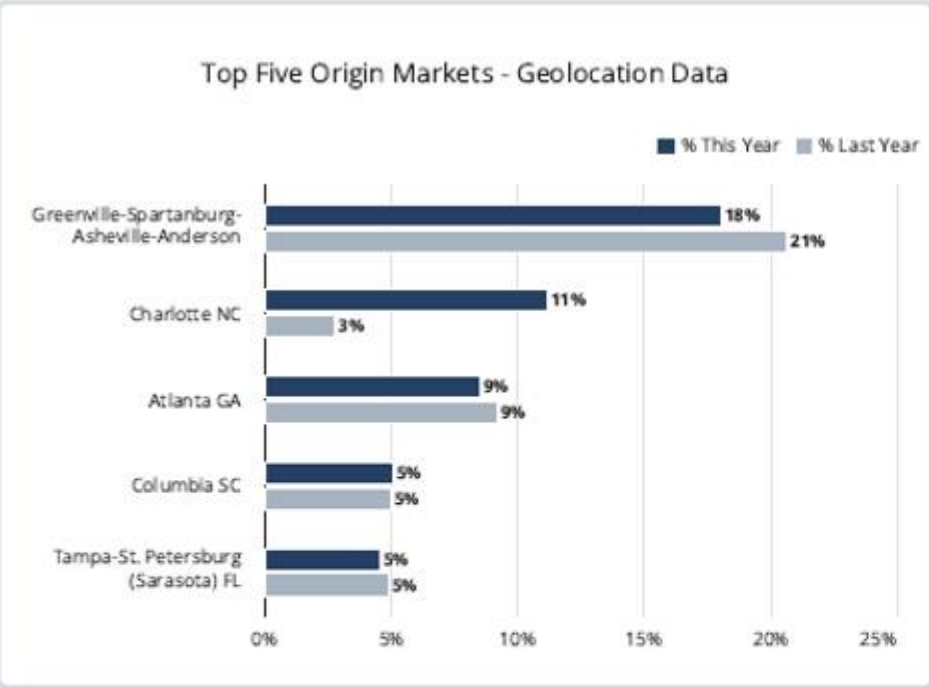
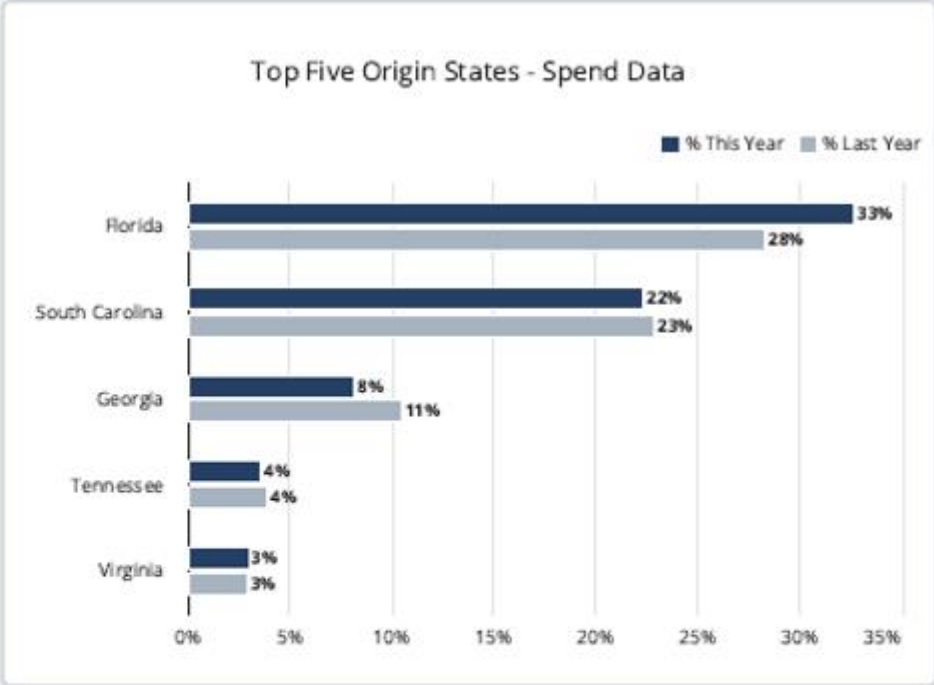
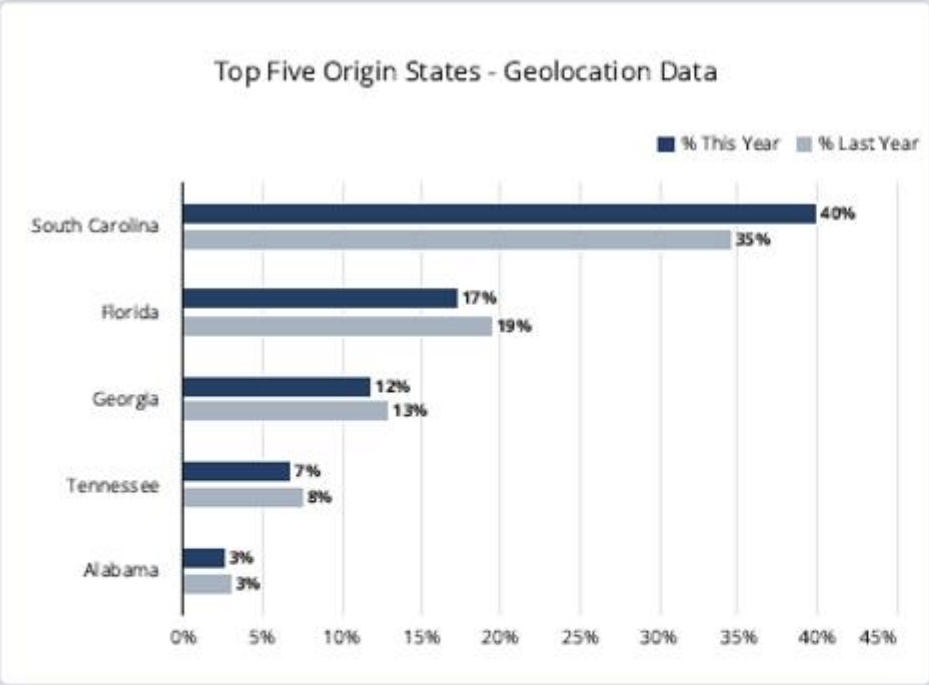
Occupancy & Visitor Insights

Zartico Visitor Report

This report is produced by Zartico, who utilizes data from mobile devices based on defined points of interest and credit card receipts.

Where are your out-of-state visitors from?

Source: Zartico Geolocation Data, Zartico Spend Data
This shows the origins of devices whose common evening location is from outside of North Carolina as well as visitor cardholders with a billing zip code outside North Carolina.
Note: Charlotte, Greenville-Spartanburg-Asheville-Anderson Raleigh-Durham, and Greensboro-High Point-Winston Salem have counties outside of North Carolina as part of the defined Visitor Market Area.



How do visitors impact your destination?

Source: Zartico Geolocation Data, Zartico Spend Data
Top level % Visitor Devices and % Spend from Visitors combine Out-of-State and In-State, Out of County metrics to show their percent of total. The charts below the top line show the share of visitors/visitor spend that make up your main categories of businesses to show the impact of visitors on your local economy by category

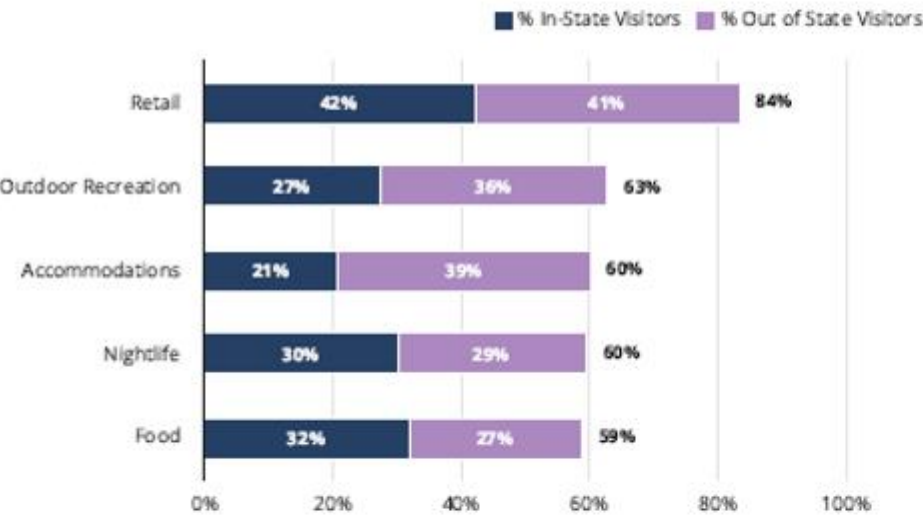


Occupancy & Visitor Insights

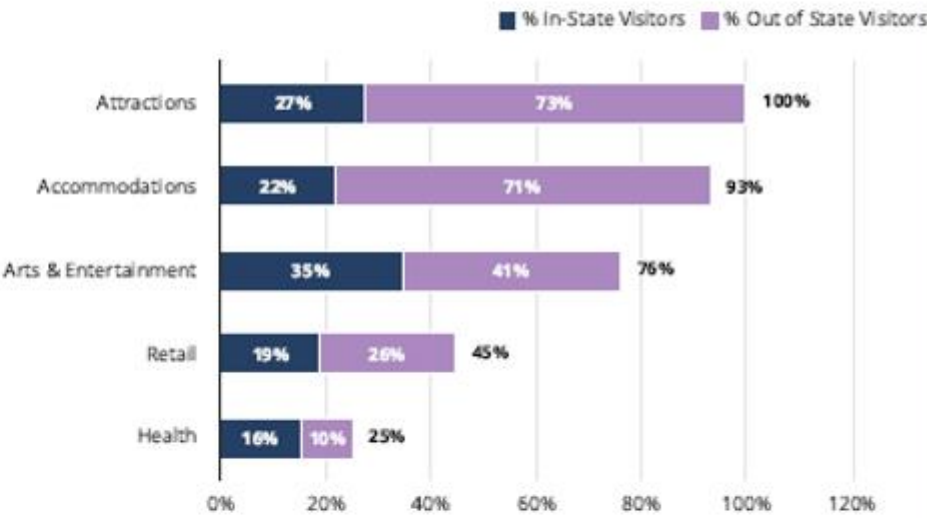
Zartico Visitor Report

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Visitors as Percentage of Total Patrons

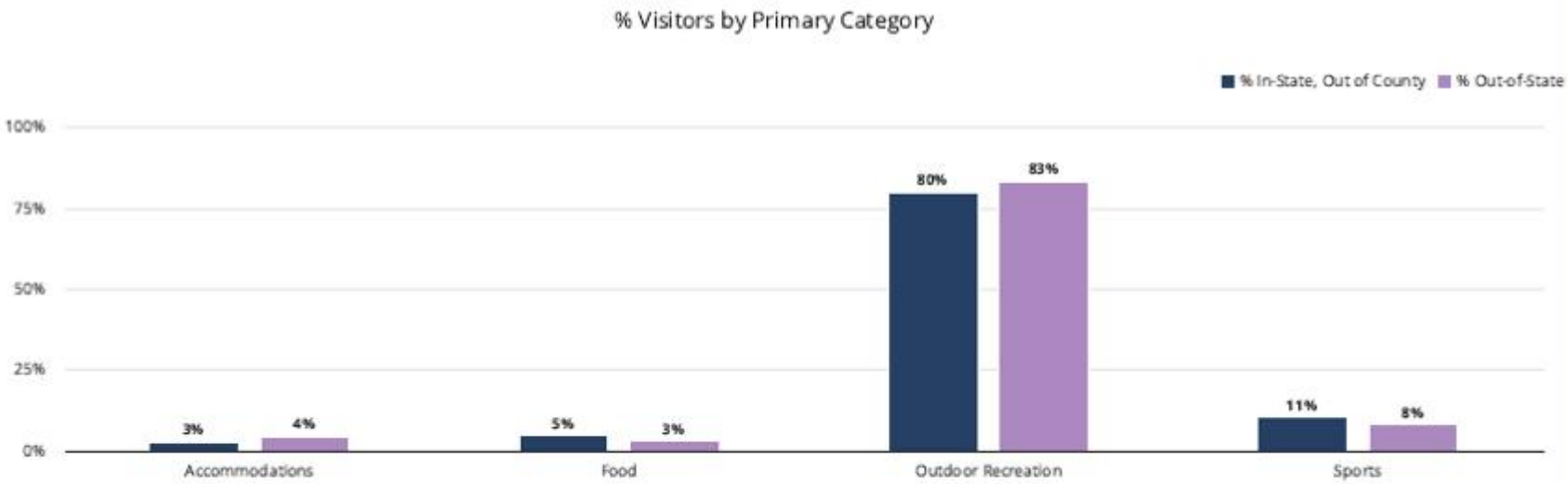


Visitor Spend as Percentage of Total Spend



Where are visitors going in your destination?

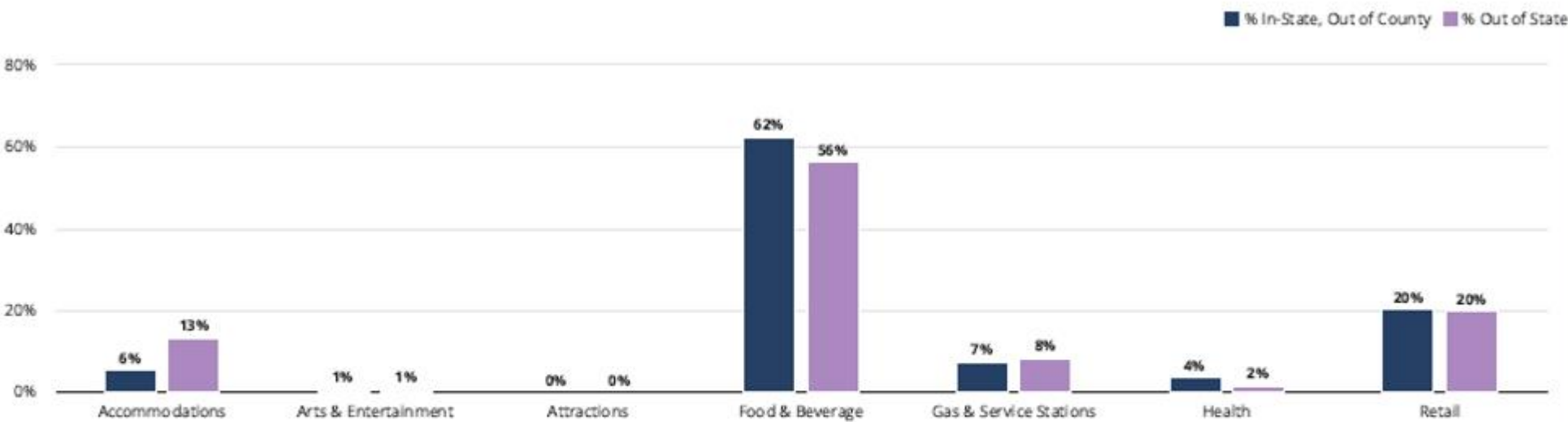
Source: Zartico Geolocation Data
Differences between In-State, Out of County and Out-of-State share of visitation shows how your different visitor types move through your destination. Category Descriptions: Attractions include museums, theme parks, etc., Nightlife includes bars, wineries, etc., Events include fairgrounds, concert halls/venues, etc.



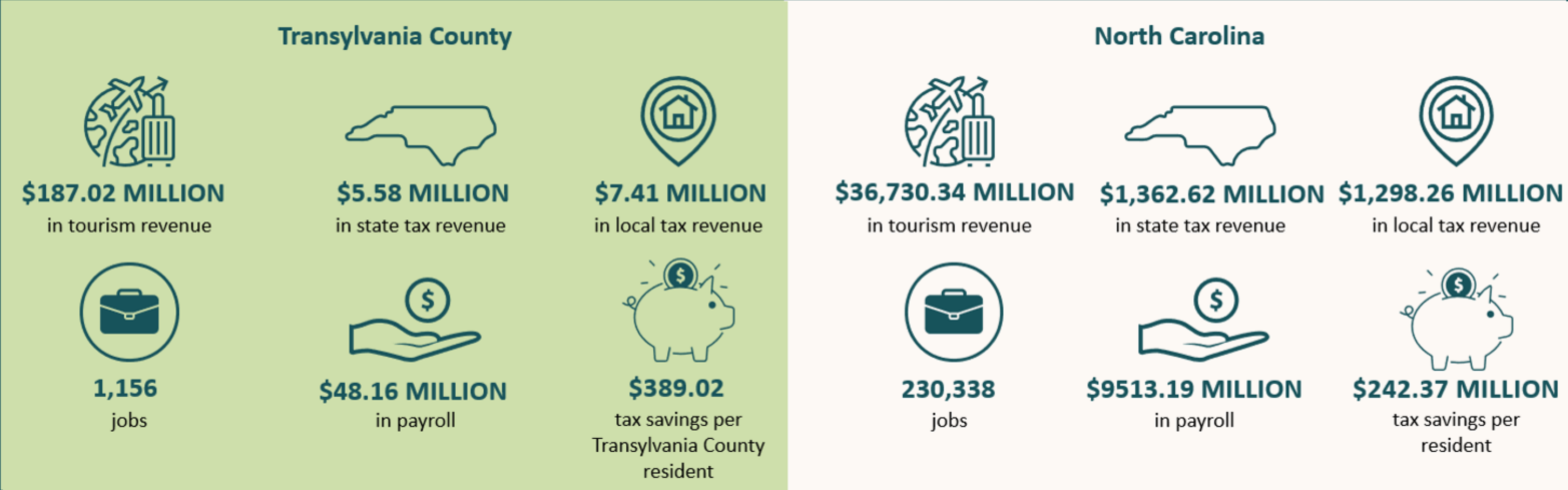
How do visitors spend in your destination?

Source: Zartico Spend Data
Differences between In-State, Out of County and Out-of-State share of spend shows how your different visitor types spend. This data does not include online transactions. Therefore the Accommodations category does not include short-term rentals where the card is not swiped in-market or pre-paid online bookings. Other Category Descriptions: Food - includes both restaurants and grocery stores, Nightlife - includes bars, wineries, etc., Transportation- Rental Cars.

Share of Spend by Category - In-State, Out of County vs. Out-of-State Visitors



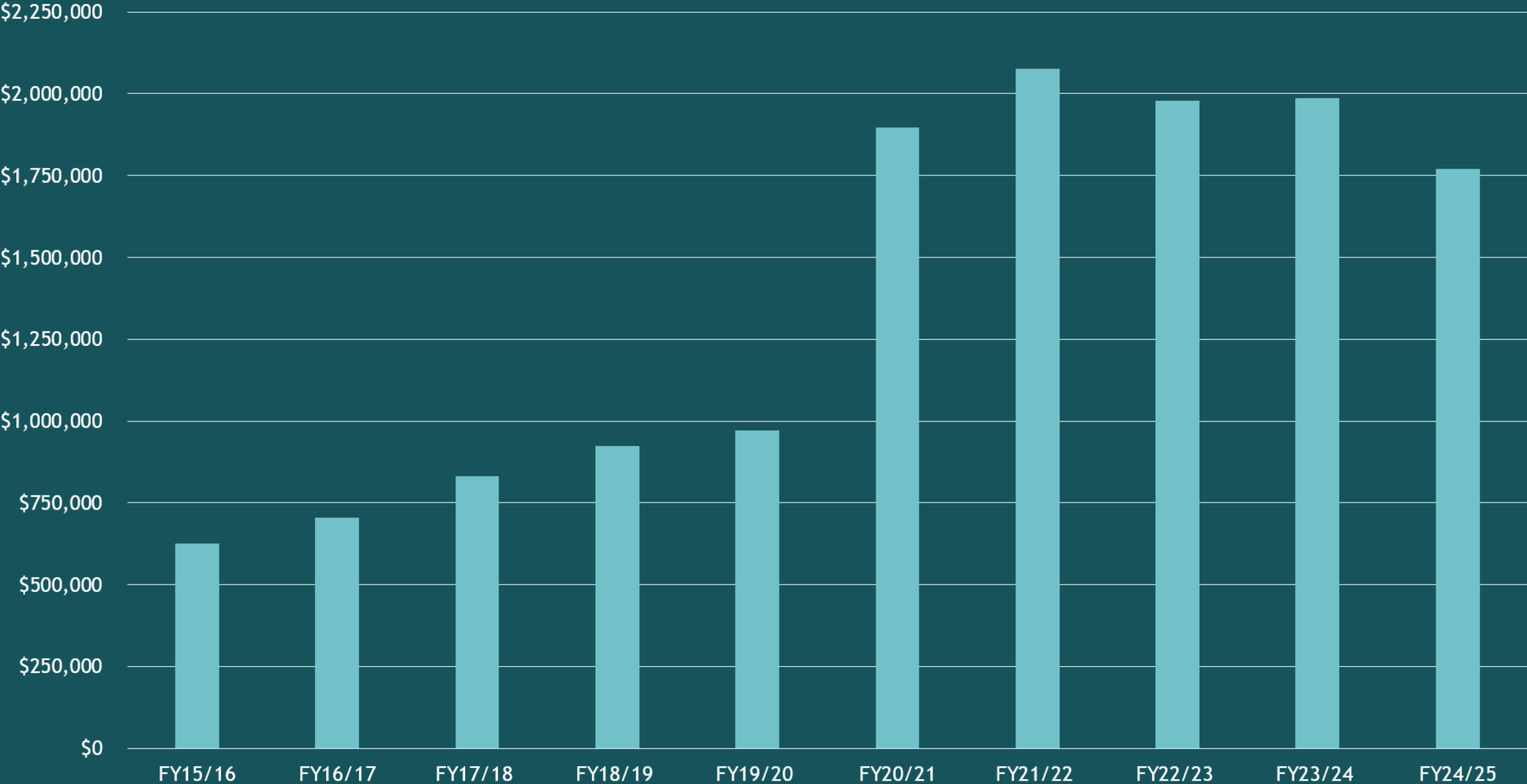
2024 Visitor Impact



Visitor Spend in Transylvania County (in millions)						
	Total Spend	Lodging	Food & Beverage	Recreation	Retail	Transport
2024	\$187.02	\$44.44	\$58.38	\$26.79	\$16.82	\$40.58
2023	\$195.10	\$48.10	\$57.81	\$28.86	\$17.26	\$43.08
% Change	-4.14%	-7.61%	0.99%	-7.17%	-2.55%	-5.8%

*Data sourced from Tourism Economics, who completed a study for all NC counties for Visit NC
**Information is for calendar years

Occupancy Tax Proceeds: 10-year view



Occupancy & Visitor Insights

Overview

Occupancy tax proceeds doubled in the aftermath of the pandemic, peaking in 2023, before declining about 10% and leveling off by mid-2024 at a new baseline. Based on this trend, expectations for FY24/25 were for performance to be roughly flat with the prior year. That expectation largely held, with nine months averaging just a 1% difference year-over-year.

The exception was September through November, when proceeds fell 42% due to the impact of Hurricane Helene. Recreational visitation dropped sharply as many potential travelers perceived Western North Carolina to be “closed for business.” This misconception lingered into spring, though our marketing efforts—especially in closer drive markets—helped reverse it. During this same period, utility crews, insurance adjusters, landscapers, and other recovery workers filled some of the gap, relying heavily on branded hotels where availability and block booking were more consistent. Despite additional challenges such as the March wildfires, the second half of the year showed monthly occupancy tax revenues in line with the prior year.

We continue to assess the demographics and habits of visitors and potential visitors as we make strategic plans and adapt them throughout the year. No single source tells the full story, so we utilize multiple data points and other information, including web traffic, mobile tracking, credit card receipts, visitor surveys, and ad effectiveness to create the most complete picture we can. Detailed data on most of these items was shared earlier, with key highlights below.

Key Visitor Insights

- Daytrippers remain a large share, including both visitors and residents in neighboring counties.
- Visitor origins are concentrated in the Southeast, with 25% in-state and 57% from our top four out-of-state markets: South Carolina, Florida, Georgia, and Tennessee.
- Short-term rentals continue to capture a substantial share of occupancy tax collections (50% in FY24/25, down from 55% in FY24 due to post-Helene shifts).
- Outdoor recreation is the top driver of travel to our area.
- Key differentiators versus competitors include waterfalls, opportunities for healthfulness and rejuvenation, and our reputation as an authentic, welcoming mountain community.
- Stewardship efforts to preserve public lands and promote responsible visitation align with the values of our core audience.
- Social media is a leading source of travel inspiration, with influencer-driven content playing an increasingly important role in shaping visitor choices.
- Video content is one of the most powerful decision drivers, offering immersive, engaging content that motivates travelers to act.

Looking to FY24/25, our outlook is cautious given forecasts of a slowing economy, reduced international travel, and overall softening demand. Over the longer term, however, we remain bullish on our destination. Outdoor recreation, authentic experiences, and rural communities are increasingly valued by travelers, and we are well positioned to meet that demand.



III. Marketing Highlights

Marketing Highlights

Marketing Overview

As FY 24/25 began, post-pandemic visitation had slowed slightly and Explore Brevard reignited spending to match, maximizing effectiveness and efficiency in advertising and communications. Holding to the goal of promoting Brevard and Transylvania County as a premier destination for nature, adventure, and authentic small-town charm, campaigns were designed to align with seasons, highlighting the unique offerings across the county, from outdoor adventures to cultural experiences and seasonal celebrations. Focused on building shoulder seasons, mid-week and extended stay opportunities, Explore Brevard targeted a host of drive and new direct-flight markets in the Eastern US and beyond. With television and strong digital campaigns running in numerous markets, and with exciting PR and holiday initiatives on the horizon, Hurricane Helene happened.

Working together, the TCTDA Marketing Committee, staff, and marketing partner agency, Market Connections, worked closely together to craft and implement week-by-week responsive communications that provided almost daily updates on community status through integrated media initiatives, including special website pages, regular Eblasts, social and digital media, and press releases. Traditional media advertising was paused, and monies were shifted to marketing initiatives in upcoming months when Brevard and Transylvania could most effectively communicate the area's positive status and welcome visitors to "Come Back."

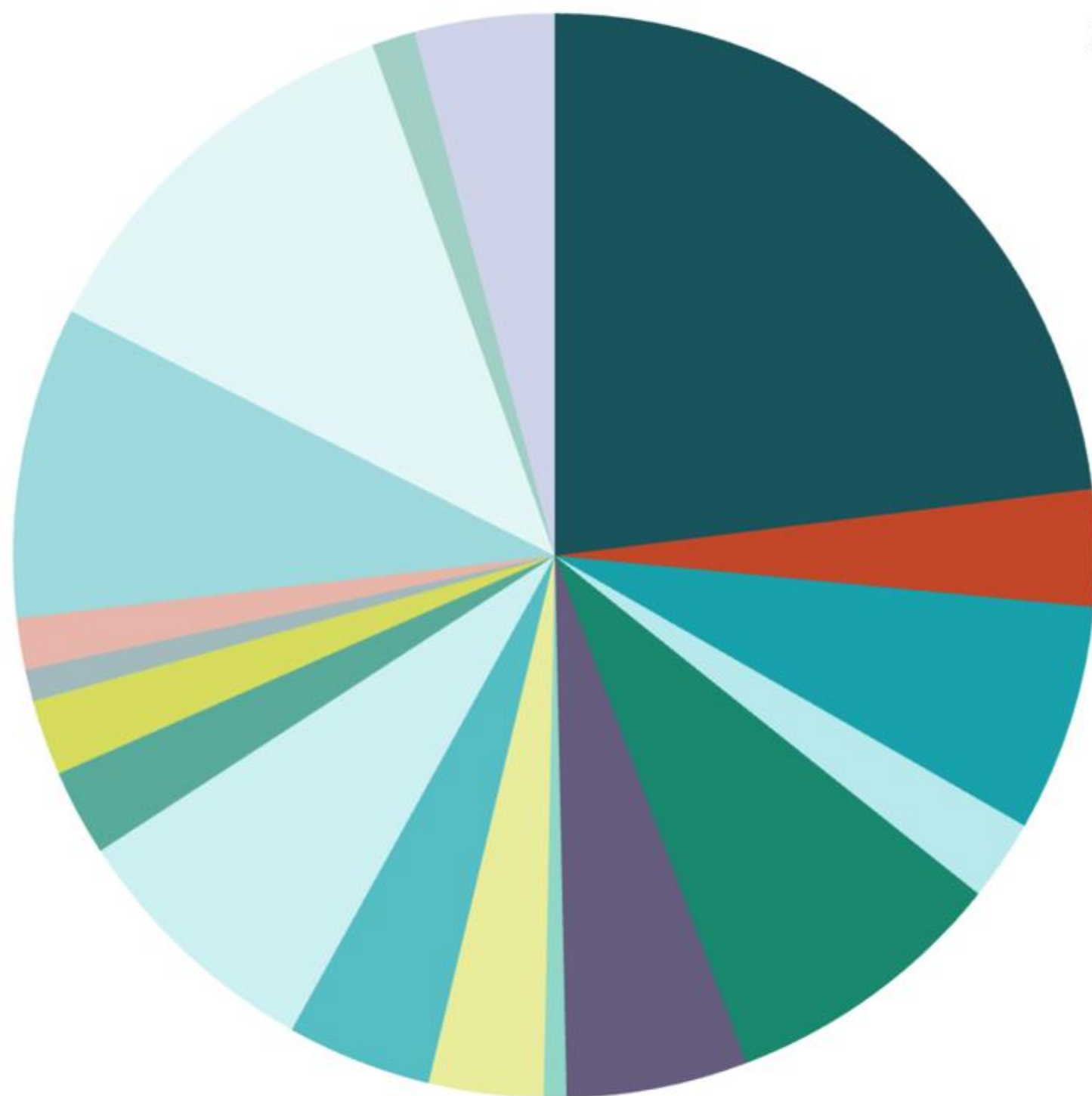
By the holidays and beyond, marketing tactics resumed and were especially focused on rebuilding visitation for accommodations, attractions, and businesses—retail, restaurant, etc.—that benefitted from day-trippers. We continued to share that Brevard and Transylvania were "Open," while highlighting the area's sense of community, seasonal adventures, romance, sustainability, and authentic small-town experience—reflecting the county's broader appeal.

Holiday and winter campaigns promoted local shopping, festivals, dining, and winter recreation, with an emphasis on increasing visitation during the quieter months. Winter messaging focused on extended stays, wellness opportunities, and local experiences in all corners of Transylvania County. A winter sweepstakes triggered winter and spring travel, while digital efforts reached into new and existing markets with strong messaging designed to encourage more visitation.

By Spring 25, marketing messaging highlighted family-friendly activities, niche adventures like hiking and biking, our natural environment, and cultural experiences across the county. We refreshed our "Leave it Better" and "Be Waterfall Wise" campaigns to support sustainability and responsible tourism. As the fiscal year concluded, marketing efforts had increased visibility for Transylvania County across a variety of markets and triggered interest in visitor returns. With the launch of a new Explore Brevard website, we strengthened our digital presence and worked closely with local partners to promote the unique beauty and charm of the county year-round. Our work, including the development of the 2025 Adventure Guide and Point of Interest Map, the installation of a community Live Cam, refreshes of our five community kiosks, and enhanced public relations resulting in dozens of interviews and articles about the area, all laid the foundation for restoring, growing and ensuring continued success in positioning Transylvania County as a top destination for adventure, culture, and relaxation.

Marketing Highlights

FY24/25 Marketing Plan Budget



FY 2025

- 23% ● Digital
- 3% ● Social
- 7% ● Billboards
- 2% ● Print
- 9% ● Broadcast & TV
- 5% ● Public Relations / PR
- 1% ● Sweepstakes
- 3% ● PMO / Partner Co-Op
- 4% ● Website
- 8% ● Adventure Guide
- 3% ● POI Map
- 2% ● Special Projects
- 1% ● Market Research
- 2% ● Memberships Etc.
- 9% ● Production
- 12% ● Monthly Marketing Services
- 1% ● TCTDA Marketing Expendi...
- 4% ● Contingency / Misc

\$1,165,000



Marketing Highlights

Digital

Our digital advertising strategy played a vital role in promoting Transylvania County as a premier destination, with campaigns designed to target key demographics, geographic markets, and visitor interests. Digital efforts were focused on driving traffic to our website, highlighting the county's unique seasonal offerings, and supporting local partners through increased visibility.

Campaign Highlights

- **Targeting Key Markets:** Digital campaigns concentrated on nearby drive markets within a 200-mile radius, while also expanding reach to national audiences in NC, SC, AL, FL, OH, VA, TN, GA, TX, NY, and more.
- **Platform Diversity:** Digital ads ran across programmatic display, native, keyword search, pre-roll video, and Meta, with added placements on YouTube, Blue Ridge Outdoors, Pinkbike, Our State, AccuWeather, and Visit NC programs. Sponsored content e-newsletters were also acquired, in strategic publications.
- **Content Strategy:** Seasonal messaging highlighted summer adventure, fall leaf peeping, holiday festivities, cozy winter escapes, and lodging specials. New photography refreshed visuals throughout the year.
- **Retargeting & Prospecting:** Ads re-engaged familiar audiences while reaching new ones through data-driven targeting, including niche interests like mountain biking and climbing.

Quarterly Highlights

- **Quarter 1:** Campaigns focused on summer adventure, culture, and lifestyle experiences, before shifting late in the quarter to fall messaging. Digital placements included YouTube, Blue Ridge Outdoors, Pinkbike, and a custom Our State article with eblast and website placement.
- **Quarter 2:** Following a three-week pause due to Hurricane Helene, fall campaigns resumed in mid-October, transitioning into holiday messaging in November. Visit NC promoted Transylvania County holiday events on their website and social channels. The "12 Days of Holiday Cheer" social campaign (Nov-Dec) reached 144,470 people and earned 218,234 impressions.
- **Quarter 3:** Ads shifted from holiday to winter messaging, with placements across AAA Go, AccuWeather, Blue Ridge Outdoors, Meta, Our State, Visit NC, YouTube, Pinkbike, and Singletrack. A Visit NC Insider eblast and website placement featured Karsten Delap of Pisgah Climbing School, spotlighting local expertise.
- **Quarter 4:** In June, campaigns transitioned from spring to summer messaging using new photography. Ads ran across programmatic display, native, keyword search, and retargeting, with added placements on Blue Ridge Outdoors, Meta, Visit NC programs, and YouTube.



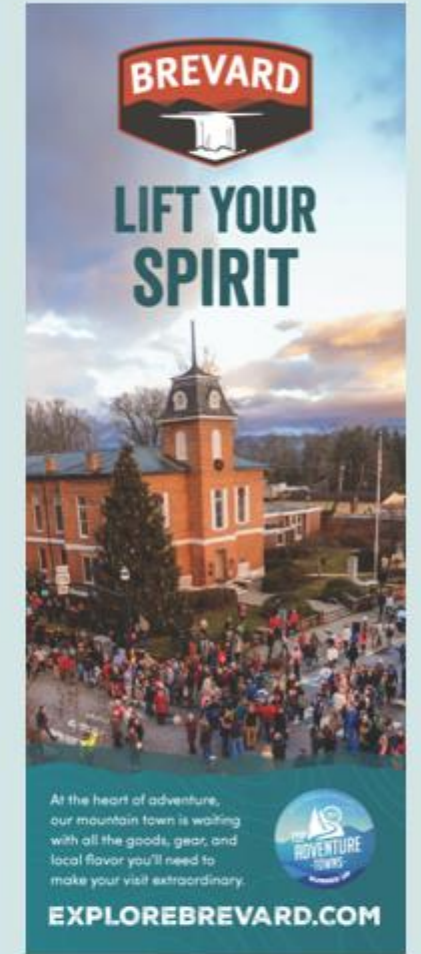
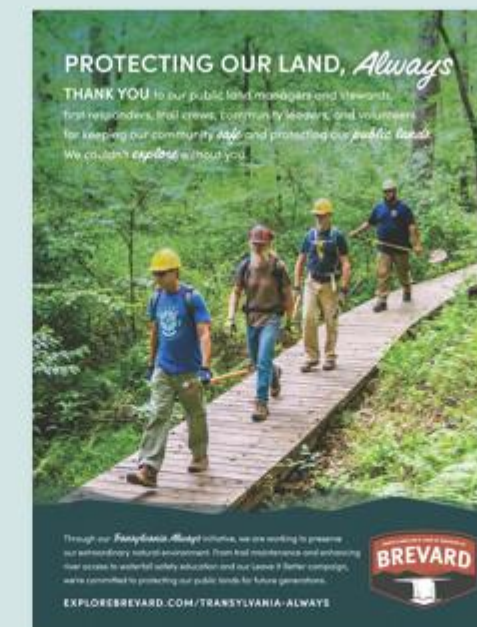
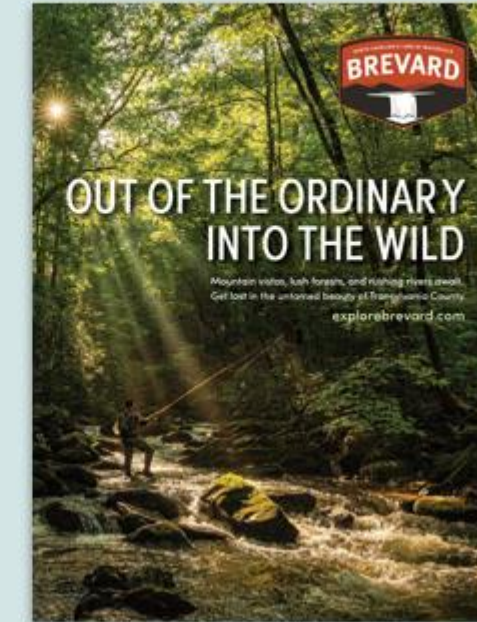
Marketing Highlights

Print

While digital marketing remained the primary focus in Fiscal Year 24/25, print advertising continued to play a strategic role in reaching targeted regional and local audiences, supporting seasonal campaigns and partner marketing initiatives. These placements helped maintain Transylvania County's presence in reputable publications while complementing our broader digital efforts.

Campaign Highlights

- **Quarter 1:** In the first quarter, one print placement supplemented the larger digital marketing campaign and was targeted toward regional and local markets, with a full-page ad in the September issue of Our State.
- **Quarter 2:** Three print placements supported the digital marketing campaign, reaching regional and local audiences. These included a ½-page ad in the Visit NC Travel Guide, a ½-page ad in Blue Ridge Outdoors, and a December cover photo and article in The Destination Magazine.
- **Quarter 3:** Four print placements complemented digital campaigns. A half-page ad ran in the January "Best of the Blue Ridge" issue of Blue Ridge Outdoors, a full-page ad ran in the February issue of Our State, and full-page partner co-op ads appeared in the Spring issue of WNC Magazine and the March issue of Blue Ridge Outdoors.
- **Quarter 4:** Print placements continued to support digital efforts, including a ½-page ad in Southern Living's South Atlantic Travel Directory, two full-page ads in the Brevard Music Center Overture program, and a full-page co-op ad in the Spring issue of The Laurel of Asheville.



Marketing Highlights

Broadcast

Throughout FY24/25, Explore Brevard strategically utilized radio and television advertising to reach key target markets. Our 30-second “Be Cool” TV spots were broadcast across multiple regional markets, generating awareness for Transylvania County. These campaigns were supported by digital video placements on YouTube, pre-roll platforms, and social media, as well as live streaming and live radio placements, allowing us to highlight the area’s seasonal appeal and drive visibility for Brevard and the surrounding region.

Campaign Highlights

- **Quarter 1:** “Be Cool” and “Heart of Adventure” TV spots aired in Raleigh, Charlotte, Atlanta, Jacksonville, Charleston, Nashville, and Orlando, with Atlanta delivering the strongest metrics. Ads were also shown on YouTube, pre-roll platforms, and social media.
- **Quarter 2:** Immediately following Hurricane Helene, Explore Brevard’s cable media was paused in all markets. The 30-second “Be Cool” TV spots resumed in late October in Atlanta, Raleigh, and Charlotte, with Spectrum providing a 50% bonus for placements. New cable placements were added in Atlanta and the Upstate to target key local markets. In late November, the campaign shifted to the Holiday “Be Cool” spots, airing in December on CBS Sunday Morning in Charlotte and Greenville/Spartanburg. Digital and social video placements continued throughout the quarter.
- **Quarter 3:** The 30-second “Be Cool” TV spots aired throughout the quarter during CBS Sunday Morning in Charlotte and Greenville/Spartanburg, while also running in strategic markets including Jacksonville, Orlando, Charlotte, Atlanta, and Raleigh. Live streaming placements began in February, targeting specific zip codes in Nashville, Atlanta, Charlotte, and Raleigh.
- **Quarter 4:** TV spots continued to run in Atlanta, Charlotte, Nashville, Knoxville, Jacksonville, and Orlando. Additional live streaming focused on targeted zip codes in Nashville, Atlanta, Charlotte, Raleigh, Columbia, and Greensboro. The 30-second spots continued to air during CBS Sunday Morning on WBTV in Charlotte, supported by ongoing YouTube, pre-roll, and social media video placements.



Marketing Highlights

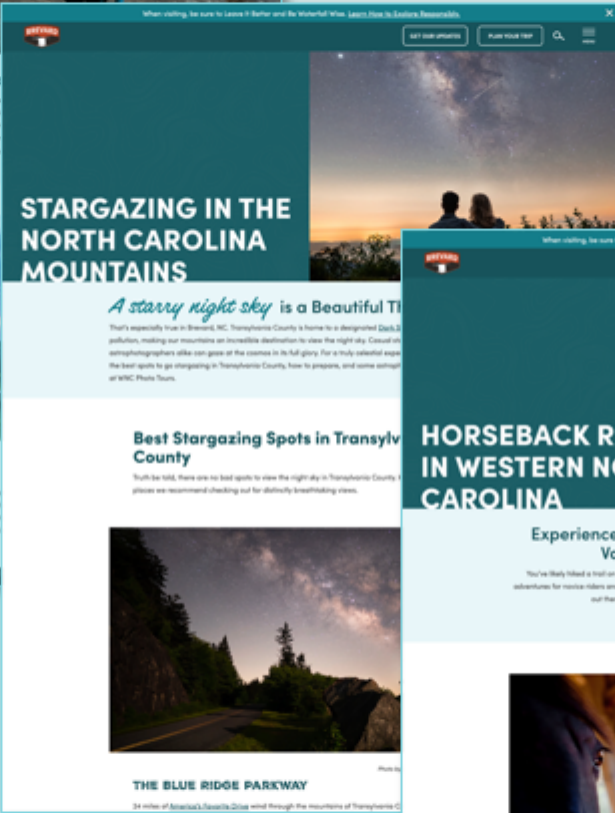
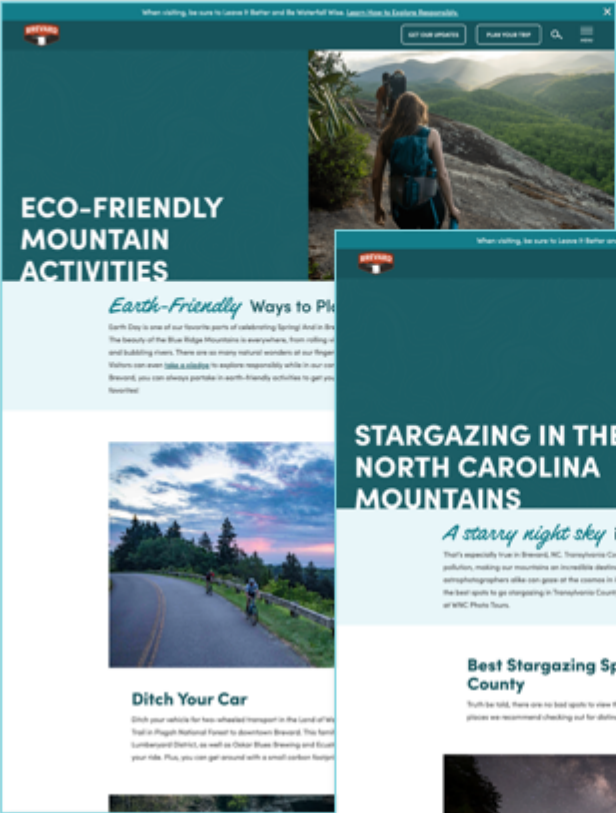
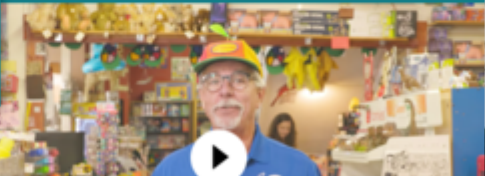
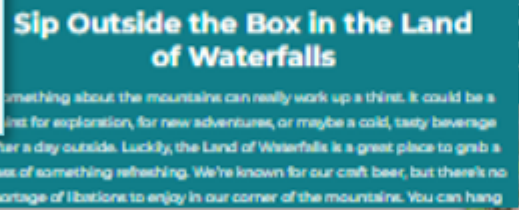
Newsletters & Blogs

Newsletters

We produced a variety of newsletters throughout the year, reaching an opt-in subscriber audience that grew to 42,500. The Adventurist highlighted a curated selection of upcoming events with a reminder to explore the full event calendar on explorebrevard.com. Field Notes offered a deeper dive into themes that showcased the many sides of Transylvania County — from outdoor gear guides and live music venues to holiday shopping and winter escapes.

Additional newsletters expanded our storytelling and engagement. Partner Spotlights featured local businesses such as Headwaters Outfitters and D.D. Bullwinkel’s. A special Trailblazer Campaign newsletter introduced subscribers to local outdoor ambassadors and shared their stories throughout the season. We also sent special newsletters for Helene recovery updates and Blue Ridge Outdoors Top Adventure Towns Competition.

In March, we streamlined communications by merging Field Notes into a single monthly Adventurist newsletter, refreshing both the format and cadence to reduce inbox fatigue while continuing to keep Brevard top-of-mind.



Blogs

Each Field Notes topic was converted into a blog, and additional blogs expanded our storytelling throughout the year. Highlights included Gear Up for Adventure: Shopping Guide for Hitting the Outdoors, Listen to the Music: Live Music in Transylvania County, Top Outdoor Winter Activities in Brevard, and Stargazing in the North Carolina Mountains. Seasonal favorites like Handcrafted Holidays: Shop Local Makers in Transylvania County also resonated strongly with readers.

This mix of timely, topical, and evergreen content ensured that explorebrevard.com remained a fresh, engaging resource for visitors throughout the year.

Marketing Highlights

Billboards & Signage

In FY24/25, Explore Brevard continued to invest in strategically placed billboards and kiosks to welcome visitors, strengthen brand visibility, and highlight Transylvania County's iconic natural landmarks. The marketing plan shifted from four billboards to two key placements: one along Highway 280 as travelers enter the county and another on Interstate 26 near the Asheville Regional Airport. These highly visible boards featured seasonally refreshed imagery, including Looking Glass Falls to match the cover of the Adventure Guide, ensuring consistent branding across platforms. Other imagery included shop local messaging during the holidays and iconic assets like Rainbow Falls. In March, the I-26 board carried a special message of appreciation marking the six-month milestone of Hurricane Helene, before returning to outdoor-focused directional messaging.

In addition to billboards, kiosk signage was refreshed throughout the county at Sliding Rock, Pisgah National Forest Ranger Station, DuPont State Recreational Forest, Gorges State Park, and Downtown Brevard. New kiosk imagery was also added at Bracken Preserve. Each kiosk highlights updated maps, visitor information, and our stewardship messaging, Be Waterfall Wise and Leave It Better, enhancing the visitor experience at these high-traffic locations.



Marketing Highlights

Special Promotions

In FY24/25, Explore Brevard implemented a variety of special promotions designed to boost visibility, drive engagement, and support the community through both challenges and celebrations.

The year began with the launch of the Trailblazers Campaign, which spotlighted local voices sharing what makes Transylvania County special. These stories were shared through videos across social media, YouTube, and ExploreBrevard.com, helping to connect visitors with the authentic character of the community.

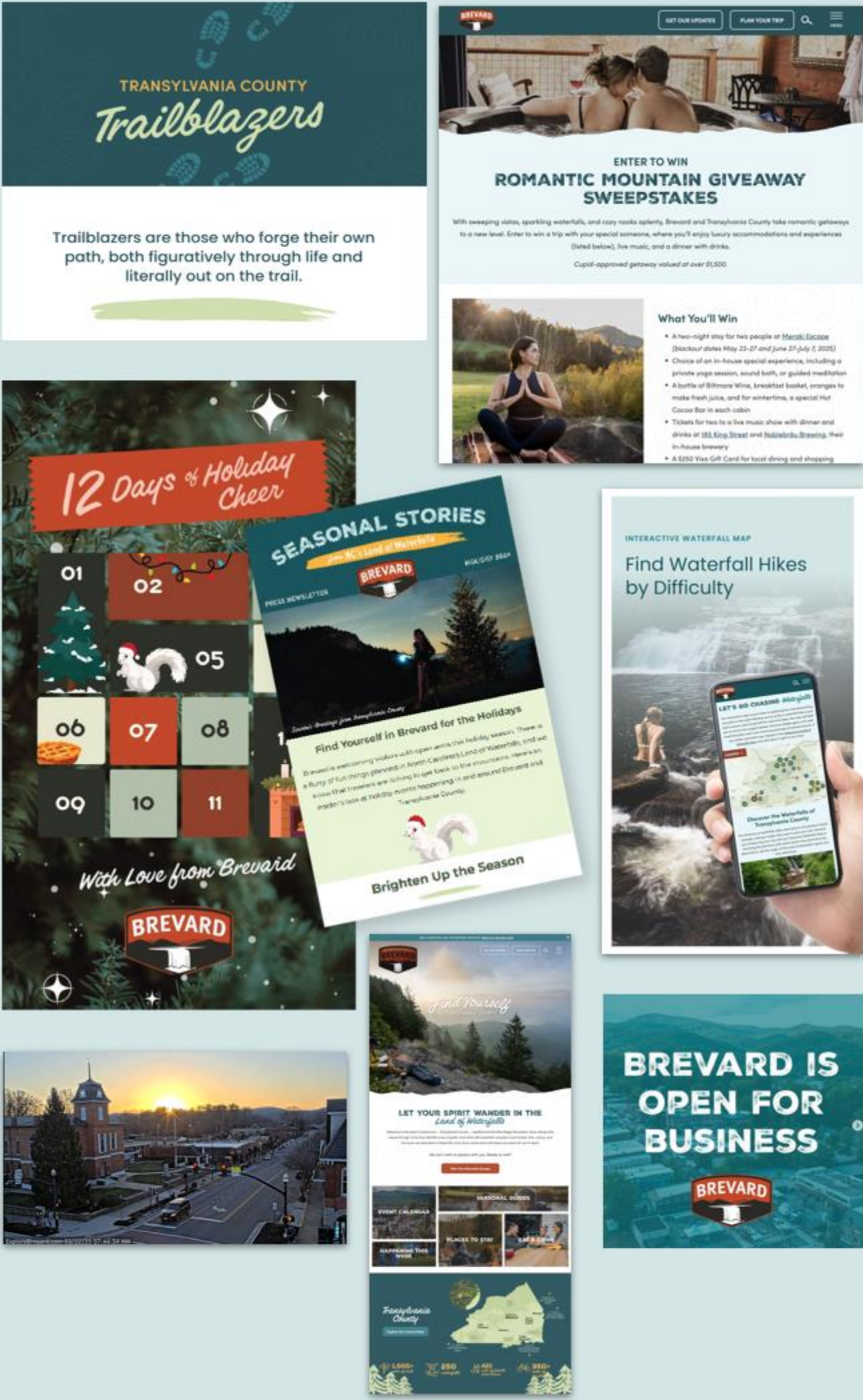
Marketing efforts also adapted in the wake of Hurricane Helene, with a phased strategy that included “We’re Open” messaging to reassure potential visitors, followed by fall campaigns and a robust holiday push. Seasonal promotions included the 12 Days of Holiday Cheer Campaign, a holiday photo contest, and a holiday press e-newsletter, all of which encouraged travel, local shopping, and community engagement during the season.

In January, the new ExploreBrevard.com website officially launched, offering visitors an improved user experience with enhanced functionality, fresh content, and new directory listing categories such as Outdoors, Weddings & Events, Spa & Wellness, and Live Music. The launch was supported by a digital campaign, press coverage, and partner communications to showcase new features and encourage engagement.

The Romantic Mountain Getaway Sweepstakes, held in early 2025, drew 8,658 entries and added more than 5,000 new email addresses to the database. Marketing efforts for the sweepstakes included digital and social ads, email promotions, and a dedicated landing page, driving a 23% increase in website traffic compared to the prior year.

To further increase visibility, Explore Brevard introduced the Downtown Brevard Live Webcam in March, featured on both ExploreBrevard.com and ResortCams.com. The feed is regularly used by The Weather Channel and more than 180 local television stations across the Southeast and Mid-Atlantic, extending the destination’s reach to key markets.

Together, these initiatives strengthened our brand presence and encouraged visitation.



Marketing Highlights

Public Relations

Public relations has long been a priority—especially targeted outreach to select travel writers and other earned media—and it’s delivered strong results. More recently, we doubled down on drive-market news coverage. That proved critical after Hurricane Helene, when accurate, timely updates about our destination and readiness were essential. Through recovery-focused messaging and proactive storytelling that extended well beyond the storm, our team secured record coverage across regional TV, print, and online outlets—prompting much-needed weekend and day trips. We also introduced tools to boost real-time visibility, including a Downtown Brevard live cam, paired with coordinated outreach to newsrooms and meteorologists across the Southeast.

Beyond Helene, we advanced long-term PR priorities: supporting the launch of the Visit NC Travel Guide with a PechaKucha presentation, participating in media missions in-state and in New York City, and maintaining steady engagement with travel writers and editors. Together, these efforts set a new benchmark for Explore Brevard’s reach and impact through press.

Familiarization (FAM) Tours & Influencer Visits

FAM tours and media visit are a strong tool for connecting with storytellers who can share Brevard with the world. Experiencing Transylvania County firsthand leads to authentic, compelling coverage. This year, we expanded our strategy by incorporating influencers for the first time, extending our reach to new digital audiences while continuing to engage local, regional, national, and international media.

- **Visit NC Immersion Trip**

- In September, we hosted Wit Tuttell and nine Visit NC staff for a two-day tour that included Downtown Brevard, Pisgah National Forest, Pisgah Inn, and Brevard Music Center.

- **Kate Mitchell – Influencer (@katehikesnc)**

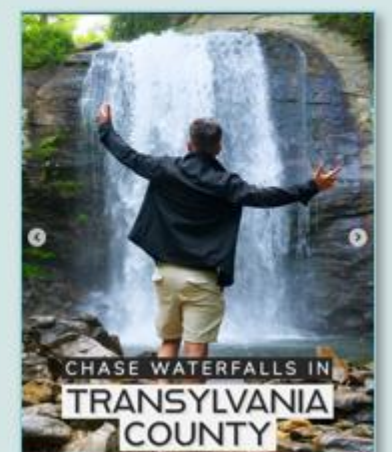
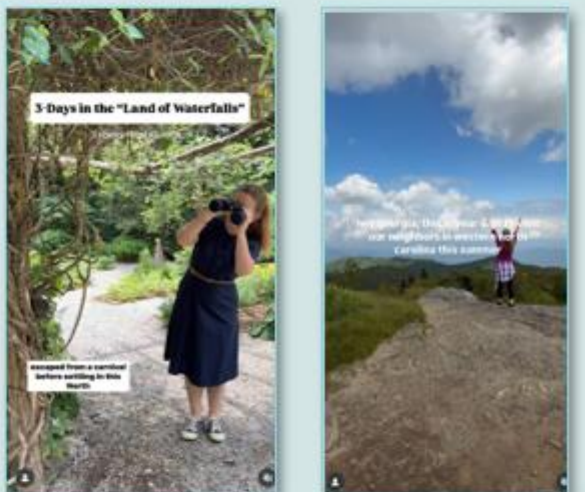
- In March, Kate explored trails, dining, the arcade, and a llama hike, producing 32 Stories and 5 Reels. Her Llama Reel alone reached over 465,000 views. She helped us effectively reach audiences in Raleigh and Charlotte.

- **Kerry Murphy – Influencer (MainStreet.Backroads)**

- In May, Kerry’s three-day trip included tubing, Sliding Rock, DuPont waterfalls, and Downtown Brevard exploration. Her content generated more than 880,000 views and a widely read blog post. She helped us reach audiences in the Atlanta market.

- **Visit NC International Influencers (@intrepidescape & @traveldaveuk)**

- In partnership with Visit NC, we co-hosted UK creators @intrepidescape and @traveldaveuk, whose weeklong WNC tour shared Transylvania County with global audiences.



Marketing Highlights

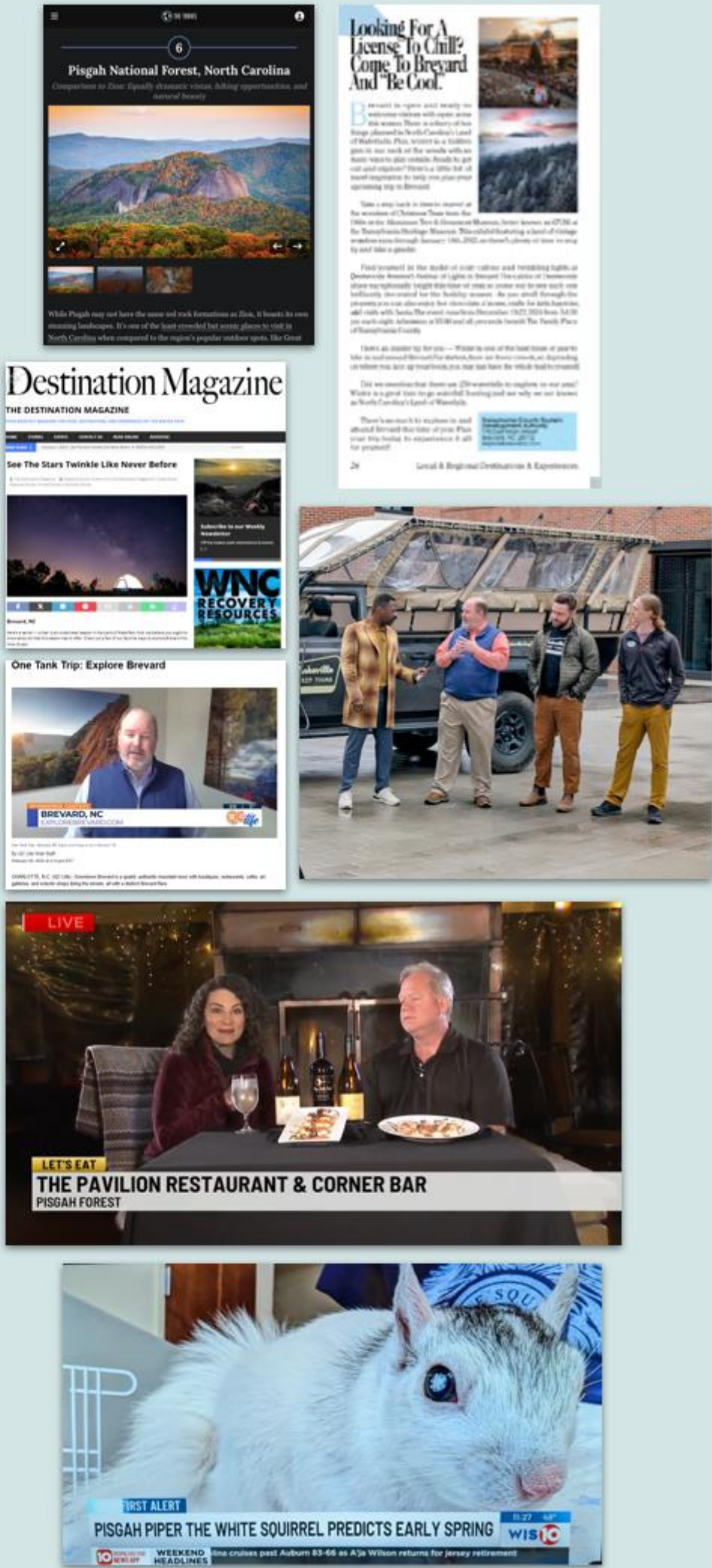
Public Relations

Earned Media Coverage

Over the past year, many of the stories highlighted below were the direct result of our media outreach and FAM tour efforts, which set the stage for broader coverage. Our coordinated PR campaigns helped amplify Transylvania County's story across multiple platforms, including articles, television segments, and newspaper features. While some coverage arose organically, much was the outcome of targeted pitches and collaborations, including coordinated outreach following Hurricane Helene, keeping the region visible and top-of-mind for audiences near and far. A sampling is included below:

25 Print & Online Features	10 Newspaper Features	22 TV, Radio, & Podcast Features
• Single Tracks “How North Carolina’s DuPont State Recreational Forest is coping with a 10x increase in visitation” • The Travel “8 National Forests That Rival Zion National Park” • The Lonely Planet “The coziest small US towns to visit this fall” • Charlotte Observer “What’s open and safe to do in Brevard after Hurricane Helene hit Western North Carolina?” • The Destination Magazine “Looking For A License To Chill? Come To Brevard And “Be Cool.”” • WHNS FOX Carolina “Shop late, shop local in Downtown Brevard” • WCNC-TV Charlotte Today “Brevard is the perfect place for a getaway” • Our State North Carolina, Naturally “My Friends the Squirrels” • WSPA-TV Morning News “Let’s Eat at The Pavilion Restaurant and Corner Bar in Pisgah Forest” • Islands.com “Unique Community Hidden In North Carolina's Blue Ridge Mountains Is An Ethereal Waterfall Haven” • Bike Magazine “The 10 Best Mountain Biking Destinations for Spring” • WSPA-TV Your Carolina “Hiking llama adventures with Earthshine Lodge” • Cardinal & Pine “Forest bathing & more: 6 places in North Carolina that help you reach a state of zen” • MSN.com “North Carolina's "Land Of Waterfalls" Is A Beautiful Blue Ridge Town By A Top National Forest” • TravelandLeisure.com “This Western North Carolina National Forest Is One of the Only Places to Spot Rare Blue Ghost Fireflies” • SouthernLiving.com “Escape To This Western North Carolina Town For A Magical Mountain Getaway”		

Explore a larger list of earned media coverage [here](#).

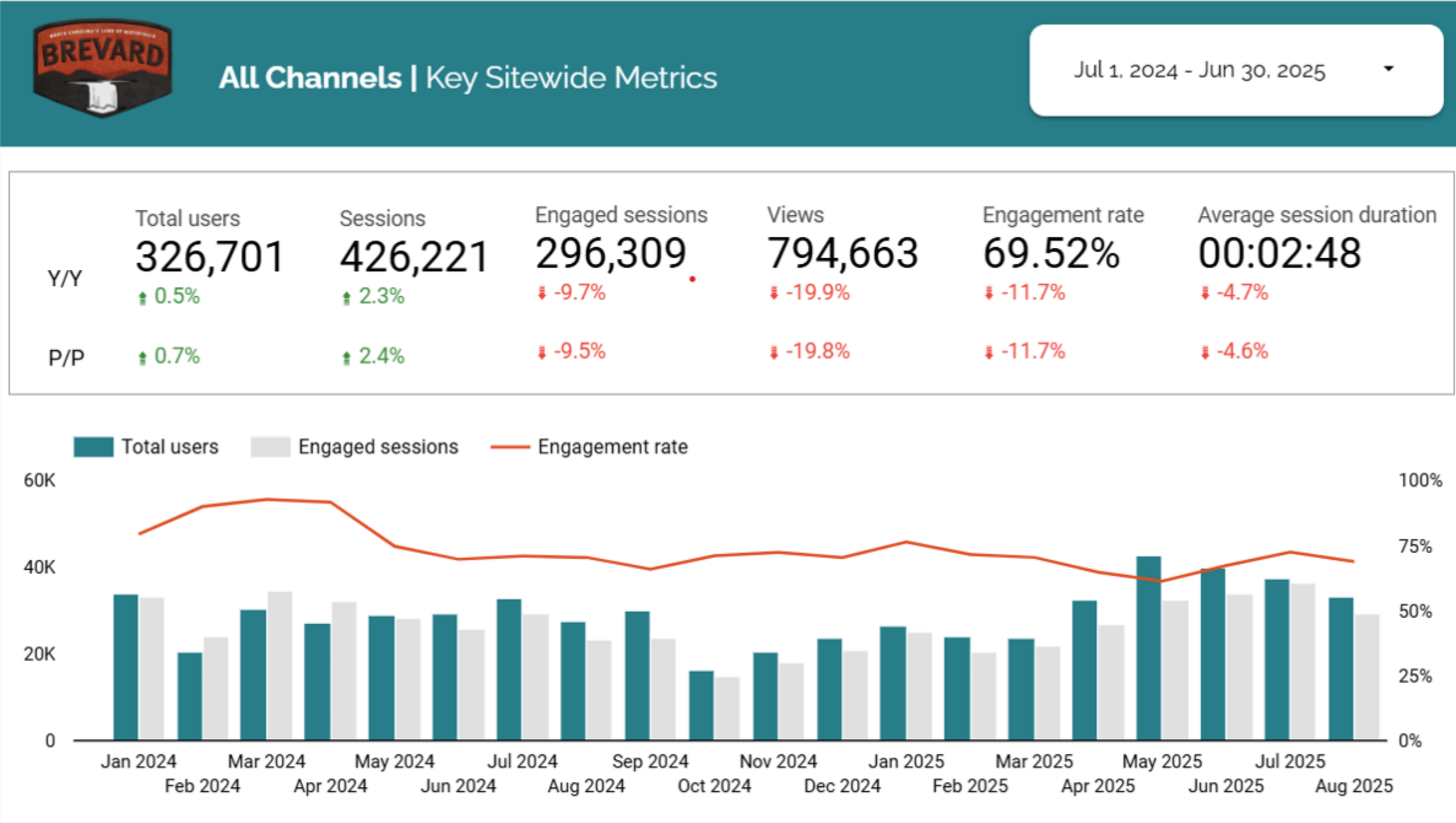


Marketing Highlights

Website Metrics

Overall website traffic was roughly flat year over year, but that headline masks two 2–3-month dips tied to Hurricane Helene (late September) and the January site relaunch. The relaunch temporarily suppressed organic sessions as URLs, content, and information architecture changed while search engines re-crawled and redirects settled; by June, visits were 25%+ above prior-year levels.

Page views, engaged sessions, engagement rate, and average session duration declined—largely because the new site gets people to what they need faster (fewer clicks) and because evolving search features, including AI-generated overviews, answer simple questions earlier in the journey. Continued technical SEO, content refinement, internal linking, and speed improvements will keep ExploreBrevard.com a trusted resource for trip planning and partner visibility.



Marketing Highlights

Social Media Metrics

This year, we focused on growing our social media presence through strategic content creation, with dedicated funds going toward Reels and short-form videos. CrowdRiff was added to help collect and manage user-generated content, making it easier to feature authentic local experiences. We continued working with influencers and incorporating content from residents to strengthen connections with our audience on Facebook and Instagram. These efforts expanded our reach, increased engagement, and provided more consistent, usable content for promoting the area.

Instagram

 Followers 25.9k  +22% vs Jul 01-Jun 30	 Posts 699  +90% vs Jul 01-Jun 30	 Engagement 45k  +119% vs Jul 01-Jun 30	 Awareness 6.9k  +248% vs Jul 01-Jun 30	 Impressions 1.58m  +139% vs Jul 01-Jun 30
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Facebook

 Followers 22.9k  +22% vs Jul 01-Jun 30	 Posts 388  +144% vs Jul 01-Jun 30	 Engagement 148.2k  -12.1% vs Jul 01-Jun 30	 Awareness 3.1k  +374% vs Jul 01-Jun 30	 Impressions 11.48m  +37% vs Jul 01-Jun 30
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Marketing Highlights

Top-Performing Social Media Posts

Facebook: Organic
Post With Top Reach: 82.3K
Pisgah Ranger District Now Open



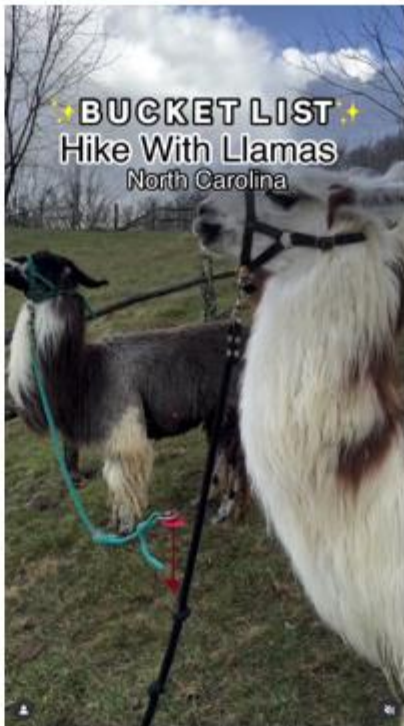
Instagram: Organic
Post With Top Reach: 36.9K
Brevard is Open For Business



Facebook: Organic
Post With Top Likes: 3K
Pisgah Ranger District Now Open



Instagram: Organic
Post With Top Likes: 5.7K
Collaboration with @katehikesnc



Facebook: Paid
Post With Top Reach: 449.2K
Bobcat in DuPont



Instagram: Paid
Post With Top Reach: 33.9K
Bobcat in DuPont



Facebook: Paid
Post With Top Likes: 5.3K
Bobcat in DuPont



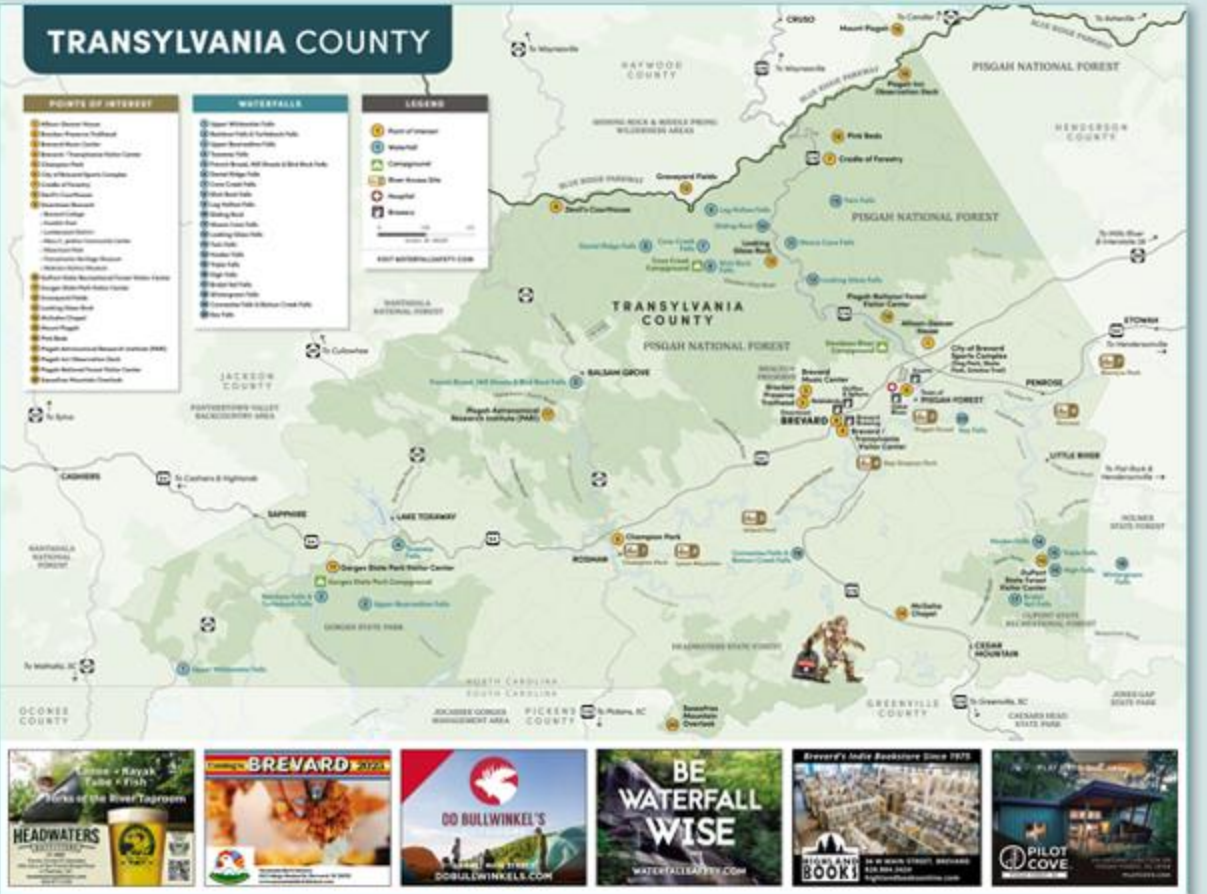
Instagram: Paid
Post With Top Likes: 2.1K
Bobcat in DuPont



Marketing Highlights

Adventure Guide & Points of Interest Map

The 2025 Adventure Guides and Points of Interest Maps arrived in early April. The Adventure Guide offers an overview of Brevard and Transylvania County, featuring a fold-out map and guide to 20 accessible waterfalls. Each year, 90,000 copies are distributed locally, regionally, and nationwide. The two-sided Points of Interest Map, with county-wide, regional, and Downtown Brevard views, helps visitors navigate the area. More than 50,000 are distributed annually in Transylvania County.





IV. Destination Management Highlights

Destination Management Highlights

Transylvania Always

The Transylvania Always Committee held regular meetings throughout the year, receiving updates on the French Broad Paddle Trail and supporting a range of stewardship initiatives. This included helping fund restoration of waterways and the purchase of new search and rescue equipment. We also joined The Pisgah Conservancy and Pisgah Area SORBA to celebrate the reopening of Butter Gap and Searcy Creek Connector trails..

Our annual Leave It Better and Be Waterfall Wise campaigns launched in the spring and continued through the summer with digital ads, co-ed cinema ads, and other outreach. Both initiatives were also supported by the Responsible Exploration Partner Toolkit, which equips local businesses and organizations with resources for sharing stewardship messages.

Leave It Better, led by our popular mascot, Trashesquatch, gained added visibility through new trailhead signage at Bracken Mountain Preserve, a display at Deerwoode Reserve's Festival of Lights, and coasters distributed at local breweries.

As an official "Trail Town" through Outdoor NC, Transylvania County was included in their new digital Trail Towns Visitor Guide, which highlights sustainable visitor practices while also promoting trails in each participating destination.

We hosted our annual Land Managers meeting in spring, bringing together representatives from Pisgah National Forest, DuPont State Recreational Forest, Gorges State Park, Headwaters State Forest, emergency services, and local stewardship groups. These collaborative discussions remain essential to ensuring that our outdoor spaces are enjoyed safely and responsibly for years to come.



Destination Management Highlights

Transylvania Always Project Funding

Projects that are aligned with the mission of the TCTDA's Transylvania Always initiative by either addressing the impact of users in public lands or creating safe and enjoyable use of natural recreational assets.

Q1

- **Pisgah Area SORBA: "Canycom Buggy" \$4,733**
 - The canycom machine handles heavy rocks and materials for trail work, enabling volunteers to tackle large projects and maintain remote areas in the Pisgah Ranger District that larger equipment can't access.
- **Transylvania County Emergency Services: "Search & Rescue Rapid Response Equipment" \$28,488.80**
 - The acquisition of a UTV and two Joelette wheelchairs improves rapid response and victim transport on public trails, with 98% of those affected being visitors.

Q2

- **No grant applications received.**

Q3

- **The Pisgah Conservancy (TPC): "Pisgah Project Day 2025 - Avery Creek Trail Project" \$20,428**
 - In conjunction with TPC's largest annual volunteer project day, this grant focuses on the Avery Creek Trail Improvement & Stream Restoration project, which has been made more dire after Helene.
- **Headwaters Outfitters: "Upper French Broad River Clean Up Day" \$1,000**
 - This 34th annual volunteer event to clean up the French Broad River brings out thousands of pounds of trash from the water and its banks, making a cleaner and safer experience for its users and inhabitants. The workload after Helene will be greater than ever.
- **Southern Appalachian Wilderness Stewards: "Wilderness Skills Institute" \$4,999**
 - Hosted at the Cradle of Forestry, this award-winning, free, 2-week wilderness stewardship training program empowers and certifies agency staff and partners across the region in partnership with the U.S. Forest Service and Appalachian Trail Conservancy.



Project Funding

Transylvania Always Project Funding (Continued)

Q4

- **MountainTrue: “French Broad River Summer Stewardship Series- Updated” \$2,625**
 - In response to Helene, this initiative includes 5 volunteer-based, on-river cleanups of the French Broad River between Memorial Day and Labor Day.
- **Pisgah Conservancy: “Pisgah River Rangers Outreach & Education Program” \$10,000**
 - This summer program promotes and protects the ecological health of Pisgah’s natural resources by educating visitors in the Pisgah Ranger District while providing on-the-ground stewardship of those same resources for their long-term protection. It employs local college students and recent graduates to develop future public lands leaders.

Total FY24/25 funding: \$72,273.80 (7 grants)



Destination Management Highlights

Destination Infrastructure

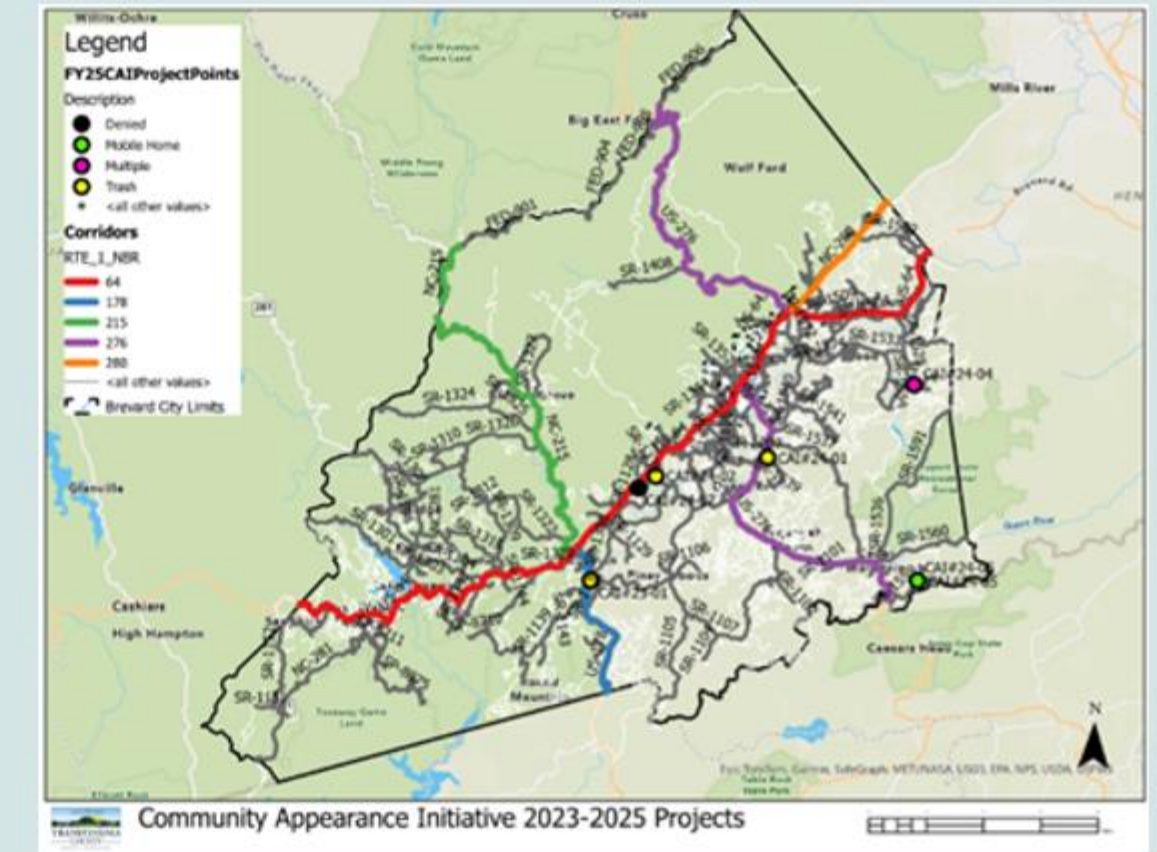
The Destination Infrastructure Committee (DIC) continued its role in advancing tourism-related projects that enhance Transylvania County's infrastructure and visitor experience. The committee met throughout the year to hear updates, review proposals, and make funding recommendations on key projects that align with the organization's mission.

Early in the fiscal year, the committee brought together the North Carolina Department of Transportation (NCDOT) and the City of Brevard to discuss planned improvements at the Pisgah National Forest Entrance Area Roundabouts. Presentations from NCDOT and consultants highlighted design and landscaping elements as well as visitor communication strategies for managing traffic during the three-year construction project. The committee also reviewed the City of Rosman's Riverfront Park project and recommended grant funding, which was later approved by the TCTDA Board.

In the months following Hurricane Helene, the committee met less frequently but remained engaged with ongoing projects and prepared to welcome both City and County representatives to early 2025 meetings for broader discussions on current and future funding needs.

As meetings resumed in early 2025, the committee received updates from the City of Brevard on the Bracken Mountain Preserve expansion and the Ecusta Trail, and from Transylvania County on projects like the Community Appearance Initiative. Members encouraged both City and County agencies to bring forward shovel-ready, tourism-related infrastructure proposals for potential support before the end of the fiscal year.

Later in the year, the Transylvania Historical Society presented to the committee regarding its Allison Deaver House restoration grant request. The group also continued discussions around the Ecusta Trail and other anticipated proposals from municipal and community partners. Through this work, the Destination Infrastructure Committee has remained focused on strengthening public amenities, supporting community priorities, and ensuring that the county's infrastructure keeps pace with its growing appeal as a tourism destination.



Destination Management Highlights

Destination Infrastructure 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.

Q1

- **Town of Rosman: “Rosman Riverfront Park Project - Phase 1”**
 - The Rosman Riverfront Park master plan aims to become a regional tourism hub for river recreation, addressing infrastructure needs over three phases. Phase 1, spanning three years, focuses on site preparation, permits, contracts, and initial site work.

Q2

- **No grant applications received.**

Q3

- **Transylvania County: “Community Appearance Initiative” \$20,000**
 - Year two of an initiative committed to clearing/cleaning private properties along highly traveled thoroughfares throughout the county.

Q4

- **Transylvania County Historical Society: “Restoration & Access Work: Allison Deaver House” \$25,000**
 - Part of a bigger renovation of the Allison Deaver House, this grant focuses on stabilizing the house’s iconic double porches, improving accessibility, and adding interpretive signage to the grounds, therefore enhancing the visitor experience beyond touring hours.

Total FY24/25 funding: \$67,860.68 (3 grants)



Destination Management Highlights

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.

Q1

- **Heart of Brevard: “Professional Display Panels for Brevard Plein Air” \$4,800**
- **Cedar Mountain Music Project: “White Squirrel Artisan Market (WSAM)” \$4,500**
- **Deerwoode Reserve: “Festival of Lights” \$3,000**

Q2

- **Transylvania County Parks & Recreation: “Light Up the Night - Silvermont” \$4,000**
- **Transylvania Heritage Museum: “ATOM Exhibit (Aluminum Tree & Ornament Museum)” \$3,950**
- **Rotary Club of Pisgah Forest: “2025 Assault on the Carolinas (AOTC)” \$4,500**
- **Pisgah Area SORBA (Southern Off-Road Bicycle Assoc.): “WNC Bike Fest” \$4,500**
- **Highland Books: “Shop Late Shop Local” \$2,400**

Q3

- **Blue Ridge Bicycle Club: “WNC Flyer” \$2,000**
- **Veterans History Museum of the Carolinas: “Korean War 75th Anniversary Event” \$4,620**
- **Arthritis Foundation: “Carolina Hills Classic Bike Tour” \$4,500**
- **Conserving Carolina: “Upper French Broad Riverfest” \$4,300**
- **Appalachian Region Porsche Club of America: “Luft Wasser Porsche Celebration in Brevard” \$1,055**
- **Ghost Wrestling Club: “Ghost Wrestling Conference” \$4,354.25**



Destination Management Highlights

Tourism Marketing Project Funding (Continued)

Q4

- Friends of Rosman: “Rosman Heritage Day” \$1,000
- Heart of Brevard: “Annual Program” \$16,000

Total FY24/25 funding: \$72,479.25 (16 grants)



Destination Management Highlights

Partner Support

In FY24/25, we remained dedicated to supporting tourism-related businesses and attractions throughout Transylvania County by providing resources, marketing opportunities, and critical assistance during times of need.

We launched our 2025 Partner Marketing Opportunities Program with a kickoff event at Ecusta Brewing. Through program, we offered partners a wide variety of ways to boost visibility. Placements included the Adventure Guide & Waterfall Map, Points of Interest Map, and targeted co-op ads in Blue Ridge Outdoors and WNC Magazine, reaching hundreds of thousands of readers. ExploreBrevard.com also served as a strong promotional platform, with ads on various webpages. Seasonal Spotlight e-newsletters reached more than 42,000 subscribers, while our “Romantic Mountain Giveaway” sweepstakes drew over 8,600 entries.

We equipped partners with valuable tools and information. Highlights included a Responsible Exploration Toolkit, our annual Camp & Big Events Calendar, a joint Camp Counselor Discount Card with the Chamber, and timely updates on industry developments such as Asheville Regional Airport’s new concourse and Visit NC’s “Rediscover the Unforgettable Mountains” campaign.

Our marketing put local tourism businesses and attractions front and center—the people and places that give our destination its personality. From expanded, search-friendly directories on the new website to blog features and social reels spotlighting partners and their signature experiences, we built the story around them.

Finally, we celebrated grant recipient achievements, including ribbon cuttings for The Pisgah Conservancy’s Estatoe Trail improvements and Southern Highlands Reserve’s new Red Spruce Pine greenhouse—milestones that reflect the lasting impact of collaborative investment in our community.



Destination Management Highlights

Partner Support Post-Helene

Our support took on heightened importance after the storm. The Transylvania Business Support Task Force, which was formed in response to the pandemic and consists of our organization, as well as Heart of Brevard, the Transylvania Economic Alliance, the Brevard/Transylvania Chamber of Commerce, and Blue Ridge Community College Small Business Center, immediately convened regular meetings to focus on supporting the local business community. Efforts included the relaunching of the Transylvania Tomorrow Small Business Emergency Relief Fund, facilitated workshops with key support and relief organizations, collaboration on resources, a benefit concert during Halloweenfest, and more. Ultimately, the task force raised and distributed \$300,000 in grants to 78 local businesses, building on the fund's pandemic response and bringing its total impact to \$550,000 across nearly 150 businesses in Transylvania County.

Additional Helene-related partner support provided by the TDA includes:

- Regular communication with public land managers, emergency services, and other local officials to keep visitors and tourism-related businesses informed and seek opportunities to provide support.
- Joining team of County employees assisting local communities in need, specifically providing much-needed Spanish interpretation.
- Communicating and collaborating with accommodations partners, Housing Assistance Corporation, FEMA, and others to find temporary housing for individuals who were unhoused due to the storm.
- Implementing an enhanced marketing campaign that not only communicated that our destination was open for business but also focused on telling partner stories.
- At its October 24 meeting, the Board named support for local businesses as the top priority and approved:
 - Redirecting \$22,000 saved during the early-October pause to a holiday/winter marketing push.
 - Allocating \$39,000 from the fund balance plus \$5,000 from the current budget to Transylvania Tomorrow.
 - Committing to fully fund the spring marketing plan despite anticipated revenue declines.



Lend a hand to local businesses



Support small business recovery from Helene.



Lend a hand to local businesses



Helene Update



V. Summary

Summary

Financial Overview

As we reflect on the financial performance of the TDA in FY24/25 it is important to start with expectations as the year began. Below are key priorities and assumptions that guided the board's decisions as they developed the budget for FY24/25.

- Occupancy tax proceeds have leveled off to a new post-pandemic baseline, with FY24/25 proceeds expected to be similar to prior year.
- As revenues have decreased and settled to a new steady state, expenditures must be adjusted as well. Specifically, the marketing plan must be reduced from its budgeted peak level in FY24.
- The work of the TDA beyond marketing and promotion continues to be a priority and meaningful funds must be invested in Transylvania Always and Destination Infrastructure efforts each year.
- The multi-year process of providing a total of \$1M toward the development of The Ecusta Trail will continue in FY24/25 with a planned expenditure of \$250K. This also aligns with the board's desire to spend down the fund balance to the level of 25%-30% of operating revenue

As the year played out, many of those priorities and assumptions remained in place, while adjustment was required with others. As noted in the "Occupancy and Visitor Highlights" section, occupancy tax proceeds were in line with the budget for nine months of the year but unfortunately were down 42% during September through November due to Hurricane Helene. The result at year-end was proceeds that fell 11% below budget. Both advertising sales and interest on investments were up significantly, providing a little relief from the revenue shortfall. Total revenues ended up 7% below budget.

In the aftermath of Helene, the board made several adjustments to planned expenditures. Some actions—such as maintaining the marketing plan budget despite reduced revenues, redirecting funds within that plan to boost fall and winter visitation, and providing \$44,000 to the Transylvania Tomorrow Small Business Emergency Relief Fund—were aimed specifically at supporting local businesses during a difficult time.

Other adjustments, including trimming Transylvania Always and Destination Infrastructure spending by focusing on grants with the highest ROI and most urgent needs, were made in direct response to the revenue shortfall. In addition, none of the budgeted Ecusta Trail funds (\$250,000) were spent this year. This decision reflected the absence of an immediate need and allowed the disbursement of the full \$1 million pledge to be extended by an additional year.

At year-end, total expenditures finished 19% below budget, resulting in a net total of -\$24,073 for revenues and expenditures, well below the anticipated loss of \$270,518.

In summary, revenues were down due to Hurricane Helene, certain expenses were reduced to match that shortfall, and ultimately, only a minimal amount was pulled from the fund balance since no funds were disbursed to the development of The Ecusta Trail.

Summary

Financial Overview (Continued)

Revenues

Total revenue: \$1,913,199 (down 7% vs. budget and 8% vs. prior year)

Accounts of note (as compared to budget):

- Occupancy Tax Proceeds: \$1,771,268 (down 11%) – Due to Hurricane Helene
- Advertising Sales: \$78,855 (up 97.5%) – Abnormally high for one year only due to shift to collections by county finance
- Interest on Investments: \$61,891 (up 55%) – Reflective of a conservative interest rate assumption

Expenditures

Total expenditures: \$1,937,271 (down 19% vs. budget and 18% vs. prior year)

Accounts of note (as compared to budget):

- County Administrative Fee: \$111,779 (down 12%) – Overhead fee for all departments adjusted annually by county
- Transylvania Always: \$94,648 (down 46%) – Trimmed due to Hurricane Helene
- Destination Infrastructure: \$110,090 (down 21%) – Trimmed due to Hurricane Helene
- Ecusta Trail: \$0 (\$250,000 budgeted, no funds spent) – Board decision due to absence of immediate need and to extend period to pay \$1M by an additional year
- Visitor Center Lease: \$45,914 (down 50%) – Budget was required to cover both years of a two-year lease with only one year of expense actually occurring

Fund Balance

Net total of revenues & expenditures: -\$24,073 (below budgeted amount of \$359,129)

Note that \$359,129 includes an amendment to the original budget in the amount of \$39,025 that was added to cover most of the Transylvania Tomorrow expenditure as well as \$45,914 for year two of the visitor center lease that would knowingly not hit FY24/25. Expectations at the beginning of the year were for a loss of \$270,518, with most of that attributed to the \$250,000 Ecusta Trail payment.

Year-end fund balance: \$1,390,000 (approximately 7 months of operations)



Summary

Executive Summary

Tourism once again proved its importance to Transylvania County in FY24/25, as board and staff worked closely with community partners to support and strengthen our local economy. Committee members, county staff, peer organizations, tourism partners, volunteers, and others also played meaningful roles throughout the year.

As the year began, visitation had settled into a new post-pandemic norm: heavy summer and fall traffic (slightly below peak levels) supported by a strong brand built around world-class outdoor recreation, an authentic mountain community, and vibrant experiences rarely found in destinations of our size.

Marketing efforts remained comprehensive and adaptive. Guided by consumer behavior and performance metrics, we significantly increased investment in social media. Public relations efforts paid off with more regional media coverage and higher visibility for our destination. A new website brought improved design, functionality, and content. A new downtown webcam gave meteorologists, locals, and fans a real-time view of Brevard.

Destination management remained a cornerstone of our work. Through Transylvania Always and Destination Infrastructure, the TDA has invested over \$1.4 million in local projects in the past seven years—initiatives that protect resources, enhance the visitor experience, and ensure our county remains a strong destination for years to come.

The most dramatic development of the year was Hurricane Helene and its aftermath. Our immediate focus was twofold: accurate communication with visitors and direct support for tourism partners. That support included an approximately \$44,000 contribution to the Transylvania Tomorrow Small Business Emergency Relief Fund, as well as new marketing and messaging strategies to counter the false perception that Western North Carolina was “closed.”

Helene also underscored the extraordinary efforts of emergency services, healthcare workers, land managers, local government, law enforcement, and nonprofits—and the resilience of our citizens. At the same time, it reinforced the essential role of tourism in our economy and the need for flexibility in how we promote our destination.



Summary

Executive Summary (Continued)

As we look ahead, we are cautious with our expectations for FY26. Budgeted occupancy tax proceeds for the year are down 7% from our FY24/25 budget (that baseline also represents what FY24/25 would have been if not for Helene). We anticipate challenges from broader economic conditions, reduced international travel, and other factors, but we are hopeful these are temporary, and that lost business will be recaptured.

Longer-term, our outlook is optimistic. Transylvania County offers something rare: an outdoor paradise anchored by a vibrant, authentic small-town community. We remain committed to cultivating a thriving tourism economy while safeguarding the attributes that make our community truly special.

