



To: TDA Board
From: Nick Breedlove, TDA Executive Director
Date: August 13, 2026
Subject: Monthly Director's Brief

Dear Board Members,

Please find below my monthly update below:

1. **Visitor Spending Numbers** – I shared a copy of the recent press release with the Board, and we are very pleased with the newly released tourism visitor spending numbers. We continue to outpace every surrounding county in visitation and visitor spending. On average, visitors deposit \$1,333,835 (\$486.86 million annually) into local cash registers every single day.
2. **Airbnb Collections** – Regarding our monthly financial report, July's Airbnb collections in Jackson County surpassed all prior collections, even when factoring in current and previous occupancy tax rates. In July 2026, visitors spent \$1.86 million on Airbnb overnight stays in Jackson County.
3. **TCPF Carryover Policy** – Attached to the agenda is a policy for the board's consideration. This policy would save any unspent Tourism Capital Project Funds and earmark them for future projects, rather than allowing the funds to revert to the general fund. This change will enable us to fund larger projects as opportunities arise. The Executive Committee fully supports this policy.
4. **Jarrett House Reopening** – The Jarrett House is officially open for business. We have heard nothing but praise for the substantial remodel, food, and hospitality. We have been working closely with the owner, Chris, for months to ensure he is utilizing all TDA offerings, and we are actively promoting the reopening on social media and through public relations.
5. **NCFilm** – Over the last few weeks, I have been gathering updated photos of Jackson County for the state tourism office's film division. They provided a gallery of their current images on file for us; many were scanned photographs



dating back to the 1990s. I put together 73 locations and 2,121 photos for them, replacing all outdated imagery and adding new locations. This will help location and film scouts find sites unique to Jackson County for motion pictures and television series.



NCFilm printed photo panorama of Dillsboro 6/1/1995 (above) and updated imagery supplied to NCFilm (below)



6. **Maps** – The new Dillsboro maps are available in Dillsboro and at the Great Smoky Mountains Railroad. We found a printer that allowed us to nearly double the print quality for less cost. Now, we can supply every train passenger with a map during their ride so they can plan their visit before arriving. We are hopeful this translates to increased visitor satisfaction and local spending. Additionally, we recently exhausted our stock of the WNC Fly Fishing Trail map and will reprint it as soon as possible, well before the fall season picks up.



7. **Visitor Center Kiosk** – After about 2.5 months of configuration, the Visitor Kiosk is fully programmed. The latest updates include adding terrain maps with a trail overlay for every trail, which I created using Google Earth and the AllTrails app. Most recently, we added our custom turn-by-turn directions to all waterfalls and hikes. These offline directions, which we originally wrote years ago and recently updated, ensure visitors can navigate easily without cell phone service. Kiosk users can choose to receive a text or email with all this information, including directions. I will share kiosk analytics during our board meeting.
8. **Destinations International (DI) Portland** – Sam and I attended the Destinations International annual conference in Portland. We participated in several excellent sessions and connected with colleagues from across North Carolina. Many sessions focused on artificial intelligence, research, social media, community advocacy, and other timely topics relevant to our work.
9. **Economic Development Housing Meetings** – I have attended two meetings with a housing committee that includes the county planning department, economic development officials, and other local leaders and partners. The goal of these meetings is to develop an affordable housing strategy for the county.

