

TCTDA

TRANSYLVANIA COUNTY
TOURISM DEVELOPMENT AUTHORITY

April 28, 2016
Marketing Report

THE ADVENTURIST

The 75th edition of The Adventurist went out March 2nd. The current mailing list is 11,131 and the open rate for the latest edition was 18%, which translates to 1,940 opens. The most popular April edition links were for the Waterfalls & Wine event, Signs of Spring Paddle Trip, and Gazers of the Galaxy.

SOCIAL MEDIA

We're pleased to report that our Facebook audience has expanded to 4,650 likes from 4,436 the previous month, an increase of 4.9%. We are currently boosting a number of posts to build the fan audience. The videos on our Visit Waterfalls YouTube site have been viewed a total of 135,303 views, up from 133,131 times the previous month. Our new Instagram app now has 428 followers. If you are on Instagram and are not following us, please look us up - search "Visit Waterfalls."

RANGER STATION KIOSK

The layout of the new Pisgah Forest Ranger Station kiosk has been presented to the Marketing Committee and the Ranger Station staff. We are collecting feedback and hope to have a final design within the next two weeks.

PUBLIC RELATIONS

Freelance writer Lauren Matison Crossley visited Brevard and Transylvania County on a FAM tour April 7-10. Her husband Vincent rode in the Assault on the Carolinas and the couple visited several local restaurants, retailers and attractions during their whirlwind four night stay. At the time of her visit, Lauren was on assignment for Men's Journal. Her article on self-supported bicycle tours just went up on the Men's Journal site, which has 2.5 million visitors a month. That article mentions Art Odell and Sycamore cycles plus quotes from Brevard's own Matthew Busche. She is currently working on additional stories, including a back-inside cover piece in Inside New York, a free monthly distributed throughout NYC.

WNC Magazine is featuring Transylvania County in several stories centered around hiking in WNC in the May issue. The May issue also features a story on Keystone Camp's 100th Anniversary.

Harry Wilson, a senior editor from Canadian Geographic, will be coming to Brevard on July 12, a trip arranged by VisitNC. Even though his visit will be short, the TCTDA plans to take him on a tour of Pisgah, including Sliding Rock and lunch at The Hub's Pisgah Tavern.

MARKETING COMMITTEE MEETING

The committee met on April 20th and Market Connections presented the preliminary 2016/17 Marketing Plan, which was well-received. The committee asked Market Connections to explore some additional marketing initiatives that are noted in a separate document.

ADVERTISING

Upcoming ads that will be appearing in the second quarter of 2016 include Our State, the Laurel of Asheville, Blue Ridge Outdoors, Bike Magazine, AAA Go Magazine, Garden & Gun, Woman's Day, Good Housekeeping, Country Living and Outside Magazine as well as our annually committed publications and digital outlets. TCTDA's "Play On" TV commercials have begun running in Charlotte, Raleigh, Atlanta and Greenville.

WEBSITE METRICS

March visitation to the visitwaterfalls.com website was up 19.51%, following a very strong February that was up 39.4%. U.S. visitation was up 15.5%, while visitation from Canada was up 720.8%, thanks to our Adventure Campaign (see below).

OUTDOOR ADVENTURE MINI CAMPAIGN

The outdoor adventure campaign approved by the board in January began running on February 15. Some of the media obligations ended on March 15th, others continued until April 15.

As of April 15, website visitation from Canada was up 736% with 1,138 new site visits from Canada. Orders from Canada for the Travel Planner are up 286% from the previous year.

Visitation from key Midwest states is up as well: 20% from Ohio, 15% from Indiana, 49% from Missouri, 14% from Illinois and 94% from Minnesota.