



Marketing Report July 28, 2016

THE ADVENTURIST

The 78th edition of The Adventurist went out Wednesday, June 29. The current mailing list is 11,344 and the open rate for the latest edition was 17%, which translates to 1,971 opens and is higher than the average for travel tourism e-newsletters. The most popular July edition links were for the Land of Waterfalls tours, Gazers of the Galaxies at Cradle of Forestry, Pendergrast Family Pops at BMC, Brewsln at Oskar Blues, and the Deck Party at Gorges State Park.

SOCIAL MEDIA

We're pleased to report that our Facebook audience has expanded to 5,870 from 5,469 the previous month, an increase of 7.3%. We are currently boosting a number of posts to build the fan audience. The videos on our Visit Waterfalls You Tube site have been viewed a total of 143,817 times, up from 139,588 times the previous month. Our Instagram app has 620 followers, up from 424 followers the previous month, an increase of 46.2%. If you are on Instagram and are not following us, please look us up - search "Visit Waterfalls."

KIOSKS

The Ranger Station kiosk is being installed today. We will post photos on Facebook following the installation. A meeting has been held with the staff of DuPont State Recreational Forest and a preliminary location, design and cost estimate has been developed for this third in a series of four kiosks.

PUBLIC RELATIONS

It's been a banner month for TCTDA public relations.

Time Warner Cable created a video with production coordination provided by Market Connections. Shared on Facebook, the video reached 50,885 people, experienced 350 shares and had 508 likes.

The July edition of Bicycling Magazine featured their Editor's Choice Mountain Biking feature that was produced in Brevard and included a stellar write-up about the Land of Waterfalls. This write-up resulted from the TCTDA board's proactive outreach to the Bicycling staff while they were on the ground here in Brevard and the dinner that the TCTDA hosted.

Most significantly, Southern Living featured Brevard in their national edition with a two-page story about "Summer's Last Hurrah" in their Travel & Culture section. This story was also the outcome of a proactive response by TCTDA and the Market Connections team when Southern Living reached out in May.

Finally, grindtv.com ranked Brevard as one of "Seven Awesome Places To Spend July 4th" in a feature that appeared this month.

On a related note, the 100th anniversary of Transylvania County's very own Keystone Camp was showcased in two excellent features that appeared in Our State Magazine and the Sunday edition of the Asheville Citizen-Times.

ADVERTISING

Upcoming ads that will be appearing in the third quarter of 2016 include Atlanta Magazine, Our State, The Laurel of Asheville, AAA Go Magazine, Southern Living, Blue Ridge Outdoors.

WEBSITE METRICS

June visitation to the visitwaterfalls.com website was up 7.4% from a year ago. Additionally, the overall site visitation between January 1 and July 24th of this year is up 6% over the previous year.

CYCLING MAP

Several meetings have been held with members of the cycling community and a representative of Pisgah Adventure Maps (PAM).

Market Connections has put together a partnership pro forma with Pisgah Adventure Maps (which publishes several popular trail maps) to produce the Cycling Map. PAM will provide cartography, printing expertise, distribution and book keeping; TCTDA and Market Connections will provide production management, design, layout and copywriting. The map will be provided at wholesale cost to retailers and a profit split (TBD) will go to PAM and TCTDA.

LOGO REFRESH

There has been ongoing discussion about the original Land of Waterfalls logo and the difficulty in reproducing it in various collateral and sponsorship applications. Market Connections has been tasked with refining the existing logo, to include a change in typography, style and color, while retaining the overall brand identity.