



October 27, 2016

MARKETING REPORT

THE ADVENTURIST

The 81th edition of The Adventurist went out on September 28 to 11, 919 recipients. The open rate for the latest edition was 16%, which translates to 1,959 opens. The most popular October edition links were for the Tour de Falls, Leaf Looking Hayrides at Gorges, First Mondays Concerts, Hidden DuPont Fall Foliage Tour, and Halloweenfest. More than 46% of subscribers open the Adventurist on a mobile device.

SOCIAL MEDIA

We're pleased to report another solid month for our social media initiatives. Our Facebook audience has expanded to 8,711 from 8,358 the previous month, an increase of 4%. Our Instagram app has over 2,050 followers, up from 1,350 followers the previous month, an increase of 52%. If you are on Instagram and are not following us, please start - search "Visit Waterfalls." The videos on our Visit Waterfalls You Tube site have been viewed a total of 150,050 times, up from 148,516 times the previous month.

KIOSKS

The DuPont State Recreational Forest kiosk design and content have been approved by the TCTDA and the DuPont staff. The files will be delivered to the vendor this week, with installation expected in November.

The next kiosk to be developed will be for Gorges State Park. A preliminary meeting has been held with Steve Pagano to develop an interior kiosk and signage for their state-of-the-arts visitors center.

PHOTOGRAPHY AND VIDEO PRODUCTION

Market Connections has been busy on a variety of photography and video fronts. Shooting still photography with Derek DeLuzio at Hooker Falls on October 14th and with videographer Eric Crews on October 13th at Hooker Falls and on October 20th at Moore Cove Falls. These shoots are part of the "Drink It In" campaign that is being developed for 2017.

Separately, we are planning to shoot a variety of library images this weekend that will include Halloweenfest, Cradle of Forestry, Pisgah Center for Wildlife Education, downtown gallery and studio photos, food shots, etc. These images will be used for a variety of purposes, including the upcoming Travel Planner.

PUBLIC RELATIONS

TCTDA hosted celebrated hiking blogger Michael Lanza on October 8th and 9th. This trip was made possible by Visit NC. Michael already has a preliminary post up about the trip on his site, thebigoutside.com. During his two day stay, Michael hiked Looking Glass Rock, John Rock, Devil's Courthouse, Moore Cove, Black Balsam and several other notable trails.

Thanks to a tip from Aaron Baker, TCTDA was able to connect with freelance writer Stephanie Hunt, who is doing a feature on fall cycling for Charleston Magazine. She was in town this weekend with a photographer and explored the REEB Ranch (where they stayed), mountain biking in DuPont and road cycling up to the Blue Ridge Parkway.

RootsRated.com listed "Devil's Courthouse" as #1 in the Top Seven Hikes along the Blue Ridge Parkway.

Voting is underway for Blue Ridge Outdoors' "Best of" issue. We are a finalist in "best Instagram," "Best App," "Best Hiking Trail (Art Loeb)," "Best Climbing Crag (Looking Glass Rock)," "Best Campground (Davidson River)," "Fly Fishing River (Davidson)," "Best Kid-Friendly Destination (PCWE)," "Best Place to Raise an Outdoor Family (Brevard)," "Best Waterfall (Whitewater and Triple)," and many more. Voting is open until October 31st.

ADVERTISING

Upcoming ads that will be appearing in the third quarter of 2016 include Atlanta Magazine, Our State, Blue Ridge Outdoors, Woman's Day, Good Housekeeping, Country Living, The Laurel of Asheville, AAA Go Magazine, Blue Ridge Parkway Directory, Garden & Gun, and Outside Magazine.

WEBSITE METRICS

September visitation to the visitwaterfalls.com website was up 13.4% from the previous September. The overall site visitation between January 1 and October 24 of this year is up 5% over the previous year.