

NEWS RELEASE



*Where the Sun Rises
on the Smokies*

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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2010 VISITORS GUIDE OFFERS EFFECTIVE ADVERTISING OPPORTUNITIES

Haywood County TDA's Annual Publication Resized, Redesigned and Online

HAYWOOD COUNTY, N.C. (AUGUST 10, 2009)—The Haywood County Tourism Development Authority is now offering through September 15, 2008, advertising space in its 2010 Visitors Guide, which will be resized, redesigned and, most importantly, offered online through an electronic version.

The interactive digital edition, produced by Nxtbook Media, is identical to the printed guide. Users will have the ability to immediately access the Visitors Guide through the Haywood County TDA's Web site (which year-to-date has already received more than 1.8 million page views), literally flip through its pages using the cursor, zoom in and out, print any page or range of pages, search by entering keywords, save to their desktop, send to friends or family, post notes, and bookmark pages.

One of the key features of the digital edition is the inclusion of live links. The advertisements, for example, will link directly to Web site of the advertiser—at no additional cost.

“It's really an invaluable bonus we're offering advertisers as a result of adding this interactive digital edition for the 2010 Visitors Guide,” said Lynn Collins, executive director of the Haywood County TDA.

“Not only will advertisers gain exposure through the print copies we distribute but also through this online version, with links right to their site,” she added. “In looking at our statistics, we see that more and more people are using the Internet to research vacations, and we want to make it easy for them to find out about Haywood County.”

Such digital travel guides have increasingly gained in popularity in the last couple of years within the tourism industry, reducing print and postage costs for TDAs, resulting in a more efficient, green practice, and reaching potential visitors more instantaneously online. Nxtbook Media is a leader among businesses specializing in the production of digital versions of magazines, travel guides and other printed publications. The Buncombe County Tourism Development Authority, among many other tourism agencies throughout the country, is a client of Nxtbook Media. (To see its digital visitors guide and how it works, visit www.ashevillevisitorsguide.com.)

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Along with the addition of the digital edition, the 2010 Visitors Guide is undergoing a series of other important changes, including its size and design.

The size of the high-quality, magazine-style guide to Haywood County will come in a smaller format—5.5 inches by 8.5 inches—that makes it easier for visitors to carry the book with them on their visit. The design will emphasize the beauty of the scenery by using more stunning photographs throughout the guide.

“We want it to be more user-friendly, more appealing, more eye-catching,” Collins said.

The HCTDA will publish 75,000 copies of the 2010 Visitors Guide, distributing them to visitor centers throughout the Southeast and to those who request one via phone, e-mail or online.

The HCTDA’s 2009-2010 marketing program will produce more than 100,000 visitor inquiries for Haywood County, and its media plan focuses on year-round advertising in key feeder markets (Atlanta, Charlotte, Raleigh, and Tampa-St. Petersburg) as well as key states (North Carolina, South Carolina, Georgia, Florida, Tennessee, and Ohio). Newly identified niche markets (golf, for example) will target new potential visitors. Each print and online ad provides readers contact information for the HCTDA and encourages them to call for a free Visitors Guide—full of information that highlights places to stay and things to do—or to immediately browse the digital edition online.

“We are aggressive in our efforts to bring Haywood County to the attention of as many potential visitors as possible, through our multimedia, multi-state marketing program,” Collins said. “As a result, by advertising in our publication, you are reaching a targeted audience, already interested in traveling to the area.

“With your high-quality advertising message in the guide, we can show visitors all our area has to offer,” she added. “It’s really a great deal—especially when you consider the large, targeted audience you’ll be reaching both in print and online—that just isn’t offered by any other media outlets.”

For more information, request an advertising packet, which includes the various ad options, sizes and rates, by calling the HCTDA at 828-452-0152 or by e-mailing hctda@smokeymountains.net.

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