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

Visitor Services & Destination Marketing

October visitor inquiries continued to reflect strong interest in outdoor recreation and things to do in the Cashiers area. Heather recorded inquiries about general activities, waterfalls, the Cashiers Greenway Ramble, hiking and trails, restaurants and shopping, community events, the Cashiers Historical Society and maps, and hotels.

Brochure distribution remained particularly strong for outdoor recreation. The Waterfall Map again led distribution at approximately 1,100 copies, followed by Birding Guides, Cashiers Maps, Jackson County materials, Fly Fishing Trail guides, and Cashiers Area Visitor Guide.

The Chamber also operated a satellite Visitor Center during the Cashiers Valley Leaf Festival in October. In addition to providing visitor information during one of our busiest fall weekends, we used the opportunity to begin promoting winter travel, including local Choose & Cut Christmas tree farms, Christmas in Cashiers, the Sapphire Valley Holiday Festival and Whiteside Winter.

Social Media & Digital Reach

Our combined social media audience grew to **11,108 followers and friends** in October.

Facebook Business generated approximately **50,400 views**, **14,300 viewers** and **795 interactions**. Compared with September, Facebook views increased 10.6% and interactions increased 49.7%.

Instagram experienced especially strong growth, generating approximately **81,500 views**, reaching **3,200 accounts** and approximately **8,000 interactions**. Instagram views increased 593%, reach increased 75.2% and interactions increased approximately 1,300%.

Our top-performing Instagram content was an October 9 collaborative post with Discover Jackson NC featuring fall color at Shadow of the Bear, which generated approximately **107,000 views**. Our top Facebook post received approximately **8,800 views**.

Fall Events & Community Engagement

The Chamber partnered with Landmark Realty Group to present the **20th Annual Cashiers Chili Cook-Off** on October 15 at Lewis Hall. The free community event brought residents and visitors together during the height of fall season and, for the first time, was livestreamed by Rick Stargel and Alan Curtin, extending the event beyond those able to attend in person.

The Chamber's annual **Spirit of Our Community Awards** recognized individuals and organizations whose service strengthens the greater Cashiers community:

- **Citizen of the Year:** Sheila Kinsey
- **Volunteer of the Year:** Laura Plush
- **Educator of the Year:** Rayna Crisp, Principal, Blue Ridge School
- **Art & Culture Advocate:** Creative Community Initiative at The Bascom
- **Evergreen Award:** Highlands-Cashiers Land Trust, recognizing its conservation work associated with the 104-acre Peregrine Tract below Whiteside Mountain.

The awards were presented at the Chamber's Annual Meeting and Spirit Awards Reception on November 12 at Micas Mountain Kitchen.

Christmas in Cashiers & Winter Destination Marketing

With peak fall visitation transitioning into the holiday season, the Chamber used its gateway billboard in Scaly Mountain to promote Cashiers for all seasons. Our Sapphire billboard is being rented by the Festival of Trees event and when they is done later this month, that billboard will also promote Cashiers for all seasons. We'll switch out both boards for Cashiers Burger Week in March.

We continue building **Christmas in Cashiers** as an umbrella for seasonal events and visitor experiences throughout the area in the fall. Promotion includes 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 and the Sapphire Valley Holiday Festival December 12–13. This year's parade theme is *Santa's Workshop*, with the Crawford Family and their beloved Market Dogs serving as Grand Marshals.

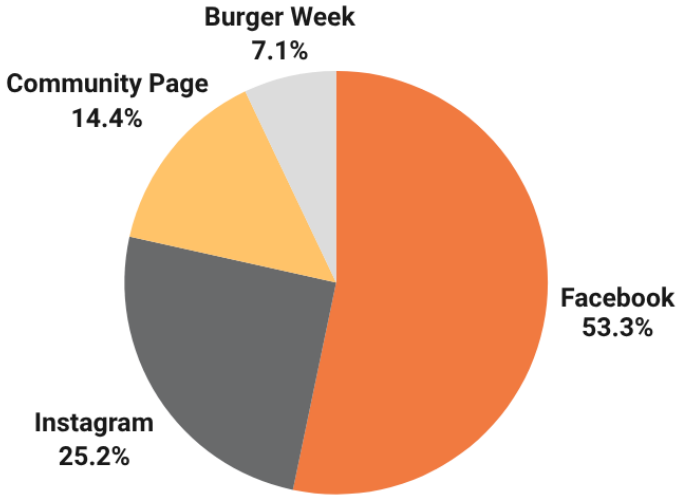
Whiteside Winter will extend destination marketing into January and February, highlighting winter recreation and community experiences and encouraging visitation during a traditionally slower period.

The Chamber continues working with the TDA, event organizers, local businesses and community partners to make seasonal information easy for visitors to find through the Visitor Center, satellite visitor services, printed materials, Cashiers411 and our growing digital channels.

Social Media Report: October 2026

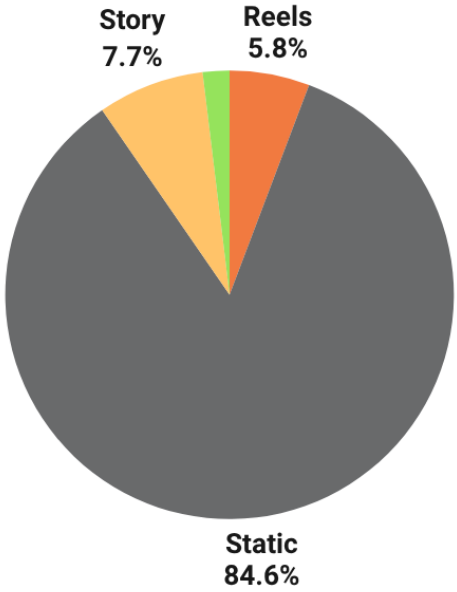
Followers + Friends

Total - 11,108



Content Distribution

Total - 52
*includes collaborative posts



Notable Analytics

Views

Facebook Business - 50.4K
***up 10.6%**
Instagram - 81.5K
***up 593%**

Viewers

Facebook Business - 14.3K
***down 13.9%**
Instagram Reach - 3.2K
***up 75.2%%**

Interactions

Facebook Business - 795
***up 49.7%**
Instagram - 8.0K
***up 1.3K%**

Top Facebook

Posted:10/26/2026
Views: 8.8K



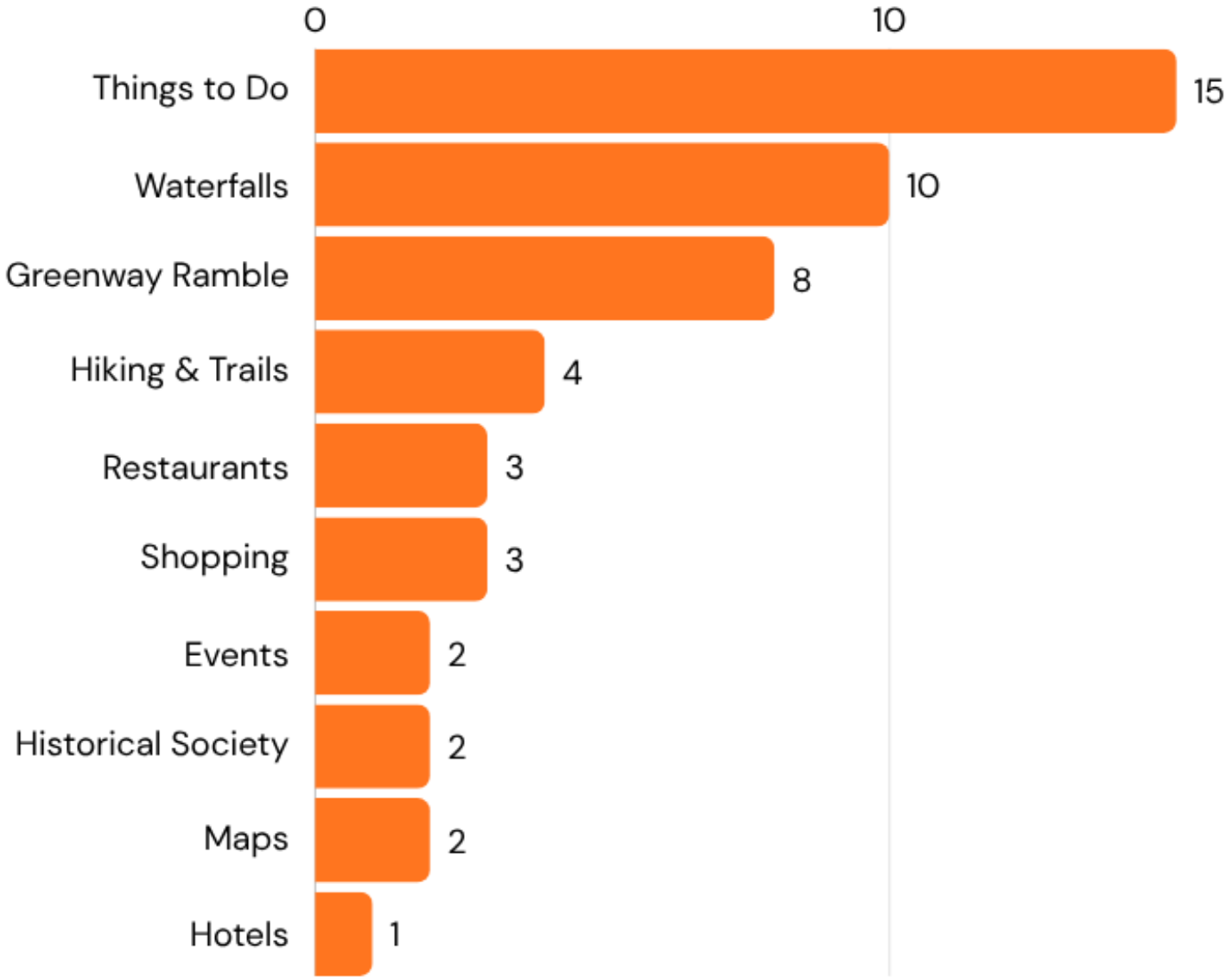
Top Instagram

Posted: 10/09/2026
Views: 107.0K
collab with discoverjacksonnc



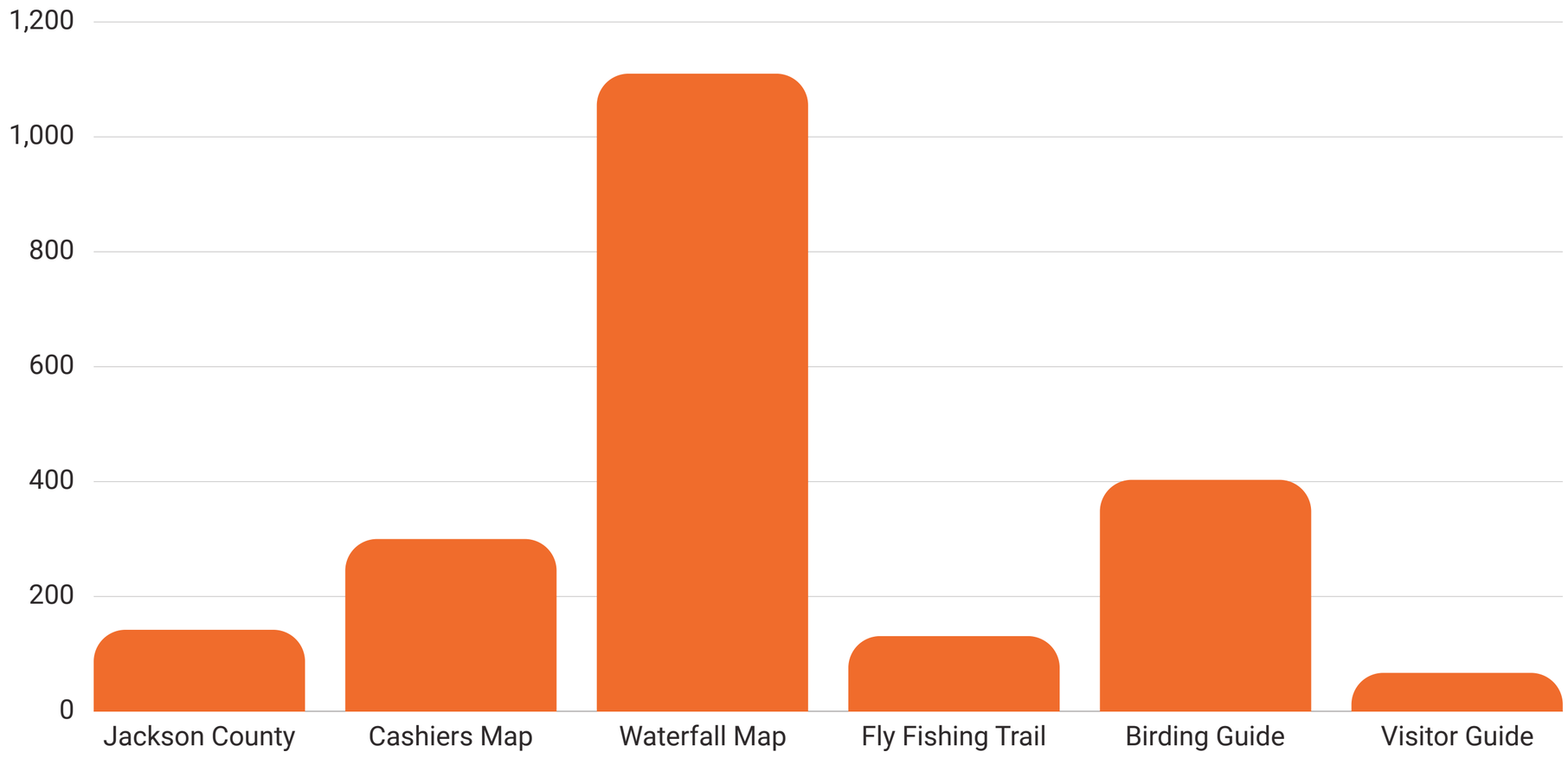
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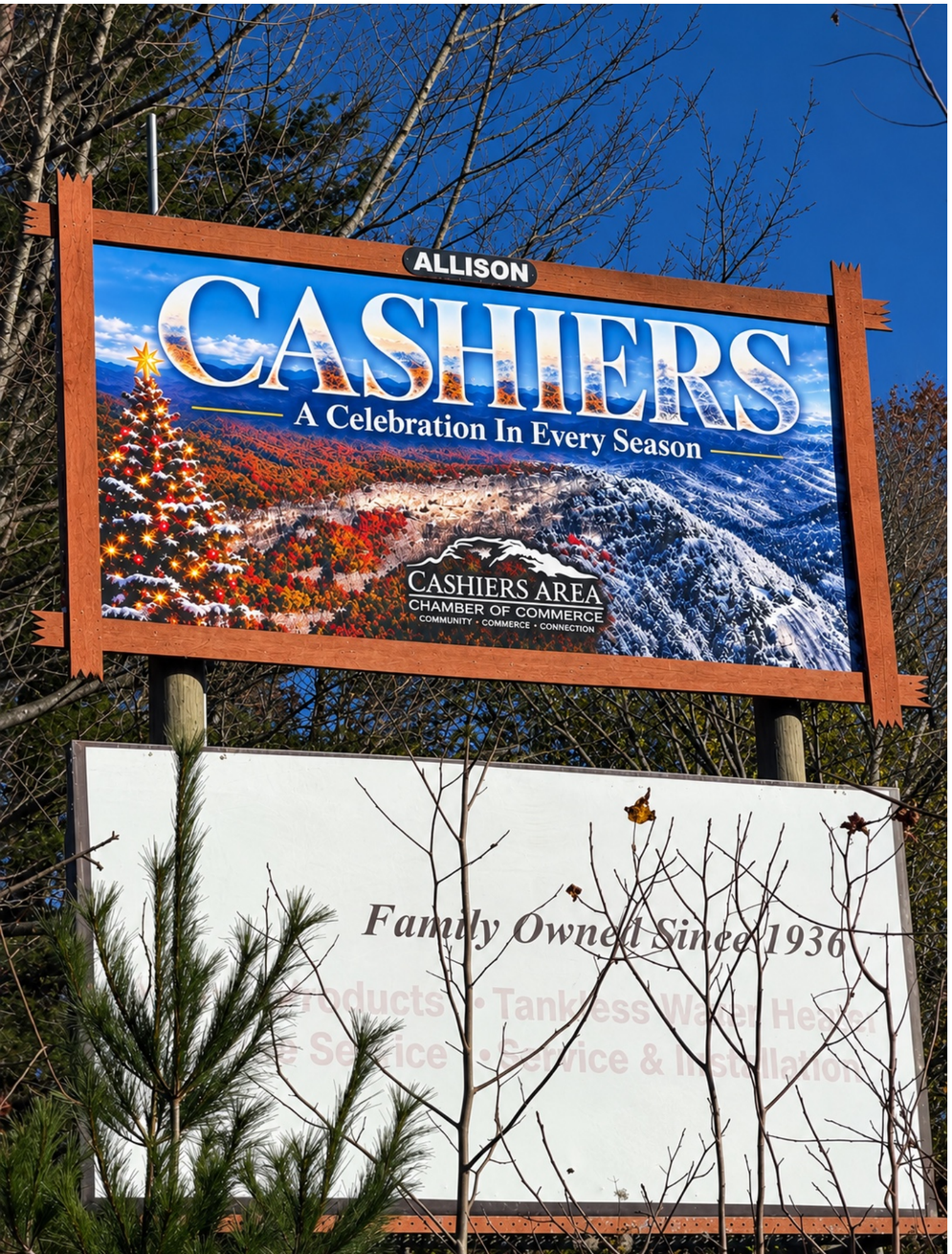
VISITOR INTEREST OCTOBER 2026



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October 2026
Brochure Totals




ALLISON
CASHIERS
A Celebration In Every Season
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