



Open Haywood/Elk Bucks

Visitors who book qualifying overnight stays can earn Elk Bucks (digital gift card) to spend at local participating businesses.

Length of Stay	Eligible Nights	Elk Bucks Value
2 nights	Sunday-Thursday only	\$50
3 nights	Sunday-Thursday only	\$100
4+ nights	Must include 3+ midweek nights (Sun-Thurs) One Fri/Sat is allowed	\$200



- 108 Participating Businesses to Accept Elk Bucks
- 24 Lodging Properties to Receive Marketing Materials
- Ads begin June 23



Open Haywood/Elk Bucks

Video Ads



Retargeting Ads







T-Shirt Design Contest



Light of the Mountains
AJ James – 199 votes



Morning Commute
Jillian Ohl – 176 votes



The Whistle Pigs Jillian Ohl – 97 votes



*Majestic*Sony Hatcher – 97 votes



The Outdoors
David Suriano – 84 votes





Elevating Visit Haywood's Image

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Continuing the momentum with a strategic digital advertising campaign to raise awareness of Visit Haywood as a premier tourism destination

Paid Advertising A Digital-First Approach



OBJECTIVE

For Fiscal Year 2025-2026, DCI recommends our paid advertising strategy once again focus on digital. Digital marketing has several benefits over traditional marketing, including:

- Lower cost and larger audience sizes
- Easier to measure and adjust
- More precise targeting capabilities
- Higher engagement

It's important to not only gain visibility in terms of reach, but also in terms of longevity in your target market. It takes at least seven exposures to a brand's content before someone will consider "buying."

Perceptions die slowly. That's even more so when dealing with "places," where people hold deep alliances to what they've heard and known from the past. Changing and establishing perceptions requires consistent messaging over time.

Proposed Channel Mix - Static & Video



Paid Search

captures those with an intent to search specific topics. It is the single highest converting channel.



Display Retargeting can be highly effective when targeting visitors that have already visited the site but not yet converted. It can also be used to deliver ads in priority markets.



Performance Max

is Google's Al-driven ad channel that lets us serve ads on Google's mostimmersive, visual surfaces. Effective for high funnel impressions and lower funnel conversions.



Facebook and Instagram Ads

capture the most highly active, engaged social media audience, great for building awareness and retargeting.

Proposed Channel Mix - Video



YouTube Advertising:

Managed through Google
Advertising with similar
targeting capabilities,
YouTube ads allow us to
reach talent through video
ads, in-search ads, and indisplay ads on the second
largest search engine on
the internet.



CTV:

Advertising that allows us to place ads on smart TVs and other streaming devices, the platform offers a very targeted approach with the ability to reach audiences by viewing habits, interests and demographics.

Paid Advertising Paid Publisher & Partner Programs



While our primary focus for the core advertising program is digital, we have allocated \$50,000 worth of media spend to be used for a combination of paid publisher programs and/or co-op programs.

DCI will be available to provide advice and counsel to Visit Haywood in identifying the best-bet approach for these programs.

DCI will also be responsible for managing the programs and developing all creative assets/elements needed for the chosen opportunities that are part of the \$50,000 scope.



Key Markets



We recommend continuing to refine our key markets throughout the campaign, as we get more results from our paid advertising efforts, Zartico figures and any other additional key market data.

Alabama:

Birmingham (Ann and Tusc)

Florida:

West Palm Beach-Ft. Pierce

Tampa-St. Petersburg (Sarasota)

Orlando-Daytona Beach-Melbourne

Miami-Ft. Lauderdale

Jacksonville:

Fort Myers Naples

Georgia:

Savannah

Augusta

Atlanta

North Carolina

Raleigh-Durham (Fayetteville)

Greenville-New Bern-Washington

Greensboro-High Point-Winston Salem

Charlotte

South Carolina:

Greenville-Spartanburg-Asheville-Anderson

Florence-Myrtle Beach SC

Columbia SC

Tennessee:

Tri-Cities (Including Virginia)

Chattanooga

Paid Advertising Analytics

Campaign Performance Tracking & Measurement

To effectively track paid advertising ROI, DCI will cotninue to maintain a robust campaign tracking and measurement framework. We will continue to maintain a custom reporting dashboard that provides you real-time access to campaign performance data as well as create new pages for the recommended new advertising platforms. We provide actionable monthly insights and recommendations during our strategy calls, along with ongoing data storytelling to illustrate key trends and performance shifts. Additionally, our team continuously monitors campaigns to implement timely optimizations, maximizing effectiveness and return on investment.

Our scope of work includes:

- Campaign Tracking and Measurement
 - o Performance Tracking
 - Website Conversion Tracking
- Data Collection, Processing, and Maintenance
 - o Data Collection and Integrity
 - o Data Processing
- · Real-Time Reporting Dashboard Development and Maintenance
 - o Custom Dashboard
 - o Ongoing Optimization
 - o Data Retention

Paid Advertising Custom Reporting Dashboard



DCI's data analytics and reporting approach will ensure that you gain clear, actionable insights into paid media performance. Through real-time monitoring and monthly strategic recommendations, enabling you to make data driven decisions to optimize ROI. We will continue to maintain a custom reporting dashboard, which will provide you with real-time access to exclusively track decision makers' journeys and engagement through paid advertising and paid channel performance.

The reporting dashboard will be maintained monthly by the DCI Analytics team. The dashboard will include the following pages, and the creation and maintenance of any additional pages will incur a fee.

Digital measurement will show an emphasis on CTRs, on-site engagement and website conversions (as opposed to purely clicks and impressions).

Visit Haywood will receive a link to the reporting dashboard, which will include:

- Overview Page (Marketing Funnel)
- Insights & Benchmarks
- Google Search Ad Performance
- Google Display Ad Performance
- Google Performance Max Performance
- Meta (FB + Instagram) Performance
- YouTube Ad Performance
- CTV Ad Performance
- Website Performance: All Traffic



Budget

Visit Haywood Digital Advertising Marketing Budget July 1,2025 - June 30, 2026

Paid Advertising Program (Main Program)		
Digital Advertising & Publisher Program Strategic Planning, Implementation & Management		
Paid Media 10% Commission Fee		
Data Analytics, Tracking & Reporting		
Creative Direction/Production	\$108,000	
Professional Fees (Main Program) Subtotal	\$262,600	
Expenses (Main Program)		
Ad Spend- Google Suite & Meta (Static)	\$312,000	
Ad Spend - Publisher Programs		
Ad Spend - Video Ads (YouTube and TBD CTV Vendor)	\$75,000	
Program Technology/Communication Expense		
Digital & Analytics Tools, Phone, Stock Imagery, Software, Databases, Other Misc. Expenses \$350/month x 12 months	\$4,200	
Expenses (Main Program) Subtotal	\$491,200	
MAIN PROGRAM TOTAL BUDGET	\$753,800	
Special Event Advertising (Ice Fest, FBM and Gift of Haywood)		
Digital Advertising Strategic Planning, Implementation & Management	\$11,200	
Creative Direction/Production (Including all advertising, swag development, brochures/rack cards, billboard, posters, collateral, etc.)		
Professional Fees Subtotal (Special Events)	\$30,700	
Expenses (Special Events)		
Media Spend	\$29,500	
Expenses Subtotal (Special Events)	\$29,500	
SPECIAL EVENTS TOTAL BUDGET	\$60,200	
COMBINED PROFESSIONAL FEES SUBTOTAL	\$293,300	
COMBINED EXPENSES SUBTOTAL	\$520,700	
ADVERTISING PROGRAM GRAND TOTAL	\$814,000	



2025/2026 PR Plan



May Recovery Group Press Trip Recap

Telling the story of recovery after Helene, through visits to businesses such as: Cold Mountain Art Collective, Funky Fern, Roll Up Herbal Bar,
Ten Acre Garden, Inspiration Park at Maggie Mountaineer Crafts, Frog Level Brewing, and more.

Secured Coverage: <u>matadornetwork.com/read/things-to-do-in-haywood-county</u>













October Press Trip

Fall Foliage FAM (Sept. 29 - Oct. 3)

Media RSVPs include:

- Marika Flatt, Texas Lifestyle Magazine
- Lisa Blake, Matador Network
- Hayli Zuccola, Tampa Magazines
- Cheré Cohen, Freelance (New Orleans Magazine)
- Kara Kimbrough, Mississippi Press Association
- Sarah Bisacca, Freelance (Tasting Table, Forbes Travel Guide, Eater)

Itinerary Ideas?





Go Pro Partnership

- Co-host a GoPro press trip of content creators who focus on outdoor adventure.
- Visit Haywood, MMGY and GoPro develop itinerary.
- Visit Haywood covers all travel and expenses for the content creators.
- Content is shared on GoPro's website and the content creators' individual accounts.
- We think this is a great opportunity worth exploring for Haywood County for 2026.
- The process takes about 10 months total.



SATW Conference Bid

- Society of American Travel Writers' Annual Conference
- Proposed dates: Sept 27 30, 2026 or Oct 4 8, 2026
- Average attendance: 250 members
 - Stories & exposure for years after event
- Proposal due date: June 30, 2025
 - Collaborative effort with Lake Junaluska & MMGY
 - "Better Together" with our neighboring destinations



