

WESTERN NC TOURISM RECOVERY CAMPAIGN UPDATE

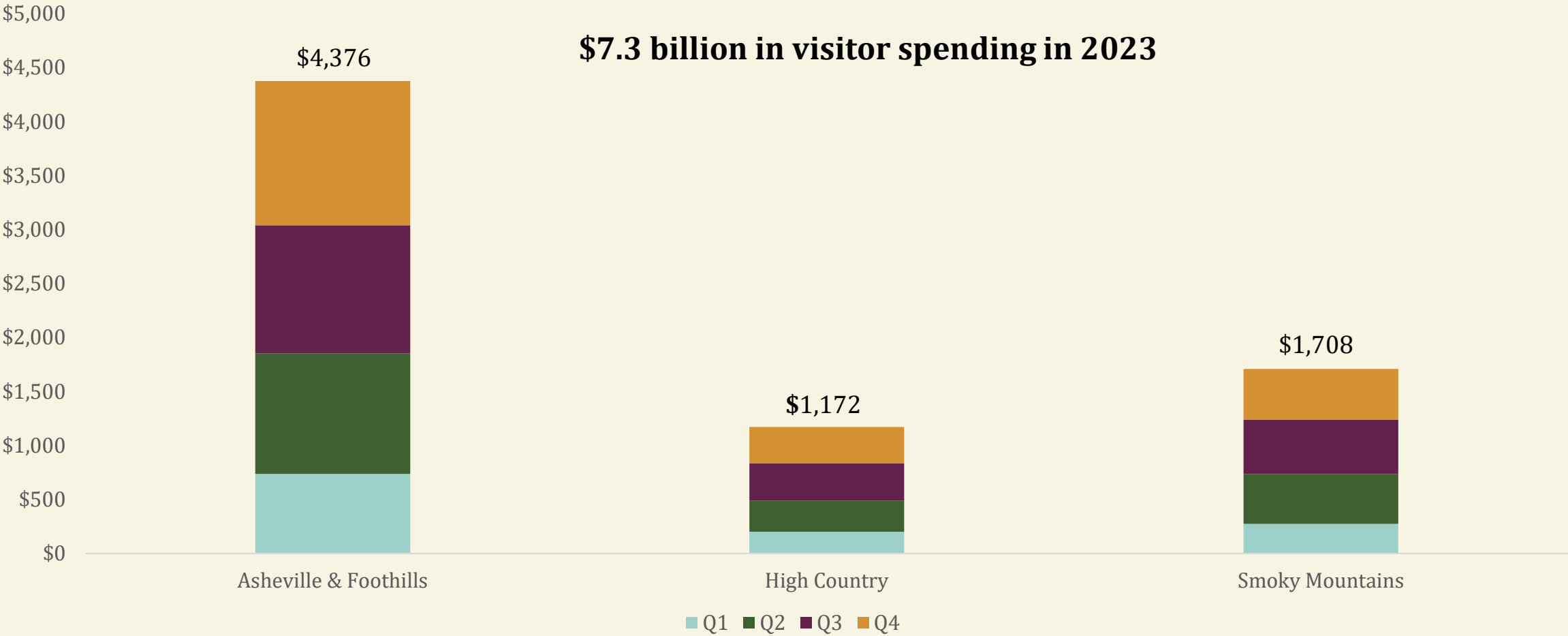
May 12, 2025

STATEWIDE RESEARCH OVERVIEW



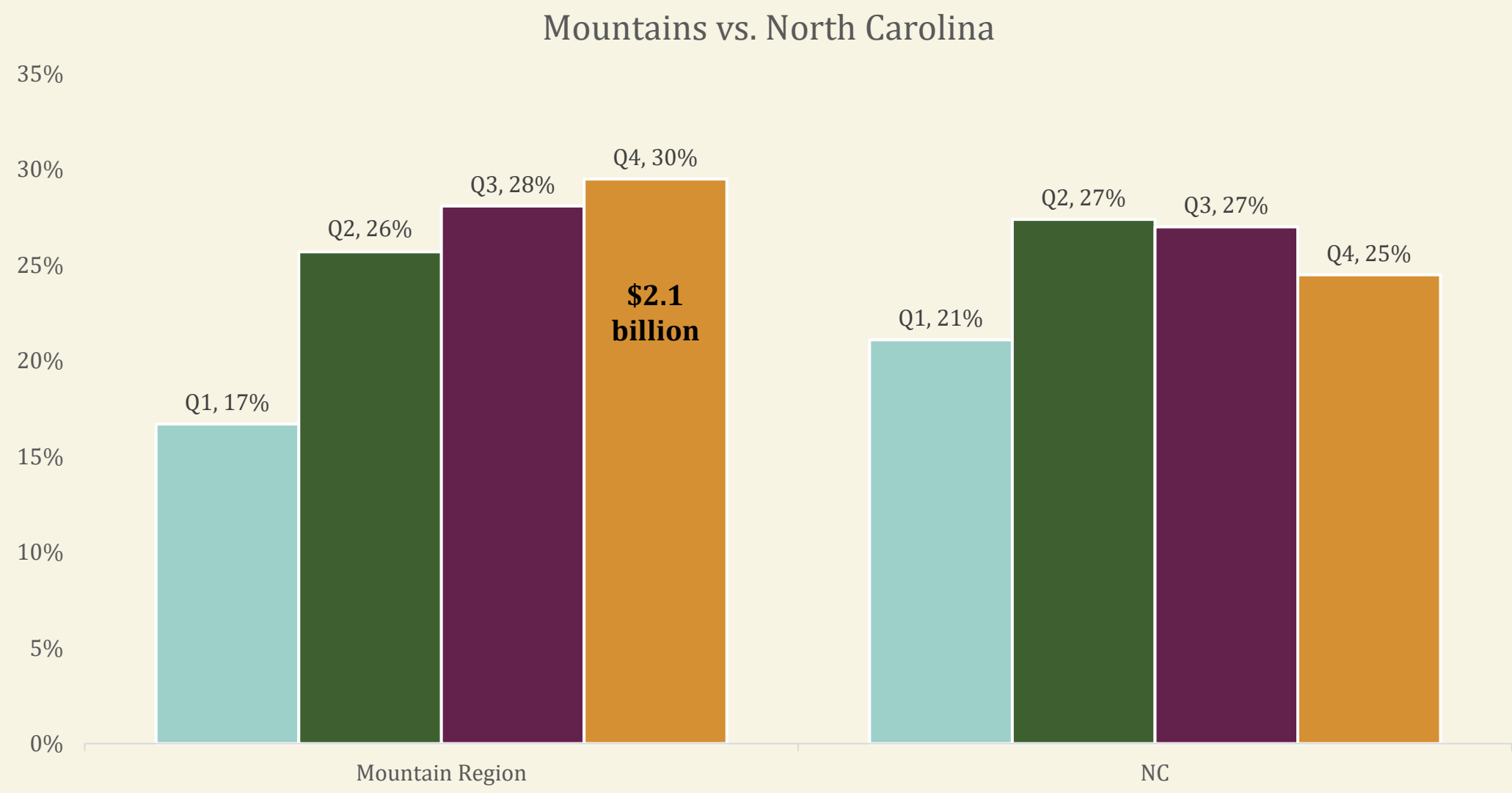


VISITOR SPENDING IN WESTERN NORTH CAROLINA





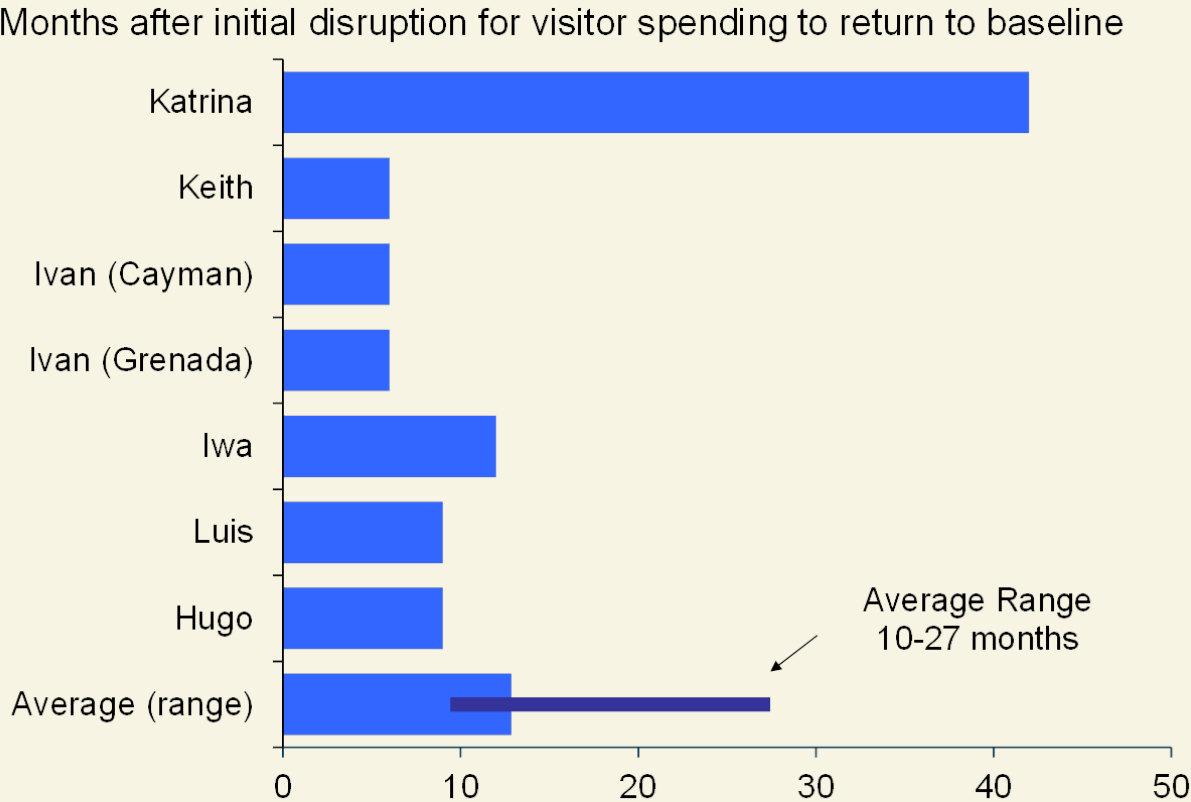
QUARTERLY SHARE OF VISITOR SPENDING





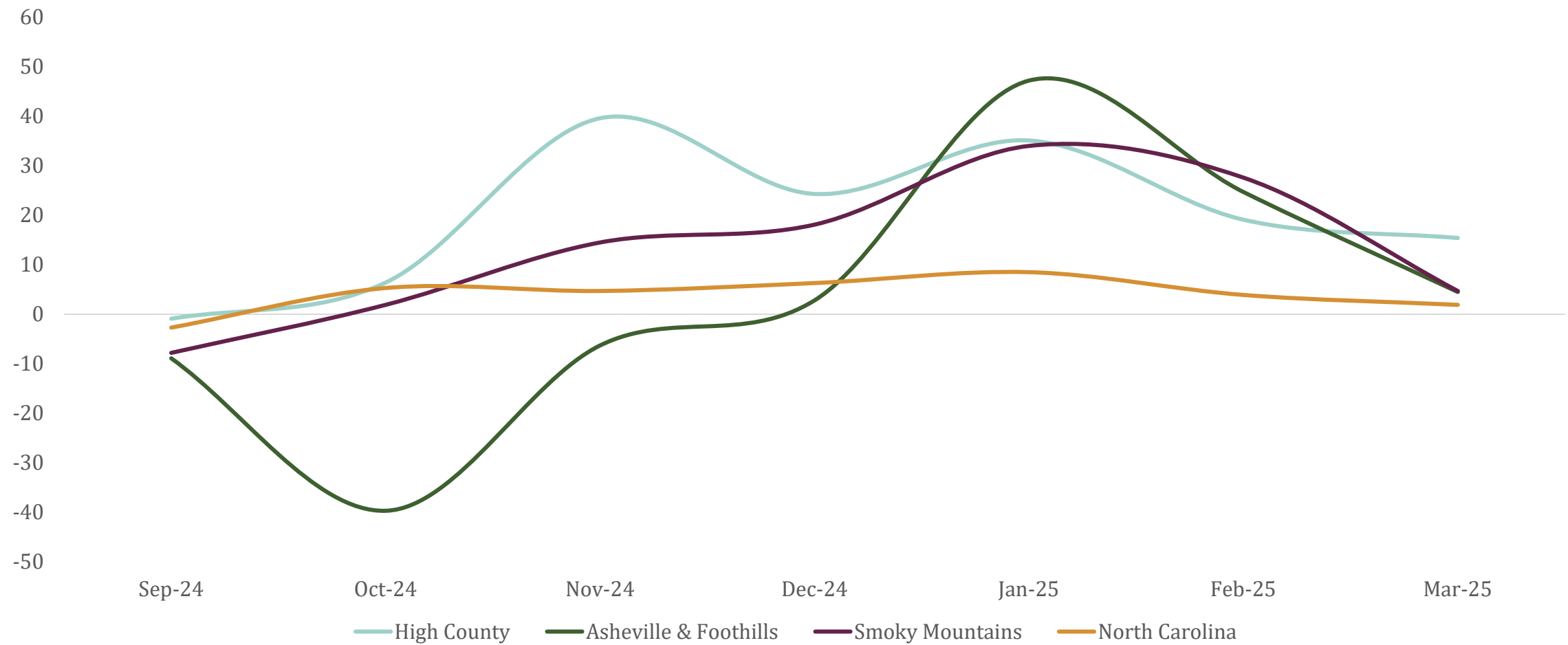
DURATION OF HURRICANE TOURISM IMPACTS

Duration of Hurricanes Tourism Impacts



Source: Tourism Economics

WESTERN NC DEMAND DATA



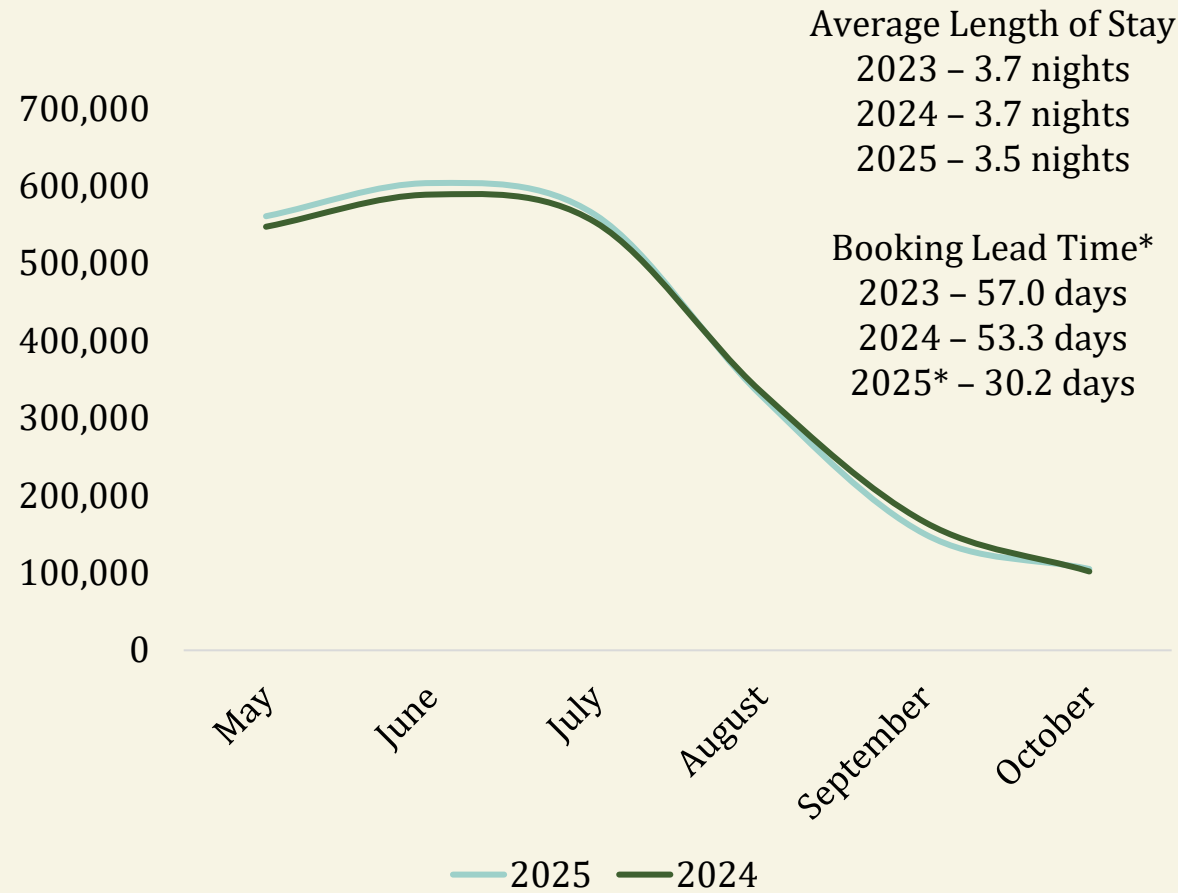
Source: STR, 2025



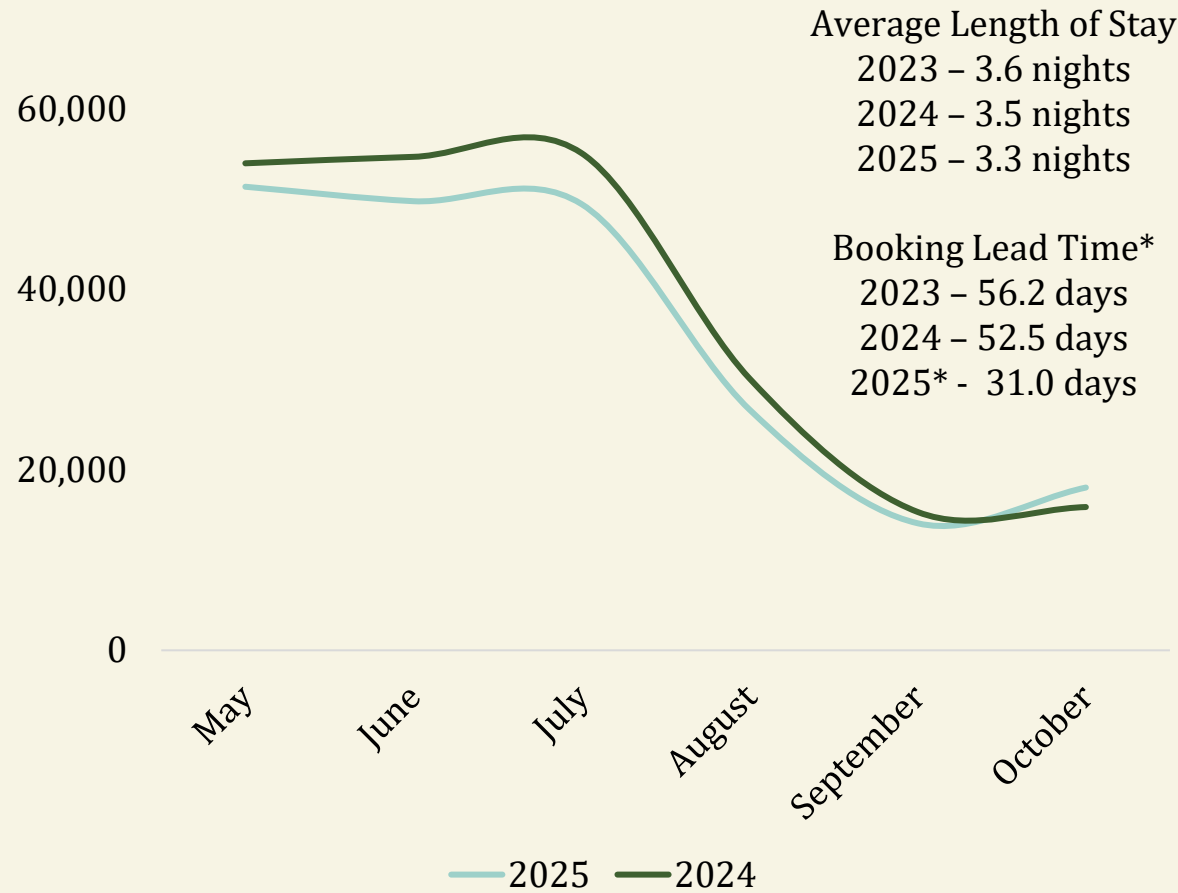


VACATION RENTAL OUTLOOK

North Carolina - Guest Nights Booked as of May of 2024 & 2025



Smoky Mountains- Guest Nights Booked as of May of 2024 & 2025



Source: AirDNA, 2025
*Only representative of bookings January-April of 2025.





RECOVERY MARKETING & RESEARCH

INITIAL RECOVERY RESEARCH

Visitor Perception Data



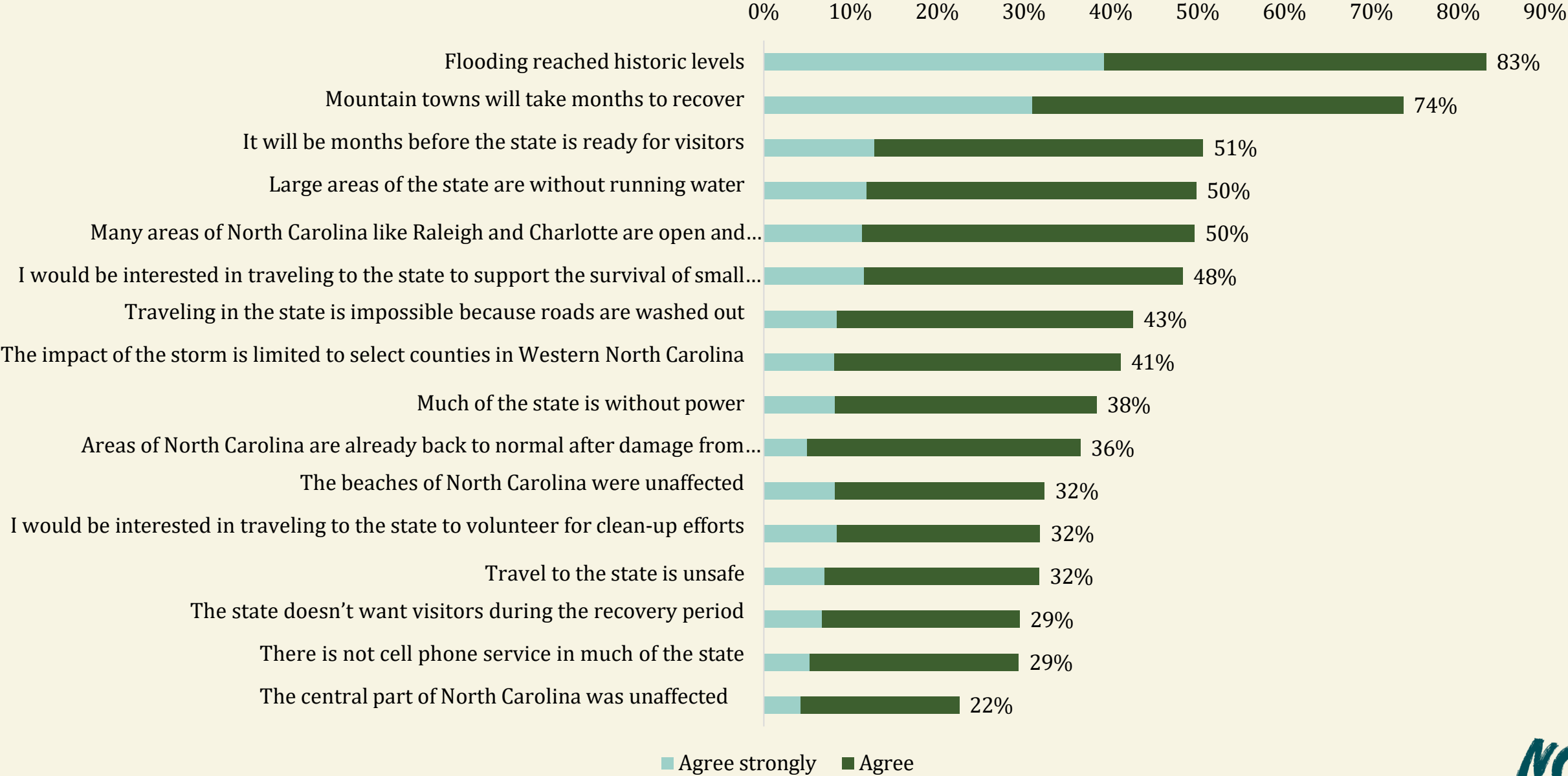
CHANGE IN LIKELIHOOD TO VISIT

Likelihood to Visit North Carolina (Extremely Likely & Somewhat Likely)

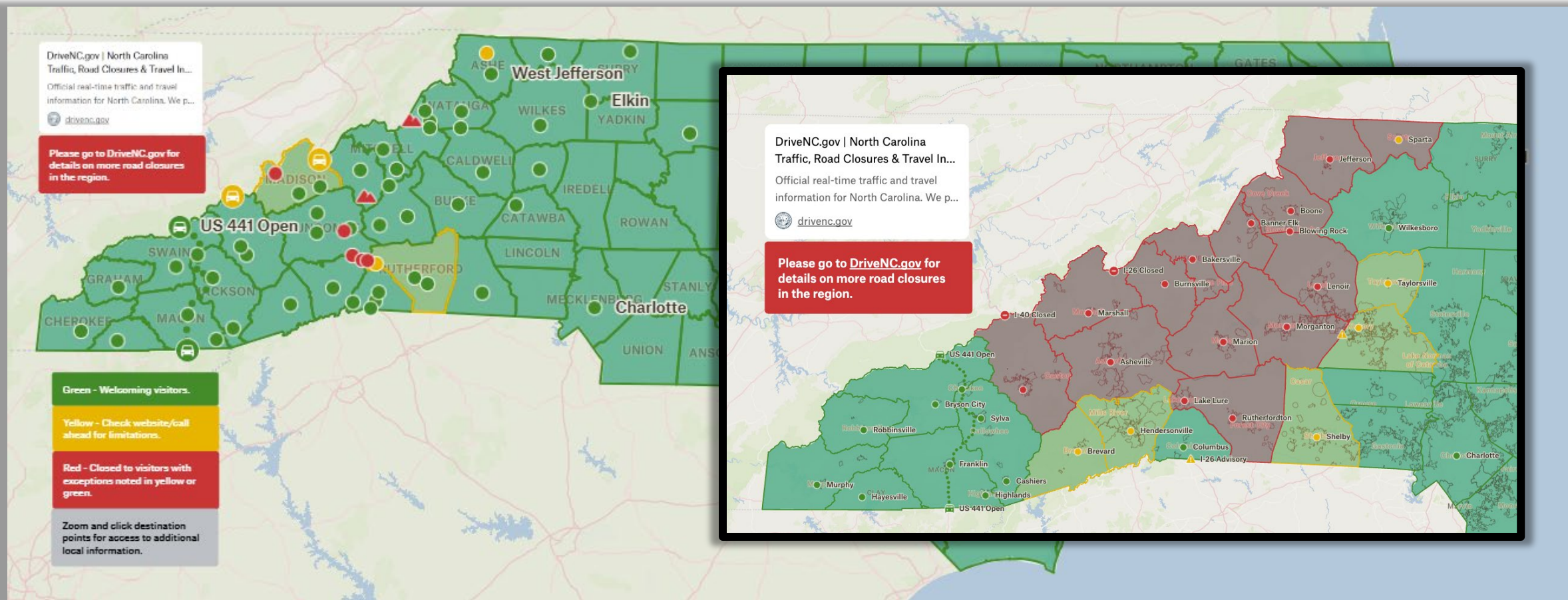




Knowledge of Hurricane Impacts



MOUNTAIN STATUS MAP



PUBLIC RELATIONS



PUBLIC RELATIONS

GARDEN of GUNS






ARTS & CULTURE


Get a Jump on Holiday Shopping and Bolster North Carolina Artists Who Need Help

From Black Mountain to Asheville to Boone to Chimney Rock, creatives in Western North Carolina need support during what would have been their busiest season

By AMY BRECOUNT WHITE

October 16, 2024





Previously, visitors gathered at Marshall High Studios for the annual holiday market. Due to flood damage from Helene, the studio is in the process of restoration, but the Marshall Handmade Market will continue this year at Odonata Farm in Mars Hill, North Carolina.

PHOTO: MELINA FERRIS COOGAN

Southern Living






FOOD HOME GARDEN TRAVEL HOLIDAYS CULTURE STYLE NEWS SHOPPING ABOUT US

Q SUBSCRIBE

These North Carolina Towns Are Open And Need Your Business

"We appreciate your support to our local economy this fall, as we rely on this season heavily."

By [Lisa Cericola](#) | Updated on October 18, 2024



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In This Article

Highlands

Franklin

Cashiers

Bryson City

Robbinsville

Brevard

Shelby

Murphy

Hayesville

Hendersonville




PHOTO: VISIT SMOKIES

North Carolina is a beloved travel destination all year round, especially in the fall and early summer, when its natural beauty really shines. While much of the western part of the state is still recovering from widespread devastation caused by [Hurricane Helene](#), some areas are open for business and in need of visitors.

Visit North Carolina has released a [helpful interactive map](#) that shows the most up-to-date [road closures](#), areas that you should avoid, and where it is safe to travel. (Check out [DriveNC.com](#) for more detailed information on road closures.) Based on that information, we've rounded up our recommendations on where to go, what to do, and where to stay.


If you do decide to travel, be sure to double check any reservations or plans before leaving, as this information is changing frequently.

RELATED: [The 15 Most Beautiful Places In North Carolina, According To Locals](#)


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PUBLIC RELATIONS

GARDEN GUN

TRAVEL


These Western North Carolina Communities Are Open and Need Your Patronage This Fall

“Above all, your presence shows that the outside world cares”

By ELIZABETH HUTCHISON HICKLIN

October 23, 2024

[f](#) [x](#) [p](#) [e](#) [v](#)



Downtown Waynesville, North Carolina.

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NEWS

Following Hurricane Helene, these western North Carolina towns are open and eager for tourists

Jason Frye

Oct. 24, 2024 • 8 min read



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NATIONAL GEOGRAPHIC

TRAVEL

In the aftermath of Helene, Asheville tells tourists: 'We're open for business'

Hurricane Helene ravaged parts of the popular tourist destination during its peak season. But hospitality businesses are steadily opening again with a focus on the Christmas season.

By Sara Murphy

October 25, 2024

[f](#) [x](#) [e](#) [v](#)



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

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



FALL COLOR MINI-CAMPAIGN

Southern Mountain Communities



RECOVERY MINI-CAMPAIGN | SOUTHERN MOUNTAINS FALL COLOR

Initial post storm mini-campaign promoting
Fall through October 31

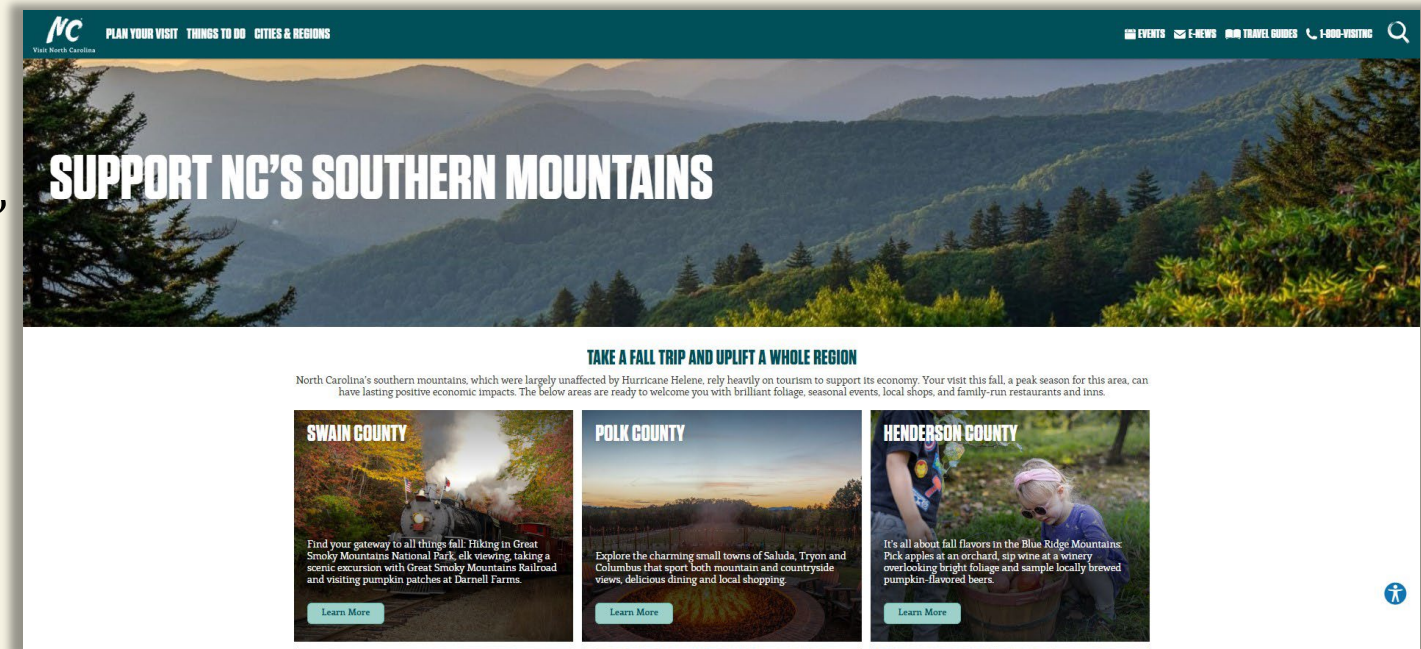
12 largely less affected destinations

“Take a Fall Trip and Uplift a Whole Region”

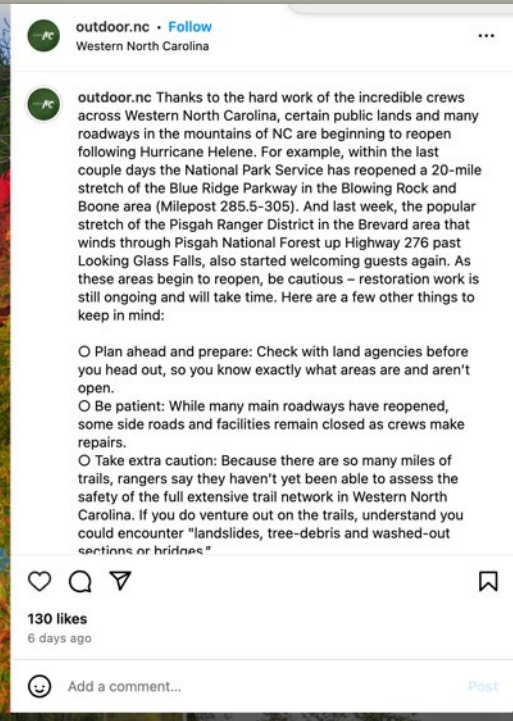
Instagram, Pinterest and organic social

Select target markets in NC, SC, GA,
TN and AL

Customized VisitNC.com landing page
featuring all 12 partner destinations



RECOVERY MINI CAMPAIGN | OWNED AND ORGANIC CHANNELS



RECOVERY MARKETING UPDATE | SOUTHERN MOUNTAINS

Initial post storm mini-campaign promoting
Fall through October 31

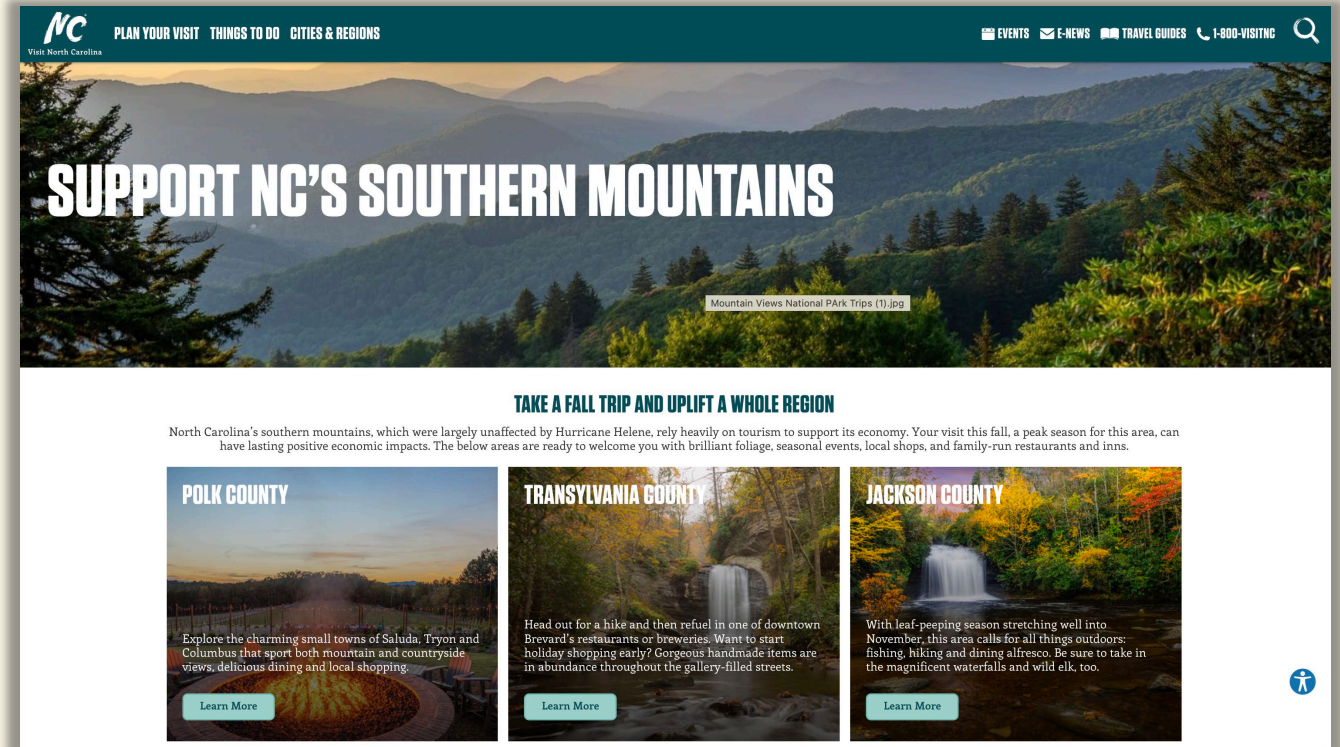
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“Take a Fall Trip and Uplift a Whole Region”

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Select target markets in NC, SC, GA, TN and AL

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featuring all 12 partner destinations



RECOVERY MARKETING UPDATE | SOUTHERN MOUNTAINS



DEDICATED MOUNTAIN RECOVERY CAMPAIGN

\$9 Million, Full Year

RECOVERY CAMPAIGN | PAID MEDIA

Mountain-focused recovery paid media

- Four seasons Nov '24 – Oct '25
- Top markets of origin for region
 - Proximity to state
 - NC, SC, GA, FL, TN and AL
- Plus International


Piedmont and Coast messaging benefiting from modest Core budget increase



MOUNTAIN RECOVERY HOLIDAYS 2024



RECOVERY MARKETING | MTNS HOLIDAY CAMPAIGN



**NEVER MIND SANTA,
WHEN ARE YOU
COMING TO TOWN?**

Our best way to get back
is for you to come back.

NC
Visit North Carolina



**YOU'RE
ON OUR
WISH LIST**

Our best way to get back
is for you to come back.

NC
Visit North Carolina



**WHY WALK WHEN YOU
CAN RIDE IN A WINTER
WONDERLAND?**

Our best way to get back
is for you to come back.

NC
Visit North Carolina



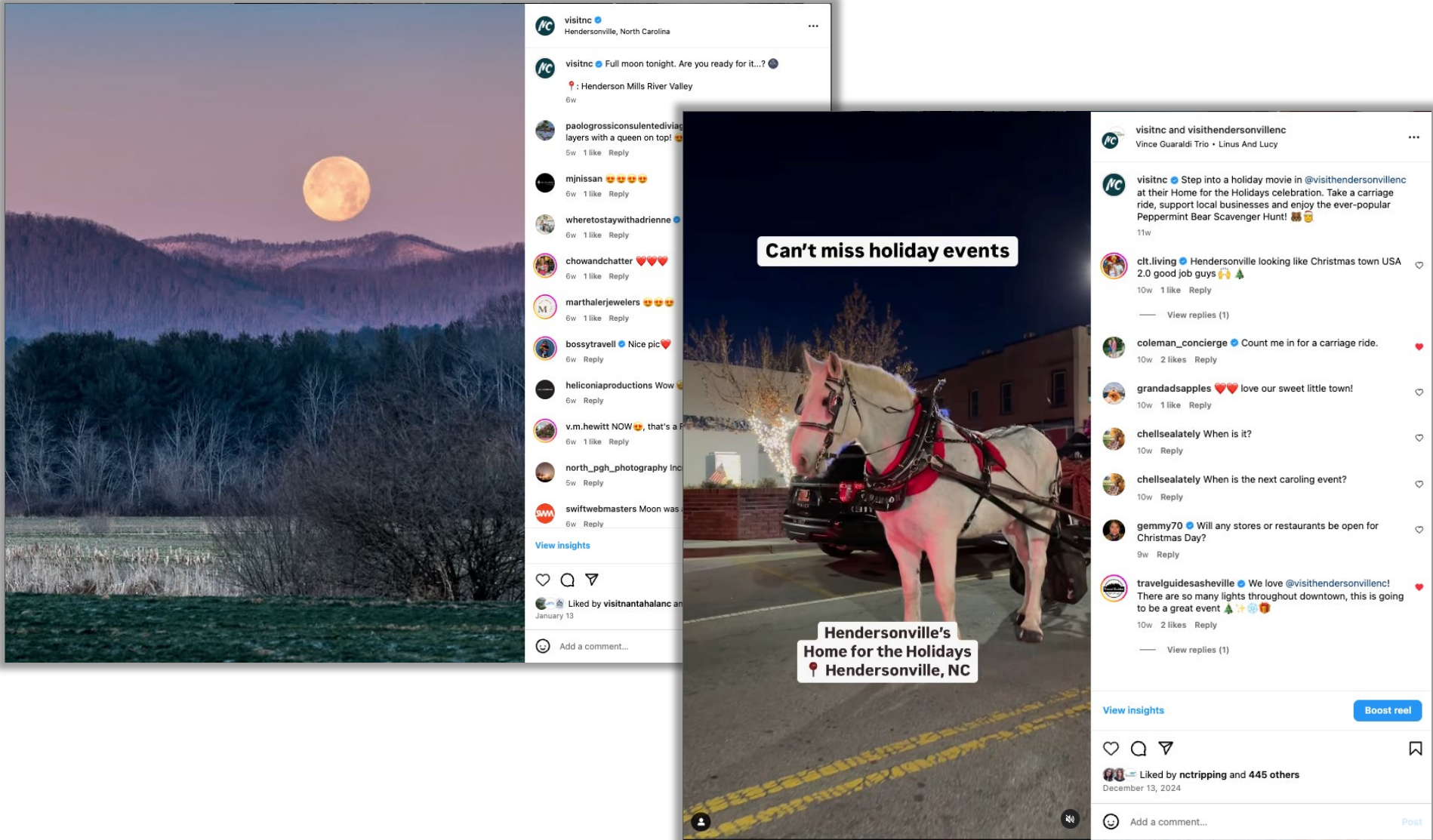
**INSTEAD OF WATCHING
A HOLIDAY MOVIE, FEEL
LIKE YOU'RE IN ONE.**

Our best way to get back
is for you to come back.

NC
Visit North Carolina



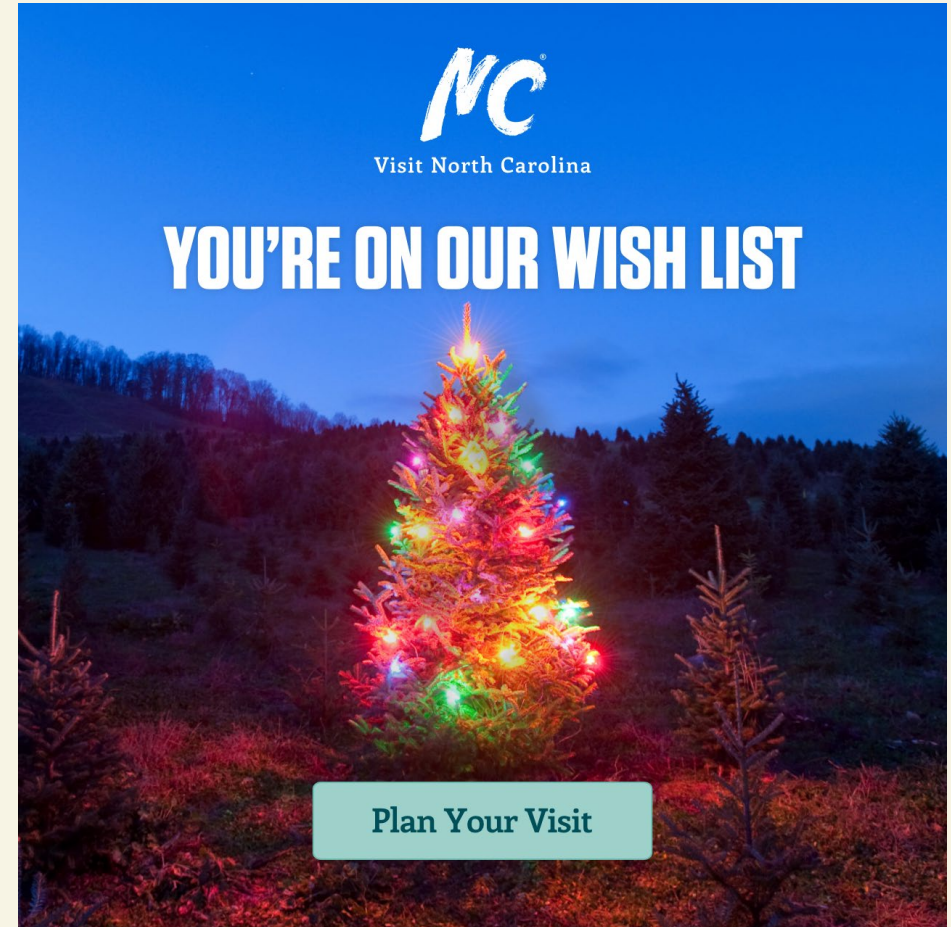
RECOVERY CAMPAIGN | WINTER SOCIAL MEDIA



RECOVERY CAMPAIGN | HOLIDAY STREAMING AUDIO

:30

They say “tis the season for giving.” So how about you give you and yours a new tradition, like a trip to the mountains of North Carolina? We’re open and have all the holiday trimmings. Fresh cut trees. Check. Twinkling Lights. Check. You? Well, you’re on our wish list, because the best way for us to get back is for you to come back. Sounds like a great gift for us all and a chance to say, “Bless our hearts, everyone.”



MOUNTAIN RECOVERY WINTER 2025



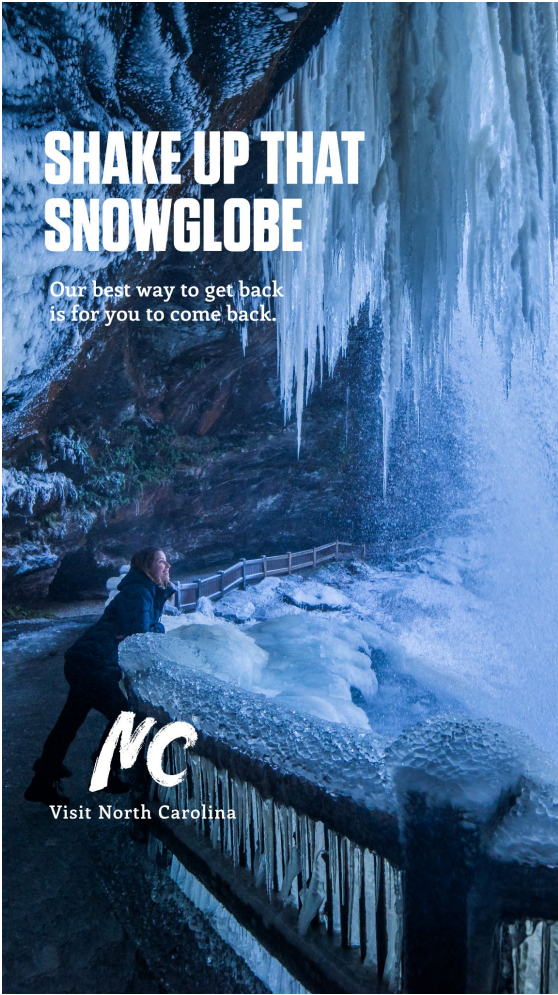
RECOVERY MARKETING | MTNS WINTER ADS



NC
Visit North Carolina

**NO WINTER BLUES
HERE, JUST PINKS
AND PURPLES.**

Our best way to get back
is for you to come back.



**SHAKE UP THAT
SNOWGLOBE**

Our best way to get back
is for you to come back.

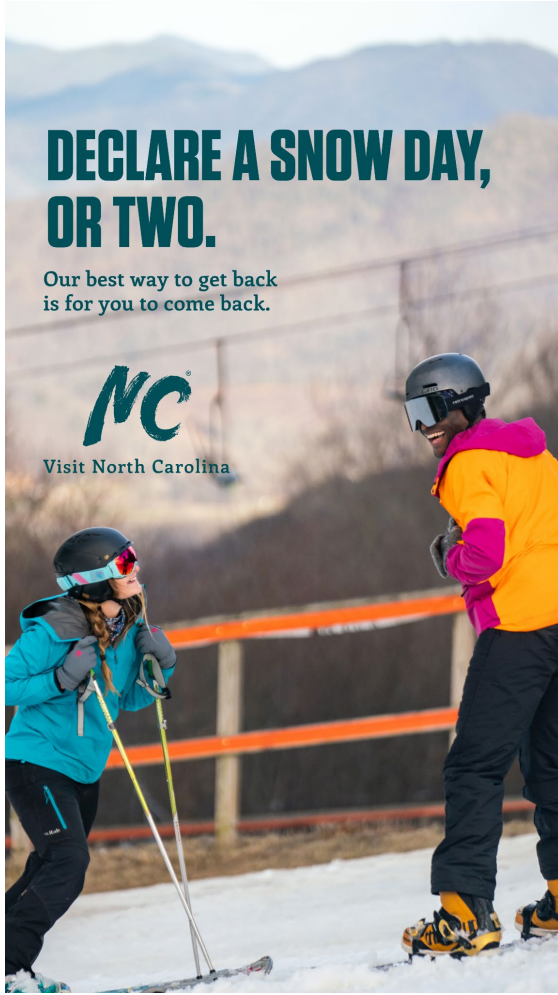
NC
Visit North Carolina



**ENJOY WHAT
WE CALL A
WINTER CHILL**

Our best way to get back
is for you to come back.

NC
Visit North Carolina



**DECLARE A SNOW DAY,
OR TWO.**

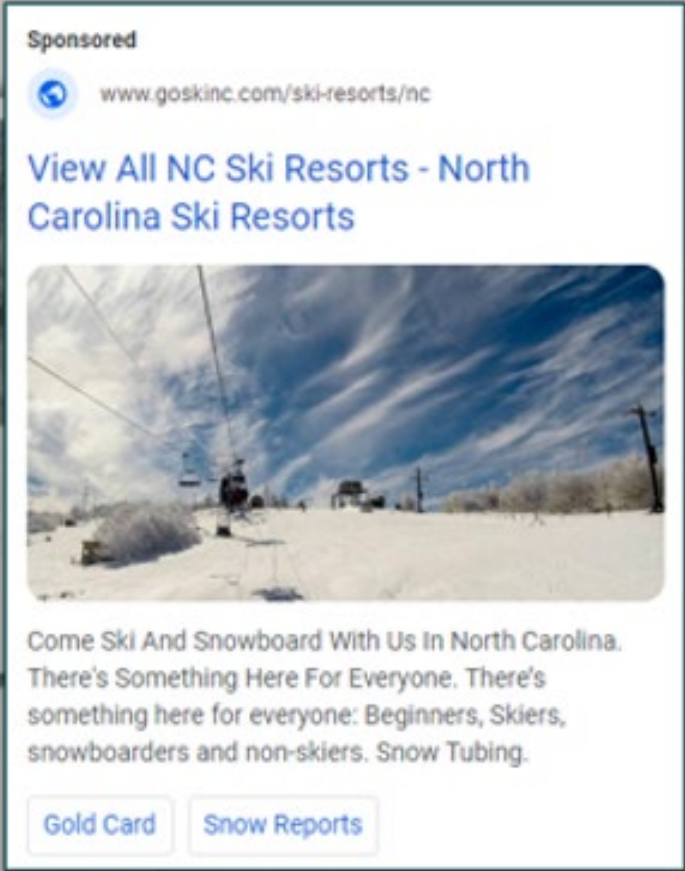
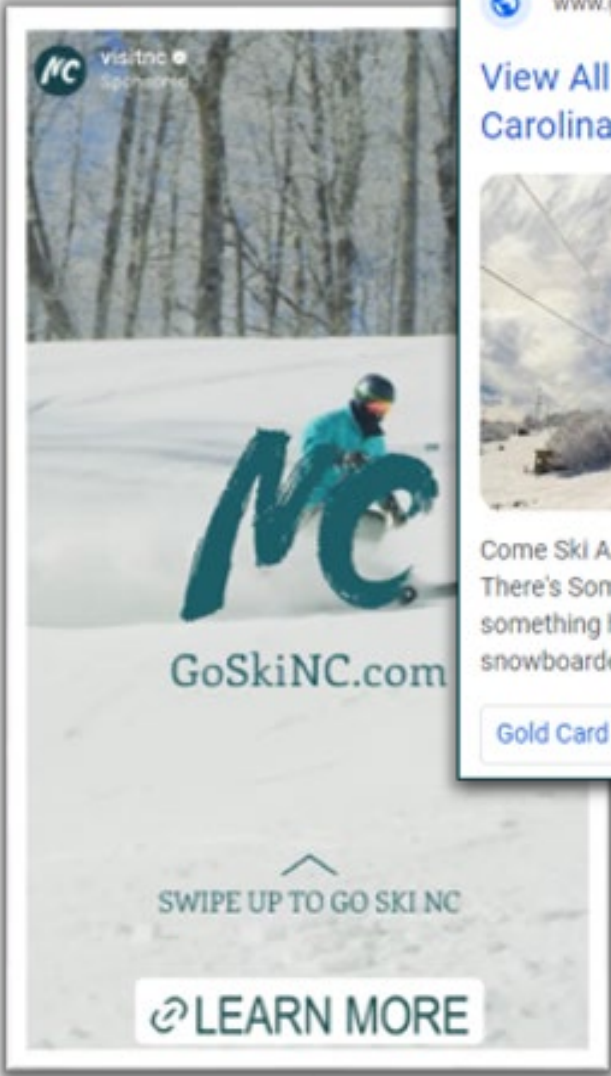
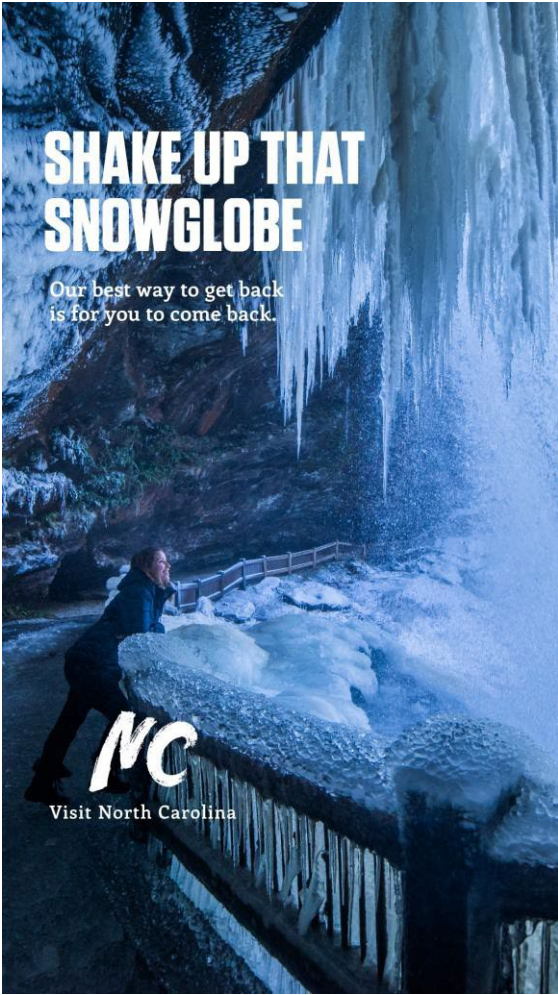
Our best way to get back
is for you to come back.

NC
Visit North Carolina





RECOVERY MARKETING | MTNS WINTER ADS





CAMPAIGN PERFORMANCE

Is it Working?

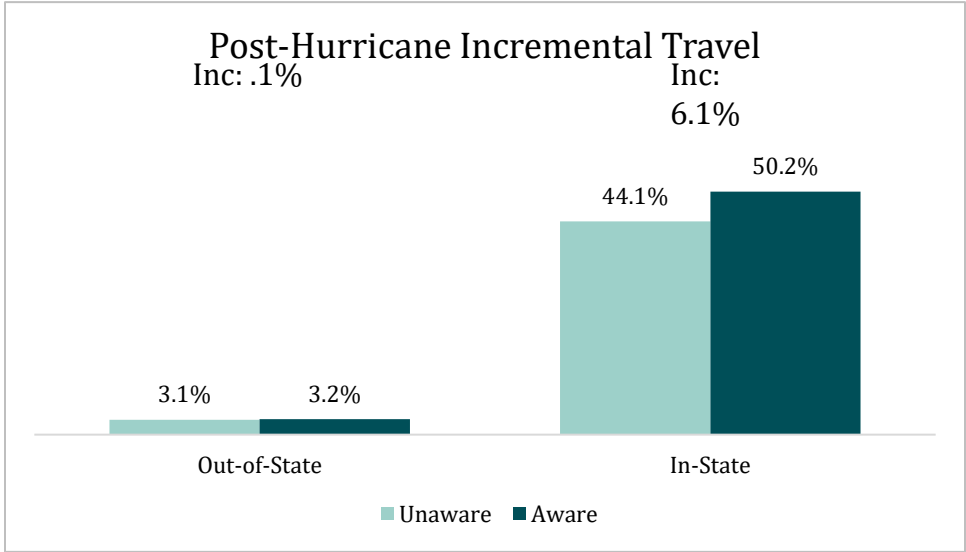




POST-HURRICANE INCREMENTAL LIFT

Media investment generated nearly 90,000 influenced trips after Hurricane Helene.

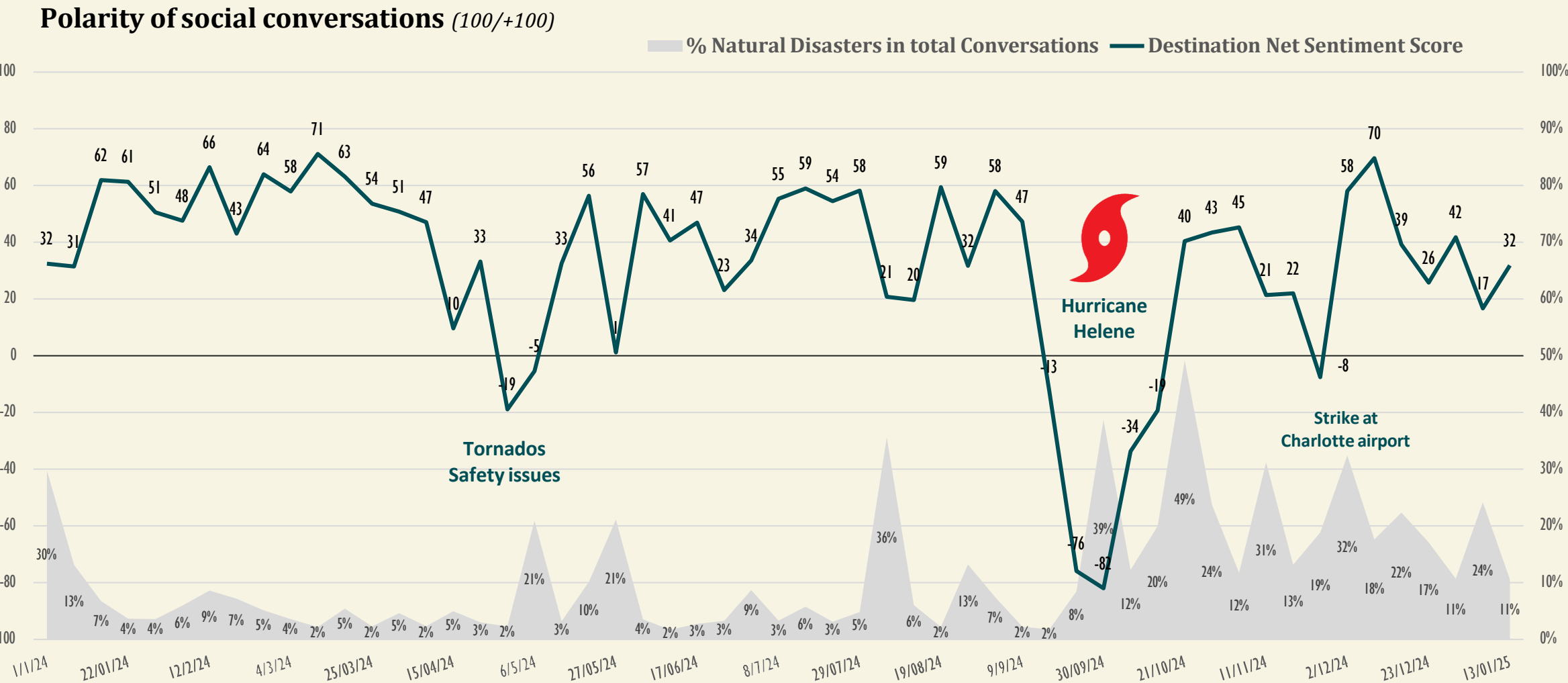
- Of the 530,000 out-of-state trips influenced by North Carolina paid media throughout 2024, just 10,000 of those occurred in the last quarter of the year.
- Targeted investment in-state to drive recovery after the hurricane influenced nearly 80,000 trips from residents.



	Post Hurricane Recall	Aware HHs	Incremental Travel	Influenced Trips	Media Spending	Cost per Influenced Trip
Out-of-State	25%	11,958,189	0.1%	10,761	\$368,241.48	\$34
In-State	41%	1,284,929.02	6.1%	78,882	\$79,397.16	\$1



SOCIAL REPUTATION TRENDS FOR NORTH CAROLINA

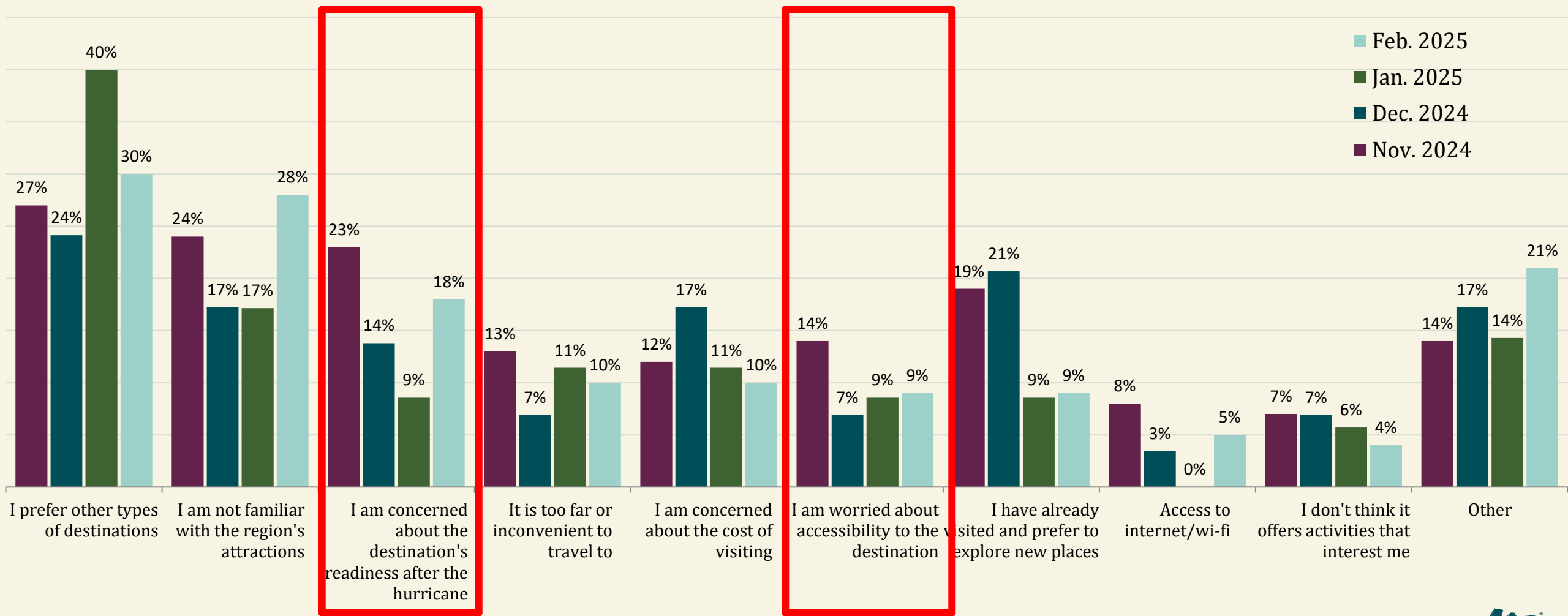


Note: The Travelsat Net Sentiment Score measures the polarity of social conversations about the destination from a scale of -100 to +100 (% of positive - % of negative social mentions)





REASONS FOR DISINTEREST IN VISITING MOUNTAIN REGIONS



Base: Potential travelers who are not interested in North Carolina's Mountain Regions (n=130)
Source: MMGY, 2025



MOUNTAIN RECOVERY SPRING 2025




MOUNTAIN CREATIVE | SPRING FLIGHT

**SPRING IS A TIME
OF RENEWAL,
INCLUDING OURS**

Our best way to get back
is for you to come back.

Come Visit




NC
Visit North Carolina

**SPRING IS IN
FULL BLOOM
AND SO ARE WE.**

Our best way to get back
is for you to come back.

Come Visit




NC
Visit North Carolina

**SPRING IS IN THE
MOUNTAIN AIR**

Our best way to get back
is for you to come back.

Come Visit



NC
Visit North Carolina



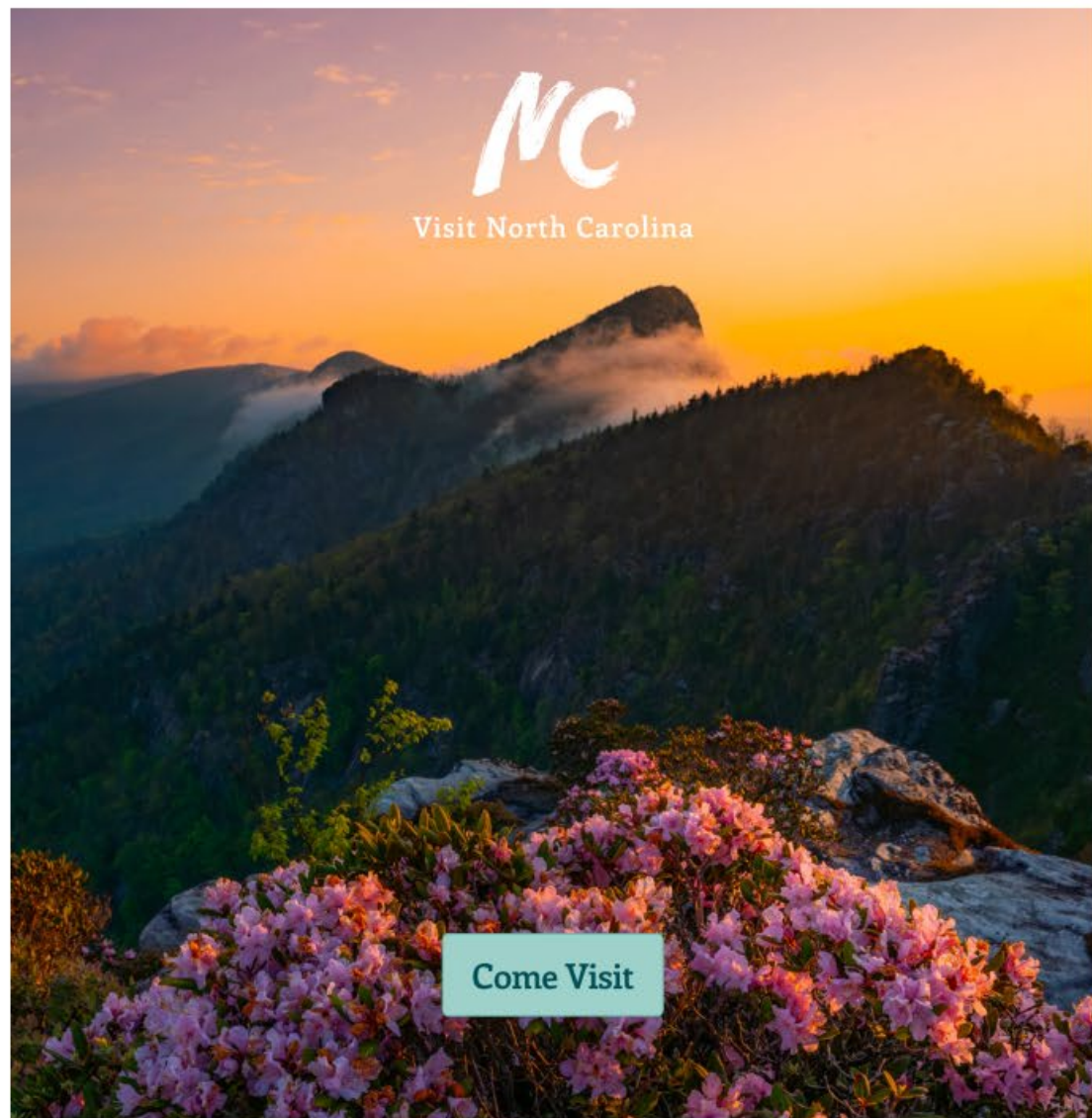


RECOVERY CAMPAIGN | SPRING AUDIO

“Spring Cleaning” :30

The birds are chirping. The days are getting longer. And everything’s starting to bloom, including us. So, instead of spending your Spring organizing your sock drawer or alphabetizing those spices, how about you plan a trip to the mountains of North Carolina instead?

We guarantee it will be more rewarding because the best way for us to get back is for you to come back. Now that’s sure to put a spring in your step. See what I did there? For real, visit North Carolina.



FAIRYTALE :30



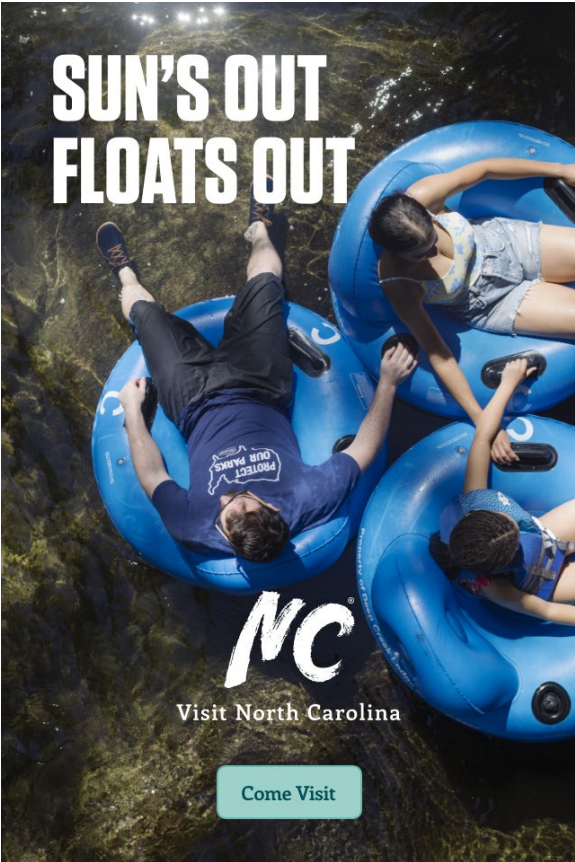
DRY FALLS :15



MOUNTAIN RECOVERY SUMMER 2025



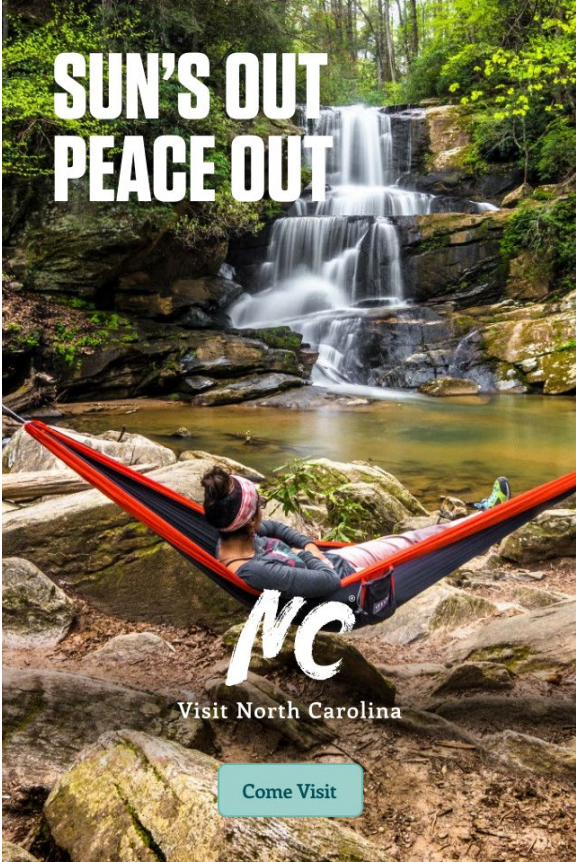
MOUNTAIN RECOVERY | SUMMER CREATIVE



carousel frame 1



carousel frame 2



carousel frame 3



carousel frame 4



RELAXING & REFRESHING :30



NO BAD DAY :15



GO WITH THE FLOW :15



CAMPAIGN PERFORMANCE

Is it Working?

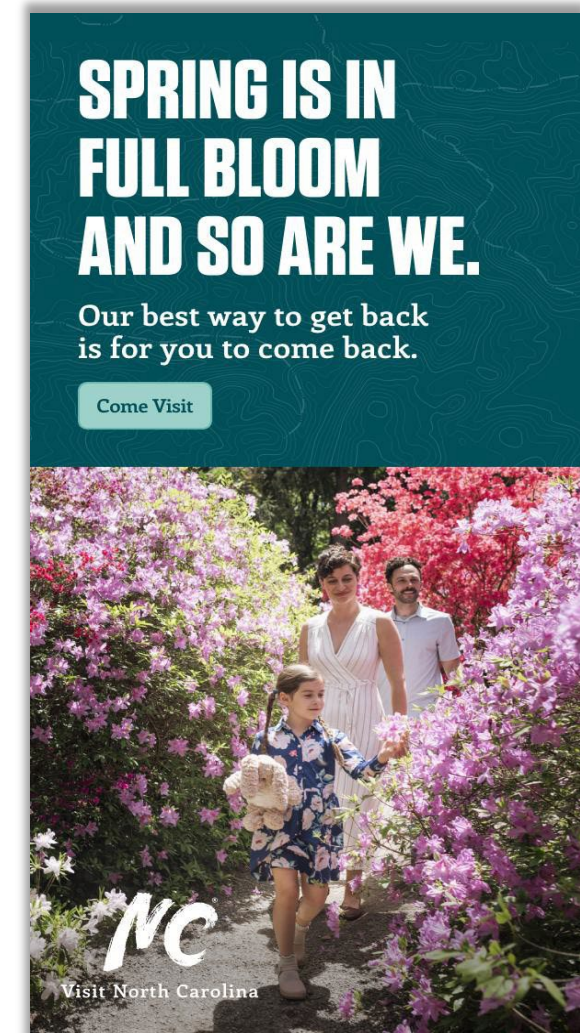




WESTERN NC RECOVERY | AD CAMPAIGN SNAPSHOT

Performance highlights October through April

- 307,932,610 paid impressions
- 978,800 visits to mountain campaign landing page
- 2,682,027 engagements w/ Facebook and Instagram posts (likes, comments, shares, clicks)



WHAT'S NEXT

Campaign Updates



FALL SEASON CAMPAIGN

- Ads will go live last week of July.
- PR program around the one-year anniversary:
 - Hosting national and international media and travel influencers throughout the summer/in advance of the anniversary.
 - Satellite Media Tour to discuss recovery and promote travel.





CAMPAIGN APPROACHES

	Brand Campaign (thru June 2025)	Mountain Recovery
Markets	Contiguous states, Northeast, Midwest, Mid-Atlantic	NC, SC, GA, FL, TN, AL
Tactics	Cable, CTV, Sponsored Content, Display & Rich Media, Audio, Paid Social, Paid Search	CTV, DOOH, Sponsored Content, Audio, Display, Paid Social, Paid Search
Messaging		



A wide-angle photograph of a suspension bridge stretching across a deep, forested valley. The bridge has a metal deck with a textured pattern and metal railings. The sky is a vibrant mix of orange, pink, and purple, with large, dark clouds. The sun is low on the horizon, creating a warm glow. The forest below is dense with green trees, and a rocky mountain peak is visible in the distance. The overall mood is peaceful and majestic.

THANK YOU