Wedding Spot helped Nantahala Weddings increase leads by over 150%, ensuring additional investment and growth in this picturesque destination.

266%  
Increase in wedding events per year

150%  
Increase in wedding leads
The Experience of a Lifetime

A Nantahala wedding is the experience of a lifetime — and the perfect experience to start a lifetime’s adventure. That’s what Jody Hafey envisioned and what she built brick-by-brick on the shores of a lake nestled in the purple hue of the Smoky Mountains. Located in southwestern North Carolina, this remote mountain community on Lake Nantahala is a quiet slice of paradise, made up of a national forest, a protected lake, a marina, and a whole lot of tranquility. “I love my life here,” said Hafey. “So I wanted to share it and do something that really brought out the color and special moments of Nantahala. When my daughter became engaged, I decided that she was going to have her wedding on this property. And, well, we basically started, you know?”

The wedding was an amazing success.

From that day forth, Jody jumped into creating a wedding location set amid the breathtaking beauty and secluded environment of this outdoor destination. She knew the experience had to match the surroundings, as well as the seasonal timing: Nantahala weddings run from late April through late October, and an altitude of 3,000 feet ensures that the window doesn’t last much longer. For those who get on the calendar, the experience is, well, difficult to put into words. “The degree to which people are happy about the experience here, it’s ... it’s ... very compelling for me,” said Hafey. “I do feel like I bring joy to these young couples getting married, and I like fulfilling their dreams. They see the pictures on Wedding Spot or on my website, and then they come in — and it’s even better than they expected.”

“I love this place. I love Nantahala — it’s kind of a hidden gem. And I love bringing people here and seeing their reactions and seeing them be just overjoyed to be here and to be able to have their weddings here.”

— Jody Hafey, Nantahala Weddings
The Best-Kept Secret ... in Wedding Destinations?

The Hafey wedding took place in 2014, and from that moment, it has been about building the dream and creating the setting, from landscaping to the ceremony chapel and reception areas. It didn't come together perfectly, however — hard times came and went. Hafey, the principal owner and driver, was working full time, by day and by night, chasing her vision. There were setbacks, such as a massive and crippling mudslide. But with every raindrop, the Hafey family worked harder to turn adversity into opportunity. “The mudslide was a good thing, actually,” said Hafey. “It enabled us to do even better landscaping, and now we have this entire hillside of flowering trees and bushes — it’s just extraordinary now.”

The real challenge, however, was a little more complex. As Hafey's vision took hold, few people were actually enjoying it. After a year or two, Nantahala Weddings hosted just 12 couples. Local marketing and their own website, while valuable, weren't driving enough interest in this special destination wedding spot. Not enough people knew about Nantahala. Fewer still had experienced the joy of a Nantahala wedding.

It wasn’t until I started advertising with Wedding Spot that we got traction. We went from 12 to 32 weddings in one year. You can go ahead and do the math. All I know is that it was practically overnight. Our business just took off.”

— Jody Hafey, Nantahala Weddings
Right Time, Right Place: Cvent Wedding Spot Amplifies the Nantahala Wedding Story

Wedding Spot helped build the Nantahala Weddings dream from a single-family wedding to booked calendars and yearlong waiting lists. It was a natural convergence: Nantahala and a visual, search-optimized platform designed explicitly to connect couples to the wedding of their dreams.

“It wasn’t until I started advertising with Wedding Spot that we got traction. We went from 12 to 32 weddings in one year,” said Hafey. “You can go ahead and do the math. All I know is that it was practically overnight ... our business just took off.” Nantahala was flooded with calls and venue tours. As weddings began to pop up on the calendar, Hafey was able to raise prices to the market rate, reinvest in her property, and scale her vision beyond its original boundaries. Today, people come from all over the country to enjoy the experience of a Nantahala wedding.

As part of the Nantahala story, Wedding Spot has helped expand the vision through high-quality leads — a result of an approach that tells the story of a venue through photographs, videos, and descriptions that bring the essence of Nantahala to life on the pages of Wedding Spot.
The Evolution of Nantahala Weddings

Hafey took a vision and created Nantahala Weddings. Her relentless drive and refusal to compromise on what that vision meant — what a Nantahala wedding could be — has created a destination wedding location that embodies the spirit of the moment with the natural surroundings of mountain and lake. It’s a place to celebrate. To relax and breathe deeply, to take in the moment and begin the marriage adventure.

“I know it. When I take people to see what we have today, I can see it,” said Hafey. “Now we have a ceremony area with lake and mountain view that we call "Chapel in the Sky" that’s 150 yards from the reception venue. It fills every need they could have — or every dream. Thanks to Wedding Spot for helping to bring me these clients and helping me to invest and expand.”

In September of 2019, Hafey completed the next phase of expansion. It includes a new honeymoon suite and get-ready room, along with a rehearsal dinner room and a man cave. Under construction are a collection of “bunkies,” small and separate bungalows that look out onto the lake. It’s all part of the emerging and evolving vision of weddings at the lake in Nantahala — a vision cast in hues of mountain purple — and progress toward the experience of a lifetime.

“I get a lot of leads now, which is a good thing. The thing is, though, that I think around 30% of those leads turn into a venue tour. And that’s what we want. We want that connection.”

— Jody Hafey, Nantahala Weddings
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www.wedding-spot.com

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