CASHIERS AREA
CHAMBER OF COMMERCE
COMMUNITY ■ COMMERCE ■ CONNECTED

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

Visitor Services & Destination Marketing

Visitor activity remained strong in August, with 98 visitor interests recorded at the Cashiers Area Chamber Visitor Center. Hiking and trails led visitor inquiries, followed by things to do, shopping, waterfalls and the Cashiers Greenway Ramble. Restaurants, events, lodging and scenic drives were also among the interests identified by visitors.

The Visitor Center distributed **4,101 visitor guides, maps and destination brochures during August**, including 1,496 Waterfall Maps, 1,030 Visitor Guides, 890 Cashiers Maps, 283 Birding Guides, 258 Jackson County brochures and 144 Fly Fishing Trail guides. The distribution provides a useful snapshot of what visitors are looking for while they are here, with waterfalls, general visitor information and the Cashiers area generating particularly strong interest.

The new collaborative Cashiers Greenway Ramble map, incorporated into our Visitor Guide & Member Directory this summer, also gives visitors another way to connect businesses and experiences with trails, public spaces and other destinations throughout Cashiers.

Social Media & Digital Reach

Our combined social media audience grew to **10,777 followers and friends in August**, compared with 10,197 in July. Facebook Business generated 22,400 views and 9,784 viewers, while Instagram generated 6,902 views and reached approximately 1,800 accounts. Facebook recorded 258 interactions and Instagram 259.

Facebook Business views increased approximately 56% from July, while the number of Facebook viewers nearly doubled. August's top-performing Facebook content generated 4,572 views, and the top-performing Instagram content generated 1,161 views. The August Social Media Report is attached.

Fall & Winter Destination Marketing

Planning and promotion are underway for a coordinated fall and winter tourism strategy designed to connect seasonal events and experiences and encourage visitation beyond the traditional peak season.

Christmas in Cashiers will focus on November and December, beginning with Choose & Cut Christmas Tree season and incorporating holiday events and experiences throughout the area. The 52nd Annual Cashiers Christmas Parade will be held December 5 with this year's theme, “Santa's Workshop.” Partners identified to date include The Festival of Trees, The Village Green, Cashiers Historical Society, Sapphire Valley Resort, Chimney Pond Farm, Bear Valley Farm and Moss Farm.

Whiteside Winter will carry that collaborative approach into January and February, promoting winter recreation, events and experiences during a traditionally slower tourism period. Development also continues for Cashiers Mahjong Week, a potential new late-January event in partnership with Pink Palmetto Events of South Carolina and the February beloved Great Outhouse Races in Sapphire would complement the broader Whiteside Winter calendar.

Upcoming Events & Community Engagement

The Chamber's next Business After Hours will be held in September at America's Home Place, providing another opportunity to connect Chamber members and local businesses.

Planning is also underway for the 20th Annual Cashiers Chili Cook-Off, scheduled for October 15 at Lewis Hall. The event will feature community and professional chef competitors and continues to be a popular fall tradition for residents and visitors alike.

Jackson County at 175

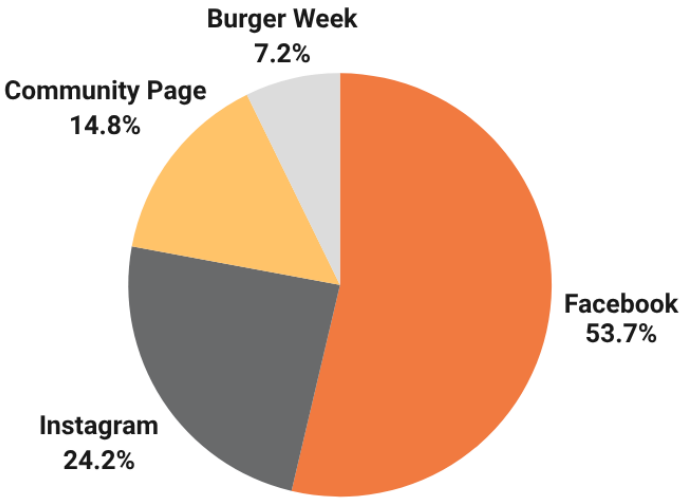
The Chamber has launched a year-long storytelling effort recognizing Jackson County's 175th anniversary, using the milestone to share stories about the people, businesses, organizations and communities that have shaped Jackson County since 1851.

The series will include historical and contemporary stories related to business, tourism, education, agriculture, nonprofits, faith communities, veterans and first responders. The project gives us another opportunity to connect visitors and residents with the history and character behind the places and communities they experience throughout Jackson County.

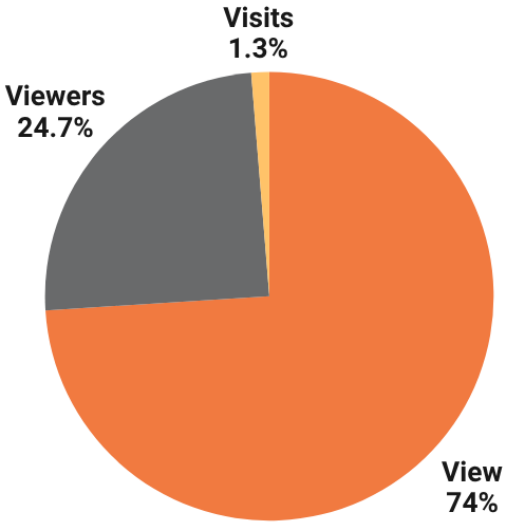
Social Media Report: August 2026

Followers + Friends

Total - 10,777



Content Insight



Notable Analytics

Views

Facebook Business - 22.4K
Instagram - 6,902

Viewers

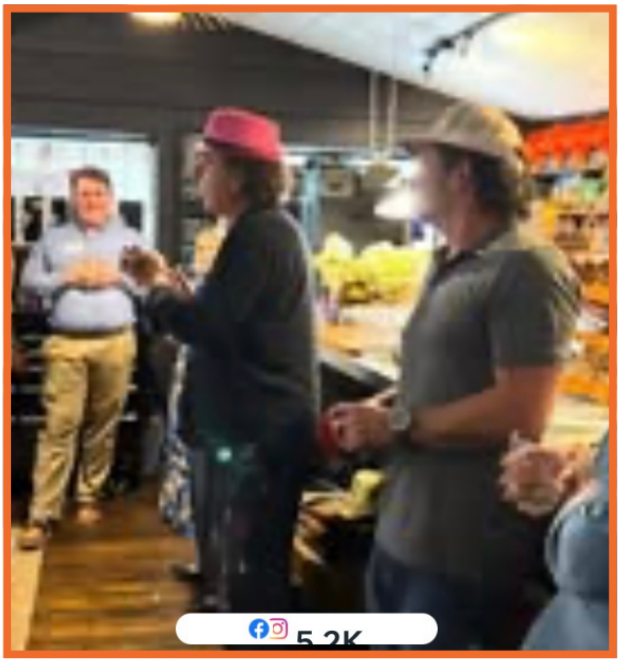
Facebook Business - 9,784
Instagram Reach - 1,8K

Interactions

Facebook Business - 258
Instagram - 259

Top Facebook

Posted:8/21/2026
Views: 4,572



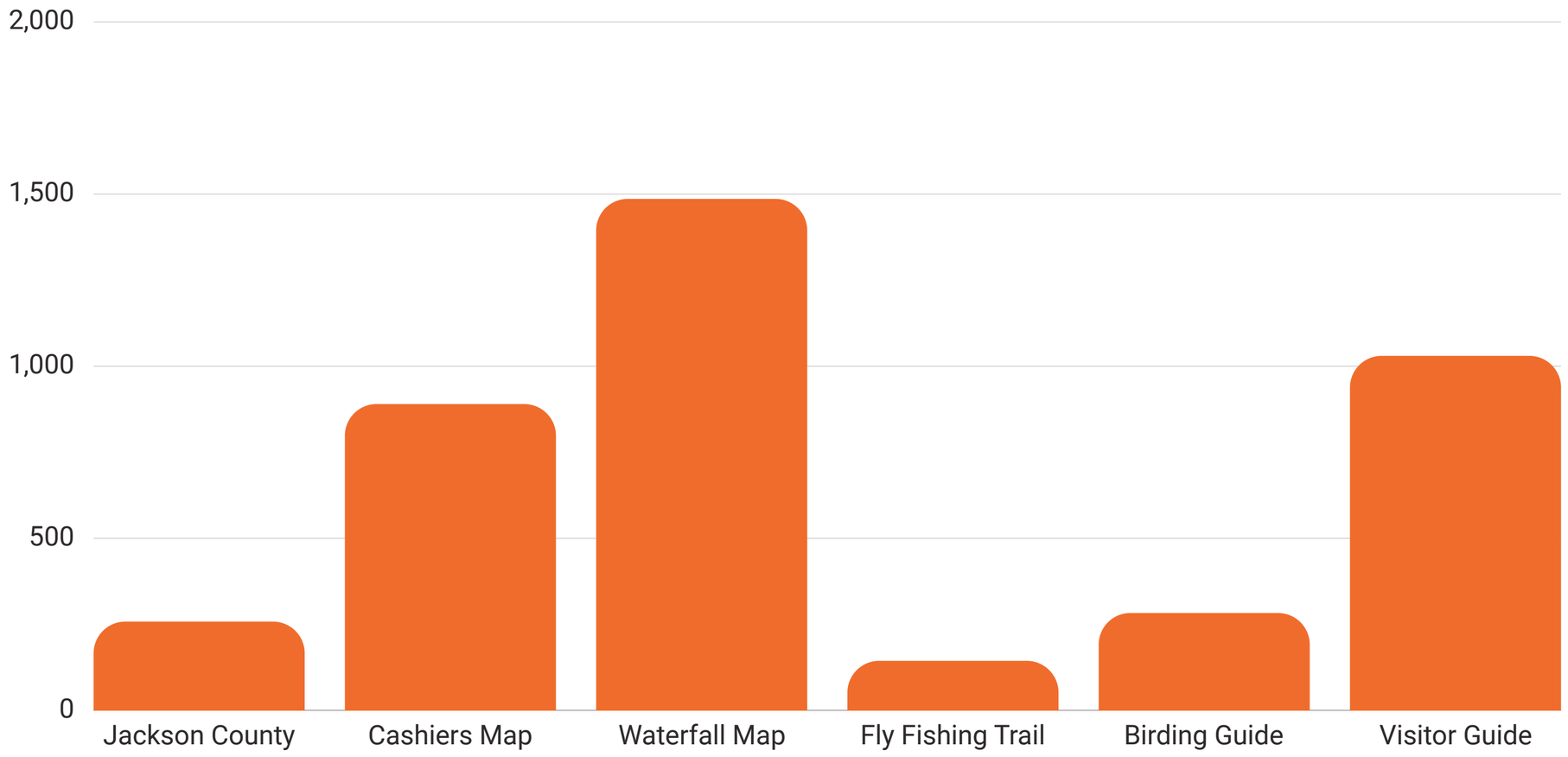
Top Instagram

Posted: 8/21/2026
Views: 1,161



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August 2026
Brochure Totals



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VISITOR INTEREST AUGUST 2026

