Who, What & Why

Founded in 1995, Blue Ridge Mountain Host is a 501(6)c non-profit, established and funded to help promote accommodations, shopping, attractions and tourist services within the 25 westernmost NC counties. This region is federally designated as the “Blue Ridge National Heritage Area” by the National Park System. BRMH maintains a membership organization that markets and produces a full color brochure/map collateral piece, as well as maintaining an well established responsive website found at www.NCBlueRidge.com. The site features members’ web listings by business category. Our Board of Directors is comprised of the heads of the Business, Chamber and Tourism Development Authorities located in our region.

A membership in Blue Ridge Mountain Host costs $250 per year and includes a single (category) full listing on the website www.NCBlueRidge.com and a full listing under the business town on our Blue Ridge Towns & Trails brochure, which is updated each spring to include ALL members. Special pricing is available for members who own multiple business locations, and for listings under multiple web categories.

Our mobile/tablet responsive website does a powerful job for our members. The site has been marketed and recognized on-line and in the tourism industry for over 23 years! A Google research including the keywords “blue ridge” or “blue ridge mountains” will reveal our site ranks #1 or #2 in returned search results.

Google Analytics: Our Homepage Averages 20,000+ New & Unique (1st time) visitors per MONTH. Average pages viewed by visitors is 2.75 per session. Our regional Events Calendar averages 4,800+ visitors per month.

Our extremely popular Blue Ridge Towns & Trails map/brochure prints annually. We distribute 70,000 brochures in ALL (ten counties of our region) Chambers of Commerce, State Welcome Centers (I40, I26, I85, I77), Blue Ridge Parkway Visitor Centers, Town/Attraction & TDA Visitor Centers and over 50 (member) businesses with large rack card space available for their visitors, including: the Biltmore Estate ticket center (distributing 2000+ brochures per month!), Chimney Rock State Park, the NC Arboretum, WNC Nature Center and Asheville Regional Airport racks. Think about the type of folks that visit these visitor centers. Might this tourist be the customer you are seeking? Is there ANY other media offering your business this much print and electronic exposure, reaching broad regional, national and even international markets, for an annual cost of a $250? Additional benefits to membership include: Free event listings on our website’s popular Regional Events Calendar, Regional Networking Events, Marketing Training Seminars and opportunities to participate in regional print & electronic co-op advertising programs reaching regional markets normally found unaffordable.

Please feel free to contact us with any questions. We look most forward to speaking with you in the very near future.

Pepper Parris,
Managing Director, Blue Ridge Mountain Host
Cell/Text: 828-713-1203
Pepper@NCBlueRidge.com

Our Mission: BRMH is a 501(c)6 nonprofit, public/private partnership promoting the heart of the Blue Ridge Mountains as a visitor destination.
MEMBERSHIP APPLICATION

Organization Name ____________________________________________
Organization County __________________________________________
Billing Address __________________________ City __________ State ______ Zip ______
Visitor Address __________________________ City __________ State ______ Zip ______
Website Address ____________________________________________
Visitor Telephone ( )________ Local ( )_________ Toll-free ( )_________
Visitor Email ________________________________________________
Contact Name ________________________________________________
Title _________________________________________________________
Telephone ( )________________________ Email ______________________
Membership Period ___________________________________________

Category

Please choose a category that best describes your organization. Note that categories will change when we launch our new mobile-responsive site this year. At that time, we will re-connect with you with the new options. If you have an idea for a category name that might better communicate your organization to visitors, please share in the space provided, "other idea." Thanks so much!

☐ Arts/Theatre/Galleries ☐ Golf ☐ Tours
☐ Attraction ☐ Group/Resort/Retreat ☐ Travel Publication
☐ B&B/Inn ☐ Hotel/Motel ☐ Travel Resource
☐ Blue Ridge Towns & Trails ☐ Museum ☐ URGENT Need Resources
☐ Breweries/Distilleries/Winery ☐ Music/Festivals ☐ Visitor Centers
☐ Cabin/Cottage/Rental Homes ☐ Outdoor Recreation ☐ OTHER
☐ Campground ☐ Shopping
☐ Catering ☐ Spa/Massages
☐ Dining ☐ Summer Camp

Please complete this form and mail with your check made out to BRMH. Please note that we are a small nonprofit, and currently do not accept credit card or Paypal payments. We can, however, work with you on split-billing options.

Membership Investment $ 250.00
Additional Businesses at $50 each $____, 00
Additional Web categories at $25 each $____, 00
TOTAL enclosed $____, 00

THANK YOU for joining the mission to promote our region as a tourism destination.