

Henderson County TDA

FY22/23 Public Relations, Paid Media & Creative



PUBLIC RELATIONS EFFORTS

Summary of FY22/23
coverage. See next slide
for list of coverage
outlets.


169

Pieces of Coverage

Total number of online, offline and social clips in this book


366M

Audience

Combined total of publication wide audience figures for all outlets featuring coverage


360M
Online Readership

Combined total number of people that
visit the websites featuring coverage


5.79M
Print Circulation

Total Print Circulation


110
Online Pieces

Amount of coverage published on
websites, blogs and online outlets


29
Offline Pieces

Amount of coverage featured in print
publications & broadcast channels


94.1K
Engagements

Combined total of likes, comments and
shares on social media platforms


54
Avg. Domain Authority

A 0-100 measure of the authority of the
site coverage appears on. Provided by
Moz


134K
Subscribers

Number of newsletter recipients

PUBLIC RELATIONS EFFORTS

List of FY22/23 coverage outlets.

- Livin' Upstate
- Times-News/BlueRidgeNow.com
- Finance.yahoo.com
- The Written Palette
- WLOS
- Explore More NC
- Hendersonville Lightning
- WSPA Your Carolina
- WBRC Fox 6
- WBTB QC Morning
- Cardinal & Pine
- Asheville Grit
- OnlyInYourState.com
- QC Exclusive
- MSN.com
- Blue Ridge Country
- Our State Magazine
- Get Lost In The USA
- Reader's Digest
- V 101.9 WBAV
- St. Pete Life Magazine
- Tribune Papers
- WNC Parent
- Mountain Xpress
- WJHL Daytime Tri-Cities
- I'm Fixin' To
- Florida Country Magazine
- Carolina Country
- The Greenville Sun
- Local News Today
- AVLToday
- WHKP 1450 Hendersonville
- WNC Magazine
- Southern Living
- Escapism TO
- 10Best
- AAA Living
- Blue Ridge Digest
- TOWN Carolina
- Blue Ridge Mountains Travel Guide
- ArtSupplier.com
- NC Travel Guide
- Access Carolina on Fox Carolina
- WSPA 7News
- Biltmore Beacon
- Mooresville Tribune
- WRAL Tar Heel Traveler
- Trips to Discover
- PBS NC - North Carolina Weekend
- Florida NewsLine
- Bill On The Road
- MyNewOrleans.com
- TravelAwaits.com
- The Greenville News
- Business North Carolina
- Yahoo! News
- The Laurel of Asheville
- Garden & Gun
- Eat Move Make
- Discover the Carolinas
- NC Tripping
- The Pilot

CAMPAIGN TARGETING

Target Markets

- Carolinas: Charlotte, Raleigh-Durham, Greenville-Spartanburg, Columbia, Charleston
- Outside Carolinas: Atlanta, Tampa/St. Pete, Orlando, Knoxville, Jacksonville

Target Audiences

- Adults 25-54, \$100K+ Household Income
- Families, Millennials, Active Boomers

Interests

- Agritourism
- Craft beers, ciders, wines, local breweries, wineries, cideries
- Family activities
- Outdoor, nature, eco-tourism
- Arts, culture, history
- Culinary, dining out

Niche Audiences

- Outdoor / Adventure Enthusiasts
- Sustainable Travelers
- Pet-Friendly Travel
- Vacation Rental Travelers and Digital Nomads
- Wine Enthusiasts

PAID MEDIA TACTICS

Inspiration/Upper Funnel:

- **CTV:** with video ads running in front of consumers in competitive markets (Partner: Peacock)
- **Print:** to generate brand awareness within target markets (Partners: Our State, Garden & Gun, Food & Wine, The Local Palate, VisitNC State Travel Guide, SouthPark Magazine, and various local tourism guides)
- **Digital Audio:** with audio ads in music and podcasts (Partners: Spotify, Digilant)

Consideration/Mid-Funnel:

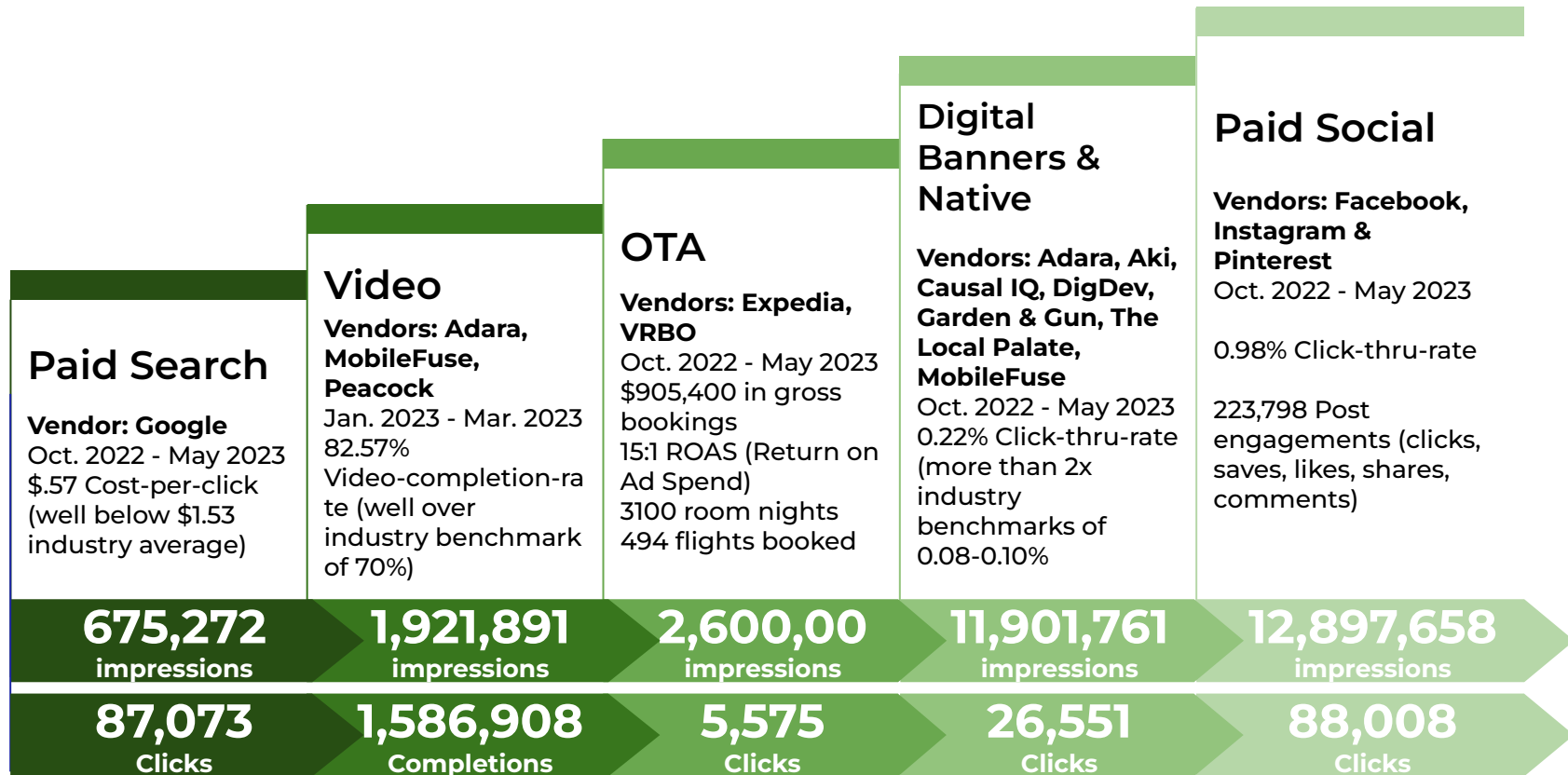
- **Native, Video and Display:** with keyword and competitive targeting (Partners: Aki, Causal IQ, Gum Gum)
- **Mobile:** with device ID targeting through digital native ads. Targeting includes those with an affinity for pets (Partner: MobileFuse)
- **Paid Social:** Campaign to promote awareness and engagement through video and branded Content ads (Partners: Facebook, Instagram and Pinterest)
- **Eblasts:** highlighting the destination to purchased lists throughout target markets. Targeting included those with an affinity for pets (Partner: DigDev)

Booking/Lower Funnel:

- **Paid Search:** using paid keywords on Google search results to target those interested in key categories of the Hendersonville area and drive website traffic
- **Travel Intenders/OTA (Online Travel Agency):** Targeting travelers who are close to booking in a trip to the destination or a competitor destination (Partners: Expedia, VRBO, Adara)

Note: see Appendix at end of presentation for definitions of terms.

DIGITAL MEDIA RESULTS OVERVIEW



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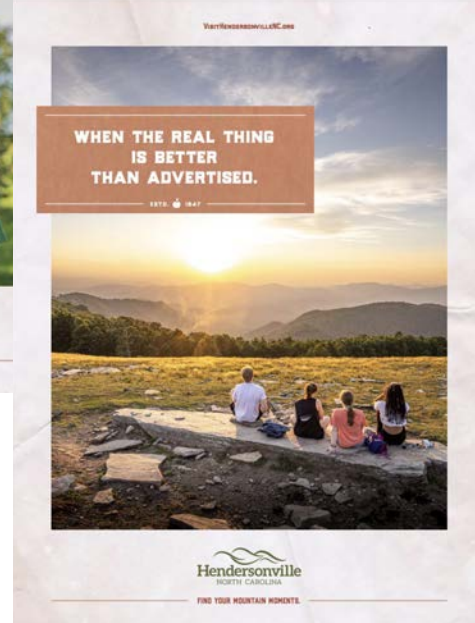
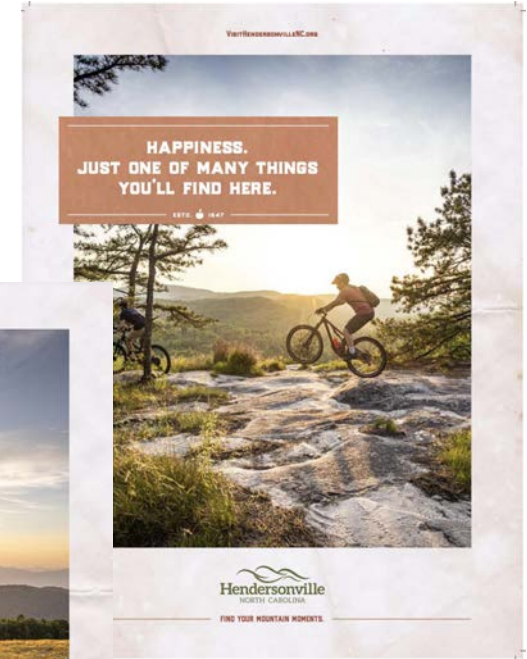
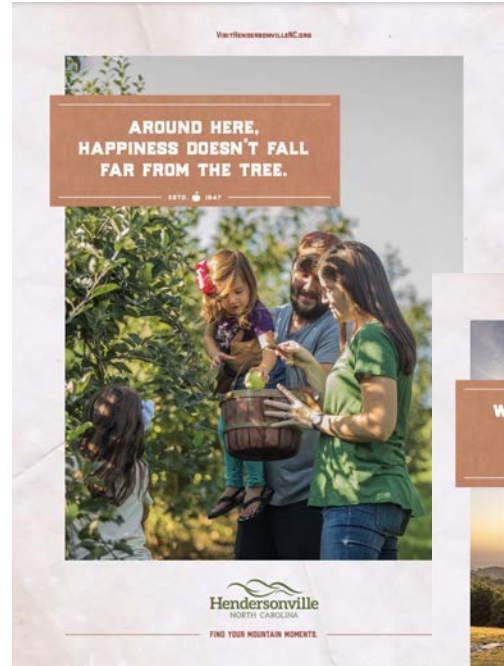
PRINT ADVERTISING OVERVIEW

OUR STATE

12 Full Page ads

July 2022 - June 2023 issues

Placement: Inside Front Covers



PARADISE

PRINT ADVERTISING OVERVIEW

THE LOCAL PALATE

Spring Issue

Full Page print ad, accompanied by digital banners and promoted social posts

BLUE RIDGE PARKWAY GUIDE

2023 Annual Edition

1/2 Page print ad



Hendersonville, NC

Contact

Hendersonville Welcome Center:
201 South Main Street
Hendersonville, NC 28792
FB: @VisitHendersonvilleNC
IG: @VisitHendersonvilleNC

828-693-9708

[VisitHendersonvilleNC.org](https://www.VisitHendersonvilleNC.org)

If you're planning a drive along the Blue Ridge Parkway, there's a stop along the way that you'll be glad to spend some time in: Hendersonville.

Here, you'll find simple moments of joy you won't find anywhere else. Like the quiet pleasure of enjoying a glass of wine produced from the very vines that surround you. The fresh flavors of a meal prepared with ingredients grown just down the road. Or the overwhelming sense of peace that comes with getting to the top of a mountain and seeing the indescribable beauty of Mother Nature laid out before you.

Great experiences, great views, and great people ready to welcome you. If that's what you're looking for during your getaway, plan a stop here in Hendersonville. And find your mountain moments.

Find your mountain moments in Hendersonville.

ADVERTISING OVERVIEW

GARDEN & GUN

Digital package including a dedicated e-blast, sponsored article, digital banners and promoted social posts

<https://gardenandgun.com/articles/a-wine-centric-weekend-in-the-crest-of-the-blue-ridge/>



TALK OF THE SOUTH

YOUR GUIDE TO SOUTHERN CULTURE

★
SPONSORED EDITION
MARCH 10, 2023



Hendersonville's Point Lookout Vineyards.

North Carolina's New Wine Country

East Coast oenophiles take note: Newly designated American Viticultural Areas (AVAs) are popping up around the South, and one of the most exciting is **Henderson County, North Carolina**. Nestled in picturesque Western North Carolina just minutes south of Asheville, the region is home to seven (soon to be eight) wineries including Point Lookout, Marked Tree, and Barnhart—*not* to mention eleven breweries, three hard cideries, two spirit distillers, and one meadery.

With its ideal elevation, warm days, and cool mountain nights, the recently dubbed Crest of the Blue Ridge is the perfect environment for growing a handful of varietals, including Grüner Veltliner, merlot, cabernet franc, and chardonnay. How you experience Henderson County's wine scene is up to you—though you might start Friday evening with a sunset view on *Shine's* rooftop bar in downtown Hendersonville, and book a stay at *The Henderson*, a food-forward inn where chef and co-owner Michael Gilligan can recommend stops on the local wine trail. Or go full bacchanalia at the *Cider, Wine & Dine Weekend* (April 21–23) with picnics, pairings, tastings, and tours—a great entree to this North Carolina appellation.

3,671,616

IMPRESSIONS

9,973

PAGEVIEWS

GARDEN & GUN

TRAVEL

A Wine-Centric Weekend in the Crest of the Blue Ridge

Cider isn't the only thing to sip in Henderson County, North Carolina's newest AVA

January 30, 2023



IN PARTNERSHIP WITH



PARADISE

STREAMING ADVERTISING OVERVIEW

SPOTIFY

(General Brand Awareness & Foodie)

:15 and :30 ads with companion banners

<https://vimeopro.com/paradiseagency/hvl-0894-fy2324-advertising-account-management-retainer-services>

DIGILANT

(Wine Enthusiast)

:15 and :30 ads with companion banners

<https://vimeopro.com/paradiseagency/hvl-1577-winterspring-campaign-digilant-audio-brand-spot>



PARADISE

ADVERTISING OVERVIEW

E-BLASTS

2 eblasts sent to a targeted, purchased list of consumers within specified target markets.

Consumers then retargeted for 30 days after opening.

ENJOY OUR WINES BESIDE THE VINES.

Celebrate NC Wine Month this May with a visit to Hendersonville, North Carolina. Pair incredible wines with sweeping views when you explore the seven wineries of the Crest of the Blue Ridge Wine Country, an American Viticultural Area. Here, you'll discover true Southern Hospitality amid endless rolling hills and a vibrant, artistic community. Plan your visit and enjoy Mountain Moments by the glass!

START PLANNING

A PERFECT PAIRING
Hendersonville's culinary scene reflects the intersection of classic dishes and modern flavors. From fine dining at Postero to classic southern favorites at Flat Rock Wood Room, we have the perfect culinary pairing for your wine country getaway.

Book Appointments

A BLEND OF AMENITIES
Our variety of lodging options will add the finishing touch to your Hendersonville getaway. Lavish resorts, historic B&Bs, beautiful vacation rentals and welcoming hotels await you.

Book Now

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DECANT YOUR STRESS
Whether it's a day at the spa, a relaxing walk on our great trails or a scenic drive through our lush landscape, the stress of daily life will melt away while you're here.

Start Relaxing

CIDER, WINE & B&B WEEKEND
Join us April 21-23 as more than a dozen craft beverage venues participate in a weekend of tastings, tours, live releases, picnics, pairing dinners, live music, orchard hikes, vineyard yoga and more - all in the Crest of the Blue Ridge Mountains. Ask wine region.

Start Planning

CONNECT WITH US

Hendersonville
NORTH CAROLINA
201 South Main Street, Hendersonville, NC 28751
828-693-9708 | www.hendersonvilleNC.org

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PARADISE

ADVERTISING OVERVIEW

PAID SOCIAL (FACEBOOK, INSTAGRAM, AND PINTEREST)

 Visit Hendersonville, NC
Sponsored · 🌐

... ✕

For your next getaway with friends, discover the amazing flavors waiting for you in Hendersonville's award-winning wineries.



visithendersonvillenc.org
NC's Must-Visit Wine Region

Learn more

 Visit Hendersonville, NC
Sponsored · 🌐

... ✕

The air is crisp, the apples are ripe, and the trees are bursting with color: Fall in Hendersonville, N.C. is unforgettable!



Autumn Adventures

Learn more


Autumn Advent

... ⬆️ ☆ Saved!

visithendersonvillenc.org

Explore North Carolina's Apple Capital with an Orchard Adventure

Whether you love Golden Delicious or Arkansas Black, Hendersonville has dozens of apple orchards waiting for you and your family to discover new varieties that you'll love even more. While you're there, enjoy fun adventures such as corn mazes, wagon rides, and fresh cider. Take things into your own hands with our U-Pick farms, or stop by one of our roadside stands. Every week a new variety reaches its peak, leaving you plenty of options for picking your perfect peck!


 Visit Hendersonville, NC
7 followers


Note to self
What do you want to remember about this Pin?


Add note

1 Comment ▾

No comments yet! Add one to start the conversation.

 Add a comment

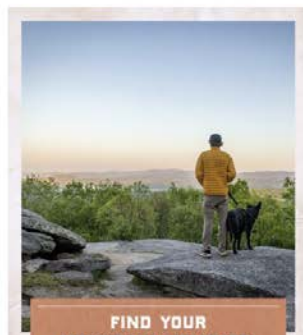
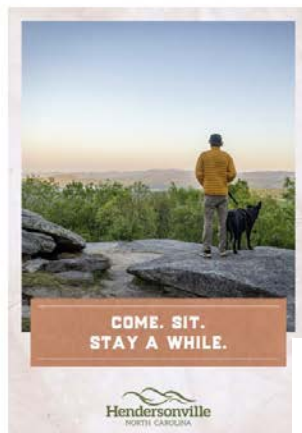
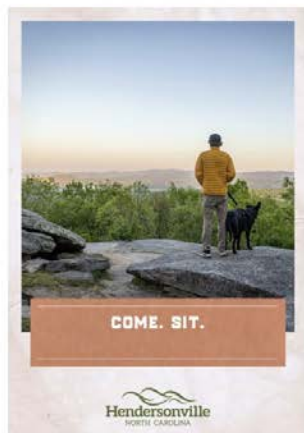




PARADISE

CREATIVE

Sample display ads.



PARADISE

APPENDIX - GLOSSARY

CPC - Cost Per Click

- Amount of advertising media budget spent per engagement click by viewers

CTR - Click Through Rate

- Amount of viewers who clicked on the ad in comparison to the amount of who only viewed the ad and took no action

CTV - Connected TV

- Streaming platforms, i.e. Roku or Fire Stick

OTA - Online Travel Agency

- A web-based marketplace that allows consumers to research and book travel products and services, i.e., Expedia, Booking.com

ROAS - Return On Ad Spend

- Revenue earned for each dollar spent on advertising

VCR - Video Completion Rate

- Measures the amount of audience who viewed the video ad, typically to 25%, 50%, 75%, and 100% completion