

## **MARCH 2018**

## JACKSON COUNTY CHAMBER & VISITOR CENTER

March was a busy month! We continued our work on repurposing our space. Merchandise sales are up 39% over the previous year! Ebbing Tour Sheets are popular, and the Chamber's Ebbing Billboard is receiving lots of attention. We've worked diligently on promotion and marketing of the Hook, Line & Drinker Festival along with the Tuck Trout Trot, creating a new website and online signup for the Trot. We worked all day at the Easter Hat Parade, and more than 575 people were in attendance, it was a great day (see photo above). Devoted energy and money to social media boosts and cross marketing events including the Brew-Hop and Easter Hat Parade. Three ribbon cuttings were held, 2 more scheduled for April. We will staff the Info Booth at the upcoming Greening Up the Mountains and will assist throughout the day. Our Spring Open House is May 8th from 11am-4pm, hope to see you then!

1008 Visitor
Guides mailed to
Welcome Centers

811 Direct Inquiries Fulfilled

1458 Visitors
Served

(902 Sylva, 556 Dillsboro)

375 Fishing MapsMailed to Centers,75 Direct Inquiries

235 Phone Calls
Received

Dillsboro Easter
Hat Parade had
record
attendance!

## <u>Jackson County Chamber Visitor Center</u> <u>Direct Inquiry Report 2018</u>

Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Our Town Chamber Mag.	9	43	19										71
Flyfishingtrail.com	36	38	36										110
NCTroutCapital.com	44	33	29										106
Dining Guide	78	8	11										97
Mid Current	24	0	0										24
TDA site/FB ads	174	318	38										530
WCU	4	9	4										17
Blue Ridge Country Mag.	1	0	0										1
Blue Ridge Parkway Guide	1	3	0				month.						4
Facebook	13	19	26						EXCLUSION STATE OF THE STATE OF	Section 1995 and Party Section 1995			58
Google Search	12	9	19										40
Newspaper article	0	0	3					The State of the S			PROPERTY OF THE PARTY.		3
NC Travel Guide	0	0	3										3
Visitnc.com	1	2	4						TOWN TOWN A SECURITY OF THE PROPERTY.		Page 14-10 (19-10-10-10-10-10-10-10-10-10-10-10-10-10-	and security flames in the second	7
Our State	1	0	0										1
Trout Unlimited	0	0	0							and the control of the control of	elevativas valdas valdas valdas	BESSEL STEEL PROPERTY OF AN OLD STEEL	0
RomanticAsheville.com	1	0	2										3
Travelguidesfree.com	540	881	617						14007-10030-200-0-0-0				2038
MyWeddings.com	0	0	0					Market Bridge					0
Washington Post Mag.	0	0	0				The same and the same as a same a same as a same as a same as a same a same a same as a same a s		THE THE PROPERTY OF THE PROPERTY.	S. M. D. W. C. M. D. M. W.			0
Columbia Metro	0	0	0							961.016.55	E COME DE LOS COME		0
Southern Trout	0	0	0		14 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				Market Services (And Hell Prince)	The Hedell III and Rubble (1981)			0
Jacksonville Mag.	0	0	0										0
Charlotte Mag.	0	0	0						E DOMESTIC STORY				0
Orlando Mag.	0	0	0										0
Outside Mag.	0	0	0						Proposition and the second	CALUM Permitagna issue			
Tampa Mag.	0	0	0				RUT GRE			al di saya di		S. Stranger	
SC Living Mag.	0	0	0					94 THE RESIDENCE OF THE PARKET	en manufecture en letz de				
Walter Mag.	0	0	0				at Saytasias			flagaria, menas	International Party		
USA Today Travel	0	0	0								A S. B. Service and B. Directors		
2018 Totals	939	1363	811										3,113
	2 Milyekh					AMORA AMA							0

Visitor Guides 2018	Jan.	Feb.	March	April	May	June	July	Λυσ	Sept.	Oct	Nov	Das	Location Totals
Name	Jan.	160.	Iviaicii	April	iviay	Julie	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTALS
Name													
I-26 East, Columbus	432	720											1152
I-26 West, Mars Hill		288											288
I-40 West, Waynesville		288											288
I-73/74 Northbound, Seagrove		288											288
I-73/74 Southbound, Seagrove		288											288
I-77 North, Dobson		288											288
I-77 South, Charlotte		288											288
I-85 North, Norlina		288											288
I-85 South, Kings Mountain		288											288
I-95 North, Pleasant Hill			288						<b>-</b>				288
I-95 South, Rowland			288										288
AAA Carolinas, Fayetteville			288				-		<b> </b>				288
Blue Ridge National Heritage, Asheville													0
Bass Pro Shop, Lawrenceville GA									<b> </b>			<del>                                     </del>	0
Cherokee Welcome Center, Cherokee												<del>                                     </del>	0
Dismal Swamp, South Mill												<b>†</b>	0
First Peak Visitor Center, Columbus			1						<b> </b>				1 0
Gorges State Park, Sapphire													0
Graham County Travel & Tourism, Robbinsville									1				0
Harrah's Cherokee Resort, Cherokee									<u> </u>		<del>                                     </del>		0
Haywood County TDA, Maggie Valley												<b>-</b>	0
Haywood Chamber of Commerce, Waynesville											<del>                                     </del>		0
Henderson County Visitor Center									<u> </u>				0
High Point Convention/Visitor Bureau		144				<b> </b>			1				
North Wilkesboro Visitor Center			1										
McDowell County Chamber, Marion	144												144
Piedmont Triad Visitor Center, Pelham							1						1 0
Sky Valley Visitor Center, Sky Valley GA											1	<b>†</b>	
Smoky Mountain Host, Franklin							1					<b>†</b>	0
VisitNC			1		1	+	†		1		+		

Other	144		144										288
Monthly Totals	720	3,168	1,008	0	0	0	0	0	0	0	0	0	4,896

**Grand Total** 

4,752

 $\ensuremath{\mathsf{RED}}$  - DO NOT SEND ANY MORE VISITOR GUIDES TILL WE ARE CONTACTED. 2/16/18

Fly Fishing 2018	Jan.	Feh	March	Anril	May	June	July	Aug	Cont	Oot	New	D	Location Totals
, , , , , , , , , , , , , , , , , , , ,	3011.	100.	IVIGICII	April	IVIGY	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOtals
Name													
I-26 East, Columbus													
I-26 West, Mars Hill													
I-40 West, Waynesville													
I-77 North, Dobson													
I-77 South, Charlotte													
I-85 North, Norlina												1	
I-85 South, Kings Mountain											<u> </u>		
I-95 North, Pleasant Hill													
I-95 South, Roland												<del></del>	
AAA Carolinas, Fayetteville												<del> </del>	
BRNHA, Asheville													
Cherokee Welcome Center, Cherokee	1												
Dismal Swamp, South Mill													
Graham County Travel & Tourism, Robbinsville												<b>-</b>	
Harrah's Cherokee Resort, Cherokee												<del> </del>	
Haywood County TDA, Maggie Valley												-	
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												-	
Towns County Chamber of Commerce, Young Harris			375										
Drawn Trans Civilia A. L. III													
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													
Bass Pro Shop, Lawrenceville GA													
Blue Ridge Mountain Outfitters, Blue Ridge, GA	375												
Hand Outs - Local Fly Shops	-	600											60
Monthly Totals	375	600	375	0	0	0	0	0	0	0	0	0	1,35