CASHIERS AREA
CHAMBER OF COMMERCE
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To: TDA Board
From: Susan Sapienza, Executive Director
Date: October 2026
Subject: Cashiers Area Chamber of Commerce Update

Visitor Services & Destination Marketing

September visitor inquiries continued to center on things to do in the Cashiers area. Heather recorded 24 inquiries about general activities, 12 about waterfalls, four about the Cashiers Greenway Ramble, two each about hiking and trails and shopping, and one about events. These recorded interests help staff connect visitors with local experiences and businesses.

Brochure distribution remained particularly strong for outdoor recreation. The Waterfall Map led September distribution at approximately 1,000 copies, followed by the Cashiers Map (approximately 550), Jackson County materials and Birding Guides (approximately 300 each), Fly Fishing Trail guides (approximately 190), and Visitor Guides (approximately 80). Figures are approximate readings of Heather's attached chart.

The Chamber will also operate a satellite Visitor Center at the October 9–11 Cashiers Valley Leaf Festival, sharing visitor information and promoting Christmas in Cashiers and winter activities while fall visitors are already in the community.

Social Media & Digital Reach

Our combined social media audience reached 10,818 followers and friends in September. Facebook Business generated 43,940 views, 16,044 viewers and 513 interactions. Instagram recorded approximately 10,900 views, 1,700 accounts reached and 523 interactions.

Compared with August, Facebook views increased 84.3%, Facebook viewers 55.1% and Facebook interactions 92.1%. Instagram views increased 50.7% and interactions 80.3%, while Instagram reach declined 4.6%. Our top Facebook post received 15,380 views and our top Instagram post 4,704 views. The September social media report is attached.

Fall & Winter Destination Marketing

The Chamber is bringing seasonal events and visitor experiences together under Christmas in Cashiers, followed by Whiteside Winter in January and February. The goal is to help visitors discover more to do across the area and encourage travel beyond the busiest fall weeks.

Holiday promotion will include local Choose & Cut Christmas tree farms, the Village Green tree lighting and Mistletoe Market, Festival of Trees, the Twelve Days of Christmas (December 1–12), the 52nd Cashiers Christmas Parade on December 5 with its "Santa's Workshop" theme, and the Sapphire Valley Holiday Festival December 12–13. The Crawford Family and their Market Dogs will serve as parade grand marshals.

Whiteside Winter will continue the seasonal promotion into January and February, highlighting winter recreation and community experiences, including the Great Outhouse Races and a proposed mahjong weekend.

Upcoming Events & Community Engagement

The Chamber offered a satellite visitor center booth at the Cashiers Valley Leaf Festival from October 9 – 11. There were live Christmas Trees as a visible promotion of the upcoming Choose & Cut Christmas Tree Farms and flyers, including the new holiday rack card produced by TDA, for Christmas in Cashiers, Sapphire Valley Holiday Festival and Whiteside Winter events.

The 20th Annual Cashiers Chili Cook-Off will take place October 15 at Lewis Hall, 5:00–7:00 p.m., with the event's first livestream planned.

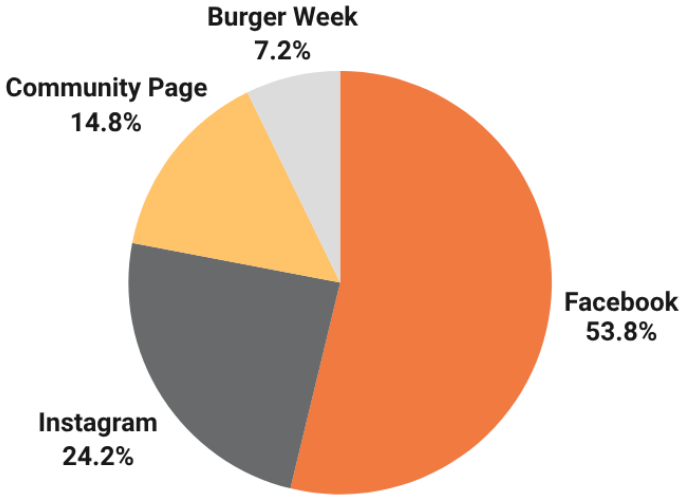
Other visitor-facing events include Goblins on the Green October 30, Gobble on the Green November 26, the Cold Turkey Polar Plunge and Village Green tree lighting November 27, and holiday events beginning Thanksgiving weekend.

The Chamber continues working with event organizers, local businesses and tourism partners to make seasonal information easy for visitors to find through the Visitor Center, printed materials and digital channels.

Social Media Report: September 2026

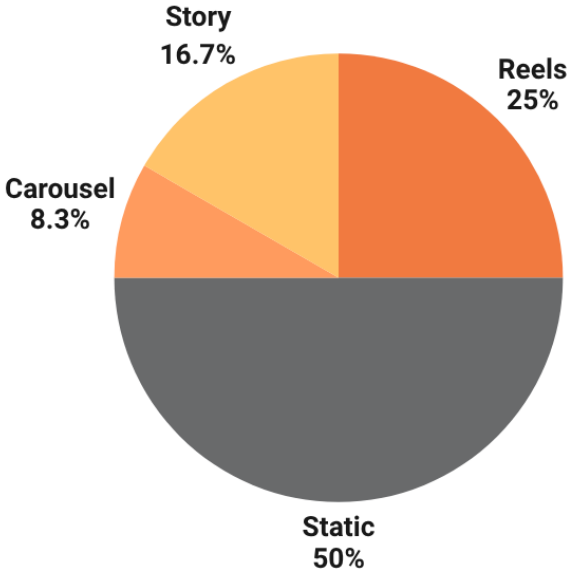
Followers + Friends

Total - 10,818



Content Distribution

Total - 24
*includes collaborative posts



Notable Analytics

Views

Facebook Business - 43,940
***up 84.3%**
Instagram - 10.9K
***up 50.7%**

Viewers

Facebook Business - 16,044
***up 55.1%**
Instagram Reach - 1,7K
***down 4.6%**

Interactions

Facebook Business - 513
***up 92.1%**
Instagram - 523
***up 80.3%**

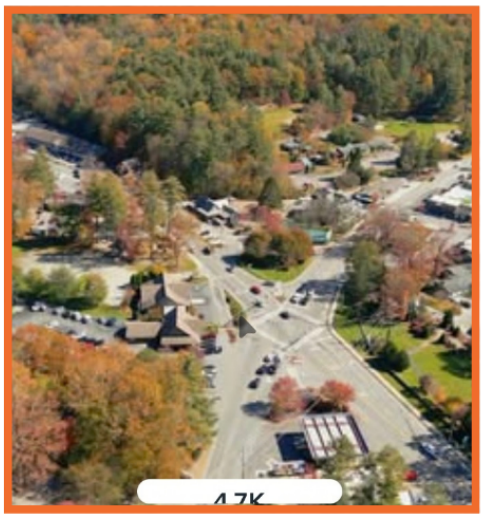
Top Facebook

Posted:9/25/2026
Views: 15,380



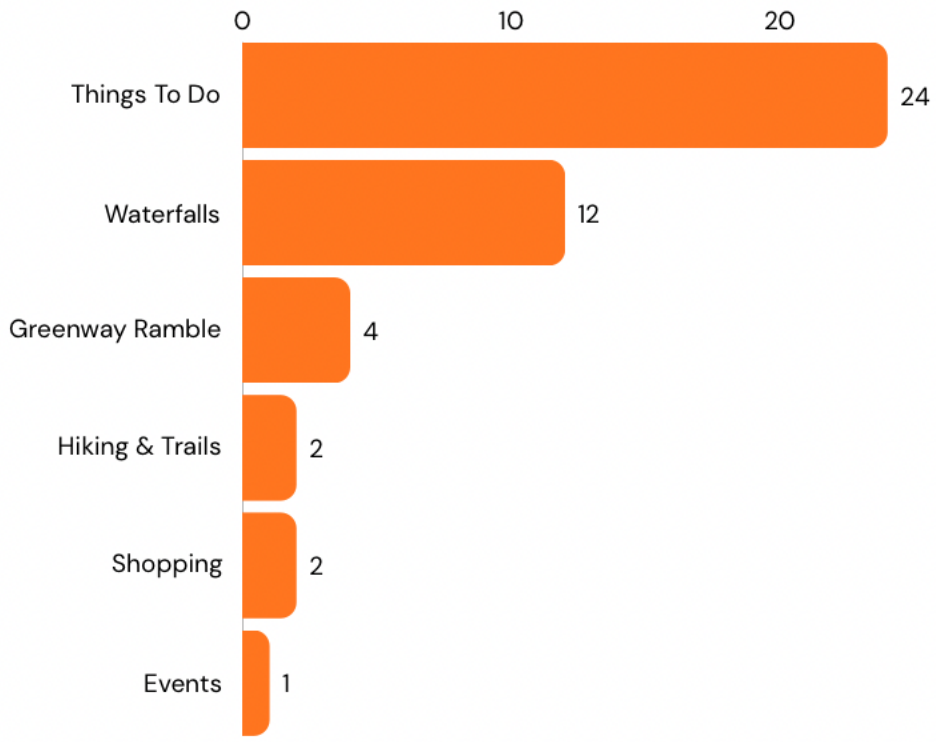
Top Instagram

Posted: 9/22/2026
Views: 4,704



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VISITOR INTEREST SEPTEMBER 2026



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September 2026 Brochure Totals

