



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,  
CHEROKEE, DILLSBORO AND SYLVA

To: TDA Board

From: Nick Breedlove, TDA Executive Director  
Caleb Sullivan, TDA Sales & Marketing Manager

Date: March 13, 2020

Subject: Updates for TDA Board

#### **Executive Director Report – Nick Breedlove**

1. **Coronavirus** – Staff efforts have largely shifted focus to the Coronavirus and future impact it will have on the region and Jackson County. As this situation continues to evolve and change daily, I will update the board next week on all information and plans the JCTDA is putting in to place to help inform the traveling public and stakeholders.
  - a. As it relates to the Coronavirus, WCU and SCC have moved classes from face-to-face to alternate methods (online) until further notice. This will have an impact on our hospitality workforce and our local economy. JC Public Schools are continuing to evaluate options and will post updates to their website and Facebook.
  - b. We sent an Industry partner message out Thursday (March 12, 2020) with key information for restaurants and accommodations. Both Chambers may also share this information with their full membership. [Link to information.](#)
  - c. Staff attends a weekly webinar by Destinations International on Coronavirus updates for the travel industry. In addition, staff is abreast of industry best practices through association forums of DMO leaders online.
  - d. Budget projections have been made based on decreased travel as part of industry projections and I will share that information on Wednesday.
  - e. I've asked our Visitor Centers to consider preparing contingency plans if they need to close to the public.
  - f. We are closely monitoring advertising campaigns and will adjust as necessary if we see any declines or trends/changes in performance. Some spring campaigns are being placed on hold while we evaluate the marketing landscape amid Coronavirus.
2. **AAA FAM Tour** – Current plans are to host the Blue Ridge Parkway Association AAA FAM Tour on April 20 and showcase a few key assets in Jackson County. We have already created itineraries and will await guidance on whether this is postponed.

3. **Marcomm** – Executive reviewed the Advertising and Creative Brief from RawleMurdy and we plan to present the next fiscal year’s marketing plan in May to the full board. Our marketing plan this coming year may be an evolving plan as funds and programs may change depending on the current health situation and travel trends.
4. **Projects** – The Visitor Guide is nearing being finalized as staff just received the proof. We should have it two weeks after we finalize and approve it. Our Motorcycle Guide was recently printed and is in our Visitor Centers.
5. **Committees** – All four committees of the JCTDA have met and I am in the process of compiling notes from those meetings. I’ll provide the full board a brief report at Wednesday’s meeting. All four committees are off to a great start.
6. **Presentations/Networking** – Staff has presented on JCTDA efforts to the Town of Webster, WCU Communications Classes, WCU Tourism Planning Classes, and Public Relations Classes. A presentation is planned next week as part of Vision Cashiers.
7. **Upcoming travel** – Staff has one upcoming conference – Destinations International CEO Conference in California next month. This will likely be cancelled on my behalf if not on the organization putting on the conference. VisitNC365 has canceled its conference for March 22-25 but will hold many of the sessions online.

#### **Social Media Status Report – Caleb Sullivan**

##### **Cross Channel Report February 1 – 29 vs. January 1 - 31**

- Total Audience Growth increased by 0.8% MOM (1,637) (214,136 total)
  - Total Instagram Followers (15,363)
  - Total Facebook Page Likes (196,753)
- Total Impressions increased by 10% MOM. (2,435,167)
- Total Engagement increased by 19% MOM (140,223)

##### **Google Post/Event Platform**

- February 36,313 Impressions
- January 51,957 Impressions
- 30% Decrease MOM
  - Frequency remains consistent but impressions were down. This is likely due to a decrease in Jackson County searches overall on Google.

##### **Instagram Stories**

- Instagram Story Impressions totaled 7,021 for February.

##### **Highlights**

- Followers across all platforms continue to steadily increase
- Engagements are steadily increasing as well as messages received MOM.


## Top Performing Posts for February

  **discoverjacksonnc**  
Sun 2/23/2020 2:02 pm PST

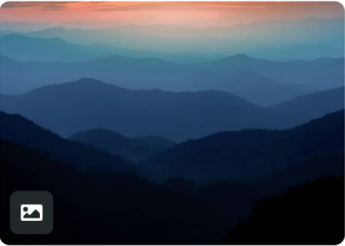
Day ☀️ or Night 🌙 the Historic Jackson County Courthouse shines! 🏛️ Constructed in 1914, this building is the most

 2 items



<b>Total Engagements</b>	<b>776</b>
Likes	738
Comments	8
Saves	30

  **discoverjacksonnc**  
Tue 2/25/2020 2:00 pm PST


NC Mountain sunsets cannot be beaten! 🌄  
📺 End your day the right way by enjoying the majestic display when the sky meets t





<b>Total Engagements</b>	<b>746</b>
Likes	707
Comments	6
Saves	33

  **discoverjacksonnc**  
Sat 2/15/2020 11:15 am PST

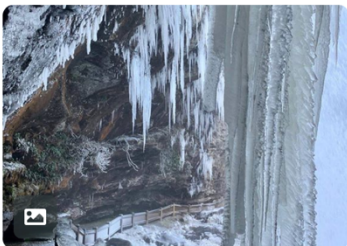
The Shadow of the Bear is NOW out of hibernation! 🐻 🌲 From mid-February through early March, experience this one-





<b>Total Engagements</b>	<b>664</b>
Likes	617
Comments	15
Saves	32

  **North Carolina Mountain To...**  
Sat 2/15/2020 7:00 am PST


When temps drop, waterfalls take on a whole new look! ❄️ 🌨️ Dry Falls located near Cashiers, NC has stunning icicles and is a





<b>Total Engagements</b>	<b>15,467</b>
Reactions	6,534
Comments	614
Shares	948
Post Link Clicks	95
Other Post Clicks	7,276

  **North Carolina Mountain To...**  
Tue 2/11/2020 7:08 am PST


Lookin' to travel? 🚗 ✈️ 🏠 How about enjoying the best of the NC Mountains at a fraction of the cost! 🏞️ Our 'Secret Season



<b>Total Engagements</b>	<b>12,127</b>
Reactions	1,299
Comments	43
Shares	77
Post Link Clicks	177
Other Post Clicks	10,531

  **North Carolina Mountain To...**  
Sun 2/23/2020 9:51 am PST

Need a lift? 🤖 🚠 🎡 SkiSapphireValley will hook you up! Located near Cashiers, NC, Sapphire Valley offers a 1,600-foot main r



<b>Total Engagements</b>	<b>5,940</b>
Reactions	867
Comments	27
Shares	57
Post Link Clicks	60
Other Post Clicks	4,929