



Blowing Rock
NORTH CAROLINA

2024-2025 ADVERTISING PLAN



AUDIENCES & APPROACH

- **RETIREEES:** Ages 55-up, high net worth, women are decision makers.
- **FAMILIES:** Ages 35-55, medium high income, women are decision makers.
- **WOMEN:** Ages 35-up, girls getaways.
- **COUPLES:** Ages 35-up, women are decision makers.
- **OUTDOOR ENTHUSIASTS:** Ages 25-up, men and women are decision makers.

Geographically, we target Charlotte, the Triad (Greensboro, Winston-Salem, High Point, Burlington), and the Triangle (Raleigh, Durham, Chapel Hill, Cary). These are consistently the top markets of our lodging partners.

We are able to further drill down into demographics through some of our advertising channels and target by income level, interest and habits.

CAMPAIGNS

Outdoor Focus

We are continuing to focus on the outdoors, and as the Outdoor NC program has expanded, we are expanding our offerings and information on the website as well.



CAMPAIGNS

Girls Getaways

Our Girls Getaways campaigns have been successful campaigns in our shoulder seasons, particularly in March and April. We continue to promote shopping, dining, hiking, spas and other activities.



CAMPAIGNS

Finer Things

Our Finer Things Campaign targets affluent retirees and couples and promotes the arts, shopping, fine dining, fine wine, hiking and more. It's another great way to reach folks who can travel during the week and who travel during shoulder seasons.



CAMPAIGNS

WinterFest 2025

Targeting: Women (families), ages 35-up

Creative: Specific to event.

Media: Digital, print, social media.



Blowing Rock Horse Show 2024

Targeting: Horse enthusiasts

Creative: Specific to event.

Media: Print



CAMPAIGNS



Local Campaign

While the mandate of the Blowing Rock TDA is to market the village off the mountain, we recognize that there is value in marketing Blowing Rock locally, so that people do visit the shops and restaurants and stay here. The billboard is located on Hwy 421 near Wilkesboro.

HIGH COUNTRY HOST PARTNERSHIP

Blowing Rock will continue our partnership with High Country Host and promote the entire High Country as a destination.

2024-2025 ADVERTISING PLAN

Print

PRINT	Dates	Region	Campaign	Size
Blowing Rock Horse Show Program	July 2024	n/a	n/a	campaign
Blue Ridge Outdoors	Aug 2024	Southeast	Outdoor	1/2 page
Blue Ridge Outdoors	Sept 2024	Southeast	Outdoor	1/2 page
Our State	Sept 2024	Southeast	Outdoor	1/2 page
Our State	Nov 2024	NC	Finer Things	1/2 page
Blue Ridge Outdoors	Nov 2024	Southeast	Winter Outdoor	1/2 page
Our State	Dec 2024	NC	Holiday	1/2 page
Blue Ridge Outdoors	December/January 2025	Southeast	Winter Outdoor	1/2 page
NC Travel Guide	Jan-Dec 2025	USA	General	1/6 page
Blue Ridge Parkway Directory	Jan-Dec 2025	NC & USA	Outdoor	1/6 page
Blue Ridge Outdoors	Feb 2025	Southeast	Outdoor	1/2 page
BRNHA Map & Down the Road	Apr 2025	Southeast	General	Full page plus map a
Blue Ridge Outdoors	Mar 2025	Southeast	Outdoor	1/2 page
Our State	March 2025	Southeast	Finer Things	1/2 page
Blue Ridge Outdoors	Apr 2025	Southeast	Outdoor	1/2 page
Blue Ridge Outdoors	May 2025	Southeast	Outdoor	1/2 page
Our State	April 2025	NC	Outdoor	1/2 page
Blue Ridge Parkway Guide (BRC)	May 2025	NC, VA Visitor C	General	1/4 page

2024-2025 ADVERTISING PLAN

Digital (Web)

DIGITAL (Web)	Dates	Region	Campaign	Size
Digital Ads	Aug 2024	web	Outdoor	display
Eblast	Aug 2024	email	Outdoor	eblast
visitnc.com	Aug 2024-July 2025	web	General	video & brochure listi
BlueRidgeOutdoors.com	Aug 2024	web	Outdoor	display
Digital Ads	Sept 2024	web	Outdoor	display
Eblast	Sept 2024	email	Outdoor	eblast
BlueRidgeOutdoors.com	Sep 2024	email	Outdoor	newsletter
Digital Ads	Nov 2024	web	Holidays	display
BlueRidgeOutdoors.com	Nov 2024	web	Outdoor	display
Our State - Events Newsletter	Nov 2024	eblast	Finer Things	photo plus wording
Eblast	Nov 2024	email	Holidays	eblast
Digital Ads	Dec 2024	web	Holidays	display
BlueRidgeOutdoors.com	Dec 2024 & Jan 2025	email	Winter Outdoors	eblast
BlueRidgeParkway.org	Jan-Dec 2025	web	Outdoor	display
Digital Ads	Jan 2025	web	Winter Outdoors	display
Eblast	Jan 2025	email	Winter Outdoors	eblast
BlueRidgeOutdoors.com	Feb 2025	web	Winter Outdoors	display
Digital Ads	Feb 2025	web	Romantic Getaways	display
Eblast	Feb 2025	email	Romantic Getaways	eblast
Blue Ridge Outdoors - Facebook Post	Mar 2025	Facebook	Fishing	social media
Digital Ads	March 2025	web	Girls getaways	display
Eblast	March 2025	email	Girls getaways	eblast
Blue Ridge Outdoors - Instagram	Mar 2025	Instagram	Family Outdoors	social media
Our State - Events Newsletter	April 2025	eblast	Finer Things	photo plus wording
Digital Ads	April 2025	web	Finer Things	display
Eblast	May 2025	email	Finer Things	eblast
BlueRidgeOutdoors.com	May 2025	email	Outdoor	eblast
Digital Ads	May 2025	web	Outdoor	display

2024-2025 ADVERTISING PLAN

Billboards

Our local billboard on 421 will feature the Winter Adventure message in Jan, our Romantic Getaways in Feb, space for BRAHM from Mar-Jun, Make it Your Nature message from July - Oct, and Holidays in Nov - Dec.

BILLBOARDS	Dates	Region	Campaign
Local Billboard - 421	July 2024	Hwy 421	Outdoor
Local Billboard - 421	August 2024	Hwy 421	Outdoor
Local Billboard - 421	September 2024	Hwy 421	Outdoor
Local Billboard - 421	October 2024	Hwy 421	Outdoor
Local Billboard - 421	November 2024	Hwy 421	Holiday Shopping
Local Billboard - 421	December 2024	Hwy 421	Holiday Shopping - Skiing
Local Billboard - 421	January 2025	Hwy 421	Skiing
Local Billboard - 421	February 2025	Hwy 421	Skiing
Local Billboard - 421	March 2025	Hwy 421	Outdoor
Local Billboard - 421	April 2025	Hwy 421	Outdoor
Local Billboard - 421	May 2025	Hwy 421	BRAHM?
Local Billboard - 421	June 2025	Hwy 421	BRAHM?
General Billboards (partnership)	May-June 2025	Triad, Charlotte	General*

EVENT ADVERTISING

BRAHM

(they do all placements)

Blowing Rock WinterFest

PRINT	Region	Details	Run Dates
WNC Magazine	WNC	FULL page (upgrade)	December
DIGITAL	Region	Details	Run Dates
Facebook	web - Southeast	web ad	Jan 1-30
Social Media Promo	web	Posts promoting event	Dec-Jan
Digital Ad Campaign	web	Banner Ads - Content &	Jan 1-30
Eblast	Charlotte	Eblast	Jan 18-30

THANK YOU.

