

Jackson County Chamber & Visitor Center August 2017

TDA Board Update

Website Inquiries:

www.Mountainlovers.com: worked directly with Chambermaster on leads during month of August. We continue to fulfill call-in/email inquiries daily (monthly inquiry report attached), we fulfill leads 6 days a week, sending out 1957 visitor guides to interested parties in August.

www.FlyFishingTrail.com & www.NCTroutCapital.com 90 direct leads fulfilled, weekly Fishing Report completed, posted and shared. Fishing inquiries accounted for about 5% of total inquiries for August.

Media Opportunities:

- Get Out Magazine

Tourism Related Engagement:

- Prepared 200 Bags for Cycle NC riders- Cashiers Chamber Directory, JC Visitor guide, Dining guide, hiking maps, Play On magnets.
- Solar eclipse rack cards and Visitor Guides – restocked Dillsboro and Sylva merchants as well as larger hotels
- Promoted eclipse specials on chamber FB page and sent out 3 reminder emails to members about solar eclipse happenings, tips and parking info
- Participated in Blue Ridge GA CVB on site visit to Sylva
- 2 WLOS TV interviews – solar eclipse
- Asheville Citizen – phone interview
- Staffed 3 visitor info stations at 3 solar eclipse sites – Bridge Park, Main Street, Dillsboro
- Produced special concert for Solar Eclipse weekend at Bridge Park
- Produced and promoted four Concerts on the Creek events
- Prepared suggestions for NB for potential shopping itinerary on TDA website
- Suggestions for TripSavvy – accommodations with interesting amenities
- Stocked 4 kiosks daily and/or bi-weekly with TDA visitor guides, maps, fishing maps, relevant other tourism related materials
- Communicated new/closed business updates to NB for TDA website
- Reviewed and submitted TDA invoices for payment
- Responded to all requests from TDA Director
- Greeted 3696 visitors in Dillsboro and Jackson County Visitor Center

- Mailed out Jackson County relocation & community info packages as requested
- Coordinated 1584 mailing of visitor guides to state welcome centers
- Disbursed Solar Eclipse cards at 2 concerts
- Met with MSSA committee about event for Movie premiere
- Met with MSSA about Halloween happenings – Chamber to lead promotion
- Worked with Sylva PD on upcoming October event for Sylva
- Shared info for Our Town and Dining Guide with all Chamber members
- Attended TDA Board meeting
- Met with group of fly fishermen from Ohio – 19 people coming in late October for group trip