

Jackson County Report – August 2021

September 10, 2021

- Media Pitches: nbsp;
 - Shadow of the Bear – Drafted and distributed
 - Under-the-Radar Wellness Destinations – Drafted and distributed
 - Harriet Tubman Sculpture – Drafted and distributed
- Blog Posts: nbsp;
 - Leave No Trace – Reviewed and provided feedback
- Media Inquiries:
 - Peter Trippi, Fine Art Connoisseur – Harriet Tubman Sculpture
 - Amy Ney, Blue Ridge Parkway Association Newsletter – Mountain Heritage Day
 - Hillary Richard, Freelance – Shadow of the Bear
 - Alexis Kelly, Fodor’s Travel – Shadow of the Bear
 - Pat Doherty, Travel + Leisure – Shadow of the Bear
 - Nina Ruggiero, Travel + Leisure – Shadow of the Bear
 - Blake Guthrie, Atlanta Journal-Constitution – High Hampton
 - Karen House, Carolina Country – Harriet Tubman Sculpture
- Targeted Pitching
- Partner Relations:
 - What’s New for Fall Hot Tip sent August 9
 - Partner E-Newsletter – Agency edited and provided copy for COVID-19 protocol
- Media Visits:
 - Executed: Sherry Jackson, Greenville Journal: August 11-14
 - In conversation:
 - Ann Braly, Chattanooga Free Press – future media visit
 - Charlie Blackmon, @Chuck_Nazty – future influencer visit
 - Nick Hearn, @Nckstagram – future influencer visit
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 - Nick Hearn, @Nckstagram – future influencer visit
- Status Calls:
 - Marketing/PR call, August 11, 25
 - Board meeting, August 19
- Press Releases:
 - What’s new this fall
- Pitches:

- No passport needed: visit this rainforest tucked away in North Carolina
- Secret Season long-lead
- Leave No Trace thought-leadership
- Media Visits Secured:
 - KK Snyder, SW Georgia Living — September 7-8
 - Sucheta Rawal, Freelance — October 31-November 1
 - Stephanie Davis-Smith, Connect — TBD
- Co-branded Promotions:
 - Luxury boutiques in target markets
 - Subaru

The Best Small Towns for a Fall Getaway

These 7 U.S. towns are perfect places to welcome the new season.

The [arrival of autumn](#), whether signaled by the calendar or a chill in the air, creates a restless feeling that can often be cured by a vacation, even just a long weekend to somewhere new. Aside from being an antidote to that seasonal itch, [fall travel](#) is convenient with smaller crowds at airports and on the roads.

Experiencing the change of seasons in a new place is fun, whether you're ready to jump into colder weather or you're trying to extend summer a bit by finding somewhere warm. You may have noticed that [small towns](#) have been popular destinations this year. For some travelers, it's the pleasurable feeling of nostalgia; for others, it's simply the convenience of encountering fewer tourists. Here are a few "off the beaten trail" small towns to explore. Several are near other interesting destinations, and some are destinations on their own. All are perfect places to welcome the new season.

Cashiers, North Carolina



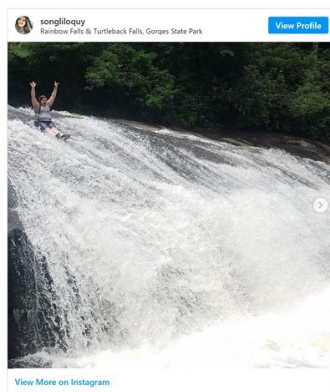
CREDIT: STACY REDMON/COURTESY OF SHADOW OF THE BEAR

Located in western North Carolina's [Jackson County](#) high on a plateau in the Blue Ridge Mountains, Cashiers is a quiet village of fewer than 2,000 residents, but the population swells in summer and fall when visitors come to enjoy the mild weather, hiking trails, waterfalls, boating, golf, and outdoor activities. Town life centers around the Village Green, a 13.5 acre park offering botanical gardens, art displays, walking paths, and seasonal events. Fall weather is mild, and leaf peepers who visit to witness the vibrant fall colors get a special treat with the nearby "Shadow of the Bear," when, for just 30 minutes a day, the shadows creep over the mountains and form the shape of a bear.

<https://bit.ly/3ysl45r>

Parade

Grab Your Camera! Here's Where You Should Go to See the 100+ Best Waterfalls Across the US



North Carolina

Turtleback Falls in Sapphire, NC

Thanks to Turtleback Falls' rounded turtle-shell shape, you can actually slide down and over the 20-foot plunge to the pool below if you want to. And after you walk the two-mile hike to get to the falls, you'll most likely want to have a little fun and do just that. It'll definitely be the coolest water slide you've ever been on.

Dry Falls in Highlands, NC

Dry Falls is one of the many stunning falls in North Carolina. It's a gem that's in the Blue Ridge Mountains and drops 80 feet. Plus, it's not hard to find because it's right on the roadside.

<https://bit.ly/3Avx60j>



How the Creators of Blackberry Farm Blend Luxury and Nostalgia at Their New Mountain Inn

Eighteen months or so ago, the idea of a multigenerational summer camp appealed about as much as a cremated campfire marshmallow. A residential regime of collective endeavor and relaxed, firefly-filled evenings under the stars sounded like a sleepy 1950s throwback. But after months spent in genuine confinement with close relations, honing our skills at charades, many of us have emerged with an unexpected appreciation for simple family time.

A new type of luxury resort aims to capitalize on this urge for nostalgic togetherness. [High Hampton](#), in the Blue Ridge Mountains of western [North Carolina](#), is the latest venture from [Sandy Beall](#) and his family, owners of the celebrated [Blackberry Farm](#) and [Blackberry Mountain](#) retreats, on the other side of the Great Smoky Mountains National Park in eastern Tennessee. Beall is betting that, as the world begins to open up, those itching to travel will choose domestic destinations designed for family bonding instead of clocking up countless air miles on the hamster wheel of European capitals.

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AFAR

13 Fall Foliage Train Rides for Prime Leaf Peeping

This autumn, take in beautiful fall colors from the Adirondacks to the Alps on these scenic train trips in the United States and abroad.



Great Smoky Mountains Railroad's Tuckasegee Steam Train

•Route: Bryson City to Dillsboro, North Carolina
•Book Now: gsmr.com

The Great Smoky Mountains Railroad operates several excursions throughout the year. Its Tuckasegee River Excursion on a vintage steam train is the most scenic in the fall. On the four-hour round-trip journey, you'll get to take in the river valley views from the train's panoramic windows and have a chance to explore shops and restaurants in the small town of Dillsboro during a 90-minute layover. For peak fall foliage, book one of the steam train excursions that leave at 12 p.m. on Tuesdays, Wednesdays, and Thursdays between October 5 and 28, 2021.

Looking for something more than a day trip? The steam train is part of Vacations by Rail's nine-day [Smoky Mountain Rail Adventure](#) that takes travelers from Nashville to Asheville with additional stops for rides on the Tennessee Valley Railroad's Summerville Steam Special and the Incline Railway on Gatlinburg's Lookout Mountain.

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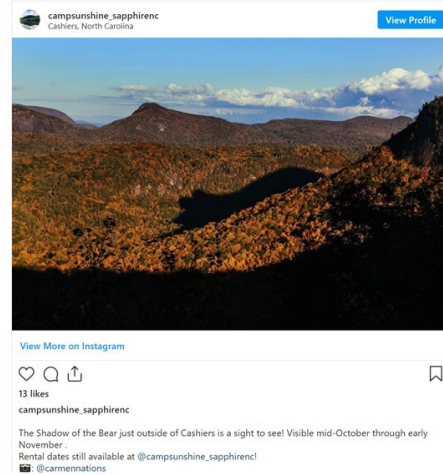
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The Fall Foliage Map Tells Us That Autumn Is The Best Time To Visit The Smoky Mountains

There's nothing like fall in the Smoky Mountains, and fall foliage spans as far as the eye can see, from North Carolina to Tennessee.

Determining The Best Time To See Smoky Mountain Foliage

As far as crowded months on the mountain range go, October is one of the busiest. Not only is this the month when most of the trees are at or are reaching their peak, but it's also popular due to its cooler weather and autumn festivities. The harvest season brings in an overwhelming number of people, so this is definitely something to consider when booking a trip in October. However, the last three weeks of the month tend to be the least crowded and also offer the final burst of color from trees that have reached their peak and are reaching it at the lower elevations.



<https://bit.ly/2U1qcpm>

The Soaring Appeal of Pickleball in the South



Last year, in Birmingham, Alabama, Rebecca Simon taped the floor of her garage with regulation court lines so that she could practice her pickleball shots between Zoom calls. The sport became her favorite respite from endless work-from-home days. When she joined a league that met at nearby public courts, Simon relished the chance for rare face-to-face contact. "I love how this sport attracts all types of people and all nationalities," she says. "It is a real melting pot."

Pickleball is the fastest growing sport in the world and has taken hold of the South. With an estimated 4.2 million players in the United States (that's 20 percent more than in 2019), the sport has seen broad appeal across age groups. The court is badminton-sized, the ball is plastic, and the wooden paddles are about twice the size of ping-pong paddles. "It can be played indoors or outdoors and is easy for beginners to learn, but can develop into a fast-paced, competitive game for experienced players," notes the [USA Pickleball Association](#). "The game has developed a passionate following due to its friendly, social nature, and its multi-generational appeal."

Little wonder then that neighborhood associations all over the country are building courts, and communities and resorts such as Tennessee's Blackberry Mountain, South Carolina's Palmetto Bluff, and the newly renovated High Hampton Inn in Cashiers, North Carolina, have all added pickleball to their lists of activities. Homeowners are even installing private courts, delighted by the smaller footprint compared to traditional tennis courts.

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MOUNTAIN EXPLORER

ROVING THESE HILLS AND VALLEYS

A 9-foot, bronze traveling sculpture of abolitionist Harriet Tubman, created by Emmy and Academy Award-winning artist Wesley Wofford, of Cashiers, North Carolina, will be on public display in Sylva, North Carolina throughout December. The work, an artist's copy of an original private commission to build "The Journey to Freedom" and shows Tubman leading a young girl to freedom on the Underground Railroad.

PHOTOGRAPHY: WOFFORD SCULPTURE STUDIO



Jackson County Tourism Board Highlights Local Meeting Venues



Seeing the growing demand for small market and drive-to meetings, Jackson County Tourism Development Authority (JCTDA) in North Carolina has showcased the variety of renovated and unique event spaces available in the destination. A short drive from the Southeast's largest cities and just an hour from Asheville Regional Airport, Jackson County is popular for its downtown locales, culinary scene and outdoor activities.

"In Jackson County you can find a venue for almost any size at different price points," said Caleb Sullivan, JCTDA sales and marketing manager, in a written statement. "We are excited to offer more groups an escape from the city to reconnect somewhere authentic. Our farm-to-table dining, beautiful scenic vistas, and adventures are sure to provide a well-rounded experience after a day of meetings."

Among some of the top venues in the destination is the Village Green and its Village Green Commons venue in Cashiers, NC. The Village Green sits on 15-plus acres with a "nationally recognized" dahlia garden and walking trails. The new Village Green Commons venue, designed and constructed with 30-foot ceilings, has more than 3,700 square feet of meeting and event space, several breakout rooms, fiber optic internet, the latest A/V technology, a performance stage, and a commercial kitchen. The Castle Ladyhawke at Bear Lake Reserve in Tuckaseegee, NC is a Scottish border castle, which serves as a meeting destination that can host up to 140 people. The Great Hall is suited for upscale meetings, and the deck area, overlooking miles of mountains, is a great option for something more casual.

High Hampton in Cashiers is a 20th-century property, which recently reopened after a full revitalization of the inn, food and beverage operations and club amenities. It has four meeting rooms spread over 1,400 square feet of space and can host up to 350 people. High Hampton also offers a golf course, 15-plus miles of hiking trails and impressive views.

The Orchard Restaurant & Events Barn in Cashiers is set on an orchard with garden views. This 100-year-old farmhouse can host groups between 15 to 80 people, and larger parties can opt for the spacious Orchard Event Barn and open green space available outside.

The Historic Jackson County Courthouse & Library in Sylva can host up to 200 people in over 26,000 square feet of space. Built in 1914 and renovated in 2011, the venue combines traditional Southern charm with notable neoclassical architecture, and has a commercial kitchen, A/V system, and a large community room on the second floor that is ideal for presentations and lectures.

The Best Western River Escape is found along the Tuckaseegee River or "Tuck," as the locals call it, in Dillsboro. Its 650-square-foot event room is well-suited for off-site meetings or training sessions. The spacious Tuckasee Room offers 40 theater-style seats with the option of expanding out into the breakfast area and riverside patio. Visit www.discoverjacksonnc.com.

<https://bit.ly/37kleBF>