

# Jackson County Report – October 2021

November 10, 2021

- Media Pitches:&nbsp;
  - What's New for Fall/Winter Press Release – Drafted and distributed
  - Unique Cabin/Winter Vacation Rentals – Drafted and distributed
  - Dillsboro: Lights & Luminaries in December – Drafted and distributed
- Blog Posts:&nbsp;
  - Your Mountain Home for the Holidays – Reviewed and provided feedback
- Visit NC Media Mission – Continuing conversations on behalf of JCTDA
- Media Inquiries:
  - Lydia Mansel, Freelance (T+L, Garden & Gun, etc.) – Renovated Properties, Cashiers
  - Blair Knobel, TOWN – What's New in JC
  - Valerie Shepherd, Lifestyle Magazines – What's New in JC
  - Lulu Chang, Freelance (MSN, Thrillist, INSIDER, PureWow, etc.) – What's New in JC
  - Eric Grossman, Freelance (Time Out, Barron's, USA Today 10Best) – Individual Visit
  - Marisa Langford, Freelance (Tampa Bay Parenting) – Individual Visit in December
  - Leslie Royal, Freelance (Medium, FORTUNE, Black Enterprise, Essence) – Individual Visit
  - Vanessa Infanzon, Freelance (The Washington Post, Charlotte Parent, Upstate Lake Living) – Individual Visit for Outhouse Races
- Virtual Desksides: Scheduling virtual mission in light of COVID restrictions.
  - Confirmed/Complete:
    - Lauren Wicks, Assistant Digital Editor at VERANDA
  - Lauren Wicks, Assistant Digital Editor at VERANDA
  - Other
    - Nikki Ekstein, Travel Editor at Bloomberg News
    - Unable to meet but requested info on Cashiers renovated properties; keeping in mind for future coverage
  - Nikki Ekstein, Travel Editor at Bloomberg News
    - Unable to meet but requested info on Cashiers renovated properties; keeping in mind for future coverage
  - Unable to meet but requested info on Cashiers renovated properties; keeping in mind for future coverage
- Targeted Pitching; Full List: <https://bit.ly/31QHzzrh>

- Media/Influencer Visits:
  - Executed
    - Stephanie Davis-Smith, Connect: October 10-12
    - Sucheta Rawal, Freelance (Travel + Leisure, Zagat, TIME): October 31-Nov. 2
  - Stephanie Davis-Smith, Connect: October 10-12
  - Sucheta Rawal, Freelance (Travel + Leisure, Zagat, TIME): October 31-Nov. 2
  - In Conversation:
    - Mycah Hunter, @Mycah\_Hunter – December
    - Christina Marcellino, @Carolina\_Charm – December
  - Mycah Hunter, @Mycah\_Hunter – December
  - Christina Marcellino, @Carolina\_Charm – December
- Status Calls:
  - Marketing/PR call, October 27
- Press Releases:
  - What's new this fall/winter
  - Ale Trail Pass
- Pitches:
  - Great getaway for Nashville residents
  - Discover Jackson County's cultural treasures
  - Holiday happenings/shopping
- Media/Influencer Visits Secured:
  - Charlie Blackmon, @Chuck\_\_Nazty – November 3-5
  - Nick Hearn, @Nckstagram – November 18-21
  - Ann Braly, Chattanooga Free Press – January 11-13

## The 12 Best Small Towns in North Carolina — From Coastal Gems to Mountain Getaways

These small towns in North Carolina offer something for every type of traveler, whether you're after an adventure or laid-back vibes.



CREDIT: TOM WILLIAMS/GETTY IMAGES

Whether you want to ski, hike, surf, or simply drink sweet tea on a front porch somewhere, North Carolina delivers the goods. From coastal gems packed with history to mountain getaways tucked into rippling, blue-hazed peaks, sweet small towns (population: 11,000 and under) can be found in every corner of the state.

Here are a dozen of the best small towns in North Carolina, chosen for their laid-back pace, ample natural beauty, and big helping of Southern hospitality.

### Sylva

With fewer than 3,000 residents, this 19th-century mountain town has a laid-back neighborhood feel. Along with Dillsboro, Sylva's even smaller neighbor to the west, Sylva attracts outdoor enthusiasts looking to hike in the Smokies and raft or tube down the Tuckasegee River. Between excursions, there are breweries, antique stores, and mom-and-pop spots — quirky Lulu's on Main has been a go-to for decades.

<https://bit.ly/3FL1yqI>

## How to beat the crowds and enjoy the best hiking trails in peace

Large numbers of people can harm the environment and your experience.

For years, national park visitation numbers have been on a steady incline as folks from all walks of life discover the mental and physical benefits of spending time outside. Unfortunately, more people means more congestion on trails, and crowds make peace and quiet in the woods nearly impossible to come by.

But overcrowding doesn't just dampen the outdoor experience; all those bodies crammed into a finite amount of space can also wreak havoc on the pristine landscapes and natural ecosystems of our irreplaceable public lands.

Fortunately, there are ways to get outdoors—yes, even to our nation's most-visited parks—and not only avoid crowds, but reduce your impact on the lands we love to love.

### Crowding by the numbers

In fact, we may be loving them too much. National parks are usually stunningly wild destinations overflowing with sweeping vistas, diverse wildlife, and ample recreation opportunities. Adventurous travelers are catching wind. They aren't, however, visiting all national parks equally. According to the National Park Service, 25 percent of all recreational visits in 2020 occurred in only six parks, which represent just 1.5 percent of all parks in the system.

Overall, visitation numbers jumped from slightly less than 279 million in 2011 to more than 327 million in 2019. The year 2020 saw an overall decrease in visitors, but 15 parks still flipped the script and set new visitation records. The most visited national park by far was Great Smoky Mountains at 12.1 million.

Managing those multitudes means the trails and campsites in some parks occasionally require reservations or close outright to curb the number of visitors. Many other parks struggle with overflowing vehicle lots, cars parked atop delicate roadside flora, and excessive litter.

Gateway communities to these natural spaces know these problems first hand. Jackson County, North Carolina, just outside of Great Smoky Mountains, is one of them. There, Caleb Sullivan of the Jackson County Tourism Development Authority (and local Cub Scout den leader) spends a fair amount of time educating visitors on how to not only avoid lines of fellow hikers and full parking lots, but be kinder to the land, too.

### Why crowding matters

Inconvenience of congested trails aside, the truth is that the more people there are in a given space, the more damaging the cumulative effect of their presence. That includes trail erosion, litter, cut-through trails made by people in search of shortcuts or new vistas, and even visitors endangering themselves and wildlife by getting too close. All of these actions can create eyesores, attract animals, pollute waterways, and even devastate whole ecosystems.

<https://bit.ly/3mHsxuC>

W12 THE ATLANTA JOURNAL-CONSTITUTION 10/10/2021 10:02 AM

# ORANGE LEAVES & GREEN GRASS

ENJOY A CHANGE IN SCENERY AND TEMPERATURE AS YOU RETREAT TO THE LINKS

BY BLAKE GUTHRIE | FOR THE AJC

Spring may get all the glory when it comes to golf, but fall deserves some love, too. Hitting the links during the autumn months generally means smaller crowds, milder temps and beautiful red-orange hues to complement the view, especially in the Southeast. Here are four golfing destinations around the region to consider this season, and one easy-to-reach spot in Mexico for the ultimate Mayan golf getaway.

### LAKE OCOONEE, GEORGIA

Since its founding as Reynolds Plantation in the 1960s, Reynolds Lake Oconee has become a major golfing destination in Georgia. The prime-gated resort consistently honors Southern and Augustan quality, dropped the word "plantation" from its name in the year 2000, to provide a nod to a lasting retreat for the Reynolds family, whose old hunting lodge now stands behind the waters of the resort's 18-hole, 6,500-acre 18-hole course.

Reynolds has six championship courses, five open to guests of its larger and features four bed-and-breakfast cottages available for a family getaway or a single-night retreat. The first course, Reynolds Lake Oconee, is also on site but operates independently of Reynolds Lake Oconee's Reynolds signature course, Green Rivers — designed by "The Golden Bear" Arnold, Jack Nicklaus — opened in 1992. Nicklaus redesigned his signature masterpiece in 2010 after a major renovation that introduced more amenities and expanded the clubhouse. Beyond the links, Reynolds is undergoing a major renovation to a 100,000-sq-ft resort. The new 100,000-sq-ft resort will include a 20-screen dining program at its restaurant, the new 100,000-sq-ft resort will include a 20-screen dining program at its restaurant, the new 100,000-sq-ft resort will include a 20-screen dining program at its restaurant.

REYNOLDS LAKE OCOONEE: 800-951-1200, reynoldslakeocooner.com

SUNDAY, OCTOBER 10, 2021 THE ATLANTA JOURNAL-CONSTITUTION W13

## The Atlanta Journal-Constitution

### 2021 FALL TRAVEL GUIDE



High Hampton Resort in the mountains of western North Carolina recently reopened after major renovations that included a total makeover of its golf course. While it may be more challenging, five sets of tee boxes let short-range players also enjoy the par-71 course. COURTESY OF JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

### CASHIERS, NORTH CAROLINA

High Hampton Resort, a lakeside mountain retreat steeped in tradition with an historic inn and cottages on its property, has reopened after a long renovation that includes a makeover of its golf course by legendary architect Tom Fazio. This classic course was always stunning with its high-country scenery of rock-faced mountains and jutting Blue Ridge peaks. Now, Fazio has redesigned it so the play is as thrilling as the vistas. While it may be more challenging, five sets of tee boxes let short-range players enjoy the par-71 course, too, without so many strokes to the green. The total length is 7,000 yards from the back tees and 4,500 yards from the front ones. With advance booking, private instruction and golf clinics are available to guests through the Range House pro shop. Inn and cottage guests also receive access to other club amenities such as tennis, pickleball, the swimming pool, private hiking trails and lake activities. Breakfast and dinner in the inn's century-old wood-paneled dining room with a mountain view are included in the daily rate. High Hampton has been the summertime getaway of choice for generations of families since 1922, but the one-seasonal-only resort is now open year-round.

■ HIGH HAMPTON: \$595 and up. Green fees \$250 and up. 1525 Highway 107 S., Cashiers, North Carolina. 800-648-4252, highhampton.com.

### Travel: Mountain pursuits in Cashiers



In the Upstate, fall starts and stops several times. Just when we think cooler temperatures are here to stay, the Southern heat has a way of coming back, almost mocking us, just to say, 'we're not quite done yet.'

It's on those days a road trip beckons: The faraway horizon of the Blue Ridge Mountains, the lure to see fall foliage in its gold and red hues and to bask in the trees with a crisp breeze. This is the time to cross over the North Carolina border and explore the towns of Cashiers and Sapphire.

Located atop a plateau with an elevation of about 3,500 feet, Cashiers has long been a popular retreat for Upstate residents. Its small-town feel, nearby lakes and hiking trails make for a getaway full of outdoor pursuits.

First, check-in at the retro-chic Hotel Cashiers. This refurbished motor lodge sits up on a hill and offers spacious rooms with Scandinavian furnishings. The new owners completely redesigned and refurbished the property with modern touches.

Once settled, set out to explore. One way to get acquainted with the area is a waterfall boat cruise with Captain Mark Wise on Lake Glenville. Wise is a U.S. Coast Guard licensed captain and a wealth of knowledge (he grew up in the area). The man-made lake is the highest lake in the Eastern U.S., and features several islands. And because its atop the plateau, there's an ecologically-diverse climate that is second only to the Amazon, according to Wise. "It's one of the most beautiful lakes on the planet," Wise says. It's easy to see why.

Several hiking trails in the area are also worth exploring. Panthertown Valley offers 6,300 acres of lush terrain with many trails and waterfalls.

<https://bit.ly/3pxdyGN>

### Inside The "New" High Hampton Inn, in Cashiers, North Carolina



While North Carolina's [High Hampton Inn](#) certainly doesn't qualify as *new*, its recent renovation and reopening have secured it as the newest item on my personal bucket list of must-visit Southern hotels. Here's a taste of the goodness High Hampton Inn has to offer — the old, the new, and what's coming next.

The historic High Hampton Inn has been a popular destination for Southern vacations since it opened in 1933, hosting families from one generation to the next. Situated in the mountain town of Cashiers, North Carolina, it's easy to see why travelers have long visited this magical place. The 1,400-acre property offers visitors majestic views, abundant nature, and cozy rooms amidst the Blue Ridge Mountains.

So, how do you take such a beloved, storied property and bring it into the present day, without sacrificing the rustic character that made it so special? That's the challenge that was met by the property's newest owners — a group that includes the Arlington Family Offices, Daniel Communities, and the folks behind the famed [Blackberry Farm](#).

"The charm of the historic inn and cottages is unmatched. From the bark siding to the wormy chestnut wood paneling to the stone fireplaces, these buildings have character that is not found in modern buildings," says Scott Greene, High Hampton's General Manager. "However, the addition of air conditioning as well as larger guest rooms, including bigger bathrooms and soaking tubs, have elevated the rustic camp-like feel to meet the comfort expectations of today's travelers."

<https://bit.ly/3n56qjY>

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# GREENVILLEJOURNAL

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**Actor David Bean returns to stage after cycling accident**  
P. 26

# ENCORE

David Bean in Greenville Theatre's Production of "The Hound of the Baskervilles"  
photo by GRAHAM SHIFFER

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Several hiking trails in the area are also worth exploring. Panthertown Valley offers 6,300 acres of lush terrain with many trails and waterfalls. Whitewater Falls is one of the tallest waterfalls on the East Coast and is an easy 1.5-mile hike along a paved path. Whiteside Mountain is a 2-mile loop trail offering sweeping views of the valley below. The cool air makes the hike to the top more enjoyable as you traverse a wide trail across the ridge line canopied with the changing colors of the trees.

In the heart of Cashiers, The Village Green, a 13.5-acre park, has walking paths, botanical gardens, a story walk for children, a playground and art displays.

If some pampering is in order, the Canyon Spa at Lonesome Valley offers all natural treatments with a full-service spa and signature massages and facials.



**TRAVEL GUIDE, JACKSON COUNTY, N.C.**

- STAY Hotel Cashier
- MOVE Hiking trails
- EXPLORE Waterfall boat cruise
- RELAX Hiking trails
- EAT Food For All

Visit [discoverjackson.com](http://discoverjackson.com) for more information.

**2ND ANNUAL TURKEY TROT AND ROLL**

November 13, 2021 • 9am  
Trailblazer Park, Travelers Rest

Join your family, friends, and the community for a stroll around the track in our Family Fun Run/Walk. Throughout the morning, enjoy the fun activities and games provided on the lawn. This year we have added a 5k race that routes through the beautiful town of Travelers Rest and the widely known Swains Rabbit Trail. We hope to see you there enjoying the fall foliage, basking in the crisp autumn air, and gathering for a great cause!

November 13, 2021  
[SCTrotandRoll.org](http://SCTrotandRoll.org)

**Shriners Children's**

All proceeds from the Turkey Trot and Roll benefit Shriners Hospitals for Children - Greenville and support world-class treatment for over 80 different orthopedic conditions, regardless of a family's ability to pay.

**COME JOIN US!**