

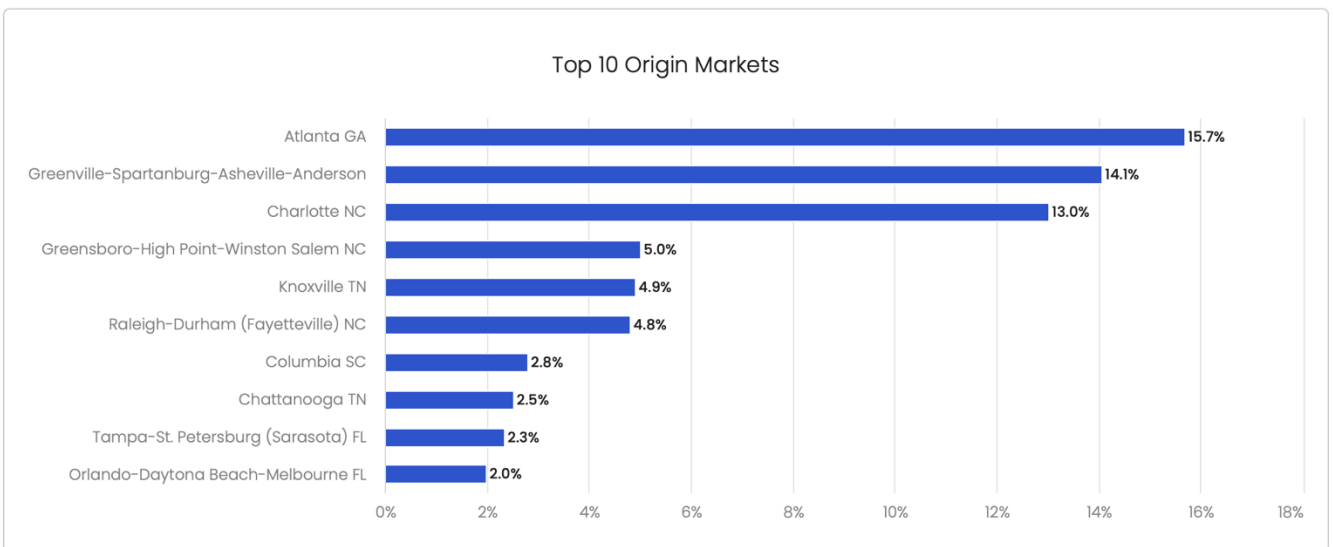


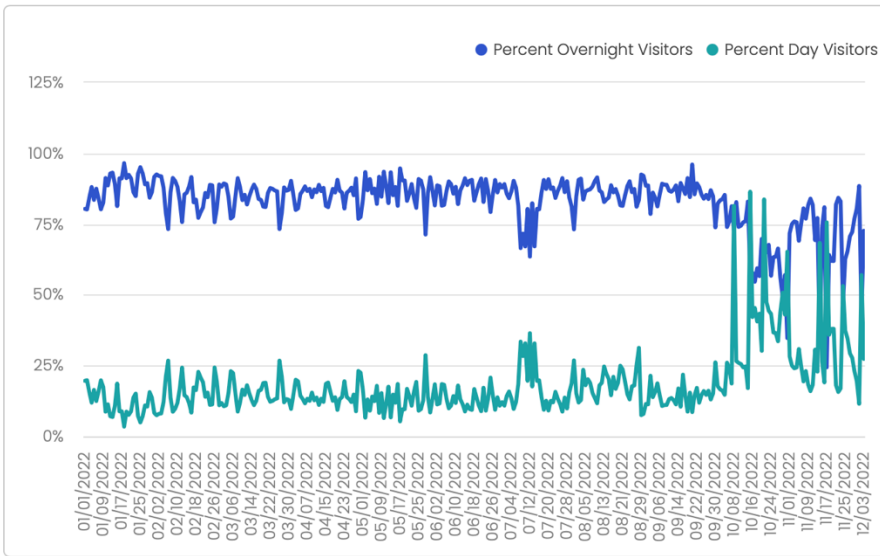
NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,  
CHEROKEE, DILLSBORO AND SYLVA

To: TDA Board  
From: Nick Breedlove, TDA Executive Director  
Date: December 9, 2022  
Subject: Monthly Director’s Brief

1. As a reminder, our December 15 meeting will be in-person at the JCTDA Office, located at 98 Cope Creek Road, Suite D, Sylva, NC. Parking is available both in front of and beside our building in an overflow gravel lot. We look forward to our first in-person meeting of the year.
2. We’re getting some quality candidates for our Social Media Manager, and anticipate interviews to take place in January, to onboard in February, with some overlap for training to take over social media duties by March 1.
3. Our fall tax collections show strong performance of our lodging market. Collections were a record for October - \$307,265.38, which represents \$7.6 million in accommodation sales.

I’ll be using my report this month to share highlights of this calendar year with the Board. Below please see statistics from Zartico about our 2022 calendar year.





### Percent of Overnight Visitors

# 65.8%

↘ -1% change  
66.2% prev. year



## Short-Term Rental Performance

AirDNA - Revenue - Primary Geography

# \$75.4 M

↘ -12% change  
\$85.7 M prev. year

AirDNA - Trend ADR - Primary

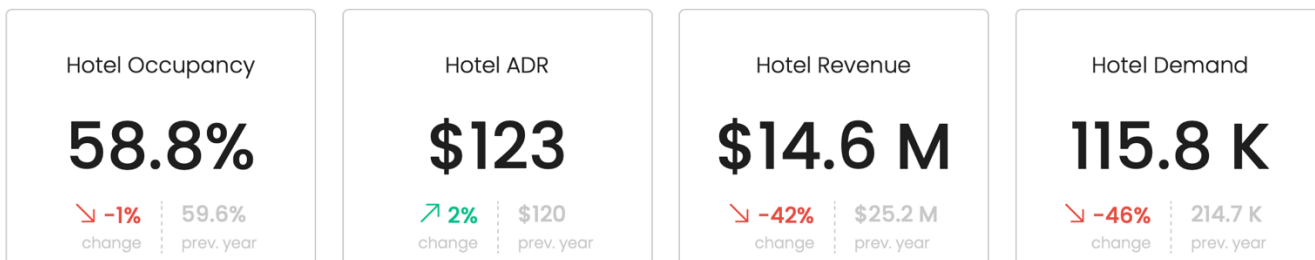
# \$221

↗ 6% change  
\$209 prev. year

AirDNA - Trend Occupancy % - Primary

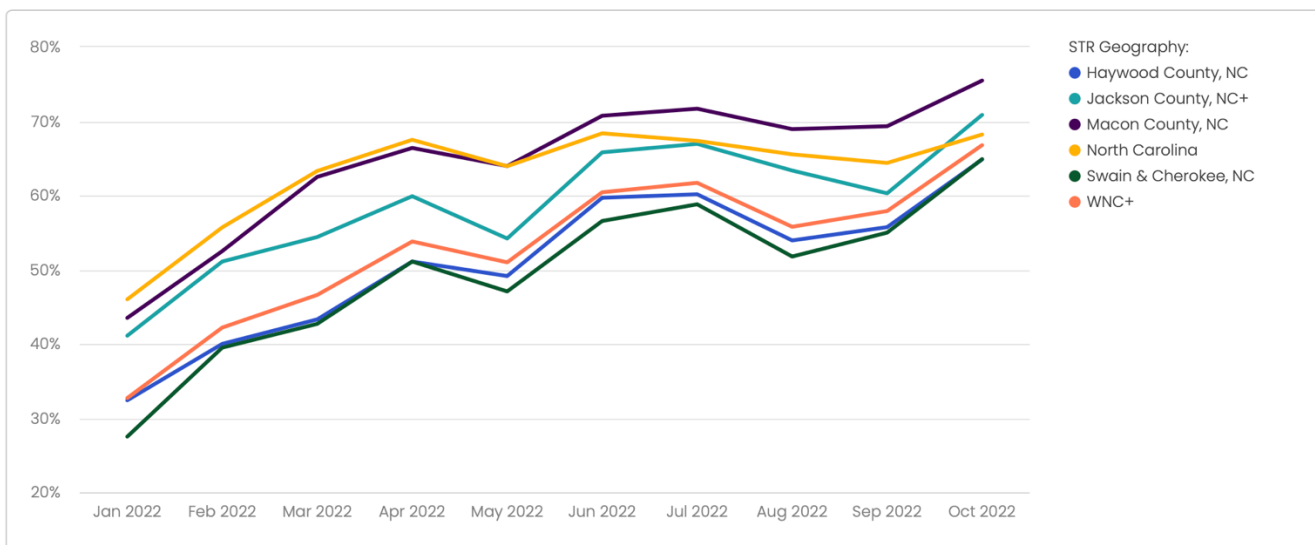
# 46.3%

↘ -7% change  
49.9% prev. year



### How are each of your submarkets performing?

Source: Smith Travel Research (STR). Note: This insight allows you to compare hotel occupancy across all of the submarkets included in your STR report. If you are distributing this report externally, please consult your STR Contract to understand STR's data sharing and reporting restrictions and how this relates to your intended distribution uses. Tip: Click on any of the submarkets in the right column to deselect it in the insight. Click on the occupancy line charts to explore the Hotel Lodging module.



Highlights of the JCTDA's 2022 work includes:

Staff attended the following conferences, educational and networking events:

- Southeast Tourism Society Connections Conference
- US Travel's ESTO (Educational Seminar for Tourism Organizations)
- Destinations International Annual Conference
- VisitNC 365
- Outdoor Economy Conference

The JCTDA issued grants to the following recipients:

- Blue Ridge National Heritage Area
- Pinnacle Park Foundation for Trail Counters
- Village Lights
- Mountain Heritage Day
- Cashiers Area Chamber of Commerce for ULI Study
- Town of Dillsboro for Public Wifi

Media Visits – 21 media and social media influencers visited Jackson County

Anne Braly, Chattanooga Times Free Press

January 11-13

Vanessa Infanzon (Charlotte Parent)

February 11-13

Betsy Cribb, Southern Living	February 25-27
@MrScottEddy	March 3-7
@WillEdmond	March 15-16
@MadelyneontheMove	March 19-20
@AllieWes	March 23-26
Miles Howard, National Geographic	March 23-25
@ASipofTee_	March 26-27
@CarolinaCharm	March 26-28
Blair Knobel, TOWN Greenville	March 31-April 4
@WorldTravelAdventurers	April 10-14
@BlushingAlpacas	April 12-14
Lisa Mowry, Cobb Life	June 23
Ed Masburn, Great Day Outdoors	Aug 25-28
Bret Love, Blue Ridge Mountains Travel Guide + Green Global Travel	Sept. 15-18
Kristina Hernandez, Kidding Around Greenville	Sept. 16-18
Lia Picard, Freelance (Garden & Gun, Conde Nast Traveler)	Sept. 25-27
Paul Rubio, Freelance (T+L, The NYT, CNT, etc.)	October 16-19
Chloe Klingstedt, Our State	Nov. 4
Lauren Wicks, Hotels Above Par + InsideHook	Dec. 28-29

#### Project Highlights with BGRM:

- Micro campaigns/Persona development
- Email redesign, future work planned in 2023
- Website enhancements
- ‘Do Both’ ad campaign
- SEM Enhancements

#### Other highlights:

- Visitor Spending topped \$437 million last year – an all-time record; JC has the fastest growing tourism economy second to Buncombe
- Implemented the Tourism Capital Project Fund
- Implemented Vacation Supported Agriculture
- Launched the VisitNC Farms App for Jackson County
- Launched the Ale Trail Pass with over 1,000 redemptions
- Worked to have Pinnacle Park certified as a Nature Forest Therapy Trail
- Funded trail counters for both Pinnacle Park and Panthertown for Sustainability endeavors.
- Worked with the Urban Land Institute’s panel during their study of Cashiers
- Created and hired a Social Media & Digital Content Specialist position; boosted engagement of our channels with fresh video content. Established our platform on TikTok which now has 6,500+ followers.
- Facilitated the ARC Roadshow production focusing on Jackson County
- Worked with Zartico on custom visualizations for our county’s major events – Greening Up the Mountains, Cashiers Valley Leaf Festival, WCU’s Homecoming, and Mountain Heritage Day; this data has been shared with the respective partners.

- Working on Year of the Trail (2023) programming and content.
- Working to further Leave No Trace training in our school system (ongoing into 2023)
- Countless meetings with local partners to provide tourism data for projects (downtown Wi-Fi, grants, hotel development projects and more)
- Director has continued engagement with Southeast Tourism Society (served two board terms), WCU's Hospitality and Tourism Board of Directors, Destinations International Small DMO Committee (served as co-chair, reappointed as a member for 2023), and the Blue Ridge Parkway Association.