



Commissioners Update

Jackson County TDA
Nick Breedlove

September 2, 2025



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01

**What's
New**



What's New

- Summer travel is booming & we are hoping for a good fall leaf season. In June and July we saw great visitation.
- We have a new data provider this year (Tourism Economics Symphony Platform) which provides very detailed information about who's coming, what they do while here, and where they spend money. We share this data with the Economic Development Department.



What's New

- We hosted the CycleNC bike ride in Sylva Aug. 1-3, almost 300 in attendance
- Sponsor of the Outdoor Economy Conference - 3 years running - Sept. 15-18 in Cherokee.
- New Chamber Leadership in Sylva
- Mountain Heritage Days shifts from one day to five this year. We are a sponsor of this event. Mark calendars Sept. 22-25
- New streamlined Board Application to assist with recruitment
www.JCTDABoard.com





02

Rebranding

Move from 'Play On' to
'More Peak Moments'

Retired 'Play On' Branding



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

Created in 2012



PRIMARY LOGO BADGE



WORDMARK



CORE ELEMENT BADGE



SYMBOL



TOWN LOCKUP



More Peak Moments

Some places stay with you long after you've left. Jackson County, North Carolina is one of them. Here, the moments that matter most—those that make you feel exhilarated, alive and deeply connected to nature and those around you—rise above the ordinary.

Discover the highest peak on the Blue Ridge Parkway. The first fly-fishing trail. Archaeological wonders. Award-winning cuisine. The tallest rock face in the East. The most breathtaking sunsets and charming mountain towns. The highest waterfall and lake. Each unique experience invites you to explore deeper, stay longer and create memories that linger.





03

New
Website

Relaunching an 8-year old Website

www.DiscoverJacksonNC.com

-A visitor or resident's one stop website for everything there is to do here- hiking, waterfalls, restaurants, and more.

-Started work on the website in August 2024, completed in June 2025.

-In 2015, we had around 3,000 monthly visitors to our website. Now in 2025, we average about 65,000 a month.



[Groups & Meetings](#)[Weddings](#)[Blog](#)[69°](#)[BOOK NOW](#)[THINGS TO DO](#)[OUTDOORS](#)[EVENTS](#)[FOOD & DRINK](#)[PLACES TO STAY](#)[PLAN YOUR TRIP](#)

BOOK YOUR STAY IN

Jackson County

Check In



08/21/2025

Check Out



08/22/2025

CHECK RATES



Welcome to Jackson County

Jackson County

[VIEW ALL TOWNS >](#)



CASHIERS/GLENVILLE

Nestled in the southern Blue Ridge Mountains, Cashiers and Glenville offer scenic beauty and outdoor adventure. Explore waterfalls, hike Whiteside Mountain, or relax by pristine Lake Glenville—the highest lake east of the Mississippi. From world-class golf to summer concerts and fishing, these charming mountain towns are perfect for your next escape.

[START EXPLORING](#)





04

Marketing & Communications



Key Business Objectives

Drive Overnight Visitation

To increase overnight visitation to Jackson County, maximizing lodging tax revenue and significantly boosting the local economic impact.

Enhance Brand Awareness

To enhance visitor engagement and awareness of the “More Peak Moments” brand by deepening emotional resonance with visitors and growing brand visibility in high-value markets.

Increase off Peak Visitation

To increase off-peak and mid-week visitation to Jackson County, focusing on filling the traditionally slower periods, through the implementation of targeted and incentive-driven messaging campaigns.

Support Community and Economic Development

To drive community and economic prosperity in Jackson County by leveraging tourism to benefit local residents, small businesses, strengthen partnerships, and create shared value.

Programs

- **Social Media**
- **Search Engine Marketing**
- **Display & Print Ads**
- **Email Newsletters**
- **Public Relations**
- **Video Production**

Highlights

- 550,000 Active Followers Across all social media platforms.
- 10.2M impressions on Google last year
- Focusing on digital ad placements this year over print, but still covering all bases in cost-effective Print publications
- 80,000 Active E-news subscribers receive our Monthly Newsletter
- Every year we produce about 72 videos on local business, restaurants, and attractions.



All paths lead to peak moments.

In the heart of the Blue Ridge Mountains, there's room to breathe. Lose yourself in the landscape and uncover the peace of a place where time is always well spent.

**YOUR PEAK MOMENT IS WAITING AT
[DISCOVERJACKSONNC.COM](https://discoverjacksonnc.com)**



CASHIERS ✦ CHEROKEE ✦ DILLSBORO ✦ SYLVA



YOUR PEAK
MOMENT
IS WAITING.

Jackson County

MORE PEAK MOMENTS  NC

[DISCOVERJACKSONNC.COM](https://discoverjacksonnc.com)

CASHIERS



CHEROKEE



DILLSBORO



SYLVA



LET THE MOUNTAINS
MOVE YOU.

Jackson County
MORE PEAK MOMENTS  NC

Reading 2



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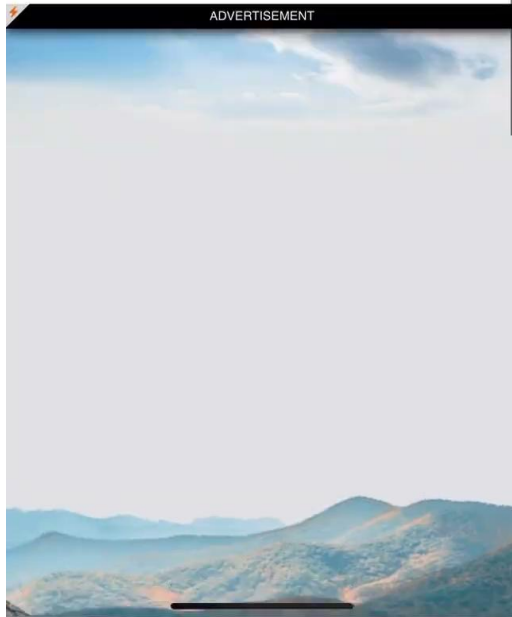


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ADVERTISEMENT



Public Relations Highlights

- Travel + Leisure: [This North Carolina Mountain Town Is the Perfect Place to Cool Down in the Summer—and It Has One of the South's Best Resorts](#)
- Southern Living: [The 15 Best Destinations To See Brilliant Fall Foliage In The South](#)
- Architectural Digest: [The 55 Best Small Towns in America](#)
- USA Today: [Hotter summers have travelers ditching popular destinations for a 'coolcation'](#)
- FamilyVacationist: [Considering a Multigenerational Vacation? These 5 Epic Trips Will Satisfy Everyone from Grandparents to Grandkids](#)



Videos (Placeholder)



05 Trends

2024 Visitor Spending Statistics

- **\$463.4M** in annual visitor spending (lodging, dining, shopping, recreation). We are the number two tourism economy in the western counties, behind Buncombe County, which ranks first.
- **\$30.47M** in combined state & local tax revenues generated by visitors.
- **\$682** per year in local tax savings per resident thanks to visitor spending.
- **2,464** jobs supported, with **\$118.43M** in paychecks. Tourism is the number one employer by jobs in Jackson County.

Source: VisitNC

Domestic Visitors: Jackson County



Study Geography
Jackson County Excluding Native Land

Start Date
July 01, 2025

End Date
July 31, 2025

Trip Type
All

Weekend/Weekday Trips
All

Show Top MSA/POI
15

Sample Size: 18,198



2.5 days
Avg Length of Stay



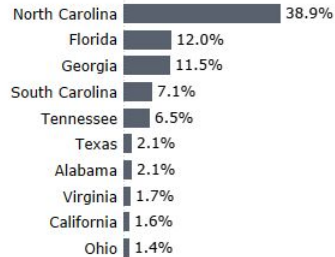
77.4%
Overnight



63.8%
Repeat

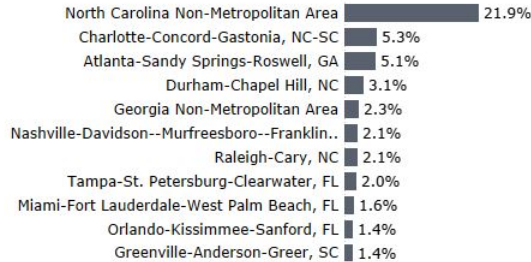
Top Visits Origin States

% share of total



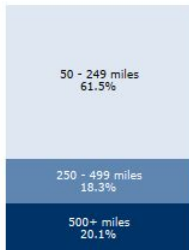
Top Visits Origin MSAs

% share of total



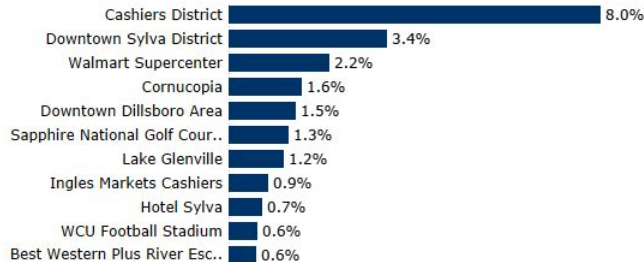
Distance Share

% share of total

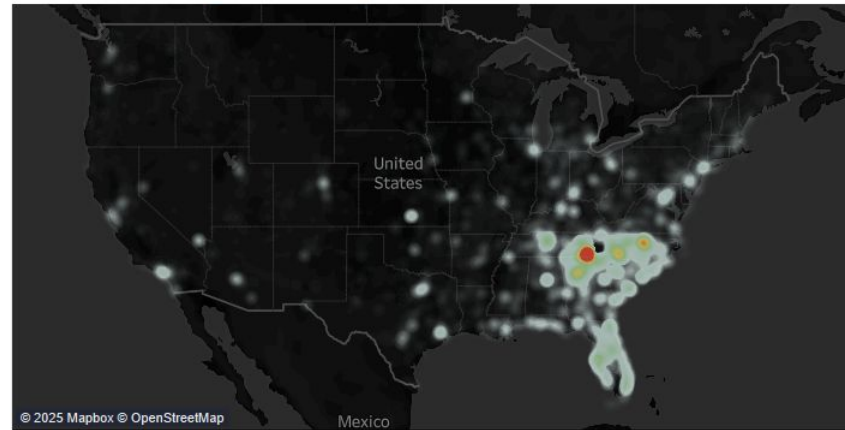


Top POIs Visited

% share of trips



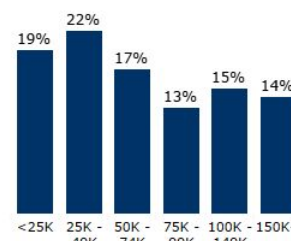
US Mainland Origin Heat Map



Demographic Estimates

Household Income

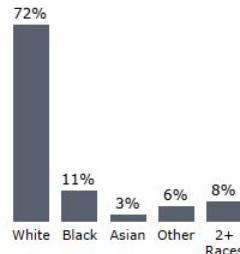
Median: \$69.8K



Age Groups



Race



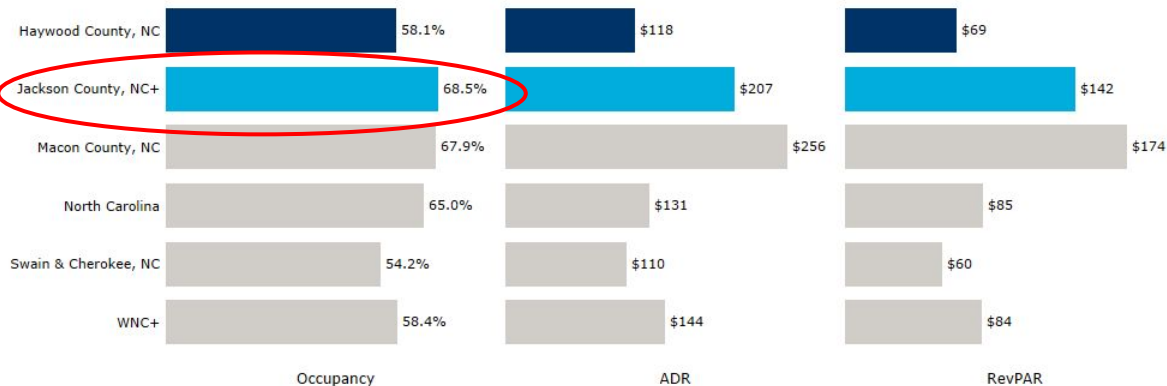
Competitive Markets Hotel Performance

Jackson County, NC+ vs. Comp. Markets



Month: July 2025 | Report Type: Month | Compare to: Previous Year | Supply Total: All | Markets: All | Measures Summary

July 2025, Comp. Markets Hotel KPIs



July 2025, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Haywood County, NC	58.1%	▲ 2.5%	\$118	▲ 3.2%	\$69	▲ 5.8%	56.2K	▲ 0.2%	32.7K	▲ 2.8%	\$3.9M	▲ 6.1%
Jackson County, NC+	68.5%	▲ 6.5%	\$207	▲ 22.2%	\$142	▲ 30.2%	21.0K	▲ 0.0%	14.4K	▲ 6.5%	\$3.0M	▲ 30.2%
Macon County, NC	67.9%	▼ -2.4%	\$256	▲ 2.5%	\$174	▲ 0.1%	22.2K	▲ 9.3%	15.1K	▲ 6.7%	\$3.9M	▲ 9.4%
North Carolina	65.0%	▼ -1.4%	\$131	▼ -0.1%	\$85	▼ -1.5%	5.3M	▲ 0.9%	3.5M	▼ -0.5%	\$454.6M	▼ -0.6%
Swain & Cherokee, NC	54.2%	▼ -3.2%	\$110	▲ 1.8%	\$60	▼ -1.5%	45.1K	▲ 0.0%	24.4K	▼ -3.2%	\$2.7M	▼ -1.5%
WNC+	58.4%	▼ -0.2%	\$144	▲ 3.7%	\$84	▲ 3.4%	123.5K	▲ 1.7%	72.2K	▲ 1.4%	\$10.4M	▲ 5.2%

History for markets varies. Click on a market to check its history in the line charts

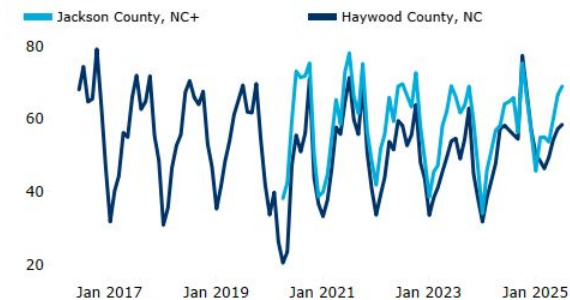
Source: STR

Measure
Occupancy

Primary Location
Jackson County, NC+

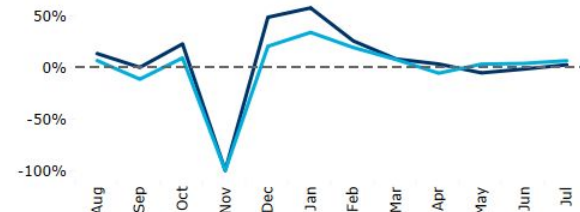
Comp. Location
Haywood County, NC

Occupancy Comparison



Occupancy vs. Same Month in Previous Year

Last 12 Months



Discover Jackson NC Spending Summary

Period: July 2025



Date
July 2025

Report Type
Month

When Custom Range - From
July 2025

When Custom Range - To
July 2025



\$5.6M
Card Spend

-1.3%
vs. Previous Year



36.1K
Cardholders

-2.6%
vs. Previous Year



\$154
Avg. Spend per
Cardholder

+1.3%
vs. Previous Year



96.7K
Transactions

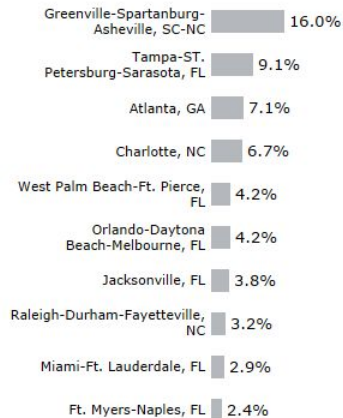
-2.4%
vs. Previous Year



\$58
Avg. Spend per
Transaction

+1.2%
vs. Previous Year

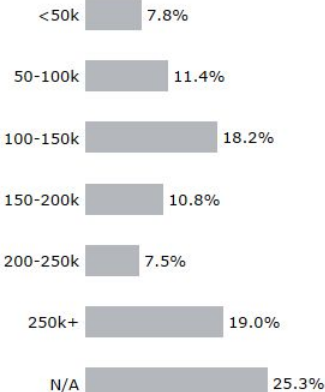
Top Origin DMAs



Spend Share by Age**

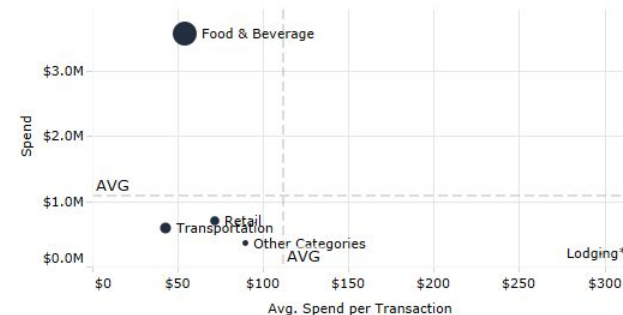


Spend Share by Income**



Spending vs. Avg. Spend per Transaction

Size of bubble denotes number of transactions



Spending Categories

Average spend per transaction



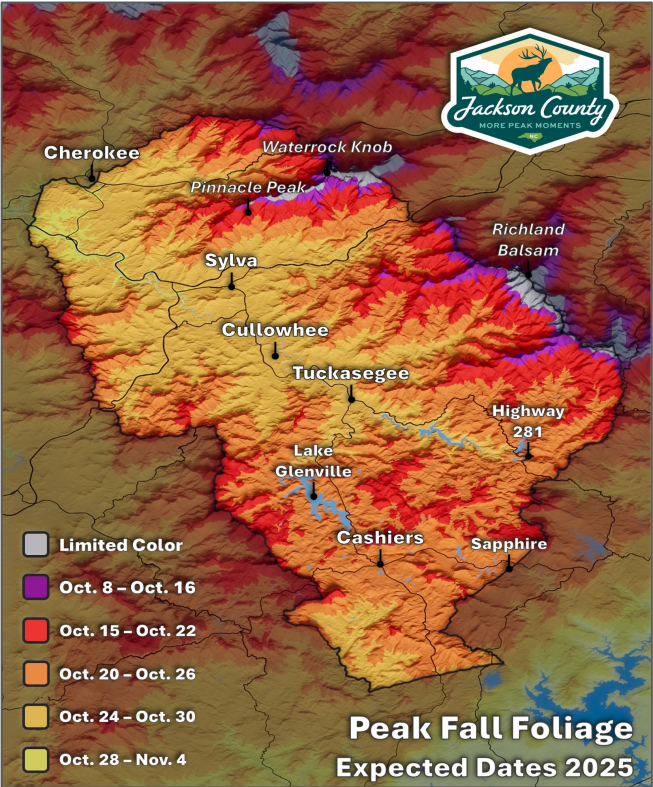
Avg. Spend per Transaction



Year	January	February	March
2015	28.8%	32.3%	39.8%
2016	28.9%	41.0%	48.5%
2017	30.2%	42.4%	47.5%
2018	35.3%	41.3%	46.7%
2019	40.6%	53.7%	60.1%
2020	41.4%	45.0%	32.5%
2021	36.5%	42.1%	53.1%
2022	40.7%	52.3%	59.5%
2023	44.1%	50.9%	58.1%
2024	40.9%	49.9%	59.0%
2025	54.2%	57.7%	59.3%



06 Projects





07

Capital Projects

Bridge Park, Sylva

\$376,767



Tuck River Greenway

\$750,000



Fairgrounds, Whittier

\$500,000



Dillsboro Link \$250,000





08 Q&A



Glossary

Tourism Terms

- **Occupancy Tax:** A local tax added to hotel, motel, or vacation rental stays, paid by guests. It helps fund tourism promotion and community projects.
- **DMA (Designated Market Area):** A geographic area defined by Nielsen that represents a specific media market, used in targeting advertising.
- **Capital Project:** A long-term investment in physical infrastructure — like parks, greenways, or event spaces — that enhances tourism and community assets. In Jackson County, our state legislation says that $\frac{1}{3}$ of our budget may be used for Capital Projects. We created the TCPF application to solicit projects.
- **STR (Short-Term Rental):** Lodging rented for fewer than 30 days, such as Airbnb or Vrbo properties.
- **ADR (Average Daily Rate):** The average income earned per occupied room per day in lodging establishments. It reflects pricing strength.
- **RevPAR (Revenue per Available Room):** A performance metric combining occupancy and ADR to show how much revenue a room generates whether it's booked or not.
- **POI (Point of Interest):** A notable location or attraction (like waterfalls, museum, or parks) that draws visitors and supports the tourism experience.