

**Transylvania County
Tourism Development Authority
June 24, 2015
Marketing Report**

The Adventurist

The 63th edition of The Adventurist went out on Wednesday, June 3 to 10,257 individuals. It had 1,977 opens. This represents an open rate of 18%, earning us a mail score of 7.2. The current average score for travel and tourism e-newsletters is 7.0. The most popular links were for the Waterfalls and Wine event, Arts and Culture Week, BMC Opening Night, Cruise then Booze, PARI Night at the Cradle, and the Blues Festival.

Social Media

We're pleased to report that our Facebook audience has expanded to 3,634 from 3,572 the previous month. The videos on our Visit Waterfalls You Tube site have been viewed over 113,453 times versus 110,396 the previous month. We have had over 35,506 on our Vimeo account since its creation in July 2013.

Public Relations

The TCTDA will be hosting prominent family blogger Corinne McDermott and her family in July. She is traveling across NC, with stops in two destinations: the Outer Banks and Transylvania County. Her trip is partially sponsored by Honda, who is providing her car. Her site, havebabywilltravel.ca, gets 176,282 page views per month and 87,958 unique visitors. She has more than 5,700 [twitter](#) followers, nearly 4,200 [Facebook page](#) likes and more than 450 [Instagram](#) followers. She will be blogging and posting throughout the trip. Her stops in Transylvania County will include Earthshine Discovery Center, the Cradle of Forestry, Rocky's, O.P. Taylors, the Pisgah Center for Wildlife Education and more.

On May 29, six U.K. journalists visited as part of a VisitNC FAM tour. They were troopers, with three of their party going down Sliding Rock. Scott Peacock, head of PR for VisitNC, also took the plunge. Their slides were captured for posterity with a GoPro. Market Connections sent each slider a video of their experience.

Lori Roberts hosted Jason Frye, a freelance writer for Our State Magazine. Jason is writing a feature called "Meals of a Lifetime," featuring Square Root and Rocky's. In addition, Jason is finishing a book on the Blue Ridge through Avalon Book Publishing that is scheduled to come out next year and will include Brevard and Transylvania.

Cele and Lynn Seldon spent three days in Transylvania Count on assignment with VisitNC. They visited 185 King, rafted the French Broad River with Headwaters Outfitters, ate at Bracken Mountain and Marcos, stayed at the Sunset Motel, hiked to scenic waterfalls and generally had an amazing time. We will

alert everyone when their story goes live on visitnc.com

Marketing

In June, TDA advertised in the following publications: Our State, The Laurel of Asheville, Southern Living South Atlantic (FL, GA and SC), Outside Magazine online and all of other annually committed publications and digital outlets.

In addition, the “Play On” TV spot has aired simultaneously in Greenville, Atlanta, Raleigh and Charlotte. Visit Waterfalls has had two featured event pages - White Squirrel Festival and Brevard Music Summer Festival — on the Visit NC homepage in the last month with direct links to companion organizations.

Website Metrics

We’re continuing our very strong website performance with visitation to visitwaterfalls.com up 37% in May 2015 versus May 2014. Unique visitation is up 36% in May, year-over-year.

A look at website analytics during the cable television buy from April 27 to May 21st reveals the following:

Overall site visitation: **up 38%**
Visits from Atlanta market: **up 111%**
Visits from Charlotte market: **up 86%**
Visits from Raleigh market: **up 68%**
Visits from Greenville market: **up 181%**

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 250 downloads.

Transylvania County Map

The Map Lab has been contracted to create a 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. A preliminary design has already been created and the project should be completed by the end of June.