

Jackson Co.Chamber Analytics

Mass Distribution of Visitor Guides	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
State Visitor Centers	0	360	1158	3744	1696	1,008	3312	1584					12862
On Site Pick-up	960	1560	1080	1152	1296	854	710	1820					9432
Direct Inquiry Total	854	997	840	1068	970	1254	521	1835					8339
2017 Total	960	2917	3078	5964	3962	3126	4543	5239	0	0	0	0	30633
Mass Distribution of FF Maps	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Dining Guide Distribution	200	400	4430	400	600	250	2200	100					8580
	720	600	1260	900	1050	570	600	800					6500
Website Analytics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
FlyFishingtrail.com/pageviews	8054	7,258	7,681	6600	5,370	5,572	6,462	7989					54986
FlyFishingtrail.com/sessions	2768	2411	2,573	2,421	1,962	2,162	2,593	3,104					19994
2017 Visitor Stats	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Jackson Co. Visitor Center	509	610	889	916	1022	1209	1622	2674					9451
Dillsboro Visitor Center	56	88	276	212	401	766	419	1022					3240
Phone Inquires	202	316	296	344	412	277	379	542					2768
Social Media Analytics	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
WNC Fly Fishing Trail	9765	9802	9853	9892	9925	9962	9988	10,035					
NC Trout Capital	721	776	811	833	854	918	941	967					
Jackson Co. Chamber & Visitor Cntr	6736	6762	6803	6914	6958	7047	7099	7137					
Concerts on the Creek	2134	2,152	2162	2171	2254	2293	2371	2392					
Just the Girls	124	141	179	181	181	183	184	185					

Inquiry Report - 2017

0

Fly Fishing 2017	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name													
I-26 East, Columbus			200										200
I-26 West, Mars Hill			200										200
I-40 West, Waynesville			200					200					400
I-77 North, Dobson			200										200
I-77 South, Charlotte			200										200
I-85 North, Norlina			200										200
I-85 South, Kings Mountain			200										200
I-95 North, Pleasant Hill			200										200
I-95 South, Roland			200										200
AAA Carolinas, Fayetteville													0
BRNHA, Asheville													0
Cherokee Welcome Center, Cherokee ***			200				400	400					1000
Dismal Swamp, South Mill			200										200
Graham County Travel & Tourism, Robbinsville													0
Harrah's Cherokee Resort, Cherokee													0
Haywood County TDA, Maggie Valley													0
Northwest North Carolina Visitor Center, North Wilkesboro													0
McDowell County Chamber, Marion													0
Piedmont Triad Visitor Center, Pelham						100							100
Sky Valley Visitor Center, Sky Valley GA						150							150
Smoky Mountain Host, Franklin		200											200
Transylvania County Chamber, Brevard ****			200										200
Brown Trout Fishing, Asheville		200	200				200						600
Curtis Wright Outfitters, Asheville **			200				200						400
Curtis Wright Outfitters, Weaverville			200				200						400
Davidson River Outfitters, Pisgah Forest			200		100		200						500
Hunter Banks Fly Fishing, Asheville			200		100		200						500
Hunter Banks Fly Fishing, Waynesville			200	100			200						500
Mike Stanley Fly Fishing Club, Blanch			200				200						400
One Fly Outfitters, Black Mountain			200				200						400
Rivers Edge Outfitters, Cherokee			200	100			200	100					600
Bass Pro Shop, Lawrenceville GA			200	200	400								800
Other			30										30
Monthly Totals	0	400	4,430	400	600	250	2,200	900	0	0	0	0	8,980