



To: TDA Board
From: Susan Sapienza, Executive Director
Date: June 2026
Subject: Cashiers Area Chamber of Commerce Update

Visitor Services & Facilities

As the summer season begins, the Cashiers Area Chamber Visitor Center continues to welcome visitors seeking information about lodging, dining, recreation, events, shopping, and area attractions throughout southern Jackson County.

Visitor Center activity increased significantly during May as seasonal visitation accelerated. Brochure distribution reflected strong interest in outdoor recreation, with the *Birding Guide*, *Waterfall Map*, *Fly Fishing Trail*, *Jackson County Map*, and *Visitor Guide* among the most requested materials. Staff continue to provide personalized recommendations that encourage visitors to extend their stay while supporting local restaurants, retailers, attractions, and lodging partners.

Social media engagement continued to expand during May as the Chamber promoted seasonal events, local businesses, and visitor experiences. The Chamber's combined social media audience now exceeds 10,000 followers and friends across its platforms. Instagram views more than doubled compared to early spring, while engagement increased substantially through tourism-focused content, event promotion, and community partnerships, extending the reach of Cashiers as a mountain destination.

Destination Events & Tourism Promotion

Cashiers Burger Week – The Extended Cut April 24 – May 9

The Chamber successfully concluded the 4th annual Cashiers Burger Week: The Extended Cut, which continues to grow as a signature culinary event showcasing locally owned restaurants while encouraging visitors to explore the community over multiple days. The Last Bite Wrap Party was very well attended at Slopeside Tavern in Sapphire.

Winners include: 1st Place Favorite Burger: Happs Place; 2nd Place: Whiteside Brewing and 1st Place Most Creative: Village Pantry; 2nd Place: Cashiers Celtic Table.

The Chamber is especially grateful for its collaboration with the Jackson County TDA and Samantha, whose coordinated marketing efforts significantly expanded the event's regional reach. Additional publicity included front-page coverage in *The Highlander* and feature coverage in *The Laurel Magazine*, generating excitement throughout the Cashiers area and beyond.

The Chamber's social media campaign generated exceptional engagement during the two-week event. Highlights included:

- **6,439 Facebook views** on the "Burger Week Starts Today" announcement.
- **6,417 Facebook views** promoting the launch of Week Two.
- **5,576 Facebook views** announcing participating burgers.
- **2,595 Instagram views and more than 1,500 interactions** announcing the 2026 winners.
- **1,500 Burger Week passports** distributed from the Chamber's Visitor Center.
- **1,300 Burger Week coloring sheets and children's maps** distributed through participating restaurants.
- **Seven collaborative social media campaigns** with Cashiers Greenway Ramble, Cashiers Burger Week, and Discover Jackson County that expanded the event's reach across multiple audiences.

The success of this year's event demonstrates the power of collaborative marketing partnerships and reinforces Cashiers Burger Week as an effective shoulder-season tourism initiative that benefits local restaurants, businesses, and the broader visitor economy.

Marketing & Regional Visibility

The Chamber continues to utilize its three gateway billboards in Glenville, Sapphire, and Scaly Mountain to welcome visitors and promote Cashiers, Glenville, and Sapphire through event driven signage, i.e. Bear Shadow Festival, Cashiers Designer Showhouse, and Stars, Stripes & Mountain Nights (Four 4th of July celebrations).

Each billboard receives an average of **approximately 32,000 impressions per week**, providing valuable exposure to travelers entering our community and directing them to local attractions, events, and visitor resources.

The Chamber also continues collaborating with member partners to promote events and experiences that enhance the visitor experience and strengthen Cashiers' position

as a premier mountain destination.

Visitor Center Snapshot that highlights the dramatic increase in JCTDA brochure distribution between April and May:

- Birding Guides distributed: **approximately 30 → more than 800**
 - Fly Fishing Trail maps: **approximately 10 → nearly 475**
 - Waterfall Maps: **approximately 145 → nearly 475**
 - Jackson County Maps: **approximately 75 → nearly 400**
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Upcoming Events:

- Continued promotion of summer events, attractions, restaurants, and outdoor recreation opportunities throughout southern Jackson County.

Burger Week Socials

Reels

Slopeside 4/27 - FB 2,520 views, 29 reactions, 9 follows, 3 shares
IG 607 views, 42 interactions

The Local 4/30 - FB 1,566 views, 33 reactions, 4 shares
IG 676 views, 440 reactions

The FIX 5/1 - FB 2,346 views, 34 reactions, 4 shares, 1 save
IG 437 views, 299 reactions

Happ's 5/8 FB 1,132 views, 3 shares, 1 save
IG 328 views, 227 reactions

Top content

4/23 - Sponsor post - FB 3,395 views, 38 interactions, 3 follows
IG 574 views, 10 interactions

4/24 - Starts today - FB 6,439 views, 49 interactions, 16 follows
IG 1,066 views, 485 reactions
[Jackson Co. shared](#)

5/1 - Week 2 starts - FB 6,417 views, 35 interactions
IG 837 views, 337 reactions
[Jackson Co. shared](#)

4/20 - Bites are live -FB 5,576 views, 65 reactions, 14 shares

5/5 - Passports gone - FB 2,480 views, 47 reactions, 8 shares

5/14 - Winners - FB 3,150 views, 43 reactions, 1 share
IG 2,595 views, 1,543 reactions
[Jackson Co. shared](#)

Hi all!

Congratulations to the Chamber for a successful and record-breaking Burger Week: The Extended Cut! Here is a recap on our collaborative efforts for everyone to share with their teams:

1. 1,300 Burger Week: The Extended Cut coloring sheets with a child's version of the CGR map were shared with the 12 participating restaurants and the Cashiers Area Chamber of Commerce.

2. 7 total social media posts were created and shared as a collaborative post with the Cashiers Greenway Ramble, Cashiers Area Chamber of Commerce, and Cashiers Burger Week accounts. Posts highlighted in green mean that the Discover Jackson County Instagram account reposted this reel.

a. 4/22 - Burger Week: The Extended Cut coloring sheet reveal: 1,306 views, 40 likes, 4 shares, 1 repost, 2 saves

b. 4/29 - Whiteside Brewing burger: 927 views, 45 likes, 5 shares, 5 reposts, 1 save

c. 4/30 - Celtic Table burger: 795 views, 30 likes, 1 share, 4 reposts

d. 5/3 - Duck Hawk Provisions burger: DHP accepted collab, 1,450 views, 40 likes, 2 shares, 2 reposts

e. 5/4 - On the Side burger: Cashiers Farmers Market accepted collab, 1,742 views, 46 likes, 3 shares, 3 reposts

f. 5/5 - Village Pantry burger: 503 views, 19 likes, 1 share, 1 repost

g. 5/6 - Zookeeper burger: 1,049 views, 23 likes, 2 reposts

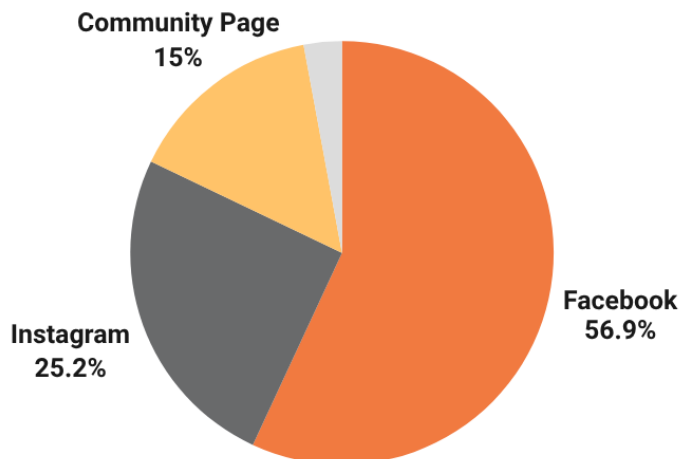
Kat Ford

Marketing Consultant for WalkCashiers

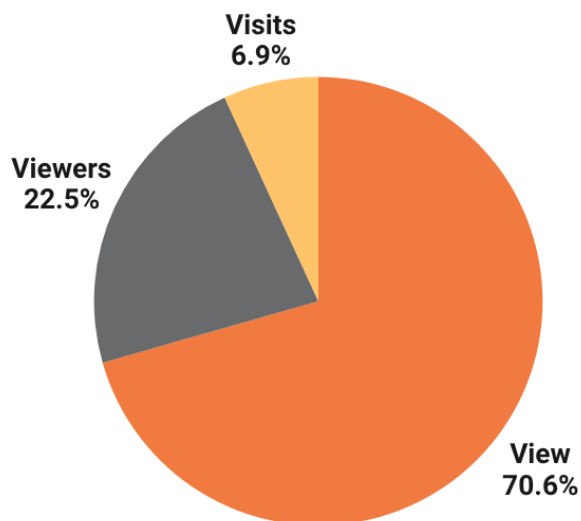
Cashiers Greenway Ramble

Followers + Friends

Total - 10,005



Content Insight



Notable Analytics

Views

Facebook Business - 14.4K
Instagram - 9,121

Facebook Business - 4,6K
Instagram Reach - 1,2K

Interactions

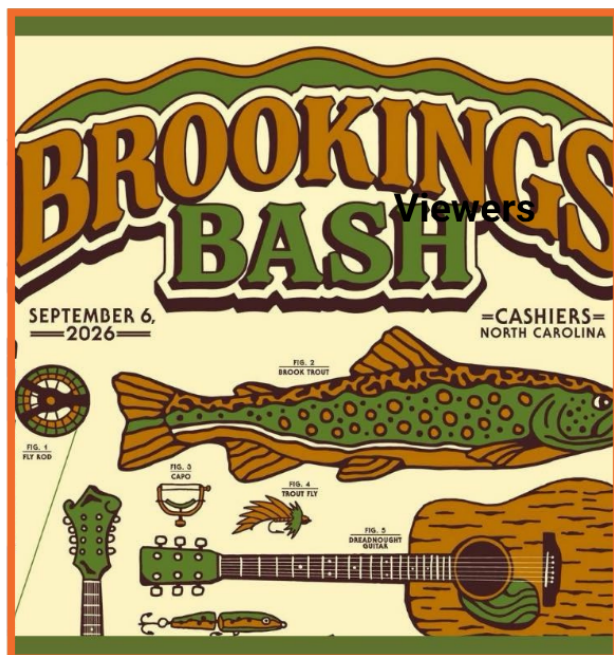
Facebook Business - 203
Instagram - 276

Top Facebook

Posted: 5/22/2026
Views: 3,718

Top Instagram

Posted: 5/22/2026
Views: 1,260



Stars, Stripes & Mountain Nights



Celebrating America's 250th

July 2 Community Chorus Concert

July 3 Village Green Fireworks

July 4 Yankee Doodle Dandy Day

July 5 Lake Glenville Fireworks



CashiersAreaChamber.com



May 2026 Brochure Totals

