



'20-21 Membership Information

828.264.1299 p
mountainsofnc.com

Official Regional Visitors Center
6370 US Hwy 321 S
Blowing Rock, NC 28605



2020-21 Membership Benefits & Rates

We specialize in tourism marketing. Know that your membership dues go directly to advertising to potential High Country visitors nationally & statewide!

- Listing in the printed Mountain Vacation Planner 80,000 distributed annually
- Benefits of Visitor Center
 - Referrals from staff
 - Brochure placement
 - Events listed on weekly event handout
 - Coupons placed on counter
- Advertising Opportunities
 - Co-op advertising discounts (up to 80% off magazine ads)
 - Vacation Planner advertising
 - Highlighted on media tours
 - Highlighted in group tour promos
- Benefits on MountainsofNC.com
 - Website listing
 - Mentions in blog posts sponsored on Facebook
 - Can post specials/coupons
 - Can post to calendar of events
- Monthly e-newsletter coupon & event postings 20,000+ opt-in
- Marketing Support
 - Access to High Country photos and visitor resources (maps, guides, etc.)
 - Marketer & designer available to answer your questions and aid with ad design

Hotels, Inns, B&B's*

51+ Rooms	\$925
41-50 Rooms	\$675
41 or less	\$375
Resorts	\$1,000

Attractions

25K +	\$1,200
Under 25K	\$562

Real Estate

Sales Office	\$360
Development	\$650

Restaurant

Restaurant	\$275
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Recreation

Indoor/Outdoor	\$375
18 Hole Golf	\$672

Rental Agencies*

100+ Units	\$675
50-99 Units	\$510
1-49 Units	\$360
Campgrounds	\$360
Non Profit Ctr	\$360

Shopping

Retail	\$360
Shopping Center	\$1,000

Arts & Heritage

Theatre	\$360
Museums	\$360
Gallery	\$360
Festivals/Sports	\$231
Agritourism	\$125
Non-Profit	\$125

Services

College	\$892
Financial	\$562
Hospital	\$360
Govt. Agency	\$562
Media	\$360
Utility	\$562
Small Business	\$360
Business (26+emp)	\$562



Membership Application

BUSINESS NAME	PHONE(S)
PRIMARY CONTACT	EMAIL
MARKETING CONTACT	EMAIL
BILLING CONTACT	EMAIL
OTHER CONTACT	MAILING ADDRESS
WEBSITE	
PUBLIC EMAIL	PHYSICAL ADDRESS

30 WORD DESCRIPTION FOR VACATION PLANNER & WEBSITE

Accommodation Details (if applicable)

# Units/Rooms:	Private Jacuzzi:	Private Fireplace:
Rates:	Common Jacuzzi:	Common Fireplace:
Restaurant/Market:	Indoor Pool:	Efficiency/BR Units:
Pets OK:	Outdoor Pool:	A/C:
Kitchenette:	Meeting/Event Space:	

Thank you for joining High Country Host!

Please Email/ Mail Form to:

Email: admin@highcountryhost.com

Mail: Mollie Shanly, PO Box 1417, Boone NC 28607



2019 ANNUAL REPORT



ADVERTISING

The Host specializes in advertising in key markets “off the mountain,” so most members never get a chance to see the advertising that we do! Ads include member co-op ads and Host ads purchased to drive phone calls to the visitors center and visits to the Host website. Ad placements for the past fiscal year include:

- 2019 NC State Travel Guide
- WNC Magazine
- Southpark Charlotte Magazine
- CharlotteParent.com
- OurState.com
- VisitNC.com
- Facebook.com
- CharlotteObserver.com
- I77 & I40 Interstate billboards
- WBTV Spring TV Campaign
- Digital Ad retargeting in FL, GA, SC, NC, TX, NY
- Bi-Monthly targeted e-blasts to over 100,000
- Monthly e-blasts to over 30,000
- Quarterly Group Tour e-blast to over 500

PUBLIC RELATIONS

- **VisitNC Call Center Presentation & Lunch**
Provided a local lunch to the Call Center Operators and managers and answered questions about the High Country
- **Travel Industry Association Legislative Day**
Met with state representatives to discuss tourism and hosted High Country table at reception
- **Blue Ridge Parkway Association AAA Tour**
30 AAA Travel Counselors from the US and Canada had an overnight stay & tour of the High Country.

VACATION PLANNER

The planner is the fulfillment piece for all phone calls and email requests for more information on the High Country. Demand for planners remains strong and we distribute all planners by November! 80,000 copies were distributed at:

- Over 350 visitor centers, airports, military bases, AAA offices, etc. across the U.S. & Canada
- Over 80 brochure racks in the High Country
- 60+ brochure racks in Tri-cities TN area
- Blue Ridge Parkway Association Trade Shows Distribution: Charlotte Southern Women's Show, Atlanta Home Show, Raleigh Southern Women's Show

OFFICIAL REGIONAL VISITOR CENTER

The visitor center continues to be open 7 days a week (excluding four holidays). The dedicated red light on Highway 321, one of the main corridors to the High Country, adds to the success of our new location.

Another positive is the close proximity to one of the busiest rural Blue Ridge Parkway entrances. High Country Host has the unique ability to introduce parkway visitors to all the area has to offer and invite them to stay awhile.

PHONE CALLS

Our most common phone calls are (1) lodging inquiries, (2) vacation planner requests and (3) questions about the weather, foliage and blooms.

WEBSITE

Our new website launched in May 2019. The website features many guides & itineraries that list reasons to visit our members The High Country Host calendar of events, the most comprehensive tourism event calendar in the region, continues to be the most visited webpage. Lodging and attractions are also in the top three visited webpages.

GROUP TOUR PROMOTION HIGHLIGHTS

- **TravelSouth International Nashville**
Met with international group and family tour planners. Introduced planners to the region and provided itineraries.
- **American Bus Association Marketplace**
Met with bus tour operators from the southeast and midwest to promote group travel to the High Country.

NEW MEMBERS

We would like to welcome:

- 4 Unique Properties
- Artists in Residence Blowing Rock
- Blue Ridge Theater & Event Center
- Carolina Country Magazine
- Blue Ridge Country Magazine
- Doc & Merle Watson Folk Art Museum
- High Mountain Cabin Rentals
- The Mysterium
- The Children's Playhouse
- Linda's High Country Rentals
- Unwound Yarn & Knitting
- The Horton Hotel & Rooftop Lounge
- Wonderlust Acres
- Lees-McRae Summer Theater



2020-2021 CO-OP ADVERTISING OPPORTUNITIES

Dear High Country Host Member,

Here are the co-op advertising opportunities for the year. We have negotiated rates of (at least!) 30%+ off to help supplement your overall advertising plan. A few things:

- High Country Host makes no commission off these rates, we pass along all of the savings to our members.
- Ad design is included free of charge (if needed).
- Other advertising opportunities will be available throughout the year. Keep an eye out for emails from us.
- If you have any recommendations on advertising you would like us to look into, please let us know.

As always, our goal is to promote the region "off the mountain." We feel the best way to do this is by combining our resources and advertising bigger together! Thank you again for being a High Country Host member.

Sincerely,

Candice Cook
High Country Host Marketing Director
candice@highcountryhost.com
828-264-1299



LAMAR BILLBOARDS

Location: I-40 Charlotte & I-77 Greensboro
I77 E/S .1 Mile north of exit 16
I85-40 .1 Mile west of Hwy 421 exit

Why we like it:

Billboards inspire daydreaming during one of life's most monotonous tasks. These billboards are strategically placed at locations with high traffic (when people really think about an escape!). These are digital billboards, which have the best nighttime viewing and the rotating boards also capture more eyes.

Months:

- Monthly

Cost: \$275-1/4 page

83% savings off one time open rate

RADIO.COM

Why we like it:

This is a great way to geo-target audiences that listen to the largest digital radio service in the US. We suggest using this option before a big event or to catch last minute travelers.

Details:

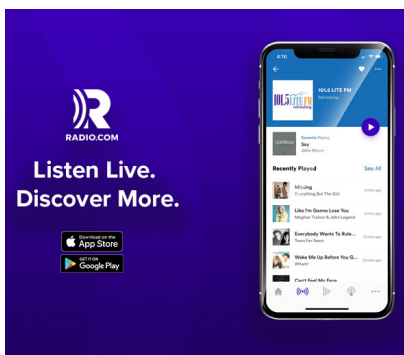
- Impressions: 300,000
- 60 second message (creation included)
- Includes reporting

Months:

- Monthly

Cost: \$250

40% savings off one time open rate





2020-2021 CO-OP ADVERTISING OPPORTUNITIES

Digital



Native In-Article or Video Ads

Impressions: 10,000

Why we like it:

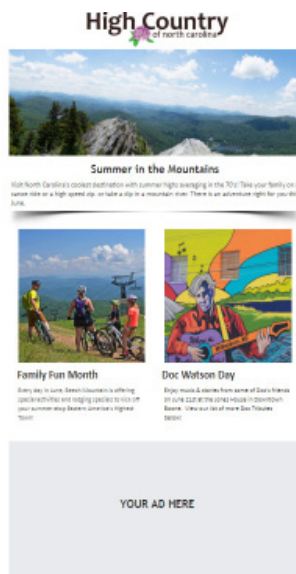
Native advertising does not look like a display ad. The ad looks like an article or video produced by the website you are visiting, making it more likely to be clicked on.

Details:

- Can be micro-targeted by zipcode, interests, demo graphics or recent searches
- Article is 90 words, Video is 30 seconds
- Includes reporting

Cost: \$220

30% savings off one time open rate



E Blast

Circulation: 75,000

Why we like it:

Eblasts are a good way to microtarget a special event or package deal. Our eblasts include a bit of information on the current season at the top (giving them lots of ideas and inspirations!) and only one ad at the bottom, leaving you with the lasting impression.

Details:

- Can be micro-targeted by zipcode, interests, demo graphics or recent searches
- Includes reporting
- One eblast available per month

Cost: \$300

40% savings off one time open rate

VisitNC.com Travel Deal

Impressions: 50,000+

Why we like it:

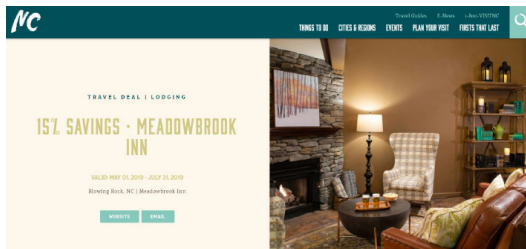
A great way to promote special offers & packages to those already researching the NC Mountain region. *Will also be included in a monthly Travel Deals e-newsletter distributed to over 46,000.

Months:

- Any 3 month increment
- Includes reporting

Cost: \$100

60% savings off one time open rate





2020-2021 CO-OP ADVERTISING OPPORTUNITIES

Print



WNC MAGAZINE

Circulation: 15,000

Why we like it:

WNC Magazine is a great way to advertise inside some of WNC's best lodging (including places such as Biltmore and Old Edward's Inn) and inspire a road trip or a future mountain vacation. The magazine also is the #4 in southern sales at Barnes & Noble!

Issues:

- Sept-Oct: Fall in the Mountains
- May-June: Travel & Outdoors Issue
- July-Aug: Land & Bounty Issue

Cost: \$240-1/4 pg, \$450- 1/2 pg

75% savings off one time open rate



2021 OFFICIAL NC TRAVEL GUIDE

Circulation: 500,000 + Digital

Why we like it:

The state guide is the only publication given out by the VisitNC team at events and mailed to those inquiring about travel to our great state. We have a spread on pgs. 2-3 (before the table of contents), insuring we are seen. The Host Visitor Center receives many quality calls from this ad and we consider it a best buy.

Issue:

- 2021

Cost: \$4,041-1/4 page

35% savings off one time open rate



BLUE RIDGE OUTDOORS MAGAZINE

Location: I-40 Charlotte & I-77 Greensboro

I77 E/S .1 Mile north of exit 16

I85-40 .1 Mile west of Hwy 421 exit

Why we like it:

This magazine is a favorite of outdoor enthusiasts. To decrease cost, our ad would run in the Blue Ridge Outdoors Zone of NC/SC/TN. Added Value- E-News Display Graphic for all who sign up to launch during the week of their choosing (\$450 value)

Months:

- October
- July

Cost: \$250-1/4 page + Added Value Digital

58% savings off one time open rate



2020-2021 CO-OP ADVERTISING OPPORTUNITIES

Print



CHARLOTTE MAGAZINE

Circulation: 35,000

Why we like it:

Charlotte is our biggest market (and also has the most transient population). This magazine can be found at most grocery stores, waiting rooms, hotel rooms and even in the chamber's relocation packets.

Issues:

- Sept: Great Fall Getaways
- Oct: Travel Issue
- May: Daytrips Issue

Cost: \$240-1/4 pg, \$450- 1/2 pg

80% savings off one time open rate



PINESTRAW MAGAZINE

Circulation: 15,000

Why we like it:

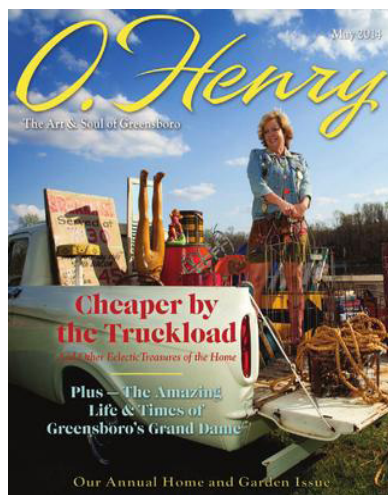
Pinestraw is distributed in the Sandhills region near Southern Pines, Pinehurst and Fort Bragg. The High Country has become a popular destination for young military families and those looking for a short drive to a mountain escape

Issues:

- Sept
- Oct
- June

Cost: \$175-1/4 pg, \$350- 1/2 pg

60% savings off one time open rate



O'HENRY Magazine

Circulation: 18,000

Why we like it:

Distributed in the Greensboro area, O'Henry is located in one of our fastest growing drive markets and one of the south's fastest growing metropolitan areas.

Issues:

- Sept
- Oct
- June

Cost: \$175-1/4 pg, \$350- 1/2 pg

75% savings off one time open rate