



To: TDA Board

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

Date: June 11, 2021

Subject: Updates for TDA Board

Executive Director Report – Nick Breedlove

Budget

Attached to the Agenda for our meeting is the **Budget Ordinance for FY 21-22**. Please ensure you attend the June 16 meeting to approve the budget to begin our plan of work for the new fiscal year. Our June meeting should be brief, and as a reminder, we have no July meeting and a hybrid in-person meeting in August at the Village Green in Cashiers.

Marketing Activities

- Staff's key focus during May and June is working through implementation steps with our new data partner Zartico. We should be fully onboard their new platform by July 24, with all modules ready for our use. They've been ingesting data for our destination from various sources, including STR, AirDNA, VisaVue, KeyData, our ad server, Facebook, Instagram, and more.
- Staff approved many marketing materials that go live and are due to vendors in June to launch campaigns in early July. We have several terrific placements with high visibility this coming fiscal year.
- Our Dream Wedding Giveaway contest concluded with almost 10,000 votes cast for the winning couple. We are working with media outlets to share the couple's fantastic story. [\[LINK\]](#)
- We worked with Allison's Outdoor on obtaining key billboard placements to attract visitors to Sylva/Dillsboro from two Highway locations, each seeing over 28k cars daily.

Many existing NC DOT highway signage near Dillsboro and Sylva exits show very little, and our towns appear to be empty other than one or two food placards. This tactic should generate interest, spending, and visitation by those who may be passing through.

- Mentioning KPIs, many of our marketing metrics, and perhaps your own respective industry's metrics will change over the following year. Marketing will likely be more costly to reach the same audience given privacy changes in online platforms and telephone manufacturer hardware.

Apple's iOS15 (release date expected Sept. 2021) will enable a mode that allows those who use Safari web browser to have their location and other identifying information obscured, meaning those who visit our website will appear as unknown visitors, vs. us knowing that they, for example, reside in Atlanta, Ga. With Apple dominating the handset market, this will have a large impact on our data.

Additionally, Apple is disabling a feature in their default Mail app on the iPhone that lets marketers know their message has been opened. One of our key metrics with e-mail marketing is 'open rates'. Through all these changes, staff and our agencies will rely more heavily on overall data rather than singular metrics for program performance.

- This month we did a reprint of the Dillsboro maps for Train Visitors and distributed roughly 8,400 to Great Smoky Mountains Railroad to place in train rider packets. We hope this information encourages patronizing our Dillsboro businesses, lifting the economy.

PR Activities

We held onboarding with our new PR firm, LHG, June 1-4 as they toured and experienced Jackson County and gathered existing press materials. They're already underway with FY 21-22 planning.

DEI

I'm nearing the completion of the Certified Diversity Travel Professional program, and I've begun to incorporate diversity, equity, and inclusion into every aspect of our organization and our marketing and PR materials. DEI is not a once-and-done effort but something that we will continue to work on year-round.

Industry engagement

- I attended the Town of Sylva meeting on June 10 to present the Forest Therapy Memorandum of Understanding to get the trail certification underway. Minor changes are needed within the MOU, so I'm working with the trail certifier to present a revised version at the town's next meeting.

I will attend the Travel and Tourism Research Association conference virtually June 14-16; Caleb will attend Southeast Tourism Society Marketing College June 14-18. In addition, I've been re-elected to serve another 3-year term on the Blue Ridge Parkway Association Board of Directors.

Social Media & Blog Status Report – Caleb Sullivan

Cross Channel Report May 1 – 31 vs. April 1 – 30, 2021

- Total Audience Growth increased by 5.% MOM (235,871)
 - Total Instagram Followers (23,615)
 - Total Facebook Page Likes (213,938) – Organic Increase of (1,543)
- Total Impressions increased by 102% MOM. (5,657,671)
- Total Engagement increased by 68.6% MOM (264,111)
- Facebook Post Link Clicks increased by 115% (32,018)

Google Post/Event Platform

- Total Impressions for April totaled 50,776
- Total Engagements for April totaled 2,557


Pinterest

- Total Impressions for April totaled 55,211. (5.3% Decrease MOM)
- Total Engagements for April totaled 1,430. (1% Increase MOM)

Updates

- Completed final revisions of our new [Meetings & Events Page](#).
- Attended AddWeek Social Media Week (virtual)
- Addressed New Century Scholar Class of 2021 with “words of wisdom.” The NCS program provides college scholarships for underserved youth of Jackson, Macon, and Swain Counties.
- Assisted in vetting of new Public Relations Firm
- Created Job Description for part time position
- Used Instagram Stories feature to ask our followers what they want to see on our page. Responses were tallied and kept for reference for future content.
- Assisted in Familiarizing new PR Team with Jackson County.
- Created final SM Posts for voting period for the Castle Dream Wedding. Winners announced 6/9/21.

Top Performing Posts for May




Facebook


North Carolina Mountain Towns of Ca...

Tue 5/11/2021 4:36 pm PDT

The best way to end a day. 🌅📸 Check out our Top Sunset Spots here: <https://jax.onl/SpringSunsets> 📸
@stephen_ozcomert



Total Engagements	27,991
Reactions	18,280
Comments	1,518
Shares	2,314
Post Link Clicks	511
Other Post Clicks	5,368

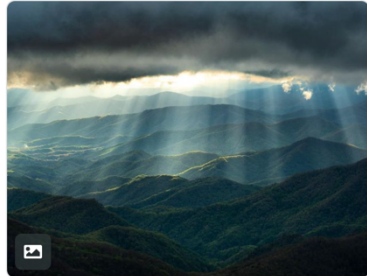


Facebook


North Carolina Mountain Towns of Ca...

Thu 5/13/2021 8:38 am PDT

Layers of mountains illuminated by the sun in the Smokies 🌅📸📸 @andrewtburns



Total Engagements	19,317
Reactions	13,144
Comments	838
Shares	1,555
Post Link Clicks	3
Other Post Clicks	3,777




Facebook


North Carolina Mountain Towns of Ca...

Mon 5/24/2021 5:22 am PDT

The beauty of a Smoky Mountain Sunrise. 🌅💖📸
@dawsonblandphotography



Total Engagements	17,891
Reactions	13,298
Comments	807
Shares	1,504
Post Link Clicks	-
Other Post Clicks	2,282




Instagram


discoverjacksonnc

Sun 5/23/2021 8:12 am PDT

Don't miss Alum Cave Bluffs when you're in our neck of the woods. 🌲 Link in Bio. . 📸 @adamgravett



Total Engagements	2,182
Likes	2,049
Comments	15
Saves	118




Instagram


discoverjacksonnc

Mon 5/10/2021 8:55 pm PDT

The best way to end a day. 🌅📸. 📸
@stephen_ozcomert



Total Engagements	1,776
Likes	1,689
Comments	20
Saves	67

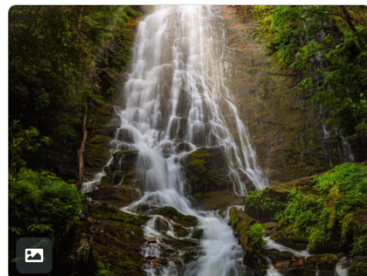


Instagram

discoverjacksonnc

Mon 5/17/2021 8:55 pm PDT

We see you Mingo Falls. 🌲💧📸 Check out this gem on your next trip. Link in Bio. . 📸 @mosdads



Total Engagements	1,106
Likes	997
Comments	16
Saves	93

Blogs

Authored two blogs in May:

[Easy Hikes and More in Jackson County, NC](#) – 5/1/2021

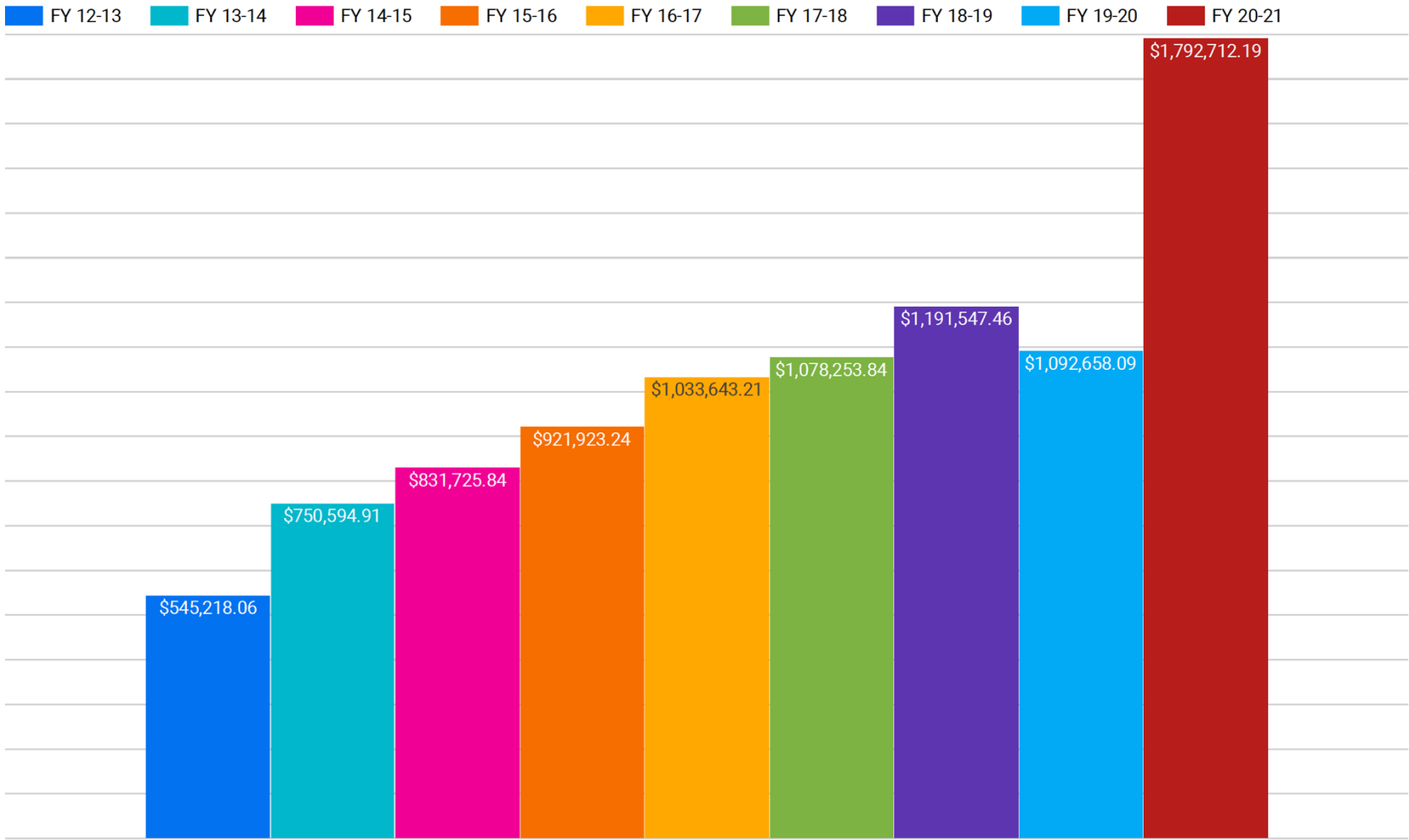
[Summer Trip Planner; 72 Hours in the NC Mountains](#) – 4/27/2021

E-News

Authored e-Newsletter for May. Deployed on 5/4/2021:

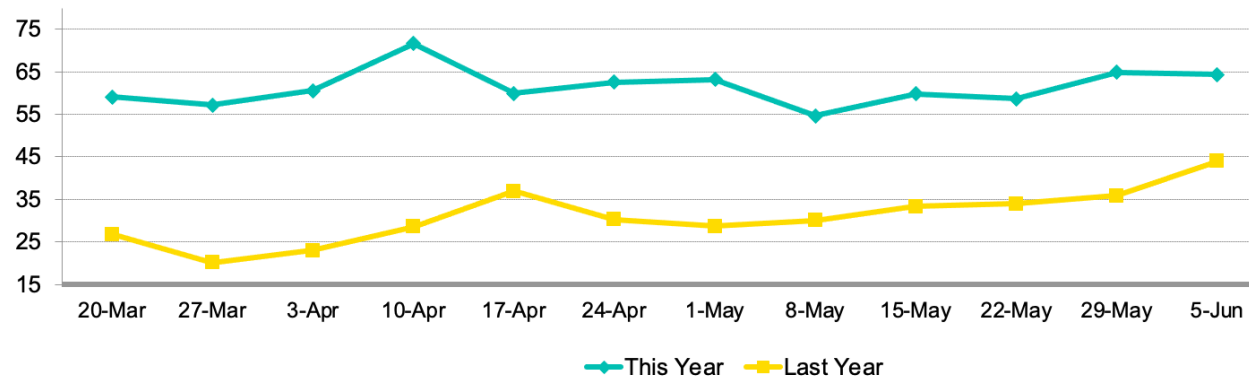
[Roadtrip to the NC Mountains this Spring](#)

Collections are up significantly over last fiscal year. See the graph below to see the large increases we’ve recognized in Occupancy Tax. There is still one month outstanding for the remainder of this fiscal year – June collections for May stays.

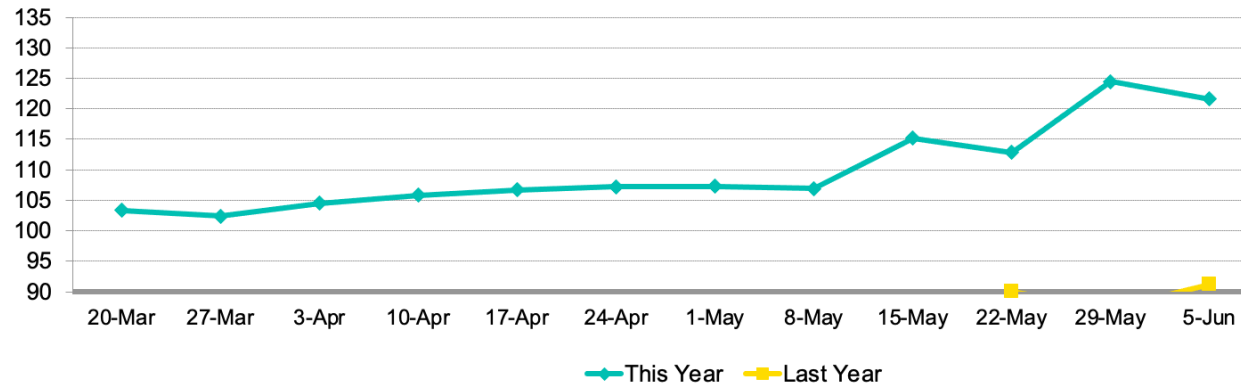


As it relates to occupancy, see the below Smith Travel Research report:

Weekly Occ (%) - Mar 20, 2021 to Jun 05, 2021



Weekly ADR - Mar 20, 2021 to Jun 05, 2021



As it relates to Vacation Rentals, see the below AirDNA report:



Monthly Trend - Jackson County

This data is pulled through May 2021. All currency in USD. (*) Entire place properties only.

[Contact us at hello@airdna.co](mailto:hello@airdna.co)

[Terms and Conditions](#)

May 2021 vs May 2020

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	706	930	31.7%	576	876	52.1%	47%	57%	21.9%	251	280	11.3%	118	160	35.7%
Private Room	38	43	13.2%	32	41	28.1%	32%	26%	-19.6%	82	152	86.2%	26	39	49.7%
Shared Room	1	0	-100.0%	0	0		0%	0%		0	0		0	0	

Bedrooms (*)

Hotel Comp (Studio and 1 bedroom)

Studio

1 bedroom

2 bedrooms

3 bedrooms

4+ bedrooms

98	155	58.2%	85	147	72.9%	50%	59%	18.1%	137	144	5.1%	69	86	24.2%
19	23	21.1%	9	18	100.0%	36%	51%	42.8%	94	136	44.7%	34	69	106.7%
79	132	67.1%	76	129	69.7%	52%	61%	16.9%	141	145	3.4%	73	88	20.9%
239	307	28.5%	198	288	45.5%	46%	57%	23.8%	180	206	14.2%	83	118	41.4%
224	286	27.7%	179	271	51.4%	49%	57%	16.4%	275	301	9.4%	134	171	27.4%
145	182	25.5%	114	170	49.1%	43%	56%	30.8%	438	491	12.1%	186	273	46.5%

Submarkets (*)

Sylva

Cullowhee

Cashiers

Tuckasegee

Dillsboro

Whittier

107	155	44.9%	90	148	64.4%	47%	54%	14.8%	175	190	8.8%	82	102	24.8%
82	112	36.6%	71	109	53.5%	40%	60%	47.5%	312	324	3.8%	126	193	53.2%
162	210	29.6%	118	189	60.2%	45%	59%	30.9%	318	360	12.9%	143	212	47.8%
64	67	4.7%	57	64	12.3%	56%	64%	14.1%	325	342	5.3%	183	220	20.1%
4	6	50.0%	3	4	33.3%	65%	67%	3.3%	271	176	-34.9%	175	118	-32.8%
188	228	21.3%	163	217	33.1%	47%	54%	16.0%	191	211	10.3%	89	114	27.9%