

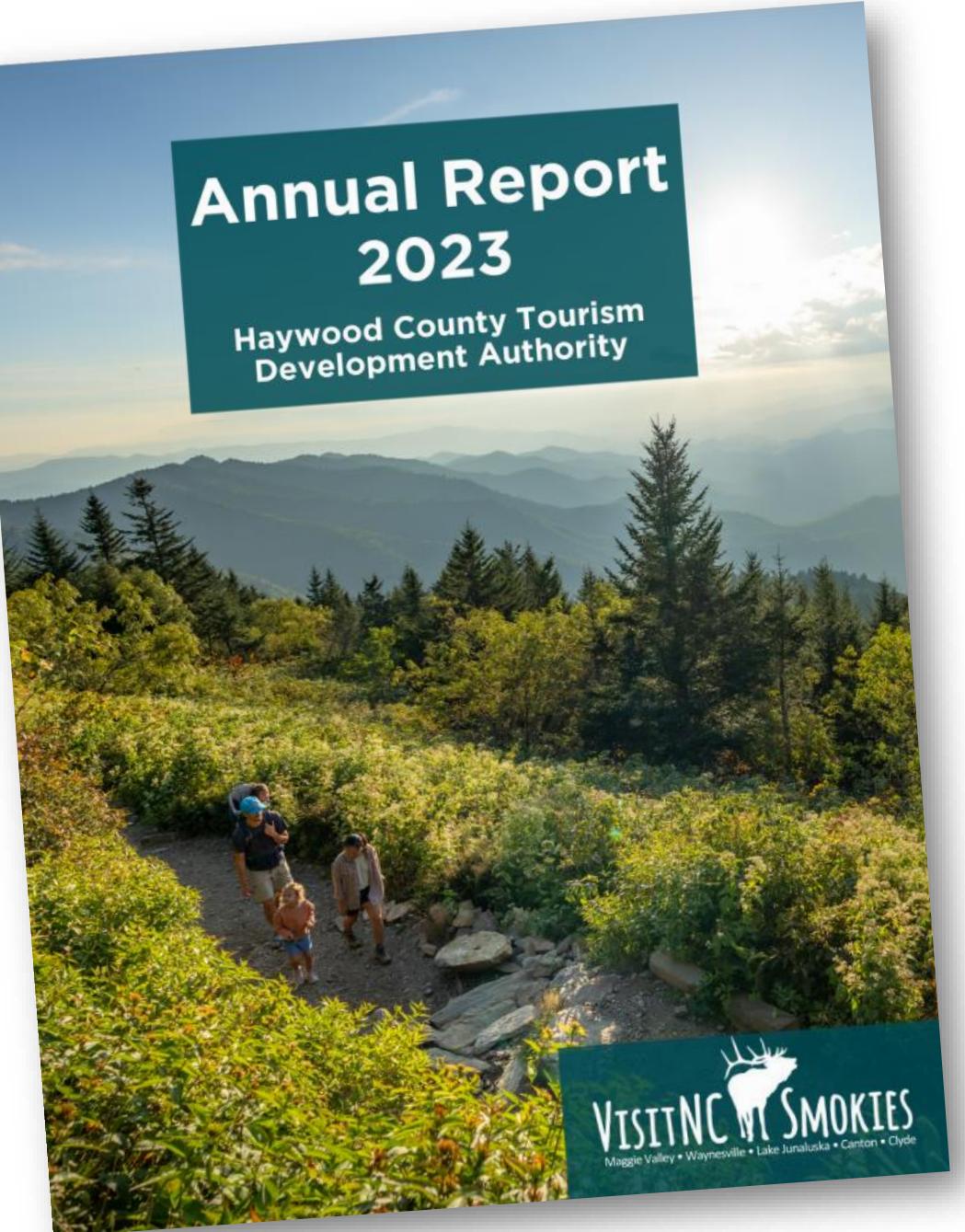


MARKETING COMMITTEE MEETING

March 5, 2024
11:00AM



ANNUAL REPORT



Annual Report 2023

Haywood County Tourism
Development Authority

<https://haywoodtda.com/annual-report/>

*Report covers calendar year 2023.
Published 02.28.2024.*



ZARTICO DATA



ZARTICO

A visitor is someone who has:

1. Come from over 50 miles from where they live or work,
2. Stayed for more than 2 hours in your destination, **and**
3. Have visited at least one place of impact.

Visitor In Location Data

Visitor:

Total number of device count observed more than 50 miles from the common device location to the POI.

Resident:

Total number of device count observed less than 50 miles from the common device location to the POI.





ZARTICO

Visitor Spend Data: **Definitions/Conventions**



Merchant Zip



Cardholder Zip



Merchant Category Code



Visitor/Resident

Zip code of the merchant where the transaction took place.

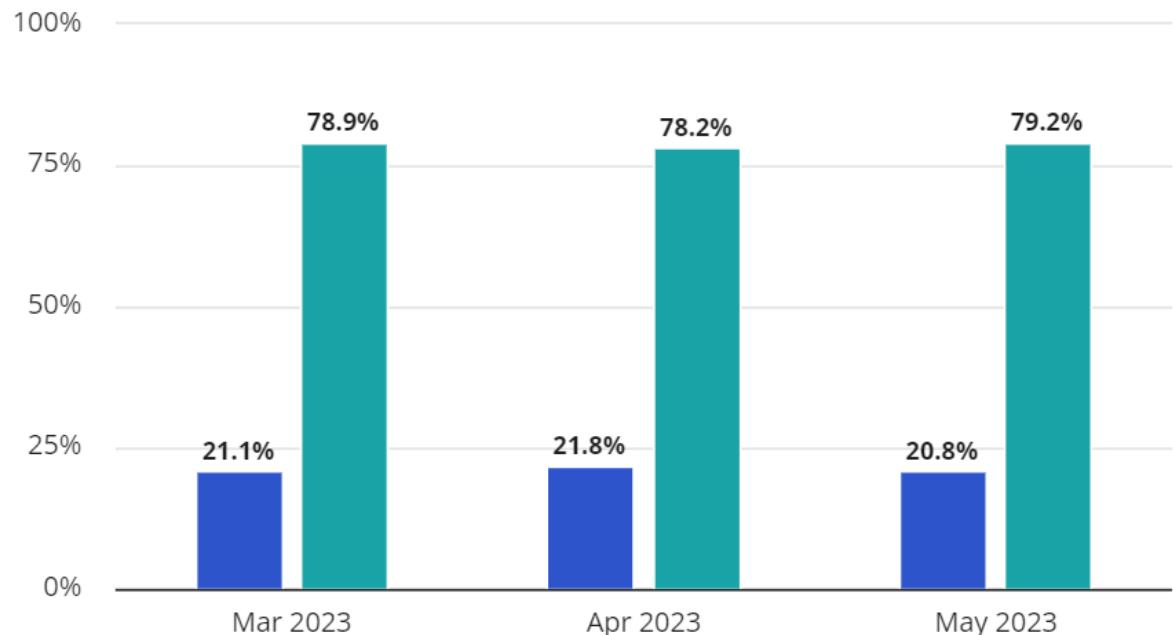
Zip code where the cardholder receives their credit card statement.

900+ merchant codes used to categorize transactions into 18 common categories

A visitor is > 60 miles between the center of the cardholder zip and the center of the merchant zip.

In-State vs. Out-of-State Visitors

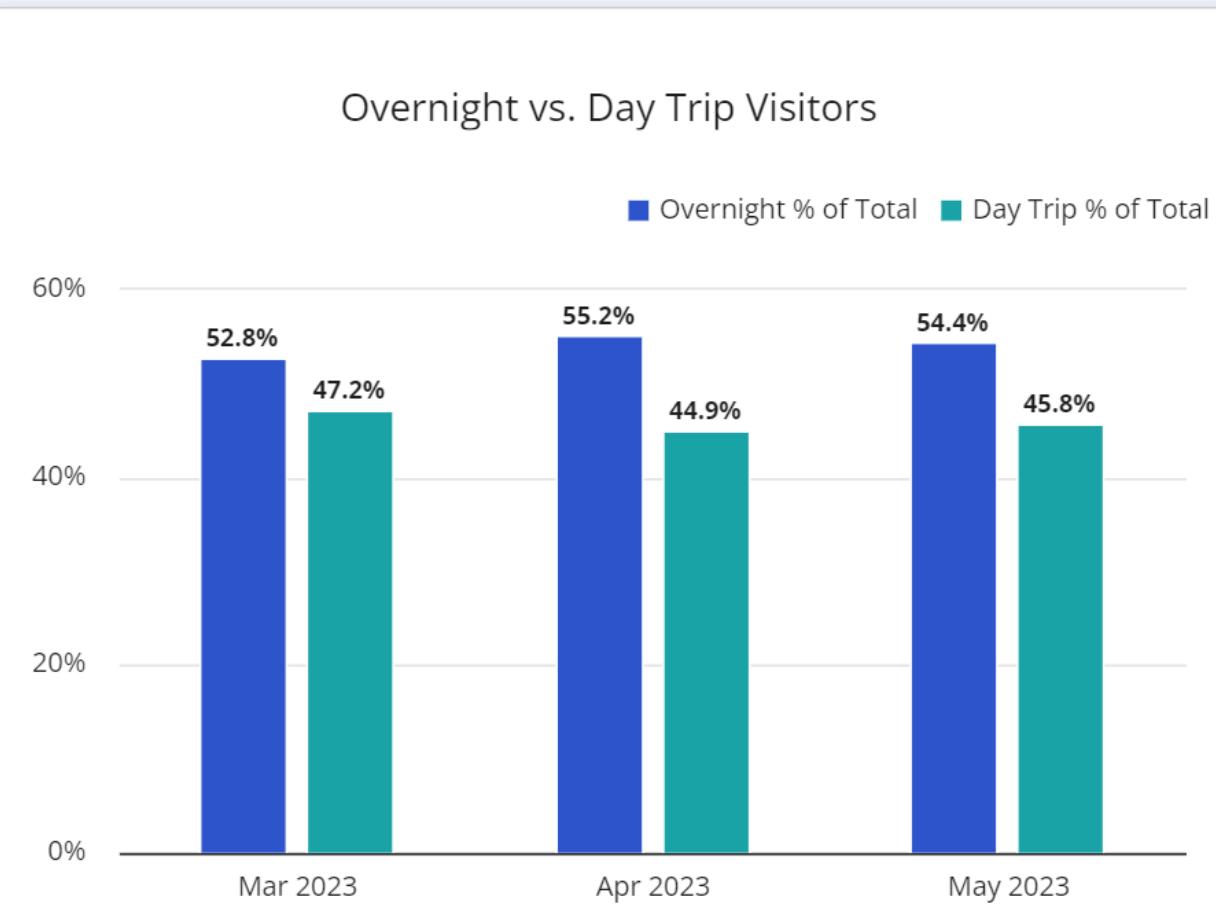
■ In-State Visitors % of Total ■ Out-of-State Visitors % of Total



Spring

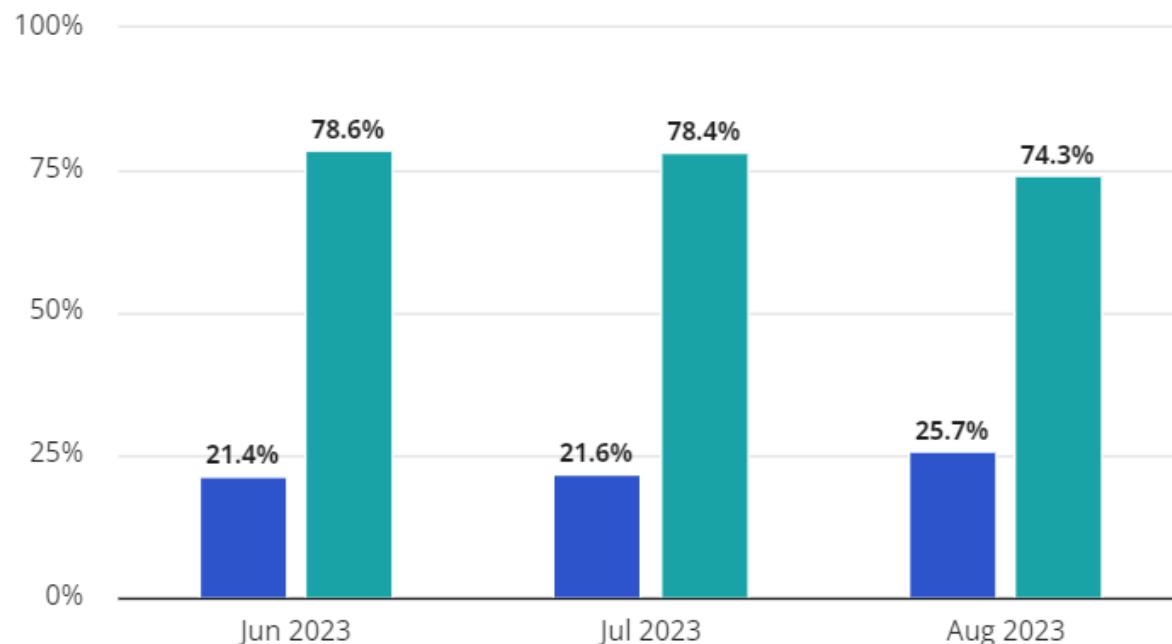
Overnight vs. Day Trip Visitors

■ Overnight % of Total ■ Day Trip % of Total



In-State vs. Out-of-State Visitors

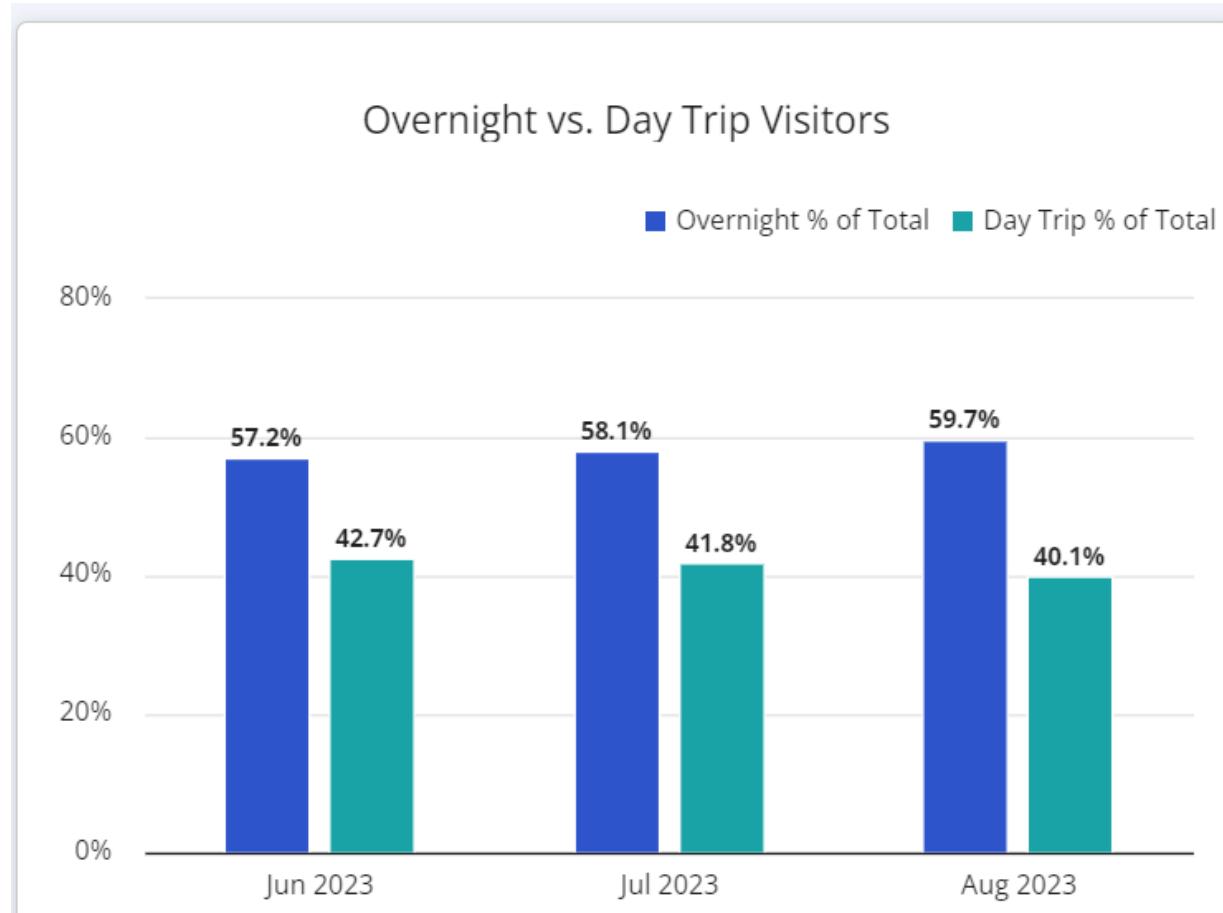
■ In-State Visitors % of Total ■ Out-of-State Visitors % of Total



Summer

Overnight vs. Day Trip Visitors

■ Overnight % of Total ■ Day Trip % of Total



Top Origin Markets - In-State & Out-of-State

Out-of-State Visitors

78.8%

Visitor % of Total

40.5%

Visitor Spend % of Total

40.6%

Avg. Visitor Spend:

46

98

150

203

255

307

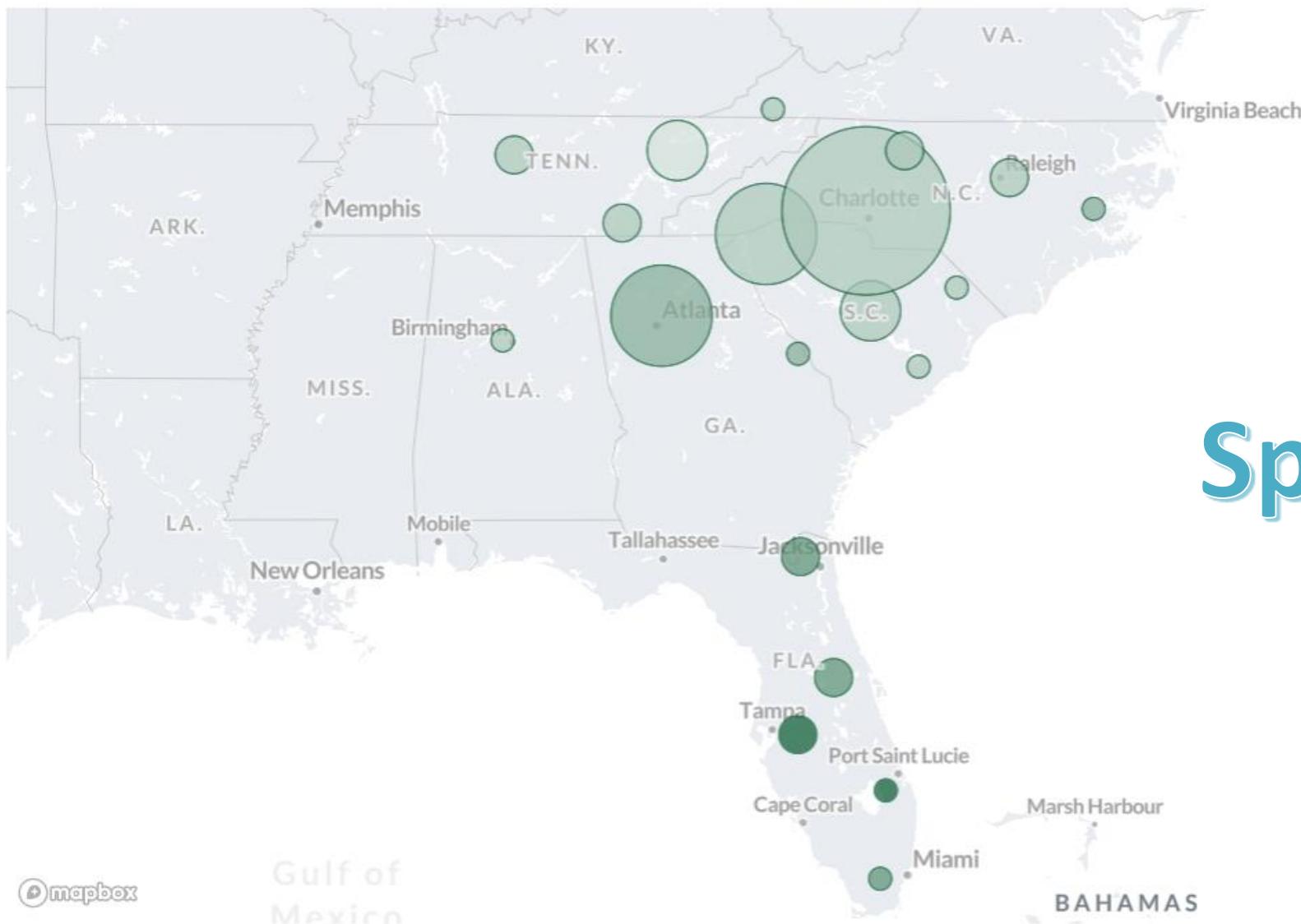
360

% Visitors:

1%

3%

12%



Gulf of
Mexico

BAHAMAS

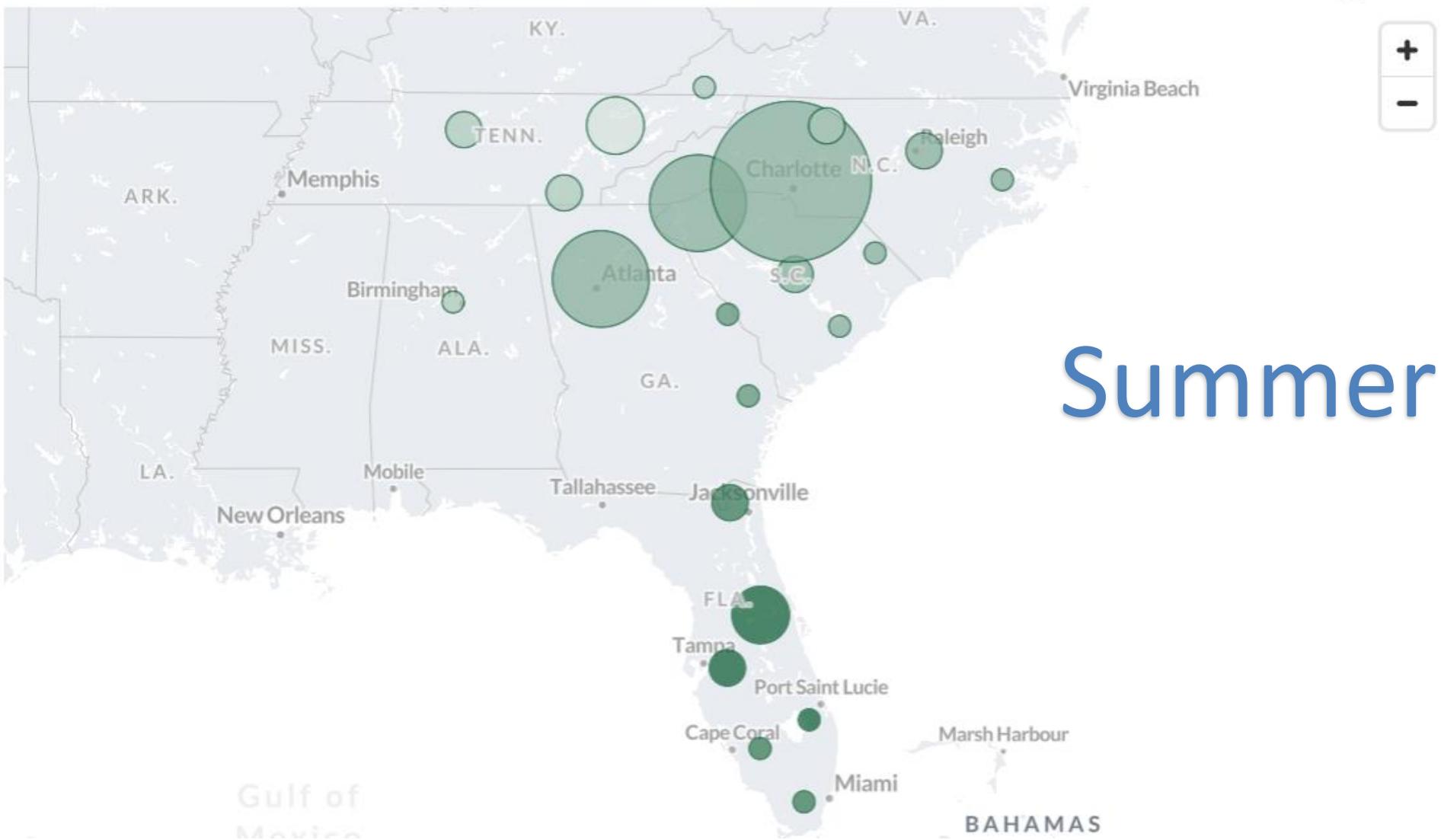
Top Origin Markets - In-State & Out-of-State

Out-of-State Visitors
77.7%

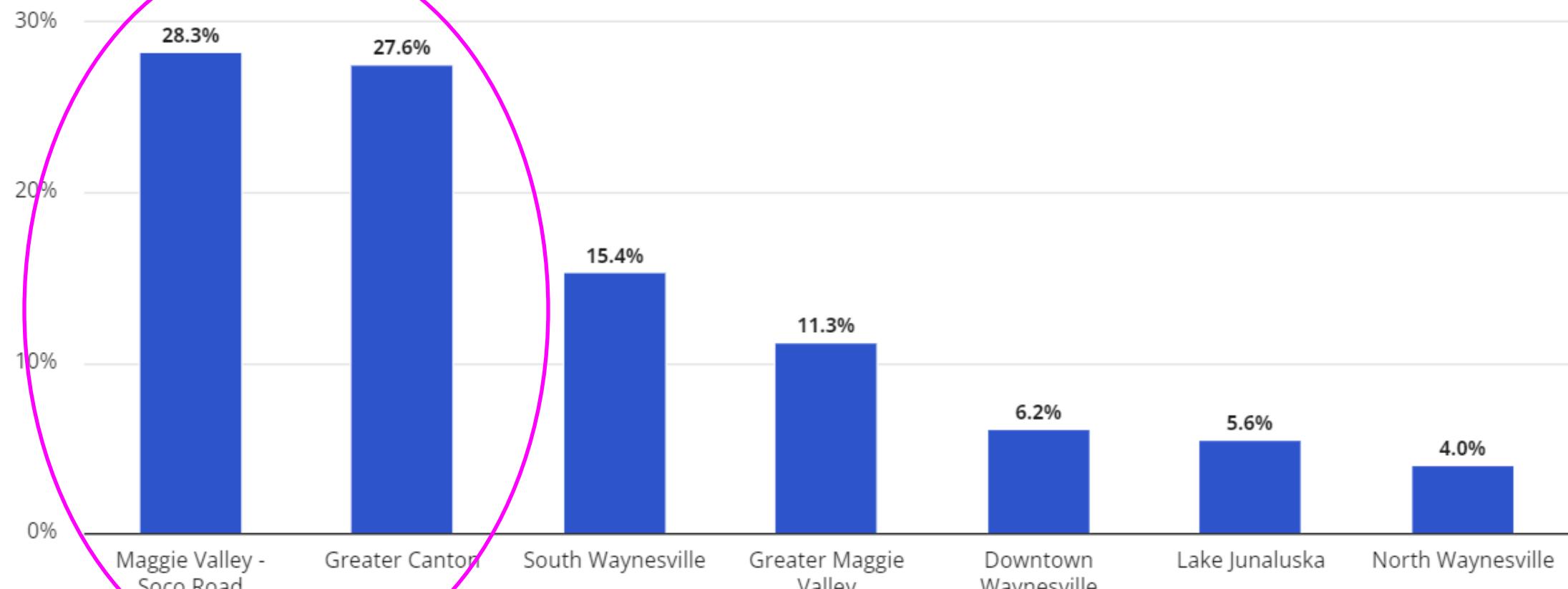
Visitor % of Total
45.9%

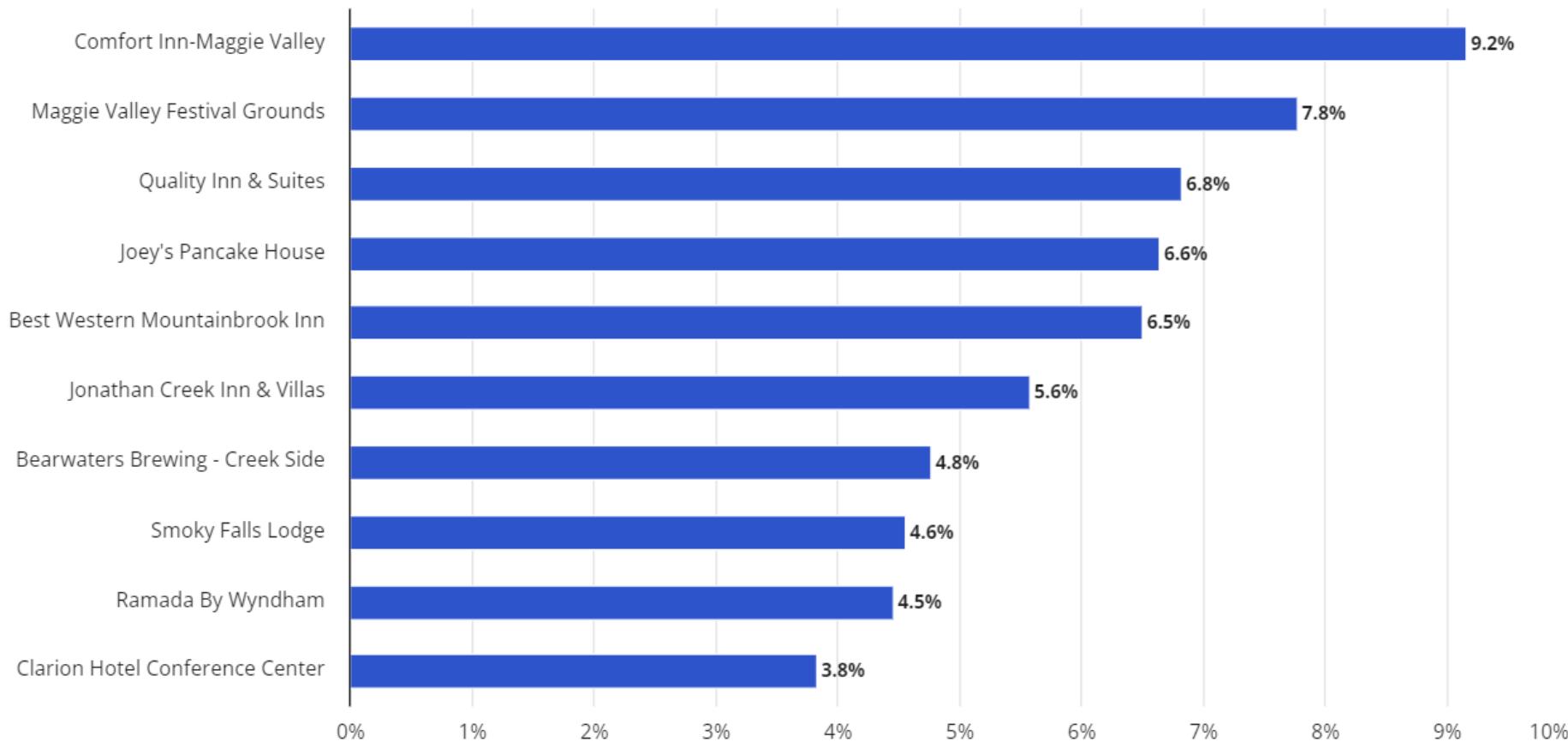
Visitor Spend % of Total
46.7%

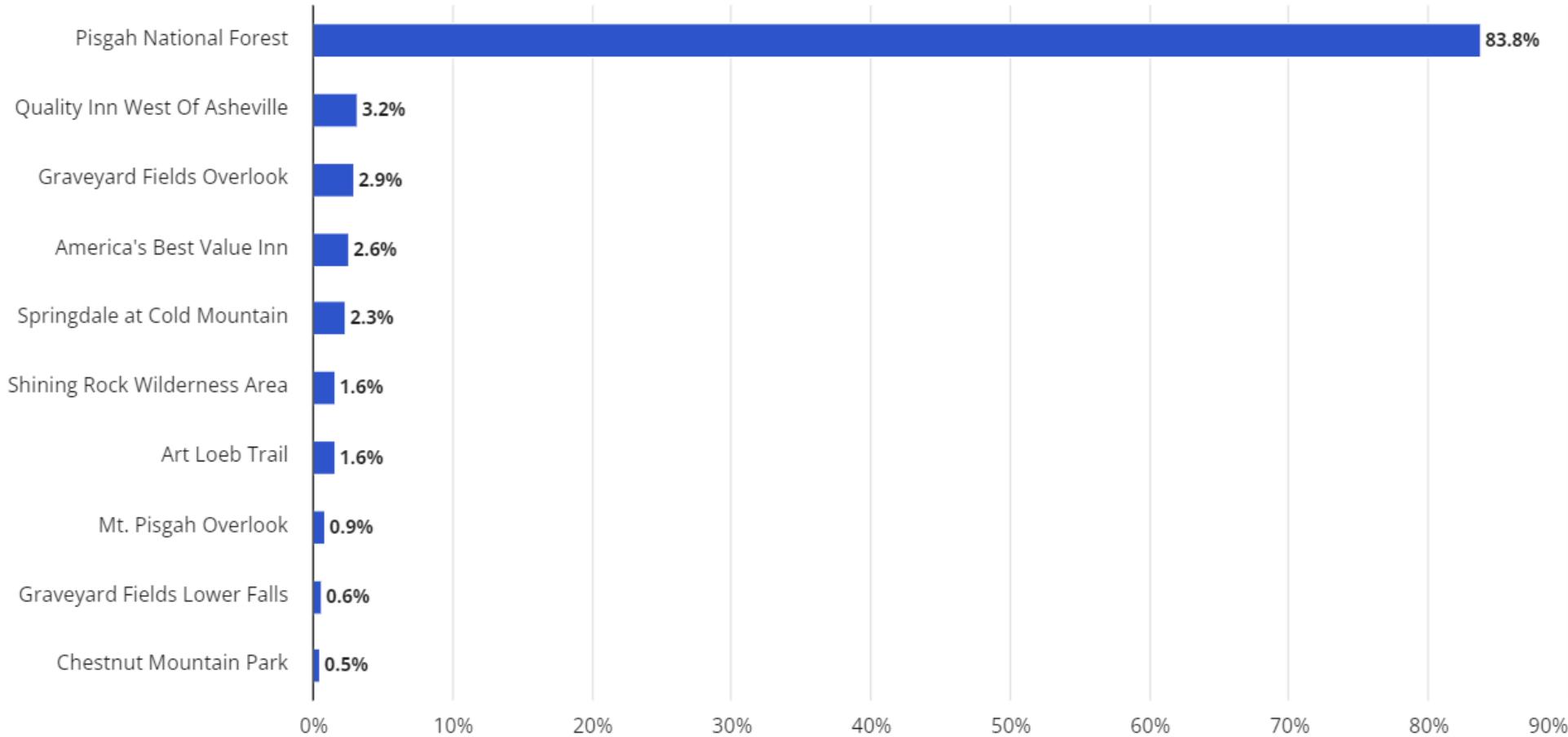
Avg. Visitor Spend: 45 83 121 159 197 235 273
% Visitors: 1% ... 3% ... 12%



% Visitation by Region









ICE FEST WEEKEND UPDATE

2024 NC Smokies Ice Festival Weekend



January 26, 27 & 28, 2024
NCSmokiesIceFest.com



@NCSmokiesIceFest



NC Smokies Ice Fest Weekend Highlights



Ice Sculpture Stroll in Downtown Waynesville
Friday 5-8PM

Ice Skating at Sorrell's Street Park
Friday 5-8PM | Saturday 4-8PM | Sunday 4-8PM

Winter Arts Show at Metzgers Burl Wood Gallery
Friday & Saturday 10AM – 5PM | Sunday 12 - 4PM

Polar Express Model Train Expo at Buffalo Creek Vacations
Saturday 11AM - 2PM

Ice Festival at Maggie Valley Festival Grounds
Saturday 4-9PM

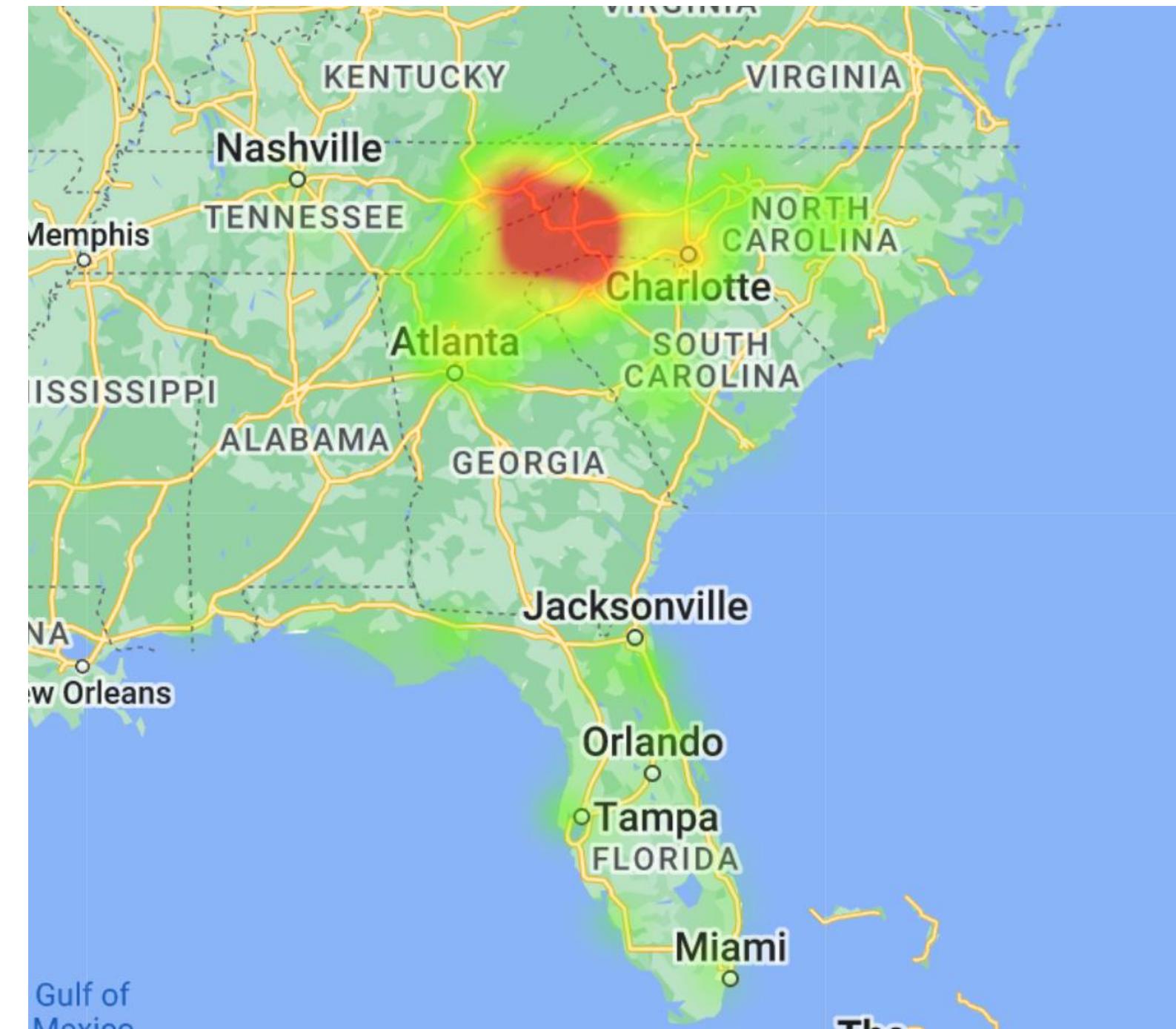
Cataloochee Ski's Torch Run – watch on the webcam!
Saturday 10:30PM

Winter Hikes With Haywood County Parks & Recreation
Saturday & Sunday

Frosty 5K at Haywood Community College
Sunday 10:00AM – 12:00PM

Clyde Winter Lights
All weekend!!

Lodging, shopping, and dining specials
All weekend!!



Maggie Valley Ice Festival

Total Ticket Sales

12 & up	1946
Under 12	541
Total	2487

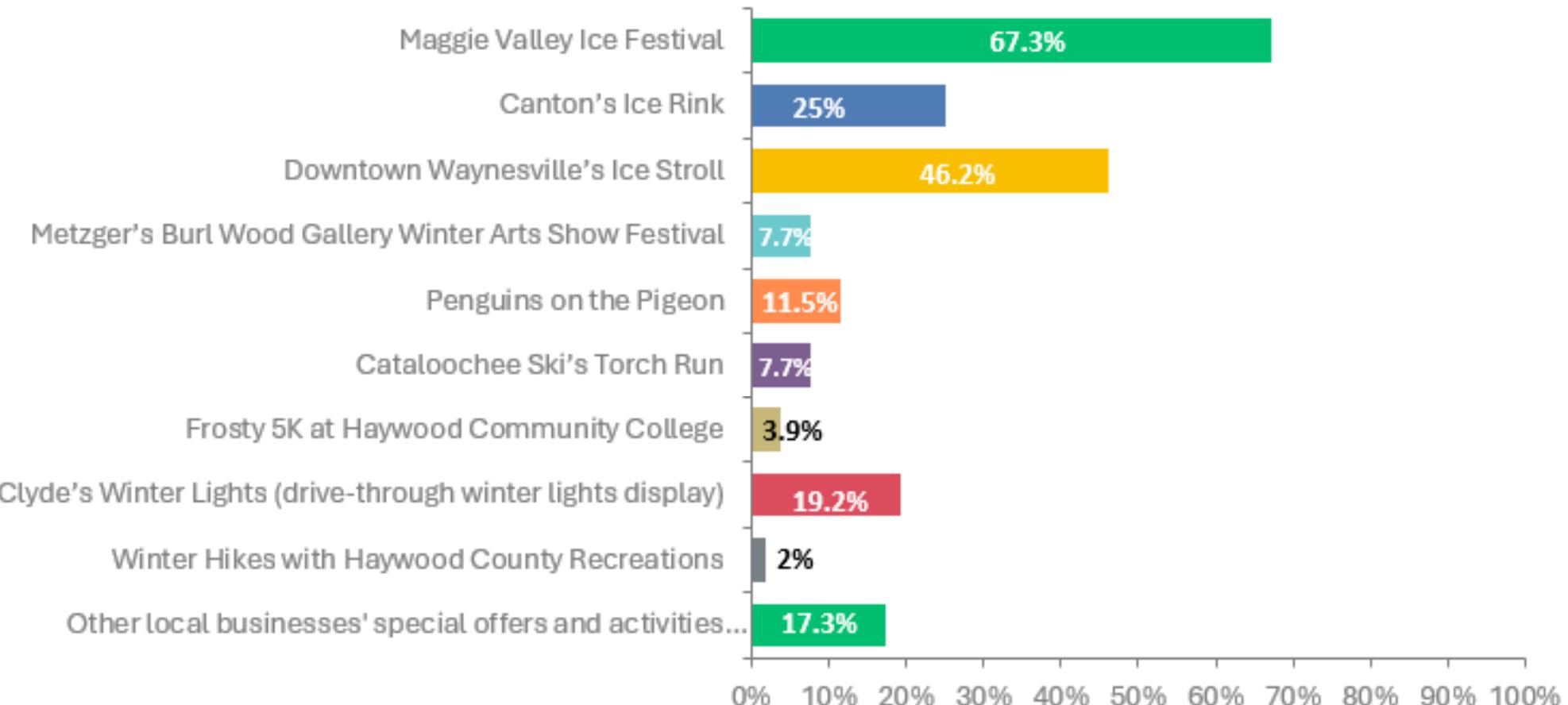
Day-of Ticket Sales

Online	179
Cash at Gate	376
Total	555

Source: RunSignUp.com Ticket Dashboard

Visitor Survey

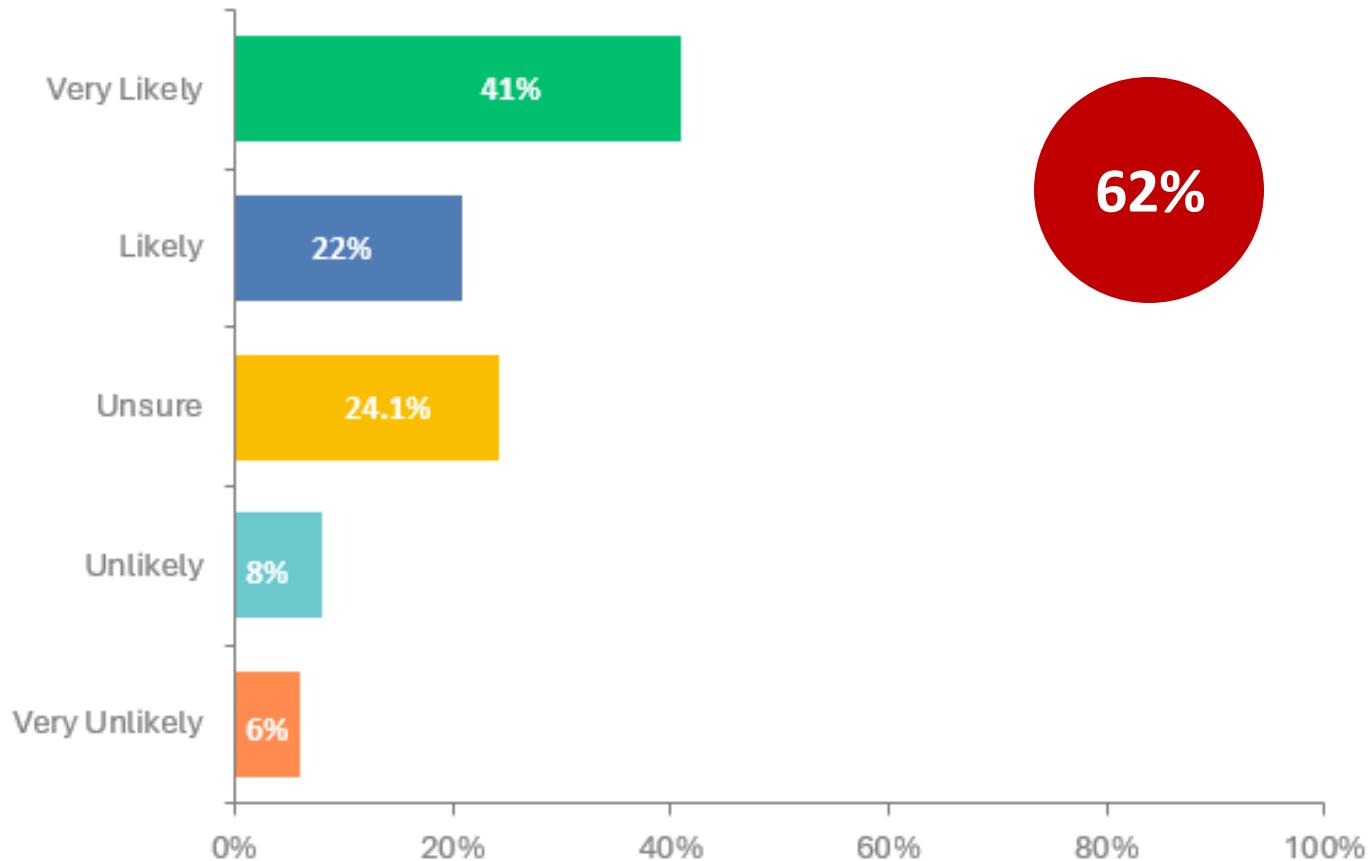
152 Responses



Which Ice Festival Weekend Event did you attend? Select all that apply.

Visitor Survey

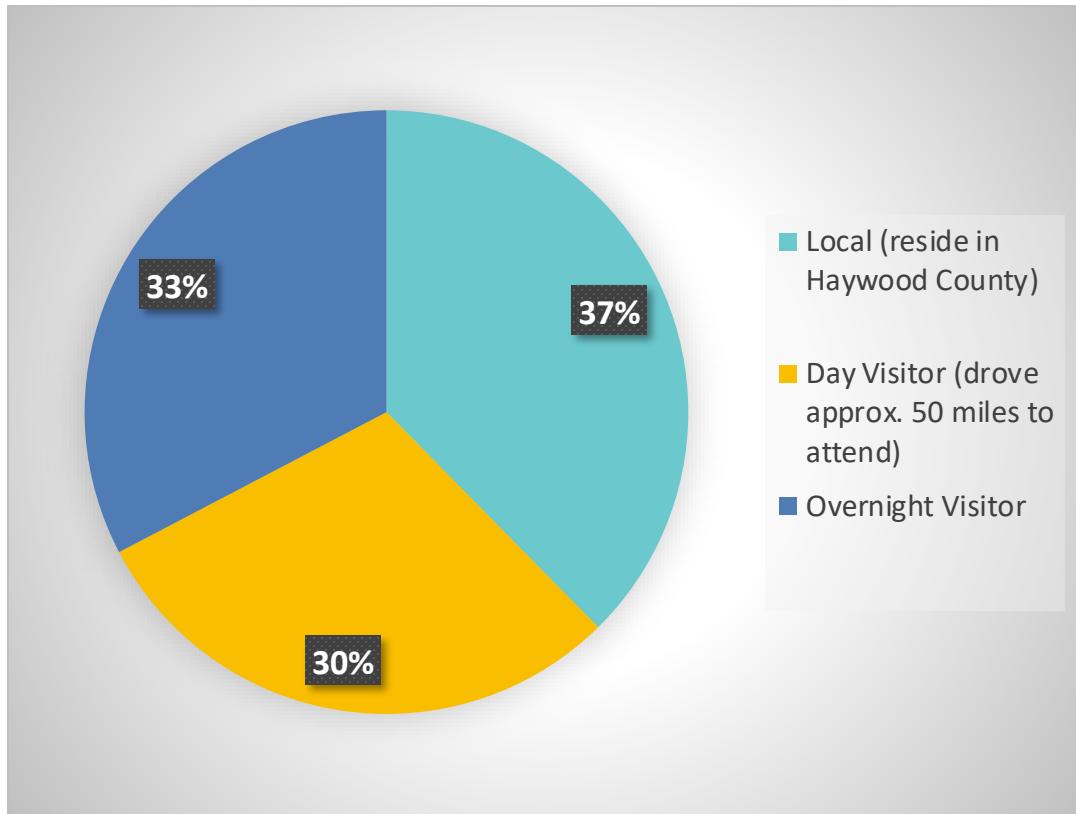
152 Responses



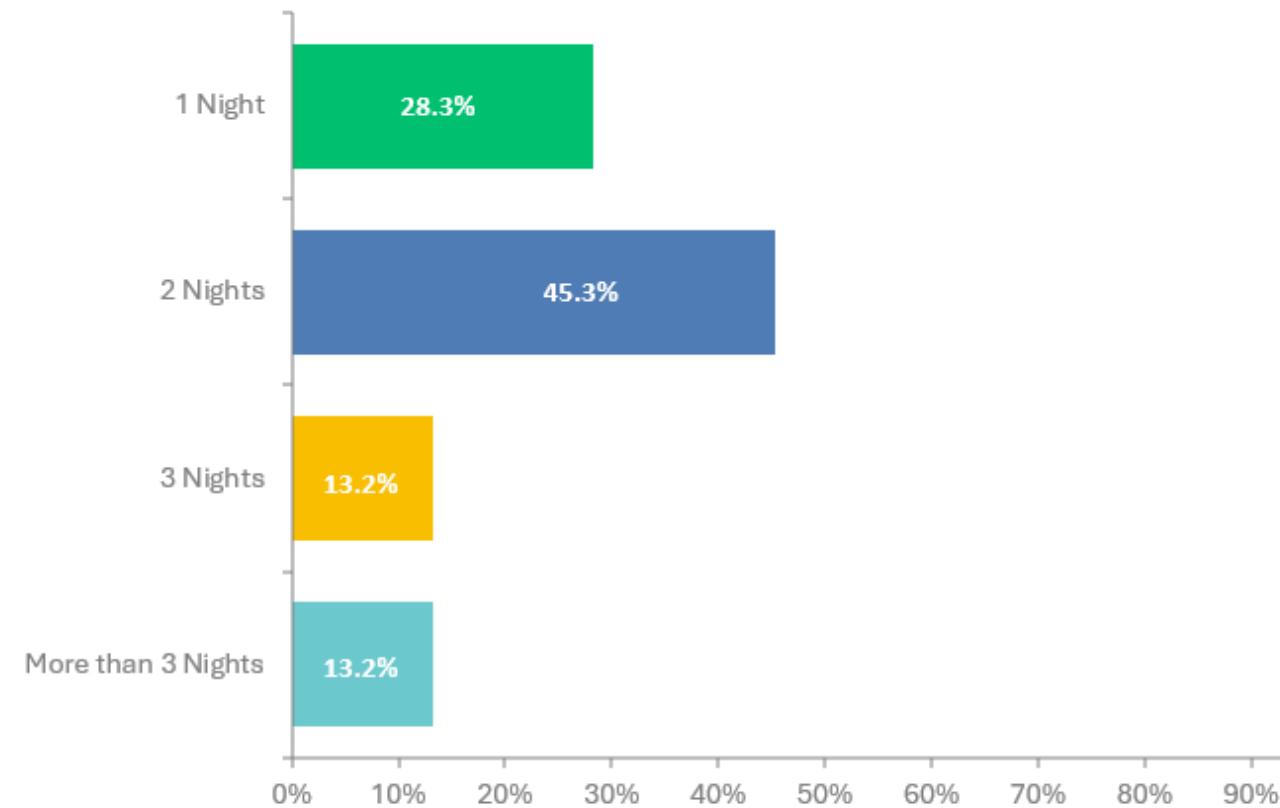
On a scale of one to five, how likely are you to attend a future Ice Festival Weekend?

Visitor Survey

152 Responses



Visitor Type



Duration of Stay



BRANDING UPDATE



ELEVATING NC SMOKIES

A Research and Stewardship-Driven
Tourism Brand Strategy and Destination Master Plan

Progress to Date

As of 02.26.2024

In-Person Input



Stakeholder participants in nine in-person focus groups, with representation from all 5 communities



Public Land Officials Workshop



Steering Committee kick-off meeting



1:1 interviews with Elected officials & Local Leaders

Surveys



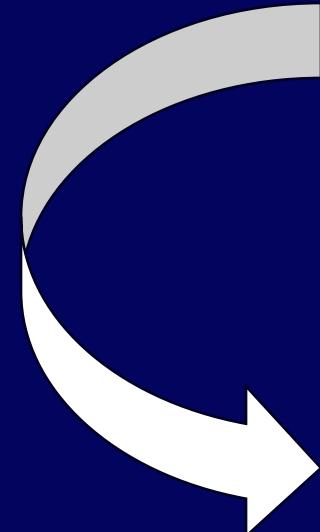
Travel
Media



Visitors
(Past & Potential)



Haywood County
Stakeholders



**Please
Share the
Survey**

Master Plan & Branding Digital Survey
intended for Haywood County leaders,
elected officials, staff & residents

DEADLINE: March 11



https://developmentci.co1.qualtrics.com/jfe/form/SV_2b3ajWkQaDjXPHE

Save The Date

Master Plan Community Input Session

Tuesday, March 26

4:30-6:00pm

Lake Junaluska, Terrace Hotel, Auditorium

Marketing Committee Insights & Takeaways



Current Brand Reflections

- Existing photography is high-quality
- *Hay Now* does not resonate with community members
- More can be done in messaging to segment audiences less and expand community storytelling
- Elk is a unique differentiator, but not an identity that all embrace
- More than just the Smokies
- Most community members align with calling the area "Western North Carolina" and Haywood County

The current brand places too much emphasis on **elk** and is described as "**confusing.**" It competes for attention with hundreds of other Smoky Mountain organizations.



Tone

- Positive
- Inspiring
- Caring
- Warm
- Grounded
- Honest
- Humble
- Down to earth
- Unpretentious

Brand Style

- Playful
- Realistic
- Appalachian
- Charming
- Laid Back

The future brand style should be **playful** and **realistic**, evoking a sense of charm and **down-to-earth appeal**.



How to **visually** represent Haywood County



- Quality imagery that showcases each unique community and sweeping scenic views
- Natural, earthy tones inspired by local landscape and culture



- Neons
- Loud colors
- Busy visuals

Haywood County
seeks to evoke
feelings of
relaxation and
peace in a
welcoming
atmosphere.

Current Visitor

- Retired couples
- Have money to spend
- Casual, outdoorsy
- Somewhere between budget-conscious and luxury
- Interested in outdoors
- Drawn here for the weather
- Visitors seek a change of pace/want to slow down

Future Visitor

- Aim to skew younger - millennials, Gen X
- Will bring older children (8+)
- Continue to target drive market
- Want to see more eating and drinking, putting the area on culinary map

Both focus groups and the marketing committee agree that marketing should aim for a **younger visitor demographic.**



PUBLIC RELATIONS

PR Extended Draft Plan

March	Short Lead <ul style="list-style-type: none">• Ramp Up for Ramps• Western North Carolina Wildflowers
April	PR Events & Activities <ul style="list-style-type: none">• Targeted Influencer Outreach
	Evergreen <ul style="list-style-type: none">• Made in Haywood: Meet the Artisans of Haywood County Long Lead <ul style="list-style-type: none">• Explore North Carolina's Outdoor Adventure Capital
May	Short & Long Lead <ul style="list-style-type: none">• Farm Fresh Road Trip to Haywood County (you pick farm focus) Evergreen <ul style="list-style-type: none">• What to Eat in Haywood County, North Carolina
June	PR Events Activities <ul style="list-style-type: none">• Group Press Trip Evergreen <ul style="list-style-type: none">• Wild & Wonderful Nature Experiences (elk, fireflies, butterflies, birds, salamanders)• Sounds of the Smokies (music focus)





Next Marketing Committee Meeting



Next Marketing Committee Meeting

Options

- Thursday, April 11, 2024
- Tuesday, April 16, 2024

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Items To Discuss

- Marketing Budget
- Preliminary Marketing Plan



Thank You
For Your Time
