



**Jackson County TDA
Rawle Murdy Monthly Activity Report
February 2019**

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- Berkley Young, Director Breedlove, Pineapple PR, and Rawle Murdy met to discuss the results of the visitor research on February 15.
- Planned meetings with Director Breedlove for FY20 marketing planning

Total Goal Completions

- We had a total of 880 Visitor guide signups/downloads and 575 Newsletter signups in January.

Campaign Result Highlights

- We had a total of 318 Visitor Guide Requests and 110 Newsletter Sign-Ups on the website, as well as 562 Visitor Guide Requests and 465 Newsletter Sign-Ups through Facebook in January.
- Overall goal completions were up 65.43% compared to January of 2018 with the biggest increases coming from Email and Social Media.
- Overall website traffic was down 18.6% compared to December, with the biggest decrease coming from Display - mainly Google. This is due to the location targeting changes that were made in early January.
- Overall goal completions were up 25.1% compared to December, with the biggest increases coming from Email and Referrals (mainly Romantic Asheville).

Advertising

- The new regional attractions map has been created for the 2019 visitor guide, currently in production.





- February eNews was deployed on February 5, 2019, at 10 am



Off to the Outhouse Races



- The Destination NEXT survey was deployed



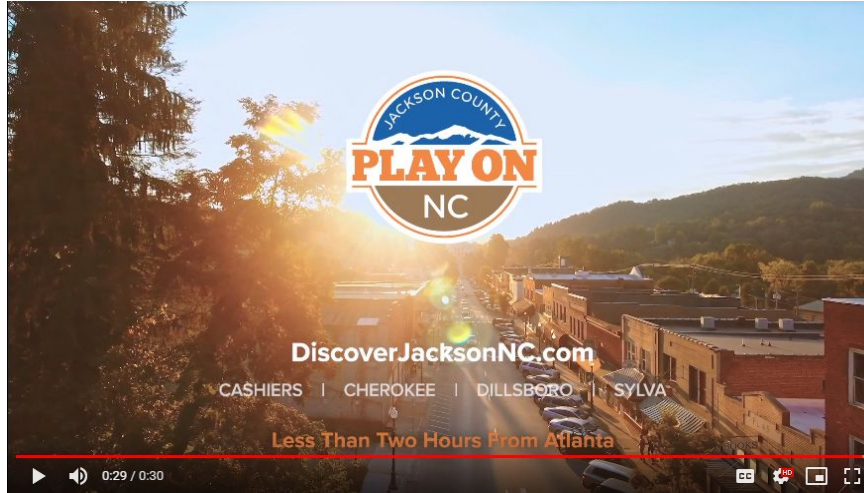
As you may know, The Jackson County Tourism Development Authority (JCTDA) is working with Young Strategies to conduct a comprehensive destination analysis and develop a strategic plan for our organization. As a community leader, we are asking you to participate in this planning study by taking a detailed online survey about tourism infrastructure and experiences in Jackson County. The JCTDA Board is asking you to complete the attached DestinationNEXT survey as part of our planning process.

Below you will find the link to the Destination Next research survey. The survey takes about 20 minutes to complete. I recommend you begin the survey when you have time to complete it, but you may partially take the survey, close it out in the bottom right-hand corner and have a link sent to you by email to finish the survey at a later time.

We will be accepting surveys until Friday, February 15th. We need your



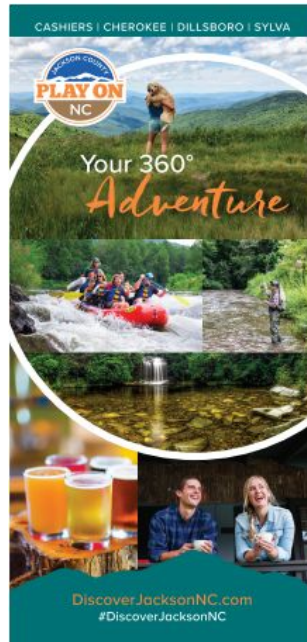
- The Hulu commercial for Jackson County will run in the Atlanta, GA market in April



- The Spring flights of native ads will go live on the VisitNC website in April



- The 2019 Visitor Guide cover is complete





- Atlanta Magazine offered Jackson County an added value spot to feature Hook, Line, and Drinker



Your next mountain adventure starts in Jackson County! Located in western North Carolina, the mountain towns of Cashiers, Cherokee, Dillsboro, and Sylva offer top-rated fly fishing, epic hikes, farm-to-table cuisine, and one-of-a-kind year-round events—like the Hook, Line & Drinker Festival this spring. Join us May 18 in Sylva for fly fishing experts, demonstrations, and gear plus live music, children's activities, and of course, a variety of craft beer to sample and sip from local breweries. It's going to be a reel good time! As your gateway to adventures big and small, Jackson County is the perfect place to stay while exploring the best the western NC mountains have to offer. Start planning your trip today at www.DiscoverJacksonNC.com.

Social Media

- 1,087 Total Goal Completions (leads) for January
- 967 Completed Facebook Lead Form Ads - 502 visitor guide requests and 465 newsletter sign-ups.
- 9,112 link clicks from all social media platforms in January
- Total fan growth of 2,847 with 192,433 total fans across all social media, including:
 - 2,605 new Facebook followers
 - 223 new Instagram followers
 - 19 new Twitter followers
- 1.2 million total Impressions in January and 26,900 total Engagements.

Top Engaging Ads for January

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva
Sponsored ·

Like our page and stay updated on all things Jackson County, North Carolina!

Tourist Information Center
North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva

Like Page

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva
Sponsored ·

As temperatures continue to drop, Jackson County, North Carolina is heating up with plenty of things to do, see and experience during the colder months.

Plan Your Winter Getaway!

207 15 25 Shares

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva
Sponsored ·

Sign up today for our FREE Visitor Guide and discover all there is to do in Jackson County.

Discover Jackson County
You're looking for a place that's real a...

955 30 Comments

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva
Sponsored ·

Discover your great escape! Jackson County, North Carolina, offers 454-square miles of adventures for all ages.

Your Great Escape
The North Carolina Mountain Towns of Cashiers, Cherokee...

843 22 1 Share



Website

- Mobile UI / UX enhancements
 - Completed
 - Re-optimized media that removes the media's previously resized files, generates new sizes, leaves the original file untouched
 - Rolled out the new inline style sheet
 - Next up
 - User Interface changes for the home page, header/menu, masonry pages
 - Additional performance enhancements: code merging, object caching, database cleansing, combining menus, component-based stylesheets
 - Error detection will be in place
- Print-friendly options such as updating formatting and styling of printed pages. Also, rolling out print buttons on select pages, i.e. TDA for ease of printing.

Upcoming (Next Three Months)

- Creation of a new social media video episodes.
- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove.
- Continue release monthly Jackson County eNewsletter for March
- Regularly changing out event graphics on the website menus after the events conclude.
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove.
- Execution of regional attractions strategy content for future promotional ads/materials.
- Continue planning for the 2019-2020 Fiscal Year