



TRANSYLVANIA COUNTY  
**TOURISM**  
DEVELOPMENT AUTHORITY

FY25 – Q4  
Quarterly Report

# Transylvania County Tourism Development Authority



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# I. Organizational News

## Board Members

### **Dee Dee Perkins, Chair**

Interested Individual

### **Jessica Whitmire, Vice Chair**

Town of Rosman Appointee

### **Dana Antonuccio**

Accommodations Owner / Operator

### **Larry Chapman**

Transylvania County Appointee

### **Dionne Hodgson**

Accommodations Owner / Operator

### **Nory LeBrun**

Member-at-large

### **Catherine Lemel**

Interested Individual

### **Madeline Magin**

Member-at-large

### **Lauren Wise**

City of Brevard Appointee

## Marketing

### **Dee Dee Perkins, Chair** Board

### **Dana Antonuccio** Board

### **Dionne Hodgson** Board

### **Nory LeBrun** Board

### **Layton Parker** Community

## Transylvania Always

### **Jessica Whitmire, Chair** Board

### **Dionne Hodgson** Board

### **Lauren Wise** Board

### **Mandi Bentley** Community

### **Grant Bullard** Community

### **Eric Caldwell** Community

## Destination Infrastructure

### **Madeline Magin, Chair** Board

### **Dee Dee Perkins** Board

### **Jessica Whitmire** Board

### **Jeffrey Adams** Community

### **Aaron Baker** Community

### **Nicole Bentley** Community

## Grant

### **Dana Antonuccio, Chair** Board

### **Larry Chapman** Board

### **Catherine Lemel** Board

**FY25**

# Board and Committee Members

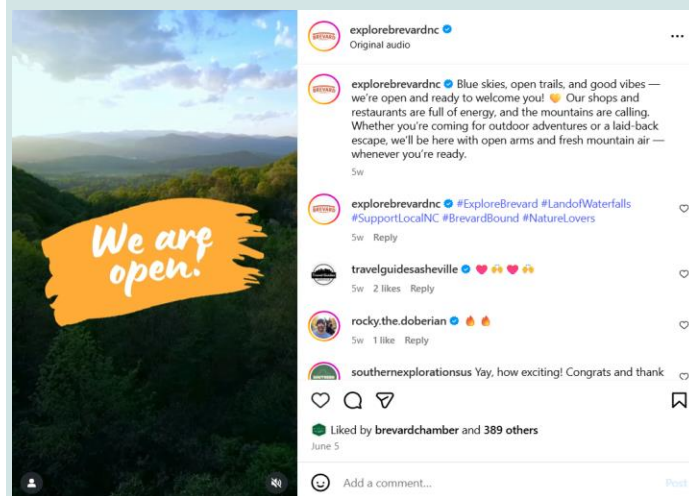
## Organizational News

# Board & Staff

Staying connected with our peers and others in the tourism industry continues to be a vital component of our ability to think strategically. Executive Director Clark Lovelace and Mark Johnson with Market Connections traveled to Hickory for the annual Visit NC Tourism Conference in April. This meeting included educational workshops, media sessions, a facilitated meeting of TDA Directors/CEOs, and more. Clark also attended a regional meeting with directors of four neighboring TDAs to share insights, best practices, and predictions for visitation over the next year, among other things.

The board remained committed to spending the full marketing plan budget despite the revenue loss earlier in the year. They prioritized marketing efforts that drew immediate visitation to support the post-Helene economic recovery for tourism-related businesses. "We're Open" messaging was shared via social media, public relations, and other promotional avenues. This shifted to a "Welcome Back" message, which often included appreciation for local land managers, trail crews, emergency personnel, and others who helped the community get through and recover from Helene (and the subsequent wildfire).

As the fiscal year drew to a close, preparation for a successful FY26 became a priority. A FY26 Marketing Plan was approved in May. A summary can be found [here](#). A FY26 Budget Ordinance was passed in June. Click [here](#) for the budget with supporting notes.





## Organizational News

# Partner Support



The 2025 Partner Marketing Opportunities (PMO) program continued strong in its support of promoting our local tourism partners with the arrival in early April of this year's Adventure Guide & Waterfall Map and Points of Interest Map, both of which were quickly distributed out to countless partners and visitor destinations. Our early summer Spotlight e-newsletter reached over 38,000 opt-in subscribers in June announcing Brevard Music Center's Summer Music Series. Our monthly website ads on three ExploreBrevard.com pages, Eat, Stay, and What's Happening Now, featured twelve different tourism partners during the quarter.

We continued to support local tourism-related businesses and non-profits with valuable resources designed to inform, equip, and engage. These included a Responsible Exploration Toolkit featuring Leave It Better and Be Waterfall Wise messaging, as well as our annual Camp & Big Events Calendar, which helps businesses anticipate traffic, lodging demand, and operational impacts.

We also kept partners updated on major developments—ranging from the opening of the North Concourse at Asheville Regional Airport to Visit NC's "Rediscover the Unforgettable Mountains" campaign, and compliance steps tied to the new hospitality law on human trafficking.



**Adventure Guides Are Here**



**2025 Adventure Guides and Points of Interest Maps Have Arrived**

You can pick up your Adventure Guides and Points of Interest Maps at the Visitor Center anytime Monday-Friday from 9-5, and Saturday from 10-3. If you need more than 50, please contact Brian Nourse, Visitor Center Coordinator, in advance at 828-883-3700.



**Toolkit for Summer Camp Partners**



**PARTNER SPOTLIGHT**  
*on Brevard Music Center*

**Camp families**

## Organizational News

# Partner Support

Our annual summer camp outreach effort featured digital toolkits, dedicated web pages for counselors and parents, and a collaborative Camp Counselor Discount Card initiative with the Chamber of Commerce. Direct outreach to camps also included an opportunity for Leave It Better and Be Waterfall Wise materials for on-site use to get those important messages directly in front of campers.

Two grant recipient partners, The Pisgah Conservancy (Estatoe Trail) and Southern Highlands Reserve (new Red Spruce Pine greenhouse), celebrated project completion with ribbon cuttings. We're proud to have been a part of these incredible projects.



## Organizational News

# Transylvania Always

Heading into summer, we geared up our visitor safety and responsible behavior messaging, pushing our **Leave It Better** and **Be Waterfall Wise** campaigns — as well as our request for visitors to Explore Responsibly. Efforts included gaining local media attention, distributing campaign posters, enhancing our existing kiosk signage, launching new digital ads, promoting on social media, distributing media materials to promote coverage, and more. Additionally, we created a Responsible Exploration Toolkit – a resource packet for our partners to share with their audiences.

In step with Earth Day, April's Adventurist invited our visitors to "Take The Pledge" to Explore Responsibly as part of our coordinated messaging with Visit NC's Outdoor NC and Trail Town initiatives.

We hosted our annual Transylvania County Land Managers meeting in May with representatives from public lands, emergency services staff, and members of each stewardship group. This productive discussion identified new ways we can together ensure outdoor spaces are enjoyed safely and responsibly.





## Organizational News

# 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.

#### 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.

**Year-To-Date Funding: \$72,273.80**



## Organizational News

# Destination Infrastructure

The Destination Infrastructure Committee welcomed representatives of the Transylvania Historical Society to their meeting to present on the Allison Deaver House restoration grant that was under review. The committee continued to engage in discussions about ongoing projects, such as the Ecusta Trail, and possible future grant proposals from key partners like City of Brevard, Transylvania County, and Heart of Brevard.

### 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.

#### 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.

**Year-To-Date Funding: \$42,860.68**



# Organizational News

## 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.

### Q4

- **Friends of Rosman: "Rosman Heritage Day" \$1,000**
  - A good-faith effort to support events in Rosman, this grant helps fund a celebratory day of the area's history, culture and natural resources.
- **Heart of Brevard: "Annual Program" \$16,000**
  - A comprehensive marketing and promotion plan for their four main events of the year: White Squirrel Weekend, Brevard Plein Air, Halloweenfest, and Light Up the Night.

**Year-To-Date Funding: \$72,479.25**







## II. Marketing

## Marketing Marketing Overview

As we closed out FY25, the 4th quarter marketing efforts transitioned to broader outreach aimed at increasing spring visitation while setting the stage for summer travel planning. Messaging shifted to “welcome back,” and communicated that Brevard and Transylvania were open for visitors. Marketing efforts were tailored to existing and new markets with new imagery and stories showing a bright and active community ready for visitors from around the region, the southeast, and nationally.

Through digital marketing, advertising, and increased public relations, the TCTDA reached out to targeted travelers with exciting ideas and a warm invitation to come back, chill out, and experience the wonders of our special part of the world this spring and summer.



# Marketing Marketing Overview

## MARKETING TACTICS

- Targeted 150-mile + drive markets: Raleigh, Atlanta, Charlotte, Triad, Knoxville, Nashville, Charleston, Columbia, areas of Virginia, and targeted areas of Florida
- Reached out to prospective travelers in direct flight destinations: Denver, Orlando, Dallas, NYC, DC, and more
- [explorebrevard.com](https://explorebrevard.com) highlighting events, activities, and seasonal attractions, especially including White Squirrel Weekend and Brevard Music Center on What's Happening Now page
- Frequent E-blasts, including the Adventurist, blogs, and local partner "Spotlights"
- Development of FY26 TCTDA Annual Marketing Plan
- Enhanced social media
- Expanded television media with increased streaming and continued local network TV placements (CBS Sunday Morning, WRAL local newscasts)
- New spring and summer seasonal ads across digital platforms in NC, Southeast, Mid-Atlantic, Upper Midwest, and nationally
- Increased public relations initiatives including live interviews, on-air, numerous articles, event coverage, and significant Influencer experiences



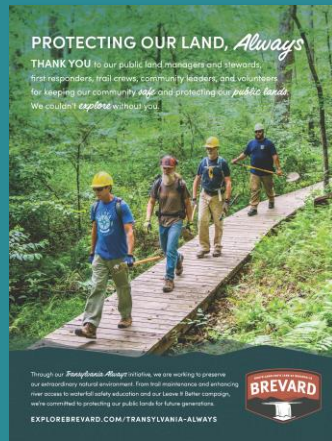


# Marketing Digital

The first week of June, our digital ads transitioned from spring to summer messaging using new images from the recent photo shoots. These ads targeted expanded geographic and niche markets. Digital ads were utilized across platforms, including programmatic display, native, keyword search, and retargeting those already familiar with the brand while prospecting for new viewers. Additional digital placements included Blue Ridge Outdoors, Meta Social Media, Visit NC website and programs, YouTube, and more.

# Print

In the 4th quarter, print placements supplemented the digital campaign. A one-sixth-page ad ran in Southern Living's South Atlantic Travel Directory, and two full-page ads ran in Brevard Music Center's Overture program. A full-page co-op ad ran in the spring issue of The Laurel of Asheville.



## Marketing Broadcast

The 30-second “Be Cool” TV spots aired during the quarter in the strategic markets of Atlanta, Charlotte, Nashville, Knoxville, Jacksonville, and Orlando. Additional live streaming focused on targeted zip codes in the key markets of Nashville, Atlanta, Charlotte, Raleigh, Columbia, and Greensboro. The :30 second spot continued to air during the CBS Sunday Morning program on WBTV in Charlotte.

Various videos were also utilized on YouTube, digital, and pre-roll platforms, as well as through social media advertising.



# Marketing Newsletter & Blogs

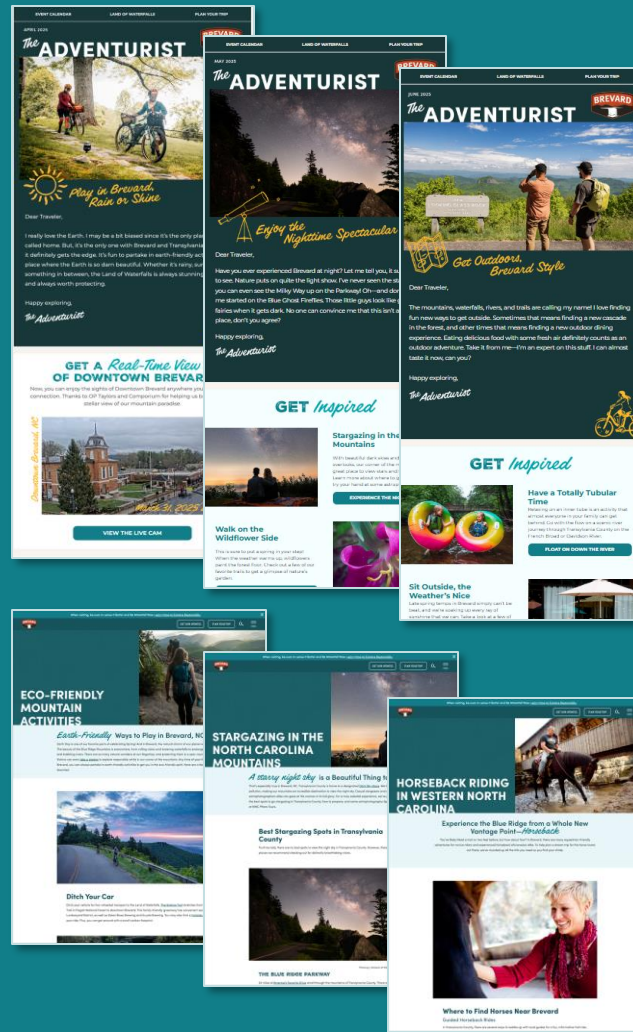
## ADVENTURIST & BLOGS

In April, a new E-newsletter format and distribution schedule were implemented to 42,500 opt-in subscribers. E-newsletters shifted to one per distribution month. The new format and frequency are designed to keep Transylvania County top-of-mind for audiences. The new communications strategy involved new topical and more informative blogs.

April's "Earth Friendly Activities" blog encouraged readers to explore responsibly and outlined ways to explore responsibly in our area.

May's "Stargazing in the North Carolina Mountains" blog gave readers tips on best spots to stargaze in Transylvania County, how to prepare, and how to photograph the sky at night.

June's "Horseback Riding in Western North Carolina" offered a different option for exploring our trails. It gave tips on planning for a day of horseback riding, as well as a list of equestrian guides in our county.





# Marketing Billboards & Signage

## HWY 280

The Highway 280 billboard welcomes visitors as they enter Transylvania County. It claims our destination and its iconic landmarks. The spring/summer image of Looking Glass Falls will remain up until early September. This image matches the cover of the 2025 Adventure Guide to help reinforce the branding.

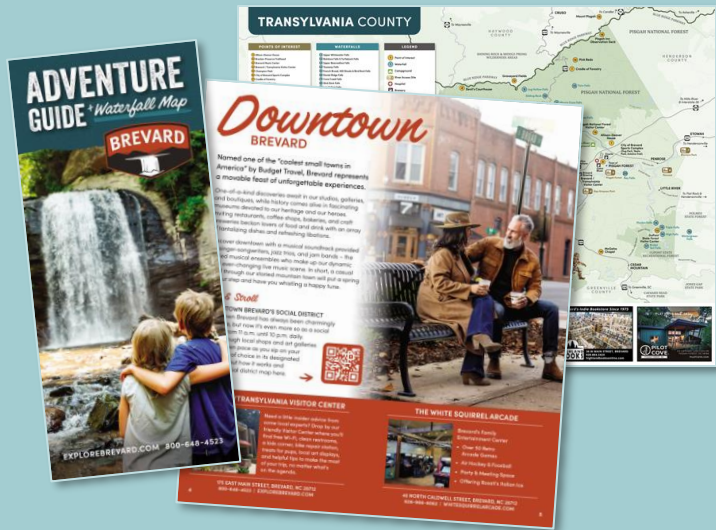
## INTERSTATE 26

A special Helene six-month milestone billboard showing our appreciation for all those who take care of our public lands was in place from late March through the middle of June. This highly visible billboard's messaging went back to directional copy using our iconic imagery to remind drivers of outdoor opportunities in Brevard and Transylvania County.

## KIOSKS

The content refresh of kiosks throughout Transylvania County was completed in June. The updated content highlights key visitor information, including *Be Waterfall Wise* and *Leave It Better*, points of interest, and more. These kiosks are strategically located at Sliding Rock, Pisgah National Forest Ranger Station, DuPont State Recreational Forest, Gorges State Park, Downtown Brevard, and Bracken Preserve.





## Marketing 4th Quarter Highlights

### ADVENTURE GUIDE AND POI 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.

### SPRING PHOTO SHOOT

During May, we completed a two-day spring photoshoot aimed at featuring our county's outdoor iconic imagery. Photos and videos were captured to support the Find Yourself campaign.



# Marketing 4th Quarter Highlights

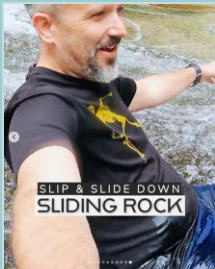
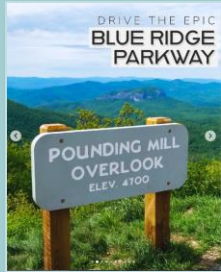
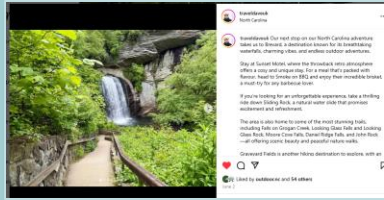
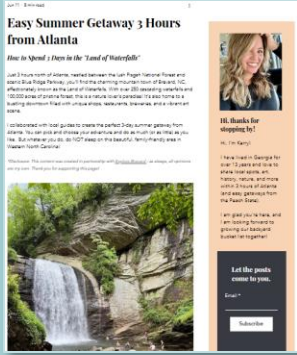
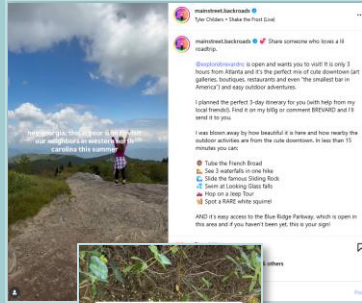
## INFLUENCERS

We've seen strong results from working with vetted regional influencers—individuals who not only have engaged followers in our target markets but also align with our brand pillars, travel values, and budget. This quarter, we partnered with one strategically selected influencer to help amplify our “Welcome Back” messaging to her core audience and beyond.

**MainStreet.Backroads** – We hosted Kerry Murphy, an Atlanta-based influencer for 3 days of adventures. She tubed the French Broad, toured the Blue Ridge Parkway with Asheville Jeep Tours, visited Sliding Rock, hiked to waterfalls in DuPont State Recreational Forest, explored downtown Brevard and Cedar Mountain, and had dinner at the Pisgah Inn. Kerry produced 3 Instagram reels and 6 stories from her trip. Her reels have over 880,000 views and nearly 13,000 interactions on Instagram. Kerry also wrote a blog about her visit, [Easy Summer Getaway 3 Hours from Atlanta](#), which remains on her website.

## VISIT NC INFLUENCERS

Explore Brevard helped to host a pair of UK content creators on their weeklong journey through WNC. Their visit was organized and funded by Visit NC, in partnership with us. The two influencers, who post as [@intrepidescape](#) and [@traveldaveuk](#), shared content during their journey and after they departed.





# Marketing Public Relations

During the 4th quarter, we responded to press inquiries and explored earned media opportunities to continue to showcase the area as “open for business.” The quarter saw a continuation of outreach to local and regional media with opportunities for morning newscast interviews.

## ARTICLES & TV COVERAGE

**Speaking of Travel Podcast Interview with Clark**, April 12  
[Meet Me Where Waterfalls, Wonder, And Mountain Magic Comes Alive In Brevard, NC](#)

**SouthernLiving.com**, April 20  
[15 Charming Mountain Towns In North Carolina For The Dreamiest Weekend Getaway](#)

**WSPA-TV Morning News Live In Lake Toxaway**, April 28, 5–9a  
Upstate, SC (plus the Charlotte and Greensboro markets)  
[Earthshine Lodge welcomes visitors to WNC after Helene](#)



## Downtown Brevard Webcam Used

- WLOS - Asheville
- FOX Carolina - Upstate, SC
- Queen City News - FOX Charlotte
- WPDE - Myrtle Beach

# Marketing Public Relations

**MSN.com**, May 2

[North Carolina's "Land Of Waterfalls" Is A Beautiful Blue Ridge Town By A Top National Forest](#)

**TravelandLeisure.com**, May 13

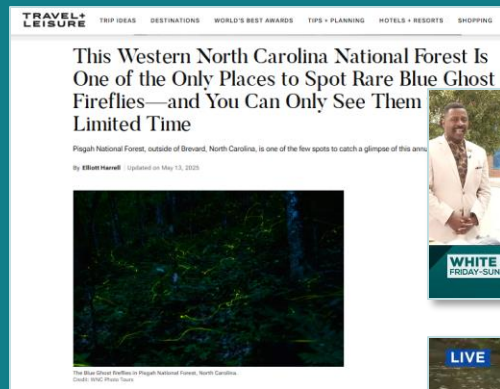
[This Western North Carolina National Forest Is One of the Only Places to Spot Rare Blue Ghost Fireflies](#)

**WHNS-TV FOX Carolina Newscasts**, May 16, Throughout the day  
[Upper French Broad River clean up](#)

**WSPA-TV CBS Your Carolina Morning Program**, May 23, 9a  
[To Do: White Squirrel Weekend happening Friday-Sunday in Brevard, NC](#)

**WLOS-TV ABC Evening Newscasts**, May 23, 5-6:30p  
[White Squirrel Weekend returns with music, food, and fun for 21st festival](#)

**SouthernLiving.com**, May 24  
[Escape To This Western North Carolina Town For A Magical Mountain Getaway](#)



# Marketing Social Media

In the past quarter, focused attention was spent on increasing the frequency of reels and other posts. These were boosted, and ads were created to push traffic to the website, including seasonally relevant blogs with the goal of increasing followers in target audiences. We also ran a targeted “We’re Open” campaign with professional-quality reels to communicate that Transylvania County is open for visitors and showcase beautiful outdoor imagery.

## FACEBOOK METRICS

**23.2K** Followers, *Increased 2.2K, +9%*

**1.95M** Reach this quarter, *+95.1% Year over Year*

**70.3K** organic views on **Top Performing Post: White Squirrels**

## INSTAGRAM METRICS

**26.3K** Followers, *Increased 3.3k, +13%*

**201.8K** Reach this quarter, *+410% Year over Year*

**7.2K** organic views on **Top Performing Post: Love Letter to Pisgah Forest**

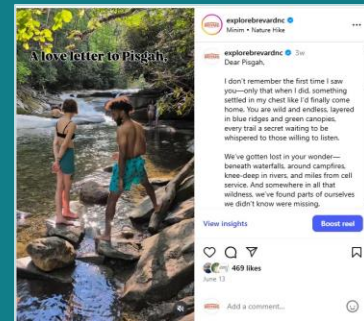
On Facebook and Instagram, reach represents the number of unique users who see your post or page. Organic views are obtained without boosting or paid advertising spend.

## YOUTUBE METRICS

**358** Subscribers **45** Videos **27.8K** Views

**Top Performing Video: Come to Brevard and “Be Cool”**

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







## III. Digital Marketing & Web Traffic Reports

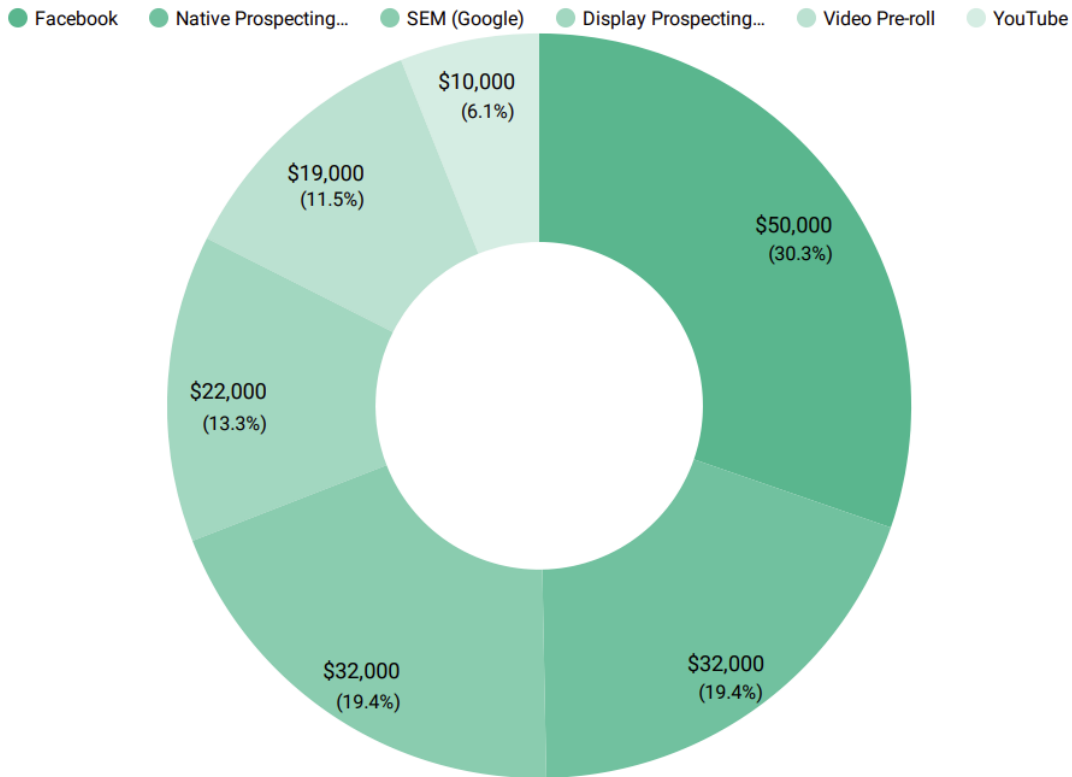


## Quarterly Report: April - June 2025

- Traffic from the digital campaigns was up 40.6% compared to the same quarter last year. Total traffic to the website was up 31.2% year-over-year, with total website traffic in May up 42.4%.
- MediaOne clients average a 35% 1-minute session rate. Google Search, Facebook/Instagram, and Native met or exceeded that average, with Google Search delivering the top 1-minute session rate of 44.32%.
- Per Google, the average YouTube Ads view rate across all industries is 10% - 15%. MediaOne clients average a 50% - 60% YouTube view rate. YouTube Ads for Brevard produced a 72.18% view rate, and Pre-roll video delivered a 52.72% view rate.
- All tactic CTRs were above Travel & Tourism industry average except for the Display campaigns, which are bidding towards impressions and delivered bonus impressions during the quarter.
- Charlotte, Raleigh, Greenville, Nashville, and Greensboro were the top cities for website traffic from ad clicks, with traffic from cities in North Carolina, South Carolina, Tennessee, and Florida appearing prominently.
- Standalone Campaigns Performance:
  - > The *Brevard Live Cam* Facebook/Instagram campaign ran from April 7, 2025 to April 30, 2025 and delivered 35,501 impressions and 1,233 clicks.
  - > The *Leave It Better* Pre-roll video campaign ran from May 1, 2025 to May 31, 2025 and delivered 89,968 impressions and 45,572 completed video views.
  - > The *Be Waterfall Wise* Pre-roll video campaign ran from May 22, 2025 to June 20, 2025 and delivered 87,986 impressions and 48,443 completed video views.



## MediaOne Budget Percentages - FY25



## Website Traffic

M1 client average 1-minute session rate is 35%



### Google Search

Impressions	Clicks	CTR
106,536	10,746	10.09%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
44.32%	\$3.80	2,959



### Facebook/IG

Impressions	Clicks	CTR
1,740,198	17,830	1.02%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
36.11%	\$2.39	3,915



### Native Content Activation

Impressions	Clicks	CTR
724,712	5,626	0.78%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
35.13%	\$2.48	92

## Brand Awareness

Average Display CTR across all industries is 0.10% - 0.50% (Source: CXL)  
Average YouTube Ads view rate across all industries is 10% - 15% (Source: Google)



### Display - Prospecting & Retargeting

Impressions	Clicks	CTR
1,028,334	933	0.09%
CPM		
\$7.25		



### YouTube Ads :15 - :45 videos

Impressions	Views	View Rate
38,110	27,508	72.18%
Cost / Completed View		
\$0.12		



### Pre-Roll Video

Impressions	Views	View Rate
330,274	155,992	52.72%
Cost / Completed View		
\$0.05		

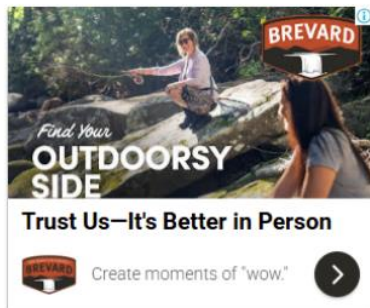
## Top Ad Click Locations (Platform Data - Excludes Meta\*)

	City	State	Impressions	Clicks ▾
1.	Charlotte	North Carolina	108,215	632
2.	Raleigh	North Carolina	67,944	261
3.	Greenville	South Carolina	65,446	240
4.	Nashville	Tennessee	39,056	172
5.	Greensboro	North Carolina	24,459	131
6.	Durham	North Carolina	20,578	119
7.	Winston Salem	North Carolina	21,172	116
8.	Jacksonville	Florida	49,969	111
9.	Columbia	South Carolina	15,995	96
10.	Greer	South Carolina	24,839	94
11.	Cary	North Carolina	14,263	84
12.	Simpsonville	South Carolina	26,469	82
13.	Charleston	South Carolina	12,890	79
14.	Concord	North Carolina	9,830	64
15.	Travelers Rest	South Carolina	7,830	59
16.	Taylors	South Carolina	15,188	59
17.	Spartanburg	South Carolina	13,638	59
18.	Summerville	South Carolina	11,490	57
19.	Chapel Hill	North Carolina	8,190	56
20.	Fayetteville	North Carolina	12,528	54

\*Meta does not provide city level performance metrics.



## Top Native Ad:



## Top Pre-roll Ad:

Heart of Adventure



\*Top digital ads based on a combination of CTR and post-click performance on the website.

\*Top video ads based on completion rate.

## Top Meta Ad:

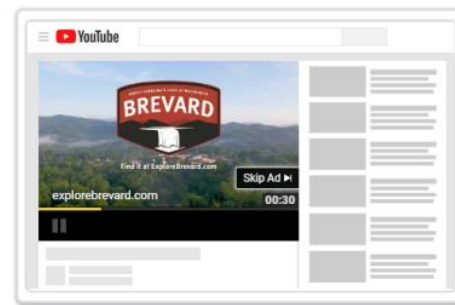


## Top Display Ad:



## Top YouTube Ad:

Heart of Adventure



# Digital Marketing & Web Traffic Reports

## Website Traffic Report

Our new website officially launched in February 2025. As you review the following data, please note that it can take up to a year for traffic patterns to stabilize and provide a true baseline for performance evaluation.

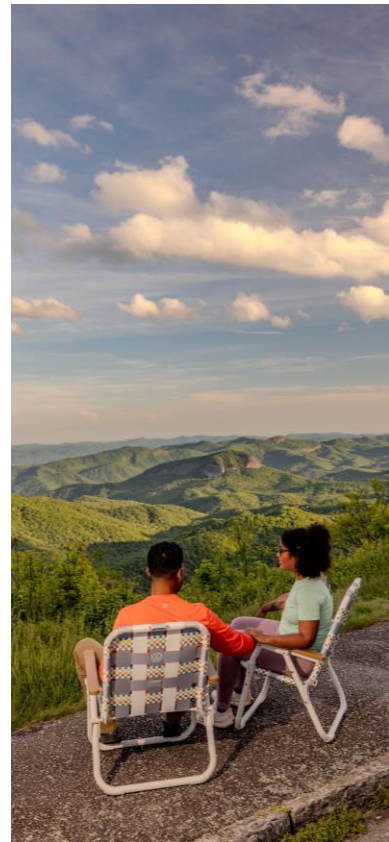
Web traffic generally falls into two primary categories: **paid** and **organic**:

- **Paid traffic** is driven by targeted efforts through our digital marketing agency, Media One, as well as social media advertising placed directly by our team. This traffic is the result of intentional outreach, promotion, and budgeted campaigns.
- **Organic traffic** stems from a wide variety of sources—including the strength of our brand, word of mouth, physical collateral (like brochures and signage), inbound links from other websites, and overall public awareness. These efforts are further amplified by ongoing **Search Engine Optimization (SEO)** work by our web developer, Madden Media.

Together, these channels reflect both our strategic investment and long-term brand health online.

The following reports from Google Analytics are being shown:

- **Website Trends** – Overview of key data points on all traffic (organic and paid)
- **Cities / Top Pages / Sources** – Partial reports reflecting specific information on all traffic
- **Organic** – Key data points for organic traffic





## Overview

	Total users	Sessions	Views	Views per user
	111,242	143,028	248,940	2.24
QoQ	↑ 56.5%	↑ 54.8%	↑ 35.6%	↓ -13.4%
YoY	↑ 33.1%	↑ 31.2%	↑ 1.5%	↓ -23.8%
	Average session duration	Views per session	SEO Total Users	Engagement rate
	00:02:28	1.74	38,225	64.72%
QoQ	↓ -17.5%	↓ -12.4%	↑ 121.0%	↓ -12.5%
YoY	↓ -22.0%	↓ -12.4%	↑ 5.1%	↓ -17.5%

Top Query	Clicks	% Δ	Impressions	% Δ	Position	% Δ
brevard nc	1,820	-34.1% ↓	218,251	-52.4% ↓	6.76	6.0% ↑
white squirrel festival	1,203	40.5% ↑	16,441	21.8% ↑	6.02	-6.8% ↓
things to do in brevard nc	1,086	144.6% ↑	52,610	427.3% ↑	4.71	-26.9% ↓
white squirrel festival 2025	627	-	8,406	-	4.01	-
brevard	527	-36.8% ↓	229,312	19.2% ↑	6.88	43.2% ↑
dolly's ice cream	380	208.9% ↑	2,998	62.8% ↑	3.13	-6.1% ↓
brevard events	334	171.5% ↑	7,636	221.5% ↑	7.42	23.0% ↑
brevard north carolina	329	-21.5% ↓	42,701	-49.8% ↓	6.86	13.8% ↑
brevard nc events	311	22.4% ↑	2,579	87.6% ↑	3.21	-19.2% ↓
downtown brevard nc	300	-21.7% ↓	7,276	-10.8% ↓	7.63	-29.2% ↓
dollys brevard	284	545.5% ↑	2,051	373.7% ↑	2.34	-27.2% ↓
explore brevard	242	-3.6% ↓	2,502	-0.2% ↓	1.77	-8.8% ↓
brevard nc events	311	22.4% ↑	2,579	87.6% ↑	3.21	-19.2% ↓
downtown brevard nc	300	-21.7% ↓	7,276	-10.8% ↓	7.63	-29.2% ↓
dollys brevard	284	545.5% ↑	2,051	373.7% ↑	2.34	-27.2% ↓
explore brevard	242	-3.6% ↓	2,502	-0.2% ↓	1.77	-8.8% ↓
brevard nc webcam	235	-	379	4,637.5% ↑	4.29	-91.8% ↓
brevard waterfalls	233	-36.9% ↓	3,832	18.4% ↑	4.82	41.0% ↑
dolly's dairy bar	219	242.2% ↑	1,350	144.6% ↑	5.43	29.2% ↑
brevard white squirrel festi...	184	-8.0% ↓	1,747	20.2% ↑	5.74	-5.3% ↑
white squirrel festival brev...	180	-62.6% ↓	925	-76.7% ↓	4.84	-7.8% ↑
white squirrel weekend	168	78.7% ↑	2,123	176.1% ↑	6.53	-8.2% ↓
sliding rock	166	8,200.0% ↑	23,386	835.1% ↑	13.57	-40.1% ↑
downtown brevard	157	-39.1% ↓	3,444	-44.2% ↓	7.21	-40.2% ↑

Page path	Views	% Δ
/	23,908	-22.2% ↓
/stay/	17,059	1,705,800.0% ↑
/events-calendar/	16,853	97.0% ↑
/naturally-rooted/land-of-waterfalls/	13,387	-
/events-calendar/this-week/	12,208	-
/event/white-squirrel-weekend/	11,416	-
/plan-your-trip/live-cam/	8,928	-
/outdoor-adventure/	7,416	-
/eat-drink/	6,816	-
/events-calendar/festivals-events/	6,486	-
/local-experiences/downtown-brevard/	5,549	-
/stay/cabin-retreats/	4,457	-
/plan-your-trip/summer/	4,025	-
/plan-your-trip/	3,747	-
/eat-drink/restaurants/	3,562	-
/blogs/stargazing-in-the-north-carolina-mountains/	3,272	-
/event/white-squirrel-weekend-may-24th-26th-presented-by-dd-bullwinkels-outdoors/	3,248	-63.8% ↓
/local-experiences/live-music/	2,782	-
/naturally-rooted/	2,740	-
/listings/dollys-dairy-bar-seasonal/	2,698	-
/outdoor-adventure/hiking/	2,580	-





City

Contains

Enter a value

City	Region	Total use...	% Δ	Sessions	% Δ
Charlotte	North Carolina	6,939	59.1% ↑	8,553	60.8% ↑
Brevard	North Carolina	4,410	20.8% ↑	7,116	37.2% ↑
Atlanta	Georgia	4,243	-55.9% ↓	5,219	-56.6% ↓
Raleigh	North Carolina	3,898	71.9% ↑	4,496	65.4% ↑
Nashville	Tennessee	3,168	14.6% ↑	3,815	12.7% ↑
(not set)	(not set)	2,500	-43.5% ↓	2,526	-44.0% ↓
Asheville	North Carolina	1,910	33.4% ↑	2,266	12.0% ↑
(not set)	Florida	1,581	-64.1% ↓	1,728	-66.4% ↓
(not set)	North Carolina	1,491	2.9% ↑	1,736	1.0% ↑
Orlando	Florida	1,432	51.2% ↑	1,559	33.5% ↑
New York	New York	1,368	17.9% ↑	1,501	14.8% ↑
Hendersonville	North Carolina	1,159	90.0% ↑	1,620	121.0% ↑

Sitewide YTD | GA4

Session source / medium		Total users
1.	google / organic	35,939
2.	fb / paid	15,709
3.	(direct) / (none)	15,084
4.	MediaOne / facebook	13,512
5.	MediaOne / google	9,201
6.	MediaOne / native	5,641
7.	ig / paid	5,609
8.	MediaOne / display	1,838
9.	visitnc.com / referral	1,780
10.	m.facebook.com / referral	1,456
11.	bing / organic	1,104
12.	RomanticAsheville.com / referral	1,040
13.	l.facebook.com / referral	651
14.	duckduckgo / organic	621
15.	facebook.com / referral	579
16.	yahoo / organic	509
17.	(not set)	448
18.	cityofbrevard.com / referral	397
19.	thesunsetmotel.com / referral	337
20.	l.instagram.com / referral	266

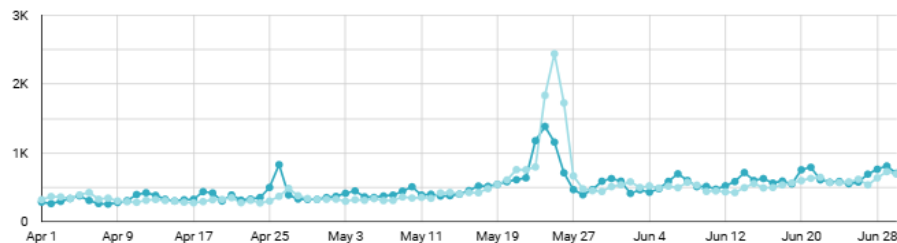


URL

	Page path	First user default cha...	Views
1.	/stay/	Unassigned	12,229
2.	/events-calendar/	Organic Search	9,556
3.	/event/white-squirrel-weekend/	Paid Social	9,195
4.	/	Direct	6,499
5.	/	Organic Search	6,389
6.	/events-calendar/this-week/	Unassigned	5,698
7.	/outdoor-adventure/	Unassigned	5,310
8.	/events-calendar/this-week/	Organic Search	4,208
9.	/local-experiences/downtown-brevard/	Organic Search	4,068
10.	/	Unassigned	3,557
11.	/naturally-rooted/land-of-waterfalls/	Unassigned	3,544
12.	/	Referral	3,532
13.	/events-calendar/	Unassigned	3,463
14.	/plan-your-trip/live-cam/	Direct	3,363
15.	/eat-drink/	Organic Search	3,263



PoP	Url Clicks	Impressions
	45.3K ↑ 128.0%	3.1M ↑ 72.0%
YoY	URL Clicks	Impressions
	↑ 1.2%	↑ 18.0%



Top Query	Clic...	% Δ	Impressions	% Δ	Position	% Δ	Top URL	Clicks	% Δ	Impressions	% Δ
brevard nc	1,820	-34.1% ↓	218,251	-52.4% ↓	6.76	6.0% ↑	/events-calendar/	5,602	203.6% ↑	161,533	1.6% ↑
white squirrel festival	1,203	40.5% ↑	16,441	21.8% ↑	6.02	-6.8% ↓	/	3,537	-26.1% ↓	232,397	17.4% ↑
things to do in brevard nc	1,086	144.6% ↑	52,610	427.3% ↑	4.71	-26.9% ↓	/local-experiences/downtown-brevard/	3,454	-	171,054	-
white squirrel festival 2025	627	-	8,406	-	4.01	-	/event/white-squirrel-weekend-may-24th...	2,634	-55.8% ↓	22,817	-34.0%...
brevard	527	-36.8% ↓	229,312	19.2% ↑	6.88	43.2% ↑	/naturally-rooted/land-of-waterfalls/	1,692	-	160,794	-
dolly's ice cream	380	208.9% ↑	2,998	62.8% ↑	3.13	-6.1% ↓	/eat-drink/	1,603	-	95,223	-
brevard events	334	171.5% ↑	7,636	221.5% ↑	7.42	23.0% ↑	/businesses/dollys-dairy-bar/	1,521	103.1% ↑	10,271	-9.0% ↓
brevard north carolina	329	-21.5% ↓	42,701	-49.8% ↓	6.86	13.8% ↑	/plan-your-trip/live-cam/	1,223	-	15,388	-
brevard nc events	311	22.4% ↑	2,579	87.6% ↑	3.21	-19.2% ↓	/blogs/5-best-swimming-holes-splash-d...	1,125	-	49,771	-
downtown brevard nc	300	-21.7% ↓	7,276	-10.8% ↓	7.63	-29.2% ↓	/event/white-squirrel-weekend/	1,041	-	34,544	-
dollys brevard	284	545.5% ↑	2,051	373.7% ↑	2.34	-27.2% ↓	/event/july-4th-shindig-on-main-firework...	963	-	6,233	-
explore brevard	242	-3.6% ↓	2,502	-0.2% ↓	1.77	-8.8% ↓	/events-calendar/festivals-events/	888	-	108,185	-
brevard nc webcam	235	-	379	4,637.5%...	4.29	-91.8% ↓	/stay/	847	-	81,435	-
brevard waterfalls	233	-36.9% ↓	3,832	18.4% ↑	4.82	41.0% ↑	/local-experiences/live-music/	733	-	54,740	-
dolly's dairy bar	219	242.2% ↑	1,350	144.6% ↑	5.43	29.2% ↑	/listings/dollys-dairy-bar-seasonal/	699	-	14,079	-
white squirrel festival brev...	180	-62.6% ↓	925	-76.7% ↓	4.84	-7.8% ↓	/stay/camping-rv/	635	-	196,440	-
white squirrel weekend	168	78.7% ↑	2,123	176.1% ↑	6.53	-8.2% ↓	/event/luft-wasser-porsche-celebration/	604	-	3,630	-
sliding rock	166	8,200.0%...	23,386	835.1% ↑	13.57	-40.1% ↓	/blogs/top-hiking-trails-to-explore-near-b...	602	-	14,374	-
downtown brevard	157	-39.1% ↓	3,444	-44.2% ↓	7.21	-40.2% ↓	/blogs/top-10-waterfalls/	537	-	23,236	-
brevard restaurants	146	-47.7% ↓	6,505	63.2% ↑	8.18	144.1% ↑	/events-calendar/this-week/	494	-	67,521	-



## IV. Visitor Reports & Insights



## Occupancy and Visitor Data Dashboard



### AirDNA Short-term Rental Report

#### Last 12 Months Vs. Prior 12 Months

#### % Change

#### Available Units

1188

↑ 3%

#### Occupancy

45%

↓ -5%

#### ADR

\$258

1%

#### Length of Stay

4.4

↓ -7%

Data is provided by AirDNA based on data scraping performed by a third party named Arrivalist. Note that they reported that the many last-minute cancellations that occurred before and after Helene are not reflected in their reporting since scraping collects information based on reservations, not actual visits. Date range is the last 12 months through June. ADR = average daily rate.

### Zartico Visitor Report

- Top 5 Origin States – SC, FL, GA, TN, AL
- Top 5 Origin Markets – Greenville/Asheville, Charlotte, Atlanta, Columbia, Tampa
- Out-of-State Visitors – 75%, In-State Visitors – 25%
- Top 3 Visitor Spends – Food & Beverage, Retail, Accommodations

This report is produced by Zartico, who utilizes data from mobile devices based on defined points of interest and credit card receipts. Items are listed in ranked order. Data is year-to-date through June.

### Occupancy Tax Proceeds

- Through May returns, FY25 is down 11% versus prior year and budget
- Returns were down 42% from September through November, and have been similar to prior year otherwise
- Short-term rentals have grown steadily in percentage of occupancy tax proceeds for many years, averaging 55% versus traditional accommodations in recent years. Immediately post-Helene, this trend reversed as hotels/motels saw the majority of work crews and other related parties as recreational travel decreased. Beginning in April, the prior trend has returned. Year-to-date is currently at 50% for each category.

Information includes occupancy tax collections through June, which represents visitor occupancy through May since proceeds are submitted and recorded as revenue the month following an overnight visit.



## Visitor Reports & Insights

# Trending & Tourism Insights

The last three months of occupancy tax returns (March, April, May) reflect a slight drop versus both budget and prior year (for reference, FY25 was budgeted to be flat with prior year). That said, the overall trend for the year continues to be the same – the months of September, October, and November down significantly (42% vs budget) and the remaining months relatively flat. The result is a projected year-end that is approximately 10% below budget.

Our marketing and promotional efforts continued to fight against the perception in some potential visitors that WNC was not ready for visitation. We are hoping that the tide has turned, and messaging can shift away from “We’re Open” and toward all the amazing things visitors can experience in Transylvania County. This aligns with Visit NC’s recent shift from messaging focused on WNC being open for business to a new campaign, *Rediscover the Unforgettable: Visit the Mountains of North Carolina*. You can find their launch video [here](#), which includes some of our content from Transylvania County.

As we look at summer and beyond, we are cautious with expectations. Budgeted occupancy tax proceeds for FY26 are down 7% from our FY25 budget (that baseline also represents what FY25 would have been if not for Helene). We are hopeful that the expected downturn caused by the economy, international travel, and other specific factors is temporary, and that we will recapture the drop in business and return to consistent, sustainable growth in the not-too-distant future.

