

**Transylvania County
Tourism Development Authority
July 23, 2015
Marketing Report**

The Adventurist

The 64th edition of The Adventurist went out on Thursday, July 12 to 10,257 individuals. It had 1,895 opens. This represents an open rate of 18%, earning us a mail score of 6.9. The current average score for travel and tourism e-newsletters is 7.0. The most popular links were for the Lake Toxaway Summer Showcase, July 4th Celebration, Songcatcher Music Series, and Pisgah Adventure Tour.

Social Media

We're pleased to report that our Facebook audience has expanded to 3,815 from 3,634 the previous month. The videos on our Visit Waterfalls You Tube site have been viewed over 117,480 times versus 113,453 times the previous month. We have had over 37,880 views on our Vimeo account since its creation in July 2013.

Public Relations

The TCTDA hosted prominent family blogger Corinne McDermott and her family from July 2-4 as part of her travel across NC, with stops in the Outer Banks, Raleigh, Charlotte and Transylvania County. Her stops in Transylvania County included Earthshine Discovery Center, the Cradle of Forestry, Rocky's, O.P. Taylors, and more.

Cele and Lynn Seldon, who spent three days in Transylvania Count on assignment with VisitNC have posted their story. Clark has provided the board with links to the story, which calls out several notable Brevard and Transylvania County destinations.

The Hunger Games movie continues to be a draw to the county: Good Morning America aired a piece on Thursday, July 16 entitled "On Location Vacations," featuring Tammy Hopkins and Leigh Trapp and DuPont State Recreational Forest.

Marketing

We have several ads appearing in upcoming issues of the following publications: Atlanta Magazine, Our State, The Laurel of Asheville, Southern Living South Atlantic (FL, GA and SC), AAA Magazine and all of other annually committed publications and digital outlets.

Website Metrics

We're continuing our very strong website performance with visitation to visitwaterfalls.com up 33.4% in June 2015 versus June 2014. Unique visitation is up 34% in June, year-over-year.

Phone App

The phone app has been launched and it's available for free download at Android and Apple app stores. We have been promoting the app on our Facebook page and on the home page of visitwaterfalls.com. To date, we have 560+ downloads.

We recently produced tent cards for distribution to local accommodations, retailers, attractions and restaurants to promote the app and drive downloads. Our goal is to have 1,000+ downloads before pitching the advertising feature on the site.

We are currently beta testing the updated calendar for use on the app. We expect to have the testing completed in the next two weeks.

Transylvania County Map

The Map Lab has created a new Transylvania County map for our kiosk projects. This map will also serve as the foundation for an updated waterfall map and other potential map projects. For your approval, we have printed out the new map at the size it will be used for the downtown kiosk.

Downtown Kiosk

Market Connections has created a preliminary design and estimate for the first kiosk, which will be located on the south wall of O.P. Taylor's Toy Store. We are currently soliciting feedback from John Taylor, Heart of Brevard and the City of Brevard before going forward with final design and installation.

Marketing Committee

The TCTDA Marketing Committee met on July 9th. Initiatives agreed upon included development of a co-op ad opportunity through Garden & Gun; development of a mini-marketing plan for the Outdoor Adventure Campaign slated for Jan-April, 2016; rollout of the multi-year marketing plan at the August TDA meeting and a public event for same in September; exploration of opportunities in agritourism.