



## Marketing Report January 28, 2016

### **THE ADVENTURIST**

The 71st and 72nd editions of The Adventurist went out on December 2nd and December 30th, respectively. The current mailing list is 10,778 and the open rate for the latest edition was 17%, which translates to 1,880 opens. The most popular January edition links were for the Oskar Blues Hootenanny, Gorges State Park New Year's Hikes, Sky watching at PARI and Brevard's Got Talent.

### **SOCIAL MEDIA**

We're pleased to report that our Facebook audience has expanded to 4,208 from 4,160 the previous month. The videos on our Visit Waterfalls You Tube site have been viewed a total of 129,452 times versus 127,652 through November. We have had 46,005 views versus 44,600 views on our Vimeo account during the previous reporting period. Our new Instagram app now has 352 followers. If you are on Instagram and are not following us, please look us up – search "Visit Waterfalls."

### **DOWNTOWN KIOSK**

The downtown Visitor Kiosk was installed on Monday, January 18th at the corner of Broad and Main on the side of O.P. Taylors Toy Store. This TCTDA special project is the first in a series of visitor kiosks that will be created for a variety of visitor "touch points" over the next year. The next kiosk install will be at the Pisgah National Forest Ranger Station. Thanks to the Heart of Brevard, the City of Brevard and John Taylor for their participation and involvement in this project.

### **2016 TRAVEL PLANNER**

The 2016 Travel Planner/Waterfall Map was delivered on January 15th. The new planner sports an updated layout, terrific new waterfall photography and a brand new waterfall map, developed by cartographer Bruce Daniel. Additional improvements include revised waterfall directions created by waterfall expert Lydia O'Dell.

### **NEW WEBSITE CALENDAR**

The updated calendar for [visitwaterfalls.com](http://visitwaterfalls.com) is now live. The new calendar is now responsive, which means it is optimized for viewing on smart phones and tablets.

### **NEW YORK MEDIA MISSION**

Karen Tessier and Brad Campbell from Market Connections will be in New York City starting on January 26th to represent the Transylvania County Tourism Development Authority and Brevard Music Center at the State of North Carolina's Annual Tourism Media Mission. A reception for dozens of national media will allow the Market Connection's team the opportunity to "pitch" Transylvania County to media heavyweights, including Forbes, Men's Journal, Esquire, National Geographic Traveler, USA Weekend, Washington Post, Travel & Leisure, and Outside Magazine, just to name a few.

### **PUBLIC RELATIONS**

Recent stories include: Mountain Express' article about the Brevard foodie scene; a Facebook post by the Blue Ridge Parkway giving a shout-out to Brevard; a web story on [onlyinyourstate.com](http://onlyinyourstate.com) entitled "Why Everyone Should Visit This One Town in North Carolina"; and a post by [romanticasheville.com](http://romanticasheville.com) on their "Top Ten Towns in North Carolina for Holiday Cheer."

**ADVERTISING**

Upcoming ads that will be appearing in the first quarter of 2016 include Woman's Day, Good Housekeeping, Country Living, Bike Magazine, and Mountain Flyer Magazine as well as our annually committed publications and digital outlets.

**CO-OP MARKETING**

The first co-op ad was completed in December and will appear in April's Garden & Gun. co-op partners for this ad included Brevard Music Center, Davidson River Outfitters and Platt Architecture. Upcoming co-op ads will also be appearing in Our State and Blue Ridge Outdoors.

**WEBSITE METRICS**

2015 was an exceptional year for website visitation to [visitwaterfalls.com](http://visitwaterfalls.com). Overall, visitation in 2015 was up is up 36% over the previous year.

**MULTI-YEAR PLAN FOLLOW-UP**

Market Connections made adjustments and additions to the Multi-Year Plan based on input from board members and the plan has now been approved.

**OUTDOOR ADVENTURE MINI CAMPAIGN**

Market Connections has presented a media recommendation for a digital outdoor adventure campaign to begin Feb 15. The campaign will target outdoor adventure lovers in the Midwest and Eastern Canada through multiple electronic media outlets, including [EverythingZoomer.com](http://EverythingZoomer.com) (Canadian lifestyle site), [ExploreCanada](http://ExploreCanada.com) (through their [ExploreUSA.com](http://ExploreUSA.com) portal), [cyclingmagazine.ca](http://cyclingmagazine.ca), [Michigan-Sportsman.com](http://Michigan-Sportsman.com), [OhioGameFishing.com](http://OhioGameFishing.com) and many others.