



TRANSYLVANIA COUNTY  
**TOURISM**  
DEVELOPMENT AUTHORITY

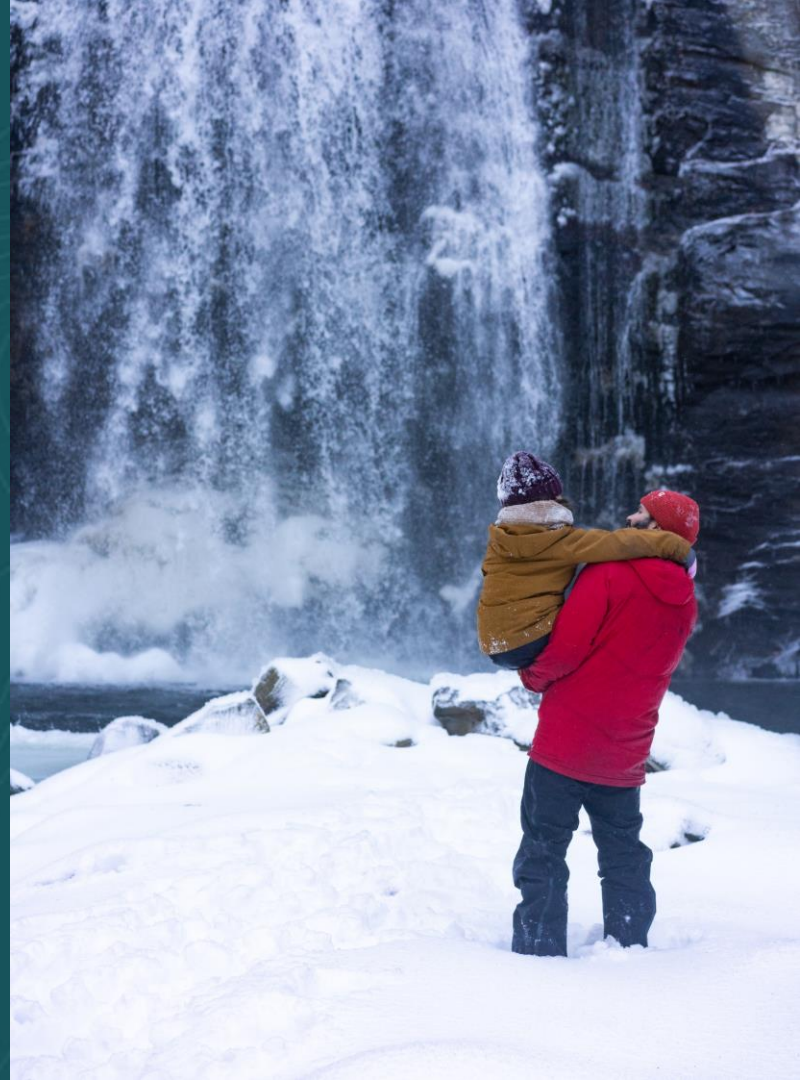
FY26 – Q3  
Quarterly Report

# Transylvania County Tourism Development Authority



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# I. Organizational News

## Board Members

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

**Madeline Magin, Vice Chair**  
Member-at-large

**Dana Antonuccio**  
Accommodations Owner / Operator

**Emrie Carlton-Jackson**  
Interested Individual

**Larry Chapman**  
Transylvania County Appointee

**Dionne Hodgson**  
Accommodations Owner / Operator

**Nory LeBrun**  
Member-at-large

**Catherine Lemel**  
Interested Individual

**Lauren Wise**  
City of Brevard Appointee

## Marketing

**Dee Dee Perkins, Chair** Community

**Dana Antonuccio** Board

**Emrie Carlton-Jackson** Board

**Dionne Hodgson** Board

**Nory LeBrun** Board

## Transylvania Always

**Jessica Whitmire, Chair** Board

**Madeline Magin** Board

**Lauren Wise** Board

**Mandi Bentley** Community

**Grant Bullard** Community

**Eric Caldwell** Community

## Destination Infrastructure

**Madeline Magin, Chair** Board

**Catherine Lemel** Board

**Jessica Whitmire** Board

**Aaron Baker** Community

**Nicole Bentley** Community

## Grant

**Dana Antonuccio, Chair** Board

**Larry Chapman** Board

**Catherine Lemel** Board

FY26

# Board and Committee Members

## Organizational News

# Board & Staff

The new year began with the addition of a new board member, Emrie Carlton-Jackson, and a new board chair, Jessica Whitmire. In February, the board held its annual strategic planning retreat, focusing on several key areas: tourism outlook (presented by Chris Cavanaugh of Magellan Strategy Group), marketing strategy (presented by Market Connections), 2026 agenda topics (presented by the chair and executive director), and a financial overview (presented by the executive director).

In March, TCTDA and Market Connections staff attended the annual Visit NC Tourism Conference. With the conference held in Asheville, a larger group was able to participate. The event included a media roundtable, educational workshops, a legislative update, a facilitated meeting with TDA executive directors and CEOs from across the state, a presentation on artificial intelligence in travel, and networking opportunities.



## Organizational News

# Partner Support

We transitioned into a new year of partner marketing opportunities, which range from free calendar opportunities to co-op print ads in strategic publications to ads on our website and collateral. The 2026 editions of the Adventure Guide and the Waterfalls & Points of Interest Maps were completed and distributed locally, to welcome centers around the state, and to individuals worldwide.

Our 2026 Romantic Mountain Getaway Sweepstakes, which prominently featured three local businesses, ran from January 19 to February 11 and generated 10,209 entries, 7,652 email addresses, and 18,296 website sessions. The sweepstakes is intentionally designed to highlight a winter experience and drive visitation during a time of year when demand is typically lower.

We also finalized the 2026 edition of the Camp & Big Event Calendar. This partner-only resource highlights key tourism events and activities throughout the year that may impact traffic, lodging availability, and overall business activity. It is updated regularly and available in the Partner Portal on our website to support planning efforts across the tourism community.

Finally, we recognized and celebrated 14 local businesses and attractions that were named winners or runners-up in Blue Ridge Outdoors' "Best of the Blue Ridge.



# Organizational News

## Transylvania Always

Each spring, the TCTDA unveils a campaign designed to promote the organization's important messages that encourage good visitor behavior – *Leave It Better* and *Be Waterfall Wise*. This year's effort will feature a specific push to ask each public land user to "Prepare Yourself". The third quarter of FY27 saw the completion of the plans for this annual campaign, as well as the quarterly French Broad River update from Jack Henderson with MountainTrue, and multiple grant requests.

### 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.

### Q3

- **The Pisgah Conservancy – Pisgah Project Day (PPD) and Pisgah River Rangers (PRR): \$13,000**
  - \$10,000 for lead sponsorship of PPD, an incredible day of stewardship for Pisgah National Forest featuring 500+ volunteers, and \$3,000 for an expanded snorkel program for PRR.
- **Riverlink – Adopt-a-Storm-Drain Project: \$3,000**
  - New project improving water quality in the French Broad River watershed in conjunction with the Brevard Sustainability Council.
- **DuPont State Recreational Forest (DSRF) – Forest Health Display: \$9,000**
  - The first display in a series at DSRF's visitor center to educate visitors about important forest management practices.

**Year-To-Date Funding: \$79,467.00**



Photos Courtesy of The Pisgah Conservancy – Callie Horwath

## Organizational News

# Destination Infrastructure

The committee this quarter connected with key local parties about current and potential projects that align with the Destination Infrastructure (DI) funding path. Mandi Bentley, Recreation Manager for Transylvania County Parks & Recreation, joined the committee for a discussion about the intersection between DI objectives and parks and recreation needs. Jane Margaret Bell with Land of Sky Regional Council provided an update on Rosman Riverfront Park, and to receive feedback in advance of an anticipated funding request. Brevard City Manager Wilson Hooper provided an update on The Ecusta Trail. As a result, and based on his recommendation, the TCTDA Board later determined that no funds would be disbursed in FY26, with plans for the \$750,000 remaining on the organization's pledge to be released in future years.

### 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.

### Q3

No grant funds were awarded this quarter.

**Year-To-Date Funding: \$42,113.00**



# 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.

### Q3

- Arthritis Foundation – Carolina Hills Classic Bike Tour: \$2,000
- Headwaters and Davidson River Outfitters – Forks of the River Fly Fishing Festival: \$2,000
- Transylvania Heritage Museum – Appalachian Folk Festival: \$1,250
- Mary C. Jenkins Center – WNC African American Symposium: \$1,500
- Rotary Club of Pisgah Forest – 2026 Assault on the Carolinas: \$4,500
- Appalachian Region Porsche Club – Luft Wasser Porsche Celebration: \$1,055
- Pisgah Area SORBA – WNC Bike Fest: \$4,999
- Conserving Carolina – Upper French Broad Riverfest: \$3,500
- FIND Outdoors – TimberFest: \$2,500

**Year-To-Date Funding: \$70,154.00**



Photo Courtesy of Pisgah Area SORBA



## II. Marketing

# Marketing Overview

## SUMMARY

Marketing our destination in the third quarter always brings a few challenges. Winter comes with dropping temperatures, shortened days, and visitor wariness about the weather. From January through March, we highlight those things that are seasonally unique to Transylvania, affording our guests special opportunities to warm up and stretch out in our special corner of these mountains.

As we began the year, our marketing focus shifted to a seasonal strategy that targeted closer-in, drive destinations (Charlotte, Upstate, Knoxville, etc.) and sparked overnight stays as well as day-trip visits that support Transylvania County's businesses and economy during this slower time of year. Messaging invited travelers to find themselves beneath dark skies filled with stars, in cozy cabins and hotels, and to get toasty by the fire. Visitors were invited to discover Downtown Brevard with its colorful local shops, restaurants, and distinctive culture.



# Marketing Overview

## TACTICS

- Shifted geographic targeting to drive markets within a 100–150 mile radius, including Atlanta, Charlotte, Upstate, and other areas of Western NC.
- Launched an all-new “Find Yourself” integrated creative campaign, including a new 30-second television spot and short-form videos through coordinated social, print, and digital media in multiple target markets.
- Focused on earned media and expanded public relations initiatives through Florida and regional Media Missions, and expanded local news and on-air interviews.
- Conducted a highly successful Sweepstakes to increase engagement in visitor audiences.
- Captured new seasonal photos to highlight the wonder of winter in Transylvania.
- Through a special co-op partnership with Visit North Carolina, implemented an array of messaging initiatives designed to tell Transylvania’s story through local voices and unique digital channels.
- Produced the annual Adventure Guide and new Waterfalls & Points of Interest Map.



# Marketing Digital

We extended our Winter digital efforts through March 14, leveraging a mix of programmatic, native, and search ads to capture key niche markets. On March 15, we pivoted to Spring messaging, focusing on high-impact placements like YouTube and targeted outdoor platforms including *Blue Ridge Outdoors*, *Pinkbike*, and Visit NC's website and e-newsletters.

# Print

Print expanded its reach this quarter with strategic placements. Winter highlights included a full-page ad in *Our State* and a two-page feature in *WNC Magazine*. We transitioned into spring with co-op ads in both *Blue Ridge Outdoors* and *WNC Magazine* (two-page spread).



## Marketing Broadcast

The new "Find Yourself Here" campaign launched on January 1, featuring the 30-second TV spot that anchored our Q3 broadcast strategy. The commercial reached core audiences through traditional cable and geo-targeted streaming platforms in Atlanta, Nashville, Charlotte, Raleigh, Columbia, and Greensboro. Strategic expansions included Jacksonville (February) and Orlando (March).

To maximize regional impact, we also secured premium airtime on CBS *Sunday Morning* in the Charlotte and Upstate, SC markets.

A selection of shorter campaign videos were also utilized on YouTube, digital, and pre-roll platforms, as well as through social media advertising.



# Marketing Newsletters & Blogs

## ADVENTURIST & BLOGS

Three Adventurist email newsletters were distributed to a growing list of more than 48,000 opt-in subscribers, fueled by the success of the Romantic Mountain Giveaway Sweepstakes.

Six blogs were published this quarter, including January's "A 3-Day Itinerary for the Perfect Solo Getaway," which showcased why Brevard is an ideal destination for solo travelers.

February's "Hands-On Experiences in Brevard" encouraged visitors to explore creative, outdoor, and culinary activities, while March's "Girls' Mountain Getaway Trip Ideas" offered a guide to the ultimate weekend escape in Transylvania County.

Additional new blog content included "Brevard Is Proud to Be an Outdoor NC Trail Town," "Scenic Hwy 276 Arts Corridor," and "Land of Waterfalls Bucket List," and "Patriot's Pint."



# Marketing Newsletters & Blogs

## BLUE RIDGE OUTDOORS


On February 4, our featured e-newsletter, "Plan Your Romantic Getaway in a Top Adventure Town," reached 42,000 Blue Ridge Outdoors subscribers, highlighting Brevard's unique seasonal appeal.

## ROMANTIC ASHEVILLE

Our "Pet-Friendly Brevard, NC: An Itinerary With Your Furry Friend," page was posted in March. It provides recommendations for dog-friendly lodging, dining, and outdoor activities.

## PRESS OUTREACH


As part of our expanded media relations strategy, the Spring/Summer press e-newsletter was distributed on March 12 to 850 targeted media contacts. In addition, staff continued enhanced outreach for earned media, especially to regional media.



**Plan Your Romantic Getaway in a Top Adventure Town - Brevard, NC**

Need a last-minute plan to make this Valentine's Day special? Make your way to North Carolina's Land of Waterfalls—Brevard and Transylvania County. With mountain views, waterfalls, cozy cabins, and outdoor adventure, it's hard not to fall in love. Here are a few of our best tips to plan a romantic getaway that you'll want to repeat year after year.

**ROMANTIC GETAWAY ITINERARY**



**Pet-Friendly Brevard, NC: An Itinerary With Your Furry Friend**  
Bring Your Best Friend to a Dog-Friendly Mountain Escape



**Pet-Friendly Accommodations in Brevard, NC**



SPRING | SUMMER 2024

**SEASONAL STORIES**  
FROM THE *Land of Waterfalls*



**DID YOU HEAR?**  
Brevard, NC Recognized in Multiple Categories of Regional Awards

## Marketing Billboards & Signage

### INTERSTATE 26

Featuring iconic Transylvania County imagery, this directional billboard reaches approximately 253,000 motorists weekly, highlighting the outdoor adventures awaiting just down the road. The creative was refreshed in early March with a waterfall image.

### HIGHWAY 280

Strategically placed to welcome visitors to Transylvania County, this "gateway" billboard was updated in early March. It now features a waterfall to showcase the seasonal beauty of NC's *Land of Waterfalls*.



# Marketing

## 3<sup>rd</sup> Quarter Highlights

### FIND YOURSELF CAMPAIGN LAUNCH

As part of its ongoing strategy, The TCTDA refreshed the Explore Brevard brand with the new “Find Yourself” campaign.

The new “Find Yourself” campaign officially launched this quarter, including the [new campaign video](#).

The campaign included additional print, digital, out-of-home, and social media placements throughout the quarter.

Featuring local voices and scenic imagery, the campaign highlights the area’s adventure and authentic mountain charm, aiming to inspire visitation and drive economic growth in North Carolina’s Land of Waterfalls.



# Marketing 3<sup>rd</sup> Quarter Highlights

## SWEEPSTAKES

Our annual sweepstakes ran from January 19th to February 11th, 2026 with a **Romantic Mountain Getaway** theme. One lucky winner, Dina from Florida was chosen.

## RESULTS BY THE NUMBERS

**10,209 Total entries** ↑18%

**7,652 New email addresses** ↑40%

18,296 Landing page sessions ↑29%

61,044 Total website sessions ↑87%

3,705 Digital ad clicks ↑40%

3,426 Meta ad clicks ↑86%

159,607 total ad impressions ↑11%

## PROMOTED ON

- Social Media (Organic + Paid Ads)
- Digital Ads
- Email
- Website
- Romantic Asheville



## PARTNERS & PRIZES

- **Valley Bear Farms** - Two-night stay for two people
- **The Blind Mule** - Fine-dining experience and bottle of wine
- **Audacity** - A private 45-minute dance lesson
- **Explore Brevard Gift Basket**

*Getaway valued at \$1,250.*

## TOP STATES

North Carolina  
South Carolina  
Florida  
Georgia  
Tennessee

## TOP CITIES

Charlotte  
Raleigh  
Atlanta  
Asheville  
New York

## TOP REFERRALS

20% Digital Ads  
16% Homepage  
15% Meta  
12% Romantic Asheville  
12% SweepstakesFanatics.com  
11% Valley Bear Farms

# Marketing

## 3rd Quarter Highlights

### 2026 ADVENTURE GUIDE AND WATERFALLS MAP

The 2026 Adventure Guides and Waterfalls & Points of Interest Maps arrived in mid-February and were distributed to partners countywide, with Adventure Guides also sent to visitor and welcome centers across the state.

This year's Adventure Guide features a more visual, story-driven approach, with new elements like bucket lists, community spotlights, and annual events to inspire trip planning. A total of 80,000 copies were printed for local, regional, and national distribution.

The waterfalls map and corresponding guide are now combined into a newly designed standalone Waterfalls & Points of Interest Map. It features a Downtown Brevard map, a countywide map of waterfalls and points of interest, and the full waterfall guide. Seventy-five thousand copies were printed primarily for local use.

Requests for both the Guide and Map, as well as digital versions are available at [ExploreBrevard.com](https://www.explorebrevard.com).



# Marketing

## 3<sup>rd</sup> Quarter Highlights

### CONFERENCES AND MEDIA MISSIONS

- **2026 Visit NC Tourism Conference (March 16-18):** Key TCTDA and Market Connections staff joined more than 570 other attendees at the annual Visit NC Tourism Conference. The team engaged in sessions covering AI, data optimization, and influencer relations. Governor Josh Stein welcomed attendees and underscored the tourism's vital role, noting that NC is the nation's fifth most-visited state, generating \$36 billion in economic activity.
- **Southeast Tourism Society Travel Media Meetup (March 25-26):** The TCTDA was represented at the SE Tourism Society Travel Media Meetup in Orlando which included private engagement with over 20 journalists, content creators, and influencers from the coveted Florida media market.



# Marketing Public Relations

Throughout the third quarter, The TCTDA proactively managed press inquiries and pursued earned media opportunities. Our ongoing outreach to local and regional outlets resulted in several high-impact newscast interviews and features.

## ARTICLES & TV COVERAGE

- WLOS-TV, Asheville (January 21) [Explore Brevard launches 'Find Yourself Here' campaign to boost local tourism](#)
- White Squirrel Day (February 2)
  - [Pisgah Piper co-signs Phil's long winter prediction, weighs in on Super Bowl](#) - WLOS-TV, Asheville
  - [Brevard's white squirrel prognosticator calls for late winter](#), 828NewsNow.com
  - [White squirrel in western NC makes weather, Super Bowl predictions](#). FOX Carolina, WHNS-TV Greenville, SC & WIS-TV Columbia, SC
  - [All the Animals Aside From Punxsutawney Phil That Predict The End of Winter](#), Country Living Magazine Online
- WBTV-TV, Charlotte (February 4) [Escape to Brevard: Charlotte's perfect mountain getaway just 2.5 hours away](#)
- Roswell City Lifestyle, Woodstock City Lifestyle, & West Cobb, GA Magazine (March) [Where You Go To Remember What Matters](#)



# Marketing Social Media

## FACEBOOK METRICS

Followers: 29.1 K (+6.2%)

Views this quarter: 3.1 M (+ 12.1% Year over Year)

Top Performing Post: Fly Fishing Festival Reel, 75.9 K views (Non-boosted views)

## INSTAGRAM METRICS

Followers: 31.8 K (+8.5%)

Reach this quarter: 159.7 K (+ 98.5% Year over Year)

Top Performing Post: Snow Day In Downtown Brevard, 8.7 K (Non-boosted reach)

## YOUTUBE METRICS

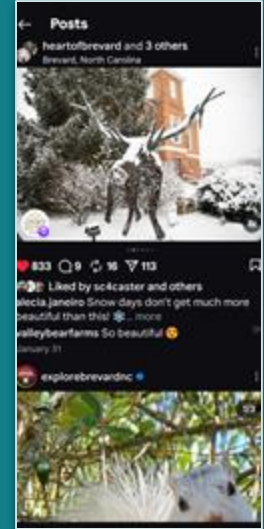
Subscribers: 378 Videos: 46 Views: 62.7K (+133% Year over Year)

Top Performing Video: "Find Yourself Here"

*Facebook views represent the number of times content was played or displayed. Meta discontinued the reach for Facebook in late 2025.*

*Instagram reach represents the number of unique users who see your post or page.*

*YouTube views are counted when a user watches a video for a minimum of 30 seconds.*





### III. Digital Marketing & Web Traffic Reports



# Quarterly Report: January - March 2026

- Traffic from the digital campaigns was slightly down 1.6% compared to the same quarter last year. This is due to reallocating unspent dollars from Fall of 2024 (due to the hurricane campaign pause) to January-March 2025. Total traffic to the website was up 64% year-over-year, with total website traffic reaching its zenith for the quarter in January, up 96.4% over last January.

- MediaOne clients average a 35% 1-minute session rate. Google Search, Facebook/Instagram, and Native met or exceeded that average. Facebook/Instagram delivered the top 1-minute session rate of 45.75%.

- 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 71.23% view rate, and Pre-roll video delivered a 54.94% view rate.

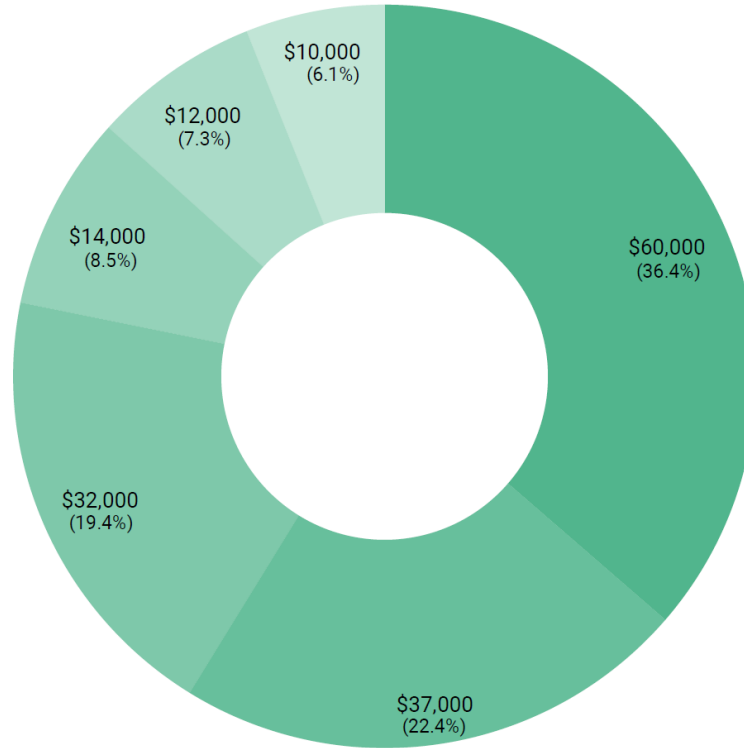
- Ad platform data shows Raleigh, New York, Charlotte, Nashville and Brooklyn were the top cities for website traffic from ad clicks, with traffic from cities in North Carolina, South Carolina, Tennessee, New York, Georgia and Florida appearing prominently.

- Atlanta is #7 on the list of top cities for website traffic from ad clicks per ad platform data. It is worth noting that GA4, at the metro level, is showing Atlanta as #7 for all traffic, including organic. For paid traffic, Atlanta is ranked #6.

- Standalone Campaign Performance:

> The *Romantic Sweepstakes* Facebook/Instagram campaign ran from January 20, 2026 to February 11, 2026 and delivered 100,391 impressions, 3,705 link clicks, and 4,356 post engagements.

● Facebook ● Native Prospecting & Ret... ● SEM (Google) ● Display Prospecting & Re... ● Video Pre-roll ● YouTube ●



## Website Traffic

M1 client average 1-minute session rate is 35%



### Google Search

Impressions	Clicks	CTR
64,012	6,500	10.15%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
42.60%	\$4.06	1,803



### Facebook/IG

Impressions	Clicks	CTR
2,128,475	15,833	0.74%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
45.75%	\$2.49	2,329



### Native Content Activation

Impressions	Clicks	CTR
860,605	13,968	1.62%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
35.60%	\$3.01	309

## 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
796,515	914	0.11%
	CPM	
	\$7.25	



### YouTube Ads :15 - :45 videos

Impressions	Views	View Rate
63,058	44,916	71.23%
Cost / Completed View		
\$0.12		



### Pre-Roll Video

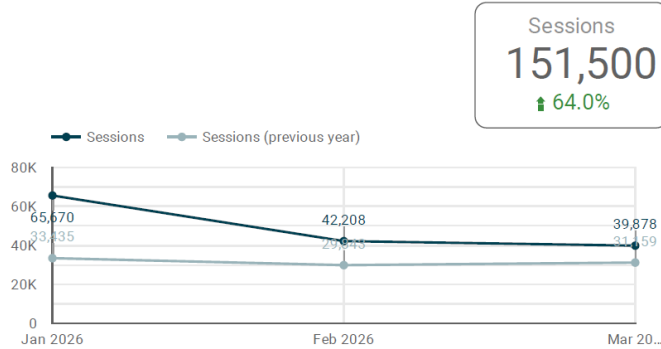
Impressions	Views	View Rate
170,031	83,209	54.94%
Cost / Completed View		
\$0.05		

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

	City	State	Impressions	Clicks
1.	Raleigh	North Carolina	78,777	1,857
2.	New York	New York	83,005	1,841
3.	Charlotte	North Carolina	66,713	1,694
4.	Nashville	Tennessee	117,054	1,490
5.	Brooklyn	New York	75,332	373
6.	Knoxville	Tennessee	62,184	356
7.	Atlanta	Georgia	56,038	313
8.	Durham	North Carolina	11,664	259
9.	Columbia	South Carolina	17,350	210
10.	Greensboro	North Carolina	7,949	206
11.	Charleston	South Carolina	18,900	188
12.	Greenville	South Carolina	18,945	181
13.	Cary	North Carolina	5,689	173
14.	Orlando	Florida	10,121	165
15.	Garner	North Carolina	5,790	156
16.	Winston Salem	North Carolina	7,319	145
17.	Concord	North Carolina	5,786	138
18.	Wake Forest	North Carolina	6,524	131
19.	Cumming	Georgia	20,719	122
20.	Summerville	South Carolina	11,320	120

\*Meta does not provide city level performance metrics.

## Total Traffic to the Website\*



\*Total traffic to the website includes organic, direct, paid advertising, and referrals such as RomanticAsheville.com and VisitNC.com.

## Top Visited Pages

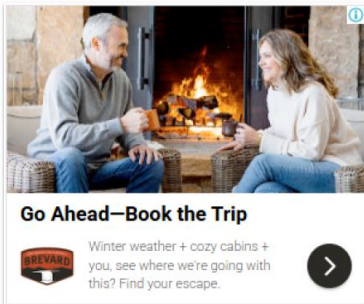
Page path	Views	% Δ
1. /plan-your-trip/live-cam/	24,625	5,833.7% ↑
2. /romantic-sweepstakes/	13,794	29.7% ↑
3. /	13,612	-13.5% ↓
4. /sweepstakes-entry-confirmation/	11,292	-
5. /stay/	10,780	114.9% ↑
6. /events-calendar/	10,155	-11.3% ↓
7. /plan-your-trip/winter/	9,131	1,715.3% ↑
8. /naturally-rooted/land-of-waterfalls/	8,616	85.6% ↑
9. /events-calendar/festivals-events/	4,454	20.9% ↑
10. /local-experiences/downtown-brevard/	3,719	-33.7% ↓
<b>Grand total</b>	<b>239,301</b>	<b>30.4% ↑</b>

## Top Sources of Traffic

Session source / medium	Sessions	% Δ
1. google / organic	41,918	91.3% ↑
2. (direct) / (none)	36,856	137.3% ↑
3. MediaOne / facebook	14,954	-11.2% ↓
4. MediaOne / native	14,224	8.8% ↑
5. MediaOne / google	6,652	-3.9% ↓
6. fb / paid	5,222	164.8% ↑
7. m.facebook.com / referral	3,890	187.9% ↑
8. RomanticAsheville.com / referral	3,169	-45.4% ↓
9. sweepstakesfanatics.com / referral	2,174	-
10. fb / VBF Traffic - Romantic Getaway Give...	1,794	-
11. MediaOne / display	1,746	11.4% ↑
12. bing / organic	1,742	84.7% ↑
13. ig / paid	1,714	202.8% ↑
14. l.facebook.com / referral	1,304	153.2% ↑
15. yahoo / organic	1,068	254.8% ↑
16. lm.facebook.com / referral	979	683.2% ↑
17. visitnc.com / referral	942	-7.3% ↓
18. duckduckgo / organic	711	73.8% ↑
19. contestgirl.com / referral	633	-
20. vanity / social	485	-
<b>Grand total</b>	<b>151,500</b>	<b>64.0% ↑</b>

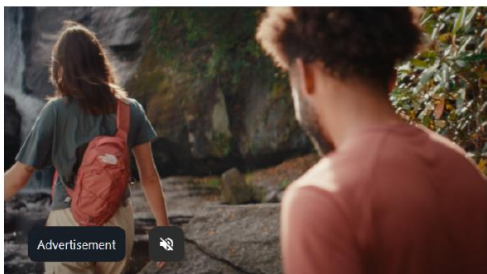


## Top Native Ad:



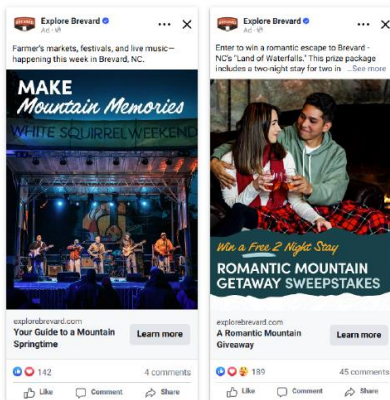
## Top Pre-roll Ad:

Find Yourself in Brevard



\*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 Ads:

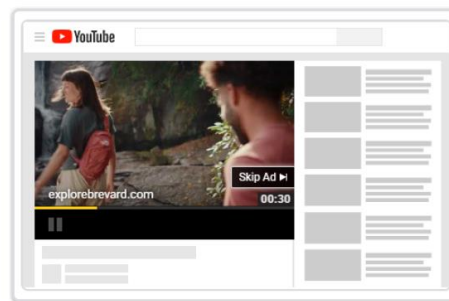


## Top Display Ad:



## Top YouTube Ad:

Find Yourself in Brevard



# Digital Marketing & Web Traffic Reports

## Web Traffic Report

Web traffic generally falls into two primary categories: **paid** and **organic**. Together, these channels reflect both our strategic investment and long-term brand health online.

- **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 Madden Media.

The following pages reflect Google Analytics data for the quarter. The Sitewide Overview is a summary of key data points on all traffic (organic and paid). The two subsequent pages cover key data points for organic traffic only. For more detailed reporting from our SEO manager, Madden Media, see the [Sitewide Performance Summary](#).



# SITEWIDE OVERVIEW

Summary Share Export

Jan 1, 2026 - Mar 31, 2026



+ Filters:

Landing Page

Country

Device Category

URL Name



Total users  
27,644  
↑ 62.9%

Engagement rate  
77.54%  
↓ -5.6%

Sessions  
46,493  
↑ 101.2%

Average session duration  
00:03:03  
↓ -21.0%



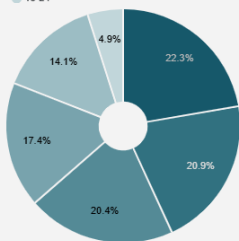
Url Clicks  
33,693  
↑ 71.4%

Impressions  
5,348,714  
↑ 199.8%

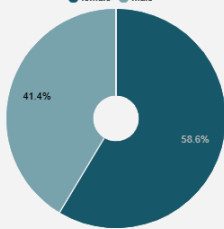
Average Position  
9.82  
↓ -18.0%

## AGE AND GENDER DEMOGRAPHICS

35-44 55-64 45-54 25-34 65+ 18-24

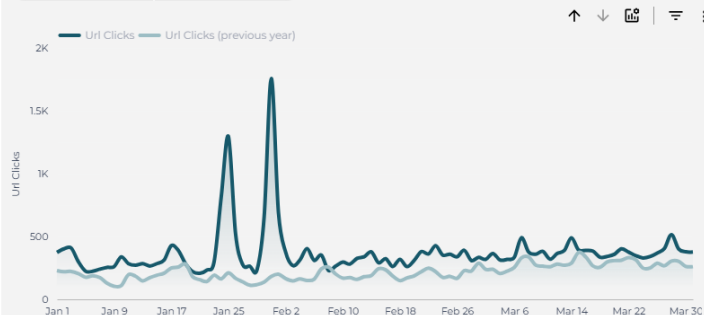


female male



Clicks

Impressions



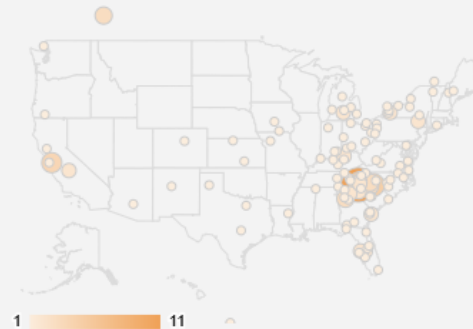
## TOP PAGES

	URL Path	Avg. session time	% Δ	Engagement rate	% Δ	Engaged sessions	% Δ
1.	/plan-your-trip/live-cam/	00:02:30	-14.4% ↓	79.65%	16.1% ↑	10,598	15,040.0% ↑
2.	/events-calendar/	00:00:55	-20.3% ↓	88.93%	-2.8% ↓	4,973	131.4% ↑
3.	/	00:01:37	-20.3% ↓	87.16%	-0.9% ↓	3,481	105.4% ↑
4.	/events-calendar/this-week/	00:00:53	-25.0% ↓	95.02%	-1.9% ↓	2,138	125.1% ↑
5.	/local-experiences/downtown...	00:01:47	-15.9% ↓	87.14%	-2.2% ↓	1,993	72.3% ↑
6.	/eat-drink/	00:01:18	-20.2% ↓	95.62%	1.1% ↑	1,810	90.7% ↑
7.	/events-calendar/festivals-ev...	00:01:33	21.0% ↑	94.52%	-1.4% ↓	1,432	129.9% ↑
8.	/naturally-rooted/land-of-wat...	00:03:28	4.8% ↑	81.84%	-3.5% ↓	1,298	84.9% ↑
9.	/event/white-squirrel-weekend/	00:02:28	6.3% ↑	80.42%	-8.4% ↓	1,261	1,840.0% ↑
10.	/eat-drink/restaurants/	00:03:05	24.5% ↑	94.5%	0.4% ↑	1,254	78.4% ↑

### ORGANIC LANDING PAGES BY VIEWS & CONVERSIONS

Landing page	Conversions	% Δ	Views	% Δ	Engagement...	% Δ
1. (not set)	11,871	40.0...	0	-	5.91%	-12.4...
2. /plan-your-trip/li...	7,411	13.1...	15,055	10.5...	79.2%	20.2...
3. /	6,340	-3.6...	12,733	1.6% ↑	86.63%	-1.0...
4. /events-calendar	3,802	20.9...	9,771	34.3...	85.03%	-2.6...
5. /local-experienc...	3,165	1.5% ↑	5,007	24.9...	85.74%	-4.5...
6. /eat-drink	1,417	-7.7...	1,686	-6.3...	91.58%	1.1% ↑
7. /event/white-sq...	1,371	1.28...	1,580	1.78...	78.72%	-11.8...
8. /naturally-roote...	1,144	14.2...	1,627	20.0...	78.29%	-7.2...
9. /stay	1,008	-3.8...	1,113	9.8% ↑	93.59%	1.6% ↑
1... /outdoor-advent...	606	44.6...	638	53.4...	93.28%	2.6% ↑
1... /stay/camping-rv	593	35.1...	646	133...	74.13%	-10.1...
1... /local-experienc...	570	5.6% ↑	563	15.8...	81.47%	-8.3...
1... /plan-your-trip/s...	551	-9.7...	340	-8.8...	82.93%	-0.6...
1... /events-calenda...	530	111.2...	1,251	141...	79.92%	-0.9...
1... /events-calenda...	471	32.7...	830	29.1...	82.59%	-2.9...
1... /listings/dollys-d...	424	-29.7...	422	-25.6...	80.28%	-3.2...
1... /stay/cabin-retre...	409	1,17...	241	904...	85.47%	17.5...
1... /naturally-roote...	348	20.8...	579	56.1...	77.48%	-5.2...
1... /stay/bed-breakf...	342	3,32...	223	1,92...	84.18%	26.3...

### ORGANIC TRAFFIC BY CITY



City	% of Total Traffic	% Δ
(not set)	9.1%	85.0...
Brevard	5.65%	48.6...
Charlotte	4.43%	-20.4...
Lanzhou	3.59%	-
Raleigh	1.99%	-35.2...
New York	1.96%	67.8...
Atlanta	1.94%	-67.0...
Nashville	1.58%	-31.0...
Singapore	1.56%	5,65...
Asheville	0.95%	-14.8...
Osaka	0.70%	24.4...

### TOP ORGANIC SEARCH ENGINES

Session source / medium	Views	% Δ	Engaged sessions	% Δ
1. google / organic	69,843	50.1% ↑	<div style="width: 80.8%;"></div>	80.8% ↑
2. (direct) / (none)	48,928	82.2% ↑	<div style="width: 141.5%;"></div>	141.5% ↑
3. MediaOne / facebook	28,692	0.9% ↑	<div style="width: 22.2%;"></div>	-22.2% ↓
4. MediaOne / native	21,576	-12.0% ↓	<div style="width: 8.5%;"></div>	8.5% ↑
5. MediaOne / google	14,956	0.4% ↑	<div style="width: 6.3%;"></div>	-6.3% ↓
6. RomanticAsheville.co...	7,535	-39.2% ↓	<div style="width: 45.5%;"></div>	-45.5% ↓
7. m.facebook.com / ref...	4,624	114.4% ↑	<div style="width: 117.5%;"></div>	117.5% ↑
8. sweepstakesfanatics....	5,201	-	<div style="width: 0%;"></div>	-

## ORGANIC LANDING PAGE PERFORMANCE BY SITE SECTION

URL	Clicks ▾	% Δ	Impressions
/plan-your-trip/live-cam/		182.7% ↑	53,441
/events-calendar/		-33.9% ↓	123,019
/		-17.9% ↓	169,722
/local-experiences/downtown-brevard/		-41.3% ↓	95,414
/event/white-squirrel-weekend/		175.2% ↑	9,857
/naturally-rooted/land-of-waterfalls/		-33.5% ↓	52,230
/eat-drink/		-48.0% ↓	86,003
/listings/tipsy-taco/		83.6% ↑	7,920
/stay/		-17.1% ↓	90,183
/naturally-rooted/white-squirrels/		-26.3% ↓	37,633
/events-calendar/this-week/		-71.2% ↓	482,051
/listings/dollys-dairy-bar-seasonal/		2.3% ↑	5,833
/events-calendar/festivals-events/		-69.5% ↓	26,244
/local-experiences/live-music/		-31.8% ↓	180,546

## ORGANIC QUERY PERFORMANCE BY SITE SECTION

Query	URL Name	Clicks ▾	% Δ	Impressions
brevard nc	/		-19.9% ↓	41,040
brevard nc webcam	/plan-your-trip/live-cam/		114.7% ↑	1,090
brevard live cam	/plan-your-trip/live-cam/		242.0% ↑	656
brevard nc live cam	/plan-your-trip/live-cam/		300.0% ↑	649
brevard webcam	/plan-your-trip/live-cam/		197.5% ↑	561
brevard nc	/local-experiences/downtown-brev...		-46.9% ↓	34,217
brevard nc webcam live	/plan-your-trip/live-cam/		1,059.4% ↑	428
brevard	/		-24.8% ↓	25,362
brevard north carolina	/		15.5% ↑	8,796
things to do in brevard nc	/local-experiences/downtown-brev...		-55.2% ↓	2,993
tipsy taco brevard nc	/listings/tipsy-taco/		68.3% ↑	2,507
downtown brevard nc	/local-experiences/downtown-brev...		-26.3% ↓	773
white squirrel festival	/event/white-squirrel-weekend/		112.1% ↑	1,559



## **IV. Visitor Reports & Insights**

## Occupancy and Visitor Data Dashboard



### AirDNA Short-term Rental Report

	Available Units	Occupancy	ADR	Length of Stay
Last 12 Months Vs. Prior 12 Months	1104	48%	\$242	3.8
% Change	↓ -8%	↑ 7%	↓ -6%	↑ 11%

Data is provided by AirDNA based on data scraping performed by a third party named Arrivalist. Date range is the last 12 months through March. ADR = average daily rate

### Zartico Visitor Report

- Top 5 Origin States – SC, FL, GA, TN, AL
- Top 5 Origin Markets – Greenville/Asheville, Atlanta, Tampa, Columbia, Orlando
- Out-of-State Visitors – 73%, In-State Visitors – 27%
- 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 March.

### Occupancy Tax Proceeds

- YTD returns are up 3% versus budget and down 5% versus FY24 (due to Helene, two years prior is being used for comparison).
- In January and February, proceeds were down 5% vs budget and 13% versus FY24, so they are trending in a negative direction
- 47% of YTD returns are from traditional accommodations, and 53% are from short-term rentals.

Data includes occupancy tax collections through March, which represents visitor occupancy through February.

## Visitor Reports & Insights

# Trending & Tourism Insights

As a reminder, given the lingering impacts of Hurricane Helene and expectations of a softening economy, FY26 visitation and occupancy tax projections were intentionally conservative. Proceeds were budgeted at 7% below FY24, which was used as a “normal” baseline, recognizing that FY25 was significantly impacted by Helene.

At the midpoint of the year, occupancy tax proceeds were tracking 4% ahead of budget, equating to 4% below the FY24 baseline. However, lower-than-anticipated returns in January and February, due to weather and potentially softening travel demand, have adjusted those figures to 3% and -5%, respectively.

As we look ahead to the next six to eight months, a consistent theme has emerged from sources ranging from Magellan Strategy Group at our retreat to Visit NC and destination leaders across the state: prudence. Economic uncertainty, global conditions, elections, and other factors are contributing to more cautious consumer behavior. While research suggests travelers often prioritize travel spending over other discretionary areas, the sector is not immune to broader economic pressures.

In short, we remain measured in our outlook—encouraged by the resilience of the tourism sector, but realistic as we approach the close of FY26 and plan for FY27.

