

# — VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Marketing Committee Meeting

Tuesday, August 12, 2025

11 AM





# — VISIT — HAYWOOD

GATEWAY TO THE  
GREAT SMOKY MOUNTAINS  
WESTERN NC MOUNTAINS

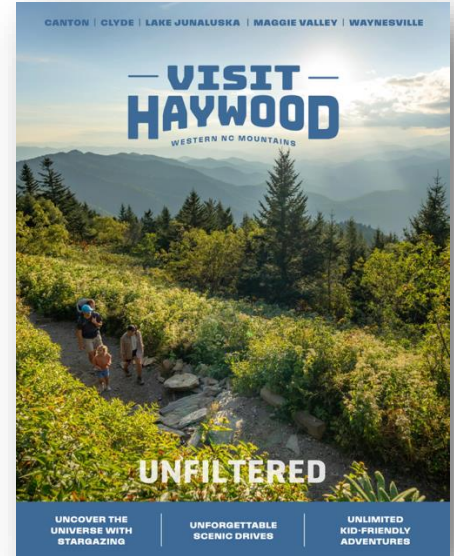
Visitor Guide RFP's



# 2026 Visitor Guide RFP's

## What we asked for:

- ☐ A brief company history, overview of services and capabilities.
- ☐ Three [3] examples of different destination guides produced in the past two [2] years.
- ☐ The names, addresses, and phone numbers of at least three [3] clients we may contact.
- ☐ A proposed project timeline and how updates will be communicated.
- ☐ Printing and production timeline with a delivery date of early January 2026.
- ☐ Detailed budget that breaks out printing costs.
- ☐ Proposals were due by 5:00pm EST on Friday, July 25, 2025.



# 2026 Visitor Guide RFP's

## Proposals Received

Company	Total Cost	Creative Cost	Printing Cost
Lure Creative	\$36,910	\$12,000	\$24,910
Smoky Mountain News	Unknown	\$115 per hour, 35-45 hours quoted.	\$35,511
Tilt36T	\$75,250	\$23,500	\$51,750
Today Media	\$55,000	\$12,650	\$42,350



A scenic view of the Western NC Mountains. In the foreground, a couple stands on a rocky outcrop, looking out over a vast valley. The mountains are covered in dense green forest, and the sky is filled with soft, white clouds. The overall atmosphere is peaceful and majestic.

# — VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Website RFP's

# Website Finalist Homework

## OPTION 1: Homepage Wireframe\* + Rationale

Prompt:

Please prepare a wireframe or low-fidelity mockup of a proposed homepage for our new Visit Haywood website. Use this to demonstrate how you would approach storytelling, navigation, visitor segmentation, and content prioritization.

Include:

A walk-through of the wireframe/moodboard  
Explanation of why you designed it this way  
How it supports the Haywood County brand, master plan goals, and target audiences

## OPTION 2: One Feature We'd Add Just for You\*

Prompt:

Based on your review of our current website, RFP, and Destination Master Plan, please pitch one unique feature or digital experience you would design specifically for Visit Haywood — something that would bring our brand to life and support our tourism goals in a memorable way.

*\*We are not looking for speculative full-site design work — just a focused demonstration that showcases your strategic thinking, creativity, and understanding of our goals; quality of thought is more important than visual polish.*



# — VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Open Committee Seats







# — VISIT — HAYWOOD

WESTERN NC MOUNTAINS

New Video





# — VISIT — HAYWOOD

WESTERN NC MOUNTAINS

## Next Meetings

Website Interviews - Thursday August 28, 2025 • 9 AM – 5 PM

Committee Meeting – September 9, 2025 • 11AM