



May 26, 2016
Marketing Report

THE ADVENTURIST

The 76th edition of The Adventurist went out April 3rd. The current mailing list is 11,279 and the open rate for the latest edition was 18%, which translates to 1,964 opens. The most popular May edition links were for the BMC's Music Monday's, White Squirrel Paddle Adventures, Headwater's Discovery at Dusk, Tour de Falls, Gorges Gratitude Days and the White Squirrel Festival.

SOCIAL MEDIA

We're pleased to report that our Facebook audience has expanded to 4,916 from 4,650 likes the previous month, an increase of 5.7%. 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 136,750 up from 135,303 views the previous month. Our new Instagram app now has 448 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 approved by the Marketing Committee and the Ranger Station staff. Production and installation will take place in June.

PUBLIC RELATIONS

Market Connections helped coordinate a video shoot for Time Warner News Channel, which is producing a short video on Brevard and Transylvania County. The video will feature Looking Glass Falls, Sliding Rock, mountain biking, Rocky's, Red House Inn, Mayberry's, White Squirrels, Gem Mining, Brevard Music Center, The Hub, and other local attractions, accommodations and restaurants.

Transylvania County was in the spotlight in several publications and media outlets over the last month, including "10 Classic Waterfall Hikes" in Blue Ridge Outdoors that features several DuPont State Recreational Forest waterfalls; Country Living's "Best Small Towns" online story with Brevard holding down the #5 spot. In the story, the author refers to Brevard as "the poster child for small town charm"; the May/June edition of WNC Magazine includes stories on the new location for The Hub, a full page story on Gorges State Park and several restaurant listings across the county, including Amore Café and Coffee Shop in Lake Toxaway, Brown Trout Mt. Grill to name a few.

In early May, Aaron Baker alerted the TCTDA that Singletracks, one of the leading mountain biking websites, was bringing 10 journalists (many from out west who had never ridden on the east coast) for a long weekend of riding. Thanks to generous contributions from Oskar Blues, Sycamore Cycles and The Hub, Market Connections was able to put together impressive "Swag Bags" for the group, presented to them at a dinner hosted by Oskar Blues. Additionally, Market Connections was able to coordinate guided rides for the group. Singletracks has just put up a pod cast about their Brevard trip here: <http://www.singletracks.com/blog/singletracks/singletracks-goes-to-pisgah/>. They are planning several follow-up articles based on this visit.

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 are completing their run in Charlotte, Raleigh, Atlanta and Greenville.

WEBSITE METRICS

April visitation to the visitwaterfalls.com website was down 2.8% from a year ago. However, site visitation was up from NC (up 6.7%), Georgia (up 24%) and SC (up 8.3%): geographic areas where our television and print co-op ads were running during this time period. Overall site visitation between January 1 and May 20 of this year is up 5% over the previous year.

HB2 LETTER

Based on input from the TCTDA board, a letter was drafted by Market Connections and was sent to state and federal legislators and the NC Governor under Lori's signature regarding the impacts of HB2 on tourism in Transylvania County.

VISITOR CENTER MAP

A new visitor center map has been printed and framed and delivered to the Brevard/Transylvania County Visitors Center to help orient visitors to the area.

CYCLING MAP

A preliminary meeting has been held with members of the cycling community and a representative of Pisgah Adventure Maps. Follow up meeting will be tomorrow to further refine content, size, design, etc.