

PARTNER MARKETING ALIGNMENT

OCTOBER, 2023



CAMPAIGN OBJECTIVES

- Drive overnight stays among targeted visitor groups
 - » Increase overnight visits over FY22/23
 - » Drive midweek/extended stays (shoulder days: Monday and Thursday) among targeted visitor groups
 - » Drive visitors December - February
 - » Disperse visitation throughout the county

TARGETING PARAMETERS

- Demographics: Adults 25-54 HHI \$100K+
- Interests
 - » Agritourism
 - » Family Activities
 - » Outdoor, nature, eco-tourism
 - » Arts, culture, history
 - » Culinary, dining out
 - Food Tour/Ice Cream Trail
 - » Dog Friendly Travel
 - » Vacation Rental Travelers and Digital Nomads
 - » Wine Enthusiasts
- Geo markets
 - » Carolinas: Charlotte, Raleigh-Durham, Greenville-Spartanburg, Columbia, Charleston
 - » Outside Carolinas: Atlanta, Tampa/St. Pete, Orlando, Knoxville

CREATIVE MESSAGING

- A focus on direct messaging to consumers (tell them what you want them to do) through direct Calls To Action (CTAs):
 - » Plan your trip
 - » Request a visitor guide
 - » Sign up for our e-newsletter
 - » Book your getaway
- Ongoing development of "Mountain Moments" campaign creative through strategic guidance of a photoshoot
- Position Hendersonville as a year-round, affordable destination for leisure travel for all
- Ongoing messaging for annual events: Apple Festival, Garden Jubilee, Cider, Wine & Dine, Summer Concert Series, and Home for the Holidays
- Promote VisitNC's 2023 Year of the Trail where appropriate (hiking, Ice Cream Trail, etc.)

CAMPAIGN TIMING

- Always On Campaign
 - » Flight Dates: 8/28/23 - 5/5/24
- Fall Campaign
 - » Flight Dates: 8/28/23 - 10/15/24
 - » Includes Pet-Friendly & AVL Intercept
- Holiday Campaign
 - » Flight Dates: 11/6/23 -12/17/23

MEDIA TACTIC PARTNERS

- Adara: *Digital Display Ads and Booking/Searching Metric Tracking*
- Amazon Ads: *Digital Display Ads*
- Asheville Regional Airport: *Brochure Ad*
- DigDev: *Email Marketing*
- Expedia / VRBO: *Online Travel Agency Marketing*
- Google: *Paid Search Ads*
- GumGum: *Digital Ads*
- Meta (Facebook & Instagram): *Paid Social Ads*
- Modern Dog: *Email Marketing and Print Ads*
- Focused on Pet-Friendly Content
- MobileFuse: *Digital Display and Native Ads*
- Our State: *Print and Digital Magazine Ads*
- Spectrum: *Cable TV Ads*
 - » Focused on Holiday Content
- Spotify: *Digital and Audio Ads*
 - » Focused on Holiday Content
- Strategus: *Digital Streaming and Retargeting Ads*
- The Local Palate: *Print Ad*
 - » Focused on Holiday Content
- Wilkins: *Digital Billboard Ad*
 - » Focused on wayfinding from Asheville Regional Airport
- WNC Magazine: *Print Magazine Ad*
- VisitNC: *Print and Digital Travel Guide Ad*