



Cashiers Area Chamber of Commerce Update

For the Jackson County Tourism Development Authority Board
November 2025

Executive Summary

November and early December brought strong seasonal visitation to Cashiers, fueled by a robust calendar of holiday events and community collaborations. Signature attractions—including the Village Green Tree Lighting, Village Lights retail initiative, Festival of Trees benefiting Summit School and local charities, the inaugural Gingerbread House Competition in partnership with the Cashiers Historical Society (a creative spin-off of this year’s parade theme, *The Gingerbread Man’s Mountain March*, led by Grand Marshal Fire Chief Randy Dillard), the 12 Days of Christmas Music Series, and the 51st Cashiers Christmas Parade—generated sustained visitor traffic, with the parade drawing a record number of spectators along an expanded route. These efforts, supported by coordinated promotion among the Chamber, Festival of Trees, and Cashiers Greenway Ramble, strengthened the visitor experience while supporting local businesses and reinforcing Cashiers as a festive, family-friendly destination.

1. Visitor Engagement & Brochure Distribution

Visitor Center Activity

- Strong traffic with many visitors asking about dining, shopping, and holiday events.
- Steady flow of visitors: waterfall seekers stopping in for maps and guidance.
- Steady flow of visitors asking about the Cashiers Greenway Ramble.

Brochure Distribution (Spring–Present)

- Discover Jackson Guides: 2,610 distributed
 - Waterfall Guides: 2,300 distributed
 - Cashiers Area Maps: 1,850 distributed
- Total tourism pieces placed in the hands of visitors & community: ~6,760 items

Distribution Channels:

- Visitor Center walk-ins
- Seven community kiosks (regularly replenished)
- Lodging partners, real estate offices, retail partners, and area businesses

2. Kiosk Utilization & Improvements

- All kiosks continue to see steady pick up of brochures and guides.

3. Events & Tourism Support

Village Green Tree Lighting, Village Lights retail initiative, Festival of Trees & Cashiers Greenway Ramble collaboration — November 28 – 29

Inaugural Gingerbread House Competition in collaboration with the Cashiers Historical Society — December 4

12 Days of Christmas Music Series – December 1 – 12

- Partnership with 12 local venues.

51st Cashiers Christmas Peppermint Stick Parade — December 6

- Record number of spectators along the parade route.
- Live stream coordinated with Rick Stargel.
- Grand Marshal: Fire Chief Randy Dillard.

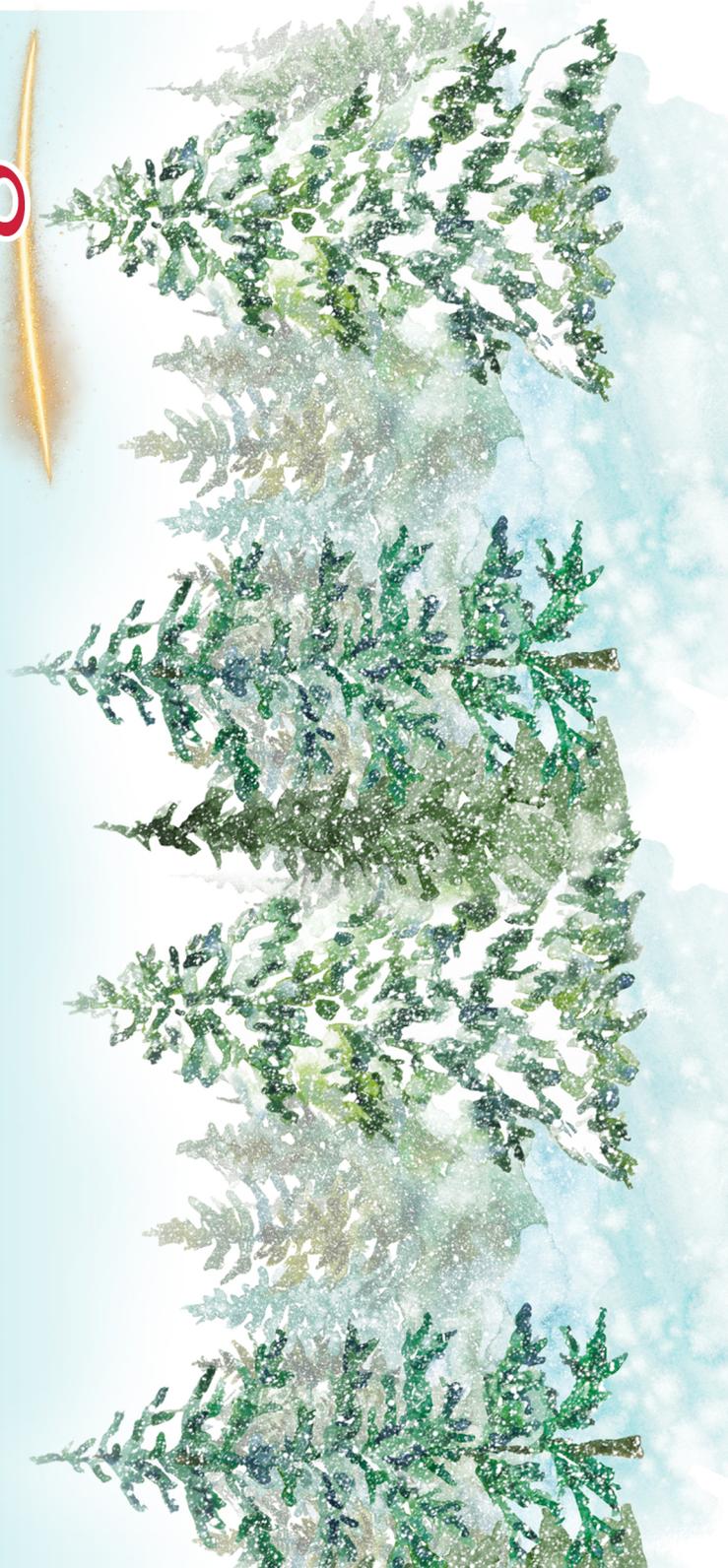
4. Outreach & Community Collaboration

- Collaborations with Vision Cashiers / Walk Cashiers, Cashiers Historical Society, Festival of Trees, Albert Carlton – Cashiers Community Library, Boys & Girls Club, Big Brothers / Big Sisters, Cashiers-Glenville Recreation Center.
- Leadership Cashiers (2019 to present)
 - Class of 2025 has 15 graduates.
 - To date, 133 students have graduated from Leadership Cashiers.

5. Marketing & Communications

- Active promotion via the Chamber's website, Community Calendar (former Cashiers411), social media, newsletters, and printed posters.
- **Discover Winter Magic** billboard campaign using a QR Code to our Linktree profile.
 - Lifetime Views: 240
 - Last 7 Days Activity: 11 views

Discover Winter Magic



CASHIERS AREA

CHAMBER OF COMMERCE

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