

## Jackson County Chamber & Visitor Center January 2018

HOOK LINE & DRINKER FESTIVAL - MAY 10TH - PLANS ARE LINDERWAY

IN THIS ISSUE -NEW IDEAS, FRESH LOOKS

## January Happenings

by Julie H. Spiro, Executive Director

In January, we responded to 939 direct visitor inquiries, as well as mailing 720 visitor guides to Welcome Centers. We sent out 104 fly fishing maps to interested anglers. 568 people walked thru our door, 44 visitors were served in Dillsboro, 156 phone calls answered.

In December, we began the process of repurposing our interior space within the Hooper House. Our goal is to make the space more visitor friendly, enticing to all who enter, and more profitable for the Chamber.

The Chamber has partnered with Destination Marketing in Cherokee to create a presence for Cherokee in the house. Cherokee will have an exhibit in the gallery of the House for the next year. Our visitors consistently inquire about Cherokee, so this is a perfect fit for our space and we are delighted to share the House with our friends in Cherokee.

Western Carolina University, who has had a space in the House for several years, will now be in our new Regional Information Center. WCU will focus on Outdoor programing at the University. The Chamber will utilize the space to market our member offerings, with a special section on hiking & waterfalls highlighting actual snapshots of our

members and friends out on our trails, visiting waterfalls, riding bikes, fishing and being outdoor enthusiasts. We're excited about the space and it will continue to evolve over time.

Our main Visitor Center greeting area will now serve two functions – providing visitor info and serving as our retail branded merchandise space. Most of our merchandise will arrive in late March, just in time for the fishing season and spring break. We will be focusing on elevated branded souvenir items that primarily feature the outdoors. We hope our visitors will pick up an item or two to help them complete their mountain vacation.

We plan to install a smart tv monitor above the fireplace in our Visitor Center with a loop showcasing the TDA marketing videos, seasonal photos, events, fishing, outdoor adventure, beautiful vistas, along with pet friendly areas and family activities.



Local items -we are offering jams from Dillsboro.

Page 1



A sample of some of the small items available for visitors to take home with them to complete their mountain vacation experience.

Page 1

## Fresh Takes

THIS IS OUR NEW CONFERENCE ROOM! WE CONVERTED OUR UPSTAIRS OFFICE INTO A USEFUL CONFERENCE SPACE. IT IS BEING USED REGULARLY BY OUR MEMBERS AND NON-PROFIT ORGANIZATIONS IN THE COMMUNITY.

We are continuing to work daily on our Hook, Line & Drinker Festival set for May 19<sup>th</sup>. We have secured 2 bands, 4 food trucks, 17 fishing vendors, 10 craft beer vendors and Professor Whizzpop for the day. We are looking forward to a busy weekend!

Lastly, we are regularly stocking our members with visitor guides, maps, and area information. You never know where the next visitor will be, so we do our best to keep the information at many locations throughout the area.



The Chamber will be greeting 600+ passengers on a special GSMR excursion in March. Additionally, we have prepared boxes of materials for fly fishing shows for the Tuck Fly Shop, as well as Rivers Edge Outfitters, sending them to events with visitor guides, fishing maps, dining guides, and Hook & Line festival info.

The Chamber has partnered with The Sylva Herald to offer a special publication for the summer months that will be particularly useful to visitors. The publication will highlight Concerts on the Creek, summer events, restaurants and outdoor offerings.

We are changing out our large feather flags in the yard every other week, and they are working to attract attention. We put them out rain or shine!

Our partnership with the EDC continues and we are assisting on an event potentially scheduled for September 2018, celebrating the business and industry members of our community.

Spring projects – new plantings at the Dillsboro Visitor Center, Easter Hat Parade festivities, chamber grant recipient notifications, repaint of exterior porches, Greening Up the Mountains festival assistance, outdoor literature units installed in two select locations, vinyl sidewalk decals directing visitors to our House, vinyl sidewalk decals marketing events, large STIR event showcasing ways to refresh, renew and revive your business from inside out, including branding ideas, updated landscaping, and a fresh coat of paint.

Social Media marketing continues – we created paid ads on FB for our Dining Guide, resulting in 78 inquiries. We will highlight Our Town in February, and the WNC Fly Fishing map again in March.

## Jackson County Chamber Visitor Center Direct Inquiry Report 2018

Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Our Town Chamber Mag.	9						12 11 11 4						9
Flyfishingtrail.com	36										Parameter 2 APR CAMPS	Keelinio Harris Helj	36
NCTroutCapital.com	44												44
Dining Guide	78						15000 Nin V-184 180 181	Activationing articles 8			ogsitti senti ushek		78
Mid Current	24							B. Weight					24
TDA site/FB ads	174				A STATE OF THE STA			Secretary of Charles					174
WCU	4						Treat Capta						4
Blue Ridge Country Mag.	1							RUBERT WAS DEED					1
Blue Ridge Parkway Guide	1	Bright Ca					Mind a mind	Fillips of the second		Maria Barasa			1
Facebook	13	A STATE OF THE STA	The second of the second secon										13
Google Search	12		3793967369										12
Newspaper article	0		A LINE C. LONDON THE DESIGNATION OF THE PERSON OF THE PERS					ACCESS TO SERVE					MONTHS MINERALLY
NC Travel Guide	0									and to come			0
Visitnc.com	1	S CHICAGO, ENGISTRASANI	i nasanazaanga s										0
Our State	1								MALINE AL AUTO SAN	EST-1879-128			1
Trout Unlimited	0												1
RomanticAsheville.com	1					George George			paragranta e reg				0
Travelguidesfree.com	540			575842507450									1
MyWeddings.com	0						[Sistematical states			ENDESCRIPTION DE		TO DESCRIPTION OF SHAPE	540
Washington Post Mag.	0												0
Columbia Metro	0								Establishment (Control				0
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Tampa Mag.	0							SANCTED STATE					
SC Living Mag.	0												
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USA Today Travel	0												
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2018 Totals	030												
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Visitor Guides 2018													Location
	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
Name													
I-26 East, Columbus	432												432
I-26 West, Mars Hill											-		0
I-40 West, Waynesville											-		0
I-73/74 Northbound, Seagrove													0
I-73/74 Southbound, Seagrove													0
I-77 North, Dobson											<b></b>		0
I-77 South, Charlotte													0
I-85 North, Norlina													0
I-85 South, Kings Mountain													0
I-95 North, Pleasant Hill													0
I-95 South, Rowland													0
AAA Carolinas, Fayetteville													0
Blue Ridge National Heritage, Asheville													
Bass Pro Shop, Lawrenceville GA												<del> </del>	
Cherokee Welcome Center, Cherokee													1 0
Dismal Swamp, South Mill											<del> </del>		0
First Peak Visitor Center, Columbus													
Gorges State Park, Sapphire											<del>                                     </del>		
Graham County Travel & Tourism, Robbinsville						Ì							0
Harrah's Cherokee Resort, Cherokee													
Haywood County TDA, Maggie Valley							<u> </u>						
Haywood Chamber of Commerce, Waynesville												-	
Henderson County Visitor Center					<b>-</b>	<del>                                     </del>			<del> </del>			-	0
North Wilkesboro Visitor Center					<b> </b>						<del> </del>	-	
McDowell County Chamber, Marion	144												144
Piedmont Triad Visitor Center, Pelham													144
Sky Valley Visitor Center, Sky Valley GA													
Smoky Mountain Host, Franklin												-	
VisitNC													
Other	144		<del> </del>						<b> </b>				144

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**Grand Total** 

720

Fly Fishing 2018													Location
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Name	2												
I-26 East, Columbus								-					
I-26 West, Mars Hill								-					
I-40 West, Waynesville													
I-77 North, Dobson													
I-77 South, Charlotte								<del>                                     </del>					
I-85 North, Norlina													
I-85 South, Kings Mountain													
I-95 North, Pleasant Hill							<u> </u>						
I-95 South, Roland													-
AAA Carolinas, Fayetteville													(
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Cherokee Welcome Center, Cherokee													(
Dismal Swamp, South Mill								-	-				(
Graham County Travel & Tourism, Robbinsville								-					(
Harrah's Cherokee Resort, Cherokee								-					(
Haywood County TDA, Maggie Valley			-									ļ	(
Northwest North Carolina Visitor Center, North Wilkesboro								-				-	(
McDowell County Chamber, Marion			-						-				(
Piedmont Triad Visitor Center, Pelham								-					(
Sky Valley Visitor Center, Sky Valley GA			-					-					
Smoky Mountain Host, Franklin		<u> </u>											(
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Brown Trout Fishing, Asheville													(
Curtis Wright Outfitters, Asheville													(
Curtis Wright Outfitters, Weaverville													
Davidson River Outfitters, Pisgah Forest													
Hunter Banks Fly Fishing, Asheville													
Hunter Banks Fly Fishing, Waynesville													
Mike Stanley Fly Fishing Club, Blanch													
One Fly Outfitters, Black Mountain													
Rivers Edge Outfitters, Cherokee													1
Bass Pro Shop, Lawrenceville GA												_	
Blue Ridge Mountain Outfitters, Blue Ridge, GA	375											-	<u> </u>
Other													1
													<del>                                     </del>
Monthly Totals	375	0	0	0	0	0	0	0	0	0	0	0	37!