

ANOTHER YEAR OF RECORD ACCOMPLISHMENTS FOR THE TCTDA

D R I N K I T I N .

LAND  
OF  
WATERFALLS

TRANSYLVANIA COUNTY BREVARD, NC

2017 REPORT TO THE COMMISSIONERS

# TCTDA

TRANSYLVANIA COUNTY  
TOURISM DEVELOPMENT AUTHORITY



LORI ROBERTS

## A MESSAGE FROM THE CHAIR

On behalf of the Transylvania County Tourism Development Authority, I am delighted to share this Community Report with you. The TCTDA is deeply and passionately engaged in promoting our extraordinary community to the wider world while creating a greater awareness and appreciation for tourism's vital economic, cultural and social value to our community.

### AUTHORITY MEMBERS

Aaron Baker  
Grant Bullard  
Steven Dugard  
Jimmy Harris  
Mike Hawkins  
Lori Roberts  
Seyl Park

### TCTDA STAFF

Clark Lovelace  
*Executive Director*

Prentiss Brewer  
*Tourism Development Coordinator*

Sally Burnett  
*Visitor Center Coordinator*

Market Connections  
*Marketing and Advertising Partner*





# HISTORIC METRICS



# A VIBRANT VISITOR ECONOMY MEANS LOWER TAXES AND MORE JOBS

(2015 figures)



**\$88.86 MILLION**  
was generated in tourism  
revenue



**770 jobs**



**\$16.47 MILLION**  
in payroll

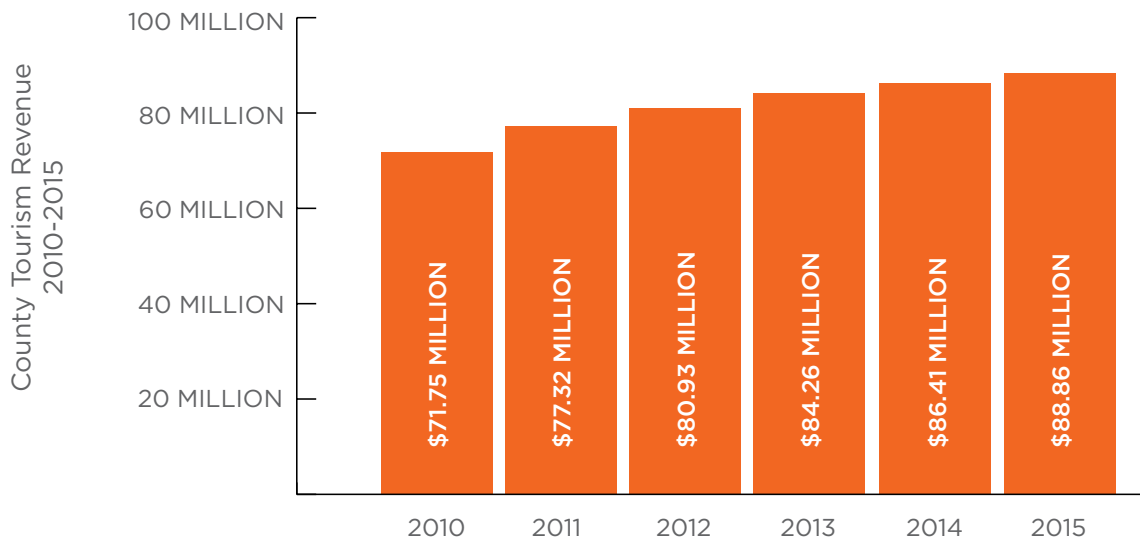


**\$3.45 MILLION**  
in state tax revenue



**\$ 4.06 MILLION**  
in local tax revenue

**TAX SAVINGS: \$387 PER TC HOUSEHOLD**





DEDICATED LEADERSHIP + STRATEGIC  
PLANNING + SMART MARKETING  
= IMPRESSIVE RESULTS

ACCOMMODATIONS

(comparison between state of NC and Transylvania County, 2016)



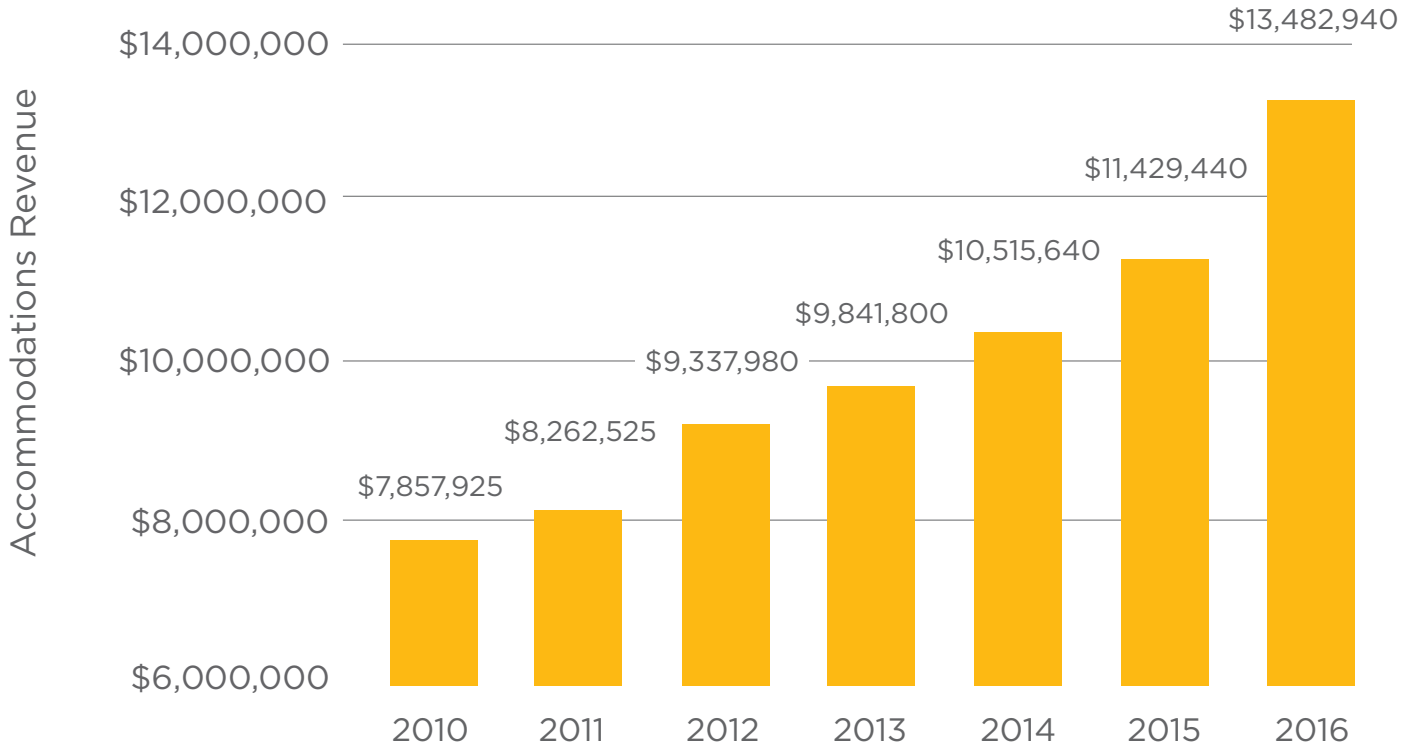
Occupancy Rate

Room Revenue Increase



Average Daily Rate

REACHING NEW HEIGHTS.  
YEAR IN AND YEAR OUT...



...AND MONTH IN AND MONTH OUT.

12 FOR 12

*Each month in calendar year 2016  
represented record occupancy revenue.*





2016 HIGHLIGHTS



## 2016/2017 MARKETING AND ADVERTISING



Our 2016/2017 Marketing Plan reaches 30 million+ potential visitors through targeted print and newspaper advertising, television, radio and social media. Print publications include Our State, Outside, Garden & Gun, Atlanta Magazine, Southern Living, Woman's Day, Good Housekeeping, Country Living, BIKE Magazine, The Laurel of Asheville, Blue Ridge Outdoors, and WNC Magazine, just to name a few.



Our successful strategy of placing targeted cable tv media buys in key markets continues as well and encompasses metro Atlanta, Charlotte, Greenville and Raleigh.

New to the 2016/17 marketing plan is radio sponsorship promotion on public radio, WNCW-FM as well as the organization's first billboard, which was posted on I-26 in late 2016.





# ELECTRONIC & COLLATERAL



## WEBSITE

The visitwaterfalls.com website remains our digital front door, welcoming 300,000+ visitors annually.



## THE GET OUT GUIDE

We keep visitors and residents informed of all the upcoming events and activities in the Land of Waterfalls through our Get OUT Guide. We distribute 3,000 copies of this guide countywide, eight times a year.



Dear Traveler:  
Mornings in January can be a quiet, chilly time to stand in the forest and reflect on our New Year's Resolutions. And while I'm planning to cut back on holiday sweets and maybe spend a bit more time working on my "To Read" list, I'd offer up that "Spend more time in Transylvania County" is a personal favorite on the Resolution list of the truly adventurous. Now is a great time to start making plans, maybe even come up for an exploratory visit. Even now, in the chilly season, there are still plenty of one-of-a-kind events and adventures to whet your whistle for what's yet to come throughout 2017 and beyond.

Have a Happy New Year!  
The Adventurist

## THE ADVENTURIST

Our popular e-newsletter, The Adventurist, goes out monthly to over 12,000 subscribers.



## ADVENTURE GUIDE

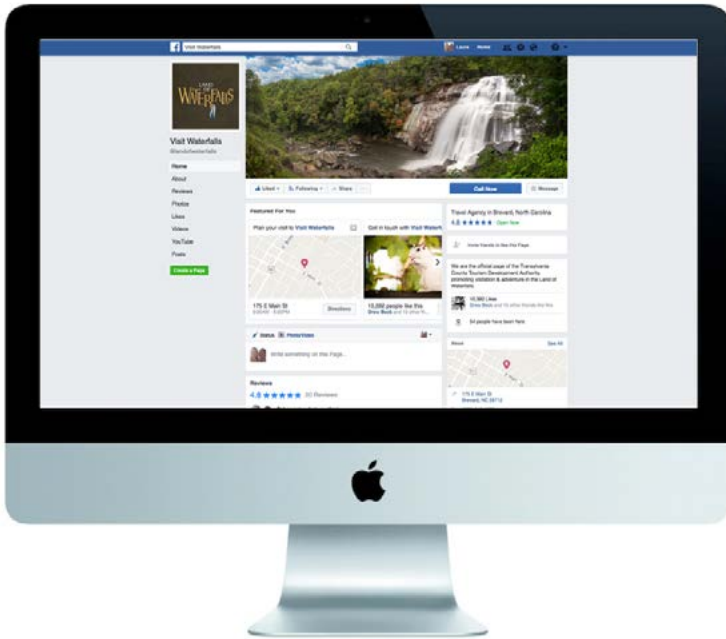
Another key resource for visitors, we print 120,000 copies of this content-rich guide and waterfall map, distributing it across the U.S.



Your Guide to Brevard & Transylvania County, NC

# SOCIAL MEDIA: DYNAMIC, ENGAGING CONTENT THAT SETS US APART

Our social media presence has grown dramatically, especially our flagship Facebook and Instagram accounts, the latter of which was recently voted a Top Three “Readers Favorite” in Blue Ridge Outdoors magazine.



◀ FACEBOOK

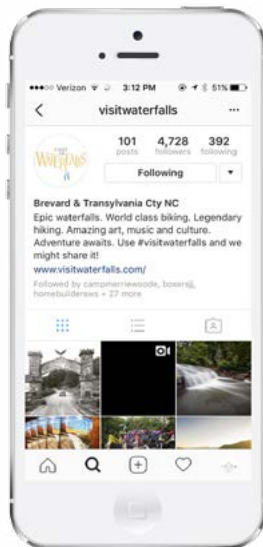


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INSTAGRAM ▶



908%



VOTED A  
“READERS FAVORITE”

*Blue Ridge Outdoors Magazine*

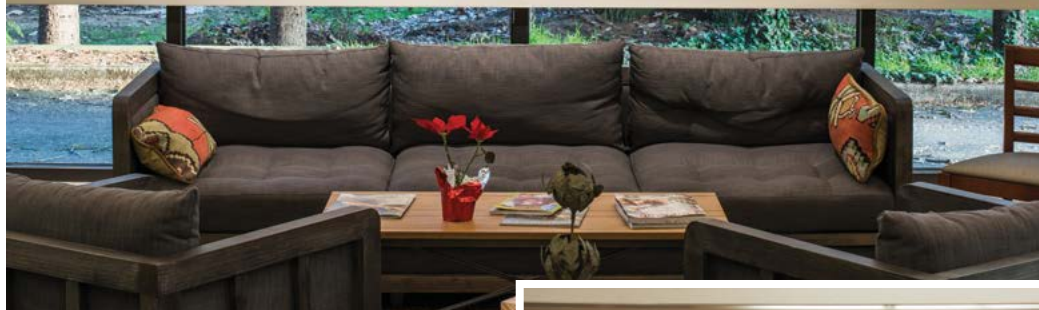
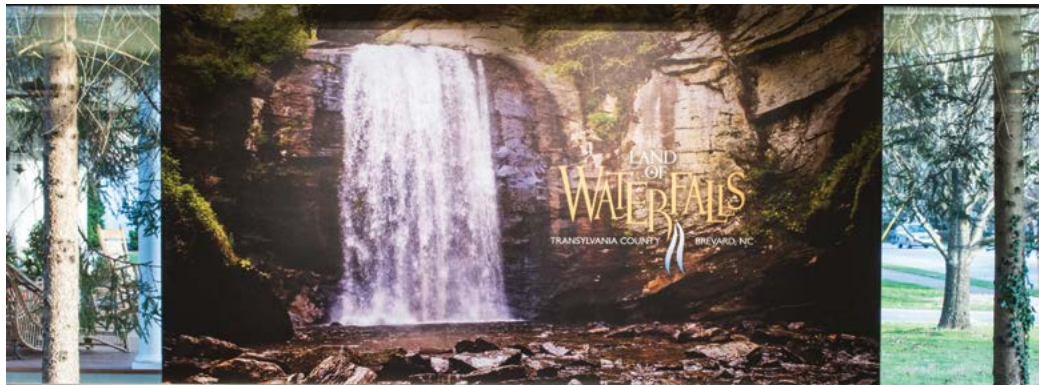




## VISITOR CENTER

Our newly updated Visitors Center is more inviting than ever,  
welcoming over

**19,141 GUESTS IN 2016.**



TOLL FREE CALLS



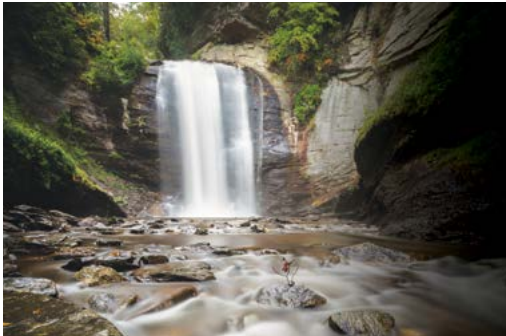
VISITOR CENTER TRAFFIC



# SPECIAL PROJECTS: SMART INVESTMENTS THAT YIELD LONG TERM BENEFITS

## PHOTOGRAPHY

Over the last eight years, your TCTDA has been building a world-class photo and video library for marketing, public relations and collateral use. That library currently consists of over 3,600 high quality images shot by some of western North Carolina's most celebrated photographers.



*See more of our stellar photography assets on the back outside cover.*





### VIDEO

In 2016, TCTDA produced new video and photography for an exciting marketing campaign entitled, "Drink It In." Those ads and videos began running in late 2016 and will continue throughout the year.

On February 17, the new "Drink It In" campaign won **BEST OF SHOW AT THE ASHEVILLE ADDY AWARDS.**

This competition celebrates the best marketing creative produced in western North Carolina. In two of the past five years, the TCTDA has won best of show for its tourism marketing, plus a special Judge's Award for creative excellence.



Watch our new award-winning videos by clicking [here](#).

## SPECIAL PROJECTS: CONTINUED

### PHONE APP

The Visit Waterfalls phone app continues to draw followers to its over 340 points of interest, including accommodations, restaurants, retail establishments, attractions, adventure tips and more. This app is available for free download at the Apple and Android stores and was rated a Top Three “Readers Favorite” in Blue Ridge Outdoors magazine.

### KIOSKS

Over the past year, the TCTDA has developed and installed three informational kiosks in popular areas (Downtown Brevard, Pisgah Forest Ranger Station and DuPont State Recreational Forest) to inform visitors of the many attractions and activities available to them throughout the county. Two additional kiosks, at Gorges State Park and Sliding Rock, are scheduled for installation in 2017.

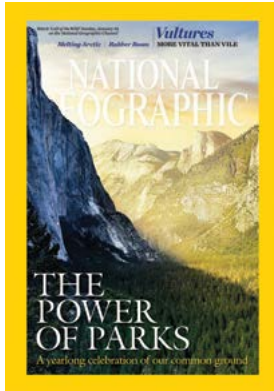


These kiosks benefited from a map project initiated by the TCTDA that resulted in a new, multi-layer map of the county that can be customized for a variety of different purposes, including a new road cycling map that will be printed in 2017.





## PUBLIC RELATIONS: SMALL INVESTMENT, BIG RETURN



Public relations continue to represent one of the best returns on investment of our marketing dollars. In 2016, your TCTDA hosted several familiarization tours for journalists. Additionally, Transylvania County was represented at important media missions sponsored by Visit NC in New York and Cherokee. The result was an unprecedented level of editorial coverage. Highlights from 2016 included:

- [Raleigh News and Observer:](#) Hiking Looking Glass Rock
- [Raleigh News and Observer:](#) Best Kept Secrets: Waterfalls
- [Wake Living:](#) Land of Waterfalls Feature
- [Bicycling Magazine:](#) Testing Ground: Brevard, NC
- [Southern Living:](#) Summer's Last Hurrah: Mountain Getaway to Brevard
- [Singletracks:](#) Top 10 Best Mountain Bike Destinations in the USA
- [GrindTV.com:](#) Seven Awesome Places to Spend the Fourth of July
- [Time Warner Cable News:](#) Around Carolina: Brevard (video)
- [Pink Bike:](#) East Bound and Down: Brevard Calling
- [OnlyInOurState.com:](#) Why Everyone Should Visit This One N.C. Town
- [Singletracks:](#) Niko Mullally Shralping in North Carolina's Singletrack Kingdom
- [Singletracks:](#) Pisgah Y'all
- [Singletracks:](#) 12 Of The Best Flow Trails in the USA
- [Forbes:](#) The Best Places To Retire in 2016
- [Mens Journal:](#) How to Pull Off a Self-Guided Bike Vacation
- [Blue Ridge Outdoors:](#) Classic Waterfall Hikes in Western North Carolina
- [Country Living:](#) 30 Small Towns You Should Visit This Summer
- [National Geographic:](#) America's 10 Best Mountain Bike Towns

Go to [visitwaterfalls.com/press/](http://visitwaterfalls.com/press/) to read our entire archive of stories devoted to Transylvania County.

# PARTNERSHIPS: WORKING TOGETHER IS A BEAUTIFUL THING



How do you make a comparatively small marketing budget go a long way? Establish strategic partnerships. Over the past several years, your TCTDA has nurtured an incredibly close relationship with VisitNC, resulting in a host of marketing and public relations opportunities that have multiplied our investment many times over.

Local partnerships are also critically important. TCTDA actively works with the Brevard/Transylvania County Chamber of Commerce, Heart of Brevard, Transylvania County, City of Brevard, Transylvania Economic Alliance, Transylvania Times, Brevard Music Center, Brevard College, Blue Ridge Community College, Land of Sky Regional Council and a host of other organizations on a variety of important initiatives.

The TCTDA has also implemented a co-op advertising program that allows local businesses the opportunity to become active participants in our marketing through ads in Our State, Blue Ridge Outdoors, WNC Magazine and The Laurel.

Sharing resources and ideas, cooperating for mutual benefit, identifying and pursuing opportunities that benefit both visitors and citizens: these are the hallmarks of a healthy, dynamic and visionary community and the TCTDA is proud to play a lead role.

In 2016, the TCTDA also reached out to Pisgah National Forest, DuPont State Recreational Forest, Gorges State Parks, and their respective friends organizations to find ways to create a balance between tourism and protecting and conserving our natural assets. That collaboration will continue to strengthen and grow in 2017 and beyond.



OVER  
**\$30,000**  
AWARDED

## GRANTS

Over the past five years, your TCTDA has awarded over \$100,000, and \$30,000 over the past year in its Small Grant Program. In 2016, the organization instituted a new \$20,000 Festival & Event Grant designed to build shoulder season visitation.





# LOOKING FORWARD



## THE SKY'S THE LIMIT: GAZING UP AT OUR FUTURE



2017 promises to be an exciting year for Transylvania County. On August 21st, Transylvania County will experience the Total Solar Eclipse that will pass across the U.S. Only a very few North Carolina communities will be in the path of totality – the zone where the effects of the eclipse are most dramatic. Transylvania County's own Pisgah Astronomical Research Institute (PARI) will take center stage during this momentous event: NASA is sending two research teams to PARI to conduct research on the eclipse. Additionally, over two hundred amateur astronomers from around the world will be on hand at PARI to experience this once-in-a-lifetime phenomenon.

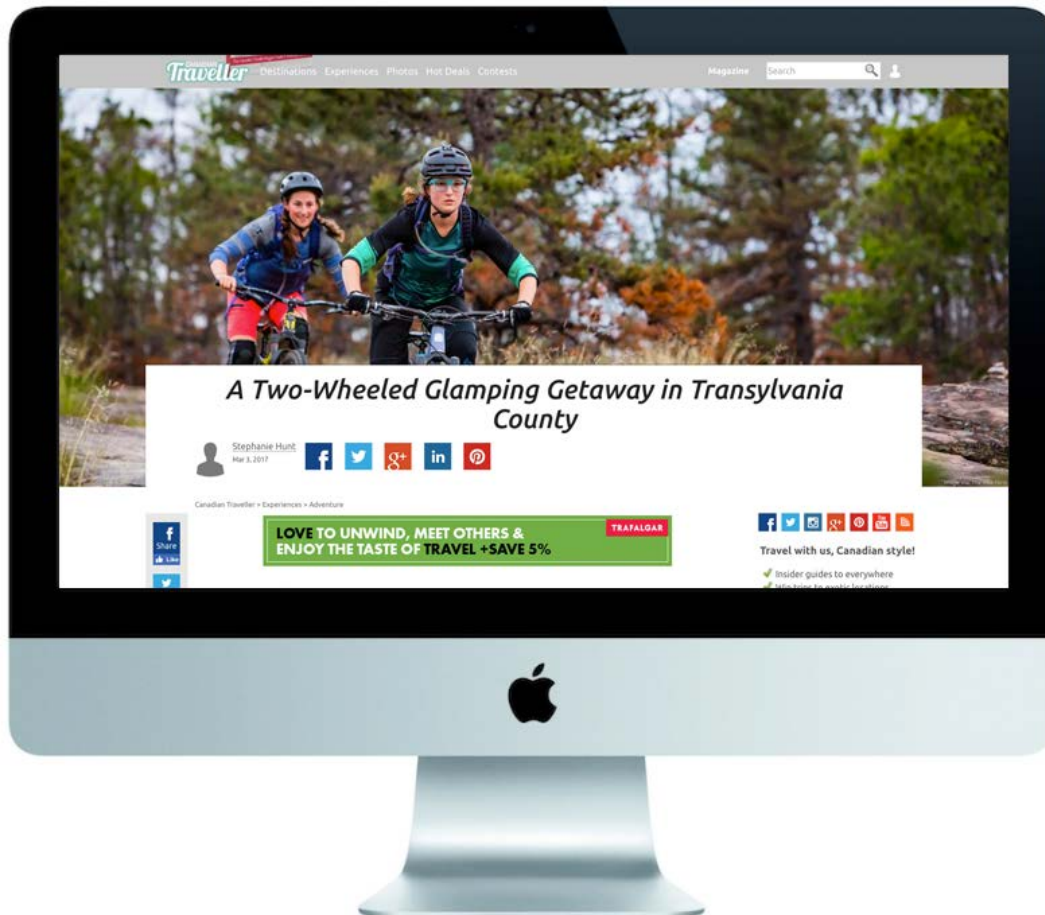
The TCTDA has created a \$10,000 mini-marketing campaign that will include a web page, collateral, press releases, media efforts and more. The TCTDA has also held two meetings with key organizations to foster collaboration and ensure that our community is prepared to maximize this unique opportunity. Additionally, we are working with PARI and Transylvania staff on a community meeting to be held later in March.





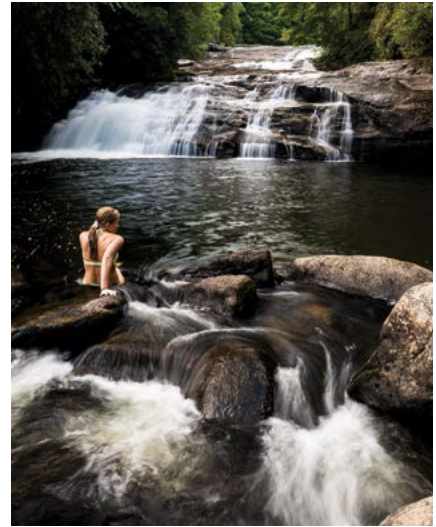
## NEW MARKETS, NEW OPPORTUNITIES

Your TCTDA is also exploring new initiatives that will help us build our shoulder seasons. To that end, the organization continues focusing marketing resources on seasonal opportunities in emerging markets like Canada. TCTDA will embark on a Media Mission to Toronto and Montreal in the spring and, for the second year, will mount an outdoor adventure campaign in multiple Canadian publications.



ON CANADIANTRAVELLER.COM

# SELECTIONS FROM OUR STELLAR PHOTO COLLECTION



Download the free Visit Waterfalls app at the Apple and Android stores  
[www.visitwaterfalls.com](http://www.visitwaterfalls.com)

