

WELCOME



OPENING REMARKS

Jim Owens – HCTDA Board Chair



A scenic mountain landscape at sunset. In the foreground, a large, dark evergreen tree stands on the left. In the middle ground, two people are sitting on a large rock, looking out over the mountains. One person is pointing towards the horizon. On the right, another person is standing and taking a photo with a smartphone. The background shows rolling mountains under a sky with soft, colorful clouds in shades of orange, pink, and blue.

TOURISM IS CRITICAL TO HAYWOOD COUNTY

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

CALENDAR YEAR 2024
THE ECONOMIC IMPACT OF TOURISM

HAYWOOD COUNTY

\$357
Million
In Tourism Spending

\$12
Million
In Local Taxes

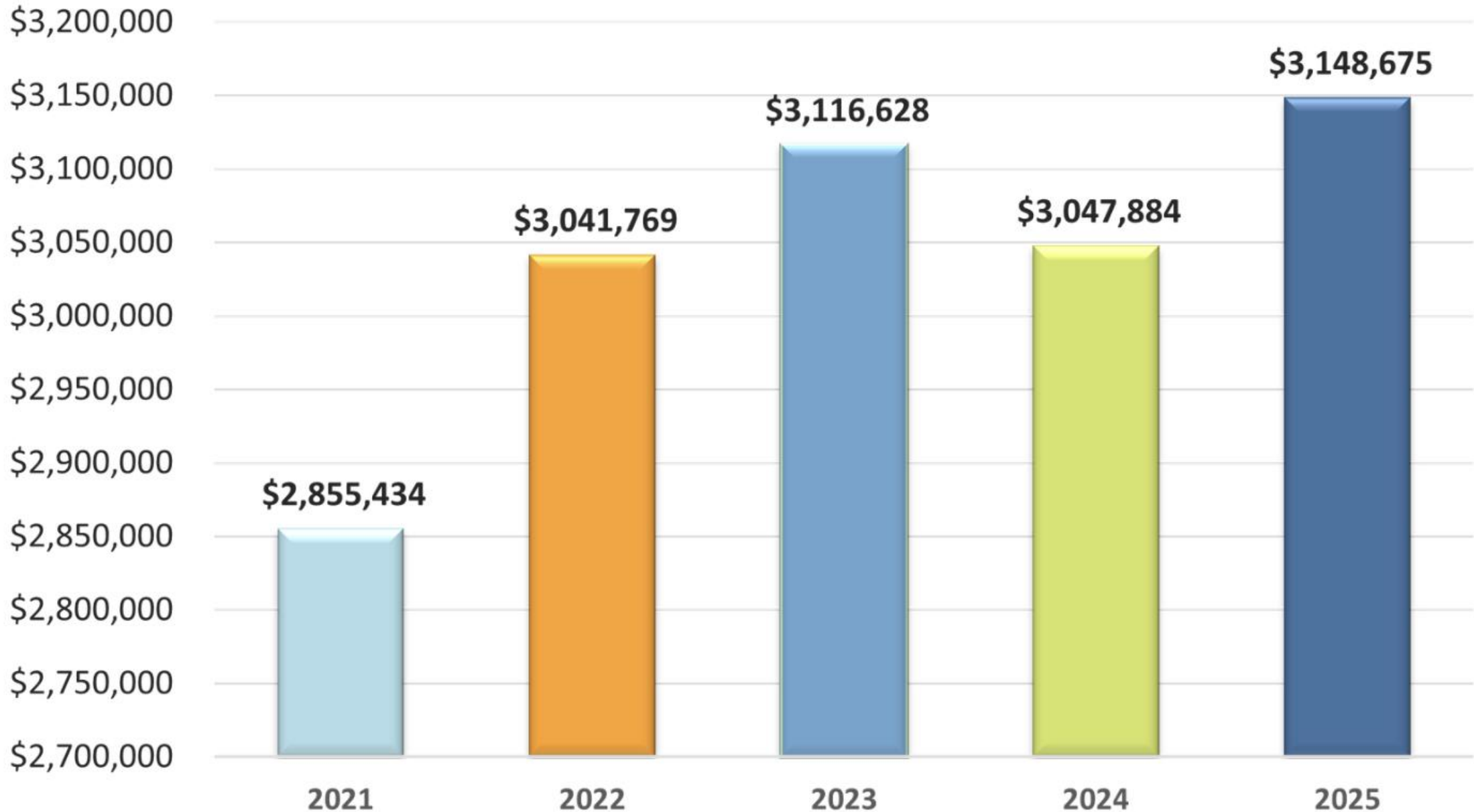
\$903
Tax Savings
Per Haywood Household

2,223
Full-time Local Jobs

\$92
Million
In Payroll

Source: "The Economic Impact of Travel on North Carolina Counties 2024"
VisitNC & Tourism Economics. Data represents calendar year 2024.

Occupancy Tax Collections (by calendar year)





Total Visitor Impact

Induced Impact + Indirect Impact + Direct Impact

EVENT **IMPACT**
CALCULATOR

Jobs
Supported



294

***2025: Ice Fest Weekend
+ Smoky Mountain
Bluegrass Festival +
Art of Music Festival***

Local
Taxes



\$28,532

Business
Sales



\$862,467

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

In/Out of State

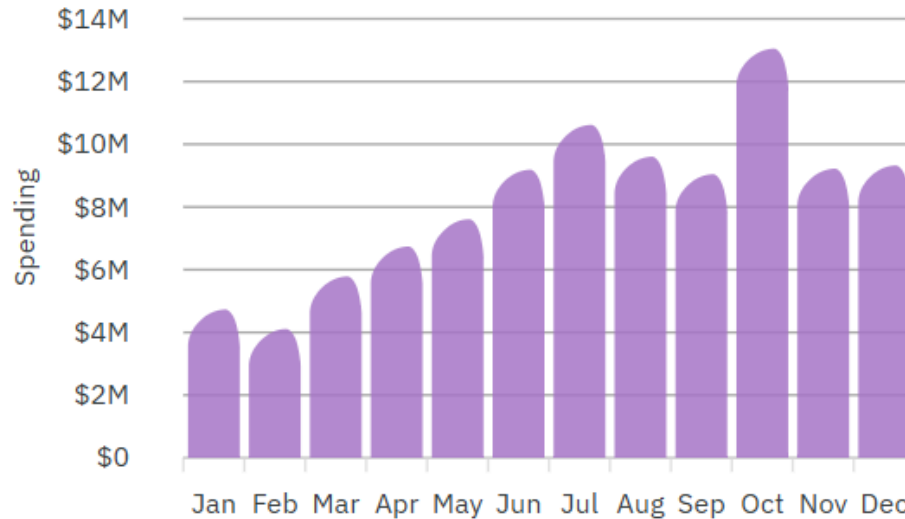
What is the spending split for in-state vs out-of-state?

- In State 20.44%
- Out-of-State 79.56%



Spending by Month

How much are visitors spending in my destination over time?



● 2025

Category Spending

Which categories are visitors spending on in my destination?

Category	Share of Spend %
Grocery and Dept Stores	23.42%
Dining and Nightlife	21.37%
Specialty Retail	16.15%
Service Stations	14.75%
Accommodations	12.59%
Fast Food Restaurants	4.85%
Leisure, Recreation and Entertainment	3.68%
Clothing and Accessories	1.74%
Personal Care and Services	0.82%
Transportation	0.41%
Financial Services	0.16%

MARKETING & ADVERTISING

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

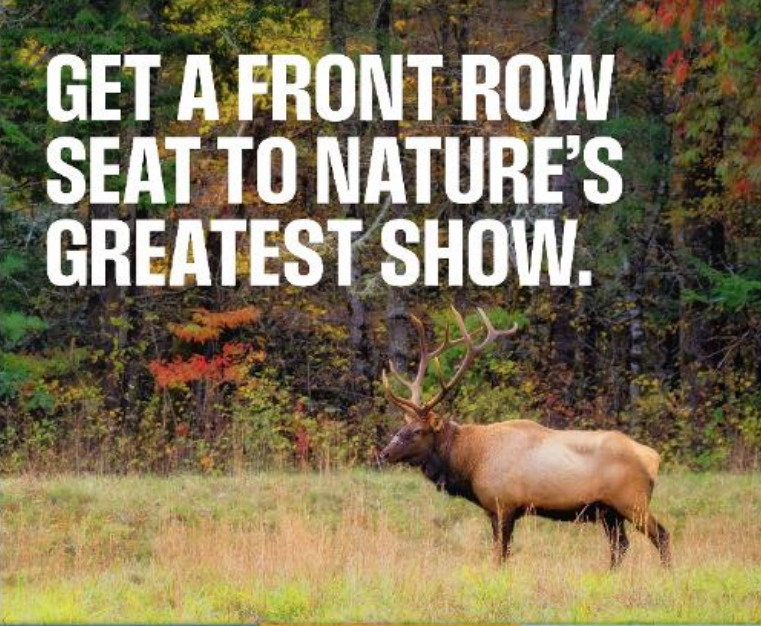
Meta (Facebook & Instagram)



HERE, A PICTURE IS WORTH 2,000 WORDS.

UNFILTERED
Canton | Clyde | Lake Junaluska | Maggie Valley | Waynesville


**— VISIT —
HAYWOOD**
WESTERN NC MOUNTAINS



GET A FRONT ROW SEAT TO NATURE'S GREATEST SHOW.

UNFILTERED
Canton | Clyde | Lake Junaluska | Maggie Valley | Waynesville

**— VISIT —
HAYWOOD**
WESTERN NC MOUNTAINS




OLYMPIC DREAMS. INFLATABLE REALITY.

UNFILTERED
Canton | Clyde | Lake Junaluska | Maggie Valley | Waynesville

**— VISIT —
HAYWOOD**
WESTERN NC MOUNTAINS

Google Display Ads



**IT'S LIKE A
PERFECT DREAM,
MINUS THE
ALARM CLOCK.**

UNFILTERED
Canton | Clyde | Lake Junaluska | Maggie Valley | Waynesville

**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS



**OLYMPIC DREAMS.
INFLATABLE REALITY.**

UNFILTERED
Canton | Clyde | Lake Junaluska | Maggie Valley | Waynesville

**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS



**THE DESTINATION
IS THE JOURNEY.**

UNFILTERED
Canton | Clyde | Lake Junaluska | Maggie Valley | Waynesville

**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS

ISN'T IT FUNNY HOW 6,000 FT.
CAN BRING YOU CLOSER TOGETHER.



Uncover the warmth of Appalachian hospitality in Canton, Clyde, Lake Junaluska, Maggie Valley and Waynesville.

Book an **UNFILTERED** experience at [VisitHaywood.com](https://www.VisitHaywood.com)

**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS

COME WATCH THE WESTERN NC
MOUNTAINS TRANSFORM AND
LET YOUR SPIRIT DO THE SAME



Escape in any season to the serene sanctuaries of Canton, Clyde, Lake Junaluska, Maggie Valley and Waynesville, NC - where the views are unfiltered and the access to nature is untapped.

Book an **UNFILTERED** experience at [VisitHaywood.com](https://www.VisitHaywood.com)

**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS

SERENITY AS FAR AS
THE EYE CAN SEE.

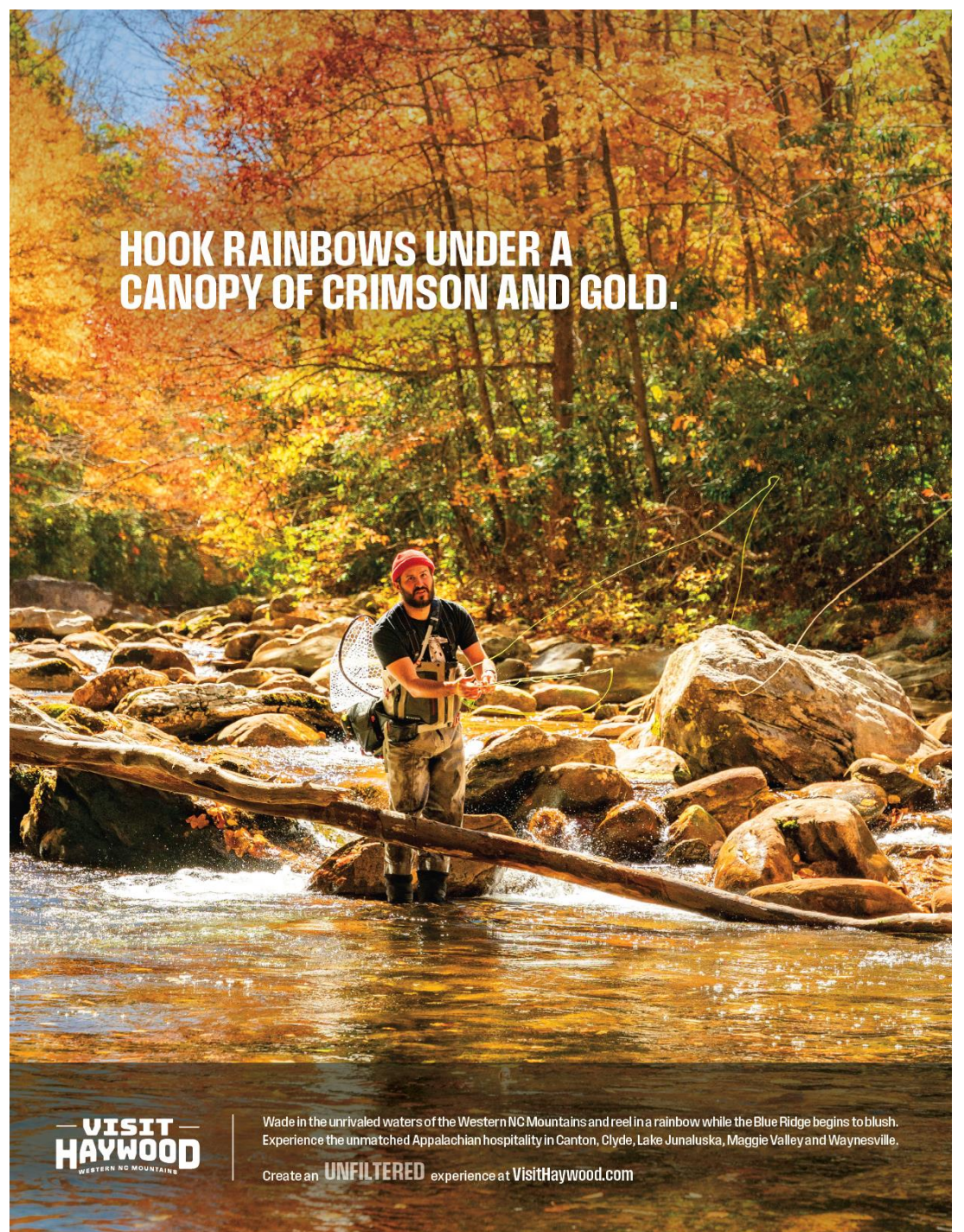


**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS

Ascend into the stillness of November from a mountain's edge, wrapped in awe and wonder. Uncover the warmth of Appalachian hospitality in Canton, Clyde, Lake Junaluska, Maggie Valley and Waynesville.

Create an **UNFILTERED** experience at [VisitHaywood.com](https://www.VisitHaywood.com)

HOOK RAINBOWS UNDER A
CANOPY OF CRIMSON AND GOLD.



**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS

Wade in the unrivaled waters of the Western NC Mountains and reel in a rainbow while the Blue Ridge begins to blush. Experience the unmatched Appalachian hospitality in Canton, Clyde, Lake Junaluska, Maggie Valley and Waynesville.

Create an **UNFILTERED** experience at [VisitHaywood.com](https://www.VisitHaywood.com)



The party
Sally and
The family
Monday 1st

The family
Monday 1st



For all videos, check out our
playlist on YouTube at Visit Haywood



One Brand, Unified Impact

63

Million impressions
generated across
paid media

129%

Increase in social
media impressions

722,813

E-Newsletters sent

99%

Increase in total
website views

PUBLIC RELATIONS



COVERAGE HIGHLIGHTS

TRAVEL+ LEISURE

I've Lived in North Carolina My Whole Life, and Maggie Valley

De
Go bey
recom
By [Tina](#)
Update



Visit NC

When I was a child, my family went to the [Great Smoky Mountains](#) for a few days every August. [Maggie Valley](#) was always our home base because the small mountain town, situated along Jonathan Creek, was quiet and reminded my dad of home. Today, it's still a perfect jumping-off point for exploring. Within a 30-minute drive, you can learn about Native American culture at the [Museum of the Cherokee People](#) as well as the "Unto These Hills" outdoor drama in Cherokee. A bit further away in Sylva, Judaculla Rock is a large boulder carved with petroglyphs that's sacred to the Cherokee. You can also ride the [Great Smoky Mountains Railroad](#) in [Bryson City](#).

Start your day at [Joey's Pancake House](#), a classic breakfast spot, then explore the [hiking trails](#) that lead to stunning waterfalls. Visit [Dale's Wheels Through Time](#) museum, which houses a collection of more than 375 American motorcycles and other vehicles, plus rare memorabilia. Some of my favorite memories include driving the [Blue Ridge Parkway](#), horseback riding, and our annual visits to Mingus Mill and the Mountain Farm Museum. Stellar photo opportunities can

Outside

The Best Road Trips to Take

T Fly High: Pisgah National Forest to Hot Springs, North Carolina



(Photo: Fishing Robert [Annis](#))

Miles: 97 miles
Potential activities: Hiking, fly fishing, gravel, road, and mountain biking
Perfect road-trip playlist song: [The Carolinian](#) by Chatham County Line

Ov
an
Inc

Head southwest to [Haywood County](#), which got hit hard by Hurricane Helene last fall, but has made a remarkable comeback in the months since. When I was here in the spring, ongoing highway repairs heading in and out of Haywood slowed traffic to a crawl in places. Try to time your travel [early](#) in the morning or at night [in order](#) to avoid the traffic jams.

Maggie Valley and the surrounding towns are filled with mom-and-pop campgrounds and motels that need visitors' cash to pay for all the repairs. What

Southern Living

This Resilient North Carolina Mountain Town Is Small, Scenic, And Well Worth The Drive

Here's how to plan a trip to Canton.

By [Lyrdia Mansel](#) Published on July 26, 2025



Credit: Getty Images

[Hurricane Helene](#) did not spare the small town of Canton, North Carolina. The September 2024 storm swept through this part of [Haywood County](#), and Canton, like other communities in Western North Carolina, experienced [unimaginable flooding](#). Some of the homes and businesses along the Pigeon River, which flows through the downtown area, were [destroyed or severely damaged](#).

EARNED BROADCAST COVERAGE



The Weather Channel



Studio 512, KXAN (NBC affiliate)
Austin, Texas

The Power of Earned Media

16

Hosted media
visits

113

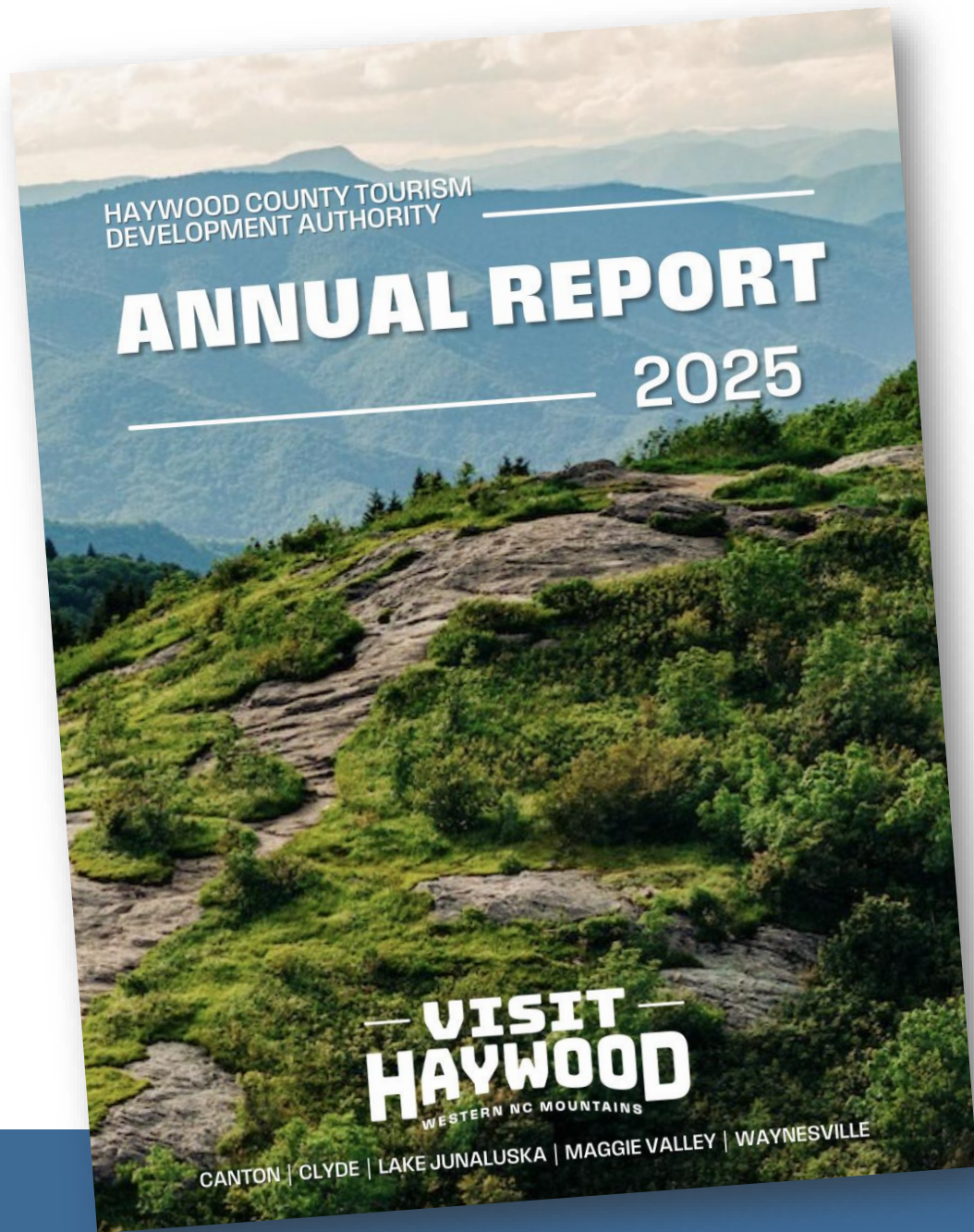
Media placements

204

Million media
impressions

\$3.9

Million in advertising
equivalency value



2025 Annual Report

The 2025 Annual Report showcases the measurable impact of HCTDA's work—from increased visitation and economic growth to strategic initiatives that support Haywood County's long-term tourism success.

HaywoodTDA.com/annual-report



Visit North Carolina



Scott Peacock
Director, Tourism Marketing
& Communications

STATE TOURISM UPDATE

Visit Haywood Mountain Mornings

May 7, 2026



WHO WE ARE | WHAT WE DO

Visit North Carolina

NC[®]

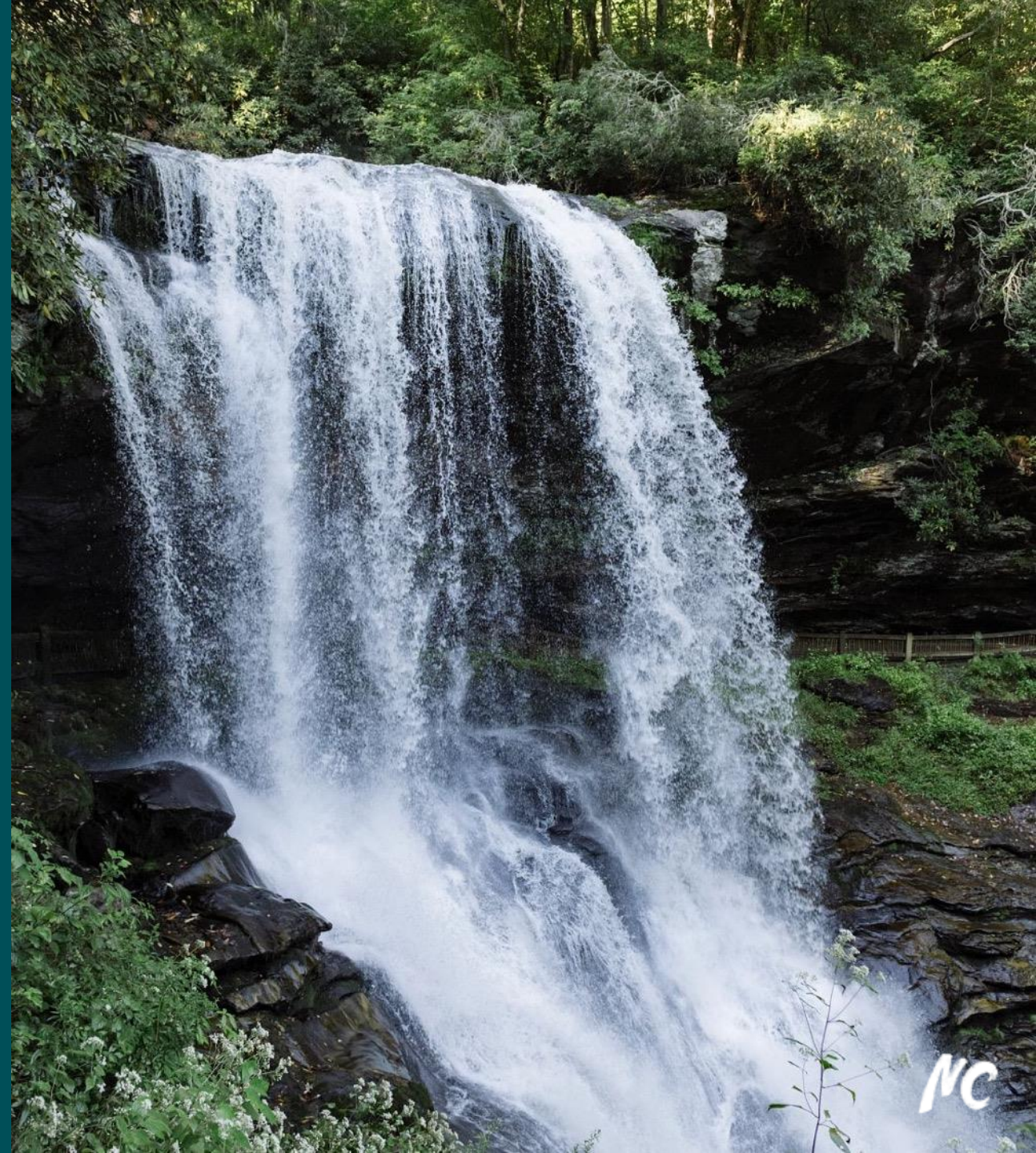


AREAS OF FOCUS

- BUSINESS RECRUITMENT & DEVELOPMENT
- EXISTING INDUSTRY EXPANSION
- SMALL BUSINESS SUPPORT
- INTERNATIONAL TRADE
- TOURISM
- FILM



BUSINESS OBJECTIVES



TOURISM IS ECONOMIC DEVELOPMENT (2024)

- **\$36.7 Billion** in Visitor Spending (+3%)
- More Than **230,000 Jobs** (+1%)
- **\$1.4 Billion** in State Tax Revenues (+1%)
- **\$1.3 Billion** in Local Tax Revenues (+4%)

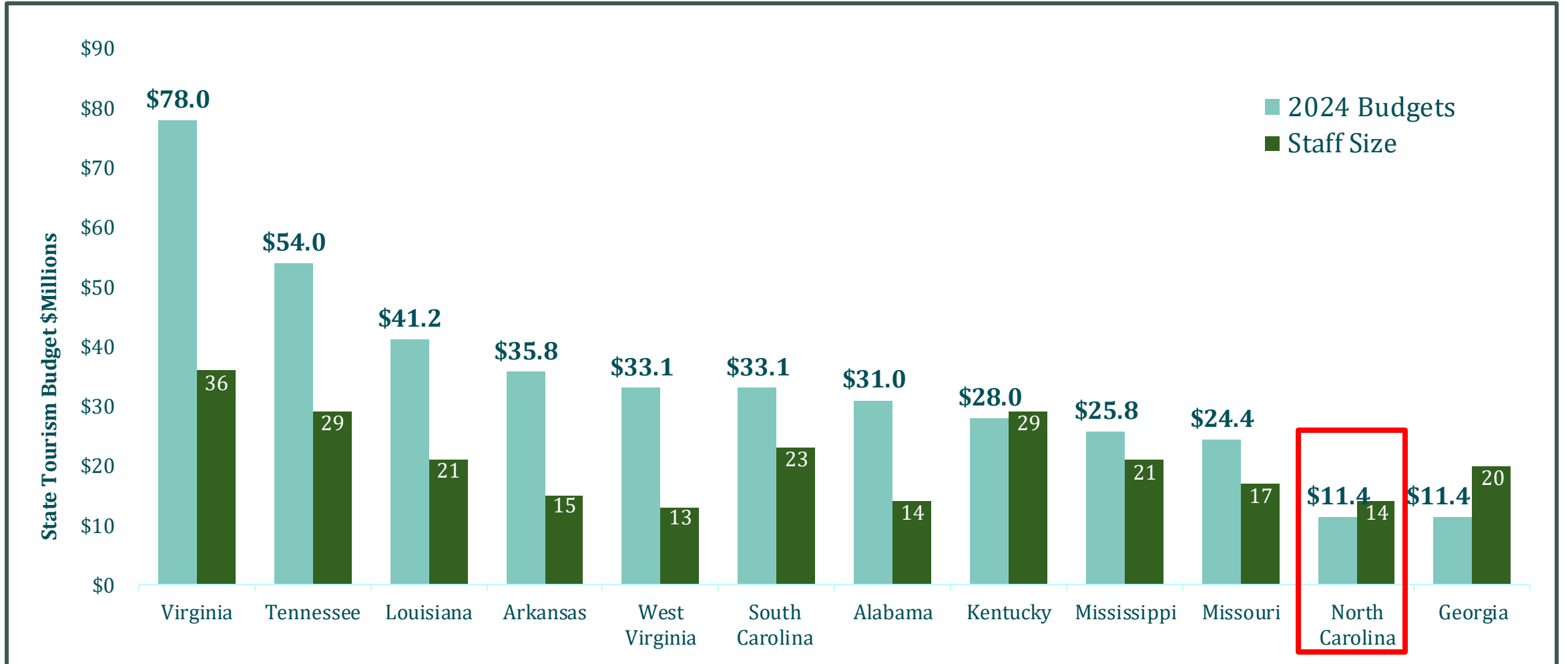
NC CLAIMED THE 5TH MOST VISITED STATE FOR DOMESTIC TRAVELERS IN 2024

2024 Visitation Rank

1. California
2. Florida
3. Texas
4. New York
- 5. NORTH CAROLINA**
6. Pennsylvania
7. Tennessee
8. Georgia
9. Michigan
10. Ohio



SOUTHERN STATE TOURISM OFFICE BUDGETS & STAFF SIZE 2024



Source: Travel South USA State Tourism Office Budget Survey



MOUNTAIN RECOVERY EFFORTS

Visit North Carolina





KEY METRICS

VISITOR TRENDS

STATISTICS

TOURISM RESEARCH

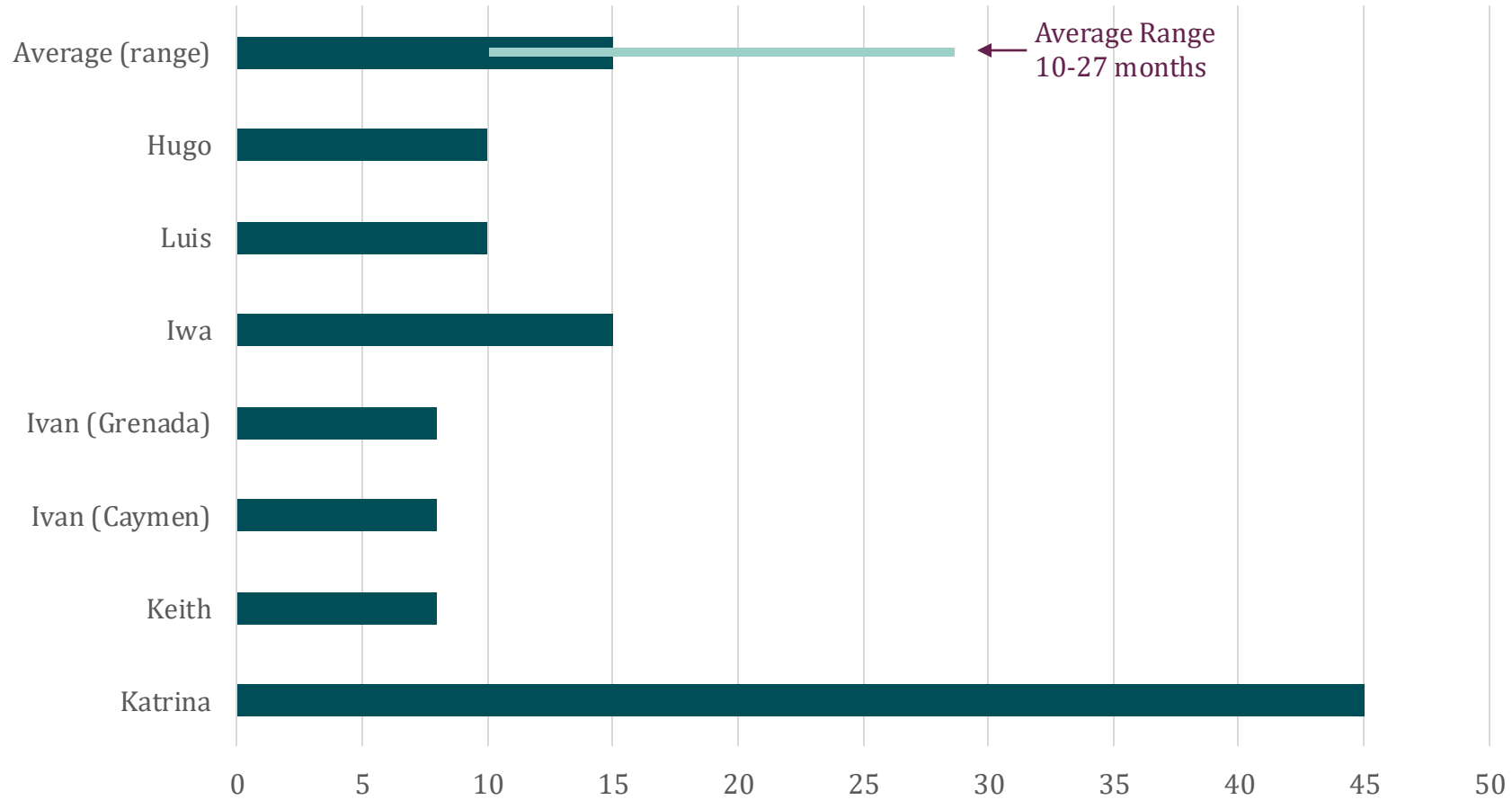
DATA

TOURISM RESEARCH

DATA INSIGHTS

DURATION OF HURRICANE TOURISM IMPACTS

Months after initial disruption for visitor spending to return to baseline



PUBLIC RELATIONS

North Carolina Welcomes Visitors Back After Helene
RALEIGH, NC



FOX WEATHER

TOURISM RESILIENCE
NORTH CAROLINA'S COMEBACK: OPEN AND READY FOR VISITORS

WEATHER COMMAND



RALEIGH, NC

THE STATE OF TOURISM IN NC FOLLOWING HELENE

AccuWeather



West Jefferson Elkin
YADKIN
Caldwell
Lincoln
Charlotte

41 Open U

HELENE AFTERMATH

PARTS OF NC MOUNTAINS READY TO WELCOME TOURISTS

9:40 Norwalk Hourly 10a 65° 11a 70° 12p 72° 1p 76°

CHECK YOUR LOCAL FORECAST ON THE TV APP

RECOVERY CAMPAIGN | \$14M

Mountain-focused recovery paid media

- Seasonal campaigns Nov '24 – Dec '25
- Top markets of origin for region
 - Proximity to state
 - NC, VA, SC, GA, FL, TN and AL
- Plus International

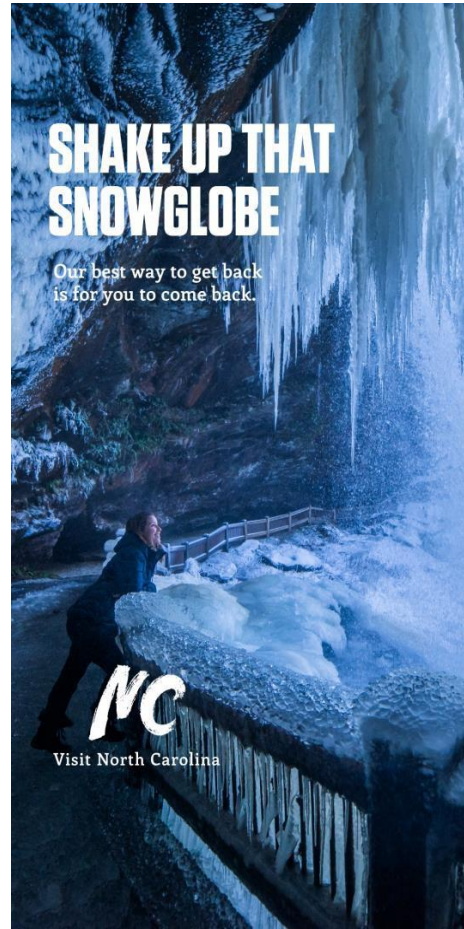
Piedmont and Coast messaging benefiting from modest Core budget increase



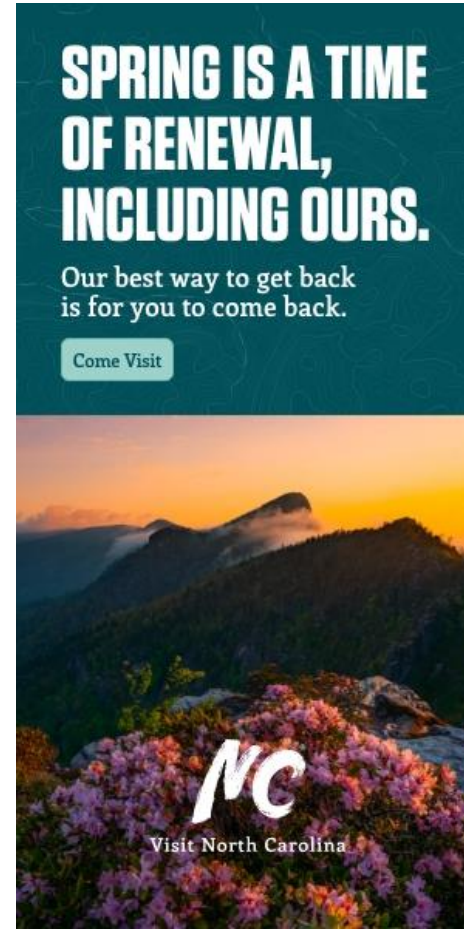
MOUNTAIN RECOVERY CAMPAIGN CREATIVE



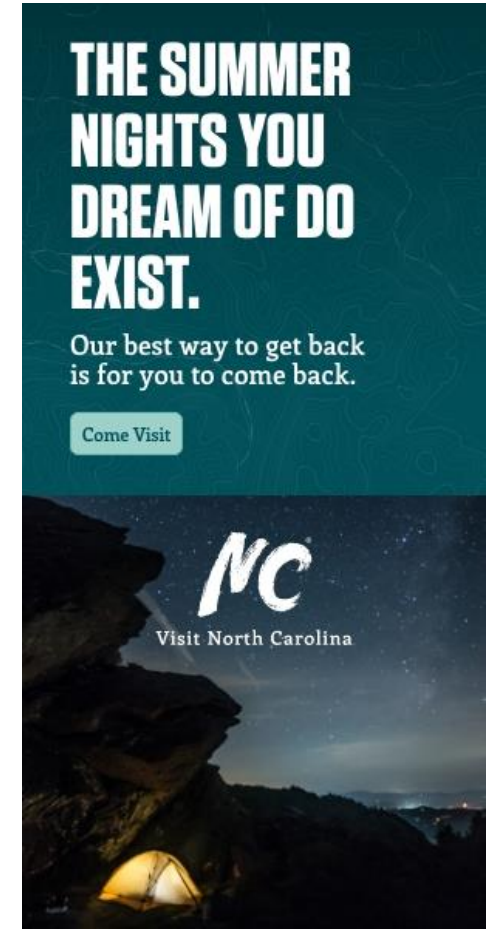
HOLIDAY



WINTER




SPRING



SUMMER

WNC

REDISCOVER THE UNFORGETTABLE

PRESENTED BY Visit North Carolina 

THE MOUNTAINS ARE CALLING.
IT'S TIME TO GET OFF THE COUCH AND LACE UP YOUR BOOTS.
HIKE THE APPALACHIAN TRAIL.
SLIP DOWN A ROCK WATER SLIDE.
BUY YOUR FIRST FLY ROD AND DRY FLY.
DEVOUR AN AWARD-WINNING PULLED PORK SANDWICH.



Reach New Heights This Summer While Exploring North Carolina's High Country

IN PARTNERSHIP WITH
Visit North Carolina 



TOUR & TASTE YOUR WAY THROUGH ASHEVILLE AND THE FoothILLS

North Carolina's southern Blue Ridge Mountains brim with alfresco adventures and culinary wonders. Get a full helping of both by pairing two complementary experiences.

Asheville and its neighboring foothills defy description. The city of Asheville is packed with so many creatives, to call it artsy or quirky would be underselling areas like the reopened River Arts District, where many artists have carved out creative niches. Summing up the region's culinary offerings as eclectic glazes over the nuances found in small-town institutions, fine-dining destinations, and innovative breweries. And to call the surrounding Blue Ridge Mountains scenic fails to convey that moment when you're cruising around a bend and a panorama of hazy ridgetops reveals itself. Instead of trying to define the region, pay a visit and interact with locals as you take guided tours and taste the flavors of Appalachia and beyond. These seven pairings will live with you long after your time here.



NORTH CAROLINA'S HIGH COUNTRY HIGHLIGHTS

Take your vacation to the next level in the highest elevations of North Carolina's Blue Ridge Mountains (5,500 feet above sea level in some places). These curated itineraries ensure you'll experience the finest of small-town living as well as big-time adventure.

There's something in the Blue Ridge Mountains air that inspires creativity. Perhaps it's the fog-shrouded horizons at sunrise that complement the hazy shades of the ridgetops. Or maybe it's the undulating drives that force you to slow down and soak in the foliage-lined panoramas. No matter the source, you're sure to find inspiration around every mountaintop and Main Street corner in North Carolina's High Country, where small towns serve as free-spirited anchors to outdoor exploration. Choose one of the four overnight itineraries below to start your journey, or combine all four for the ultimate sampler of local enchantment and legendary attractions.

Presented by For Real, Visit 

REFRESH YOUR SETTINGS

REDISCOVER THE UNFORGETTABLE

Visit the Mountains of North Carolina



How to Explore Asheville and the

AN EXPLORER'S GUIDE TO THE GREAT SMOKIES

Chart your course through North Carolina's westernmost corner, where the storied Great Smoky Mountains contain peak outdoor adventure and verdant valleys threaded with history and culture.

The largest protected land area east of the Rockies, Great Smoky Mountains National Park covers 522,000 acres—more than half in North Carolina. The vast natural sanctuary and surrounding area transport visitors to a wonderland of backcountry wilderness, towering trees, the Appalachian Trail, indigenous heritage, stunning waters, and epic overlooks. You'll need multiple days to get the full flavor of the multifaceted region, with an abundance of overnight options ranging from rustic camping to all-inclusive luxury lodging. No matter which stay you choose, expect to be swept up by breathtaking scenery and easy access to Great Smokies attractions.

CLICK TO EXPLORE!

MOUNTAIN RECOVERY CAMPAIGN CREATIVE



REDISCOVER - SUMMER

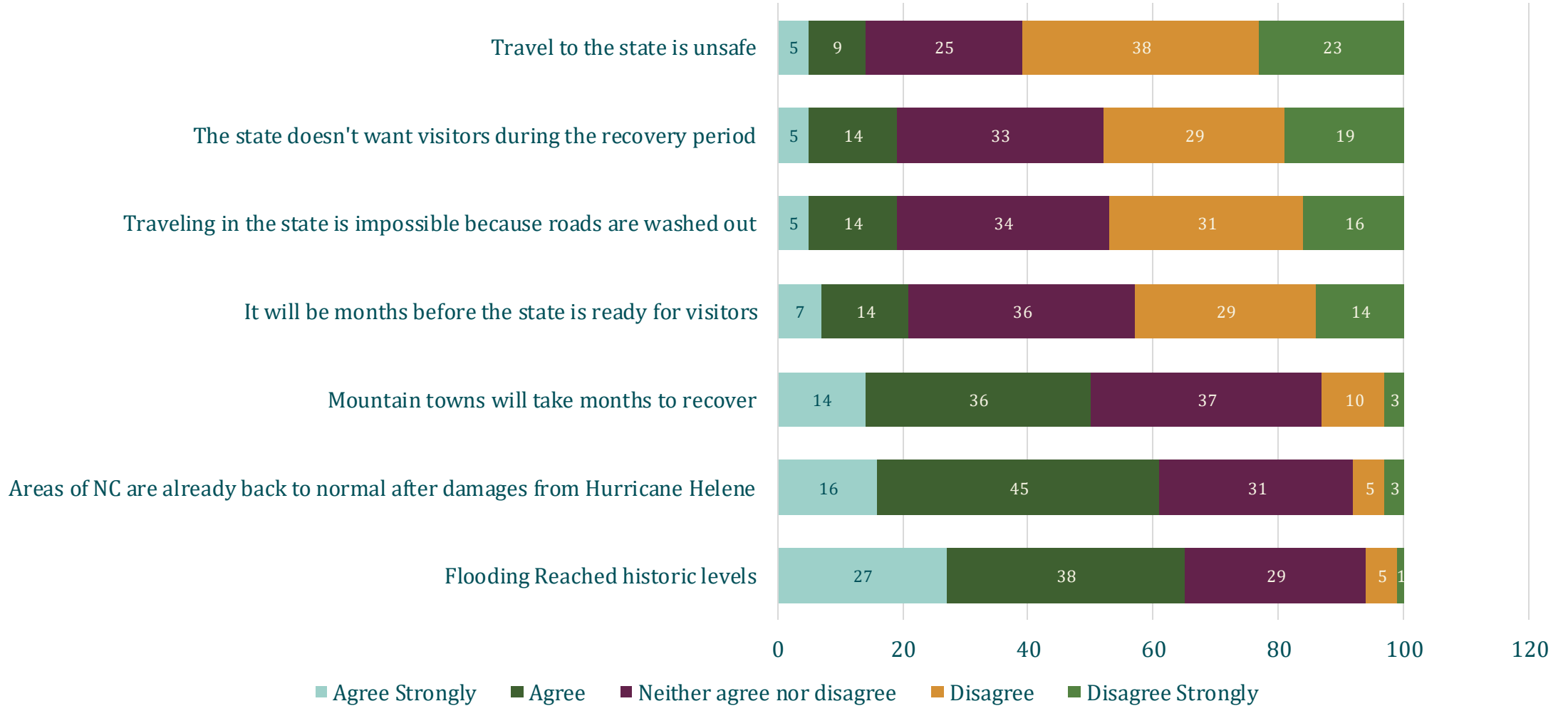


REDISCOVER - FALL



REDISCOVER - WINTER

PERCEPTION OF HURRICANE IMPACTS IMPROVED

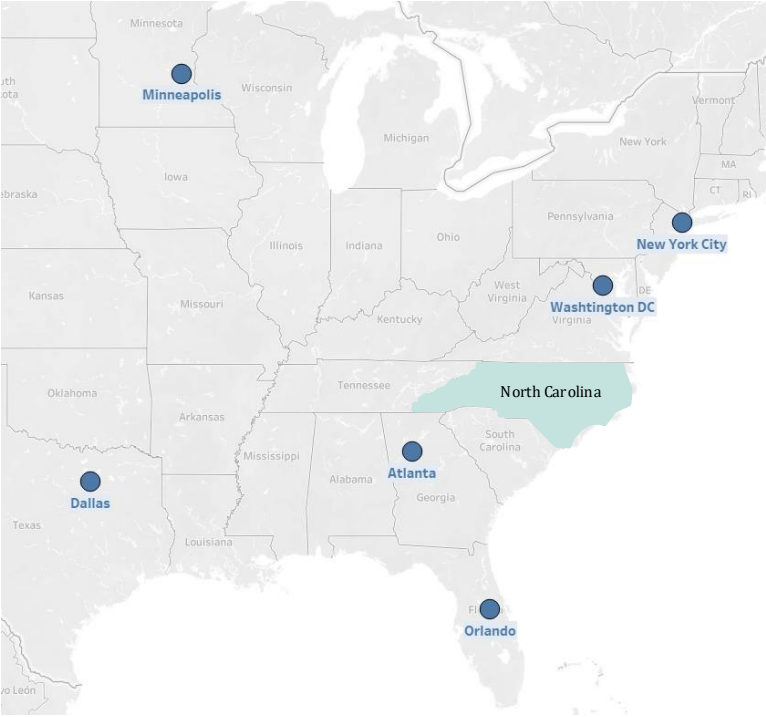


MOVING FORWARD | CURRENT CAMPAIGN

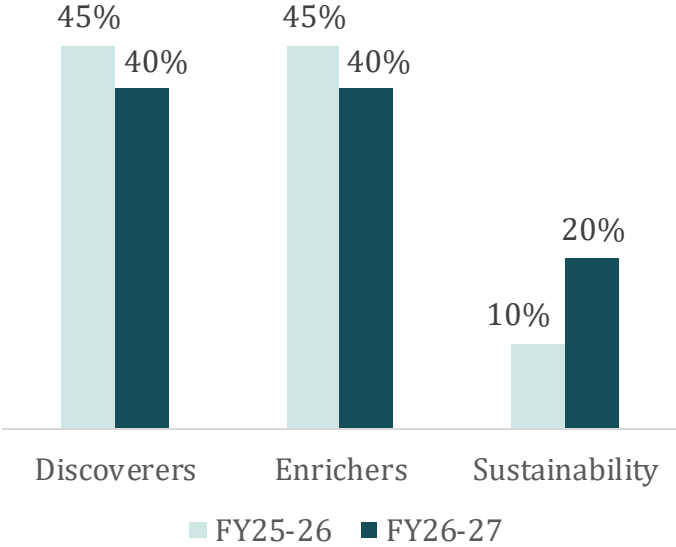
For Real, Visit **MC**[®]

WHERE WE ADVERTISE | WHO WE TARGET

MARKETS



AUDIENCE



CREATIVE

For Real, Visit **NC**



FLIGHTING OVERVIEW

July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
Streaming TV Ads											
Display/Native Ads									Display/Native Ads		
Content Creators											
Paid Social											
Paid Search											
YouTube Streaming Ads									YouTube Streaming Ads		
Public Relations											

For Real, Visit **NC**[®]

Social media pressures, fabricated destinations and manufactured fun have become the norm for travelers. If you're looking for richer experiences, you need real experiences. For real, Visit North Carolina.









For all videos, check out our
campaign playlist on YouTube



CAMPAIGN RETURN ON INVESTMENT

Advertising Impacts	2025
Ad Awareness	53%*
Ad-Influenced Trips	885,337
Ad-Influenced Visitor Spending (total)	\$1.67 billion
ROI (Visitor Spend Per Dollar of Investment)	\$133
State and Local Taxes Generated	\$147.5 million
Tax ROI (State and Local Taxes Generated Per Dollar of Investment)	\$12

* Consumers that were aware of at least one campaign (brand or recovery)

Source: SMARInsights 2026



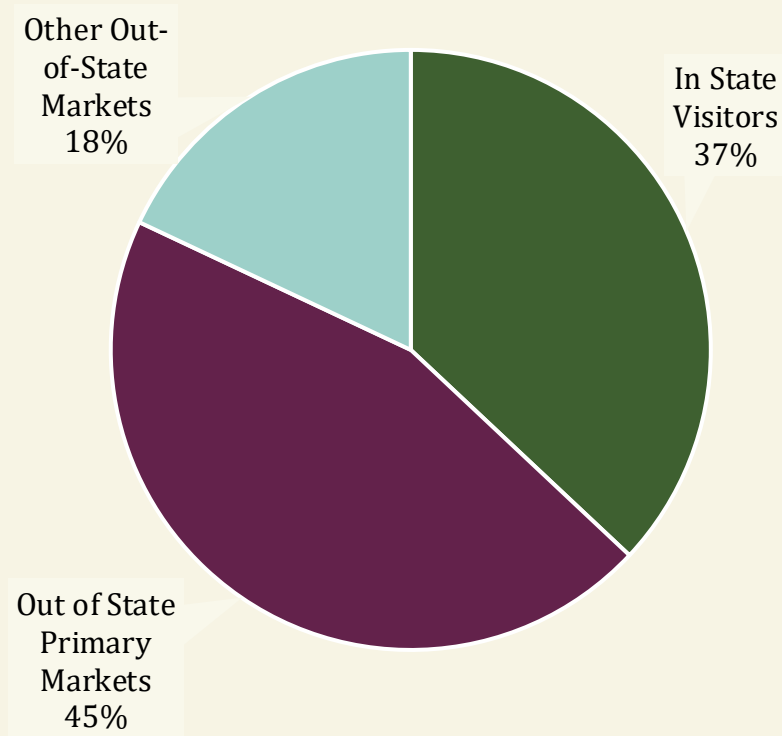
TOURISM OUTLOOK | FORECAST

Visit North Carolina

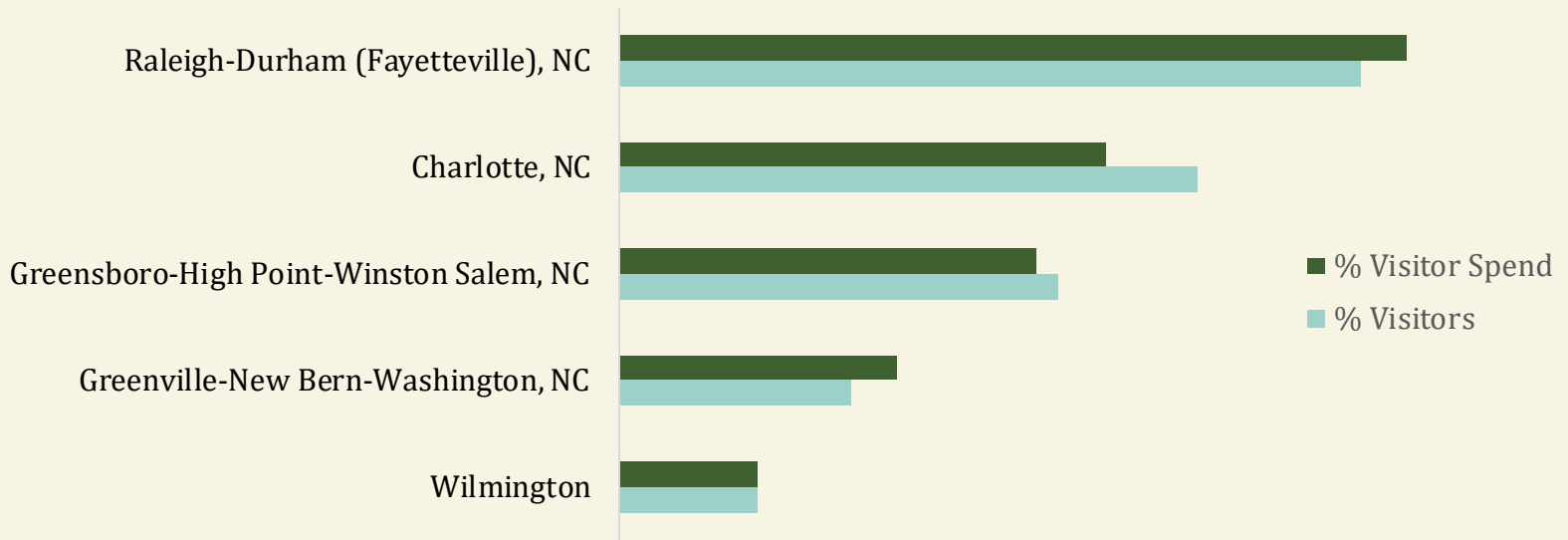


2025 VISITATION TRENDS

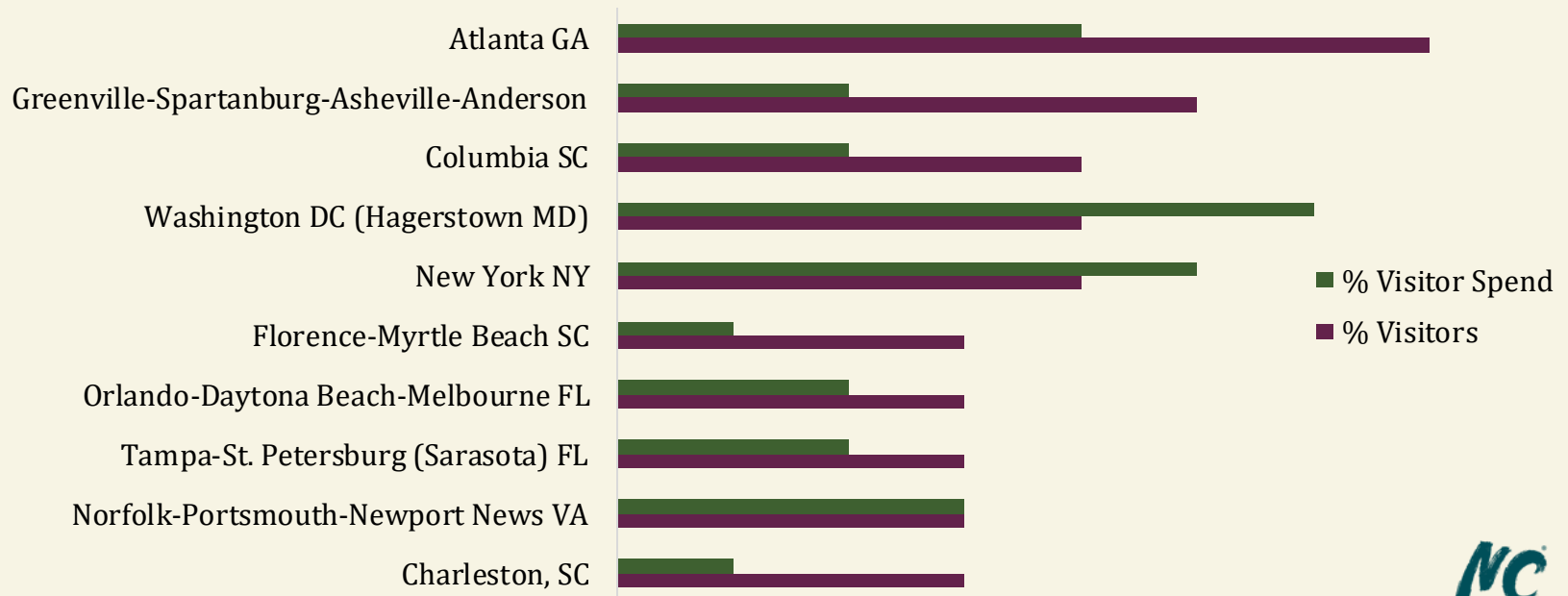
In-State vs. Out-of-State Visitors



Top 5 In-State Origin & Spend Markets



Top 10 Out-of-State Origin & Spend Markets



THANK YOU




NC



LOOKING AHEAD

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

Stronger Communities, Stronger Economy

- 
- A man and a young boy are fishing in a stream in a lush green forest. The man is wearing a hat and a vest, and the boy is wearing a vest and holding a fishing rod. They are both smiling and looking at the water. The background is filled with tall trees and dense foliage.
- ➔ Investing in smart use of publicly owned land
 - ➔ Improving quality of life for residents
 - ➔ Strengthening our local economy and creating opportunities for local businesses
 - ➔ Supports a strong visitor economy that benefits local businesses
 - ➔ Helps replace lost tax base over time
 - ➔ Creates a clear, unified vision for investment

2026/2027 CONTENT CALENDAR

July

- Visitor Guide/Co-Op Ad Sales
- Swimming Holes
- July 4 Celebrations
- Elevations/Cool

August

- Website Launch
- 828 Day (Local pride)
- Agritourism/Farms
- End of Summer

September

- Pump Track Qualifier
- Elk Rut Season/Wildlife
- Labor Day
- Fall Flavors
- Autumn Equinox

October

- SATW
- Legends & Folklore
- Leaf-Peeping
- Harvest & Music Festivals

November

- Gift of Haywood
- Small Business Saturday
- Family/ Friendship
- Late fall foliage

December

- Gift of Haywood
- Christmas Celebrations
- Shopping
- Skiing/Tubing
- Christmas Tree Farms
- Winter Solstice

January

- Ice Fest Weekend
- Skiing/Tubing
- "What's New"
- Resolutions
- Visitor Guide
- Winter Hiking
- Plan for Vacation Day

February

- Annual T-Shirt Contest
- Romance
- Dining
- Indoor Activities
- Weddings

March

- Fat Burger Month
- Annual Report
- Birding
- Spring Lodging Packages
- Start of Spring

April

- Spring Lodging Packages
- Marketing Plan
- Fishing
- Wildflowers
- Golf
- Appalachian Culture/Arts
- National Parks

May

- Road Trip Campaign
- NTTW
- Hiking
- Unique Lodging
- Ramps

June

- River & Lake Activities
- Wellness
- Biking
- Family-Friendly
- Summer Solstice

TARGET MARKETS



**Target markets are subject to change based on visitor data throughout the year.*



Primary Markets

- Atlanta, GA
- Charlotte, NC
- Columbia, SC
- Greensboro-High Point-Winston Salem, NC
- Greenville-Spartanburg, SC
- Knoxville, TN
- Nashville, TN
- Orlando-Daytona Beach-Melbourne, FL
- Raleigh-Durham, NC
- Tampa-St. Petersburg-Sarasota, FL



Secondary Markets

- Augusta, GA
- Charleston, SC
- Cincinnati, OH
- Florence-Myrtle Beach, SC
- Greenville-New Bern-Washington, NC
- Jacksonville, FL
- Lexington, KY
- Louisville, KY
- Savannah, GA
- Tri-Cities, TN-VA

TARGET SEGMENTS



Multigenerational Travelers: “Mountain Memory Makers”



Young Adult Explorers: “The Trail-Traversing Trend Setters”



Cultural Enthusiasts: “The Appalachian Aficionados”

PARTNER OPPORTUNITIES

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

WELCOME CENTER

Hours: Monday – Saturday | 9am – 5pm

Haywood County Brochures & Maps

Great Smoky Mountains National Park
Parking Pass





2027 DESTINATION GUIDE

The Destination Guide inspires travel to Haywood County and encourages future visitation. It is distributed to prospective travelers by request and online, as well as through statewide welcome centers, national AAA offices, and high-traffic locations throughout Haywood County.



HAYWOOD NC

OCT.



04-08

October 4-8, 2026

2026 ANNUAL CONVENTION



Nov-Dec, 2026



THE MODERN DEER
Hand Poured Candles
Home Decor & Gifts





January 28-31, 2027

FÄT



MONTH

March 1-31, 2027

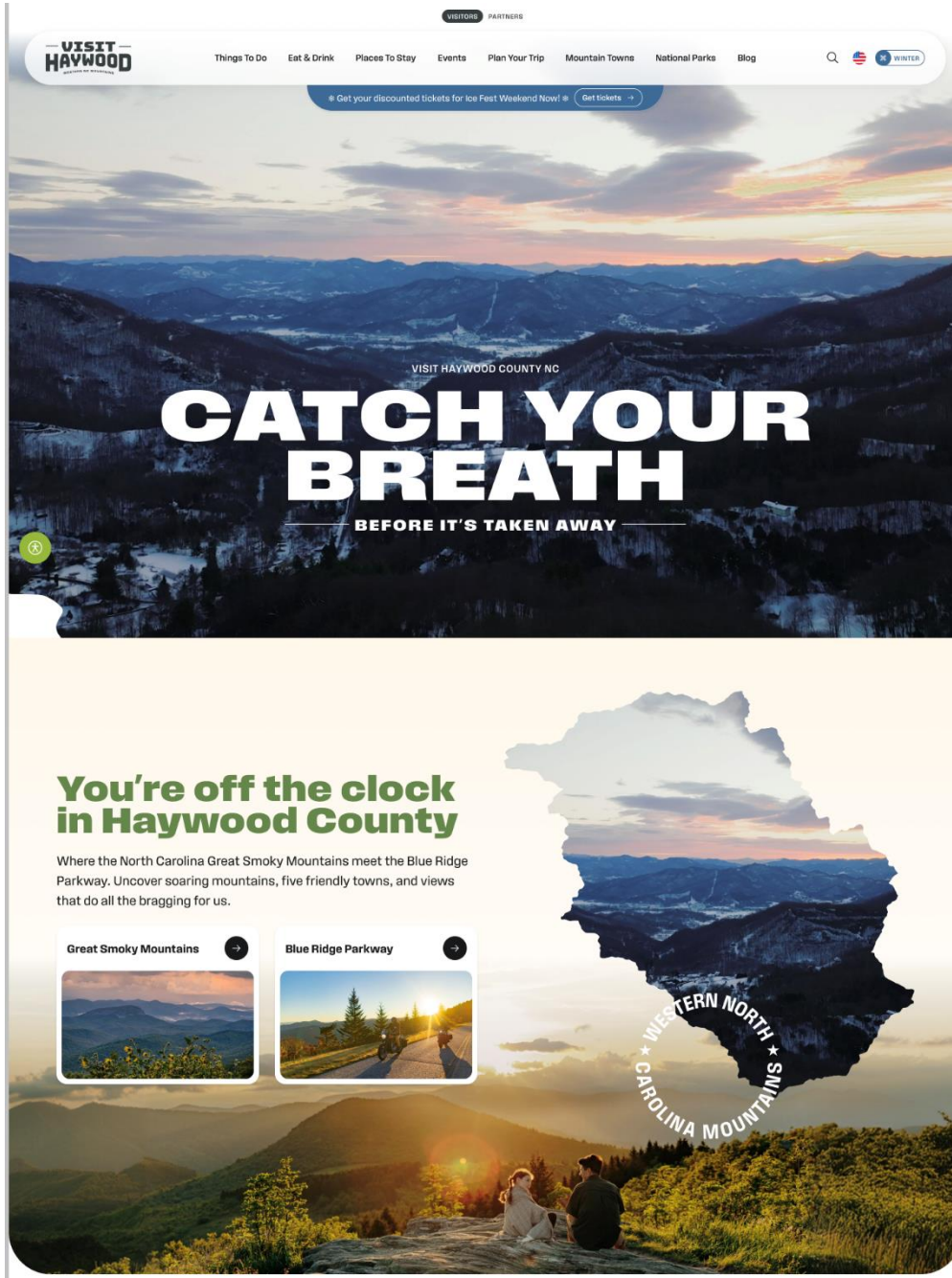


CO-OP MARKETING

We are offering special print advertising placements to interested co-op participants.

- Four 1/4-page placements in the November edition
- Four 1/4- page placements in the Spring edition
- 4 newsletter sponsorships available in November
- 4 newsletter sponsorships available in Spring





NEW WEBSITE COMING SOON!

- Will be live in August
- New Partner Portal
- Partner training sessions will be provided.



**MOUNTAIN
MORNINGS**

**Next Mountain Mornings:
July 30th at 8:30AM
Springdale Resort**

2026/2027 PARTNER GUIDE

This guide highlights the many ways partners can get involved in our marketing and partnership opportunities. Whether you're a longtime business or just getting started, there's a place for you in this growing network.

HaywoodTDA.com/partner-resources/





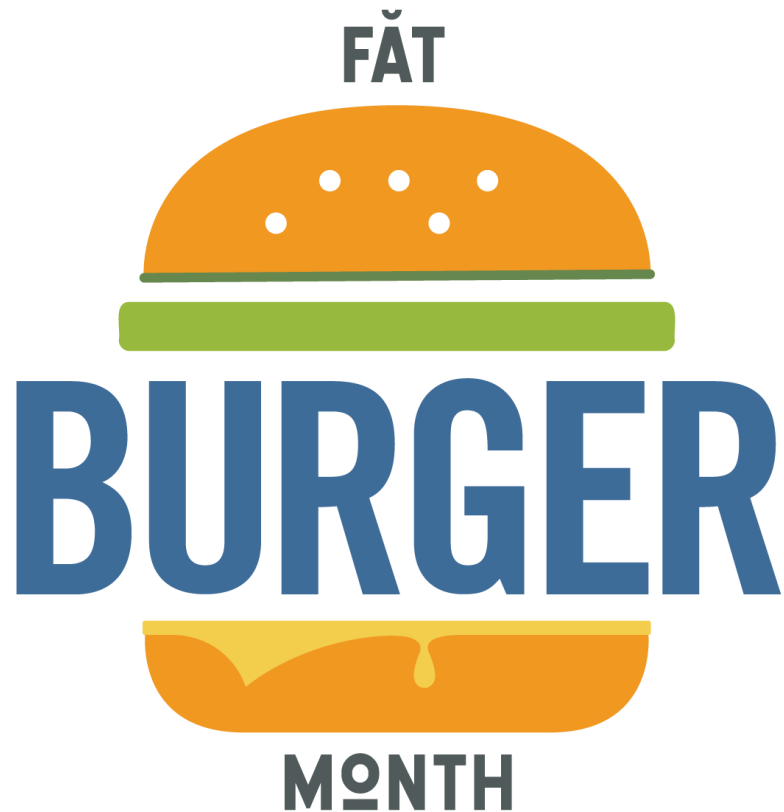
The parking
is full in good
the family of me
mountain of me

in the
will be
there

THE
SUN
WILL
SHINE
ON
THE
MOUNTAIN



Top Burgers of 2026^{*}



Celebrating the fattest burgers in Haywood County history (so far) and the local businesses behind them.

**As voted by Fat Burger Month participants*



Fattest Burger

In recognition of 2026's most bundefyingly fat burger.

Green Hill Blanc Verdant Burger
by
The Scotsman Public House



Most Creative

For fitting the whole farm on a bun, deliciously.

**The Barnyard
by
Grebleknud Meat Company**



Best Overall

*For making Haywood County's
burger dreams come true.*

**The Barnyard
by
Grebleknud Meat Company**

A man and a woman are sitting at a bar, smiling and toasting with drinks. The man is wearing a brown jacket and blue jeans, and the woman is wearing a blue sweater and blue jeans. The bar has a wooden counter and shelves filled with bottles of alcohol. The lighting is warm and ambient.

Toast

TO TOURISM

VISIT
HAYWOOD
WESTERN NC MOUNTAINS