



'24-25 Membership Information

828.264.1299 p
mountainsofnc.com

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



2022-23 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 |
|------------|-------|

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



2023-2024 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 included:

- 2024 NC State Travel Guide
- Our State Magazine
- Good Housekeeping Magazine
- WNC Magazine
- Blue Ridge Outdoors Magazine
- Charlotte Magazine
- VisitNC.com
- Facebook.com
- CharlotteObserver.com
- I77 & I40 Interstate billboards
- WBTV TV Campaign
- WRAL TV Campaign
- MIX 107.9 Radio Campaign
- Monthly e-blasts to over 60,000 opt-ins
- Quarterly Group Tour e-blast

PUBLIC RELATIONS

- **NC Welcome Center Manager Tour**
We brought all state welcome center and call center managers to the High Country for a three day tour to ensure they were up-to-date to answer visitor questions.
- **National Tourism Week**
We hosted an open house and invited the general public to learn more about local tourism and plan a summer “staycation.” We visited state welcome centers and hosts display tables on the region.
- **Blue Ridge Parkway Association Member**
We are on the board of the BRPA and stay up to date on the latest parkway openings/closures and renovations.

By the NUMBERS



+5%
Visitor
Count



+7%
Vacation
Planners



+93%
Website
Visits

VACATION PLANNER

The planner is the fulfillment piece for all phone calls and email requests for more information on the High Country and displays YOUR MEMBER listing as part of your membership dues! Copies are 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
- Trade Show Distribution: Florida RV SuperShow + Atlanta Home Show

OFFICIAL REGIONAL VISITOR CENTER

The visitor center continues to be popular with all demographics of travelers. This year we helped over 14,000 people! Visitors come in off the Blue Ridge Parkway within view of the center, off Highway 321 as they arrive from flatter lands and also from around the region as they plan their weeklong visits. Most popular questions are (1) Weekly events, (2) Blue Ridge Parkway Hikes, (3) Coupons to local attractions

PHONE CALLS

Our most common phone calls are (1) weather & foliage, (2) vacation planner requests and (3) where to stay & what to do

WEBSITE

Website activity continues to be high with over 315,000 visitors this year! Top pages visited include: Seasonal guides, calendar of events, day trip itineraries.

MEMBER RELATIONS

Join our tourism-related meetings & committees

- **High Country Lodging Meetings**
- Representatives from regional lodging meet quarterly to brainstorm, troubleshoot and receive helpful guides
- **High Country Event Planners Forums**
- This yearly winter meeting is for festival and large event planners to discuss dates and troubleshoot for the upcoming year
- **High Country PR Committee**
- This committee plans ways to outreach on a regional scale, such as visiting the VisitNC call center, AAA offices, etc.
- **High Country Group Tours Committee**
This committee has been “taking it slow” since the pandemic and focuses on enews and updates to MeetTheMountains.com