



Jackson Co.Chamber Analytics

<b>Mass Distribution of Visitor Guides</b>	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	288	2304			15454
On Site Pick-up	960	1560	1080	1152	1296	854	710	1820	1152	720			11304
Direct Inquiry Total	854	997	840	1068	970	1254	521	1835	1066	1104			10509
<b>2017 Total</b>	<b>960</b>	<b>2917</b>	<b>3078</b>	<b>5964</b>	<b>3962</b>	<b>3126</b>	<b>4543</b>	<b>5239</b>	<b>2506</b>	<b>4128</b>	<b>0</b>	<b>0</b>	<b>37267</b>
<b>Mass Distribution of FF Maps</b>	200	400	4430	400	600	250	2200	100	400	250			<b>9230</b>
<b>Dining Guide Distribution</b>	720	600	1260	900	1050	<b>570</b>	<b>600</b>	<b>800</b>	<b>1200</b>	<b>1000</b>			<b>8700</b>
<b>Website Analytics</b>													Total
FlyFishingtrail.com/pageviews	8054	7,258	7,681	6600	5,370	5,572	6,462	7989	5175	6989			67150
FlyFishingtrail.com/sessions	2768	2411	2,573	2,421	1,962	2,162	2,593	3,104	2,040	2,943			24977
<b>2017 Visitor Stats</b>	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
<b>Jackson Co. Visitor Center</b>	509	610	889	916	1022	1209	1622	2674	1432	1551			12434
<b>Dillsboro Visitor Center</b>	56	88	276	212	401	766	419	1022	478	824			4542
<b>Phone Inquires</b>	202	316	296	344	412	277	379	542	388	468			3624
<b>Social Media Analytics</b>	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
WNC Fly Fishing Trail	9765	9802	9853	9892	9925	9962	9988	10,035	10,054	10,108			
NC Trout Capital	721	776	811	833	854	918	941	967	980	1001			
Jackson Co. Chamber & Visitor Cntr	6736	6762	6803	6914	6958	7047	7099	7137	7149	7229			
Concerts on the Creek	2134	2,152	2162	2171	2254	2293	2371	2392	2408	2413			
Just the Girls	124	141	179	181	181	183	184	185	185	185			

<b>Visitor Guides 2017</b>	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
<b>Name</b>													
I-26 East, Columbus		120		144		144		144		288			840
I-26 West, Mars Hill		120		144		144		144					552
I-40 West, Waynesville				144	432		576	144					1296
I-73/74 Northbound, Seagrove								288					288
I-73/74 Southbound, Seagrove								288					288
I-77 North, Dobson				144		144		144					432
I-77 South, Charlotte				144		144		144					432
I-85 North, Norlina				144		144	144						432
I-85 South, Kings Mountain				144		144		144					432
I-95 North, Pleasant Hill				144		144	288			288			864
I-95 South, Rowland			360	144	720					432			1656
AAA Carolinas, Fayetteville				144			144						288
Blue Ridge National Heritage, Asheville				144			144			576			864
Bass Pro Shop, Lawrenceville GA			240		400			144					784
Cherokee Welcome Center, Cherokee				144			144						288
Dismal Swamp, South Mill				144			144						288
First Peak Visitor Center, Columbus										144			144
Gorges State Park, Sapphire				288			144			288			720
Graham County Travel & Tourism, Robbinsville				144			144						288
Harrah's Cherokee Resort, Cherokee				144			144						288
Haywood County TDA, Maggie Valley				144			144						288
Haywood Chamber of Commerce, Waynesville									288				288
Henderson County Visitor Center					144		144						288
North Wilkesboro Visitor Center				288			144			144			576
McDowell County Chamber, Marion				144			144						288
Piedmont Triad Visitor Center, Pelham		240		144			144			144			672
Sky Valley Visitor Center, Sky Valley GA				144			144						288
Smoky Mountain Host, Franklin			288	144			144						576
Transylvania County Chamber, Brevard****				144			144						288
VisitNC				144			144						288

Other			270										270
<b>Monthly Totals</b>	<b>0</b>	<b>480</b>	<b>1,158</b>	<b>3,744</b>	<b>1,696</b>	<b>1,008</b>	<b>3,312</b>	<b>1,584</b>	<b>288</b>	<b>2,304</b>	<b>0</b>	<b>0</b>	

**Grand Total      15,574**

**\*\*\*per Sally from Transylvania VC Brevard - do not send any more FF maps or VG - they have plenty - she will call if more are needed. 7/27/17 sl**