FY27-Q1

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
Member-at-large

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Accommodations Owner / Operator

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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

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Emrie Carlton-Jackson Board

Dionne Hodgson Board

Nory LeBrun Board

Transylvania Always

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Mandi Bentley Community

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Eric Caldwell Community

Destination Infrastructure

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Aaron Baker Community

Nicole Bentley Community

Grant

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Larry Chapman Board

Catherine Lemel Board

FY27

Board and Committee Members

Organizational News

Board & Staff

As FY27 began, Caiti Klassovity joined the team as the part-time Special Projects Coordinator, a role supporting both primary areas of the TCTDA's work—destination marketing and destination management. The position was added two years ago to increase staff capacity.

The TCTDA created the Tourism Trailblazer Award in 2024 to honor individuals and organizations who have "blazed a trail and left a lasting impact on the tourism industry in Transylvania County." The organization presented the 2026 award to John Felty at the Brevard/Transylvania Chamber's annual awards gala in late September. Felty's role in founding and helping establish White Squirrel Weekend and the Mountain Song Festival, along with his music production work for those and many other local events, were among the highlights of his significant impact on tourism.

The TCTDA completed its FY25/26 annual report, with Executive Director Clark Lovelace presenting a summary to the Transylvania County Commissioners at their September 28 meeting. A press release was distributed to local media and other outlets to help keep the community informed about the work of the organization and the importance of the tourism industry.





Organizational News

Partner Support

The first quarter always marks the launch of the upcoming year's Partner Marketing Opportunities (PMO) program. The 2027 offerings were unveiled at our annual Kickoff Social, hosted by Grand Olde Station and the Trust Center in Brevard, providing tourism partners with an opportunity to learn about upcoming marketing opportunities and connect with one another.

The 2026 PMO program continued with partner exposure through summer and fall print placements, Spotlight e-newsletters, and advertising on ExploreBrevard.com. Staff also supported the summer tourism season through the Camp Counselor Discount Card program and Camp & Big Events Calendar, helping local businesses connect with seasonal visitors and camp staff.

Staff stayed informed on the Downtown Brevard Circulation Study and legislative updates affecting tourism and destination management organizations. Relevant information was shared with hospitality and tourism partners through eblasts and other communications to keep stakeholders informed on issues impacting the local tourism industry.



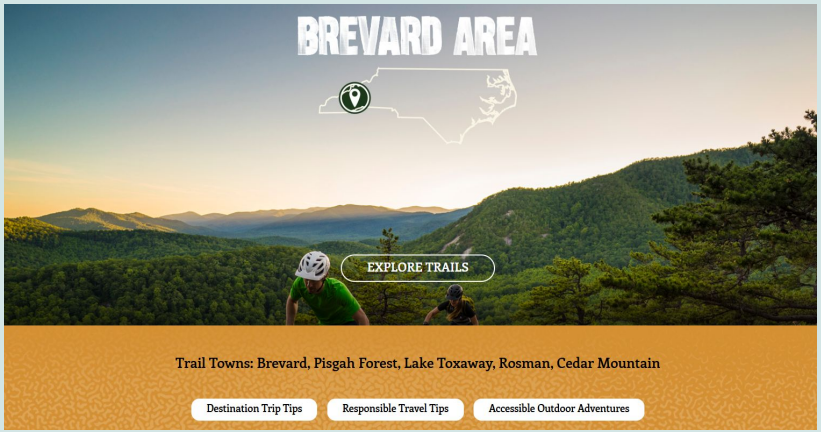


Organizational News

Transylvania Always

The Transylvania Always Committee (TAC) continued advancing destination stewardship and visitor education efforts throughout the quarter. Visitor messaging focused on the "Prepare Yourself" principle of the Leave It Better program, encouraging safe and responsible recreation across Transylvania County's public lands and natural resources. We also put great emphasis on *Be Waterfall Wise.* Staff also worked with Outdoor NC to promote stewardship messaging through statewide marketing channels and submitted a local guide nomination for the Outdoor NC Guide Summit.







Organizational News

Transylvania Always

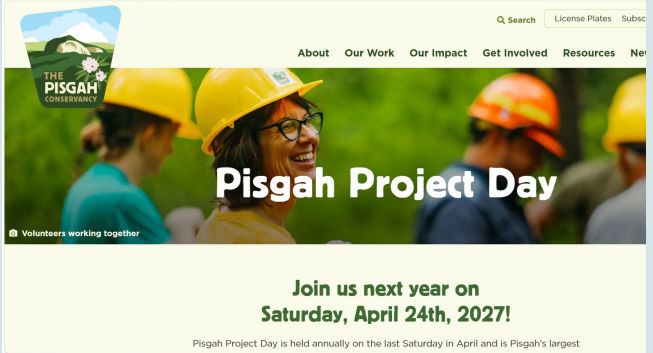
PROJECT FUNDING
Projects that are aligned with the mission of the TCTDA's Transylvania Always initiative by either addressing the impact of users in public lands or creating safe and enjoyable use of natural recreational assets.

Q1

The Pisgah Conservancy: "Pisgah Project Day 2027" $10,000
$10,000 for lead sponsorship of PPD, an incredible day of stewardship featuring 500+ volunteers completing 29 projects that directly benefit Pisgah National Forest in a single day.

Town of Rosman: "Rosman Riverfront Park Phase 1" $23,694
Funding is supporting the first phase of improvements to Rosman Riverfront Park, enhancing public access and visitor amenities along the French Broad River.

Year-To-Date Funding: $33, 694.00





Organizational News

Destination Infrastructure

The Destination Infrastructure Committee (DIC) continued to focus on supporting projects that enhance the visitor experience and community assets throughout Transylvania County. In July, TCTDA staff were on hand to help celebrate the opening of a new trail section at Bracken Mountain Preserve. This section makes the trail more accessible to various skill levels. The TCTDA contributed $49,000 toward this project.

PROJECT FUNDING

The committee continued to prioritize projects with a significant impact on the destination's tourism infrastructure, focusing on cycling, downtown Brevard, public land access points, and improvements in outlying communities. These are typically brick-and-mortar projects.

Q1

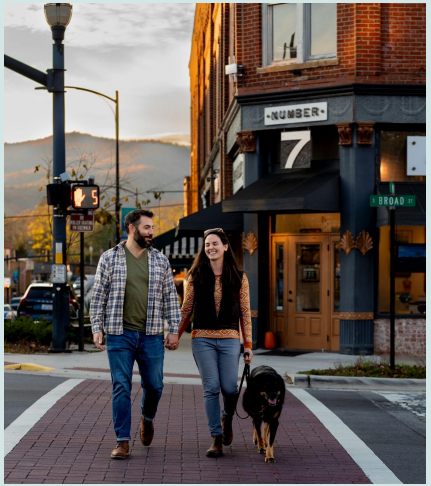
Heart of Brevard: "Downtown Seasonal Enhancements" $13,800

New Fall and Halloween pole banners and replacement holiday lighting, enhancing the downtown streetscape and creating a festive seasonal atmosphere for visitors and residents.

Town of Rosman: "Rosman Riverfront Park Phase 1" $15, 387

Funding is supporting the first phase of improvements to Rosman Riverfront Park, enhancing public access and visitor amenities along the French Broad River.

Year-To-Date Funding: $29,187.00





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.

Q1

Friends of Silvermont: "Silvermont's Pumpkin Fest 2026" $4,500
This fall event features music, a pumpkin trail, food, and family fun.

Sparkpoint: "2026 WNC Regional Rural Health Convening" $2,000
The one-day event brought partners together to share ideas and strengthen efforts to improve health outcomes in WNC and other rural communities.

Cedar Mountain Music Project: "White Squirrel Artisans Market" $4,000
WSAM supported local makers, artists, and small businesses while providing visitors with a unique holiday shopping experience.

Transylvania Heritage Museum: "ATOM Exhibit" $2,500
This annual aluminum tree display offers a nostalgic seasonal attraction.

Transylvania County Parks and Recreations "Light Up the Night" $4,000
This annual holiday event provides free, family-friendly activities and holiday fun.

The Family Place: "Festival of Lights" $3,000
This Christmas event features hayrides, s'mores, decorated cabins and more at Deerwoode Reserve.

Year-To-Date Funding: $20,000.00







II. Marketing

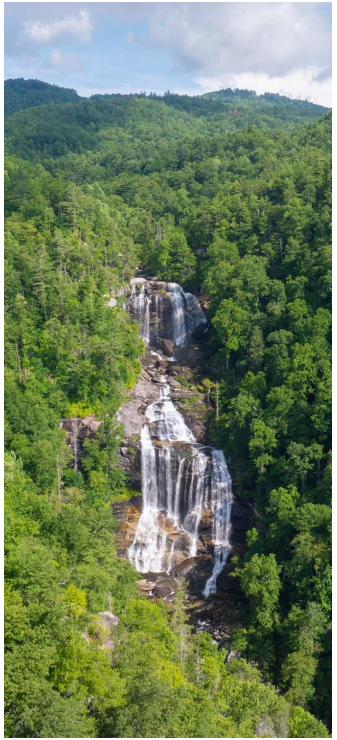
Marketing
Overview

SUMMARY

The TCTDA's FY 2027 marketing began by capturing the magic of summer and inviting visitors to experience our mountain community. From July 4 through the Mountain Song Festival, summer marketing showcased festivals and adventures across our trails, waterfalls, the Parkway and downtown. Reach expanded across the region and into national markets, including North Carolina, the Mid-Atlantic, Florida, Georgia, the upper Midwest and destinations served by direct flights from Asheville. Messaging targeted niche travelers, families, professionals and adventure travelers, while beginning to shift toward an older audience with more time to explore the mountains and changing seasons.

First quarter communications used a mix of targeted linear and streaming television, print, digital, and social media advertising as well as public relations to reach regional, national and international audiences. We partnered with Visit NC to host a writer from *The Irish Sun. Southern Living* told its national audience that Brevard and Transylvania are "a hidden gem."





Marketing
Overview

TACTICS

- Geo targeting, including major NC metro areas, reached multiple regional and national locations.
- Developed a social media plan with corresponding mini-campaigns, photo/video assets including reels, and new messaging.
- Enjoyed earned media through successful public relations initiatives resulting in online and print stories.
- Created and launched a new fall campaign across multiple media outlets, including print, digital, broadcast, and social.



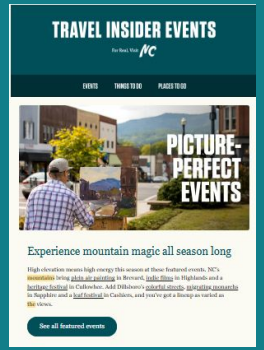
Marketing
Digital

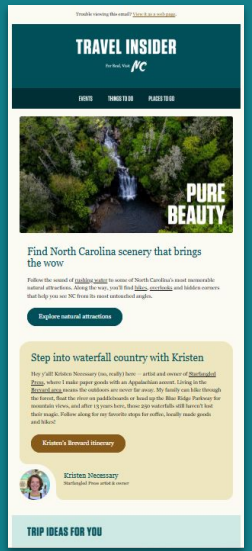
Digital advertising transitioned to fall messaging on September 1, using programmatic, native and search placements to support seasonal travel inspiration and visitation. In early August, the Visit NC *Insider Custom Content Newsletter* featured Kristen Necessary as the Transylvania County insider. In late August, Visit NC *Travel Insider Events Newsletter* featured paid placements for the Brevard Plein Air Festival, Mountain Monarch Festival, Pumpkin Fest and Halloweenfest. In September, placements with *Pinkbike* and *Outside Online* extended fall campaign reach among targeted outdoor recreation and adventure audiences.

Print

Print advertising during the summer months provided valuable exposure to highly targeted audiences through established regional and statewide publications. Placements included a full-page ad in the *Transylvania Times Summer Explorer,* a featured placement in the Outdoor NC Summer Guide within the *Blue Ridge Outdoors* Summer Issue, and a full-page ad in the July issue of *Our State*. Together, these placements extended reach among local and regional travelers, outdoor enthusiasts and consumers actively seeking North Carolina travel inspiration.











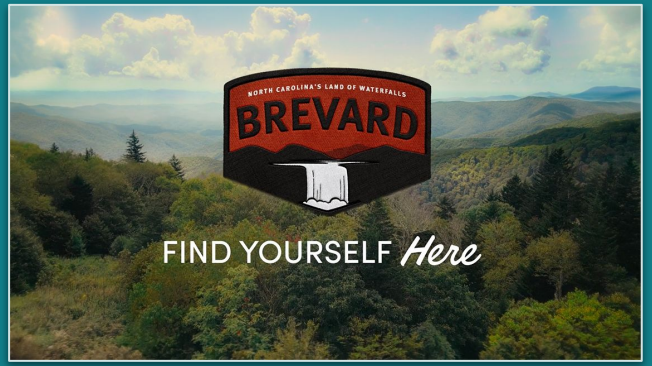




Marketing

Broadcast

The “Find Yourself Here” 30-second TV spot ran on Streaming TV in Charlotte, Atlanta, Raleigh, Nashville, Knoxville, Orlando and Jacksonville, targeting outdoor and travel enthusiasts. Linear TV placements ran in Atlanta during August and September, while the spot also aired on *CBS Sunday Morning* on WBTV Charlotte during both months. Election advertising and the CBS affiliate transition prevented linear TV placements in Raleigh and Upstate South Carolina. Shorter campaign videos extended the campaign across YouTube, digital pre-roll and social media.



Billboards & Signage

HIGHWAY 280
This "gateway" billboard, strategically placed to welcome visitors to Transylvania County, was updated in early September. It currently features a hiker in front of High Falls in DuPont State Recreational Forest.



Marketing

Newsletters & Blogs

Three Adventurist email newsletters were distributed to a list of more than 48,000 opt-in subscribers.

Eight Blogs were published this quarter.

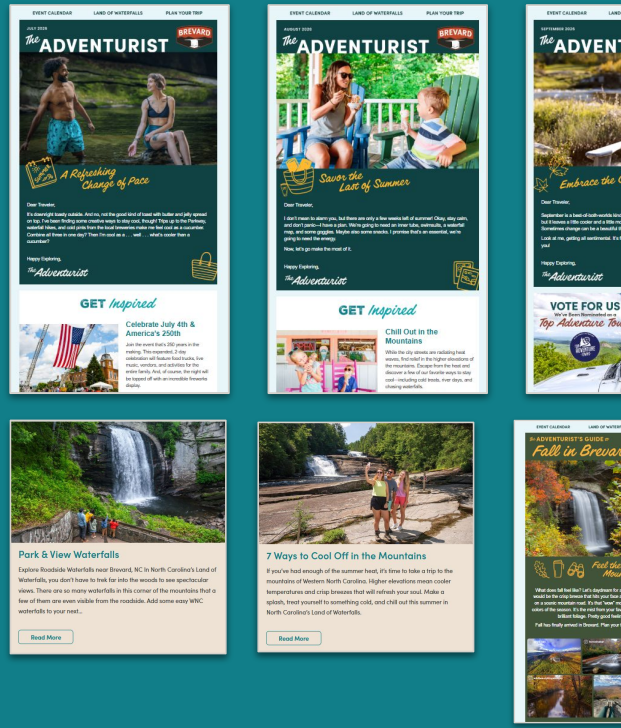
- **July** "7 Ways to Cool Off in the Mountains" highlighted Sliding Rock, waterfalls, natural swimming holes, the Blue Ridge Parkway, breweries and sweet treats, tubing and paddling
- **August** "Summertime Stays in Brevard, NC" featured lodging options ranging from rustic cabins and scenic campgrounds to luxury resorts and hotels
- **September** "Where & When to Find Fall Color in Brevard, NC" fall foliage forecast for Brevard and Transylvania County, peak viewing times, elevation-based color changes, and top spots to visit for fall color
- Other blog topics included "5 Great Places to Enjoy Lunch Outdoors," "8 Tips for Leaf Peepers," "Unique & Instagram-Worthy Stays in Brevard, NC," "Your Downtown Brevard Shopping List," and "Park & View Waterfalls".

PARTNER SPOTLIGHT EMAIL

The Spring/Summer Spotlight featuring Deerwoode Reserve was distributed on July 15.

ADDITIONAL EMAILS NEWSLETTERS DISTRIBUTED

- *Blue Ridge Outdoors* Adventure Town Contest, Aug 20
- Fall Lodging Spotlight, Aug 24
- Fall Visitor Guide, Sept 24



Marketing
Public Relations

OVERVIEW

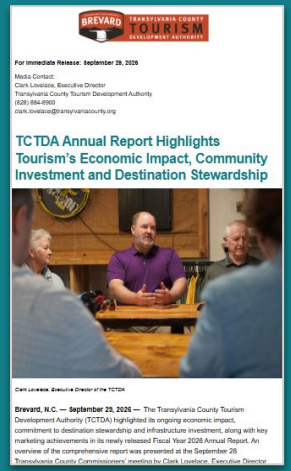
Throughout the first quarter, we proactively managed press inquiries and pursued earned media opportunities. The Fall/Winter Press Newsletter was distributed on September 16 to local and national media representatives. The FY26 Annual Report Press Release was sent to local media representatives on September 29.

***THE IRISH SUN* WRITER VISITED TRANSYLVANIA COUNTY**

Georgia Walsh, a journalist with *The Irish Sun*, visited Brevard September 14–16 as part of a Visit NC FAM Tour of North Carolina. An itinerary was developed to showcase our mix of downtown experiences, outdoor recreation and evening activities. The visit began with exploring downtown Brevard on foot and by e-bike. This included local shops, murals, and searching for white squirrels The day concluded with stargazing along the Blue Ridge Parkway. The second day featured a nature hike with Davidson River Outfitters and live music at 185 King Street. The visit concluded with an Asheville Jeep Tours Waterfall and Blue Ridge Parkway adventure.

ARTICLES & TV COVERAGE

- "This Western North Carolina Mountain Town Feels Straight Out Of A Storybook" *Southern Living* – July 11, 2026
- Southern Living called this NC mountain community a 'hidden gem.' Here's why" *Charlotte Observer*, and *Yahoo, News* – Sept 1, 2026


BREVARD TRANSYLVANIA COUNTY TOURISM DEVELOPMENT AUTHORITY

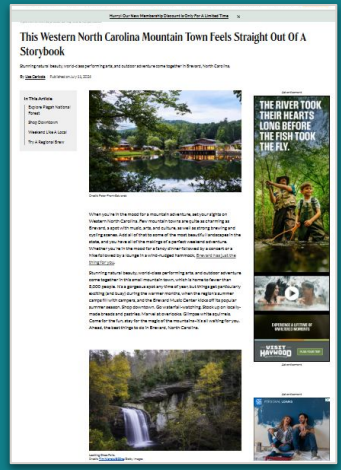
For Immediate Release: September 29, 2026

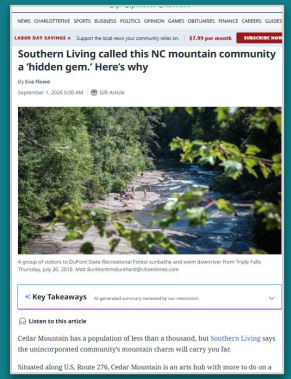
Media Contact:
Clark Lovelace, Executive Director
Transylvania County Tourism Development Authority
(828) 884-8900
clark.lovelace@transylvaniacounty.org

TCTDA Annual Report Highlights Tourism's Economic Impact, Community Investment and Destination Stewardship

Clark Lovelace, Executive Director of the TCTDA

Brevard, N.C. — September 29, 2026 — The Transylvania County Tourism Development Authority (TCTDA) highlighted its ongoing economic impact, commitment to destination stewardship and infrastructure investment, along with key marketing achievements in its newly released Fiscal Year 2026 Annual Report. An overview of the comprehensive report was presented at the September 28 Transylvania County Commissioners' meeting by Clark Lovelace, Executive Director


This Western North Carolina Mountain Town Feels Straight Out Of A Storybook


NEWS CHARLOTTEFIVE SPORTS BUSINESS POLITICS OPINION GAMES OBITUARIES FINANCE CAREERS GUIDES

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Southern Living called this NC mountain community a 'hidden gem.' Here's why

By Eva Howe

September 1, 2026 5:00 AM Gift Article

A group of visitors to DuPont State Recreational Forest sunbathe and swim downriver from Triple Falls Thursday, July 26, 2018. Matt Burkhardt/mburkhardt@citizentimes.com

Key Takeaways AI-generated summary reviewed by our newsroom.

Listen to this article

Cedar Mountain has a population of less than a thousand, but Southern Living says the unincorporated community's mountain charm will carry you far.

Situated along U.S. Route 276, Cedar Mountain is an arts hub with more to do on a



Marketing
Social Media

FACEBOOK METRICS
Followers: 31.8K (+2.64%)
Views this quarter: 3.3M (+15.8%% Year over Year)
Top Performing Post: "Lesson learned...drop a pin next time"
21.8K views (Non-boosted views)

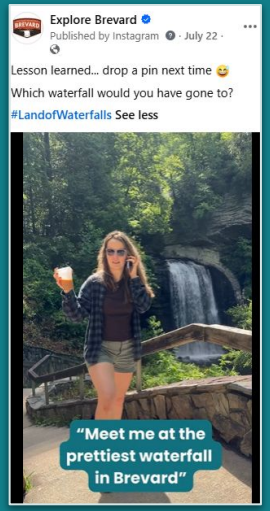
INSTAGRAM METRICS
Followers: 37.0K (+7.8%)
Reach this quarter: 131.4K (+12.8% Year over Year)
Top Performing Post: Scenic Hwy 276 Arts Corridor
8.7 K (Non-boosted reach)

YOUTUBE METRICS
Subscribers: 391 **Videos:** 51 **Views:** 55.3K (+56.5% Year over Year)
Top Performing Video: "Find Yourself Here"

Facebook views represent 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:
July - September 2026

- Traffic from the digital campaigns was up 30.4% compared to the same quarter last year. Total traffic to the website was up 23.8% year-over-year, with total website traffic reaching its zenith for the quarter in August, up 45.2% over last August.

- MediaOne clients average a 35% 1-minute session rate. All tactics (Google Search, Facebook/Instagram, and Native) met or exceeded that average. Google Search delivered the top 1-minute session rate of 49.65%.

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

- Atlanta is #28 on the list of top cities for website traffic from ad clicks per ad platform data. Atlanta was #88 on the list for the same quarter last year. The data does not include city-level performance metrics from Facebook/Instagram, which is not provided by Meta.

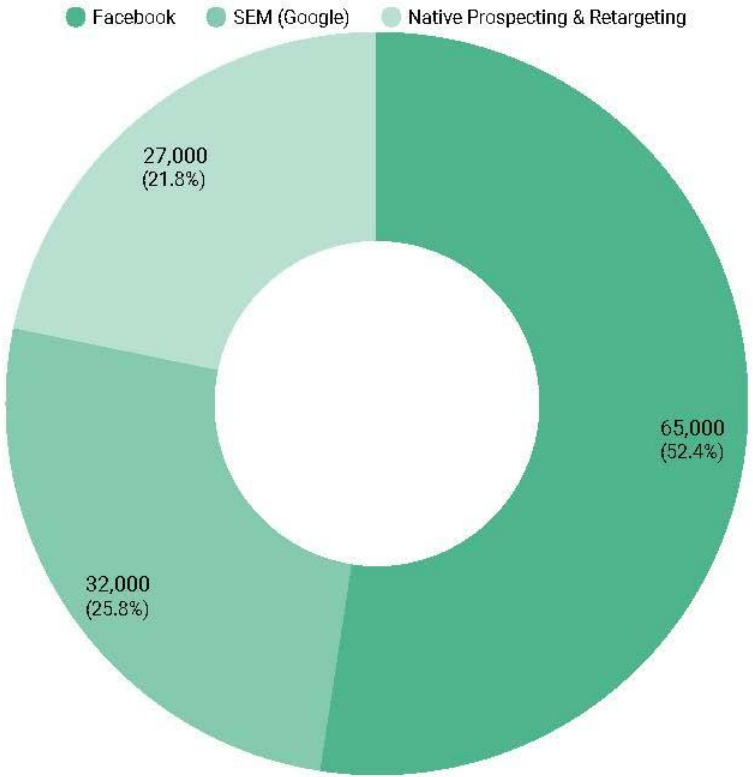
- It is worth noting that GA4, at the metro level, is showing Atlanta as #7 for all traffic, including organic. For paid traffic from the digital campaigns, Atlanta is ranked #6.

- Standalone Campaign Performance:

> The *Leave It Better* Pre-roll video campaign ran from May 15, 2026 to July 31, 2026, and it delivered 98,050 impressions and 53,985 completed video views.

> The *Be Waterfall Wise* Pre-roll video campaign ran from May 15, 2026 to July 31, 2026, and it delivered 97,310 impressions and 54,129 completed video views.

MediaOne Budget Percentages - FY27



Website Traffic

M1 client average 1-minute session rate is 35%

Google Search

Impressions	Clicks	CTR
80,940	7,190	8.88%

1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
49.65%	$3.25	2,777

Facebook/IG

Impressions	Clicks	CTR
2,260,692	27,330	1.21%

1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
38.82%	$1.51	1,521

Native Content Activation

Impressions	Clicks	CTR
636,681	8,980	1.41%

1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
41.91%	$2.70	614

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

	City	State	Impressions	Clicks
1.	Charlotte	North Carolina	68,899	1,882
2.	Raleigh	North Carolina	55,941	1,104
3.	Nashville	Tennessee	70,214	1,099
4.	Orlando	Florida	48,797	695
5.	New York	New York	26,852	473
6.	Tampa	Florida	23,081	388
7.	New Orleans	Louisiana	17,545	299
8.	Jacksonville	Florida	10,358	241
9.	Durham	North Carolina	5,839	238
10.	Charleston	South Carolina	6,832	191
11.	Columbia	South Carolina	3,637	188
12.	Knoxville	Tennessee	7,126	181
13.	Mobile	Alabama	6,775	170
14.	Concord	North Carolina	4,364	164
15.	Cary	North Carolina	4,100	135
16.	Fayetteville	North Carolina	2,578	116
17.	Wake Forest	North Carolina	4,906	106
18.	Clayton	North Carolina	2,951	103
19.	Summerville	South Carolina	2,306	103
20.	Lexington	South Carolina	2,724	102

*Meta does not provide city-level performance metrics.

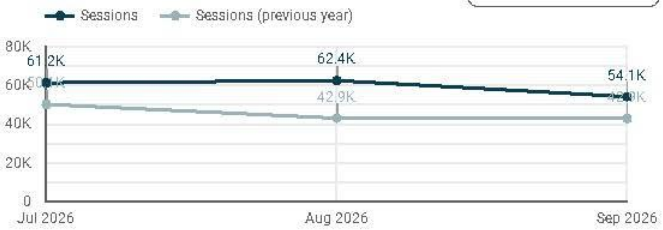
MediaOne

Website Analytics Dashboard

Jul 1, 2026 - Sep 30, 2026

Total Traffic to the Website*

Sessions
171,616
23.8%



*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.	/	17,384	-13.3%
2.	/naturally-rooted/land-of-waterfalls/	13,548	14.8%
3.	/events-calendar/	13,299	-10.6%
4.	/plan-your-trip/live-cam/	12,697	59.2%
5.	/stay/	7,413	-0.8%
6.	/plan-your-trip/summer/	6,910	332.1%
7.	/events-calendar/this-week/	6,449	-12.2%
8.	/local-experiences/downtown-brevard/	6,423	-4.4%
9.	/events-calendar/festivals-events/	5,970	-5.5%
10.	/eat-drink/	5,185	-19.9%
	Grand total	286,618	14.4%

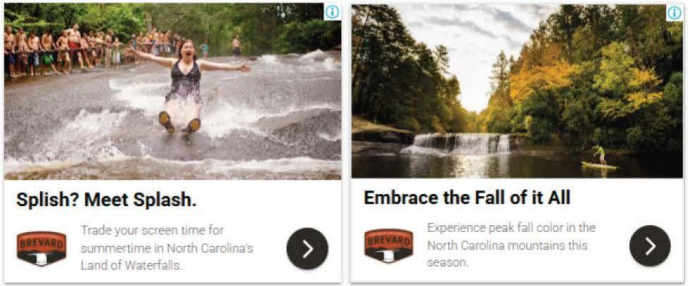
Top Sources of Traffic

	Session source / medium	Sessions ▾	% Δ
1.	google / organic	60,783	0.1%
2.	(direct) / (none)	36,472	113.1%
3.	MediaOne / facebook	30,753	76.2%
4.	MediaOne / native	8,702	-7.5%
5.	fb / paid	8,150	30.3%
6.	MediaOne / google	7,789	29.1%
7.	visitnc.com / referral	2,279	4.8%
8.	bing / organic	2,195	16.1%
9.	RomanticAsheville.com / referral	1,673	29.7%
10.	(not set)	1,584	286.3%
11.	Adventurist List / email	1,518	-
12.	facebook.com / referral	1,361	117.1%
13.	duckduckgo / organic	1,275	17.5%
14.	yahoo / organic	998	-5.3%
15.	ig / paid	880	325.1%
16.	googleads.g.doubleclick.net / referral	869	86,800.0%
17.	m.facebook.com / referral	646	-53.9%
18.	chatgpt.com / ai-assistant	613	-
19.	brevardnc.org / referral	436	319.2%
20.	l.facebook.com / referral	376	-36.8%
	Grand total	171,616	23.8%

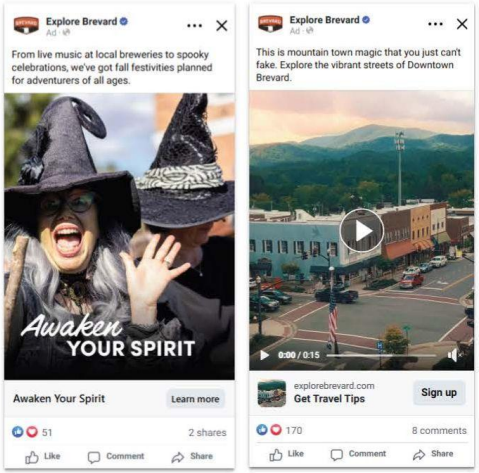
Top Digital Ads Performance

Jul 1, 2026 - Sep 30, 2026

Top Native Ads:



Top Meta Ads:



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





Digital Marketing & Web Traffic Reports

Website 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 three subsequent pages cover key data points for organic traffic only. For more detailed reporting from our SEO manager, KHM, see the Sitewide Performance Summary.

Website Trends | Full Site Quarterly Overview
ORGANIC & PAID

Jul 1, 2026 - Sep 30, 20

Overview

	Total users	Sessions	Views	Views per user
	133,140	171,616	286,618	2.16
QoQ	-6.6%	-6.6%	-2.7%	4.1%
YoY	31.4%	23.8%	14.4%	-13.2%

	Average session duration	Views per session	SEO Total Users	Engagement rate
	00:02:43	1.67	44,114	66.46%
QoQ	8.4%	4.2%	-2.5%	7.0%
YoY	-4.0%	-7.6%	1.5%	-3.2%

Top Query	Clic...	% Δ	Impressions	% Δ	Position	% Δ
brevard nc	3,788	31.1%	301,064	-20.7%	4.14	-37.5%
brevard	559	-12.0%	131,765	-41.9%	5.22	-30.0%
brevard north carolina	534	32.2%	56,485	-19.4%	4.32	-35.9%
brevard nc webcam	353	32.7%	541	-22.3%	5.01	-11.6%
brevard live cam	347	-	504	-	3.17	-
downtown brevard nc	315	-21.3%	5,245	-53.9%	6.57	23.3%
things to do in brevard nc	295	-72.0%	6,019	-90.6%	9.69	104.3%
brevard nc live cam	224	65.9%	284	-13.1%	3.97	-16.3%
brevard, nc	207	24.7%	20,923	-3.9%	4.25	-24.2%
brevard webcam	195	71.1%	223	19.3%	2.54	-32.1%
white squirrel festival	194	240.4%	1,829	28.4%	7.03	25.6%
adventure village asheville	191	-	5,554	-	6.34	-
brevard waterfalls	190	-24.6%	2,307	-46.4%	7.75	50.9%

1 - 100 / 45218

Page path	Views	% Δ
/plan-your-trip/summer/	25,348	1,388.4%
/naturally-rooted/land-of-waterfalls/	23,385	60.2%
/	20,106	-13.2%
/events-calendar/	14,130	-8.0%
/plan-your-trip/live-cam/	13,059	63.1%
/plan-your-trip/fall/fall-color-map/	8,915	18.7%
/stay/	8,144	-22.0%
/events-calendar/this-week/	7,342	-62.3%
/local-experiences/downtown-brevard/	6,429	-4.7%
/plan-your-trip/fall/	6,346	127.2%
/events-calendar/festivals-events/	5,972	-5.5%
/eat-drink/	5,253	-22.5%
/event/july-4th-shindig-on-main-fireworks	4,866	24.3%

MADDEN

SITEWIDE OVERVIEW ORGANIC

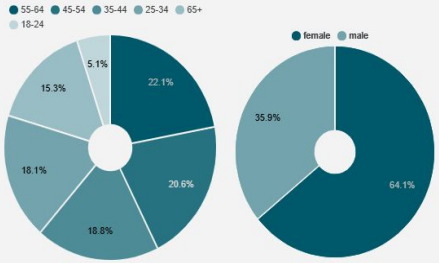
Summary | Share | Export | Jul 1, 2026 - Sep 30, 2026

+ Filters: | Landing Page | Country | Device Category | URL Name

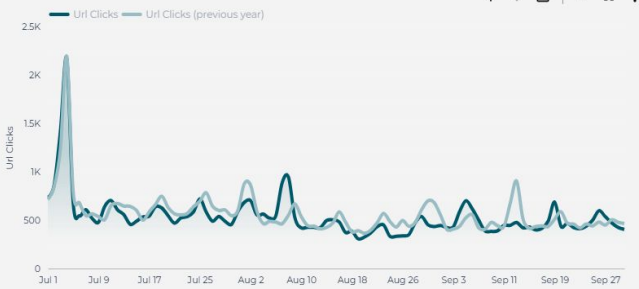
Total users	Engagement ...	Sessions	Average sess...
43,400	81.68%	64,138	00:03:38
↑ 2.1%	↑ 2.5%	↓ -0.1%	↑ 5.4%

Url Clicks	Impressions	Average Posi...
49,488	3,210,686	7.61
↓ -5.6%	↓ -20.1%	↓ -30.3%

AGE AND GENDER DEMOGRAPHICS



Clicks | Impressions



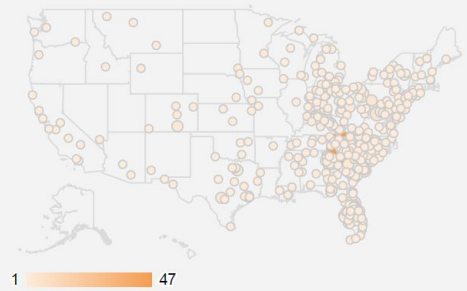
TOP PAGES

	URL Path	Avg. session time	% Δ	Engagement rate	% Δ	Engaged sessions	% Δ
1.	/events-calendar/	00:01:08	6.6% ↑	91.63%	1.2% ↑	6,855	48.1% ↑
2.	/	00:01:32	-4.4% ↓	83.86%	-3.5% ↓	4,997	70.7% ↑
3.	/plan-your-trip/live-cam/	00:02:07	11.4% ↑	82.58%	1.8% ↑	4,869	163.2% ↑
4.	/events-calendar/this-week/	00:01:15	-6.5% ↓	95.87%	1.2% ↑	3,854	57.6% ↑
5.	/local-experiences/downtown...	00:01:56	-4.2% ↓	88.11%	-2.3% ↓	3,682	55.1% ↑
6.	/naturally-rooted/land-of-wat...	00:03:39	6.1% ↑	78.73%	-3.5% ↓	3,317	129.7% ↑
7.	/eat-drink/	00:01:05	-31.2% ↓	94.98%	0.6% ↑	3,025	66.4% ↑
8.	/event/july-4th-shindig-on-ma...	00:02:55	482.1% ↑	77.23%	22.3% ↑	2,998	24,883.3% ↑
9.	/eat-drink/restaurants/	00:03:09	9.2% ↑	95.35%	0.7% ↑	2,397	85.1% ↑
10.	/events-calendar/festivals-ev...	00:01:27	4.2% ↑	94.49%	2.0% ↑	2,332	18.3% ↑

ORGANIC LANDING PAGES BY VIEWS & CONVERSIONS

	Landing page	Conversions	% Δ	Views	% Δ	Engagement…	% Δ
1.	(not set)	20,320	-1.1…	0	-	5.56%	-13.0…
2.	/	9,305	-15.8…	20,034	-7.3…	83.12%	-5.6…
3.	/local-experienc…	5,999	-20.8…	9,341	-12.7…	88.14%	-0.8…
4.	/events-calendar	5,591	-16.5…	13,977	-6.7…	87.58%	0.2%
5.	/stay	3,406	38.5…	3,547	44.6…	93.01%	-1.3…
6.	/event/july-4th-s…	3,302	-0.3…	4,041	19.7…	78.75%	-1.6…
7.	/naturally-roote…	3,274	16.2…	4,850	29.1…	75.26%	-4.3…
8.	/eat-drink	3,002	-15.3…	3,681	-18.1…	90.7%	1.0%
9.	/plan-your-trip/li…	2,437	32.5…	6,087	57.6…	79.99%	4.3%
1…	/event/little-river…	1,689	69.2…	2,715	54.2…	73.7%	14.6…
1…	/events-calenda…	1,630	19.3…	3,461	35.8…	86.05%	4.1%
1…	/local-experienc…	1,263	-33.8…	1,234	-29.1…	80.61%	-6.0…
1…	/events-calenda…	1,036	-35.3…	1,970	-30.4…	84.67%	0.7%
1…	/stay/camping-rv	1,024	-31.7…	653	-44.8…	83.61%	5.9%
1…	/stay/cabin-retre…	868	0.8%	488	-22.0…	85.09%	3.3%
1…	/listings/dollys-d…	782	-64.5…	813	-62.6…	78.22%	-4.9…
1…	/outdoor-advent…	718	-25.1…	655	-34.6…	92.42%	-0.4…
1…	/listings/estatoe…	666	37.0…	469	22.5…	86.95%	1.4%
1…	/listings/adventu…	665	4,33…	813	5,32…	80.81%	1.0%

ORGANIC TRAFFIC BY CITY



City	% of Total Traffic	% Δ
(not set)	7.52%	1.9%
Lanzhou	6.03%	207,…
Charlotte	6.01%	17.0…
Brevard	5.44%	-8.9…
Raleigh	2.53%	7.3%
Nashville	2.33%	4.7%
Atlanta	1.68%	-35.5…
New York	1.53%	-16.4…
Orlando	1.5%	33.7…
Hendersonville	1.19%	-11.3…

TOP ORGANIC SEARCH ENGINES

	Session source / medium	Views	% Δ	Engaged sessions	% Δ
1.	google / organic	116,229	3.7%		2.1%
2.	(direct) / (none)	45,997	65.8%		84.8%
3.	MediaOne / facebook	41,172	35.1%		63.6%
4.	MediaOne / google	19,369	20.5%		28.1%
5.	MediaOne / native	12,034	-7.7%		6.8%
6.	fb / paid	9,283	27.9%		33.1%
7.	visitnc.com / referral	5,657	-2.1%		6.6%
8.	bing / organic	5,029	3.1%		9.5%

ORGANIC LANDING PAGE PERFORMANCE BY SITE SECTION

URL	Clicks	% Δ	Impressions	% Δ
/events-calendar/		-26.8%	128,304	-37.0%
/		-7.4%	223,545	-3.0%
/local-experiences/downtown-brevard/		-24.2%	126,182	-35.5%
/plan-your-trip/live-cam/		98.4%	40,719	-52.6%
/event/july-4th-shindig-on-main-fireworks-extravaganza/		-16.2%	12,525	-26.8%
/naturally-rooted/land-of-waterfalls/		-1.3%	62,901	-66.1%
/event/little-river-valley-pro-rodeo/		48.4%	14,456	93.5%
/eat-drink/		-35.5%	136,066	-3.1%
/stay/		37.9%	138,828	21.8%
/events-calendar/this-week/		-1.3%	66,307	-39.5%
/listings/dollys-dairy-bar-seasonal/		16.1%	15,575	0.0%
/listings/adventure-village-and-lodging/		5,316.7%	24,667	603.4%
/events-calendar/festivals-events/		-52.2%	15,021	-88.9%
/local-experiences/live-music/		-42.8%	28,390	-45.6%

ORGANIC QUERY PERFORMANCE BY SITE SECTION

Query	URL Name	Clicks	% Δ	Impressions	% Δ
brevard nc	/		9.2%	54,380	-5.4%
brevard nc	/local-experiences/downtown-brev…		0.1%	51,257	-9.5%
brevard	/		-3.3%	24,838	-15.0%
brevard nc	/stay/		1,540.0%	49,018	72.8%
brevard nc webcam	/plan-your-trip/live-cam/		32.7%	455	41.7%
brevard live cam	/plan-your-trip/live-cam/		-	366	-
downtown brevard nc	/local-experiences/downtown-brev…		-17.0%	1,180	-15.4%
brevard north carolina	/		12.5%	9,867	-7.0%
things to do in brevard nc	/local-experiences/downtown-brev…		-68.0%	3,511	-56.7%
brevard nc live cam	/plan-your-trip/live-cam/		65.9%	240	54.8%
brevard webcam	/plan-your-trip/live-cam/		71.1%	208	56.4%
adventure village asheville	/listings/adventure-village-and-lod…		-	5,540	-
brevard nc	/events-calendar/this-week/		1,160.0%	32,843	38.6%



IV. Visitor Reports & Insights



Occupancy & Visitor Data Dashboard

Air- DNA Short Term Rental Report

	Available Units	Occupancy	ADR	Length of Stay
Last 12 Months vs Prior 12 Months	**1044**	**49%**	**$237**	**4.0**
% Change	**-12%**	**8%**	**-9%**	**18%**

Data is provided by AirDNA based on data scraping performed by a third party named Arrivalist. Date range is the last 12 months through September. ADR=Average Daily Rate

Zartico Visitor Report

- **Out-of-State Visitors - 77%; In-State Visitors - 23% (statewide average is 67% / 33%)**
- **Top 5 Origin Markets (based on all visitors) - Charlotte, Atlanta, Raleigh, Tampa / St. Pete, Orlando**
- **Top 5 Origin Counties (based on NC visitors) - Mecklenburg, Wade, Guilford, Durham, New Hanover**
- **Average Daily Visitor Spend - $69 (statewide average is $67)**
- **Top Visitor Spend Categories - Food & Beverage, Retail, Accommodations, Gas / Service Stations, Arts / Entertainment**
- **Demographics of Top Spenders - Income: $151K+, $101K-$150K, $81K-$100K; Age 65 yrs, 45-54 yrs, 35-44 yrs**

This report is produced by Zartico. It is based on credit card spend data from tourism-related points of interest. Items are listed in ranked order. Date is year-to-date through September.

Occupancy Tax Proceeds

- **YTD returns are up 10% vs. budget, 9% vs. prior year, and 2% vs the pre-Helene benchmark**
- **50% of YTD returns are from traditional accommodations, and 50% are from short-term rentals**

Data includes occupancy tax collections through September, which represents visitor occupancy through August.

Visitor Reports & Insights

Trending & Tourism Insights

In Western North Carolina, summer is, of course, the “busy season,” and this year was no exception. Summer is when our attractions, tourism businesses, events, and woods and waterways all come alive. Through the first two months of occupancy tax collections, we are seeing a pattern similar to the close of FY26, with proceeds exceeding prior-year levels and trending toward pre-Helene benchmarks.

Travelers remained interested in experiences but increasingly emphasized value, affordability, and shorter trips. Short-term rentals continued to account for a significant portion of overnight visitation, although the total number of units remains below pre-Helene levels and continues to decline. Day trips also peak during the summer, with many residents and visitors from neighboring counties making their way to Transylvania County, particularly to enjoy our public lands.

Leaf season is ahead, followed by the holidays. Fall foliage and travel demand are both influenced by weather, making it difficult to predict the season's success despite expectations for significant visitation. Overall, the outlook remains cautiously positive, with modest growth possible, although price sensitivity and economic uncertainty continue to influence travel decisions.

