

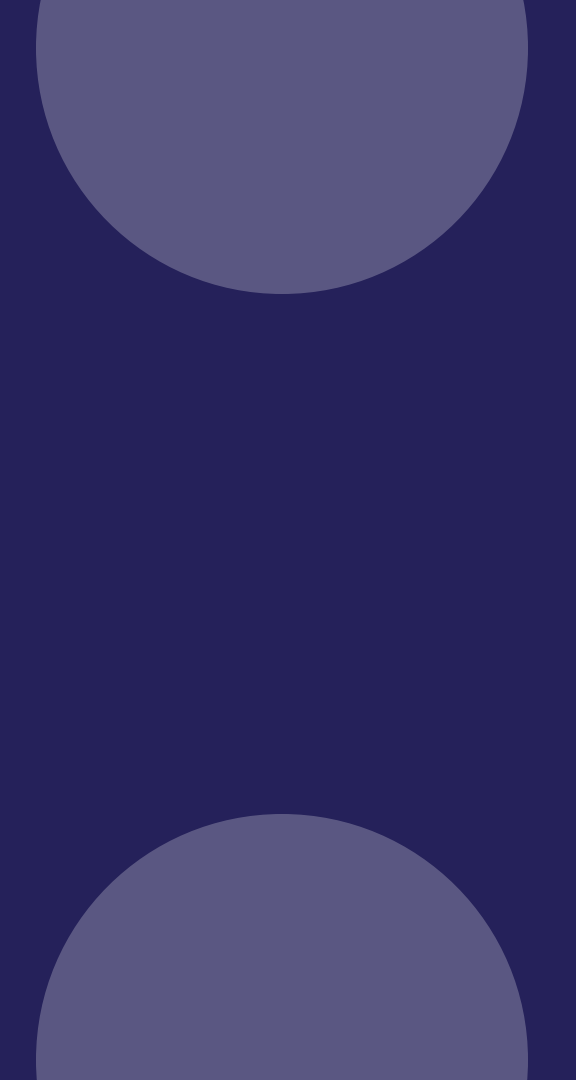


ELEVATING Haywood County

Destination Strategy Review
Community Session August 6, 2024

AGENDA

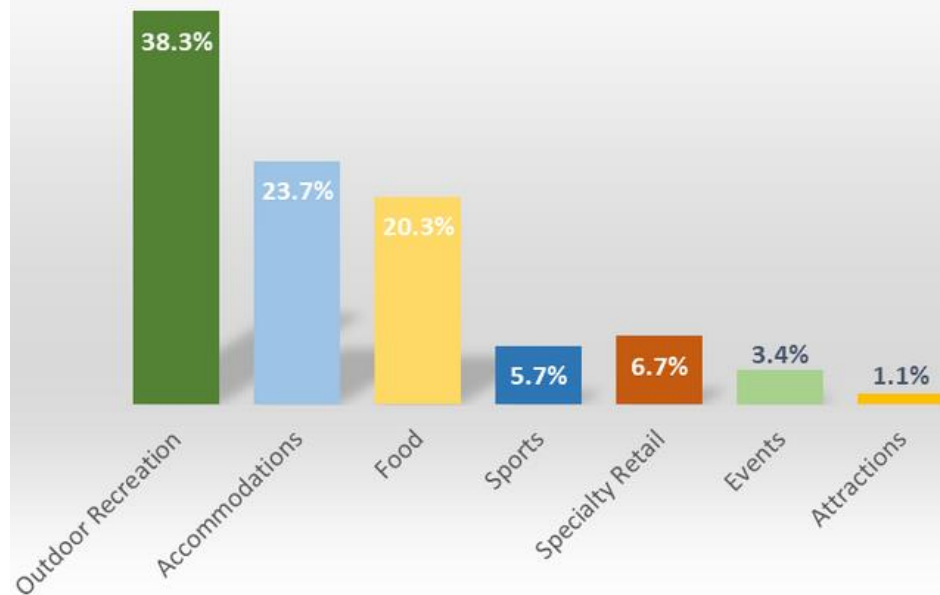
1. Welcome and introduction
2. Review of destination vision, HCTDA mission, and plan pillars
3. Discuss steps to complete master plan



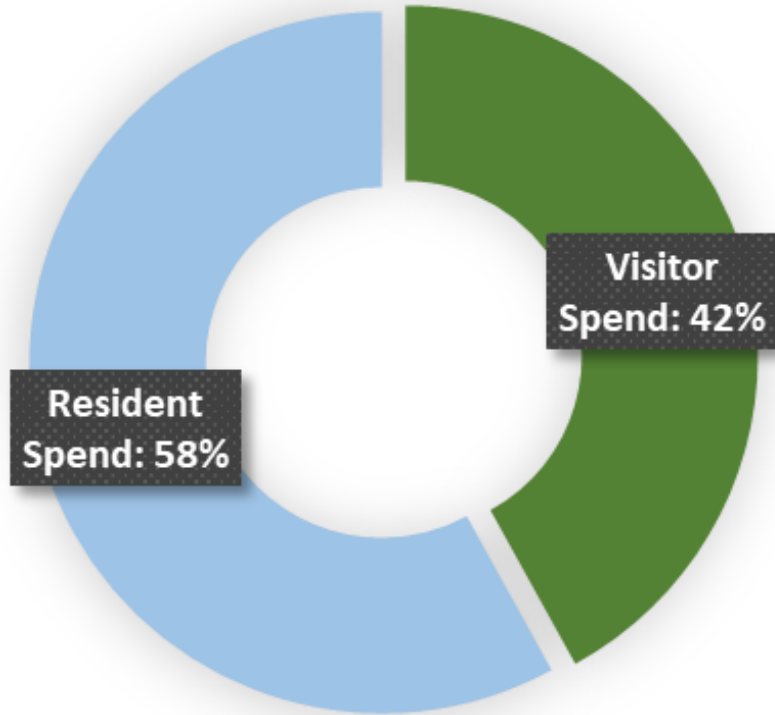
Why a Destination Master Plan?

Why People Visit

% Visitation by POI Category



Visitor Data



42¢ of every dollar spent
in Haywood County
comes from visitors

Sales & Use Tax Dollars in Haywood County

Municipality/ Organization	Amount
Clyde	\$620,000
Canton	\$1,550,000
Maggie Valley	\$823,933
Waynesville	\$4,220,000
Haywood County Schools	\$4,957,277
Haywood Community College	\$3,190,105
Haywood County	\$15,879,383
TOTAL	\$31,240,698

Estimated General
Fund Dollars
Paid by Visitors:
\$13,122,000

What is a TDA and who is Visit NC Smokies?

Haywood County Tourism Development Authority (HCTDA): Operates as Visit NC Smokies, a public authority established by the state.

Oversight: Governed by the Local Government Commission (LGC).

Economic Impact: Drives county-wide economic development, supports local businesses.

Promotional Activities: Focuses on promoting travel and tourism through the Visit NC Smokies brand and website.

Community Enhancement: Sponsors tourism-related events and finances capital projects that improve local appeal for both visitors and residents.



DESTINATION STEWARDSHIP

Master Plan



**DCG
Consultancy
Group**



NICHOLS TOURISM GROUP
Advancing services for the evolving tourism industry

Brand Strategy

dci

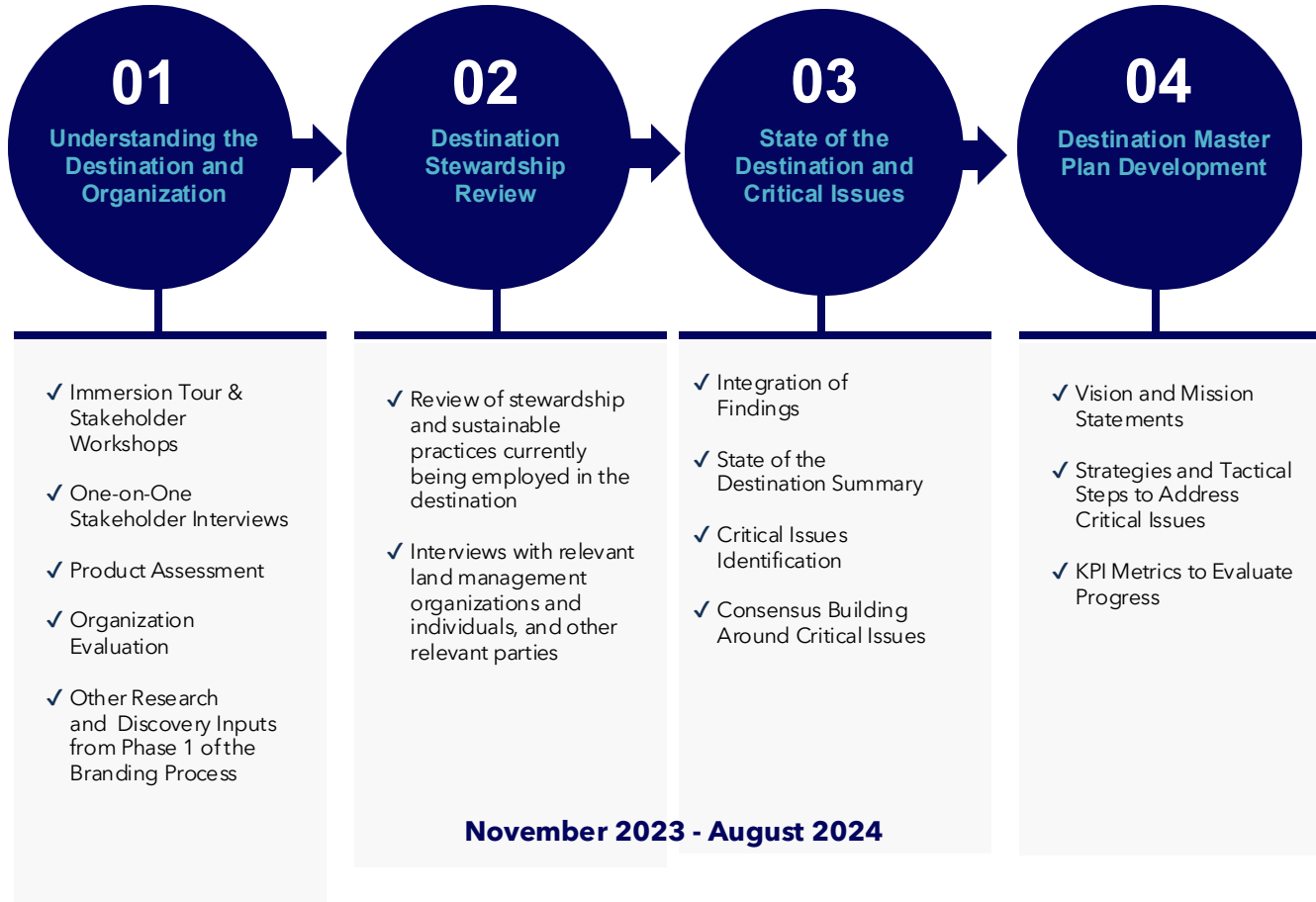


**Tourism Impact
Services**

VISITNC  SMOKIES

**PROJECT
TEAM**

Destination Master Planning Process and Activities



Market Research & Input

78

Stakeholder participants in nine in-person focus groups, with representation from all 5 communities

4

Specialized Workshops - public land officials, emergency response managers, outdoor recreation stakeholders Workshop, TDA Marketing Committee

85

Participants at first community input session

4

17-Person Steering Committee meetings

26

1:1 interviews with Elected officials & Local Leaders

Surveys

96

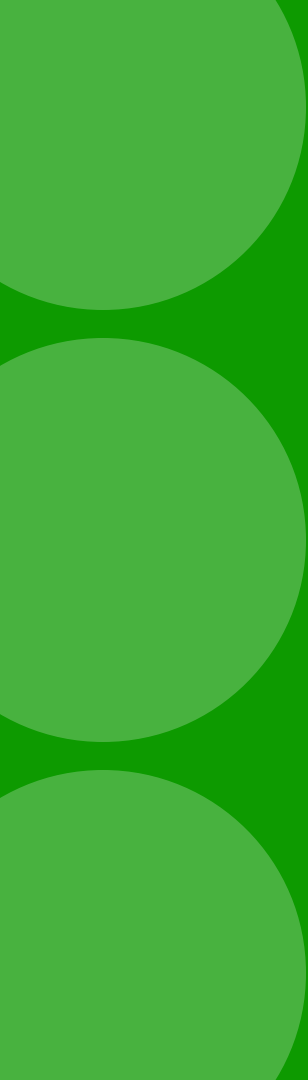
Travel
Media

1,100

Visitors
(Past & Potential)

329

Haywood County
Stakeholders



Destination Vision and HCTDA Mission Statements



Destination Vision and HCTDA Mission Statements

Vision

Haywood County will be renowned as the authentic destination in the Great Smoky and Blue Ridge Mountains, offering diverse, year-round experiences while preserving our natural and cultural heritage for future generations.

Mission

The Haywood County Tourism Development Authority (HCTDA) drives community and economic prosperity as a strategic leader of the destination. By fostering collaboration and destination stewardship, we strive to make Haywood County an unrivaled place to live, work, and play.



Strategic Pillars

- 1. Strengthen Awareness and Perception of the Haywood County Tourism Brand**
- 2. Diversify Tourism Product Offerings and Experiences that Enhance the Destination Appeal for All**
- 3. Foster Stewardship of Natural Resources and Outdoor Recreation Opportunities**
- 4. Enhance HCTDA's Evolution While Cultivating Community Engagement and Collaboration**



Strengthen Brand Awareness

Intended Outcome

Enhanced brand perception can lead to increased visitor engagement, longer stays, and repeat visits, thereby fostering a sustainable tourism economy that benefits local businesses and the entire community.

- A strong base of high-value visitors.
- More informed and aware visitors.
- Steady, year-round income for local businesses and workforce.
- A consistent and appealing image that differentiates Haywood County.
- Community partners and residents who embrace the Haywood County brand.



Strengthen Brand Awareness

Objective 1: Leverage the new county-wide identity to strengthen awareness and perception of Haywood County's tourism brand.

Objective 2: Target high-value visitor segments.

Objective 3: Attract visitor segments that have flexibility and interest in traveling mid-week and/or off-season.

Objective 4: Identify trends that stimulate multigenerational audiences and craft messages that connect and engage with them.

Objective 5: Understand profiles of day trippers and identify elements that could convert them to overnight guests.

Objective 6: Establish stewardship messaging and promotion as part of the destination's brand voice.



Diversify Product Offerings

Intended Outcome

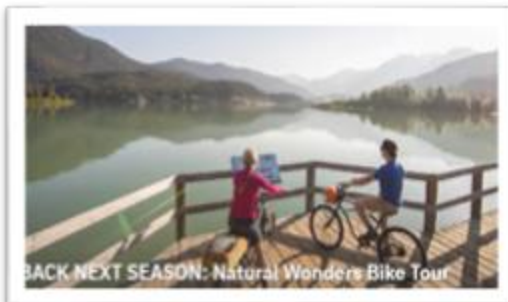
By developing unique and integrated experiences, the county can showcase its natural and cultural assets, making it more attractive to various visitor segments. This approach not only boosts visitor satisfaction but also supports local businesses and promotes economic growth through increased tourism spending.

- Diversity in tourism product offerings and experiences.
- Elevated quality of life for residents and a better visitor experience.
- Improved sense of place, community spirit, and civic pride.
- Higher commercial tax assessment base and reinvestment opportunities.
- Increased year-round revenue and income.



Diversify Product Offerings

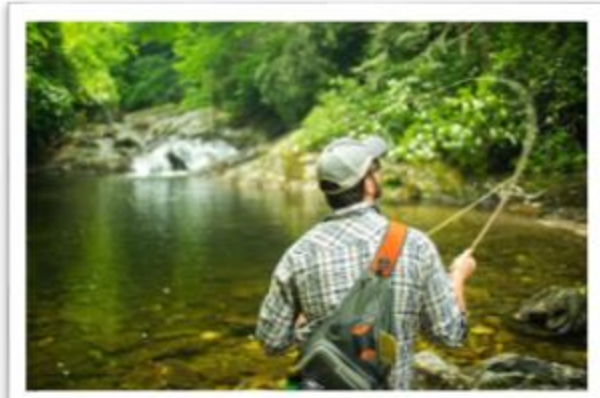
Objective 1: Facilitate partner collaboration to increase visitor awareness of cross-county experiences through 'Better Together' messaging.





Diversify Product Offerings

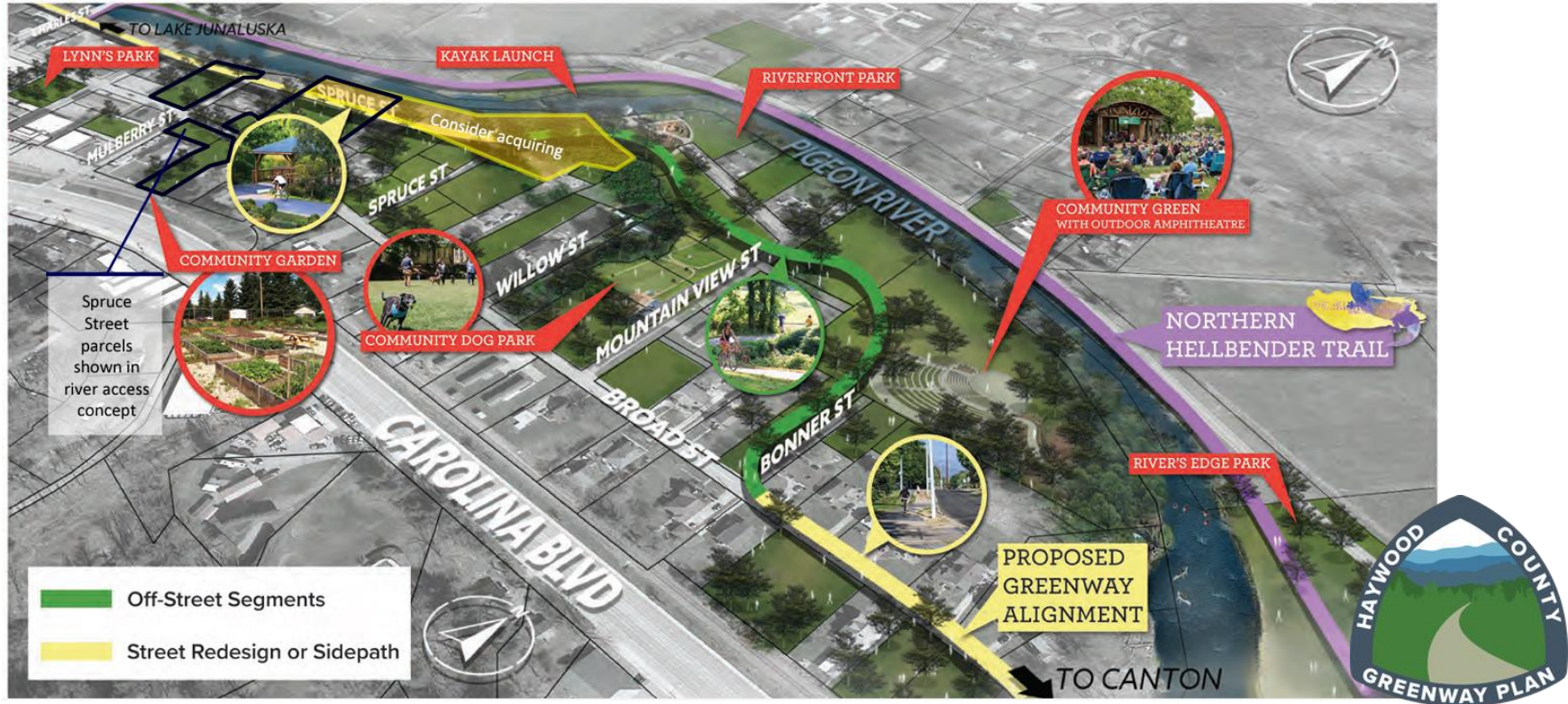
Objective 2: Elevate the mix of water-based experiences on the Pigeon River and throughout Haywood County.





Diversify Product Offerings

Objective 3: Continue forward momentum of the Haywood County Greenway Master Plan to prioritize segments, find funding, and start building.





Diversify Product Offerings

Objective 4: Identify additional family-friendly products that could add to the Haywood County experience.





Diversify Product Offerings

Objective 5: Stimulate initiatives to revitalize aging lodging inventories and increase their productivity.





Diversify Product Offerings

Objective 6: Ensure a visitor perspective is incorporated in the reuse planning of the Canton Mill evolution.





Foster Stewardship

Intended Outcome

By prioritizing stewardship, Haywood County aims to preserve its natural resources and cultural heritage, maintain the destination's appeal, and foster a responsible tourism culture among both visitors and residents.

- Increased participation of visitors in destination stewardship.
- Visitors embrace our Southern Appalachian heritage and culture.
- Greater civic pride, unity, and purpose on the protection of cultural integrity.
- Community-wide dedication to the preservation of our natural assets for generations to come.



Foster Stewardship

Objective 1: Establish a Destination Stewardship Council to oversee activities that enhance community assets and promote responsible and regenerative tourism.

Objective 2: Establish a comprehensive tourism monitoring and reporting system to enhance the scope and quality of tourism impact evaluation.

Objective 3: Enhance visitor and asset management systems to ensure long-term sustainability of natural and cultural resources.

Objective 4: Co-develop an emergency communication and response plan for tourism to ensure the safety of visitors through robust emergency preparedness and response strategies.



Enhance HCTDA's Evolution

Intended Outcome

By fostering strong community partnerships and exploring new funding opportunities, Haywood County can create a resilient tourism sector that adapts to changing conditions. This collaborative approach ensures that tourism development is inclusive, equitable, and beneficial for all, enhancing overall community well-being and support for tourism initiatives.

- Strong county-wide partnerships and advocacy for the visitor industry which is essential to Haywood County's economic future.
- Higher, more diversified destination marketing and management resources.
- Increased investment and deployment of resources within Haywood County.
- Improved resident perception of the travel industry.
- Everyone in Haywood County will benefit from the visitor economy.



Enhance HCTDA Evolution

Objective 1: Formulate and build support for a multiyear operational plan covering marketing, sales and visitor services, product development, tourism advocacy and stewardship, and resource development and management.

Objective 2: Realign the HCTDA organization given its new roles and responsibilities, especially as it relates to destination development, advocacy and stewardship and reallocated resources.

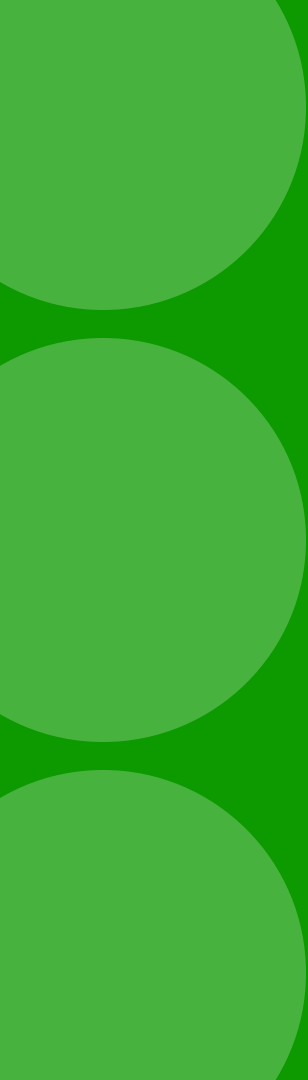
Objective 3: Investigate new funding opportunities.

Objective 4: Allocate annual budget resources and set effective performance measures.

Objective 5: Nourish community, industry, and government partnerships through effective outreach to demonstrate tourism benefits.

Objective 6: Redevelop the TDA Annual Report as a Report on Tourism to the Community to illustrate county and community benefits.

Objective 7: Evaluate the need and scope of an effective visitor experience presence.



NEXT STEPS



Steps Going Forward

1. Finalize objectives, strategies, and tactics with HCTDA staff
2. Incorporate feedback
3. Finalize plan and present to Board of Directors at September meeting





Questions/Feedback

Presentation posted at **HaywoodTDA.com**



Save The Date



bit.ly/mountainmornings

Mountain Mornings
Thursday, August 22, 2024
8 – 9am
The Grateful Table - Canton



bit.ly/hctdabrandsummit

Save The Date

Brand Summit

Tuesday, September 24, 2024

8:00 – 11:00am

Maggie Valley Club

2025 NC Smokies Ice Festival Weekend



Jan 30 - Feb 2, 2025
NCSmokiesIceFest.com



@NCSmokiesIceFest



**Stay
Connected
With Us!
(Consumers)**



@VisitNCSmokies



Facebook.com/VisitNCSmokies



**Sign up for our Newsletter
VisitNCSmokies.com/email**

**Stay
Connected
With Us!
(Partners)**



Facebook.com/HaywoodCountyTDA



Sign up for our Newsletter
HaywoodTDA.com



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