



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

**Dear Board Members,**

Please find below my monthly update below:

**1. Spring Marketing & Creative Strategy**

We have finalized an aggressive revised media plan for the spring and summer seasons. This includes high-profile digital and Connected TV (CTV) placements, supported by targeted print. Our agency partner, Madden, is currently developing creative assets designed to maximize visitation impact during our peak warmer months.

**2. Visitor Guide (VG) Update**

The 2026 Visitor Guide is finalized and heading to press as we speak. We will announce the digital launch via social media shortly and notify the Board as soon as physical copies are available.

New Strategy: This edition emphasizes itinerary-based travel and highlights the "duality" of Jackson County - positioning us as both an accessible, affordable destination and a premier luxury escape.

**3. Budget & Annual Contracts**

I am currently drafting the annual budget for Board review.

- Conservative Outlook: Based on the current "K-shaped" economy—where luxury travel remains steady while budget travel fluctuates - I have projected a conservative 1% increase in tax collections. I am currently vetting these estimates with the Finance Department.
- Agencies: Annual contract renewals for our agency partners are also in progress.



#### 4. Digital Visitor Kiosk

Installation of the new digital visitor kiosk at the Jackson County Chamber in Sylva is scheduled for the week of May 7. Todd and I are coordinating closely with TrueOmni to ensure a seamless setup.

#### 5. Public Relations & Media Wins

Our PR efforts continue to yield high-value placements and future opportunities:

- New York Times: We secured excellent coverage on Forest Bathing (Shinrin-yoku) via a pitch from Lou Hammond.
- Nashville Roundtable: Lou Hammond is organizing a media event in Nashville to capture more interest from this high-growth opportunity market.
- State Roadshow: I recently pitched new Jackson County offerings to the state tourism office and their PR partners for 2027 editorial consideration.
- Current Focus: Active pitching continues for the Dillsboro Glass Arts Festival, the Sylva Historic Walking Tour, and the reopening of the Jarrett House.

#### 6. Regional & Partner Updates

- Blue Ridge Parkway: Great news this week - it was officially announced that the entire Parkway will reopen in 2026 following repairs from Hurricane Helene damage.
- Cashiers VC Open House: The Cashiers Area Chamber is hosting an Open House to showcase TDA-funded improvements. Date: Thursday, March 19 | 10:00 AM – 4:00 PM

#### 7. Staff Travel: VisitNC Tourism Conference

Next week (March 16–18), the TDA staff will be in Asheville attending the VisitNC Tourism Conference. This is a key opportunity for us to align with state-level strategies and network with industry leaders. We will return in time for our Full Board Meeting on Wednesday, March 18, at 1:00 PM.

#### 8. Upcoming TDA-Sponsored Events

The spring season is packed with activity; please add these TDA sponsored event dates to your calendars:

- March 28: Dillsboro Glass Arts Festival.
- April 18: Tuck River Cleanup.
- April 25: Greening Up the Mountains.

#### 9. Pacing & Booking Trends

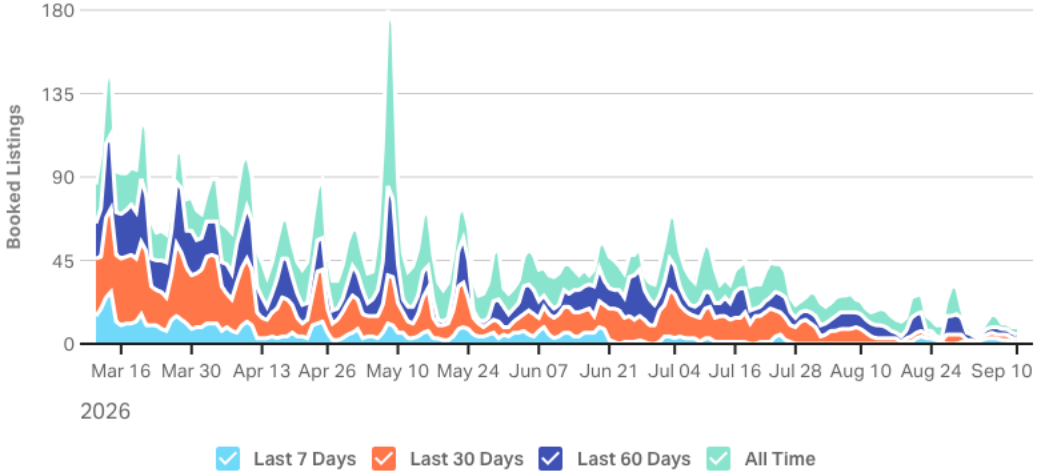
While we do not receive forward-pacing reports from hotels, AirDNA data for short-term rentals provides a helpful snapshot of future demand.



Note: Our average booking window is currently 48 days. While summer numbers may look low today, we anticipate a significant surge in bookings roughly six weeks out from travel dates.

Guest Future Reservation Behavior [Learn](#) [Export](#)

Next 180 days ▾



### 10. May Board Meeting Reminder

Please note that the May TDA Meeting will be approximately two hours. We will be conducting a deep dive into the draft budget and reviewing the comprehensive media and PR plans for the upcoming fiscal year.

