

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

Marketing Committee Meeting
Tuesday, February 11, 2025
11AM

Proposed Visit Haywood

T-shirt Contest

Campaign Goal:

- Inspire local and destination pride.
- Increase destination & brand awareness.
- Increase Welcome Center visitation and sales.

Campaign Elements:

- T-shirt design submissions by local artists--to be printed for 1 year.
- Online voting (public engagement).

Tentative Timeline:

- Launch: April 2.
- Designs due: May 5.
- Voting: June 2.
- Committee vote: June 10.
- Available in July.



*Atlanta Peachtree Road Race
T-Shirt Contest winner, 2024.
PC: Atlanta Track Club.*



*Huntington Museum of Art T-Shirt
Contest winner, 2024.
PC: The Museum Store at
Huntington Museum of Art.*



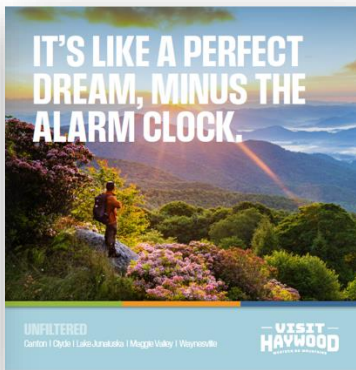
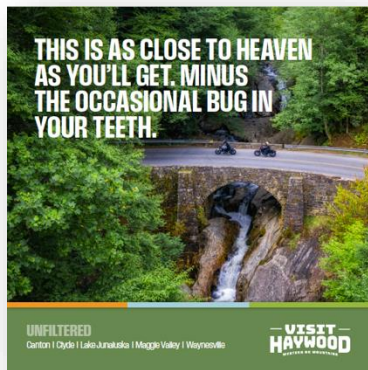
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WESTERN NC MOUNTAINS

Fiscal Year 25-26 Planning

Primary Advertising

- Meta, Google, Targeted Display, You Tube, Native Advertising
- Traditional advertising in Our State & Visit NC Travel Guide, Visit NC Co-op Advertising
- Billboards



Seasonal Advertising

Campaign Goal:

Build Awareness of Haywood County as a Winter mountain destination

Channels:



Audience:

Drive Markets (Excluding Tennessee & Local Area)





Visit Haywood

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Uncover extraordinary places to stay, like an undeniably cozy yurt, unbelievable chic glamp site, unspoiled rustic cabin, uncomplicated Airbnb, unique caboose, undisturbed romantic cottage, or a room at an unbelievable hotel or inn at VisitHaywood.com

ON YOUR NEXT VACATION
CARVE OUT A LITTLE MORE
ME TIME.

UNFILTERED

Canton · Clyde · Lake Junaluska · Maggie Valley · Waynesville



visithaywood.com
Plan your visit at
VisitHaywood.com

Learn more

FUNNY HOW A FACE
FULL OF SNOW CAN MAKE
YOU FEEL WARM.



UNFILTERED

Canton · Clyde · Lake Junaluska · Maggie Valley · Waynesville



THE PERFECT VACATION
MOMENT LITERALLY
FROZEN IN-TIME.



UNFILTERED

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Seasonal Advertising

Campaign Goal:

Build awareness of Haywood County as mountain vacation destination for the Spring and Summer travel season.

Channels:



Audience:

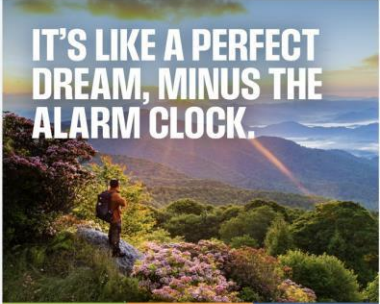
Drive Markets (Excluding Tennessee & Local Area)





Visit Haywood
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Escape to the Western NC Mountains, where the peaks reach out to embrace the sky. Where nature's grandeur meets Appalachian warmth, you can have it all – even when you leave everything behind.



IT'S LIKE A PERFECT DREAM, MINUS THE ALARM CLOCK.

UNFILTERED
Denton | Doyle | Lake Junaluska | Maggie Valley | Waynesville

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OFFICIAL TRAVEL PARTNER

visithaywood.com
Book Now
Spring in the Mountains o...

Learn more



visithaywood.com
www.visithaywood.com/

Experience Haywood In Spring - Hike Amongst The Wildflowers

Book Your Ultimate Mountain Trip With Attractions For Everyone This Spring. Experience Haywood's Spring Blooms, Birds And Other Wildlife: Book Your Getaway Today. Destinations: Explore the NC Smokies, Unfiltered Winter Beauty, Visit Haywood. View Events...

Top Outdoor Activities

Winter Fun For The Fam!



THESE WESTERN NC MOUNTAINS ARE JUST BELOW HEAVEN.

— VISIT HAYWOOD
OFFICIAL TRAVEL PARTNER

PLAN YOUR TRIP



HERE YOU'LL FIND PEACE, EVEN IF THE QUIET ESCAPES YOU.

PLAN YOUR TRIP

— VISIT HAYWOOD
OFFICIAL TRAVEL PARTNER

Gift of Haywood Campaign

Campaign Goal:

- Increase Awareness of Shop Local Campaign
- Ornament Sales

Channels:



Audience:

Local + Columbia, S.C.

Campaign Elements:

- Custom Ornament
- Billboards (Local + Columbia, S.C.)
- Local digital advertising across Facebook and Instagram



Fat Burger Month

Campaign Goal:

- Fat Burger Month Awareness

Channels:



Audience:

Haywood County & Greenville, SC

Visit Haywood
Sponsored

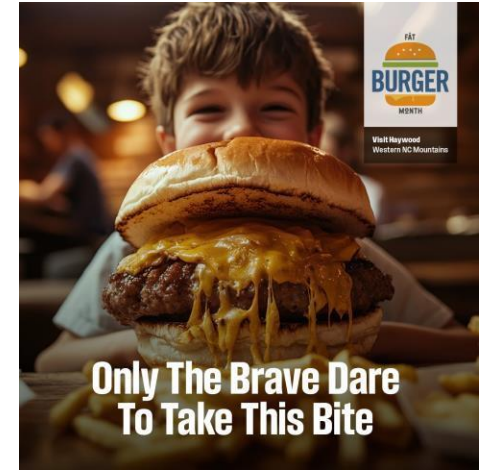
It's Fat Burger Month in Haywood County, NC. Skip snacking. Toss out the resolutions. Pack the car and meet up at 14 local restaurants.



We Put Everything In These Burgers Except The Kitchen Sink
(Maybe Next Year)

visithaywood.com
Go to FatBurgerMonth.com
Only The Brave Dare To T...

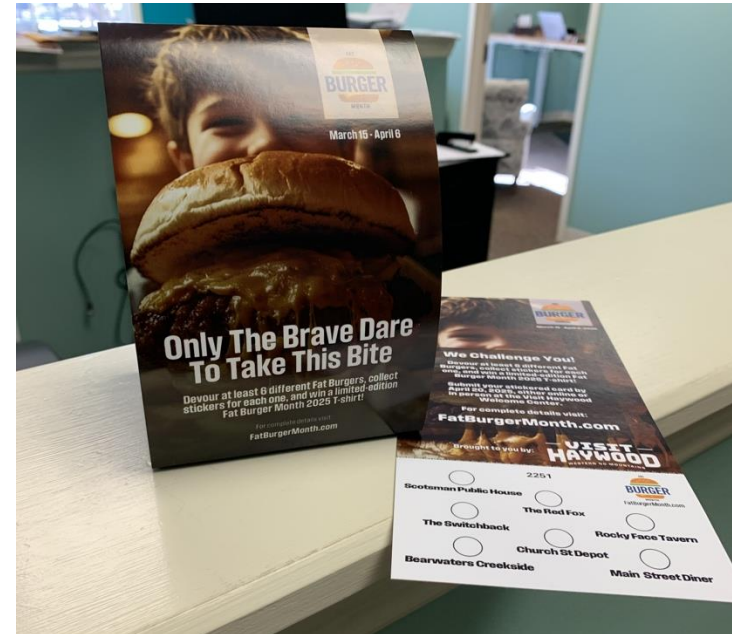
[Learn more](#)



Fat Burger Month



March 15 – April 6, 2025



Local Advertising

- Blue Ridge Mountain Life
- The Mountaineer
- Smoky Mountain News
- Positively Haywood



Vol 10 • Issue 1
March 2025

PSRT STD
ECRWS
US POSTAGE PAID
PERMIT #17
WAYNESVILLE NC
LOCAL
POSTAL CUSTOMER

Live, Love, Shop Haywood County, NC

The graphic is a promotional image for 'Fat Burger Month'. It features a young child with brown hair, smiling and holding a very large, multi-layered burger. The burger is topped with melted cheese and a meat patty. In the foreground, there is a large portion of golden french fries. In the background, other food items like onion rings are visible. On the left side of the graphic, there is a blue box with the 'FAT BURGER MONTH' logo, which includes a stylized burger icon. To the right of the logo, there is a text box that reads: 'This delicious promotion is proudly presented by Visit Haywood, a culinary campaign designed to spice up the off-season and bring food lovers together for an unforgettable burger adventure!'. Below the text box is a blue banner with the 'VISIT HAYWOOD' logo and 'WESTERN NC MOUNTAINS' underneath. In the bottom right corner of the graphic, there is a QR code. At the very bottom of the graphic, there is a yellow banner with the text 'Fat Burger Month In Haywood County... Page 13'.

Content (photo & video)

To compliment the main photo and video shoot taking place in June we will need fall and winter content.

- Seasonal Shoots
 - Fall
 - Winter

Research

- Zartico
- Air DNA
- Datafy
- Brand Impact Research



AIRDNA

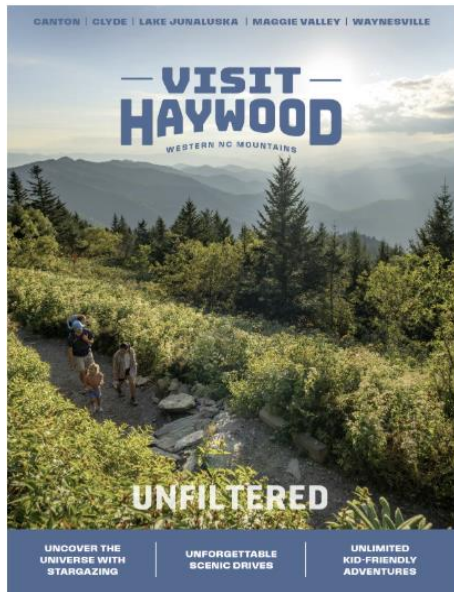
DATAFY

Brand Activation



Collateral Materials

- Visitor Guide
- Haywood County Map
- Motorcycle Map
- Elk Brochure
- Hiking Guide (Coming Soon)
- Others



Welcome Center

How do we get more people through the door?

- 2023 Welcome Center Visitors: 10,334
- 2023 WC Merch Sales: \$43,828
- 2024 WC Visitors: 7,533
- 2024 WC Merch Sales: \$30,127



Interactive Map

<https://explorebrevard.com/naturally-rooted/land-of-waterfalls/#waterfall-map>

Wander Map - \$12,000 per year

Contract renewal date: April 20, 2025

Main Map

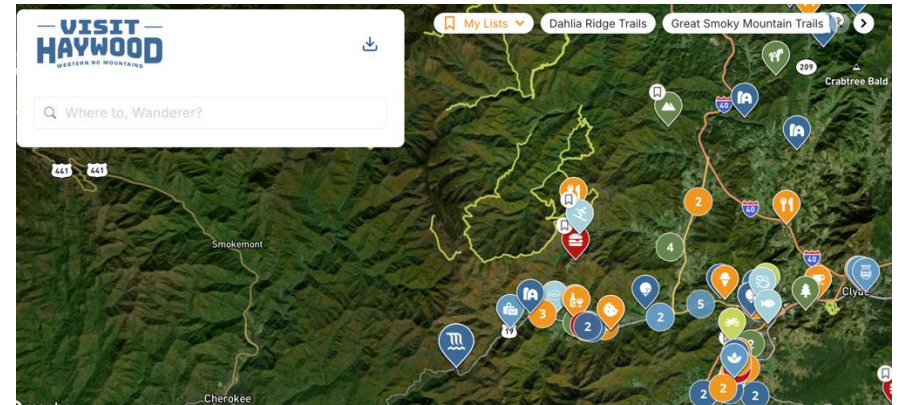
Jan. – Dec., 2023
Total Views: 17,782

Jan. – Dec., 2024
Total Views: 4,966

Ice Fest Map

2024
Total Views: 14,603

2025
Total Views: 639



A photograph of three people and a dog on a mountain trail. On the left, a young boy in a yellow shirt and blue shorts stands on a large rock, looking out over a valley. In the center, another person in a light green shirt and dark shorts is partially visible. On the right, a man in a blue long-sleeved shirt and khaki shorts stands on a stone wall, looking towards the left. In the foreground, a large, fluffy dog with white and grey fur is sitting on the rock. The background shows a vast mountain landscape with green forests and distant peaks under a cloudy sky. A semi-transparent grey rectangle is overlaid on the image, containing the text.

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WESTERN NC MOUNTAINS

Next Meeting May 13, 2025