

2026/2027
Partner Marketing & Collaborations

— **VISIT** —
HAYWOOD
WESTERN NC MOUNTAINS

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How to Partner With Us

At Visit Haywood, strong partnerships with local tourism-related businesses and organizations are at the core of everything we do. The success of the Visit Haywood brand is a shared effort.

This booklet highlights the many ways you can get involved in our marketing and partnership opportunities. Whether you're a longtime business or just getting started, there's a place for you in this growing network.

As we look ahead to 2026–2027, we invite you to be part of the momentum.

If you'd like to get involved in our partner programs and marketing efforts but aren't sure on the particulars, let us know you're interested by completing our general interest form or scan the QR code below.

If you know which programs and/or campaigns you want to participate in, please fill out the campaign-specific form(s) linked on their relevant pages.

Together, we can continue showcasing our destination, welcoming more visitors, and creating experiences that keep them coming back year after year.

*The campaigns and programs in this guide are flexible and may be adjusted to reflect real-time trends, new events, timely opportunities, and shifting marketing priorities.



Destination Guide

Deadline to participate: September 14, 2026

***Ad space may sell out before this date.**

The Visit Haywood Destination Guide is a magazine-style planning resource that showcases local attractions, restaurants, and accommodations, helping visitors plan their trip to Haywood County.

- 50,000 guides printed
- Distribution - NC & regional Welcome Centers, Asheville airport, national AAA offices and high-traffic locations in Haywood County
- Direct mail, and digital downloads

Reserve your ad space in the 2027 Destination Guide before they sell out.
Fill out the Guide-specific form or by scanning the QR code below.

If you have any questions about the Destination Guide, email Ashley Rice at Ashley@visithaywood.com



Options & Pricing

Full Page.....\$2,100

Half Page.....\$1,100

Quarter Page.....\$550



Co-op Marketing

Deadline to participate (November issue): July 20, 2026

Deadline to participate (Spring issue): December 7, 2026

Visit Haywood will expand its marketing reach through strategic co-op advertising opportunities with Our State, creating meaningful engagement with local partners.

We are offering special print advertising placements to interested co-op participants.

- Four 1/4-page placements in the November edition
- Four 1/4-page placements in the April edition
- 4 newsletter sponsorships available in November
- 4 newsletter sponsorships available in April

If you're interested in participating in the co-op marketing pilot program, please fill out the form or scan the qr code below.

If there is a large response, the HCTDA will conduct a lottery. If you have any questions about the co-op marketing program, email Ashley Rice at Ashley@visithaywood.com.



Print

November - \$1,750 per partner
(20% savings on standard rates)

Spring edition - \$1,750 per partner
(20% savings on standard rates)

Digital Newsletter

November - \$750 per partner
(25% savings on standard rates)

Spring edition - \$750 per partner
(25% savings on standard rates)

SATW Partnerships

Deadline to participate: June 29, 2026 | Event Dates: October 4-8, 2026

We are inviting local businesses to be part of the SATW Convention, which will welcome over 250 travel writers, editors, photographers, content creators, and their guests to Haywood County in October 2026. The following opportunities are designed to showcase your products, connect directly with media, and help bring the Haywood story to life.

Participation ranges from in-kind product partnerships and interactive experiences to a limited number of in-kind sponsorship opportunities.

Here are the opportunities to sign up for:

- **Taste of Haywood** (Sponsored Snack Breaks on Oct. 5 & 6) – Provide samples and connect directly with travel media during scheduled snack breaks.
- **Main Street Block Party** (Oct. 6) – Set up an interactive booth at a lively downtown street festival with both media and public attendees.
- **Closing Night Vendor Market** (Oct. 7) – Sell products and engage with attendees during the convention's final celebration.
- **Welcome Bag Contributions** – Provide 250 small items to be included in attendee welcome bags for direct exposure.

If you're ready to sign up for one of the specific opportunities listed above, fill out the SATW-specific form or by scanning the QR code below.

If you have any questions about SATW partnerships, email Corrina Ruffieux at Corrina@visithaywood.com.



Gift of Haywood

Deadline to participate: October 19, 2026 | Campaign Dates: Nov - Dec 2026

Gift of Haywood is a shop-local holiday campaign that will run from November to December, 2026. It highlights small businesses across Maggie Valley, Waynesville, Lake Junaluska, Canton, and Clyde, encouraging residents and visitors to shop Haywood first.

The campaign promotes local shopping through Elk Bucks, digital gift cards backed by Mastercard that can be redeemed only at participating Haywood County businesses, driving direct spending to local partners.

Participating businesses benefit from increased visibility and holiday traffic. Learn more at GiftHaywood.com. If you would like to sign up to accept Elk Bucks fill out the form by scanning the qr code below or have any questions, email Alycin Ray at Alycin@visithaywood.com.



Ice Fest Weekend

Deadline to participate: November 16, 2026

Event Dates: January 28-31, 2027



The Visit Haywood Ice Festival Weekend is a multi-day, county-wide event held during off-peak season to drive overnight visitation, increase spending at local businesses, and showcase winter in Haywood County.

Ice Fest activates events across multiple towns to expand the shoulder season and encourage extended stays.

Learn more at VisitHaywood.com/IceFest. If you're interested in participating in Ice Fest Weekend 2027, please fill out the Ice Fest interest form by scanning the QR code below. The form will be available beginning in July 2026.

If you have any questions about Ice Fest, email Hayley Printz at Hayley@visithaywood.com.



Haywood on Ice

This county produces some of the cleanest water in the United States, and people gather to celebrate the natural resource during the Haywood County Ice Fest. Mark your calendar for January 30 through February 2 to join the festivities and enjoy the beauty of winter in the Smokies.

SOUND OFF!

Which will you do: tour ice sculptures in downtown Waynesville or warm your hands at the Maggie Valley Ice Festival?



ICE STROLL



FROZEN FIRE TOWER



Not to fear: This sculpture of a person in a winter coat is frozen solid. In 2023, it was one of 20 ice sculptures displayed on the first day of Visit Haywood Ice Fest.

Our State NORTH CAROLINA

OLD-SCHOOL COOL

Haywood on Ice

This mountain county produces some of the cleanest water in the United States. In January, people gather to celebrate the local resource and to enjoy the beauty of winter in the Smokies.

by Kari Koss

Fat Burger Month

Deadline to participate: January 11, 2026

Event Dates: March 1-31, 2027

Fat Burger Month is a light hearted winter culinary campaign that showcases limited-time, signature burgers from participating Haywood County restaurants. Designed to drive shoulder-season visitation, the campaign encourages both residents and visitors to dine local and discover new restaurants.

Learn more at FatBurgerMonth.com.

If you're ready to go all-out for Fat Burger Month 2027, sign up here or by scanning the QR code below.

2027 participation will be limited to 31 restaurants.

If you have any questions about Fat Burger Month, email Alycin Ray at Alycin@visithaywood.com.



Lodging Packages

Deadline to participate: January 18, 2027 | Campaign Dates: Spring, 2027

We're putting a spotlight on Spring 2027 as Haywood County's "other color season."

We're inviting our lodging partners to join the momentum by creating spring packages that give visitors a reason to stay longer and explore more.

Together, we can position Haywood County as a must-visit destination for spring travelers.

With the launch of our new website, lodging partners will soon be able to easily add special offers directly into the system. More details and training dates coming soon.

Have questions about lodging packages? Reach out to Corrina Ruffieux at Corrina@visithaywood.com.

Example Packages



THE YELLOW HOUSE B&B

Come for the weekend and enjoy all the very best with your stay at [The Yellow House on Plot! Creek Road!](#) Purchase the \$59 Ice Fest Weekend Package (in addition to room rate) and enjoy an Ice Fest Welcome Basket, Friday Night Chili Supper at the inn, Saturday Evening Dessert Bar, and tickets to the Maggie Valley Extravaganza!

Don't let this icy adventure slip away—call The Yellow House today at **828-452-0991** to book your unforgettable getaway!

[BOOK NOW](#)



BLUE MOUNTAIN REALTY GROUP

Enjoy 10% off (up to \$50) on the base rent of your Ice Fest Weekend vacation rental with Blue Mountain Realty Group when you stay January 26 - February 2, 2026. There's no minimum stay required—just book directly and use code **ICY26** to claim your discount!

Call **(828) 565-0229** or click the button below to book your frosty getaway!

[BOOK NOW](#)

Public Relations

Deadline to participate: Ongoing, Year-round

Visit Haywood partners with local businesses to host travel writers, journalists, bloggers, and content creators, offering an excellent opportunity to gain visibility.

When the media shares a positive experience about your business, it often resonates differently than traditional advertising. It's an impactful way to reach new audiences and build credibility.

If you're open to hosting travel media or already have plans to do so independently, please let us know.

If you'd like to partner with us on Public Relations opportunities, email Amie Diehl at Amie@VisitHaywood.com



Mountain Mornings

Mountain Mornings is a networking event hosted by the HCTDA, designed exclusively for tourism-related businesses. These casual meet-ups offer a space to connect with fellow industry partners, share ideas, and collaborate on shaping the future of tourism in Haywood County. We rotate Mountain Mornings events throughout the county on a quarterly-basis to ensure all areas have a chance to participate and host.

If you're interested in hosting a future Mountain Mornings or have suggestions for topics or locations, email Amie Diehl at Amie@VisitHaywood.com.

2026-2027 Mountain Mornings Schedule*

- July 30, 2026 - Springdale Resort
- October 29, 2026
- Winter 2027 TBD
- Spring 2027 TBD



*Dates are subject to change based on partner availability.

To stay updated on Mountain Mornings meetings dates and locations, sign-up for our partner newsletter at HaywoodTDA.com & follow our partner Facebook page, Facebook.com/HaywoodCountyTDA.



Partner Resources

Stay connected and make the most of your partnership with us and get the latest updates, opportunities, and inspiration as they happen.

Follow along on our partner Facebook: @HaywoodCountyTDA OR follow our consumer accounts on Instagram: @VisitHaywood or Facebook: @VisitHaywood

Want updates delivered straight to your inbox?

Sign up for our Partner Newsletter: haywoodtda.com/partner-resources

Make the most of your partnership by taking advantage of the Visit Haywood Welcome Center. Your on-the-ground hub for connecting with visitors.

Located at 91 N Lakeshore Drive in Lake Junaluska, the Welcome Center offers free promotional materials and we also sell Great Smoky Mountains National Park parking passes.



Keep Us In The Loop

The best partnerships thrive on communication. Help us help you!

Keep us in the loop year-round about what's new in your business or town so we can share it effectively across our channels.

Do you have exciting milestones coming up, like a new business opening, a special anniversary, or a new event? We would love to hear about it.

Travel writers are always looking for "What's New" stories, and we are currently gathering content for the 2027 Visitor Guide to highlight fresh happenings across Haywood County.

If you have something to share, fill out our form here or scan the QR code below.



2026-2027 SIGN-UP DEADLINES



September

**Ice Fest Public Relations Pitches:
September 7, 2026**

**Visitor Guide Ad Sales:
September 14, 2026**

October

**Gift Of Haywood:
October 19, 2026**

November

**Ice Fest Weekend:
November 16, 2026**

January

**Fat Burger Month:
January 11, 2027**

**Spring Lodging Packages:
January 18, 2027**

2026-2027 CONTENT CALENDAR

July

- Visitor Guide/Co-Op Ad Sales
- Swimming Holes
- July 4 Celebrations
- Elevations/Cool

August

- Website Launch
- 828 Day (Local pride)
- Agritourism/ Farms
- End of Summer

September

- Pump Track Qualifier
- Elk Rut Season/ Wildlife
- Labor Day
- Fall Flavors
- Autumn Equinox

October

- SATW
- Legends & Folklore
- Leaf-Peeping
- Harvest & Music Festivals

November

- Gift of Haywood
- Small Business Saturday
- Family/ Friendship
- Late fall foliage

December

- Gift of Haywood
- Christmas Celebrations
- Shopping
- Skiing/Tubing
- Christmas Tree Farms
- Winter Solstice

January

- Ice Fest Weekend
- Skiing/Tubing
- "What's New"
- Resolutions
- Visitor Guide
- Winter Hiking
- Plan for Vacation Day

February

- Annual T-Shirt Contest
- Romance
- Dining
- Indoor Activities
- Weddings

March

- Fat Burger Month
- Annual Report
- Birding
- Spring Lodging Packages
- Start of Spring

April

- Spring Lodging Packages
- Marketing Plan
- Fishing
- Wildflowers
- Golf
- Appalachian Culture/Arts
- National Parks

May

- Road Trip Campaign
- NTTW
- Hiking
- Unique Lodging
- Ramps

June

- River & Lake Activities
- Wellness
- Biking
- Family-Friendly
- Summer Solstice

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