



August 25, 2016

MARKETING REPORT

THE ADVENTURIST

The 79th edition of The Adventurist went out Tuesday, August 2nd. The current mailing list is 11,494 and the open rate for the latest edition was 16%, which translates to 1,843. The most popular August edition links were for the Guided River Snorkeling, Best of Pisgah Adventure Tour, Hunger Games Filming Locations Tours, and An Evening with Gillian Welch.

SOCIAL MEDIA

We're pleased to report another stellar month for our social media initiatives. Our Facebook audience has expanded to 7,120 (as of 8/22) from 5,870 the previous month, an increase of 21%. 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 146,817 up from 143,422 times the previous month. Our Instagram app has over 1,000 followers, up from 620 followers the previous month, an increase of 61%. If you are on Instagram and are not following us, please start - search "Visit Waterfalls."

KIOSKS

The Ranger Station kiosk has been installed and a news release has been written and distributed. It was picked up locally by the Transylvania Times. A preliminary design for the free-standing DuPont State Recreational Forest kiosk has been approved and Market Connections has completed a preliminary design of the two panels for the structure for the board's review.

PUBLIC RELATIONS

VisitNC and our Canadian public relations partners have arranged for two correspondents from their iTravel2000 video blogging team to visit Brevard and Transylvania County in September. Market Connections, working with Prentiss and Clark, are putting together an adventure itinerary for their team which will include fly fishing, mountain biking, waterfall hunting, Sliding Rock, a visit to the Cradle of Forestry and a Hunger Games tour.

Market Connections and Prentiss coordinated a visit from a writer for WNC Magazine who is doing a story on Brevard and Transylvania County in their October issue.

Prentiss coordinated a visit with a writer from Wake Living Magazine for an October feature about Transylvania County's waterfalls. Preliminary photos and text have been provided by the author/photographer and it looks like it will offer very impressive exposure to the county in a key market .

The 680AM Radio Land of Waterfalls Prize Promotion, which was delayed by HB2 Legislation, is back on and scheduled for later this month in Toronto, Canada. Partners include Davidson River Outfitters, Headwaters Outfitters, Carmichael Training, The Hub and others. Our Canadian public relations partner will provide metrics on this promotion following its conclusion.

Market Connections has finalized editorial content and photos for the VisitNC Native program, which will start in September.

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, Blue Ridge Parkway Directory, Garden & Gun, and Outside Magazine. Television advertising also began running again in Atlanta, GA, Charlotte and Raleigh, NC and Greenville, SC. Additionally, Market Connections has finalized content and coordination with Atlanta Magazine for the online homepage program which also begins in September.

WEBSITE METRICS

July visitation to the visitwaterfalls.com website was up 9.2% from a year ago. Additionally, the overall site visitation between January 1 and August 22 of this year is up 6.1% over the previous year.

CYCLING MAP

Market Connections has met with Pete Kennedy from Pisgah Map Company and the team is setting up a map development session with key stakeholders (Pisgah Cycling Club, Sycamore Cycles, The Hub and Carmichael Training) to develop road cycling routes and determine content.