



MARKETING COMMITTEE MEETING

March 5, 2024
11:00AM





ANNUAL REPORT



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

*Report covers calendar year 2023.
Published 02.28.2024.*



VISITNC  SMOKIES

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:

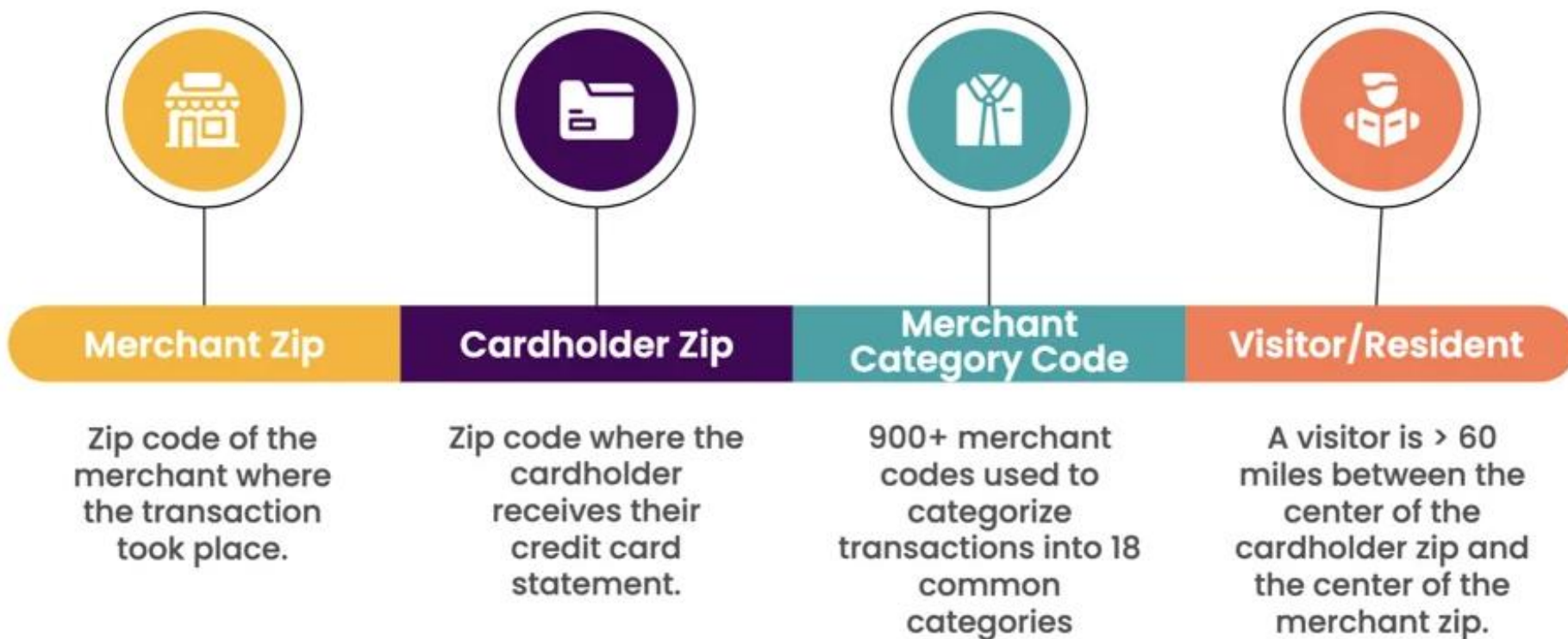
Total number of device count observed less than 50 miles from the common device location to the POI.





ZARTICO

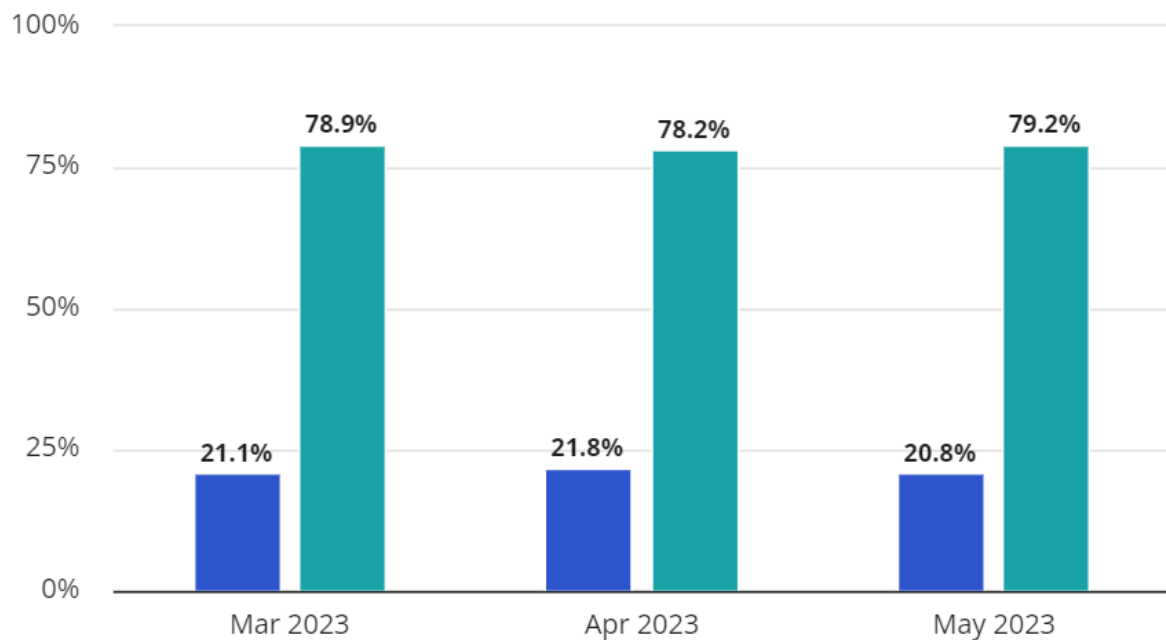
Visitor Spend Data: **Definitions/Conventions**



Spring

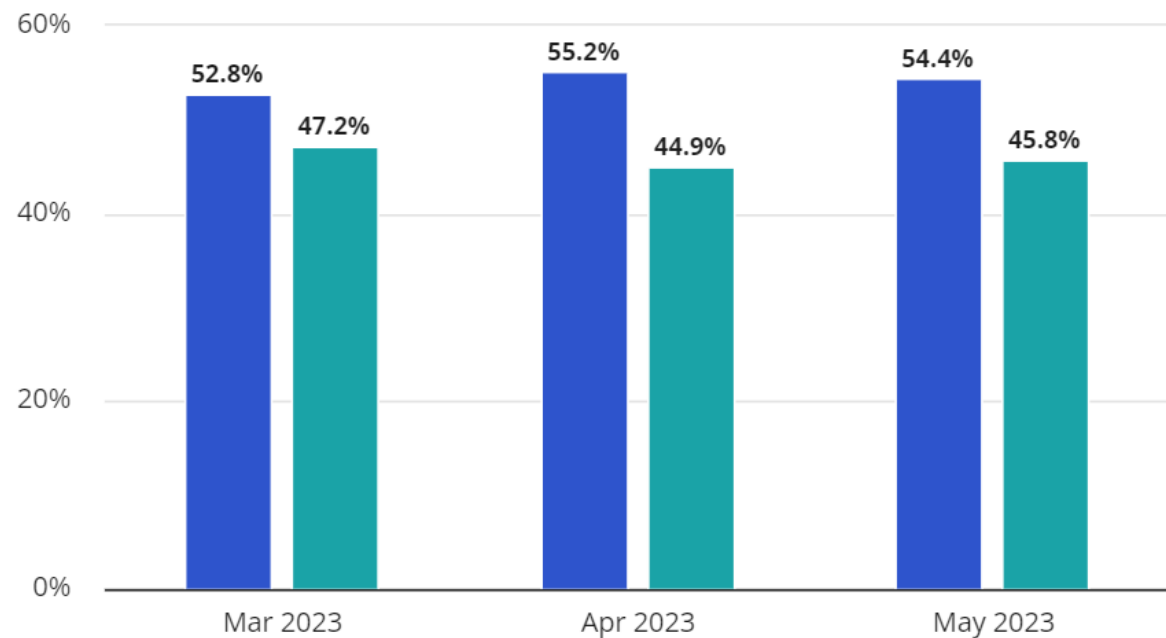
In-State vs. Out-of-State Visitors

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



Overnight vs. Day Trip Visitors

■ Overnight % of Total ■ Day Trip % of Total



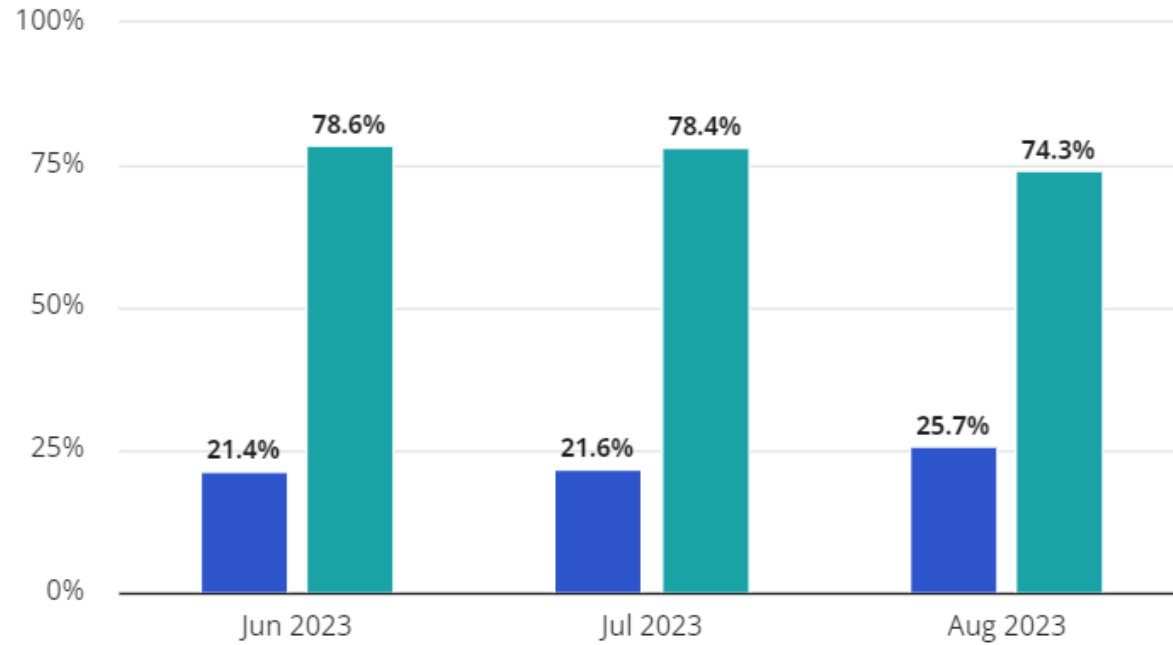
ZARTICO

Source: Zartico | Timeframe: 03.01 to 05.31.2023 | Device Count: 18,229 | Cardholder Count: 9,478

Summer

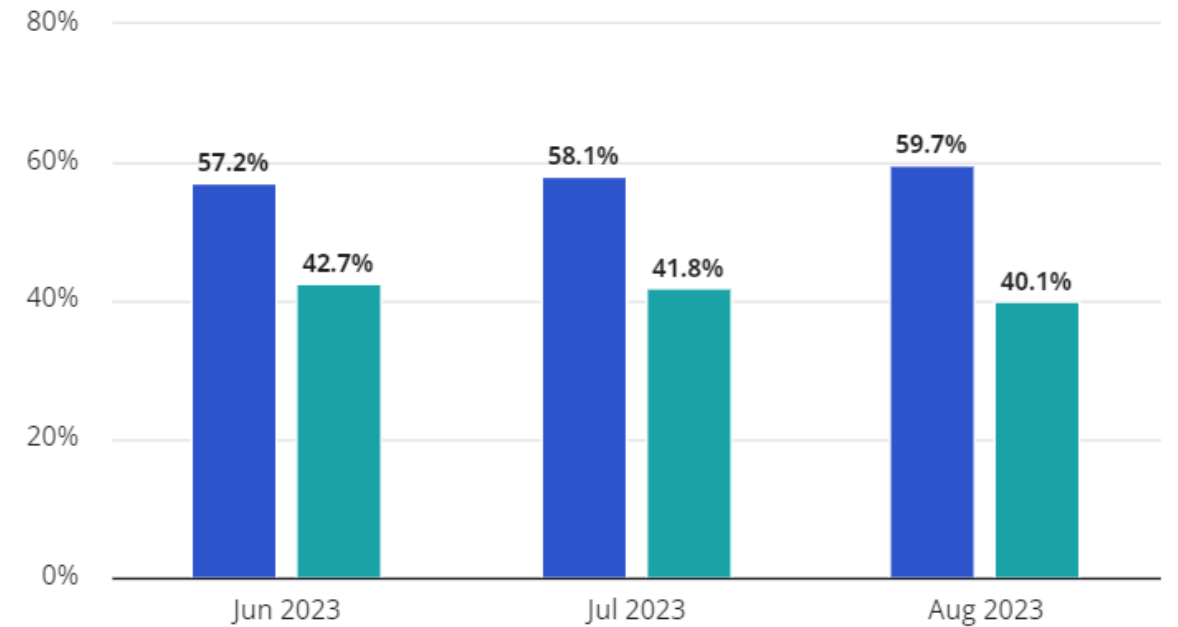
In-State vs. Out-of-State Visitors

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



Overnight vs. Day Trip Visitors

■ Overnight % of Total ■ Day Trip % of Total



ZARTICO

Source: Zartico | Timeframe: 06.01 to 08.31.2023 | Device Count: 27,163 | Cardholder Count: 13,620

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

Out-of-State Visitors

78.8%

Visitor % of Total

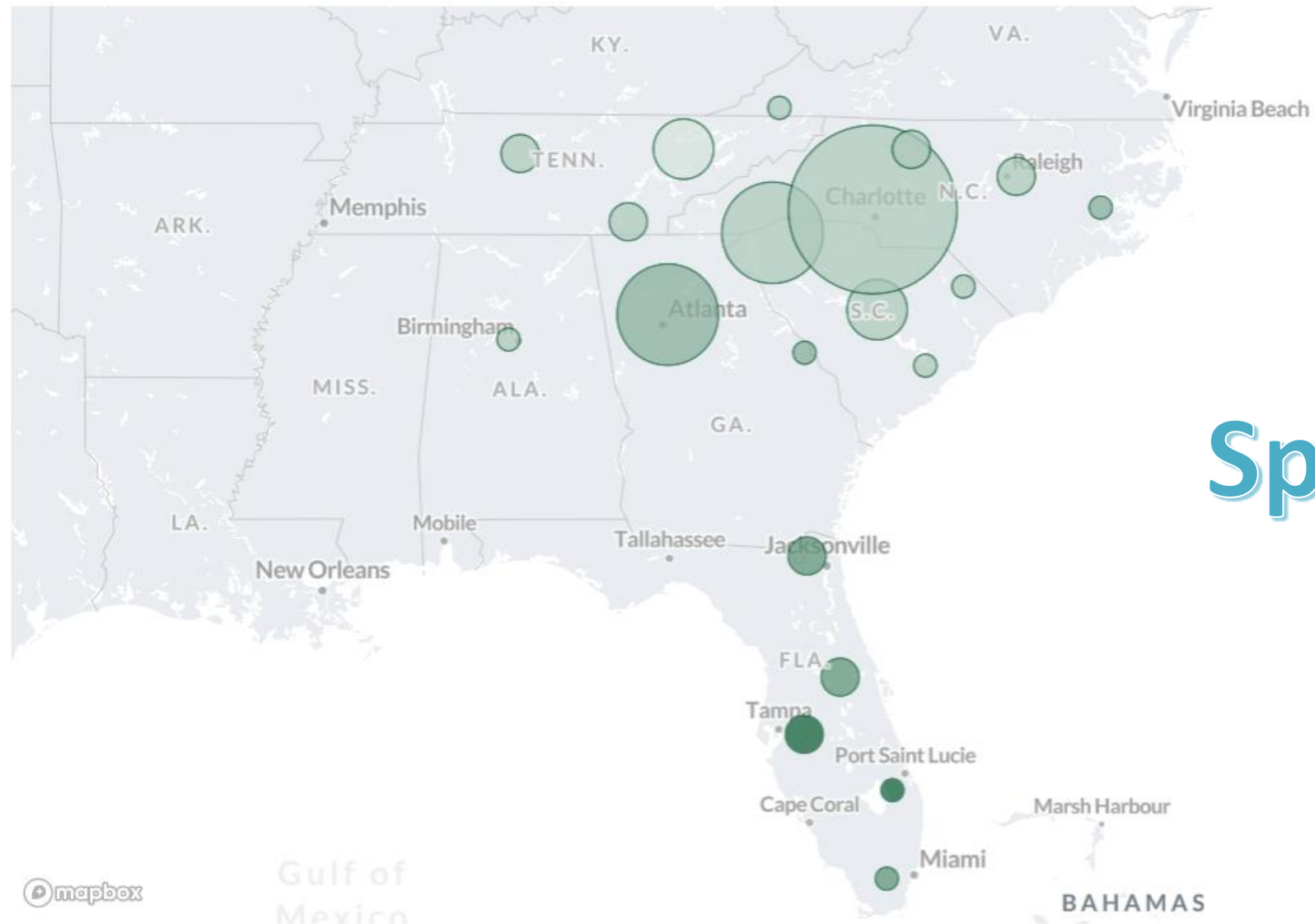
40.5%

Visitor Spend % of Total

40.6%

Avg. Visitor Spend: 46 98 150 203 255 307 360

% Visitors: ○ 1% ... ○ 3% ... ○ 12%



Spring

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

Out-of-State Visitors

77.7%

Visitor % of Total

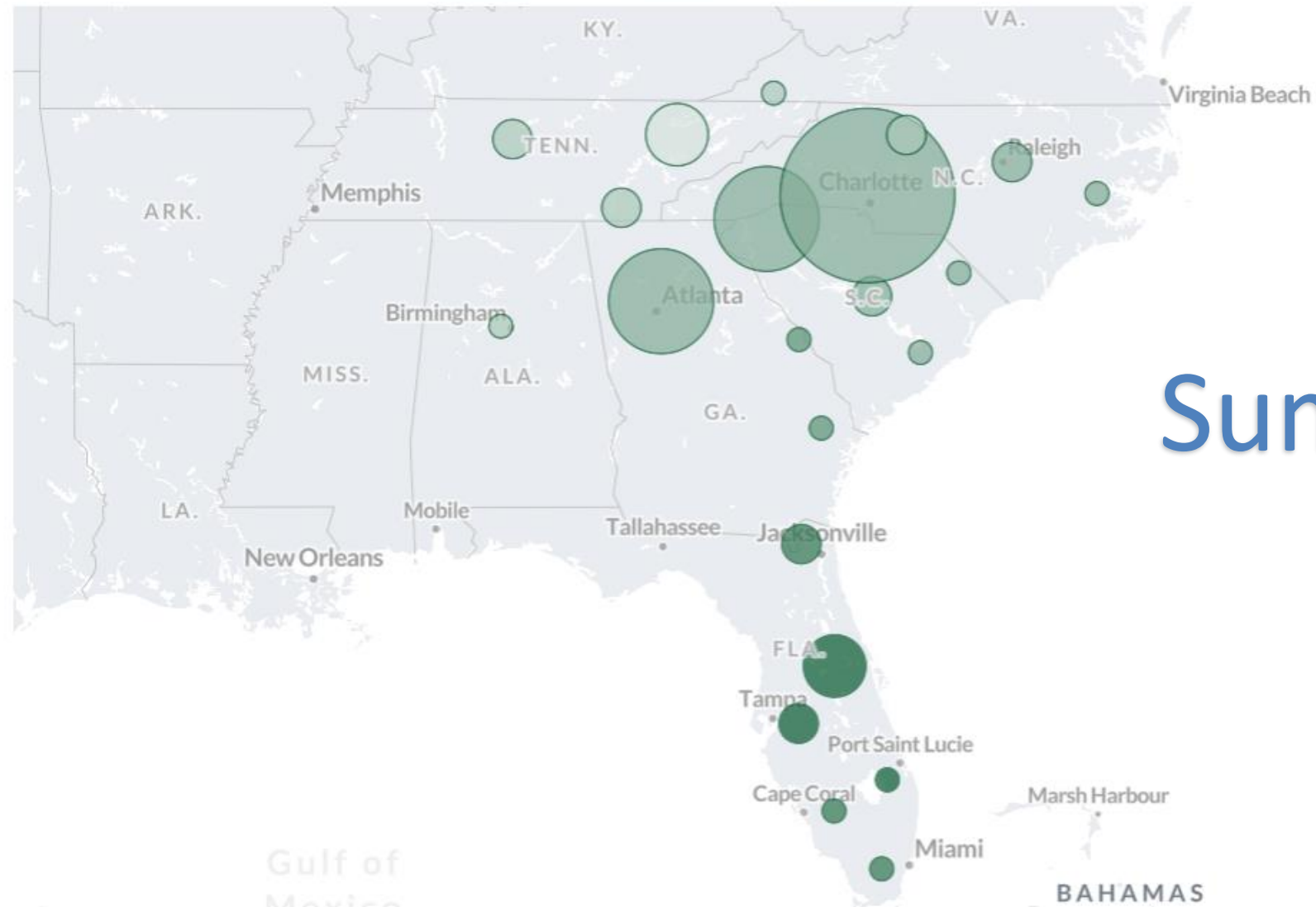
45.9%

Visitor Spend % of Total

46.7%

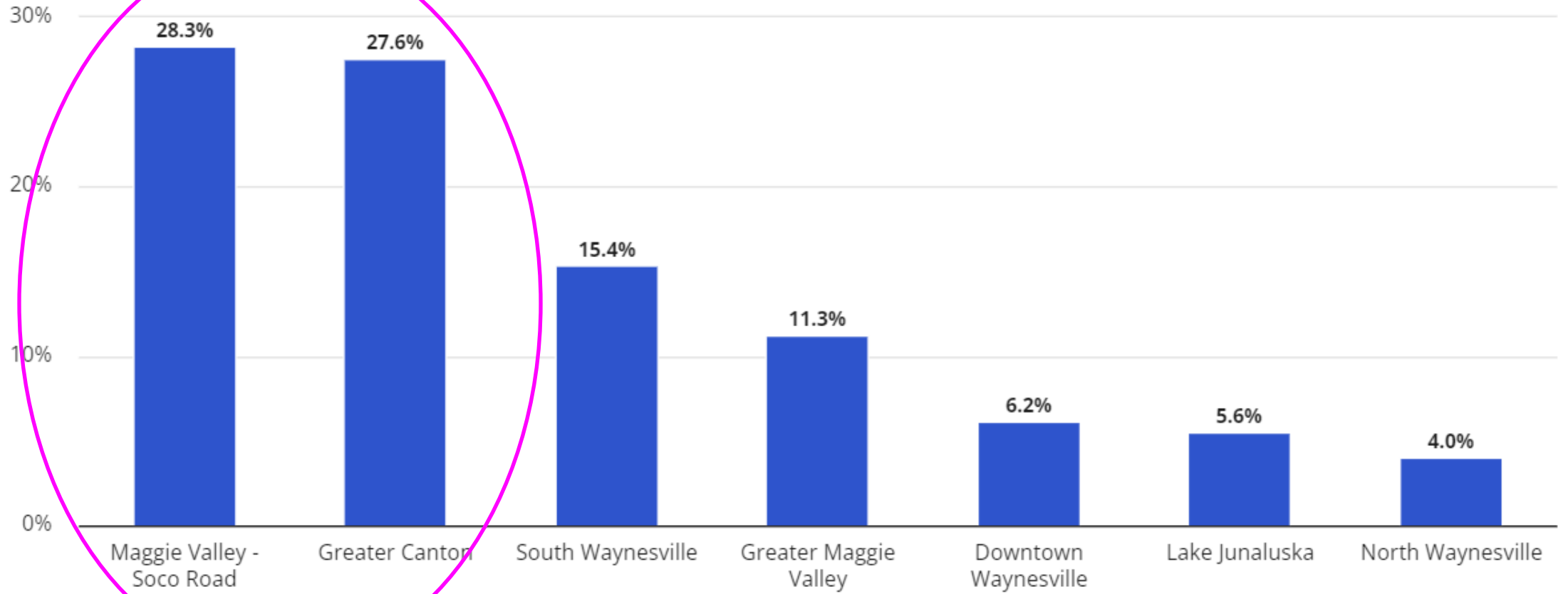
Avg. Visitor Spend: 45 83 121 159 197 235 273

% Visitors: 1% ... 3% ... 12%



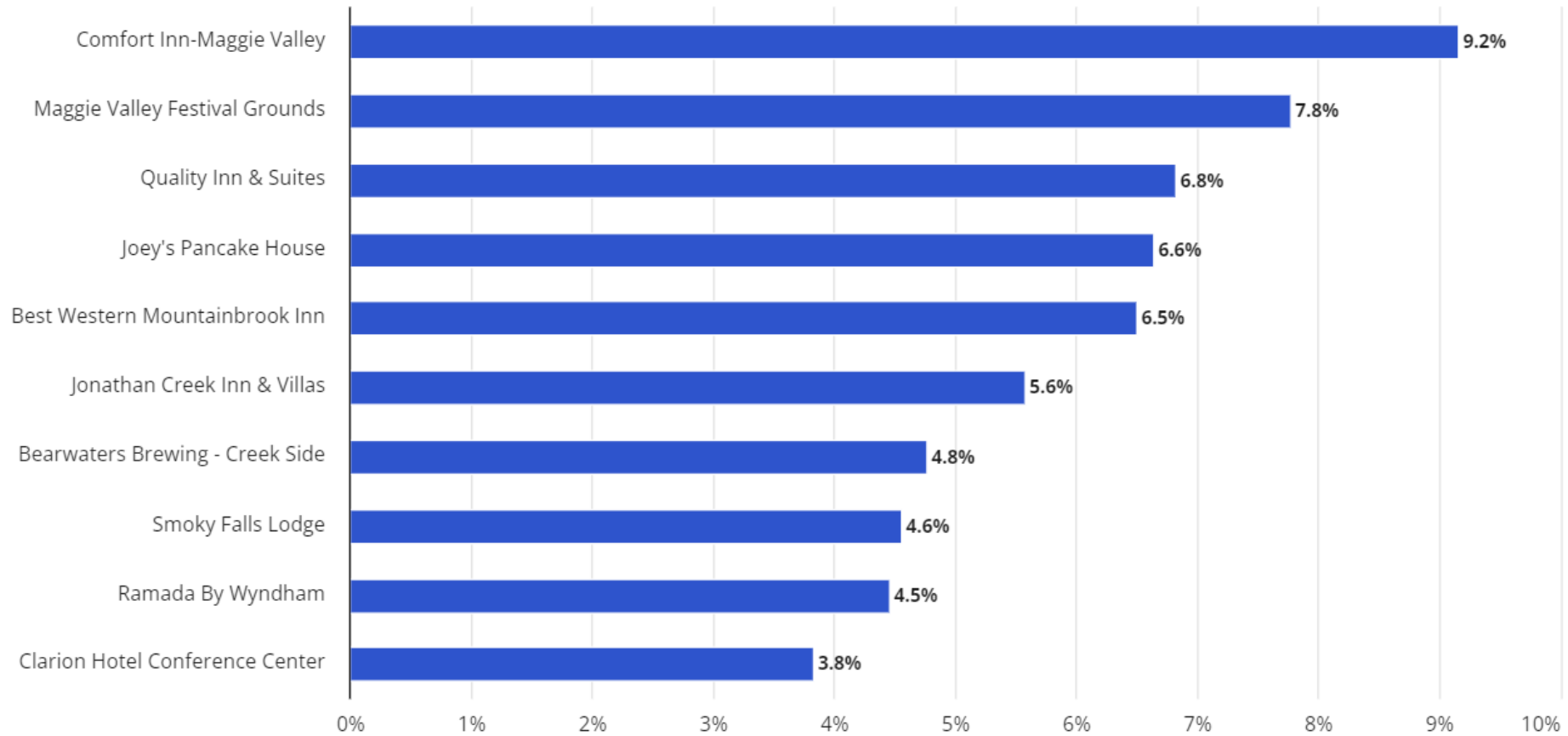
Summer

% Visitation by Region



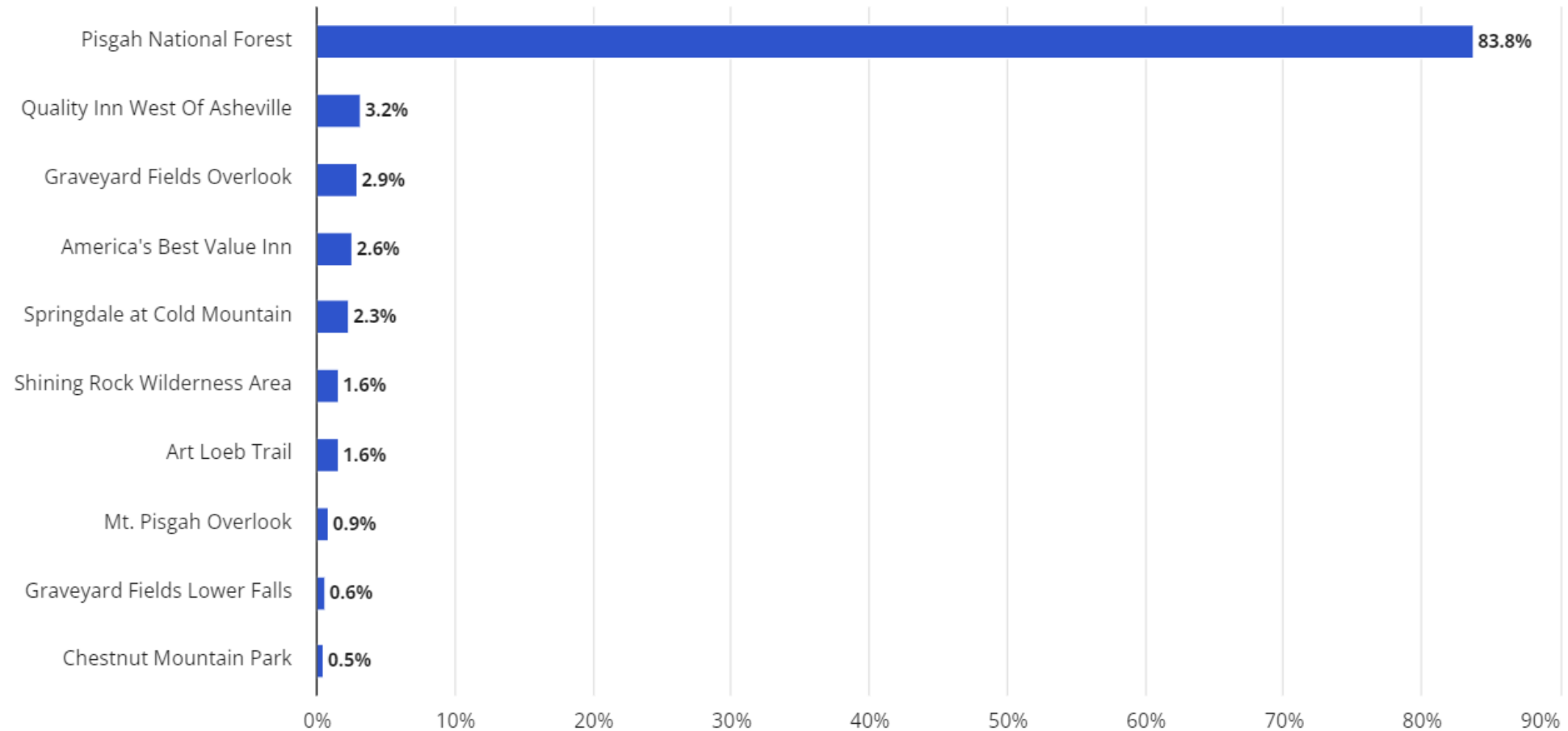
Top 10 Primary Places of Impact

Maggie Valley – Soco Road



Top 10 Primary Places of Impact

Greater Canton





VISITNC  SMOKIES

ICE FEST WEEKEND UPDATE

Frankie's
italian trattoria



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

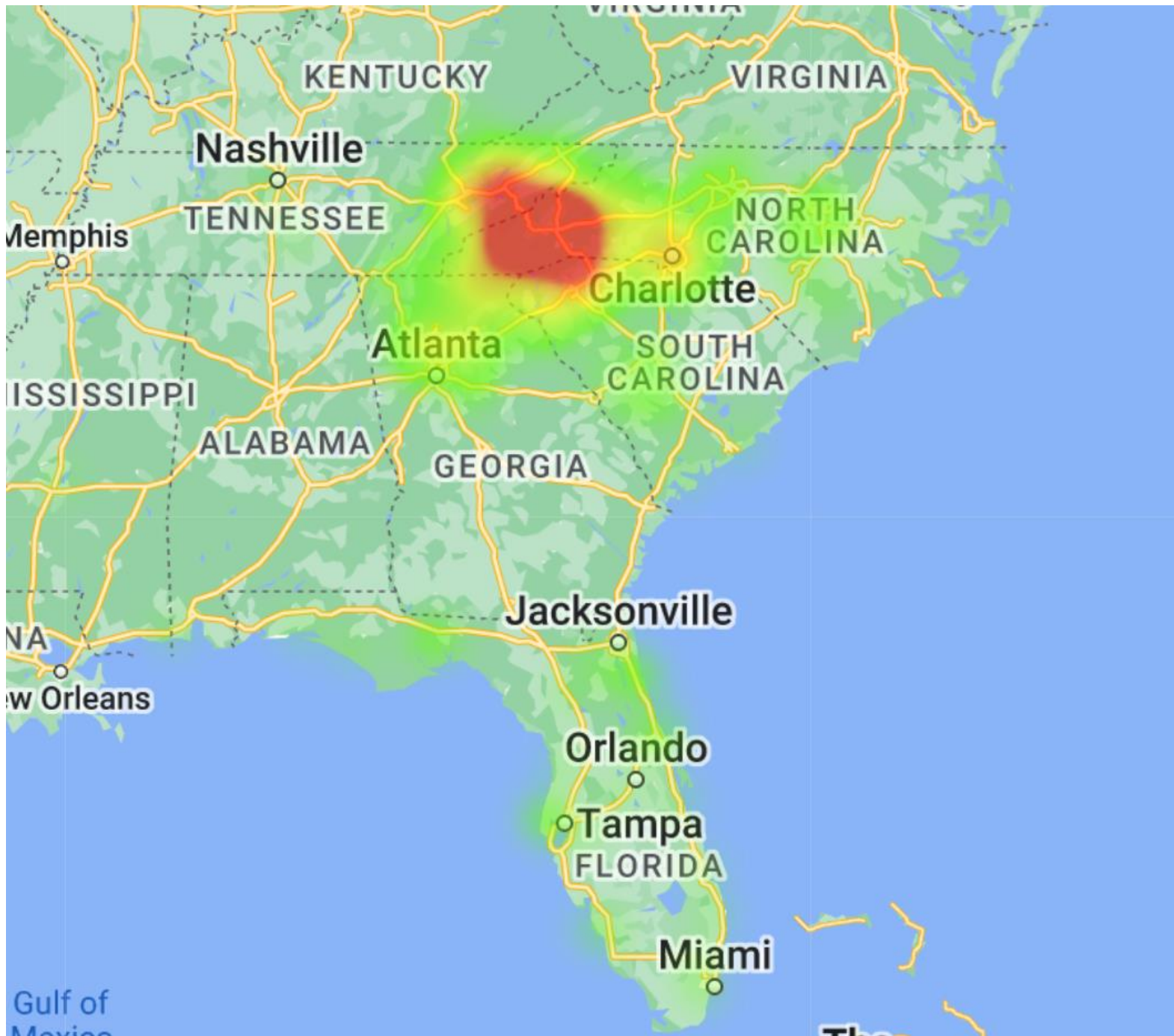
Cataloochee Ski's Torch Run – watch on the webcam!
Saturday 10:30PM

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

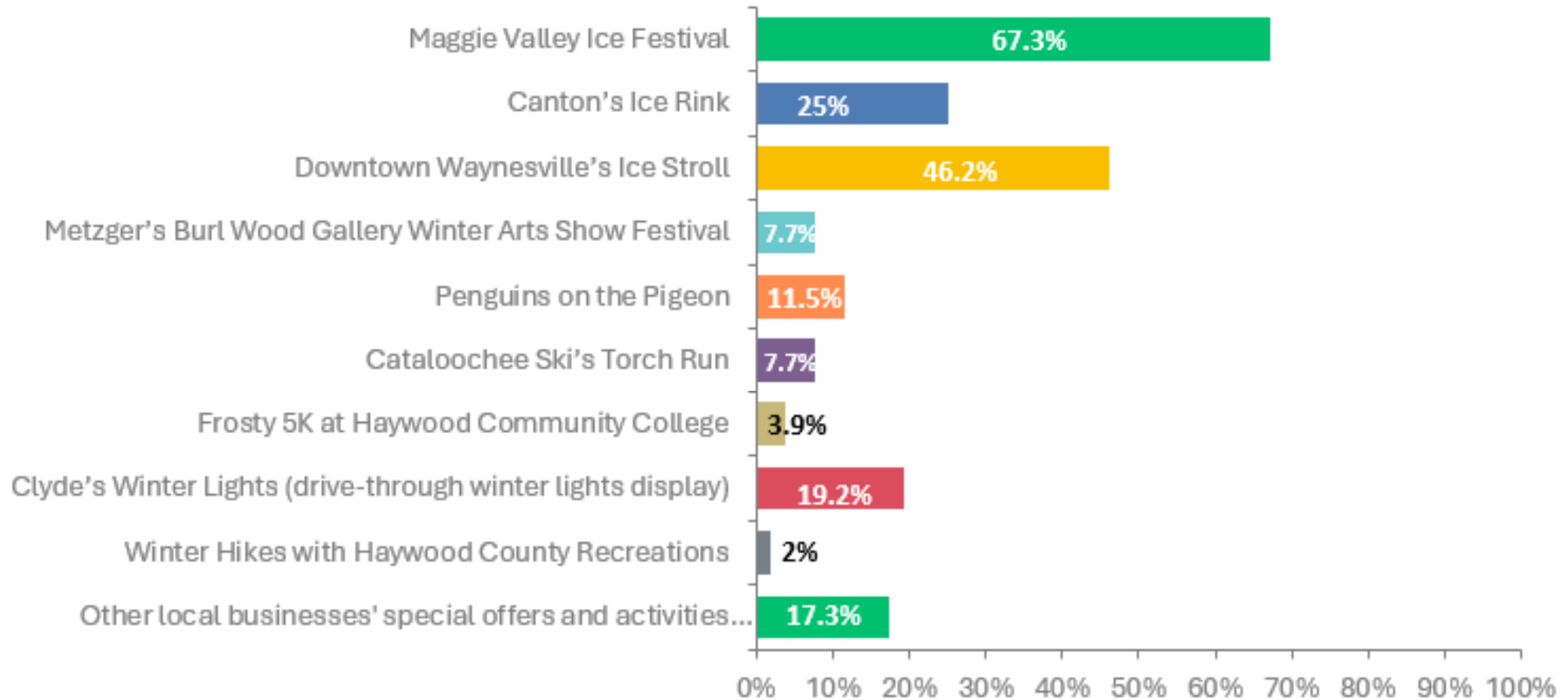
Day-of Ticket Sales

Online	179
Cash at Gate	376
Total	555

Source: RunSignUp.com Ticket Dashboard

Visitor Survey

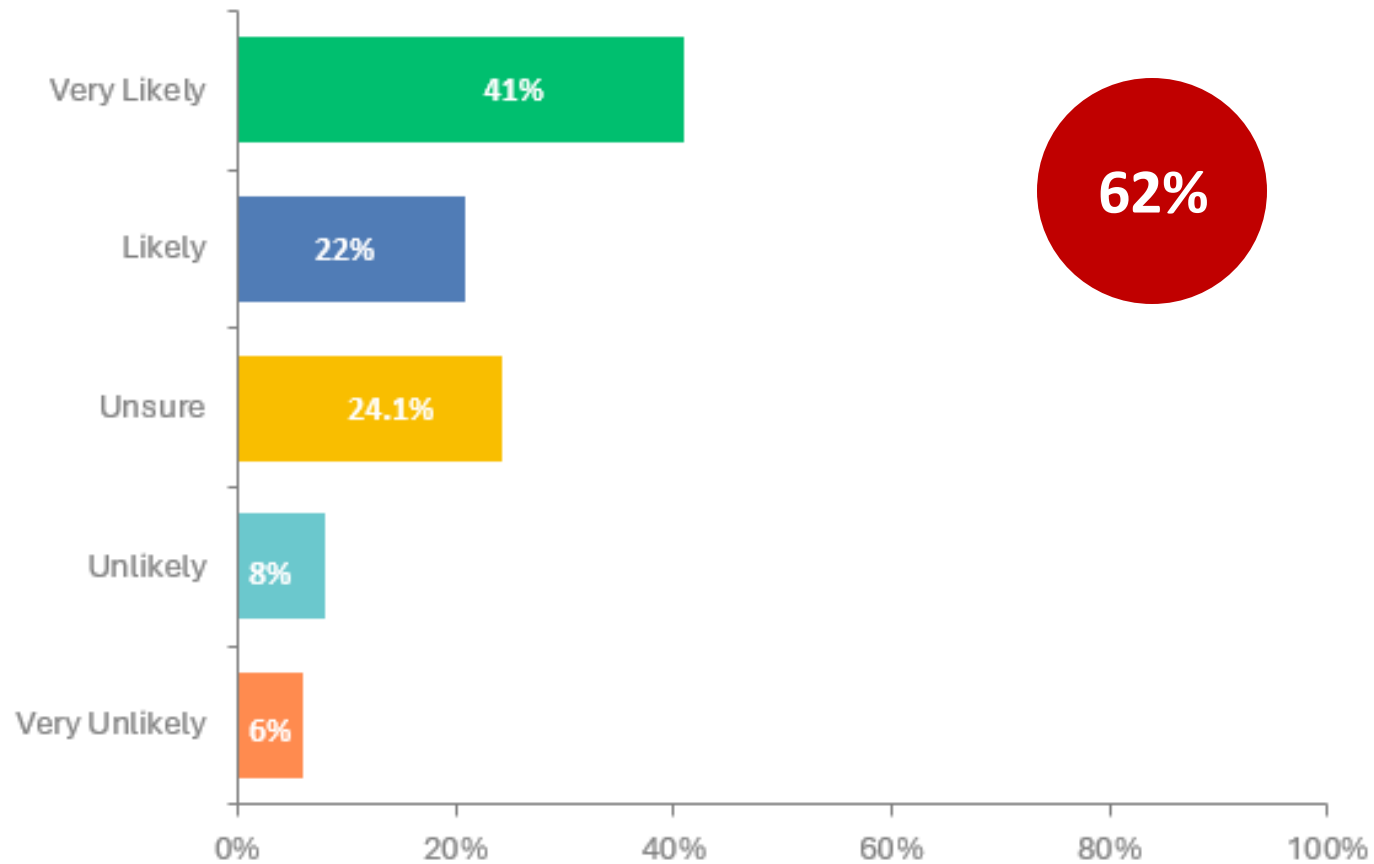
152 Responses



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

Visitor Survey

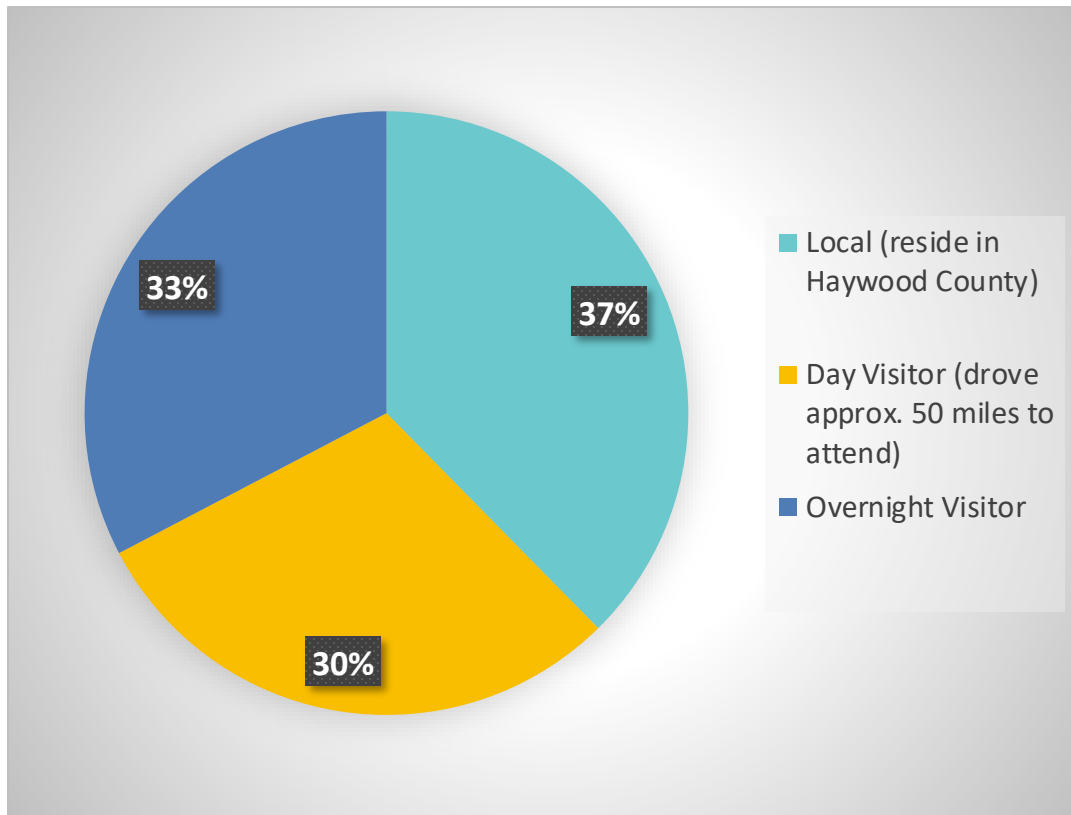
152 Responses



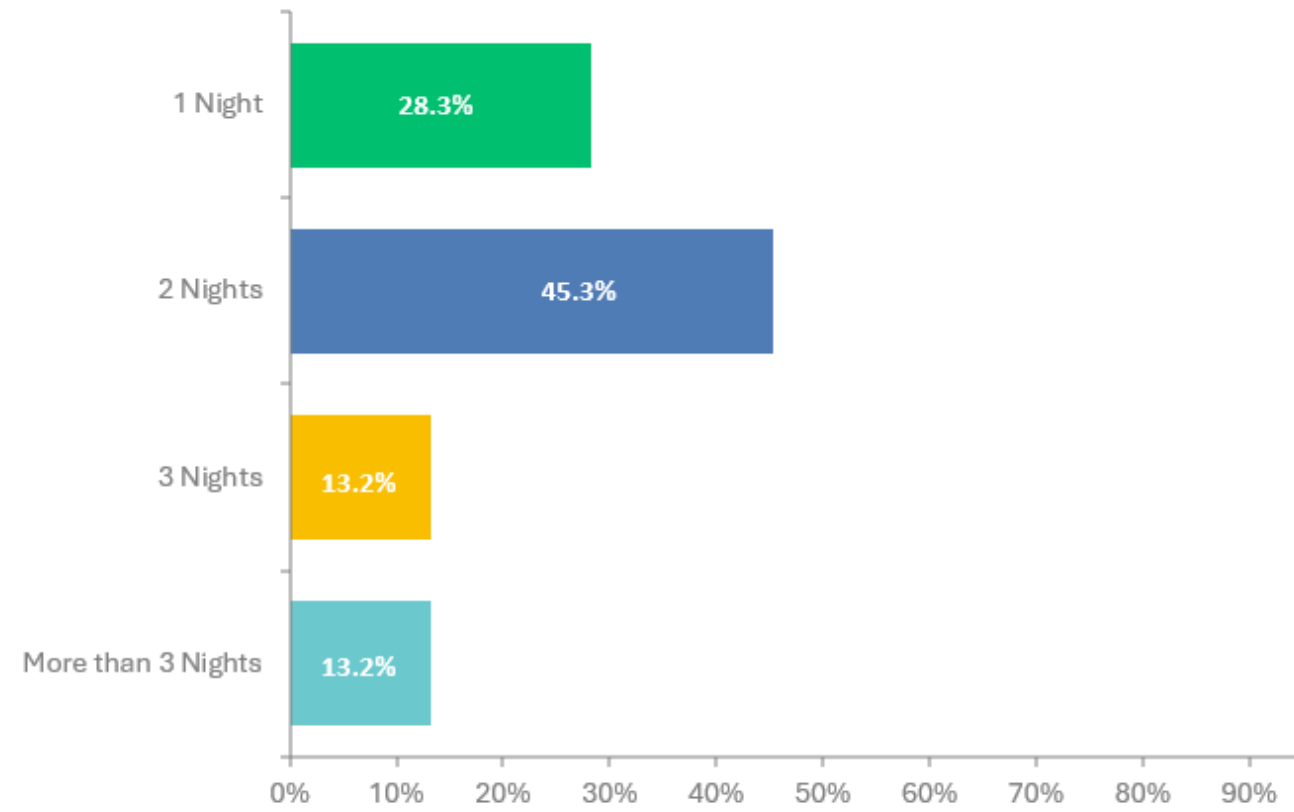
On a scale of one to five, how likely are you to attend a future Ice Festival Weekend?

Visitor Survey

152 Responses



Visitor Type



Duration of Stay



VISIT NC  SMOKIES

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

78

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

9

Public Land Officials Workshop

12

Steering Committee kick-off meeting

22

1:1 interviews with Elected officials & Local Leaders

Surveys

96

Travel
Media

110
0

Visitors
(Past & Potential)

89

Haywood County
Stakeholders

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

DEADLINE: March 11



**Please
Share the
Survey**



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



MARKETING COMMITTEE

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.**



MARKETING COMMITTEE

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.**



VISIT NC SMOKIES

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



Items To Discuss

- Marketing Budget
- Preliminary Marketing Plan



VISITNC  SMOKIES

Thank You
For Your Time
