



TRANSYLVANIA COUNTY  
**TOURISM**  
DEVELOPMENT AUTHORITY

FY25 – Q2  
Quarterly Report

# Transylvania County Tourism Development Authority



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# I. Organizational News

## FY25 Q2 Board & Staff

Not surprisingly, Hurricane Helene and her aftermath impacted all TDA activities in the second quarter of FY25. While specifics will be covered throughout the report, a comprehensive view of the impact on the local tourism industry and the TDA mindset and related actions here is appropriate.

### Events and actions during and immediately following Helene:

- Communicated regularly via social media e-blasts
- Added emergency alert on homepage directing to page with key info like the status of roads, public lands, businesses, and more
- Paused all advertising and promotion that would drive immediate visitation
- Messaging began as “don’t come now”, then transitioned to “know this info if you’re coming”, then “we’re open”, and finally “we’re open, please come”.

### Events and actions following initial Helene impact:

- Staff communicated with public land managers, emergency services, and other local officials to keep visitors informed and seek opportunities to provide support
- Staff joined team of County employees assisting local communities in need, specifically providing much-needed Spanish interpretation
- Staff communicated and collaborated with accommodations partners, Housing Assistance Corporation, FEMA, and others to find temporary housing for individuals who were unhoused due to the storm.
- Staff collaborated with other local organizations to relaunch the Transylvania Tomorrow Small Business Emergency Relief Fund



# FY25 Q2 Board & Staff

## Events and actions following initial Helene Impact (*continued*)

- Board identified immediate top priority as supporting local businesses. At 10/24 meeting they did the following:
  - Put the \$22K saved during the early October pause into a holiday/winter marketing push
  - Took \$39K out of the fund balance, plus \$5K from the current budget for Transylvania Tomorrow
  - Plan to keep remaining marketing plan budget at same level for a spring marketing push despite anticipated revenue loss
- Marketing team changed approach to marketing over next 90 days to include:
  - A focus on 4-hour drive market with an emphasis on CLT and ATL
  - A public relations push to increase awareness of our specific situation in Transylvania County
  - New/enhanced programming – digital ads, 12 Days of Holidays campaign, holiday photo contest, winter sweepstakes, new website coming, etc.

## Impact on Tourism in Transylvania County

Almost all tourism-related businesses in Transylvania County were negatively impacted by Helene, some physically, almost all economically. One of our busiest months, October, experienced dramatically reduced visitation levels, with subsequent months still not back up to prior levels for most. Winter is a time where these businesses live off the hay made during the busier season, so it will be very challenging this year for many. We hope *Transylvania Tomorrow* is one of the things that helps get them through.

For the TDA, this has meant significantly reduced revenues this quarter and the likelihood of lower revenues in Q3 as well. As mentioned earlier, the Board has committed to keeping marketing expenditures at their budgeted levels at this time. That said, a year-end revenue shortfall is anticipated so other expenditures will need to be cut or additional funds will need to be pulled from the fund balance. This will be discussed at the January board meeting.

A poster for a community benefit concert. At the top is the Brevard County logo. Below it, the text reads: "SATURDAY, OCTOBER 26 @ 5:30PM JOIN US VIA LIVE STREAM TO SUPPORT HELENE RECOVERY". The main title is "COMMUNITY BENEFIT CONCERT" in large, bold letters. Below the title, it says "ALL PROCEEDS OF BENEFIT TO HELPFUL RECOVERY PROJECTS IN TRANSYLVANIA COUNTY". The featured acts are "DOWNTOWN BREVARD STEEP CANYON RANGERS" and "THE TRAVIS BOOK BAND". There is a photo of the bands standing in front of a wooden building. At the bottom, it says "TICKETS \$10.00 SEATING AT 5 PM" and includes a QR code.

**Community Benefit Concert:  
Steep Canyon Rangers &  
Travis Book Band**

A collage of four promotional images for Brevard County tourism. Each image has the Brevard County logo in the top right corner. The top-left image shows a cityscape with the text "BREVARD IS OPEN FOR BUSINESS". The top-right image shows a person shopping with the text "SHOP". The bottom-left image shows a family dining with the text "DINE". The bottom-right image shows people cycling on a path with the text "EXPLORE".

## Board Members

### **Dee Dee Perkins, Chair**

Interested Individual

### **Jessica Whitmire, Vice Chair**

Town of Rosman Appointee

### **Dana Antonuccio**

Accommodations Owner / Operator

### **Larry Chapman**

Transylvania County Appointee

### **Dionne Hodgson**

Accommodations Owner / Operator

### **Nory LeBrun**

Member-at-large

### **Catherine Lemel**

Interested Individual

### **Madeline Magin**

Member-at-large

### **Lauren Wise**

City of Brevard Appointee

## Marketing

### **Dee Dee Perkins, Chair** Board

### **Dana Antonuccio** Board

### **Dionne Hodgson** Board

### **Nory LeBrun** Board

### **Layton Parker** Community

## Transylvania Always

### **Jessica Whitmire, Chair** Board

### **Dionne Hodgson** Board

### **Lauren Wise** Board

### **Mandi Bentley** Community

### **Grant Bullard** Community

### **Eric Caldwell** Community

### **Kate Hayes** Community

## Destination Infrastructure

### **Madeline Magin, Chair** Board

### **Dee Dee Perkins** Board

### **Jessica Whitmire** Board

### **Jeffrey Adams** Community

### **Aaron Baker** Community

### **Nicole Bentley** Community

## Grant

### **Dana Antonuccio, Chair** Board

### **Larry Chapman** Board

### **Catherine Lemel** Board

**FY25**

# Board and Committee Members

## FY25 Q2

# Partner Support

During Q2 of FY25, most partner support efforts focused on addressing the impacts of Hurricane Helene, which caused significant physical damage to many tourism-related businesses and widespread economic losses across the sector. One of the most significant of those actions involved collaboration with other local organizations.

The TDA, along with Heart of Brevard, Transylvania Economic Alliance, Brevard/Transylvania Chamber of Commerce, and Blue Ridge Community College Small Business Center formed the Transylvania Business Support Task Force after the onset of the pandemic in April of 2020. One of their most impactful initiatives was the Transylvania Tomorrow Small Business Emergency Relief Fund, which ultimately distributed \$250,000 to 111 businesses in 2020 and 2021 via grants aimed at getting small, but meaningful, funds to support business owners and operators with rent, payroll, utilities and other urgent needs.

Following Hurricane Helene, the task force relaunched the program to help local businesses who experienced either physical or economic damage during the disaster. Fund raising efforts included a benefit concert featuring the Travis Book Band and Steep Canyon Rangers, a digital campaign reaching out to enable contributions from afar, multiple local events, and more. An initial funding round provided \$145,000 to 58 local businesses. Fundraising has enabled a second round, which will be announced in January. The task force intends to position the relief fund so it may continue to serve the local business community during times of need in perpetuity.

In addition, members of the task force hosted an event connecting local business owners with the Small Business Administration and Mountain Bizworks, along with each of their organizations. The group also collaborated on resources to share with their audiences and provided unified updates to key parties on the state of the business community in Transylvania County.



## FY25 Q2

# Partner Support

Additional actions related to Hurricane Helene include:

- Contacted lodging partners to confirm their operational status, assess their ability to house locals, and provide FEMA and support info.
- Supported tourism partner fundraising events (Cedar Mountain Moonshine, Blind Mule, Wood & Vine, ForeU Golf) and tracked potential beneficiaries of the Transylvania Tomorrow grant.
- Helped with the logistics of the Transylvania Tomorrow Steep Canyon Rangers Benefit Concert.
- Extended deadlines for request forms, artwork, and payments for the 2025 Partner Marketing Opportunities (PMO) program.
- Cancelled a planned holiday sweepstakes and fall Spotlight but moved forward with a Black Friday Holiday Spotlight featuring D.D. Bullwinkel's, effectively promoting the community's revival and holiday shopping.

We also introduced a new "12 days of Holiday Cheer" marketing campaign, which was designed to remind visitors that we are open and ready to serve over the holidays by featuring videos highlighting local businesses throughout the season.

New partners introduced included Asheville Jeep Tours, Griffon & Sphinx, Carolina Shaved Ice, Pescado's & Sunrise, Brevard Rock Gym, Weevil Gear & Beer, Mountain Bird, and new owners of Downtown Chocolates & Squatch Bikes.



## Committee Update

# Transylvania Always

The beloved Trashesquatch enjoyed the limelight as a curious attraction and display promoting his messages to **Leave It Better** and **Be Waterfall Wise** at Deerwoode Reserve's Festival of Lights. As the event's lead sponsor, the TDA playfully featured these educational initiatives in a whimsical scene of Trashesquatch lounging in the woods by a waterfall.

Leave It Better messaging with the help of Trashesquatch at the trailhead of **Bracken Mountain Reserve** has been approved and is being fabricated. This is a follow-up after rebranding the trailhead's kiosk during the early summer months.

The **Transylvania Always Committee (TAC)** discussed possible public land support needed in the wake of Hurricane Helene, as well as damage done to our waterways and the resulting restoration needs. In November, the committee was visited by Marielle DeJong, The Pisgah Conservancy's new Donor Engagement Officer. In December, **Jack Henderson**, the French Broad Paddle Trail Manager for MountainTrue, gave a quarterly report and spoke on the specifics of Helene's impact on the French Broad River and various put-ins.



## Q2 Project Funding

# Transylvania Always

The Transylvania Always grant pathway did not receive any grant applications during the second quarter. With the timing and impact of Hurricane Helene on our public lands, many of our land management and conservation partners were busy dedicating their efforts to triage care in response to the damage. Based on our ongoing conversations, the TDA anticipates receiving grant requests in the coming months after public land stewards move from emergency response, through damage assessment, and toward long-term reconstruction, repair, and rerouting projects.

**Year-To-Date Funding:**  
**\$33,221.80**

## Committee Update

### Destination Infrastructure

Due to Helene, the Destination Infrastructure Committee (DIC) met on a limited basis to discuss updates for numerous ongoing projects. Members committed to inviting both City and County representatives to upcoming January and February DIC meetings to engage in discussion on both current and potential projects for funding support in fiscal year 2025.

## Q2 Project Funding

### Destination Infrastructure

The Destination Infrastructure grant pathway did not receive any grant applications during the second quarter.

**Year-To-Date Funding: \$22,860.68**

## Q2 Project Funding

# Tourism Marketing

- **Transylvania County Parks & Recreation: “Light Up the Night – Silvermont”**  
**\$4,000**

This special addition to a magical holiday event provides ice skating, hayrides, and family activities at Silvermont Mansion and Park.

- **Transylvania Heritage Museum: “ATOM Exhibit (Aluminum Tree & Ornament Museum)”** **\$3,950**

This annual celebration of the aluminum tree is a playful way for visitors to travel back to the letter jackets and Beatles of the 1960s during a shoulder season for tourism.

- **Rotary Club of Pisgah Forest: “2025 Assault on the Carolinas (AOTC)”** **\$4,500**  
Celebrating its 25th anniversary, this major fundraiser has become an internationally recognized bike event that brings 1000 riders from 26 states and 3 other countries for a weekend in the shoulder season of April.

- **Pisgah Area SORBA (Southern Off-Road Bicycle Assoc.): “WNC Bike Fest”** **\$4,500**  
A day-long celebration of our world-class trails and outdoor culture through trail work sessions, guided rides, live music, featured local bike retailers and more.

- **Highland Books: “Shop Late Shop Local”** **\$2,400**

This growing initiative helps bolster visitors' holiday shopping by promoting our local retailers. The TDA invested in enhancing the marketing to outside counties, Charlotte and Greenville, and by providing luminaries so that visitors could easily identify participating businesses.

**Year-To-Date Funding: \$12,300.00**





## II. Marketing



## FY25 Q2 : Oct – Dec

# Marketing Overview

While seriously impacted by Hurricane Helene, our second-quarter marketing moved through the period in key phases, ending with a brighter-than-ever celebration of the holidays. With goals of bringing visitors back to Brevard, boosting occupancy, and increasing day-tripper visits and local shopping, we launched a series of campaigns from re-opening, to traditional fall advertising, followed by a holiday blitz.

**Phase I: Re-Opening (through October 15)**

**Phase II: Fall (through November 6)**

**Phase III: Holiday (through December 28)**

# Marketing Tactics

Targeted closer-in markets: GSP, ATL, CLT, Triad, WNC, etc.

Happening This Week– Web updates/open status and events

Frequent (additional) e-blasts

VNC opportunities/partnership

Enhanced social media

Resumed and enhanced media (added ATL and GSP to broadcast)

Enhanced digital placements and messaging (nimble and responsive)

Focused PR: Interviews, on-air, articles, VNC





## Marketing Highlights

Dedicated Press E-Newsletter to targeted journalists

12 Days of Holiday Cheer social media campaign and photo contest

Lodging, dining & downtown photoshoot

Live broadcast media

HWY 280 billboard – Shop Local focus

New website development in process

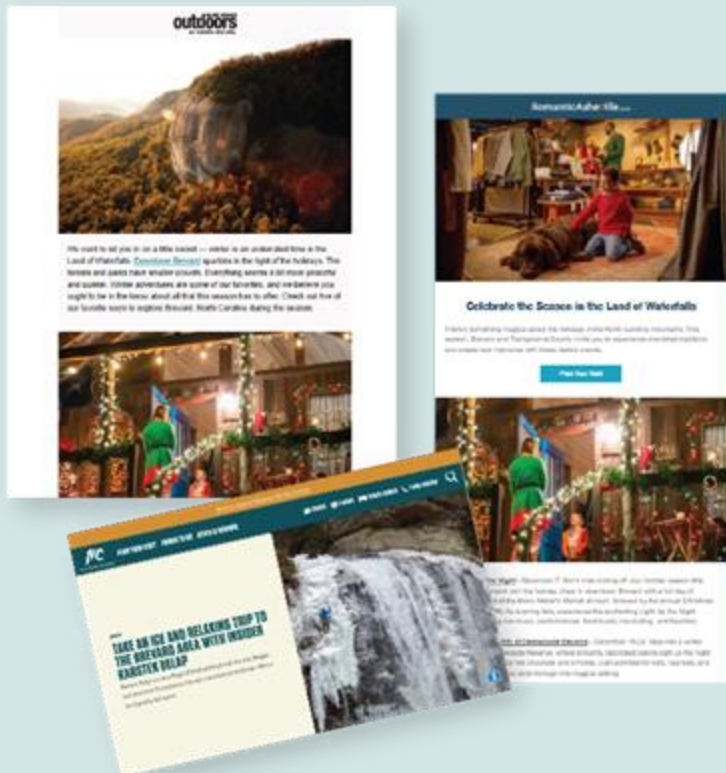
Explore Brevard represented at VisitNC In-State Media Mission

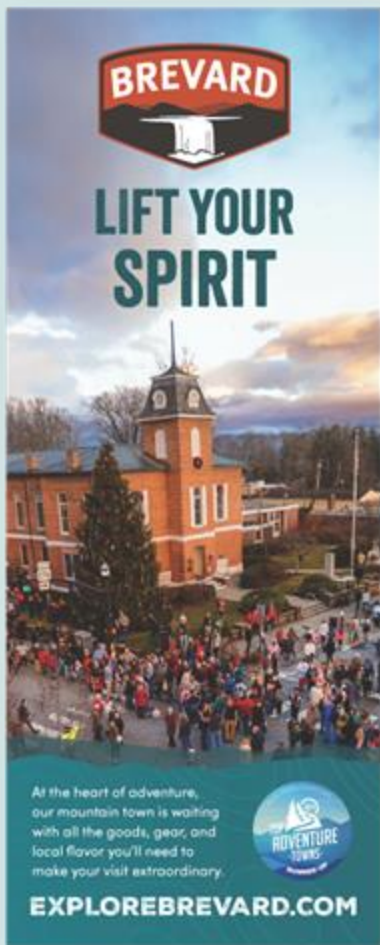
# Marketing Digital

The fall campaign was paused for approximately three weeks, resuming in mid-October. In early November, our digital ads transitioned from fall to holiday messaging, targeting close-in geographic markets.

Digital ads continued, including programmatic display, native, and key search, retargeting those already familiar with the brand while prospecting for new viewers. Digital outlets also included YouTube, Blue Ridge Outdoors, Our State, and the Visit NC website and social media. Transylvania County holiday events were highlighted as Visit NC featured events on their website, Instagram, and Facebook.

The “12 Days of Holiday Cheer” social campaign was launched in late November, and featured storytelling focused on unique holiday experiences curated by people in Transylvania County. Each reel included a quote and a song from a local person that described the spirit of the season. The overall campaign lasted through December 24, reaching 144,470 people and receiving 218,234 impressions.





## Marketing Print

In the second quarter, three print placements supplemented the digital marketing campaign and were targeted more toward regional and local markets.

Visit NC Travel Guide – ¼ page ad

Blue Ridge Outdoors – ½ page ad

The Destination Magazine – Dec. cover photo and article

## Marketing Broadcast

Immediately after Helene, Explore Brevard's cable media was paused in all markets.

The 30-second "Be Cool" TV spots resumed in late October in Atlanta, Raleigh, and Charlotte. Spectrum gave us a 50% bonus for placements when we resumed ads. New cable placements were added in Atlanta and the Upstate targeting key local markets.

In late November, placements switched to the Holiday "Be Cool" spots and began airing in December on CBS Sunday Morning in Charlotte and Greenville/Spartanburg.

Various videos were also utilized on YouTube, digital, and pre-roll platforms as well as through social media advertising.



## Marketing Email Newsletters

### Newsletters & Blogs

Partner Spotlight: December's Partner Spotlight featured D. D. Bullwinkel's

### Adventurist & Field Notes

October's Adventurist and Field Notes were canceled due to Helene. Three post-Helene updates were sent in October notifying our 38,000 subscribers of recovery efforts and reminding them that we were "open for business." In addition, E-blasts announced the relaunch of the Transylvania Tomorrow initiative and the Steep Canyon Rangers Concert and Livestream.

Regular E-blasts resumed with the November Adventurist. The November Field Notes, "Handcrafted Holidays: Shop Local Makers in Transylvania County" encouraged readers to purchase their holiday gifts from local shops and galleries. December's Field Notes, "Winter Escapes in Brevard: Five Dreamy Ways to Stay in the Blue Ridge Mountains" highlighted the various types of lodging found in the county and encouraged winter stays.

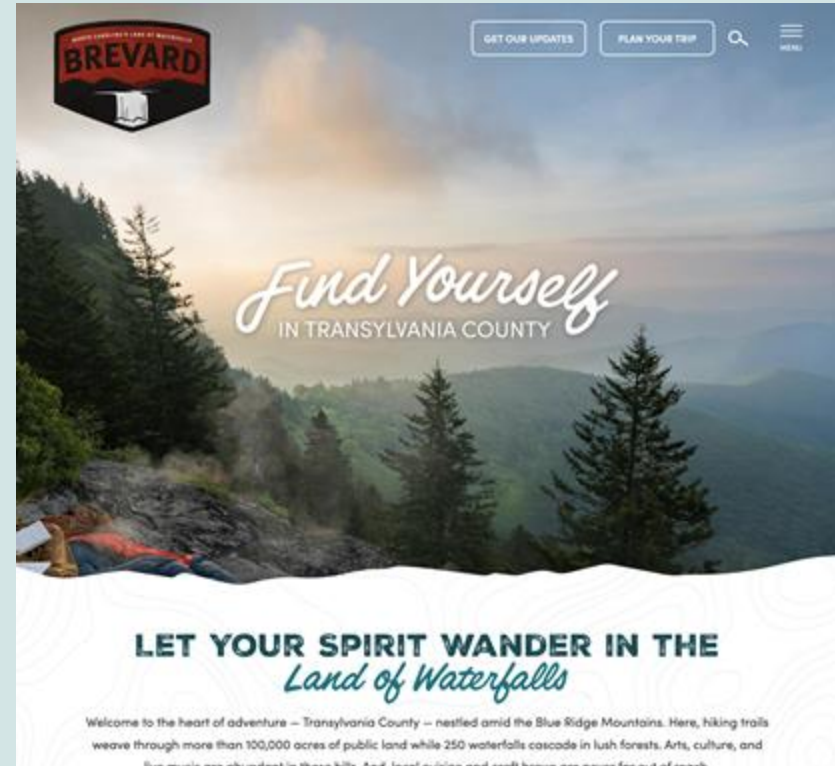
The December Adventurist covered holiday events and the "12 Days of Holiday Cheer" social media campaign.

## Marketing

# New Website Launch

Top-level and secondary pages have been completed, and content migrated to the new site including blogs, events, and directory listings which were created for new categories, including Outdoors, Weddings & Events, Spa & Wellness, Live Music, and more. Our team worked closely with Market Connections and Madden to refine the new partner portal, business listings, and events functionality. Initial SEO work was also done.

The beta launch of the site was pushed to be live on 1/16. The official launch will occur about two weeks later, to include an announcement and instructions to partners for onboarding into the partner portal.



Hwy 280  
Fall



Hwy 280  
Winter



I-26



## Marketing Billboards & Signage

### Hwy 280

The Highway 280 billboard welcomes visitors as they enter Transylvania County. It helps to claim our destination and its natural landmarks. This billboard was updated in late November with a shopping focus for holidays and winter.

### Interstate 26

This directional billboard uses our iconic imagery to remind approximately 253,000 drivers per week of the incredible outdoor opportunities found just down the road in Brevard and Transylvania County. It currently features fall/winter imagery.

### Kiosks

Downtown Brevard's kiosk is in development. Additional kiosks to be completed in FY25 include Pisgah Ranger Station, Sliding Rock, Gorges Visitor Center, and Champion Park.

## Marketing Public Relations

During the second quarter, we engaged with journalists, responded to press inquiries, and explored earned media opportunities following Helene. These efforts have resulted in excellent press, showcasing the area as “open for business.”

We had a representative from Market Connections attend the Visit NC In-state Media Mission in November. In December, a dedicated press E-blast went to our media list of over 200 writers, reporters, producers, and editors. Nearly 90 journalists opened the E-blast, including National Geographic.



## Marketing Articles & TV Coverage

### Charlotte Observer

[What's open and safe to do in Brevard after Hurricane Helene hit Western North Carolina?](#) (Nov. 2)

[After Helene, some want to grant aid for small businesses. What will NC legislators do?](#) (Nov. 19)

### The Destination Magazine (Dec.)

[Looking For A License To Chill? Come To Brevard And "Be Cool."](#)

### WRAL-TV Raleigh (Dec. 3)

[Tar Heel Traveler: O.P Taylors](#)

### WHNS FOX Carolina

[Brevard Parade, Light Up The Night and Festival of Lights event previews](#) (early Dec. on various days)

[Shop late, shop local in Downtown Brevard](#) (Dec. 17)



# Marketing Social Media

## Facebook Metrics

Followers: 20.5 K (+7.0%)

Reach this quarter: 1.6M (+ 57.0%)

Top Performing Post: 80.7K Reach (Non-boosted/paid) This organic content was from a reel cross-posted from Instagram in October on the day Pisgah National Forest opened post-Helene. It is a video of Looking Glass Rock. It was shared 475 times.

## Instagram Metrics

Followers: 22.8 K (+ 5.%)

Reach this quarter: 128.4K (+ 159.5%)

Top Performing Post: 36.7K Reach (Non-boosted/paid) This organic content was posted on October 14th and encouraged people to come shop, dine and explore Brevard, post-Helene. It was shared 524 times. On Facebook and Instagram, reach represents the number of unique users who see your post or page.

## YouTube Metrics

Subscribers: 350

Videos: 69

Views: 16.4K

Top Performing Video: 7.9K Views This quarter's top-performing video was "Brevard NC - The Heart of Adventure".

On YouTube, a view is counted on when a user watches a video for a minimum of 30 seconds.



## III. Digital Marketing & Web Traffic Report



<https://www.google.com/url?q=>

# Quarterly Report: October - December 2024

1

## FY25 Campaigns

The FY25 digital campaigns were paused on Friday, September 27 due to Hurricane Helene and were relaunched on Friday, October 25.

2

## Traffic Overview

Overall traffic to the website was down 27.6% compared to last year, however, traffic is trending up with total website sessions in December up 24.7% year-over-year.

3

## Organic Traffic

Organic traffic was down 14.0% compared to last year, however, it is similarly trending up with sessions in December up 16.0% year-over-year.

4

## Top Pages

The top pages besides the home page were the Get Out Guide page, Lodging page, and Events Calendar. The Holiday 2024 page was the 5th most viewed page this quarter.

**Google Search**

Clicks  
2,258

**Facebook/IG**

Impressions  
1,802,046

**YouTube**

Video views  
16,246

**Display -  
Prospecting &  
Retargeting**

Impressions  
897,299

**Native Content  
Activation**

Clicks  
8,487

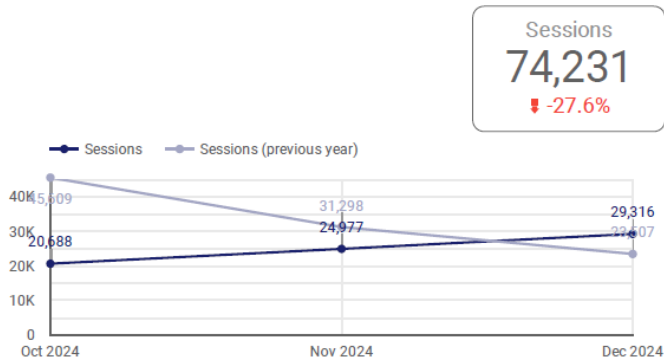
**Pre-Roll Video**

Video completed  
93,045

**Pacing Details:**

- Scaled pacing commensurate with travel seasonality.
- Paused all FY25 ads on 9/27/24 and relaunched on 10/25/24.
- *TransylvaniaTomorrow* campaigns ran 10/18/24 to 10/31/24 and delivered 550,676 impressions and 1,842 clicks across Display, Native, and Facebook.

## Traffic to the Website



## Top Visited Pages

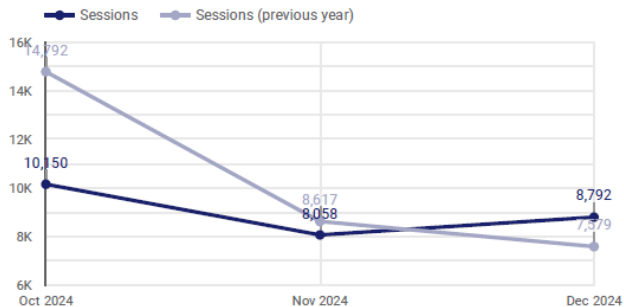
Page path	Views	% Δ
1. /	11,772	-78.8% ↓
2. /get-out-guide/	11,186	108.3% ↑
3. /business-categories/lodging/	6,901	-19.4% ↓
4. /events-calendar/	6,423	-26.8% ↓
5. /holiday-2024/	5,819	-
6. /business-categories/eat-drink/	5,378	-55.6% ↓
7. /event/light-up-the-night-2/	5,347	4,355.8% ↑
8. /artsand-culture/downtown-brevard/	3,440	-8.4% ↓
9. /the-great-outdoors/waterfalls/	2,121	-62.3% ↓
Grand total	129,150	-44.6% ↓

## Top Sources of Traffic

Session source / medium	Sessions	% Δ
1. google / organic	24,868	-10.4% ↓
2. MediaOne / native	14,343	193.8% ↑
3. (direct) / (none)	9,404	-29.6% ↓
4. MediaOne / facebook	7,387	-50.5% ↓
5. fb / paid	2,463	-
6. MediaOne / google	2,417	-31.3% ↓
7. MediaOne / display	2,318	-80.9% ↓
8. (not set)	1,164	248.5% ↑
9. visitnc.com / referral	1,163	-30.6% ↓
10. bing / organic	957	-31.4% ↓
11. ig / paid	947	-
12. RomanticAsheville.com / referral	832	-
13. m.facebook.com / referral	830	-74.2% ↓
14. duckduckgo / organic	529	-37.1% ↓
15. facebook.com / referral	528	140.0% ↑
16. yahoo / organic	416	-40.6% ↓
17. l.facebook.com / referral	350	-56.0% ↓
18. cityofbrevard.com / referral	228	22.6% ↑
19. l.instagram.com / referral	222	-60.1% ↓
Grand total	74,231	-27.6% ↓



## Organic traffic overview:

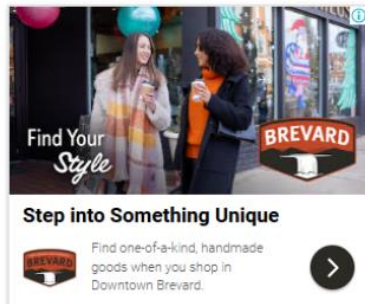
Sessions  
26,844  
↓ -14.0%

## Keyword Rankings:

Query	Average Position
brevard	5.5
brevard nc	6.2
brevard waterfalls	1.6

	Query	Impressions	Clicks	Site CTR	Average Position
1.	brevard nc	59.6K	986	1.65%	6.15
2.	things to do in brevard nc	3.4K	407	11.83%	3.44
3.	brevard	27.4K	361	1.32%	5.51
4.	brevard christmas parade 2024	1K	337	32.56%	2.31
5.	explore brevard	333	247	74.17%	1.05
6.	downtown brevard nc	718	185	25.77%	2.98
7.	brevard north carolina	11.3K	166	1.47%	6.22
8.	brevard nc events	343	161	46.94%	1.34
9.	downtown brevard	540	142	26.3%	2.96
10.	brevard restaurants	2.3K	137	5.92%	3
11.	brevard christmas parade	293	136	46.42%	1.32
12.	brevard events	1.4K	130	9.21%	4.49
13.	brevard nc restaurants	1.8K	101	5.71%	3.25
14.	restaurants brevard nc	2.5K	96	3.77%	3.48
15.	brevard christmas	156	94	60.26%	1.42
16.	light up the night, transylvania county courthouse, 7 dec	163	85	52.15%	1.01
17.	halloweenfest 2024!, allen tate/beverly-hanks downtown brevard, 26 oct	298	82	27.52%	1.37
18.	brevard nc christmas	143	82	57.34%	1
19.	light up the night brevard nc	122	79	64.75%	1.14
20.	brevard nc christmas parade 2024	524	78	14.89%	3.05
21.	brevard waterfalls	418	78	18.66%	1.65
22.	cedar mountain nc	2.7K	78	2.92%	3.67
23.	restaurants in brevard nc	1.6K	74	4.64%	3
...	...	...	...	...	...

## Top Native Ad:



## Top Meta Ads:

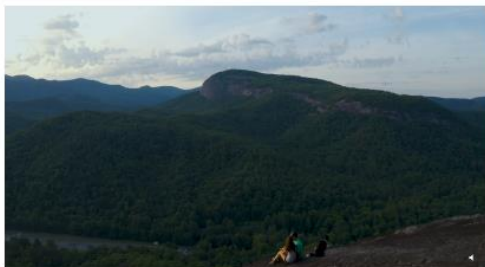


## Top Display Ads:



## Top Pre-roll Ad:

Heart of Adventure



## Top YouTube Ad:

Heart of Adventure



\*Top digital ads based on a combination of CTR and post-click performance on the website.

\*Top video ads based on completion rate.



## IV. Visitor Reports + Insights

## Key Insights

This report utilizes data from mobile devices and credit card receipts to show key data on visitors, including place of origin, spending patterns, movement through the destination, and more. It is produced by Zartico, a leader in using data science to enable strategic planning by destination leaders, via a paid program offered by Visit NC to counties/cities throughout the state.

The data and format have changed this year. With that in mind, in this report and moving forward, we will provide a link to a year-to-date report that provides this information in a comprehensive and clear manner.

[Zartico Report \(through December 2024\)](#)



## FY25 Q2 Trending & Tourism Insights

FY25 occupancy tax proceeds were budgeted to be flat with FY24. Midway through September, they were ahead of those expectations. Hurricane Helene then forced a dramatic shift. Over the next two and a half months, proceeds were down almost 50%, putting year-to-date revenues down more than 20% after the first five months.\*

Following Hurricane Helene, studies show that potential visitors often assume all of Western North Carolina was severely impacted based on news imagery, making them less likely to plan a visit to the region. To address this, our fall and winter marketing efforts have focused on closer drive markets, where we can educate audiences about our readiness and encourage travel. This strategy includes a strong public relations push targeting traditional news media in key markets.

Looking at the remainder of FY25, we are hopeful that visitor levels return to normal with Helene getting further in our rearview mirror. As demand for travel to Western North Carolina increases in spring and early summer, we plan to drive visitation through focused marketing efforts that reflect the unique experience that can only be found in Transylvania County.

\*Note that short-term rental proceeds for a given month fall into two categories: 1) advance deposits for future reservations, 2) final payments for an overnight stay in that month. Both of those were down dramatically in the fall as the reduced revenue from cancellations and limited new reservations for stays in the fall or any time in the future were realized at the time they occurred.

