

tourism tidbits

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2010 VISITORS GUIDE OFFERS EFFECTIVE ADVERTISING OPPORTUNITIES

TDA'S ANNUAL PUBLICATION RESIZED, REDESIGNED AND INTERACTIVE ONLINE

The Haywood County Tourism Development Authority is now offering through September 15, 2009, 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. ([Click here](#) to see its digital visitors guide and how it works.)

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. A recent professional photo shoot will help greatly in that effort.

**Continued on page 4,
see VISITORS GUIDE...**

ADVERTISE IN THE UPCOMING 2010 VISITORS

The **SEPTEMBER 15th DEADLINE** to submit advertising order forms is quickly approaching. Advertising packets, which include various options, sizes and rates, have already been sent out. If you have not received one, or if you have any questions, please contact the HCTDA office by e-mailing hctda@smokeymountains.net or calling 828-452-0152. Keep in mind that ad placements are reserved on a first-come basis and that the deadline is September 15!

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Travel Promotion Act Set for Senate Vote on Sept. 8

A MESSAGE FROM ROGER DOW,
PRESIDENT, U.S. TRAVEL ASSOCIATION:

Your senators and representatives are back home until Labor Day to work in their district offices. During this time, it is critical that they hear from you—their constituents—about the role of travel in improving the U.S. economy. Most importantly, they need to hear about the urgent need to pass the Travel Promotion Act (S. 1023/H.R. 2935) in both the Senate and House.

The Travel Promotion Act will for the first time create a public-private partnership to promote travel to the United States, and help us compete with other countries by sending more welcoming messages to our friends around the world. And it will be done at no cost to American taxpayers.

On September 8, immediately upon their return to Washington from the August recess, senators will have an opportunity to vote for passage of the Travel Promotion Act.

CONTACT YOUR SENATORS:

- 1.) [Click here](#) for contact information;
- 2.) Call your senators at their offices nearest you and set up an appointment or attend a town hall meeting;
- 3.) Tailor your message. [Click here](#) for talking points.

In-person meetings will be most effective. However, if you prefer to send letters to your members of Congress, [click here](#) and select the appropriate letter.

For more information about the Travel Promotion Act, refer to these resources:

[Overview & Talking Points](#); [Senate Bill Summary](#); [Senate Bill Text](#); [House Bill Summary](#); [House Bill Text](#)

'Play in the Park' Events Set to Celebrate Smokies' 75th

Local businesses and organizations have partnered to present dozens of events over the course of 10 days, titled Play in the Park, to commemorate and celebrate the 75th anniversary of the most-visited national park in America.

From Friday, August 28, to Monday, September 7, visitors and locals alike can choose from a wide array of events, festivals and activities in Maggie Valley, Waynesville and Canton to participate in this momentous occasion for the Great Smoky Mountains National Park and its surrounding communities. From guided hikes in the park to a classic car show, from elk viewing to golf tournament and folk music festival, there's something for everyone.

"Play in the Park was conceived as a method to get visitors and local residents alike to touch, feel and smell the park," said David Stubbs, co-owner of the Waynesville Inn Golf Resort & Spa, who has taken the lead in organizing the celebration. "We have put together a wonderful array of events both in the Park and events just for fun."

Best of all, many of the events are free to attend; those that do require a fee, Stubbs said, will donate a portion of the proceeds to Friends of the Smokies, the primary source of charitable funding for the national park.

Among the many highlights, including the Smoky Mountain Folk Festival and the 75th Masters Golf Tournament, downtown Waynesville will come alive for a Rockin' Block Party on the night of Saturday, September 5. From 7 to 10 p.m., Main Street will be the place to be, with live music and dancing, a variety of eats and treats available, a classic car show, and open restaurants, galleries and shops.

"In the interest of protecting and preserving the Great Smoky Mountains National Park, we are proud to join in the 75th anniversary celebration with activities in downtown Waynesville, featuring The Hominy Valley Boys, a well-know bluegrass band,



accompanied by the Fines Creek Flat Footers clogging group," said Buffy Phillips Messer, executive director of the Downtown Waynesville Association. "We invite everyone to join in the fun at this free mountain hoe down."

For more information about Play in the Park, log on to www.smokeymountains.net and browse the "Events/Festivals" calendar for specific details—dates, times and locations—of individual events. [Click here to download](#) the official brochure.

"We hope that this event will remind everyone on its 75th anniversary of the national treasure that is right in our backyard," Stubbs said, "and that Western North Carolina will begin to take a much more active place in the stewardship of Great Smoky Mountain National Park."

UK Press Trip Already Resulting in Great Coverage, Tremendous Ad Value

Several writers who participated in the UK press trip in early June have already published articles about their trip to Western North Carolina in newspapers with a combined circulation of 502,490 amounting to \$207,554 in advertising value.

Most, if not all, mentioned the Great Smoky Mountains National Park and its 75th anniversary. Many of those who helped the HCTDA host the writers received mentions (along with, in some cases, their Web sites), including Smoky Falls Lodge, horseback riding at Cataloochee Ranch, Waynesville Inn Golf Resort & Spa, Waynesville Fly Shop, Ghost Town in the Sky (plus photo), and The Swag.

More articles are expected to result from the tour.

UPCOMING WEEK FULL
OF FUN THINGS TO DO
IN HAYWOOD COUNTY.

THERE IS SOMETHING
TO DO FOR EVERYONE,
OF ALL AGES.

Visit

www.smokeymountains.net
for detailed information.



August

September

September Continued

28

- * 12th Annual Fines Creek Bluegrass Jam
- * HART Theatre Presents "Walking Across Egypt"
- * Valley Classic Auto, Truck Show & Car Auction
- * Trails, Tales, and Tips with Jay Schoon
- * Storytelling, Wolf Program and Barbecue Dinner @ Cataloochee Ranch

1

- * Storytelling at Osundo Booksellers
- * Guided Elk Viewing in the Park
- * Storytelling at Blue Ridge Books & News

4

- * Art After Dark
- * 38th Annual Smoky Mountain Folk Festival
- * 75th Masters Golf Tournament
- * Art After Dark at Twigs & Leaves Gallery

29

- * The Mighty Giants-The American Chestnut Foundation
- * Guided Elk Viewing in the Park
- * Guided Hikes in the Park
- * Jammin' at the Millpond

2

- * Great Smoky Mountain Park Rededication Ceremony

5

- * Block Party
- * Guided Hikes in the Park
- * Fun Things Downtown
- * Wood Carving with Jeremy Buckner
- * Gem Mining
- * Labor Day Weekend Craft Show

30

- * Park Cleanup-Volunteers Needed

31

- * Lunch Time Stories

3

- * Conversations With the Last of the Park Residents
- * Smoky Mountain Bed & Breakfast Tour
- * Canton Labor Day festival Begins

6

- * Guided Hikes in the Park
- * Guided Hike From Cataloochee Ranch to Great Smoky Mountain National Park

7

- * Canton Labor Day Parade & Festival



Visitors Guide

(continued from Page 1)

"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.

Greening N.C. Travel: 2009 Award Nominations Open

Sustainable North Carolina has opened nominations for the 2009 Sustainable North Carolina Awards, seeking the most inspiring examples of innovative approaches to sustainability across the state. Awards will be made in five categories this year:

- Triple Bottom Line (for profit company)
- Entrepreneurship (for profit company)
- Innovation (for profit company)
- Catalyst (not-for-profit organization, institution or agency)
- Champion (individual).

Last year's winners included Biltmore Estate, Green Planet Catering and Proximity Hotel. Sustainable North Carolina is a 501c3 dedicated to accelerating the adoption of principles and practices that optimize economic prosperity, social responsibility and environmental stewardship throughout the state.

[Click here](#) to apply or to nominate a person or organization. The deadline for nominations is Sept. 28. For more information on Sustainable North Carolina, visit www.sustainnc.org. For more information on sustainability in the tourism industry, call Alex Naar at (252) 737-1346 or e-mail at anaar@ncommerce.com.

GOT NEWS?

Send your news and information for possible inclusion in upcoming issues of "Tourism Tidbits."



IMPORTANT DATES

SEPTEMBER 2

Rededication of
Great Smoky Mountain
National Park

SEPTEMBER 7

Labor Day
Office Closed

SEPTEMBER 15

Visitor Guide Ad Deadline

SEPTEMBER 23

Board of Directors
Monthly Meeting



Let your
journey begin

STAFF

Lynn Collins, executive director

Sherry Warren, office manager

Ashley Rice, communications

Darren Miller, public & media relations

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