

**Transylvania County
Tourism Development Authority
October 22, 2015
Marketing Report**

The Adventurist

The 69th edition of The Adventurist went out on Thursday, October 8 to 10,832 individuals. It had 2,035 opens. This represents an open rate of 19%. The most popular links were for the Pink and Blues Hiking Tour, Forest Festival Day, Handcrafters Guild Show, The Legend of Tommy Hodges and Halloweenfest.

Social Media

We're pleased to report that our Facebook audience has expanded to 4,016 from 3,973 the previous month. The videos on our Visit Waterfalls You Tube site have been viewed a total of 125,948 times versus 124,524 last month. We have had 43,226 views on our Vimeo account versus 42,461 views last month.

Waterfall Photography

Market Connections contracted with local photographer Paul Jackson to enhance our library of waterfall images. The shoot has been taking place on a "weather and conditions permitting" basis, to make sure we achieve the best results. So far, we have shot Courthouse Falls, Rainbow Falls, Turtleback Falls, Looking Glass Falls, Whitewater Falls, Bird Rock Falls, Mill Shoals Falls, and French Broad Falls in both summer and autumn guises. Look for some of these shots on our Facebook page.

Public Relations

Brad attended a Media Mixer sponsored by VisitNC in Charlotte late last month. It was a very productive event, with over 20 regional writers and editors in attendance. Market Connections is following up with each of the contacts with specific story pitches based on their interests and needs.

The November edition of *Men's Journal* ran a great story about cycling in Pisgah National Forest. We have a copy of the magazine available for review.

Marketing

Ads will be appearing in the December issues of Our State, The Laurel of Asheville, the Blue Ridge Parkway Travel Directory as well as our annually committed publications and digital outlets.

Website Metrics

We're continuing our very strong website performance with visitation to visitwaterfalls.com up 37.75% in September 2015 versus September 2014. Visitation between January and September of 2015 is up 40% over the same time period in the previous year.

Waterfall Map

A small committee was formed to update the current travel planner Waterfall map using TDA's new baseline map. The committee met last week to determine a preliminary list of waterfalls to be featured, as well as other points of interest to be identified on the map. The committee includes Clark, Prentiss, Bruce Daniel (cartographer) and waterfall expert Lydia O'Dell.

The development of the map will be concurrent with the production of the new Travel Planner, scheduled to be published in January 2016.

Phone App

Downloads of our Visit Waterfalls phone app stand at 1,168. Two weeks ago Market Connections conducted a phone conference with Tomas from Visit Mobile on the advertising program. We have developed a one-page primer on the program that will be distributed at today's meeting for discussion and feedback.

Transylvania County Map & Kiosk

The map for the downtown kiosk has been finalized, as have two of the three 3 x 5 panels. We are awaiting the final approved 3 x 5 panel from the Heart of Brevard before sending all the files to the vendor for production. Production time frame upon receipt of files is 6-8 weeks.

Multi-Year Plan Follow-Up

Market Connections is making adjustments and additions to the Multi-Year Plan based on input from board members. The revised plan will be available to the TDA board for review in advance of the TDA retreat, November 12th.