



TRANSYLVANIA COUNTY
TOURISM
DEVELOPMENT AUTHORITY

FY26 – Q1
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

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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

FY26

Board and Committee Members

Organizational News

Board & Staff

Connecting and collaborating defined the first quarter of FY26. In July, we joined a local team to host six representatives from Grow NC, including former NC Commerce Secretary Sharon Decker, for a firsthand look at Transylvania County's post-Helene landscape with an emphasis on economic recovery. A few weeks later, we co-hosted leaders from Montgomery County (NC), who are exploring how stronger connections to public lands can support local economies. They were impressed with our approach and progress in Transylvania County and wanted to learn from our experiences.

Our regional presence continued in September at the Outdoor Economy Conference in Cherokee, where eight staff, board members, and partners attended sessions and staffed our booth featuring Leave It Better and Be Waterfall Wise messaging, plus information on destination-stewardship project support. That same week, the executive director participated in an EDPNC meeting in Hendersonville, and staff and board members attended the Chamber Annual Gala, where our TDA-sponsored Tourism Trailblazer Award was presented to The Pisgah Conservancy. We also joined SparkPoint's Helene: One Year of Healing event, where the TDA was recognized—alongside our partners—for work on the Transylvania Tomorrow Small Business Emergency Relief Fund.

Other noteworthy happenings included completion of the FY25/26 annual report and entering into a contract with local professional Kelly Kraemer for part-time destination marketing and management support, in lieu of a previously budgeted part-time staff position.



Organizational News

Partner Support

The first quarter always brings the launch of the upcoming year's Partner Marketing Opportunities (PMO) program. The 2026 offerings were unveiled at our annual Kickoff Social, sponsored by Weevil Gear & Beer and D.D. Bullwinkel's. After a thorough review of our key marketing collateral—the Adventure Guide & Waterfall Map and Points of Interest Map—both pieces received updates to better educate visitors and showcase our tourism partners. This year also introduces a new addition, the Lodging Partner Spotlight e-newsletter, reaching more than 42,500 opt-in subscribers.

As the 2025 PMO program continues, our partners gained exposure through summer and fall placements in Blue Ridge Outdoors and WNC Magazine, the mid-summer Spotlight e-newsletter, and ongoing ExploreBrevard.com advertising. Support for our summer camps continued through the Camp Counselor Discount Card program and the Camp & Big Events Calendar, helping local businesses connect with this seasonal audience.

We presented the Tourism Trailblazer Award to The Pisgah Conservancy at the Brevard/Transylvania Chamber's Annual Gala and participated in SparkPoint's Helene: One Year of Healing community event. We also continued to support our tourism partners by attending ribbon cuttings and grand openings, providing coverage and social promotion for new businesses, and participating in community initiatives like river cleanups and local events.

Lastly, we kept hospitality partners informed on recent legislative changes through eblasts, including updates on North Carolina's One Big Beautiful Bill and new federal tax deductions for tips and overtime.



Organizational News

Transylvania Always

This quarter, the Transylvania Always Committee reviewed various grants and discussed annual programming, like the Be Waterfall Wise and Leave It Better educational campaigns activated every spring. In September, Jack Henderson from MountainTrue provided quarterly updates on the French Broad Paddle Trail to the committee. In preparation of the 1-year anniversary of Helene, a new banner was fashioned to give special thanks to our local heroes that was proudly displayed at the Outdoor Economy Conference in Cherokee as well as SparkPoint's local Helene event.



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

- **Southern Highlands Reserve: "Green-Light the Greenhouse" \$15,000**
 - Due to Helene's prep work and access road delays, extra greenhouse funding was needed beyond TCTDA's FY23 grant, supported by Transylvania Always and Destination Infrastructure.
- **SparkPoint: "Helene: One Year of Healing Event" \$2,500**
 - A free community gathering to reflect and celebrate WNC's strength after Helene, while highlighting tourism's positive impact and thanking land managers and first responders.
- **Friends of Gorges State Park: "Park Ambassador" \$2,500**
 - Now in its second year, this Gorges program expands visitor awareness on waterfall safety, Leave It Better practices, and sustainability. The grant funds additional equipment, materials, and outreach.
- **Pisgah Area SORBA: "Trail Maintenance Tools and Resources" \$2,500**
 - With limited U.S. Forest Service resources threatening trail upkeep, this grant funds vital equipment to address Helene-related damage and ensure safe, sustainable trail access.
- **MountainTrue: "Lyons Mountain River Access – Construction" \$26,967**
 - Among the first French Broad River Blueway projects, this grant implements the FY24 TCTDA-funded plan to revitalize the Lyons Mountain Road river access in Rosman.

Year-To-Date Funding: \$49,467.00



Organizational News

Destination Infrastructure

This quarter, the Destination Infrastructure Committee reviewed grants and discussed outreach to targeted potential grant applicants while assessing 2026 plans for the committee. Key grant partners include the City of Brevard, Transylvania County, the County's Park & Recreation Department, Cedar Mountain, the Town of Rosman 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.

Q1

- **Southern Highlands Reserve: "Green-Light the Greenhouse" \$10,000**
 - Due to Helene's prep work and access road delays, extra greenhouse funding was needed beyond TCTDA's FY23 grant, supported by Transylvania Always and Destination Infrastructure.
- **SparkPoint: "Helene: One Year of Healing Event" \$2,500**
 - A free WNC community event celebrating post-Helene resilience, where TCTDA shared tourism's local impact and thanked land managers and first responders.

Year-To-Date Funding: \$12,500.00



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 Gorges State Park: “2025 Mountain Monarch Festival” \$3,500**
 - Gorges State Park’s monarch festival raises butterfly awareness.
- **Transylvania Art Guild: “Artist Studio Showcase” \$2,000**
 - A self-guided tour of local artists’ studios, from stained glass to chainsaw sculpture.
- **Friends of Silvermont: “Silvermont’s Pumpkin Fest 2025” \$4,000**
 - This fall event features music, a pumpkin trail, food, and family fun.
- **Pisgah Area SORBA: “FREEHUB presents A Mountain Bike Film Festival” \$500**
 - This film festival celebrates mountain biking, with a Nov. 4 Co-Ed Cinema screening showcasing our area as a top biking destination.
- **Cedar Mountain Music Project: “White Squirrel Artisans Market” \$3,600**
 - WSAM showcases top WNC makers and musicians in a free, family-friendly one-day event at Brevard College’s Porter Center.
- **Transylvania Heritage Museum: “ATOM Exhibit” \$2,500**
 - This annual aluminum tree display offers a nostalgic seasonal attraction.
- **Transylvania County Parks and Recreation: “Light Up the Night 2025” \$4,000**
 - With Light Up the Night, Parks & Rec adds free holiday fun for all ages.
- **Deerwoode Reserve: “Festival of Lights” \$3,000**
 - This Christmas event features hayrides, s’mores, decorated cabins, and more.

Year-To-Date Funding: \$23,100.00





II. Marketing

Marketing

Marketing Overview

During the first quarter of FY26, we honored Transylvania County's milestone recovery from Hurricane Helene by highlighting the efforts of our community partners and sharing that "we're back"—open and ready to help our visitors discover all the wonderful things Brevard and Transylvania County have to offer.

From July through September, efforts were targeted toward closer-in markets as families returned to school-centered activities, and our audiences shifted to a slightly older demographic (35–55), including niche adventurers and leisure travel seekers. Messaging highlighted our unique experiences, beautiful places, the charm of our smaller communities, and our vibrant downtown. With a new TV spot in production, video and reels took the stage, showcasing local color in bright new ways through social and digital media. Of note, previous efforts in public relations culminated in the production of PBS's 30-minute North Carolina Weekend season opener, exclusively featuring Brevard and Transylvania County. For this very special opportunity, dozens of local residents and partners participated in the filming and interviews. Their stories of our mountain community, which will be aired over and over again, will reach millions of viewers in four states over the next year.

Through a host of marketing initiatives, we touched travelers with heartfelt stories, incredible images, and warm invitations to come back and experience the wonders of our very special community.



Marketing

Marketing Overview

MARKETING TACTICS

- Transitioned primary target Geo markets to 150+ mile drive markets: Raleigh, Atlanta, Charlotte, Triad, Knoxville, Nashville, Charleston, Columbia, areas of SW Virginia (I- 81 Corridor)
- Continued outreach to prospective travelers in direct flight destinations: Denver, Orlando, Dallas, NYC, DC, and more (Digital) Refreshed in-airport displays and video (Asheville and Greenville)
- ExploreBrevard.com pages and blogs highlighted events, activities, and seasonal attractions, including Brevard Music Center on What's Happening Now page
- Frequent email newsletters, including the Adventurist and local partner "Spotlights" (Introduced "Lodging Specials Spotlight")
- Production & distribution of press releases: Helene Recovery, PBS WNC Weekend, etc.
- Enhanced social media, including reels
- Expanded television media with cable and streaming platforms in seven cities/areas plus (regional) network TV placements (CBS Sunday Morning, WRAL, local newscasts)
- Transitioned summer to fall seasonal ads across digital platforms in NC, Southeast, Mid-Atlantic, Upper Midwest, and nationally
- Increased public relations initiatives, including PBS NC Weekend, additional live TV interviews, on-air, numerous articles, event coverage, and significant Influencer experiences



Marketing Digital

The quarter began with summer messaging utilizing new images from the spring photo shoots, and transitioned to fall messaging on September 2nd. 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 ad placements included Pinkbike, Meta Social Media, YouTube, and more.

In August, Brevard Plein Air Festival was promoted as a Featured Event on the Visit NC website and in a bimonthly Events Email Newsletter Roundup. September included an *Our State* Custom Article, a dedicated *Blue Ridge Outdoors* Email Newsletter, and a Visit NC Facebook Featured Event began for Halloweenfest.

Print

Full-page co-op ads ran in the September issue of *Blue Ridge Outdoors* and Fall edition of *WNC Magazine*.

BREVARD
PLEIN AIR FESTIVAL

FIND YOURSELF

Pisgah National Forest
35.2848441, -82.7269564

Davidson River Outfitters
The area's oldest and largest fly fishing outfitter, offering a full guide service, instruction, fly tying lessons and all of the supplies to make your next trip a success.
828.877.4181
DAVIDSONRIVEROUTFITTERS.COM

Deerwoode Reserve
Discover Deerwoode Reserve: a serene escape into nature! Enjoy hiking trails, wildlife sightings, and cozy cabins. Perfect for family gatherings, weddings, and outdoor enthusiasts.
828.201.2615
DEERWOODE.COM

Asheville Jeep Tours
Fall fun for the whole family! Discover waterfalls, wildlife, and blazing autumn colors on Asheville's top-rated open-air jeep tour. Book your adventure today!
828.712.8351
AVLJEPTOURS.COM

EXPLOREBREVARD.COM

FIND YOURSELF
IN OUR *Backyard*

FIND YOUR Fall

Fall
IN LOVE WITH US

**SIP,
SAVOR,
Repeat**

Marketing

Broadcast

The 30-second “Be Cool” TV spots aired during the quarter in the strategic markets of Atlanta, Nashville and Raleigh. Additional live streaming focused on targeted zip codes in the key markets of Nashville, Atlanta, Charlotte, Raleigh, Columbia, and Greensboro.

Various 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 42,500 opt-in subscribers.

Blogs this quarter included July's "Savoring The Last Of Summer" which incorporated summer favorites as voted on by Explore Brevard's Instagram followers. The August "3 Day Fall Hiking Itinerary" blog featured a suggested itinerary for great hikes, bites, brews, and lodging in the county.

September's "Affordable Getaways in Brevard, NC" blog gave readers suggestions for a budget-friendly mountain trip in Transylvania County.

PARTNER SPOTLIGHTS

A Partner Spotlight email newsletter featuring SylvanSport was distributed on July 15th.

A new Lodging Spotlight was debuted that featured four accommodations partners and promoted our Lodging Specials page on the website. This was distributed on August 18th. This new partner opportunity will be sent out twice a year.



BREAKFAST Your Favorite Ways to Start the Morning in Brevard

Slow mornings and strong coffee stood out as favorites when we asked how you like to start your day in Brevard. Cozy coffee shops topped the list, with several shout-outs for Caffe Sagard and its inviting atmosphere. Brunch came in a close second for those who prefer to ease into the day. Smiles Sunrise was mentioned as a laid-back bite that's worth lingering over. Whether you're sipping or savoring, there's no rush here, just your kind of morning.



Lodging SPOTLIGHT



Four Ways to Stay This Fall

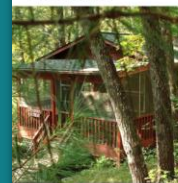
Dreaming of fall color? Well, we think it's time to make those dreams come true. The Land of Waterfalls wears autumn beautifully—and it's even better in person. Now is the time to book your fall stay to make the most of the season. Watch the leaves fall from the window of a cozy cabin, set up your basecamp at a conveniently located hotel, or book a private retreat with a hot tub.

Make the most of your stay with these seasonal lodging specials from a few of our local accommodations partners.

Content & Images Provided By Lodging Partners

ASH GROVE MOUNTAIN CABINS + CAMPING

Unwind & Reconnect with Nature & Your Loved Ones



Because we believe that Nature Bees the Spirit, Ash Grove offers a peaceful mountaintop retreat on 14 wooded acres in Brevard, NC, where guests can experience the revitalizing spirit of nature. Our welcoming, family-like atmosphere offers fully furnished cabins, shady RV sites and secluded tent sites, making each stay so enjoyable that guests carry with them the peace and spirit of Ash Grove long after their visit.

Add TCTAG in the notes field to get your 4th night free!

Visit Ash Grove

DEERWOODE RESERVE

Mountain Getaway Cabins on a Riverside Nature Preserve



Explore Deerwoode Reserve's 175 acre nature preserve this fall, while staying in a cozy cabin with modern comforts. Warm up to your private fire pit, roasting marshmallows with your loved ones, creating fun family memories in the mountains. Stay minutes from downtown in the heart of adventure!

Add the 5mores & More Basket to your stay, then apply discount code 5MORES to receive it for free!

Offer valid when you visit between

Marketing Billboards & Signage

HIGHWAY 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 was replaced on September 2nd with a fall image of Rainbow Falls.





Marketing 1st Quarter Highlights

ADVENTURE GUIDE AND POI MAP

Every few years, these two collateral pieces are reviewed to make sure they align with organizational goals and industry trends. Research was done on surrounding counties' printed collateral, the use of each piece is reviewed, and a discovery exercise was conducted to survey key tourism partners. An input session was facilitated with the Marketing Committee with a range of potential changes and options considered. A range of options was estimated to gauge the effect on printed production cost.

The outcomes of this exercise determined that:

- Both the Adventure Guide and Points of Interest Map will stay at their current sizes of a 4" x 9" booklet.
- The fold-out waterfall map and waterfall guide will be moved from the Adventure Guide to the POI Map. Content will be refreshed and new content pages will be added to the Adventure Guide for seasons, events & festivals, and outdoor adventure.
- Both pieces will keep same number of ads—placements may change.
- Quantity printed of each piece will be adjusted slightly based on expected needs.



Marketing 1st Quarter Highlights

NC WEEKEND FILMING + PREMIERE EPISODE

For several years, we have worked with our partner marketing agency, Market Connections, to capture the attention of NC Weekend, PBS NC's beloved travel series, by pitching Brevard and Transylvania County as an ideal location for the program. Those efforts paid off in August.

The NC Weekend crew spent 5.5 days in Transylvania County guided by our staff and Market Connections. They captured footage highlighting the authenticity, natural beauty, and culture of our unique area. Over 20 locations were filmed with numerous interviews.

The season premiere episode of NC Weekend's 23rd season aired on October 2, 2025. The 26 minute show focused exclusively on Transylvania County. Thirteen new shows are produced a season and this is the only show focused on one location. It also marks the first time an entire episode will be devoted exclusively to our county. The episode can be viewed online on [NC Weekend's website](#). The premiere was celebrated with two watch party events, one at Grand Olde Station in Lake Toxaway, and one at The Trust Center in Downtown Brevard.

NC Weekend achieves more than 1 million impressions on average each week across platforms—broadcast, streaming, and social media.

Marketing Public Relations

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

ARTICLES & TV COVERAGE

Stuck In Traffic Brevard Podcast — [Clark Interview](#) — August 24

MAXIM Magazine Digital Article — July 1
[The Best Luxury Getaways In North Carolina's Smoky Mountains](#)

WHNS-TV FOX Carolina Newscasts — September 5
[In depth on western NC tourism](#)

Transylvania Times — September 29 Issue
[Transylvania County to be featured on TV show](#)

Blue Ridge Outdoors Magazine — September Print Issue
[Spin Cities: The Southeast's Top Towns for Two-Wheeled Adventures](#)

Allegiant Air Nonstop Magazine Fall Print Issue — pages 66-67
[Celebrate a fall in the NC Mountains](#)



Marketing Social Media

FACEBOOK METRICS

Followers: **24.7K** (+2%) Reach this quarter: **1.4 M** (+ 36.41% Year over Year)

Top Performing Post: **NC Weekend**, 90.5K (Non-boosted reach)

INSTAGRAM METRICS

Followers: **28.0K** (-24%) Reach this quarter: **116.6K** (+ 136% Year over Year)

Top Performing Post: **Plan your autumn getaway**, 9.4K (Non-boosted reach)

YOUTUBE METRICS

Subscribers: **364** Videos: **45** Views: **35.0K**

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.

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

Increases in reach on both Meta platforms are a result of more frequent posting, engaging content and increased boosting.





III. Digital Marketing & Web Traffic Reports



Quarterly Report: July - September 2025

- Traffic from the digital campaigns was up 44.8% compared to the same quarter last year. Total traffic to the website was up 24.4% year-over-year, with total website traffic in August reaching its zenith for the quarter, up 29.1%.

- Facebook/Instagram ads traffic was up 71.2% compared to the same quarter last year, followed by Native ads traffic up 65.5% and Google Search ads traffic up 51.8%.

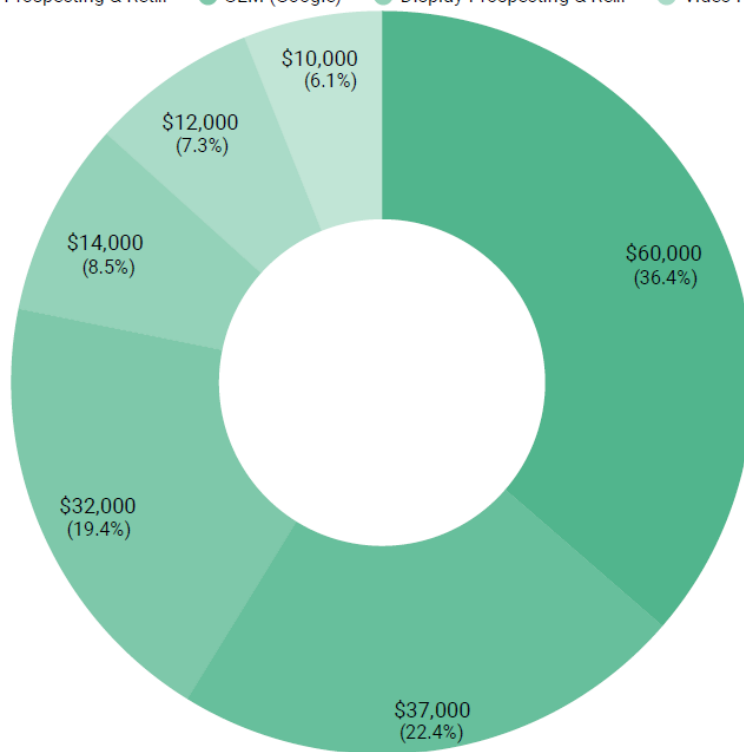
- MediaOne clients average a 35% 1-minute session rate. Google Search, Facebook/Instagram, and Native met or exceeded that average, with Google Search delivering the top 1-minute session rate of 54.55%.

- 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 72.32% view rate, and Pre-roll video delivered a 57.53% view rate.

- All tactic CTRs were above Travel & Tourism industry average except for the Display campaigns, which are bidding towards ad impressions.

- Ad platform data shows Charlotte, Raleigh, Nashville, New York, and Jacksonville were the top cities for website traffic from ad clicks, with traffic from cities in North Carolina, South Carolina, Tennessee, New York, and Florida appearing prominently. It is worth noting that GA4, at the metro level, is showing Atlanta as #4 for all traffic, including organic. For paid traffic, Atlanta is ranked #5.

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
46,770	5,539	11.84%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
54.55%	\$0.00	2,563



Facebook/IG

Impressions	Clicks	CTR
2,244,994	19,985	0.89%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
38.37%	\$2.68	2,808



Native Content Activation

Impressions	Clicks	CTR
547,961	7,678	1.40%
1-Min. Session Rate	Cost / 1-Min. Session	Outbound Link Clicks
34.92%	\$2.57	239

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
946,258	1,006	0.11%
CPM		
\$7.25		



YouTube Ads :15 - :45 videos

Impressions	Views	View Rate
49,360	35,698	72.32%
Cost / Completed View		
\$0.12		



Pre-Roll Video

Impressions	Views	View Rate
132,806	68,775	57.53%
Cost / Completed View		
\$0.05		

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

	City	State	Impressions	Clicks ▾
1.	Charlotte	North Carolina	97,024	1,035
2.	Raleigh	North Carolina	75,036	701
3.	Nashville	Tennessee	28,582	650
4.	New York	New York	34,737	462
5.	Jacksonville	Florida	25,361	286
6.	Orlando	Florida	33,797	278
7.	Brooklyn	New York	34,288	272
8.	New Orleans	Louisiana	25,166	251
9.	Greenville	South Carolina	30,365	250
10.	Charleston	South Carolina	19,002	197
11.	Greensboro	North Carolina	22,250	193
12.	Tampa	Florida	17,137	188
13.	Winston Salem	North Carolina	19,153	157
14.	Durham	North Carolina	20,594	156
15.	Columbia	South Carolina	20,877	151
16.	Summerville	South Carolina	12,817	118
17.	Fayetteville	North Carolina	10,120	108
18.	Cary	North Carolina	13,707	103
19.	Greer	South Carolina	10,965	102
20.	Concord	North Carolina	10,523	100

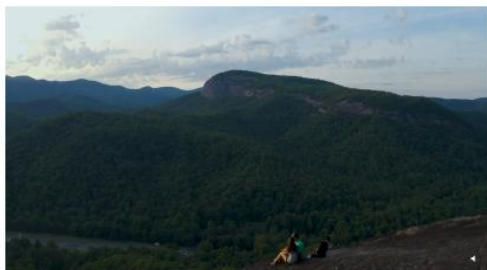
*Meta does not provide city level performance metrics.

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:

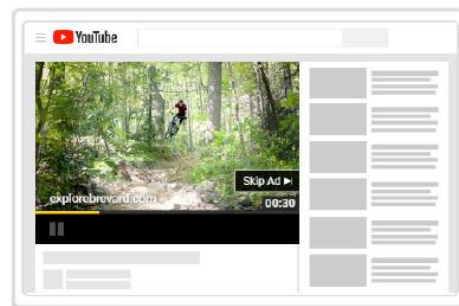


Top Display Ad:



Top YouTube Ad:

Be Cool



Digital Marketing & Web Traffic Reports

Web Traffic Report

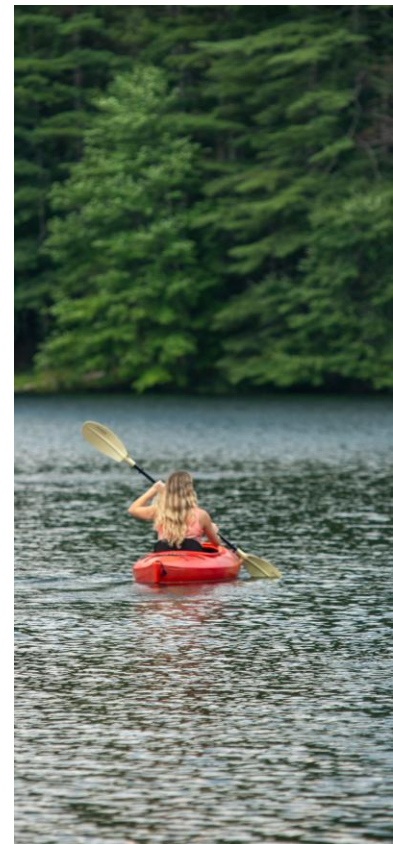
Our new website officially launched in February 2025. As you review the following data, please note that it can take up to a year for traffic patterns to stabilize and provide a true baseline for performance evaluation.

Web traffic generally falls into two primary categories: **paid** and **organic**. 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, with page descriptions below. For more detailed reporting from our SEO manager, Madden Media, see the [Sitewide Performance Summary](#) and the [SEO Summary](#).

- **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
	101,287	138,673	250,643	2.49
QoQ	↓ -8.9%	↓ -3.0%	↑ 0.7%	↑ 11.0%
YoY	↑ 15.6%	↑ 24.4%	↑ 7.6%	↓ -6.6%
	Average session duration	Views per session	SEO Total Users	Engagement rate
	00:02:50	1.81	43,471	68.64%
QoQ	↑ 14.8%	↑ 3.8%	↑ 13.7%	↑ 6.1%
YoY	↓ -10.2%	↑ 3.8%	↑ 11.3%	↓ -1.0%

Top Query	Clic...	% Δ	Impressions	% Δ	Position	% Δ
brevard nc	2,890	-1.2% ↓	379,660	-54.5% ↓	6.63	-9.8% ↓
things to do in brevard nc	1,054	29.2% ↑	64,241	274.5% ↑	4.74	-36.2% ↓
brevard	635	-23.4% ↓	226,805	-4.6% ↓	7.46	40.0% ↑
brevard north carolina	404	-38.3% ↓	70,049	-47.6% ↓	6.74	5.1% ↑
downtown brevard nc	400	11.7% ↑	11,384	46.2% ↑	5.33	-36.9% ↓
brevard nc events	308	7.7% ↑	2,674	124.0% ↑	6.47	96.9% ↑
explore brevard	307	29.0% ↑	2,926	39.1% ↑	1.3	-35.9% ↓
brevard events	294	200.0% ↑	7,173	262.8% ↑	6.66	-0.1% ↓
dolly's ice cream	283	188.8% ↑	3,123	125.0% ↑	2.73	-26.0% ↓
brevard nc webcam	266	-	696	5,700.0%...	5.67	-82.6% ↓
brevard waterfalls	252	-35.5% ↓	4,301	7.8% ↑	5.14	12.1% ↑
brevard 4th of july	223	1,015.0%...	1,763	167.1% ↑	6.44	9.9% ↑
downtown brevard	204	-10.1% ↓	1,280	-28.9% ↓	1.07	-52.1% ↓

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Page path	Views	% Δ
/	23,161	-59.6% ↓
/events-calendar/this-week/	19,477	-
/events-calendar/	15,365	74.9% ↑
/naturally-rooted/land-of-waterfalls/	14,594	-
/stay/	10,446	1,044,500.0%...
/plan-your-trip/live-cam/	8,008	-
/plan-your-trip/fall/fall-color-map/	7,510	-
/eat-drink/	6,779	-
/local-experiences/downtown-brevard/	6,748	-
/events-calendar/festivals-events/	6,321	-
/blogs/top-hiking-trails-to-explore-near-brevard-nc/	5,032	-
/eat-drink/restaurants/	4,377	-
/brevard-4th-of-july-celebration-2025/	3,015	-



City

Contains

Enter a value

City	Region	Total use...	% Δ	Sessions	% Δ
Charlotte	North Carolina	5,586	32.6% ↑	7,101	38.5% ↑
Brevard	North Carolina	5,072	49.0% ↑	8,282	60.4% ↑
Atlanta	Georgia	2,968	-64.1% ↓	3,624	-64.5% ↓
(not set)	(not set)	2,882	-53.8% ↓	2,896	-52.5% ↓
Raleigh	North Carolina	2,812	27.1% ↑	3,272	28.5% ↑
Nashville	Tennessee	2,509	4.2% ↑	3,011	5.8% ↑
New York	New York	2,286	42.1% ↑	2,539	38.1% ↑
(not set)	Florida	1,518	-65.6% ↓	1,685	-67.5% ↓
Orlando	Florida	1,402	3.7% ↑	1,553	2.5% ↑
Asheville	North Carolina	1,242	0.6% ↑	1,613	0.9% ↑
(not set)	North Carolina	1,167	8.8% ↑	1,369	10.6% ↑
Hendersonville	North Carolina	1,154	125.0%...	1,637	126.1% ↑



Session source / medium	Total users
1. google / organic	40,846
2. MediaOne / facebook	14,863
3. (direct) / (none)	13,432
4. MediaOne / native	7,677
5. fb / paid	5,773
6. MediaOne / google	4,711
7. MediaOne / display	2,139
8. visitnc.com / referral	1,780
9. m.facebook.com / referral	1,342
10. bing / organic	1,325
11. RomanticAsheville.com / referral	1,045
12. duckduckgo / organic	751
13. facebook.com / referral	617
14. yahoo / organic	615
15. imasdk.googleapis.com / referral	569
16. l.facebook.com / referral	519
17. (not set)	441
18. ib.adnxs.com / referral	379
19. thesunsetmotel.com / referral	334
20. Adventurist / email	314



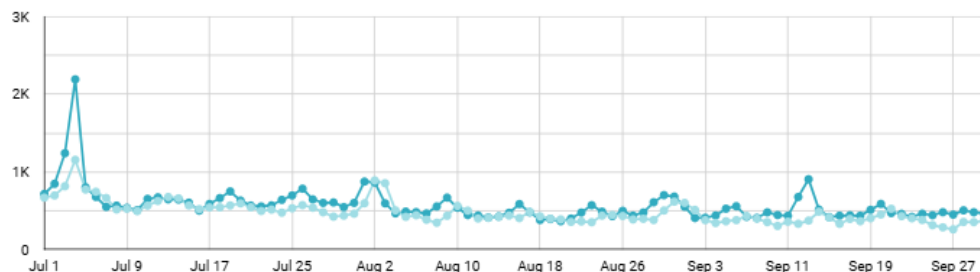
URL

	Page path	First user default cha...	Views
1.	/stay/	Unassigned	4,593
2.	/naturally-rooted/land-of-waterfalls/	Unassigned	3,807
3.	/events-calendar/	Organic Search	3,349
4.	/	Direct	3,187
5.	/plan-your-trip/fall/fall-color-map/	Paid Social	3,034
6.	/	Organic Search	2,327
7.	/local-experiences/downtown-brevard/	Organic Search	1,548
8.	/events-calendar/this-week/	Organic Search	1,547
9.	/events-calendar/festivals-events/	Organic Search	1,414
10.	/plan-your-trip/live-cam/	Organic Search	1,413
11.	/	Referral	1,371
12.	/eat-drink/	Organic Search	1,151
13.	/plan-your-trip/fall/fall-color-map/	Organic Search	1,076
14.	/naturally-rooted/land-of-waterfalls/	Organic Search	1,004
15.	/event/brevard-plein-air-festival/	Organic Search	976



PoP
Url Clicks
52.4K
↑ 15.0%
Impressions
4.0M
↑ 28.7%

YoY
URL Clicks
↑ 18.5%
Impressions
↑ 15.8%



Top Query	Clicks	% Δ	Impressions	% Δ	Position	% Δ	Top URL	Clicks	% Δ	Impressions	% Δ
brevard nc	2,890	-1.2% ↓	379,660	-54.5% ↓	6.63	-9.8% ↓	/events-calendar/	5,712	149.0% ↑	203,523	65.6% ↑
things to do in brevard nc	1,054	29.2% ↑	64,241	274.5% ↑	4.74	-36.2% ↓	/	4,416	-14.3% ↓	230,400	-20.4% ↓
brevard	635	-23.4% ↓	226,805	-4.6% ↓	7.46	40.0% ↑	/local-experiences/downtown-brevard/	4,194	-	195,533	-
brevard north carolina	404	-38.3% ↓	70,049	-47.6% ↓	6.74	5.1% ↑	/event/july-4th-shindig-on-main-firework...	2,500	-	17,122	-
downtown brevard nc	400	11.7% ↑	11,384	46.2% ↑	5.33	-36.9% ↓	/eat-drink/	2,039	-	140,482	-
brevard nc events	308	7.7% ↑	2,674	124.0% ↑	6.47	96.9% ↑	/naturally-rooted/land-of-waterfalls/	1,943	-	185,662	-
explore brevard	307	29.0% ↑	2,926	39.1% ↑	1.3	-35.9% ↓	/plan-your-trip/live-cam/	1,379	-	85,977	-
brevard events	294	200.0% ↑	7,173	262.8% ↑	6.66	-0.1% ↓	/events-calendar/festivals-events/	1,219	-	135,350	-
dolly's ice cream	283	188.8% ↑	3,123	125.0% ↑	2.73	-26.0% ↓	/businesses/dollys-dairy-bar/	1,208	43.6% ↑	9,261	-26.6% ↓
brevard nc webcam	266	-	696	5,700.0% ↑	5.67	-82.6% ↓	/event/little-river-valley-pro-rideo/	1,152	-	7,471	-
brevard waterfalls	252	-35.5% ↓	4,301	7.8% ↑	5.14	12.1% ↑	/events-calendar/this-week/	952	-	109,611	-
brevard 4th of july	223	1,015.0% ↑	1,763	167.1% ↑	6.44	9.9% ↑	/local-experiences/live-music/	907	-	52,168	-
downtown brevard	204	-40.4% ↓	4,280	-38.5% ↓	4.97	-53.4% ↓	/blogs/5-best-swimming-holes-splash-d...	901	-	24,241	-
dolly's dairy bar	203	250.0% ↑	1,093	71.3% ↑	3.27	-30.2% ↓	/stay/	816	-	114,025	-
sliding rock nc	203	6,666.7% ↑	17,616	1,692.1% ↑	11.52	-34.5% ↓	/event/brevard-plein-air-festival/	789	-	3,773	-
brevard restaurants	189	-30.5% ↓	6,039	41.6% ↑	4.23	27.9% ↑	/stay/camping-rv/	651	-	267,933	-



IV. Visitor Reports & Insights

Occupancy and Visitor Data Dashboard

AirDNA Short-term Rental Report

Last 12 Months Vs. Prior 12 Months

% Change

Available Units

1166

↓ -2%

Occupancy

46%

↓ -4%

ADR

\$259

2%

Length of Stay

4.4

↓ -5%

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 September. ADR = average daily rate.

Zartico Visitor Report

- Top 5 Origin States – SC, FL, GA, TN, AL
- Top 5 Origin Markets – Charlotte, Greenville/Asheville, Columbia, Atlanta, Tampa
- Out-of-State Visitors – 83%, In-State Visitors – 17%
- 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 September.

Occupancy Tax Proceeds

- YTD returns are down 1% versus budget and 8% versus FY24.
- 51% of YTD returns are from traditional accommodations, and 49% are from short-term rentals.

Data includes occupancy tax collections through September, which represents visitor occupancy through August. FY24 was used in lieu of prior year comparison due to the impact of Helene.

Visitor Reports & Insights

Trending & Tourism Insights

As a reminder, due to various factors, TCTDA leadership anticipated FY26 occupancy tax proceeds to fall below the “new norm” baseline that had formed following the post pandemic peak in visitation. Specifically, proceeds were budgeted to fall 7% below FY24 (two years prior used since FY25 was Helene-impacted). This downturn was particularly expected to be felt in summer as rooms associated with Helene-related service workers were no longer there to supplement softer demand. Ultimately, through the first two months of the year, proceeds are near that mark, falling 8% below FY24 and 1% below budget.

Fall brings vibrant leaves, Halloweenfest fun, and the start of the holiday season — all strong drivers for visitation and spending. We’re hopeful for a solid finish to the year, but mindful that factors like the federal shutdown, the broader economy, and, of course, the weather can quickly change the outlook.

