

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	288	2304	3312	0	18766
On Site Pick-up	960	1560	1080	1152	1296	854	710	1820	1152	720	440	310	12054
Direct Inquiry Total	854	997	840	1068	970	1254	521	1835	1066	1104	562	889	11960
2017 Total	960	2917	3078	5964	3962	3126	4543	5239	2506	4128	4314	1199	42780
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	400	250	7500	250	16980
	720	600	1260	900	1050	570	600	800	1200	1000	1050	250	10000
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	5175	6989	5021	6642	78813
FlyFishingtrail.com/sessions	2768	2411	2,573	2,421	1,962	2,162	2,593	3,104	2,040	2,943	2035	2912	29924
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	1432	1551	845	784	14063
Dillsboro Visitor Center	56	88	276	212	401	766	419	1022	478	824	716	492	5750
Phone Inquires	202	316	296	344	412	277	379	542	388	468	221	187	4032
Social Media Analytics	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	10,177	10,189	
NC Trout Capital	721	776	811	833	854	918	941	967	980	1001	1053	1070	
Jackson Co. Chamber & Visitor Cntr	6736	6762	6803	6914	6958	7047	7099	7137	7149	7229	7526	7878	
Concerts on the Creek	2134	2,152	2162	2171	2254	2293	2371	2392	2408	2413	2416	2420	
Just the Girls	124	141	179	181	181	183	184	185	185	185	185	185	

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