

**Transylvania County  
Tourism Development Authority  
May 28, 2015  
Marketing Report**

**The Adventurist**

The 63th edition of The Adventurist went out on Thursday, May 7 to 10,121 individuals. It had 1,858 opens. This represents an open rate of 18%, earning us a mail score of 7.0. The current average score for travel and tourism e-newsletters is 7.0 as well. The most popular links were for the White Squirrel Festival, Gorges Gratitude Days, Garden Day at the Cradle of Forestry and the Brevard Music Center Summer Festival.

**Social Media**

We're pleased to report that our Facebook audience has expanded to 3,572, up from 3,344 the previous month. The videos on our Visit Waterfalls You Tube site have been viewed over 110,396 times versus 107,470 times the previous month. We have had over 33,706 views on our Vimeo account since its creation in July 2013.

**Public Relations**

The Toronto Media Mission has yielded a treasure trove of opportunities for Transylvania County. On Wednesday, May 20, Charmaine Singh and April Beauchamp who represent VisitNC in Canada, visited for a quick FAM tour, which included trips down Sliding Rock.

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](http://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.

We also have an opportunity with Glow Magazine, one of the largest women's fashion publications in Canada (available throughout the country at Canada's national drug store chain, Shoppers Drug Mart). It has a 370,000 print circulation and its ad value per page is approximately \$22,400. More details on a separate sheet.

On another PR note, we hosted Brian Hancill, editor for London's *Daily Mirror/Sunday Mirror* two weeks ago. His visit, sponsored by VisitNC encompassed Charlotte, Asheville and Transylvania County.

Additionally, writers Lynn and Cele Seldon are currently in town on assignment with VisitNC. They will spend three days exploring Brevard and Transylvania County. We have coordinated all aspects of their trip; they will be staying at the Sunset Motel and taking advantage of a free paddle trip provided by Headwaters Outfitters and free concert tickets to a show at 185 King Street.

Finally, tomorrow, May 29, six U.K. journalists will be visiting as part of a VisitNC FAM tour. They will be touring Sliding Rock and downtown Brevard.

### **My Transylvania Campaign**

Our newest advertising campaign is now running in *Our State* magazine. The first two ads in the series feature professional cyclist Matthew Busche and Resident Conductor at the Brevard Music Center Summer Festival, Ken Lam. Matthew rides for Trek Factory Racing and just won the U.S. National Pro Championship this past weekend in Chattanooga. Ken is a favorite of students and audiences alike at BMC and is looking forward to the new festival season.

### **Bonus Coverage**

The White Squirrel Festival made Southern Living's *Daily South* feature, on line at southernliving.com.

### **Website Metrics**

We're continuing our very strong website performance with visitation to visitwaterfalls.com up 43% from Jan through May, year over year (60,738 vs. 42,431) Unique visitation is up 42.54% from 34,359 to 48,975. Over this period, organic searches are up 56%, referrals are up 22% (VisitNC leading the way), Direct is up 35% and Social is up 282%.

### **Phone App**

The phone app has been launched and it's available for free download at Android and Apple app stores. We did a small promotion of the app at the White Squirrel Festival and have about 110 downloads so far.

### **Visitor Center**

On Friday, May 22, the Visitor Center displays were installed. We think they look very impressive but invite your comments and feedback.

### **2015/16 Marketing Plan**

Market Connections has made some small adjustments to the marketing plan and provided copies of the plan to you for your approval today.