

Transylvania County
Tourism Development Authority
April 23, 2015
Marketing Report

The Adventurist

The 62th edition of The Adventurist went out on Friday, April 3 to 9,867 individuals. It had 1,893 opens. This represents an open rate of 19%, earning us a mail score of 7.5. The average score for travel and tourism e-newsletters is 7.3. The most popular links were for the Tour de Falls, Space Day at PARI, Clogfest and Birdhouse Basics at the Pisgah Center for Wildlife Education.

Social Media

We're pleased to report that our Facebook audience has expanded to 3,344, up from 3,371 the previous month. The videos on our Visit Waterfalls You Tube site have been viewed over 107,470 times versus 105,305 times the previous month. We have had over 31,665 views on our Vimeo account since its creation in July 2013.

Toronto Media Mission

Market Connections participated in a Toronto media mission from April 13-16 that was extremely productive. We had one-on-one visits with 12 publications and freelance writers. Additionally, Market Connections and the VisitNC team met with four writers over dinner. Media outlets included a who's-who of Canadian press: the *Toronto Star*, *CAA (Canada's AAA)*, *Entertainment Weekly*, *Sharp (Canada's Magazine for men)*, *Elle Canada*, *Zoomer*, *The Globe and Mail*, and the *Toronto Sun*.

Website Metrics

We're continuing our very strong website performance with visitation to visitwaterfalls.com up 44.85% in March, year over year, from 8,741 to 12,661. Unique visitation was up 42.31% from 7,345 to 10,453. Overall, January through April 20, website visitation is up 44.5%, year over year.

Phone App

We expect to receive a beta version of the phone app this week. We are confident of being able to launch by mid-May, with roll-out and promotion to follow.

Visitor Survey & Business Survey

Our Visitor Survey initiative is wrapping up. We have received 388 responses and have a statistically valid survey. We received 29 responses from our Business Survey. The results from both surveys will be invaluable as we develop the multi-year marketing plan.

Visitor Center

The Visit Center Improvement Committee has approved an overall design for the wall display. Final art is being developed and will be turned over to the vendor for

production next week. Production, from fabrication to install will take approximately 2 weeks.

FAM Tours

We're excited to announce a press visit next week by Brian Hancill, editor for London's *Daily Mirror/Sunday Mirror*. His visit, sponsored by VisitNC will encompass Charlotte, Asheville and Transylvania County.

Additionally, we will host Charmaine Singh and April Beauchamp from Visit NC – Canada in May. This is a huge opportunity to have our Canadian PR firm get a firsthand look at the Land of Waterfalls. Market Connections invited Charmaine and April during the Canada Media Mission and they extended a previously scheduled trip to Charlotte for this visit.

2015/16 Marketing Plan

Market Connections has provided copies of the plan to you, approved by the Marketing Committee, for your approval today.