



2015/2016 MARKETING PLAN



Tourism Development Authority

Maggie Valley | Waynesville | Lake Junaluska | Canton | Clyde



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A LOOK AT LAST YEAR'S NUMBERS



"This place was amazing!
Totally unexpected for a little
town in rural NC."

Visitor From Virginia Beach
TripAdvisor

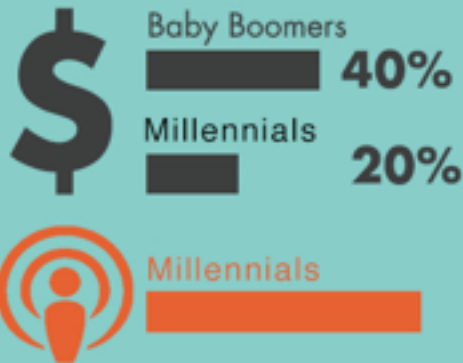
"It is a beautiful drive up to
Waterrock Knob
There are many, many overlooks to
stop and soak up the warmth of
the mountains. The Parkway is well
maintained and the views are
spectacular."

Visitor from Wisconsin
Tripadvisor

US TRAVEL TRENDS

BOOMERS SPEND, MILLENNIALS INFLUENCE

In 2015, Baby Boomers—ages 45 to 65—will account for nearly 40% of consumer spending. They seek vacations that allow for learning and “off the beaten path” adventures. Millennials currently account for 20 percent of consumer spending, but their influence is much greater, as they dictate what’s “hot.” Millennials’ preference for stylish, but affordable, hotels has led to the rise of “value-chic” brands such as Marriott’s Edison, designed by Ian Schrager. (*Deloitte Hospitality 2015 Report; Entrepreneur*)



Digital is the primary source of travel inspiration: 65% of leisure travelers are inspired by online sources, most notably through social/video sites and search, while 42% of travelers are inspired to travel by YouTube content.

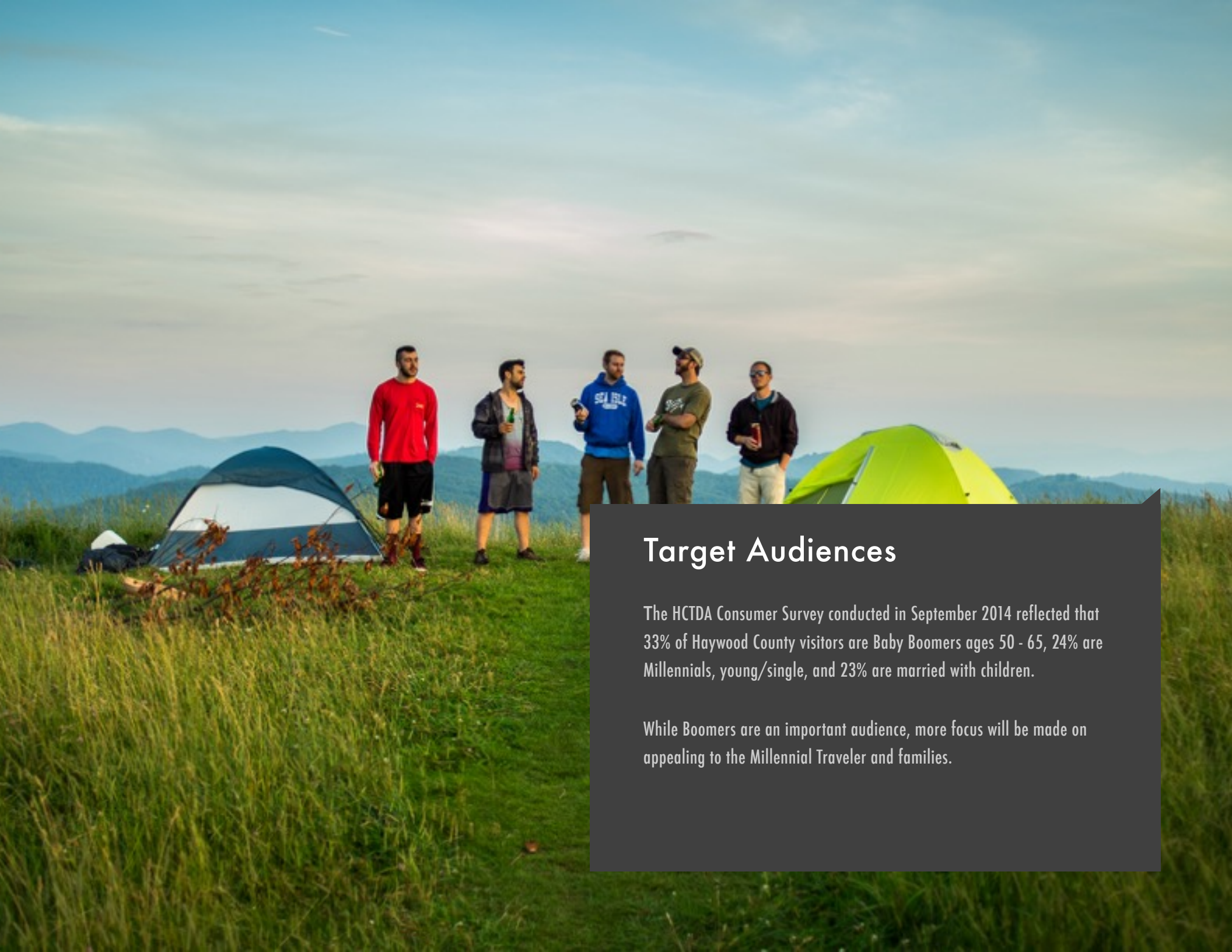
ADVENTURE TRAVEL 2.0

In 2015, savvy travelers will enjoy a fall foliage tour by zip-line, not driving, and make their hike more tech friendly with geocaching, in which the goal is to reach a set of GPS coordinates. Other upcoming adventure travel options: glider plane tours; archery tag, a new twist on paintballing; and diving for lobster instead of simply snorkeling. (*The New York Times*)



MULTIGENERATIONAL MOMENTUM

Virtuoso named multigenerational travel the biggest trend for the fourth year in a row, as Baby Boomers continue to seek meaningful experiences for the whole family. In a recent AAA poll, 36 percent of responders said they plan to take a multigenerational vacation by mid-2015. We are also seeing more grandparents traveling with just their grandkids, leaving the middle generation at home. (*The Wall Street Journal, TravelAge West*)



Target Audiences

The HCTDA Consumer Survey conducted in September 2014 reflected that 33% of Haywood County visitors are Baby Boomers ages 50 - 65, 24% are Millennials, young/single, and 23% are married with children.

While Boomers are an important audience, more focus will be made on appealing to the Millennial Traveler and families.

A photograph of a man and a woman standing on a mountain trail. The man is holding a large, fluffy brown dog. They are both smiling and looking at each other. The background shows misty mountains and green foliage.

STAFF

LYNN COLLINS
EXECUTIVE DIRECTOR

ASHLEY RICE
MARKETING MANAGER

BECKY SEYMOUR
VIDEO PRODUCTION/
SOCIAL MEDIA MANAGER

ANNA SMATHERS
COMMUNICATIONS
MANAGER

RON BOWER
GROUP SALES MANAGER

BOARD OF DIRECTORS

LYNDON LOWE
CHAIRMAN
20 UNITS OR LESS

BETH BROWN
VICE-CHAIRMAN
20 UNITS OR LESS

JAMES CARVER
TOURIST RELATED

SALLY EASON
TOWN OF WAYNESVILLE

MIKE EVELAND
TOWN OF MAGGIE VALLEY

KEN HOWLE
MORE THAN 20 UNITS

DR. LAURA LEATHERWOOD
TOWN OF CLYDE

MICHAEL GRAHAM
TOURIST RELATED BUSINESS

TAMMY WIGHT
20 UNITS OR LESS

CHRIS CORBIN
MORE THAN 20 UNITS

CAROLE EDWARDS
TOWN OF CANTON

BEN GLOVER
MORE THAN 20 UNITS

MICHAEL SORRELLS
EX-OFFICIO

MARK CLASBY
EX-OFFICIO

JULIE DAVIS
EX-OFFICIO