



Jackson County TDA Rawle Murdy Monthly Activity Report June 2021

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 752 visitor guide requests (compared to 643 in April) and 1055 newsletter sign-ups (up 119% MoM due to the implementation of pop-up newsletter Feature that went back on February 10th)
- Paid social media delivered 963 Visitors Guide Requests and 2,487 Newsletter Sign-Ups via Facebook Lead Forms in May, and an additional 114 Visitor Guide Requests and 86 Newsletter Sign-Ups via the website.
- Goal completions were up 73.41% compared to April, with increases across the board. The largest increases in goal completions came from Social and Email.
- Traffic was up 43.19% compared to April. The biggest increase came from Social and Email.

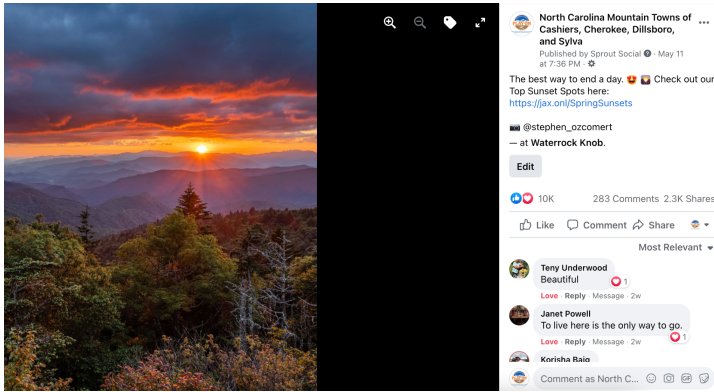
Advertising

- Advertising in May included Romantic Asheville, Visit NC co-op placements, and display and native ads reaching travel intenders with our Phase 2 opening messaging. With the increased ad spending for Phase 2, overall traffic was up from April (over 60%) to nearly 2.5k sessions; goal completions were up as well - up 13% to 151 goal completions in May. Romantic Asheville drove 113 of the total advertising goal completions for May while our display and native campaign drove over 1.3k sessions.
- Our native and display campaigns drove 83 Visitors Guide downloads in May as well as 116 visits to other pages linked on the landing page (trip ideas, attractions, and maps). The best performing creative is the Summer Travel Trip with the most engagement driven on site.

Social Media

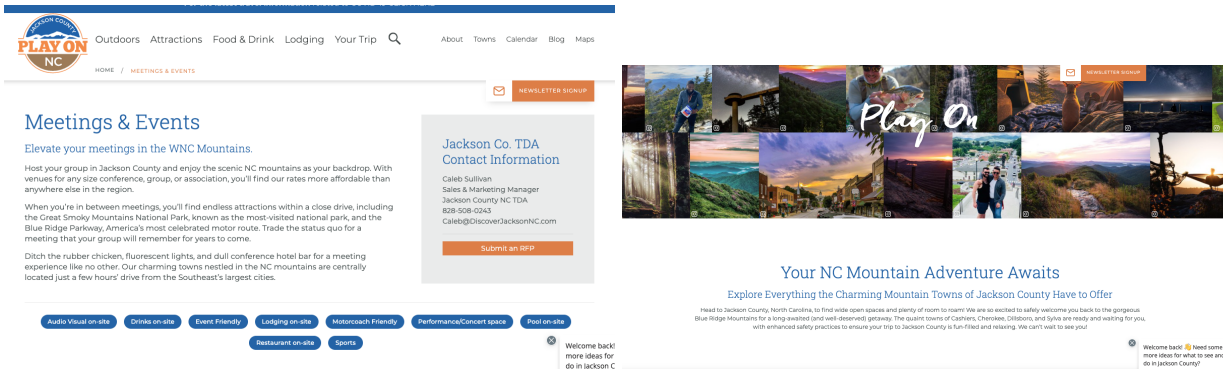
- 32,018 (+5.5% MoM) link clicks from all social media platforms in May
- Total fan growth of 1.6% with 239,681 total fans across all social media, including:
 - 3,837 new Facebook fans
 - 642 new Instagram followers
 - 12 new Twitter followers
- 5,657,444 Impressions (+102% MoM) in May and 264,111 total Engagements (115% MoM)

Top Engaging Posts



Website

- Created and launched Play On Landing Page for Phase 2 ReOpening <https://www.discoverjacksonnc.com/play-on-nc/>
- Finalized Meetings & Events Page <https://www.discoverjacksonnc.com/meeting-event-spaces/>



Creative Deliverables



- Deployed June eNews on 6/8
- Deployed all Phase 2 ReOpening Creatives
- Organizing and Developing campaign materials for FY22
- Blue Ridge Pkwy Association Ad + Photo Listing
- Visit NC Native Ad + Interest Listing
- Visit NC ¼ Page Local Market Combo



As temperatures cool down in the NC mountains, you can find opportunities for adventure around every corner. Explore delicious al fresco dining, browse eclectic shops in our historic towns, fly fish the day away on the Tuckasegee River, or hike a new trail in search of waterfalls.

**Sound like the perfect getaway?
We'll meet you in the mountains.**

Cashiers | Cherokee | Dillsboro | Sylva
DiscoverJacksonNC.com



Hit the Road and Join Us in Jackson County

Now that summer has arrived, there are so many exciting ways to Play On in Jackson County, NC. Just a short drive from surrounding cities, the charming mountain towns of Cashiers, Cherokee, Dillsboro, and Sylva offer boundless opportunities to reconnect with friends and loved ones.

Explore delicious al fresco dining, fly fish the day away on the Tuckasegee River, or hike a new trail through the breathtaking Blue Ridge Parkway. Sound like your kind of summer getaway? Us too. We can't wait to see you.

Visit DiscoverJacksonNC.com to plan your summer adventure.

Upcoming (Next Three Months)

- Release monthly Jackson County eNewsletters for June, July, August
- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Wrapping up approved FY21 advertising plan
- FY22 planning and execution