



# 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 8<sup>th</sup> from 11am-4pm, hope to see you then!

**1008 Visitor  
Guides mailed to  
Welcome Centers**

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**811 Direct  
Inquiries Fulfilled**

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**1458 Visitors  
Served**

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**(902 Sylva, 556  
Dillsboro)**

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**375 Fishing Maps  
Mailed to Centers,  
75 Direct Inquiries**

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**235 Phone Calls  
Received**

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**Dillsboro Easter  
Hat Parade had  
record  
attendance!**

## Direct Inquiry Report 2018

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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

RED - DO NOT SEND ANY MORE VISITOR GUIDES TILL WE ARE CONTACTED. 2/16/18

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