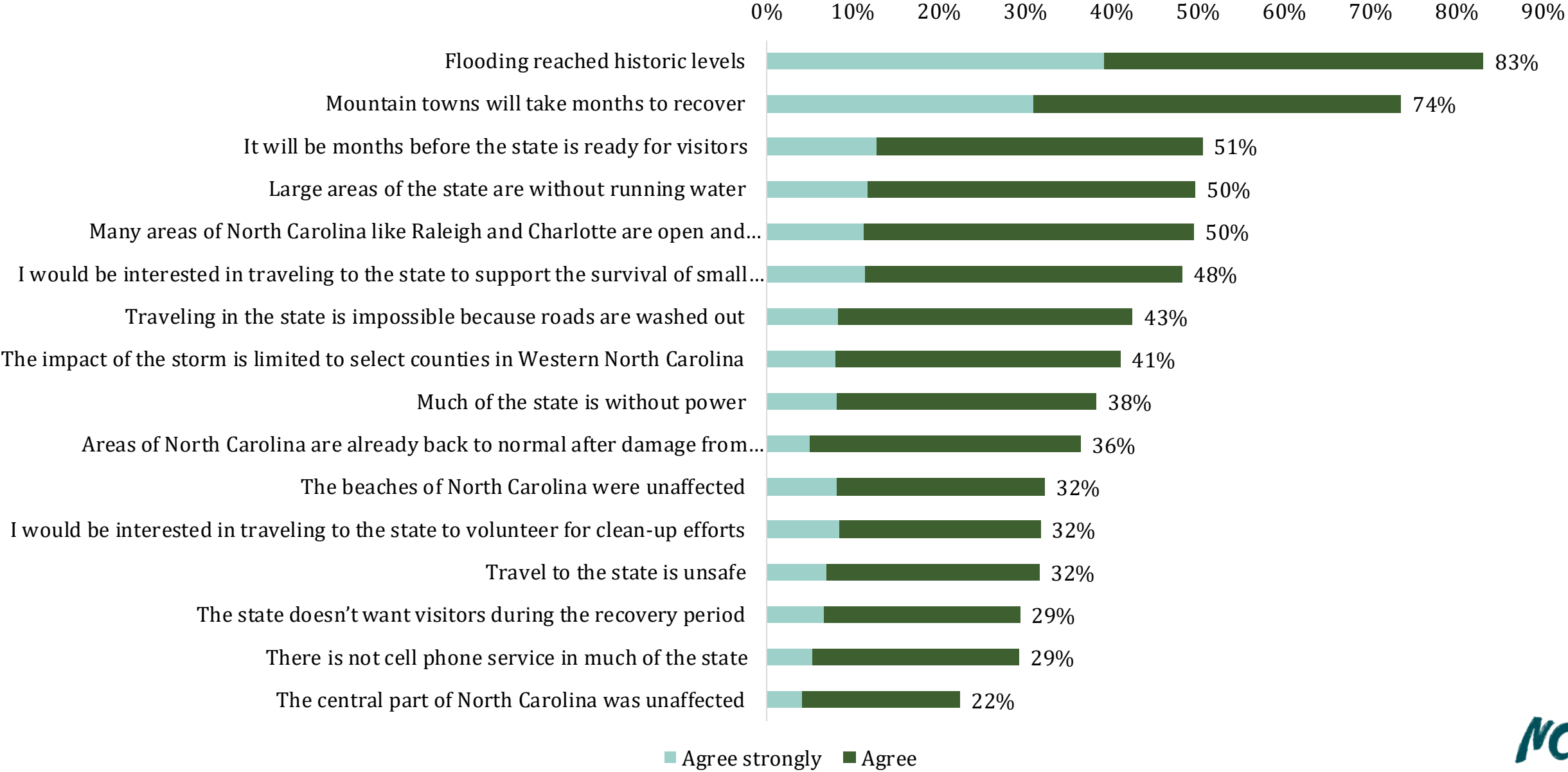


# MOUNTAIN RECOVERY EFFORTS

April 2025



# KNOWLEDGE OF HURRICANE IMPACTS



# RECOVERY RESEARCH

- Test messaging to use in the near term as well as to determine when to move back to regular campaign messaging
- Visitor sentiment among top markets, including travel intentions, information awareness on recovery efforts and to establish a baseline to monitor shifts in sentiment
- Research to understand the messaging needs for encouraging visitation to Piedmont and Coast
- Research will include a quarterly full survey and monthly performance trackers for 6 months



# PUBLIC RELATIONS





# PUBLIC RELATIONS

GARDEN GUN

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

[f](#) [X](#) [p](#) [e](#) [s](#)




PHOTO: MELINA FERRIS COOGAN

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.

Southern Living FOOD HOME GARDEN TRAVEL HOLIDAYS CULTURE STYLE NEWS SHOPPING ABOUT US | 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](#)



# PUBLIC RELATIONS

GARDEN OF 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

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Downtown Waynesville, North Carolina. PHOTO: VISIT HAYWOOD

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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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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](#) [m](#)



# 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°

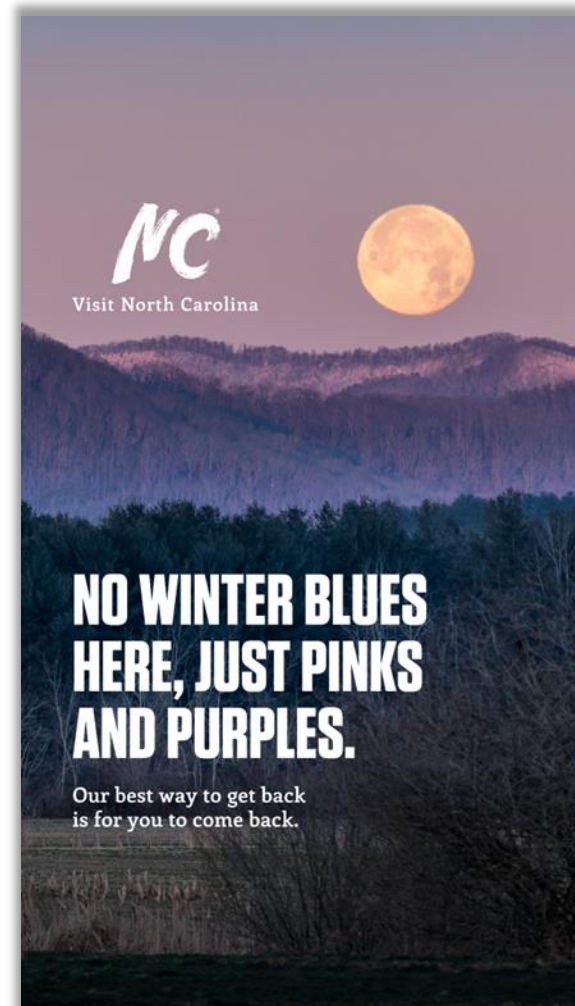
CHECK YOUR LOCAL FORECAST ON THE TV APP

# 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





# 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.

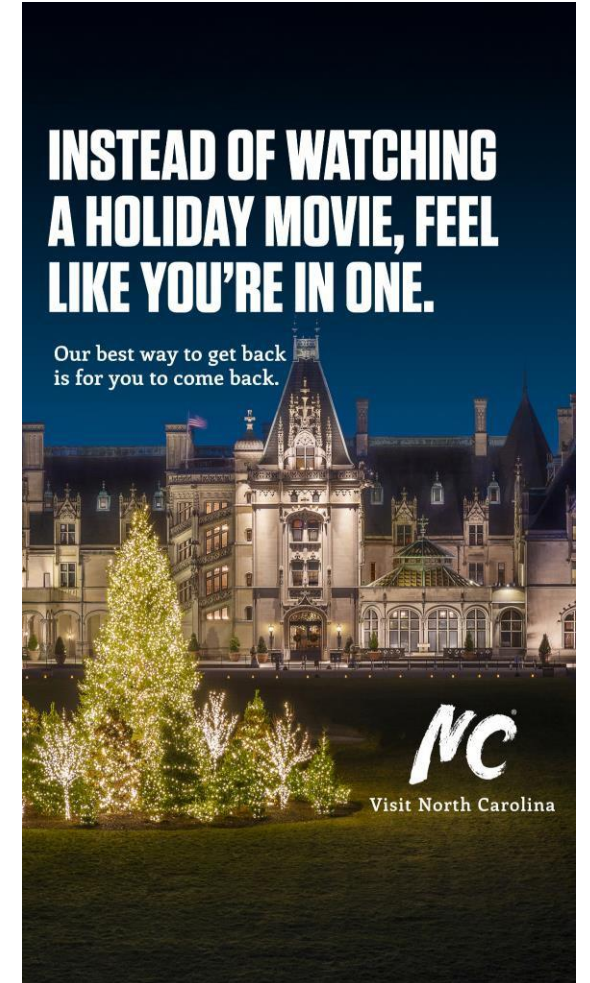
**NC**  
Visit North Carolina



**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.**

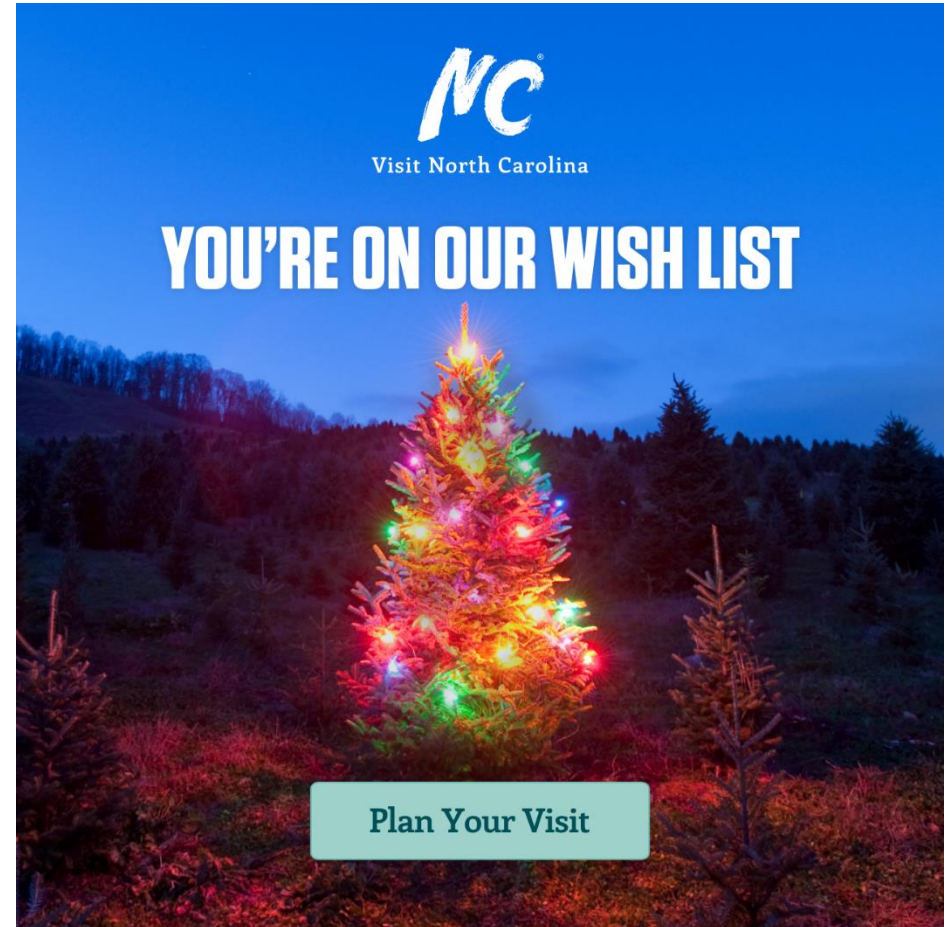
Our best way to get back  
is for you to come back.

**NC**  
Visit North Carolina

# RECOVERY CAMPAIGN | 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.”*





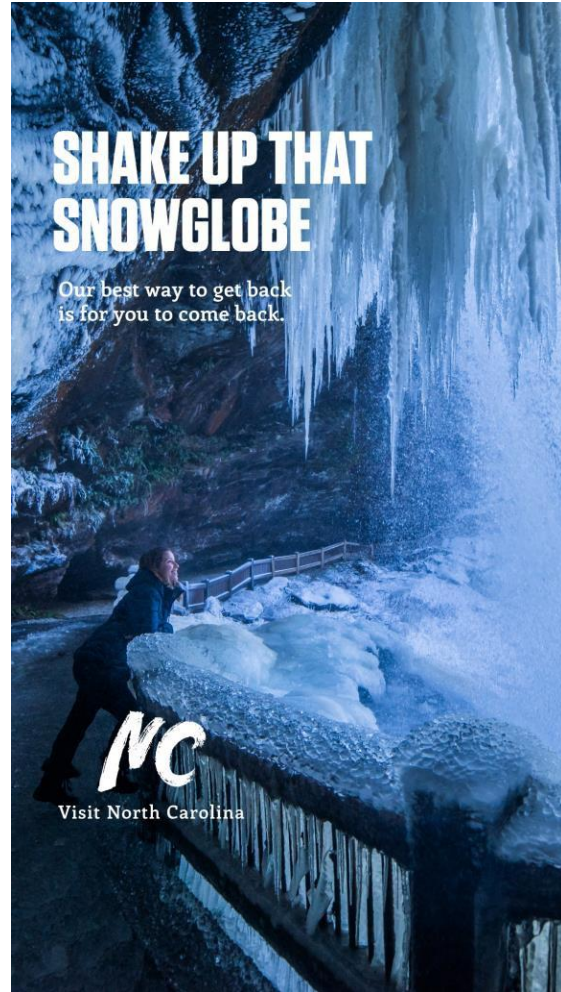
# RECOVERY MARKETING | MTNS WINTER ADS



**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.

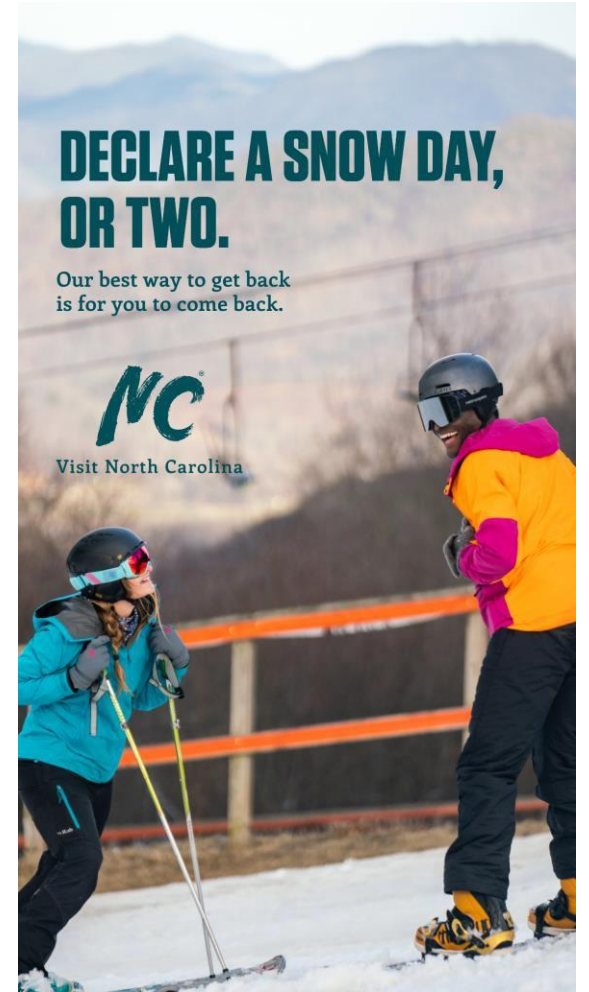
**NC**  
Visit North Carolina



**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





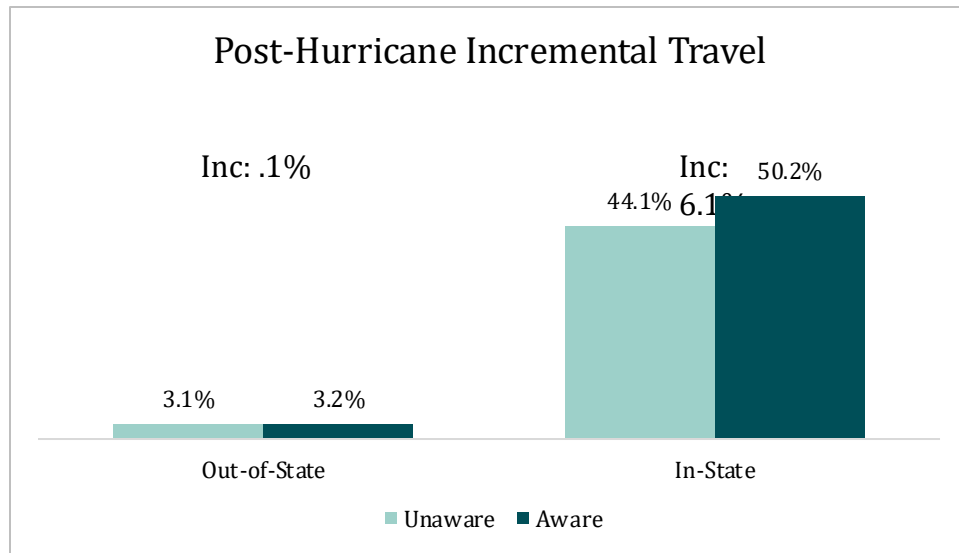
**RESULTS THUS FAR**



# POST-HURRICANE INCREMENTAL LIFT

**Initial media investment generated nearly 90,000 influenced trips after Hurricane Helene.**

- Within the first six weeks of the targeted media campaign, nearly 80,000 in-state trips and more than 10,000 out-of-state visits were influenced.



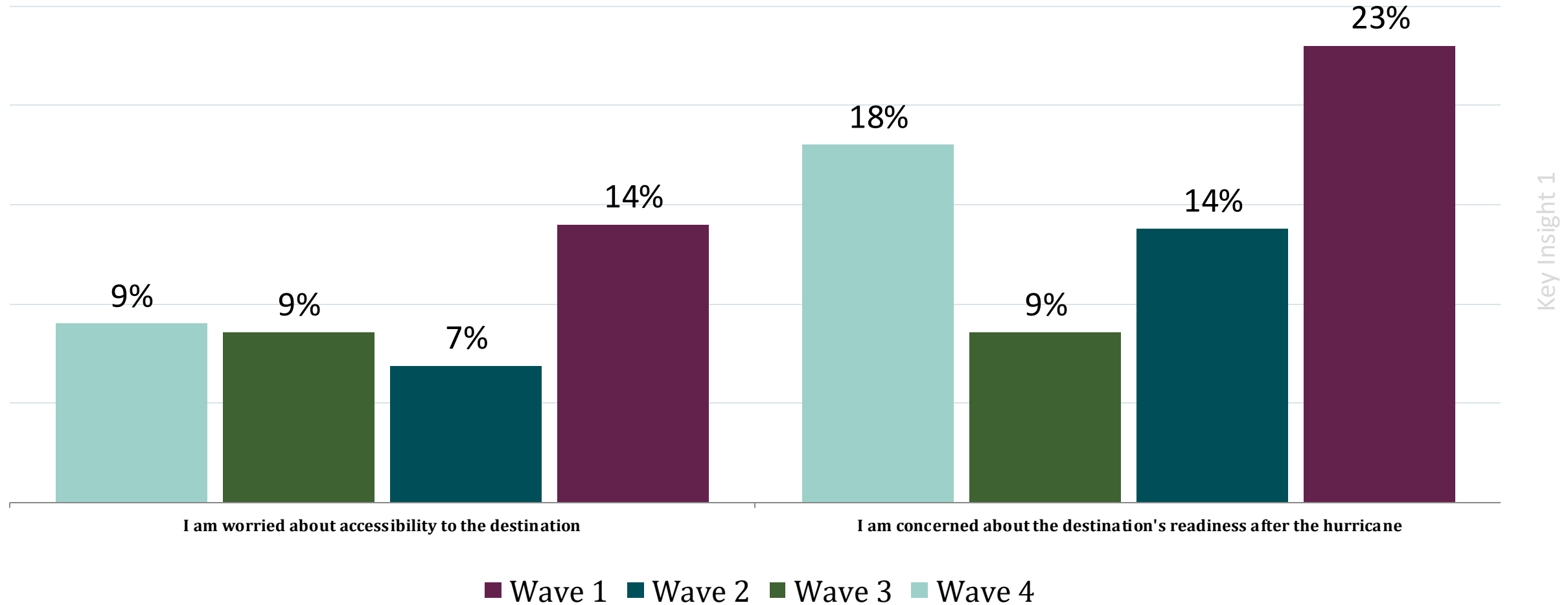
	Post Hurricane Recall	Aware HHs	Incremental Travel	Influenced Trips	Media Spending	Cost per Influenced Trip
Out-of-State	25%	11,958,189	0.1%	10,761	\$368,241.48	\$34
In-State	41%	1,284,929.02	6.1%	78,882	\$79,397.16	\$1

# CAMPAIGN IMPACTS

	2023	2024
Ad Awareness	53%	46%
Ad-Influenced Visitor Spending	\$1.865B	\$815M
Visitor Spend Per Media Dollar Invested	\$310	\$144
State and Local Taxes Per Media Dollar Invested	\$28	\$13



# REASONS FOR DISINTEREST IN VISITING MOUNTAIN REGIONS

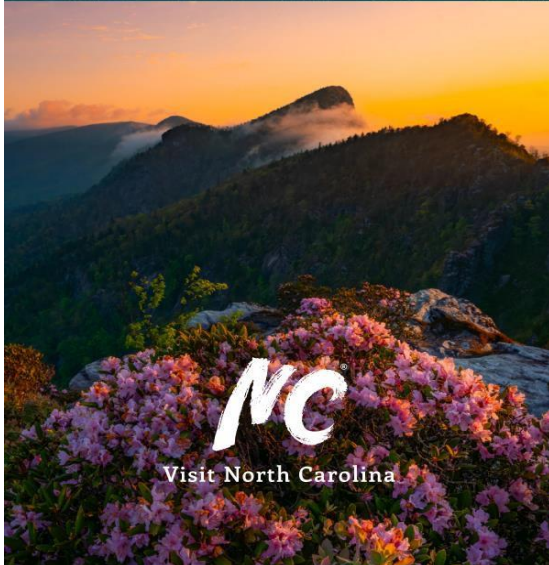


# MOUNTAIN CREATIVE | SPRING FLIGHT

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

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

Come Visit



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

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

Come Visit



**SPRING IS IN THE  
MOUNTAIN AIR**

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

Come Visit



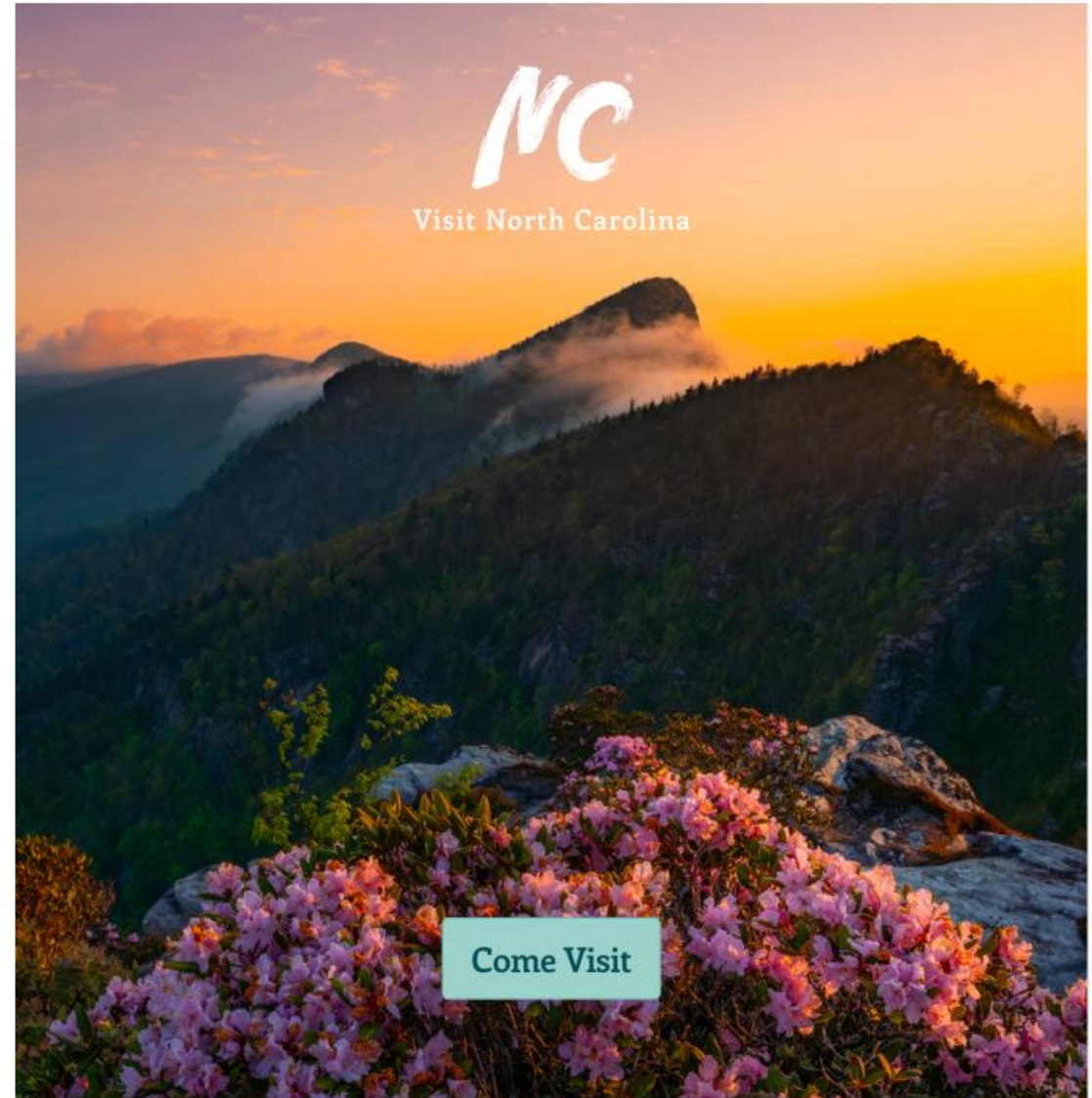


# RECOVERY CAMPAIGN | SPRING AUDIO

## “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.





# 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		



**THANK YOU**

**NC**