

Jackson County TDA

July 9, 2024



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
CHEROKEE, DILLSBORO AND SYLVA



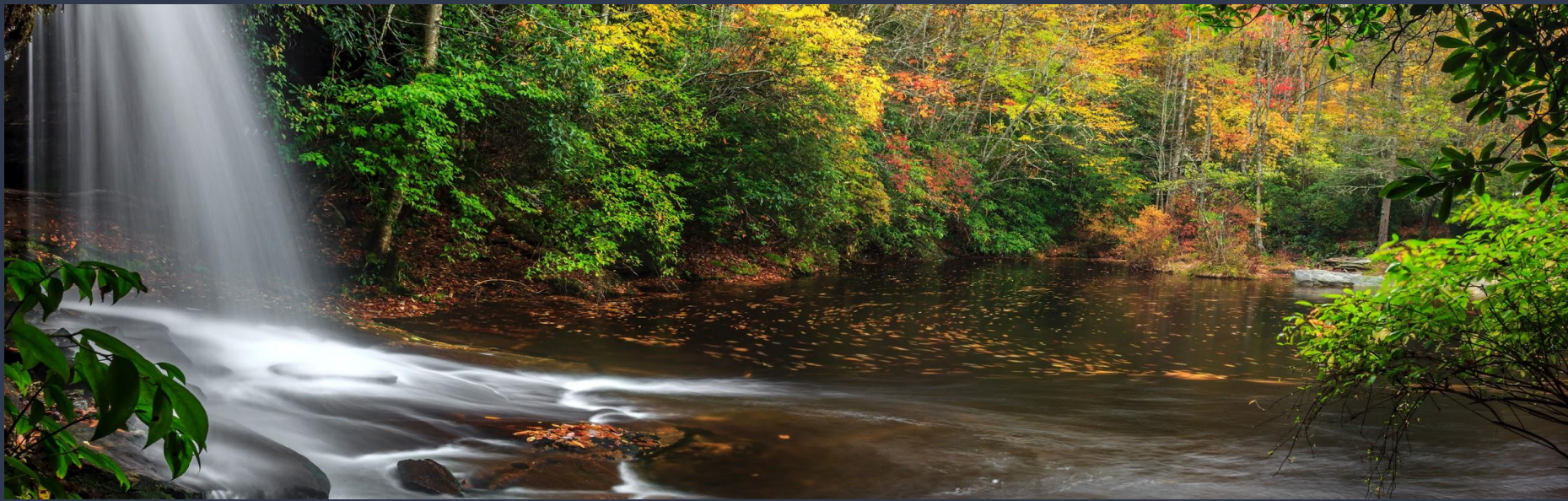


Nick Breedlove, *CDME, TMP, CAHTA, CDTP, CHIA*
Executive Director
Jackson County Tourism Development Authority



JCTDA Mission

To promote the growth of year-round tourism opportunities that benefit the Jackson County economy. Our efforts put people to work, grow jobs, build community, and make our towns a vibrant place to live, play and work.



JCTDA Vision

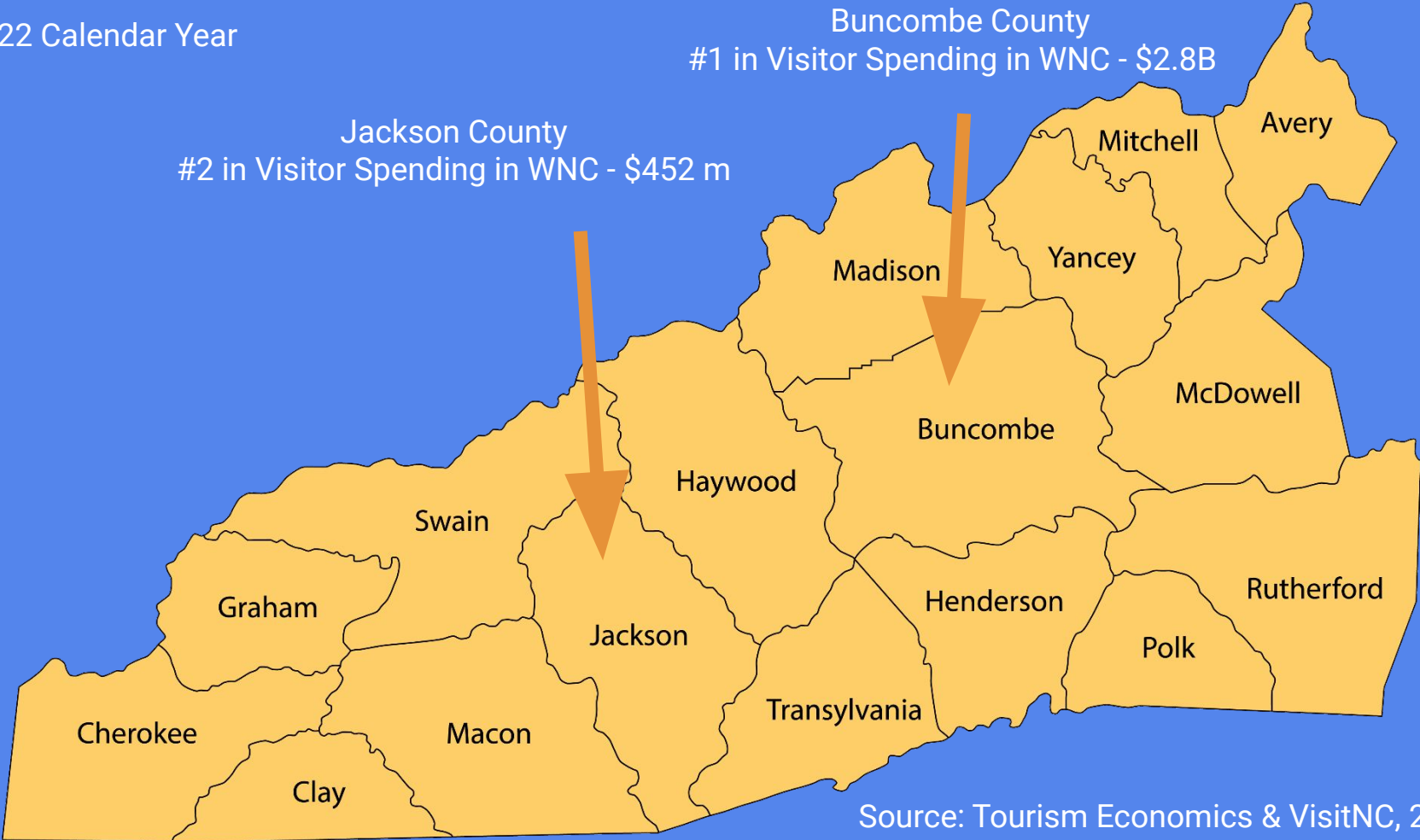
To be the premier mountain destination providing an active lifestyle, spectacular natural assets and a friendly community for citizens and visitors alike.

Tourism *builds* Community

2022 Calendar Year

Buncombe County
#1 in Visitor Spending in WNC - \$2.8B

Jackson County
#2 in Visitor Spending in WNC - \$452 m



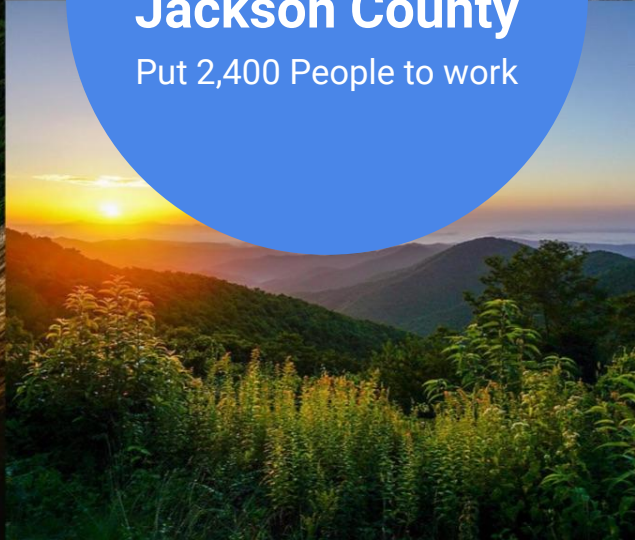
Source: Tourism Economics & VisitNC, 2021



**\$452 million
Spent at Local
Businesses
By Visitors**



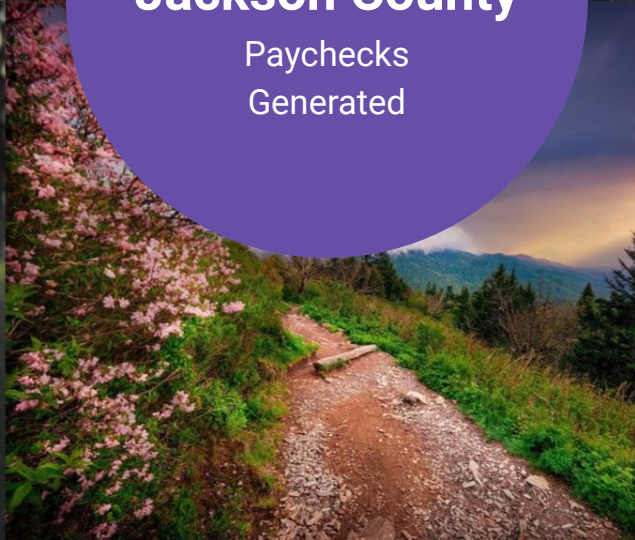
Visitors Deposit
\$1,239,917 / day
into local Cash Registers



People Visiting Jackson County

Put 2,400 People to work

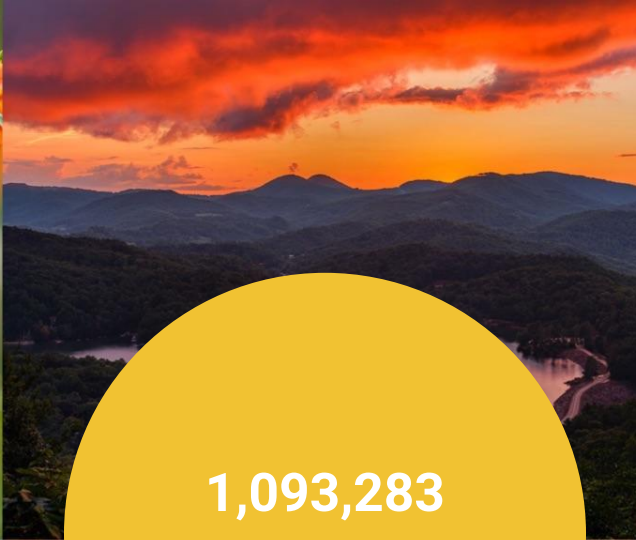




**\$119.2 Million in
Jackson County**
Paychecks
Generated



**\$15.2 million in
Local County Tax
Revenues**
generated by Visitors



1,093,283
Visitors/Year

Partners

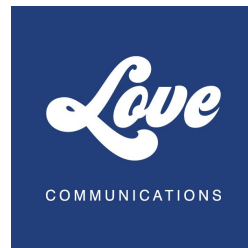
Ad Agency



PR Firm



SEM Agency



2024 Ad Campaign



Capture the Moment Campaign Evolution

'23-24 Fiscal Year

A FRESH TAKE ON SUMMER IN JACKSON COUNTY, NC

As summer sunshine arrives in the mountains, our family finds opportunities to discover adventure and create new traditions just three hours away in Jackson County, NC. From festivals filled with local art and the freshest flavors to epic sunset hikes and serene moments in nature, the Western NC mountains can't help but show off this time of year.

**CASHIERS
CHEROKEE
DILLSBORO
SYLVA**

Plan your summer getaway at DiscoverJacksonNC.com

PLAY ON NC

These mountains know how to dish it out.

[PLAN YOUR TRIP](#)

PLAY ON NC

A hiking we will go

Dip and savor the Epic Blue

PLAY ON NC

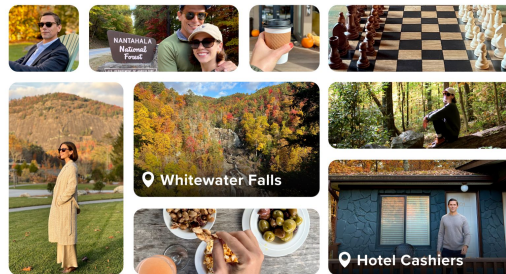
View as far as the eye can see!

OUR FIRST TRIP TO THE MOUNTAINS WILL NOT BE OUR LAST

Escape to the mountains of Jackson County any time of year and you'll find endless outdoor adventure, farm-to-table dishes at award-winning restaurants, and so much more. From the first months of the year to leaf-peeping season and beyond, it's the place to experience unforgettable moments year round.

Plan your moments at DiscoverJacksonNC.com

Farm-to-table eat!



PLAY ON NC

We celebrated our one-year anniversary in peak paradise.

Cashiers, NC

PLAY ON NC

My solo adventure was full of endless discoveries.

Soco Falls

Cowehee Overlook

'24-25 Fiscal Year



Year in Review: Email



Discover Our Secret Season
Give the Gift of Lasting Memories in the Mountains of Jackson County, N.C.

Long after the holiday season has passed, the memories of a wintertime trip to the mountains will remain. Visit Jackson County during our Secret Season and experience its many perks, like affordable accommodations and fewer visitors.

PLAN YOUR SECRET SEASON TRIP



Be My Valentine
Celebrate the One You Love in Jackson County, NC

Our mountains are the perfect backdrop for your romantic escape, and we have Six Ways to Impress Your Date during the month of love.

READ THE BLOG

What We Saw

Period of review: June 2023 - February 2024 (Compare to year prior)

Mailchimp Engagement

Average Open Rate 32.4%

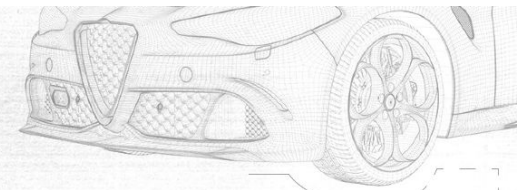
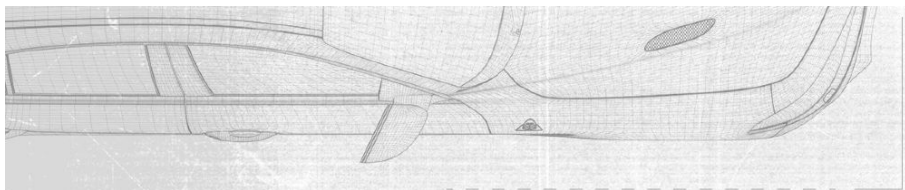
Average Click Rate 2.2%

Website Traffic (Acquisition)

New Users from Email 19,725 (7.4% increase)

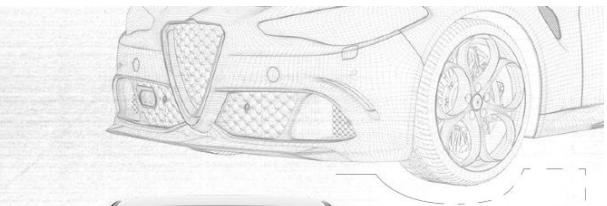
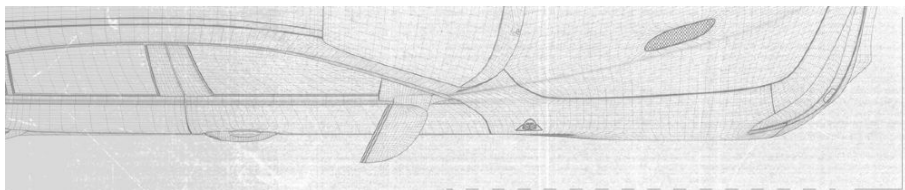
120,000

Active Subscribers



@DiscoverJacksonNC
Views well worth the drive.
CASHIERS / STIVA / HILLSBORO / CULLOWHEE





@DiscoverJacksonNC
Views well worth the drive.
CASHIERS / SILVA / HILLSBORO / CULLOWHEE



Public Relations

YEAR IN REVIEW: NATIONAL CLIPS

NATIONAL GEOGRAPHIC October 10, 2023
UMV: 8.602.036

You've heard of forest bathing. Now try forest therapy.

There are nearly two dozen certified trails around the world that guide visitors to engage with nature in ways that benefit their health and foster deeper exploration.

BY ANNE BRICE

In January 2019, *Pinnacle Peak* opened its forest therapy trail in Jackson County, North Carolina. Signs are posted to clear their way and direct hikers for the best in the nearby and distant woods, to stop and explore the sounds around them, and to watch a leaf placed on a stream drift away.

Although the park is known for hiking, with some classic spreads of a pine forest, the forest therapy trail's accessibility has made it popular with those searching for a thoughtful, sometimes meditative, connection with nature, says Mark Ellison, one of the trail co-creators. "I've had people reach out to me who have lost a loved one. They see this experience as a way to enjoy nature and remember them," he says.

For others, the trail is a place to explore. "Our society is so fast-paced now," Ellison adds. "It's connected through our technology. To be out there with nature of that can be a different experience."

<https://tinyurl.com/2bcv25h7>

Southern Living October 20, 2023
UMV: 14,047,315

11 Southern Destinations That Smell Like Fall Candles

Breathe in the scents of autumn throughout the South.

By Susan B. Batts Published on October 20, 2023

Crisp Leaves

Visit: The Blue Ridge Mountains



PHOTO: GARDEN OF EUPHONIA

The leaves are making their autumnal turn in North Carolina's Blue Ridge Mountains, changing from their greens to gorgeous shades of oranges, reds, and browns. Combined with the crisp mountain air, now is the perfect time to visit the inviting mountain towns of Cashiers, Cherokee, and others in **Jackson County**. You've got plenty of time, too—this part of the Tar Heel State boasts the longest leaf peeping season in the U.S. If you're up for it, fly through the mountains' fall colors on the **Yonkers Zip Line** in Sapphire.

<https://tinyurl.com/2zayw6b>

GARDEN OF GUN January 8, 2024
UMV: 344,795

Seven Southern Hikes to Seek Out in Winter

Where to wander in the region's most underrated hiking season

By PAIGE TRIOLA
January 8, 2024

Throughout the South, many hiking trails that show in summer and fall downright sparkle in winter. Three drop their leaves and open up views for miles. Crisp temperatures keep crowds (and undesirable critters) at bay. And yes, sometimes it snows. These seven parks are particularly magical destinations for a winterized hike.

Flaming Park

Ashe, North Carolina



PHOTO: GARDEN OF EUPHONIA

Escape to the town of Ashe, North Carolina, for an idyllic hike through Fraser fir and red spruce trees. The **Flaming Trail** will grant a view like no other once you ascend one tree-lined trail to show and a half mile one way, but the 200-degree view of spectacular peaks that rise above the clouds will mark it. Another option is the winding half mile **Lower Long** trail to the rocky **Smith-Rosen** "Thru" Trail in North Carolina (and one of just twenty in the world). Listen to the water and guide you on a scenic walk on an ancient pine grove—then drop into some for a short hike on **Stokes State** Park.

<http://tinyurl.com/3urmy8r>

"POINTS GUYO" January 1, 2024
UMV: 6,973,626

GUIDE

The 10 best places to visit in February

Just Lynn Miller
Jan 01, 2024 - 11 min read

Welcome to February, the month where 29 days (yes, it's a leap year) pack in more punch than you'd expect. It's a time for love, adventure and a dash of winter magic, but where should you spend this extra-special month?

Imagine yourself basking on a sun-drenched beach where the winter chill is just a distant memory or huddling in the last snowflakes in winter wonderland. Culture vultures fear not -- we included cities where arts and festivals are as abundant as the February frost.

Each of our chosen spots has its unique charm and reasons to visit, from balmy climates for the winter weary to cozy nooks for those who relish the chill. We've even thrown in some off-the-beaten-path locales for those who think they've seen it all.

So, mark your calendars and get ready for some serious wanderlust. These are the 10 best places to visit in February.

Jackson County, North Carolina



PHOTO: GARDEN OF EUPHONIA

<https://tinyurl.com/2zayw6b>

Thrillist December 8, 2023
UMV: 3,687,772

10 Notable Ski Resorts for Beginners

Learn how to ski at all of these beginner-friendly resorts from Sapphire Valley in North Carolina to the Adirondack County Catskills in New York.

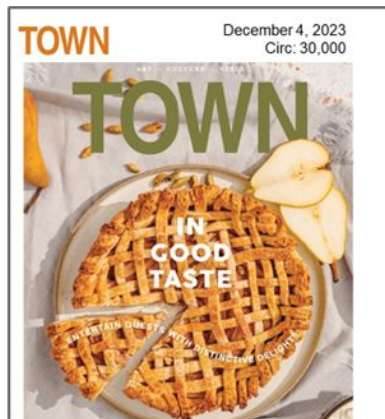
Andrew Berling
December 08, 2023 - 10 min read

Skiing can be intimidating, especially when everyone in your party throws around terms like "double black diamond" and "mogging." Fearless skiing with its jumps and tricks? No thanks, it's hard-hitting skiing on option! In all seriousness though, a growing number of resorts cater to adults with little to no experience on pine (they all speak for marked trails). Here's a collection of resorts that have a wealth of offerings for newcomers to skiing and snowboarding. Here you'll find plenty of green easy runs, no-bars that won't laugh at you when you're struggling to pivot (buckle up, friends) by doing top priority as you glide downhill your side, and top-notch terrain that's well-groomed and free of bumps and obstacles.



<https://tinyurl.com/52ha2yy>

YEAR IN REVIEW: REGIONAL CLIPS



March 10, 2024
CIRC: 1,200,000
AD EQV. \$3,000

The Atlanta Journal-Constitution

SPRING TRAVEL

Spring: March 10, 2024 | This is the Spring Travel Edition, offering you a peek at destinations from the beach, to the mountains, and the north | Advertisement for a local business

8 QUICK GETAWAYS BY CAR OR PLANE

Discover what's new at these destinations three hours or less from Atlanta.

By [Meredith](#) | [Photo: iStock](#)

Spring's best time to travel is the perfect time to shake off those winter blues with a short jaunt to a nearby destination. Spring flights to nearby locations are available, and a daily train from Atlanta will get you from International Airport, and the convenience goes in all directions for a quick getaway. Here are eight ideal spots you can get to from Atlanta in three hours or less by car, plane or, in some cases, a combination of both.

6 Sylva, North Carolina

2-hour drive
Cradled by some of the highest peaks in western North Carolina, Sylva beckons hikers, nature lovers, anglers and craft beer aficionados. For hiking, head to Pisgah National Park, where there's a seven-mile road-loop trail to the summit with a wide-open view of the surrounding mountains. A less challenging nature addition to the park is the Forest Therapy Trail, inspired by the Japanese tradition of Shizen-yoku, or forest bathing, the trail is designed to immerse visitors in nature on a short hike through the towering craft spruce-hardwood forest. Back in town, savor it all at one of four craft breweries and have dinner at BLVD 108 and up. [www.klankebus.com](#), show staying weekend lodges online with Appalachian influences. A few minutes outside of town, Oakland Coast State has state trails and lakes (DNR) and up. [www.stpvtland.com](#) provides up-to-date information on a beautiful ridge property with views as great as the ones at Pisgah National Park. [Pisgah National Park Visitor Center](#), 717 W. Main St., 800-992-9991, [www.dnr.com/pisgahnc](#).

SEVA, NORTH CAROLINA, IS A SWEET SOUTHERN ESCAPE

Whether you're a book lover or a nature enthusiast, Seva is a perfect getaway. The town is a charming mix of old-world Southern charm and modern amenities. It's a great place to spend a weekend with family or friends. The town is a charming mix of old-world Southern charm and modern amenities. It's a great place to spend a weekend with family or friends.

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These shelves are filled with the best selections of children's titles that you can find in the state. Located in the Blue Ridge Mountains, Crabtree's unique setting is one of the biggest draws. The location, coupled with a small town feel, makes Crabtree an attractive family-friendly choice. Crabtree's unique setting is one of the biggest draws. The location, coupled with a small town feel, makes Crabtree an attractive family-friendly choice.

Book lovers will appreciate the location of Crabtree's store. The store is located in a charming town with a small town feel. The store is located in a charming town with a small town feel.

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ESCAPE - DESIGN

A BOOK LOVER'S HOLIDAY

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YEAR IN REVIEW: F&B

FOOD&WINE Aol. yahoo/news December 5, 2023
yahoo/sports yahoo/life yahoo/movies UMV: 455,194,290

From the 'No Menu' Menu to Better Kids Meals, These Are the Food-Related Travel Trends You Can Expect to See Everywhere in 2024

The pros are predicting wellness tourism, a focus on hyper-local ingredients, and design for solo year.

Hyper-Local Ingredients

Culinary tourism has boomed in recent years, topping \$105.9 billion globally in 2022 -- and it's expected to keep growing. Travelers are eager to explore a destination through its restaurants, farms, and traditional ingredients and dishes in an ever-growing list of ways. Gearing up for next year's adventures, we tapped travel and hospitality pros to learn what they expect to see in 2024. From hitting the road with a chef to unapologetic wine tasting and sustainable cocktails, read on for their predictions.

Foodie Field Trips

"We're seeing the greatest demand for 'foodie field trips' in California. We're seeing where visitors take classes in craft cocktails, much more."

StyleBlueprint July 25, 2023
UMV: 228,340

11 Fine-Dining Farm Destinations in the South

The journey from farm to fork doesn't get any closer than this. These 11 dining destinations are based in the South. They source their ingredients from local, organic, and sustainable farms.

by **JOE HARRINGTON**
July 25, 2023

Charlotte, NC



GARDEN&GUN October 5, 2023
UMV: 430,992

Where to Eat in Jackson County, North Carolina, a Culinary Overachiever

Elevated menus abound in its quaint mountain towns

by **MATT LARDE**
October 6, 2023



December 24, 2023
CIRC: 1,200,000
AD EQV: \$9,100

The Atlanta Journal-Constitution

It's Worth Knowing What's Really Going On.

Sylva offers an affordable dining stop in the North Carolina mountains

Dining



December 15, 2023
UMV: 30,086

Moving mountains

Thai-born chef makes a new home in western North Carolina

Editor's note: As a component of The Food Section's partnership with The Assembly, I assign and edit one story each month about food in North Carolina for the digital magazine. The below feature was reported by Asheville writer Emma Castiberry, who graciously agreed to look into the most amazing dish I ate at Da-Lay Thai in September. Have a great weekend!



From story to the background, some scenes in the back! Photo by Emma Castiberry

Khom Jit nam yu pla is a mountain trout curry distinguished by a velvety, golden sauce melding coconut milk with pounded fish. Kanlaya Supachana, known better as Chef Gun, serves it the way her father did, the local trout plated alongside rice noodles and presented with an array of bright accompaniments: a soft-boiled egg, bean sprouts, pickled mustard greens, green beans, and lemon basil.

<https://www.ajc.com/story/news/local/2023/12/15/moving-mountains-thai-chef-north-carolina/>

JamesBeard Foundation

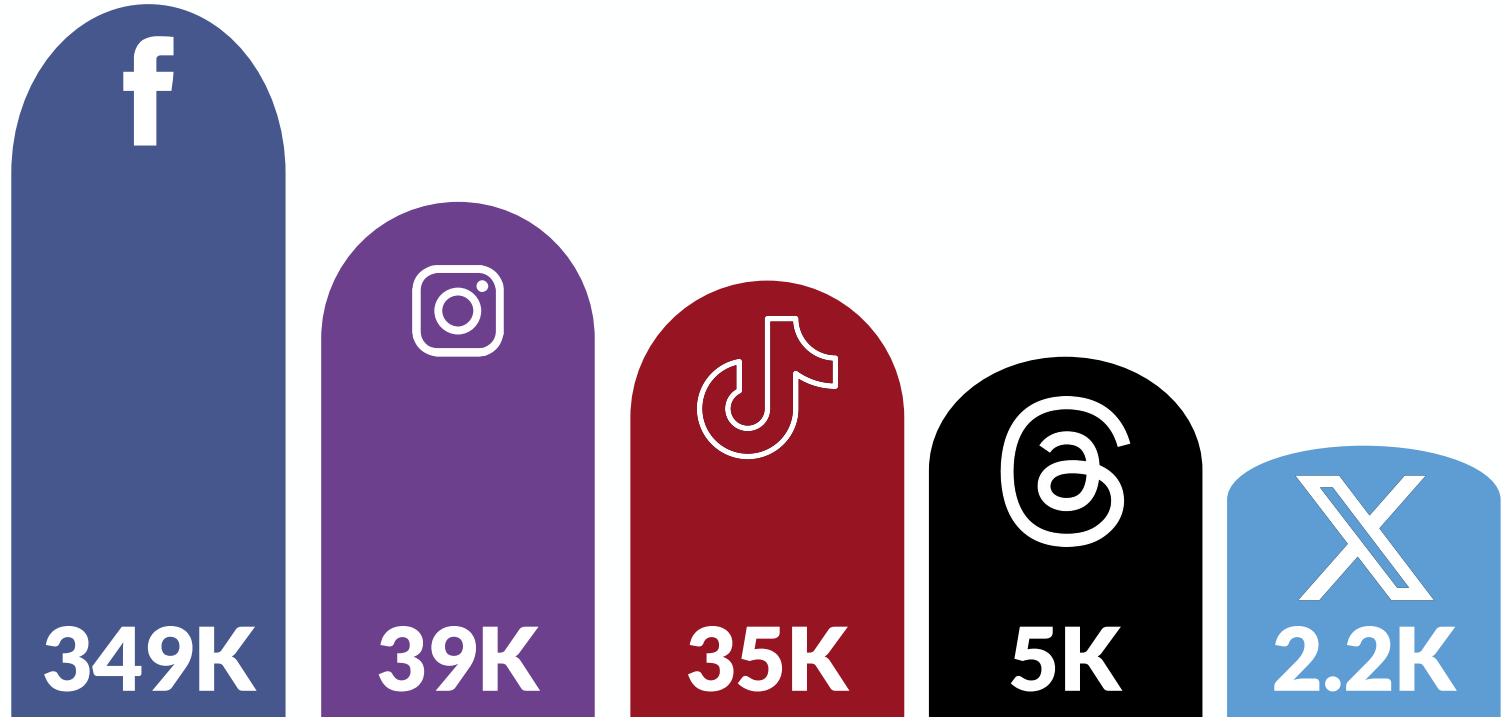
Social Media

**Social Media
Metrics for
2023**

102,551,759 Impressions
+70% YOY

3,507,935 Engagements
+16% YOY

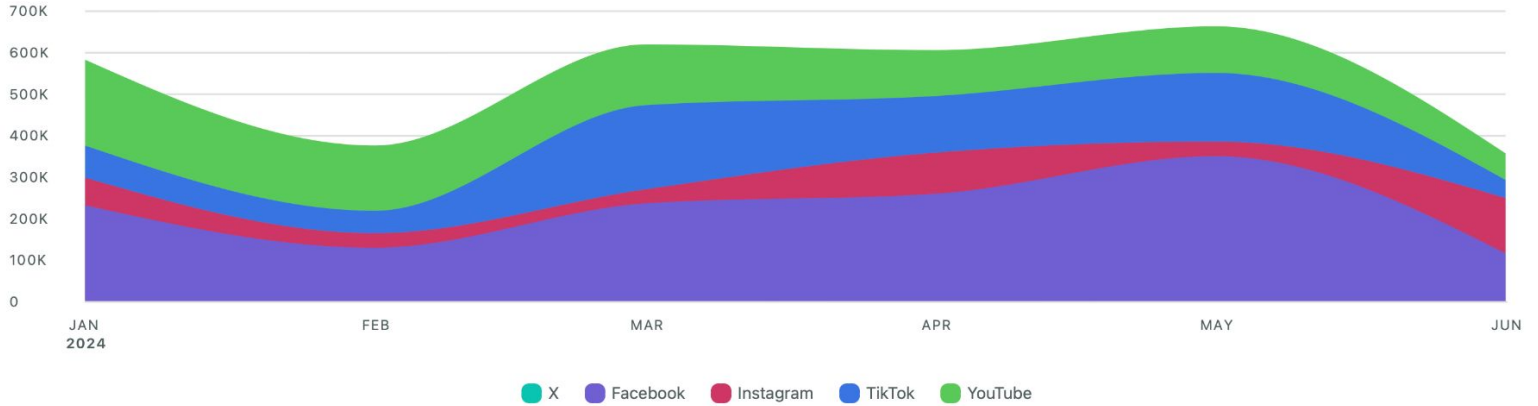
Social Media Following @DiscoverJacksonNC



Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Month



Video Views Metrics	Totals
Video Views	3,194,340
X Video Views	53
Facebook Video Views	1,314,335
Instagram Post Video Views	403,135
TikTok Video Views	678,845
YouTube Video Views	797,972

Website



NEWSLETTER SIGNUP



Welcome to Jackson County

Your Great Escape

THE NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS, CHEROKEE, DILLSBORO AND SYLVA



You're looking for a place that's real and true and full of great things to do. And Jackson County, North Carolina, is the perfect spot. No matter what your idea of adventure is. All you have to do is jump right in. It's all here, so come ready to Play On.

Website
Metrics
For 2023

Visits

714,835

 3.3%
change

691,493
prev. year

Sign Up For the Jackson County Newsletter

Full Name

Email Address

Sign Up



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Sustainability

The Jackson County Tourism Development Authority dedicates itself to keeping Jackson County a clean, sustainable, and vibrant destination and community for visitors and residents.

Sustainability-related Grants

FY 22-23

- WCU River Cleanup: \$1,200
- Pinnacle Park Trail Maintenance: \$1,200
- Panthertown Trail Maintenance: \$1,200
- Keep our Mountains Clean and Green: \$2,500
- Greening Up the Mountains: \$2,500
- Green Energy Park: \$1,500
- Blue Ridge Parkway Foundation: \$1,000
- Great Smoky Mountains Association: \$1,000

FY 23-24

- WCU River Cleanup: \$1,200
- Pinnacle Park Trail Maintenance: \$2,000
- Panthertown Trail Maintenance: \$2,000
- Greening Up the Mountains: \$2,500
- Keep our Mountains Clean and Green: \$2,500
- Blue Ridge Parkway Foundation: \$1,000
- Great Smoky Mountains Association: \$1,000

TCPF



Concept

Concept Description

Concept A includes 57 parking spaces, 2 of which are ADA-accessible spaces, with a one-way traffic flow. Parallel spaces are given to accommodate parking for city work trucks observed on-site. The bioretention area is a strong, central feature with an outfall into a quiet rain garden in the northeast corner of the space. Weirs double as safe passage across and engagement opportunities with the bioretention. An entry arch is proposed on the pedestrian entry to the space, which is repeated to the west at the existing pathway to unite the two sides of the park. A simple granite fines path follows the lot edge and continues through a spacious picnic area before connecting to the existing sidewalk at the pavilion. A side path leads to a viewing platform nestled between the existing trees over Scott Creek. Food trucks would be accommodated in the west-most parking bay, which could be easily closed off to create a true court, with a flex event/dining space immediately to the north. This space could be filled with movable furniture for daily use but also host a food truck or vendor during festivals and events. The central location and scale of the food truck court would activate the entire park and unite the east and west sides.

Example Imagery



Viewing Platform
Blue Ridge Parkway, NC



Entry Arch
Prior Lake, MN



Bioretention with Weir
New Belgium Brewery, MN

Summary

- Maximizes parking
- Allows for flexibles zones for use
- Stormwater
- Keeps truck parking





Additional Grants in 2023-2024

March 2023 - Pinnacle Park Master Plan

- Amount: \$50,000
- Purpose: Complete a master plan for Pinnacle Park, part of a larger funding project.

March 2023 - Cashiers Historical Society Marketing

- Amount: \$10,000
- Purpose: Fund marketing for events during a budget shortfall due to renovations.

June 2023 - Panthertown Valley Trail Counters

- Amount: \$10,000
- Purpose: Installation and maintenance of trail counters for data collection.

December 2023 - Panthertown Trails Enhancement Phase 2

- Amount: \$40,000
- Purpose: Upgrade and add trail counters in Panthertown Valley.

April 2024 – Master Plan for Village Green Grounds

- Amount: \$25,000
- Purpose: Master Planning w/ Equinox for the Village Green grounds & renovations

April 2024 – Dillsboro Wi-Fi Project

- Amount: \$12,000
- Purpose: First year funding for Wi-Fi service for Town of Dillsboro

Total **Grants**
issued since
TDA inception
\$686,573

Lodging Trends Jackson County

Short Term Rentals - STRs

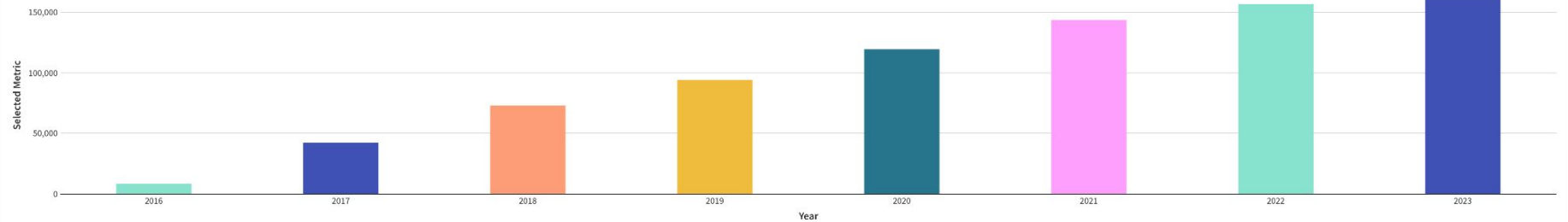
Year-Over-Year Change

Metric Type

Listing Nights Booked



How are your vacation rentals trending by year?



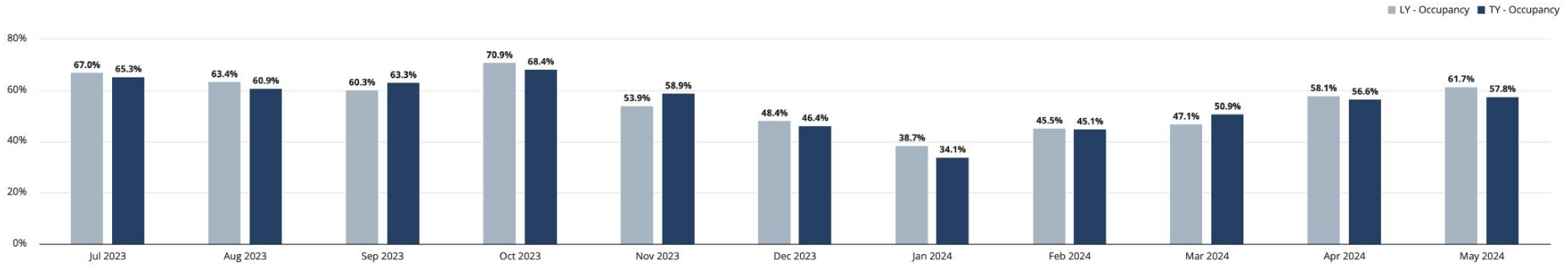


How are your vacation rentals trending by market over time?

Period	Market Type	Market	Segment	Listing Nights Available	Listing Nights Booked	Revenue	ADR	RevPAR	Available Listings	Booked Listings	Occupancy Rate	Length of Stay
May 2024	Main Market	Jackson County	Total	30,582	14,833	\$4,147,744	\$280	\$136	1,236	1,181	49%	3.0
May 2024	Submarket	Cashiers	Total	5,761	2,480	\$946,653	\$382	\$164	247	228	43%	2.8
May 2024	Submarket	Cullowhee	Total	3,907	1,734	\$517,101	\$298	\$132	153	147	44%	3.2
May 2024	Submarket	Dillsboro	Total	464	287	\$70,888	\$247	\$153	17	17	62%	2.5
May 2024	Submarket	Sylva	Total	6,655	3,358	\$669,015	\$199	\$101	257	249	50%	3.0
May 2024	Submarket	Tuckasegee	Total	2,248	1,036	\$432,740	\$418	\$193	100	96	46%	3.3
May 2024	Submarket	Whittier	Total	7,896	4,281	\$1,020,391	\$238	\$129	309	300	54%	3.0

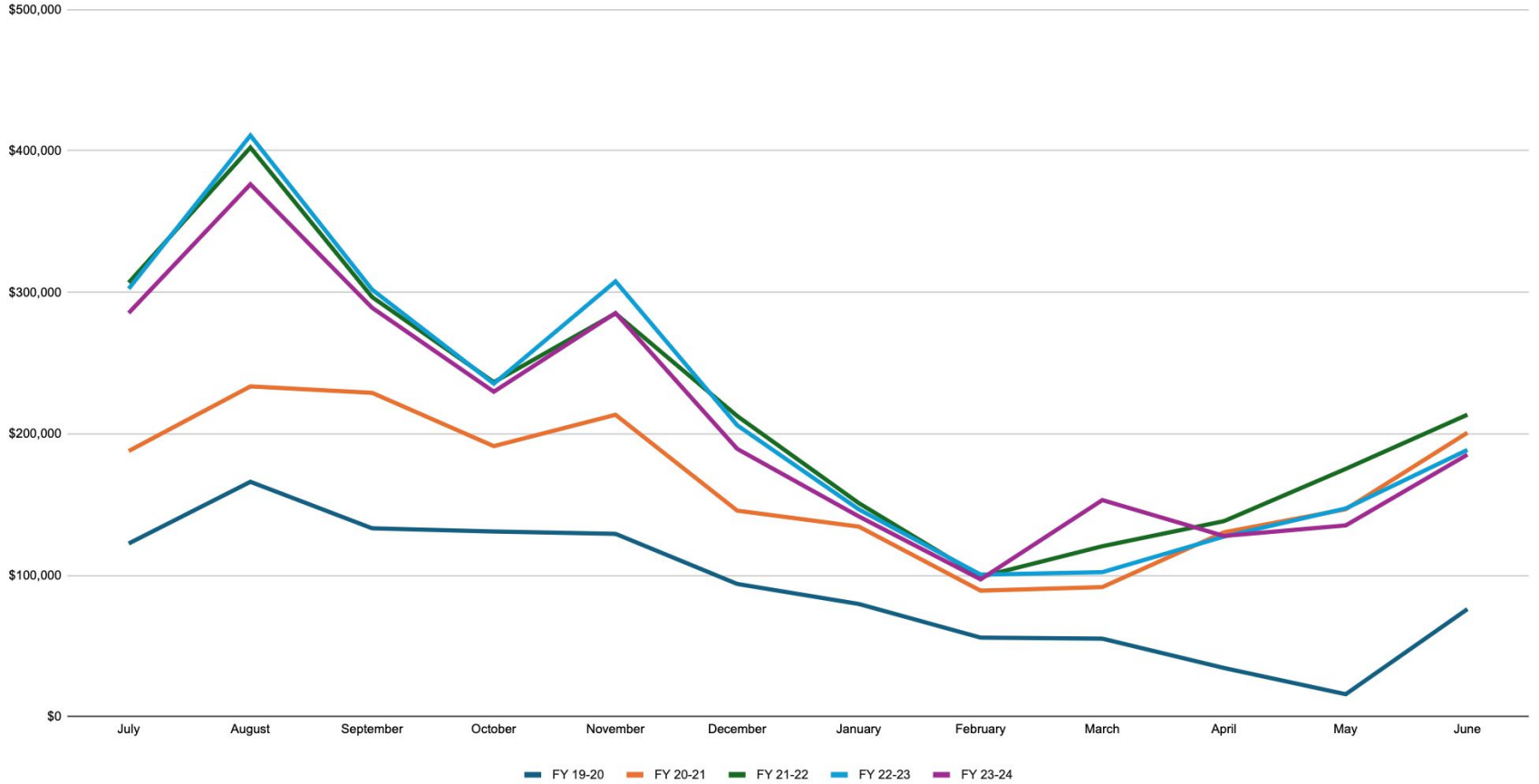
Hotels

Occupancy by Month



Occupancy Taxes

Jackson County, NC Occupancy Tax Trends



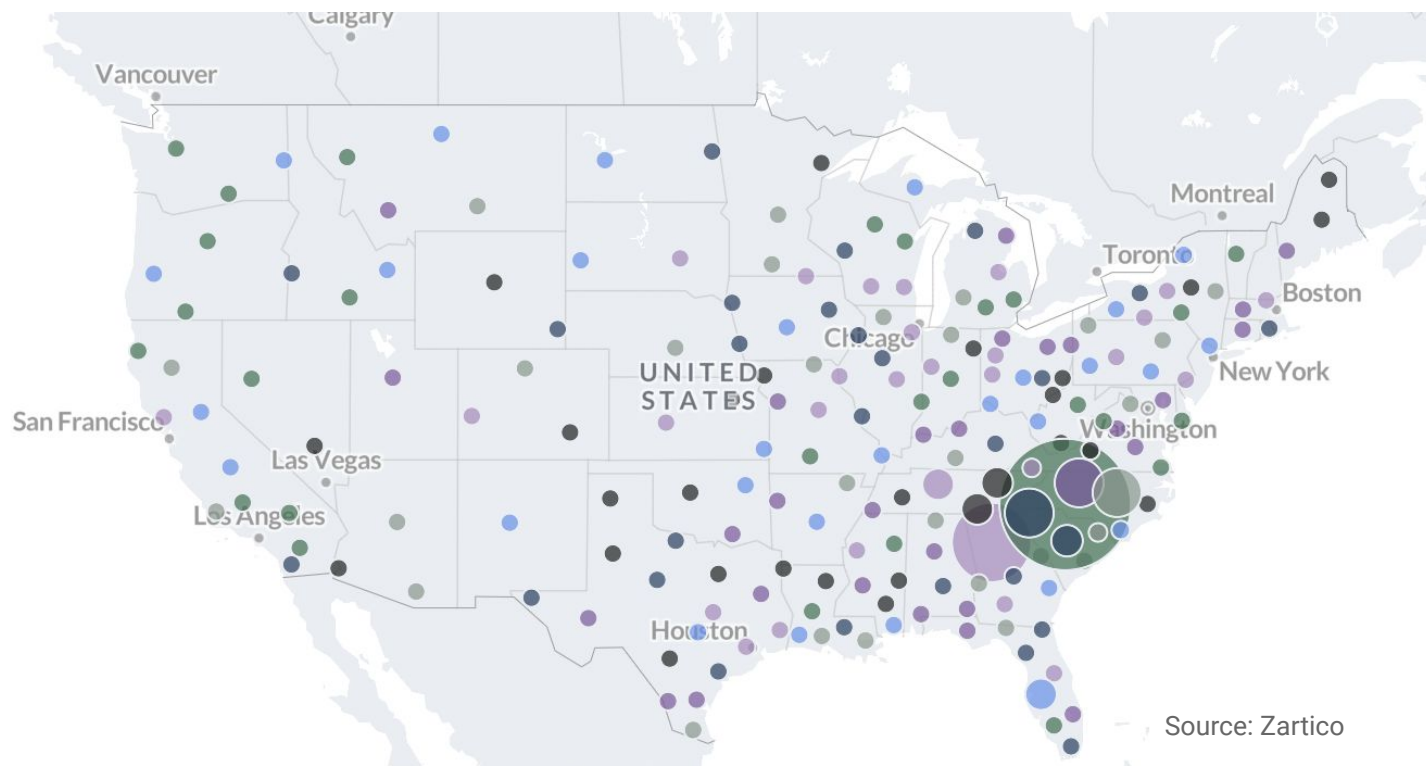
Month	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24
July	\$105,354.28	\$119,861.04	\$119,152.80	\$135,881.68	\$122,421.68	\$187,832.18	\$306,871.17	\$302,567.11	\$285,430.89
August	\$163,948.85	\$180,394.59	\$181,280.78	\$191,736.34	\$166,057.35	\$233,507.83	\$402,414.91	\$410,949.64	\$376,418.22
September	\$122,331.68	\$135,649.23	\$148,701.72	\$152,650.37	\$133,172.02	\$228,972.44	\$296,676.95	\$301,922.72	\$289,116.07
October	\$80,775.31	\$94,100.41	\$90,329.60	\$106,838.84	\$130,912.47	\$191,265.61	\$236,495.92	\$235,450.13	\$229,745.47
November	\$117,640.33	\$115,576.40	\$144,240.73	\$127,342.88	\$129,268.34	\$213,445.79	\$285,094.57	\$307,778.37	\$285,381.98
December	\$66,956.10	\$89,928.52	\$84,754.30	\$106,016.63	\$93,829.84	\$145,657.78	\$212,552.55	\$206,012.13	\$189,325.49
January	\$39,690.82	\$56,081.35	\$56,029.08	\$60,207.39	\$79,652.13	\$134,351.26	\$150,929.14	\$146,534.48	\$141,538.21
February	\$26,696.45	\$29,357.66	\$37,210.91	\$43,528.62	\$55,878.75	\$89,094.11	\$98,820.63	\$100,429.24	\$97,063.80
March	\$29,114.84	\$33,603.67	\$35,029.92	\$45,185.00	\$55,161.52	\$91,596.16	\$120,494.03	\$102,142.20	\$153,142.20
April	\$37,797.19	\$40,794.81	\$44,116.59	\$64,498.34	\$34,404.69	\$130,350.75	\$138,246.01	\$127,334.09	\$127,759.55
May	\$46,472.01	\$61,363.25	\$53,695.68	\$68,385.86	\$15,854.63	\$146,638.28	\$175,198.14	\$147,200.16	\$135,216.14
June	\$85,145.38	\$76,932.28	\$83,711.73	\$89,275.51	\$76,044.67	\$200,754.27	\$213,514.02	\$188,605.49	\$185,272.94
Totals	\$921,923.24	\$1,033,643.21	\$1,078,253.84	\$1,191,547.46	\$1,092,658.09	\$1,993,466.46	\$2,637,308.04	\$2,576,925.76	\$2,495,410.96

Where are Visitors Coming From?

Visitor Market Area	% Visitors ▼	% Visitor Spend	Avg. Visitor Spend
Charlotte NC	18.2%	15.6%	\$160
Atlanta GA	14.4%	11.1%	\$98
Greenville-Spartanburg-Asheville-Anderson	9.1%	3.8%	\$95
Greensboro-High Point-Winston Salem NC	7.3%	4.8%	\$172
Raleigh-Durham (Fayetteville) NC	6.5%	9.4%	\$254
Knoxville TN	3.0%	0.6%	\$93
Columbia SC	3.0%	1.5%	\$86
Tampa-St. Petersburg (Sarasota) FL	2.2%	6.0%	\$202
Chattanooga TN	2.0%	0.9%	\$77
Nashville TN	2.0%	1.3%	\$160

Source: Zartico

Visitors in 2024 - YTD



Thank you!