February 2019

HIGHLIGHTS





SAPPHIRE VALLEY RESORT -- Ski Sapphire Valley hosted the 2019 Outhouse Races on Saturday, February 16. The Southeast Tourism Society named the popular activity as one of the STS Top 20 Events in the Southeast for February. The Races have been heavily publicized by JCTDA and other outlets such as STS and weather permitting, a record crowd is expected to attend. The resort has snow making equipment actively in use.



2019 CASHIERS AREA VISITOR PUBLICATIONS – The 2019 Cashiers Area Visitor Guide is in production with 5/1 release date and the Cashiers Area Shopping & Dining Guide update is underway with a mid-April delivery date. These two popular and convenient publications are available at the Cashiers Visitor Center as well as in seven all-weather information kiosks located across the area and maintained by the Chamber.



LEADERSHIP CASHIERS TO INCLUDE TOURISM AND HOSPITALITY

DISCUSSION – The Cashiers Area Chamber has launched a new community leadership development program designed to "*inform, connect and engage*" leaders by looking intensively at the issues affecting the area and by building strong working relationships to prepare and motivate participants to provide enlightened, dynamic leadership. The **Vision** of **Leadership Cashiers** is to build a cadre of area leaders with the necessary tools and connectivity for making a meaningful positive impact on our community, as well as insight on our future challenges. During the March 5th Economic Development Session JCTDA Chairman Ann Self and Executive Director Nick Breedlove will present a tourism update.

CHAMBER CREATES RETAILER ROUNDTABLE – An ad hoc committee of local retail owners recently met at the Chamber's invitation to discuss how to improve retail experience and increase sales in the Cashiers Area, create a visual statement of coordinated effort and develop an effective communications network. They agreed to organize "Light Up Cashiers," a November-December Christmas decoration promotion as well as institute a coordinated holiday flag displays. Volume discounts and purchases will be managed by Zoller Hardware and the Chamber.

OTHER

- The Cashiers Area Chamber Board of Directors held its annual strategy session in January to establish and confirm initiative and program priorities. Mary Lanning, former JCTDA Vice Chair, is serving as President.
- The 25th edition of the "Cashiers Area: Yesterday, Today & Tomorrow" coffee table book is in reprint and expected to be available for purchase in June. JCTDA and tourism development will receive high profile placement and coverage.
- Worked with JCTDA to investigate January NC Traffic Counts on US 64. According
 to the Traffic Data Resource Engineer, the counts going on now are standard traffic
 monitoring counts by Traffic Survey. They will be picked up this week as they
 collect weekday counts. The Jackson County counts for the winter season for the
 PADT Factors update are scheduled for February when there will be 5-day counts
 including the weekend.
- Worked with Smoky Mountain News to address competing "Discover Jackson" advertising efforts in the area by Moxie Marketing. Agreed to responsive plan should confusion in the market develop.
- Worked with new member, MasterCorp, re: workforce/HB visa housekeepers in the Sapphire Area.
- Managing requests for accommodations/hospitality information.
- Working with JCTDA on member information updates.
- Circulated various JCTDA-generated, earned media mentions to cited tourism related businesses.
- Shared advertising and marketing opportunities with contracted agencies and other interested stakeholders.

- Managing Cashiers Crossroads banner stand to promote area events (including TDA grant recipients).
- Greeted walk in visitors, responded to inquiries and provided destination information.
- Fulfilled telephone, email and written destination information requests (individual, weddings and other groups).
- Reviewed and submitted TDA invoices for payment.
- Distributed Play On NC Mountains and Cashiers Area visitor guides.

2019 Analytics Reporting

SOURCE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	TOTAL
Internet Analytics													
TourDeCashiers.com Pageviews													
Cashiers411.com Pageviews	TBD												
Cashiers411.com Visits	TBD												
CashiersAreaChamber.com Pageviews	4210												
CashiersAreaChamber.com Visits	1665												
Destination-Cashiers Pageviews	55												
FB Likes - Chamber	2099												
FB CACOC Daily Total Reach	1797												
FB CACOC Weekly Total Reach	10419												
FB 28 Day Total Reach	59089												
FB Likes - Tour De Cashiers	905												
FB Tour De Cashiers Daily Total Reach	3555												
FB Tour De Cashiers Weekly Total Reach	22385												
FBTour De Cashiers 28 Day Total Reach	55344												
Mountainlovers.com Referral	1												
MountainloversNC.com Referral	0												
JacksonNC.org Referral	0												
VisitNC.com Referral	2												
On-Site													
After Hours Information Pick Up	100												
Information Packets Mailed	14												
On Site Visitors	56												
Email Inquiry	12												
Phone Inquiry	58												
Play On Merchandise	0												
Mass Distribution													
Cashiers Visitor Guide	775												
Cashiers Shopping & Dining Guide	N/A												
JCTDA Visitor Guide	619												
JCTDA Waterfall Map	50												
Fly Fishing Guide	25												
Lifestyle & Living Map	50												
Cashiers Adventure Map	900												
Mass Distribution Monthly Totals	2419												
JC TDA Visitor Guide (handouts)	66												