

# TDA CAMPAIGN UPDATES

FEBRUARY 2024

## 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
  - » Disperse visitation throughout the county
  - » Drive awareness for local events February - June

## TARGETING PARAMETERS

- Adults 25-54, Household Income \$100K+
- Interests
  - » Agritourism
  - » Family activities
  - » Outdoor, nature, eco-tourism
  - » Arts, culture, history
  - » Culinary, dining out
  - » 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 through specific 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
- 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, and Summer Concert Series
- Promote travel trails where appropriate (Hiking, Ice Cream Trail, etc.)

## CAMPAIGN TIMING

- Always On Campaign
  - » Flight Dates: 8/28/23 - 5/5/24
- Winter/Spring Campaign
  - » Flight Dates: 2/12/24 - June 2024

## PAID MEDIA TACTICS

- Mixed-Digital Media based on Targeting Parameters:
  - » Digital Display Banner Ads
  - » Native Ads
  - » Digital Streaming and Retargeting Ads
  - » Email Marketing
- Expedia / VRBO: *Online Travel Agency Marketing*
- Food Network Magazine: *Print Ad*
- Google: *Paid Search Ads*
- Garden & Gun: *Print Ad*
- 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 Magazine: *Print and Digital Magazine Ads*
- Digital Outdoor Board - *Focused on wayfinding from Asheville Regional Airport*
- WNC Magazine: *Print Magazine Ad*
- VisitNC: *Print and Digital Travel Guide Ad*
- Asheville Regional Airport: *Brochure Ad*