



July 2018

JACKSON COUNTY CHAMBER & VISITOR CENTER REPORT

Concerts on the Creek & July 4th – Big Events!

This has been our best year for attendance at Concerts on the Creek. Weather has been cooperative, and crowds are at record highs. We have disbursed visitor guides, along with lots of Sylva maps and Dining Guides. We've answered 100's of questions about everything from waterfalls to fishing to road construction!



July 4th Fireworks & Festivities was a big hit this year. Locals and visitors alike turned out, garnering our largest crowd ever. Police officials estimated a crowd of 9000-10,000 in Sylva. All of our restaurants in Sylva and Dillsboro were open and were packed. Most of our merchants were open at least part of the day, and one retailer reported it was her best sales day of the month. We continue to create events that economically impact the county!

**880 Visitor Guides
Mailed to
Welcome Centers**

**1495 Direct
Visitor Inquiries
Fulfilled, 40
Fishing inquiries**

**2,499 Visitors
Served (1397
Sylva, 586
Dillsboro, 516
Event
Interactions)**

**301 Phone calls
answered**

Pets Served: In July, 23 dogs visited our Center and enjoyed organic doggy treats, fresh water, and lots of hugs!

New – we are offering more merchandise, and sales are UP! Fall items will arrive in late August. We have our fall block party scheduled for October, as a way to continue to remind our businesses what we offer, so they can send visitors our way for Info and branded souvenirs.

Direct Inquiry Report 2018

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Visitor Guides 2018													
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
I-26 East, Columbus	432	720			88	1056							2296
I-26 West, Mars Hill		288			88	352							728
I-40 West, Waynesville		288			968								1256
I-73/74 Northbound, Seagrove		288			264								552
I-73/74 Southbound, Seagrove		288			352								640
I-77 North, Dobson		288			88								376
I-77 South, Charlotte		288			88								376
I-85 North, Norlina		288			88								376
I-85 South, Kings Mountain		288			88								376
I-95 North, Pleasant Hill			288		88	352							728
I-95 South, Rowland			288										288
AAA Carolinas, Fayetteville			288										288
Blue Ridge National Heritage, Asheville					176								176
Bass Pro Shop, Lawrenceville GA													0
Cherokee Welcome Center, Cherokee					176		880						1056
Dismal Swamp, South Mill					176								176
First Peak Visitor Center, Columbus					176								176
Gorges State Park, Sapphire					176								176
Graham County Travel & Tourism, Robbinsville					176								176
Harrah's Cherokee Resort, Cherokee					176								176
Haywood County TDA, Maggie Valley					176								176
Haywood Chamber of Commerce, Waynesville					176								176
Henderson County Visitor Center					176								176
High Point Convention/Visitor Bureau		144			176								320
North Wilkesboro Visitor Center				352									352
McDowell County Chamber, Marion	144				176								320
Piedmont Triad Visitor Center, Pelham					176								176
Sky Valley Visitor Center, Sky Valley GA					176								176
Smoky Mountain Host, Franklin					176								176
VisitNC					176								176
Other	144		144			176							464
Great Smoky Mountain Railroad					1,500								1500
Monthly Totals	720	3,168	1,008	352	6,516	1,936	880	0	0	0	0	0	14,580

Fly Fishing 2018													
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
I-26 East, Columbus					75								75
I-26 West, Mars Hill					75								75
I-40 West, Waynesville					75								75
I-73/74 Nothbound, Seagrove					75								75
I-77 North, Dobson					75								75
I-77 South, Charlotte					75								75
I-85 North, Norlina					75								75
I-85 South, Kings Mountain					75								75
I-95 North, Pleasant Hill					75								75
I-95 South, Roland					75								75
AAA Carolinas, Fayetteville													0
BRNHA, Asheville													0
Cherokee Welcome Center, Cherokee													0
Dismal Swamp, South Mill													0
Graham County Travel & Tourism, Robbinsville													0
Harrah's Cherokee Resort, Cherokee													0
Haywood County TDA, Maggie Valley													0
Northwest North Carolina Visitor Center, North Wilkesboro				375			275						375
McDowell County Chamber, Marion													275
Piedmont Triad Visitor Center, Pelham													0
Sky Valley Visitor Center, Sky Valley GA													0
Smoky Mountain Host, Franklin													0
Towns County Chamber of Commerce, Young Harris			375										375
Brown Trout Fishing, Asheville					75								0
Curtis Wright Outfitters, Weaverville					75								75
Davidson River Outfitters, Pisgah Forest					75								75
Hunter Banks Fly Fishing, Asheville					75								75
Hunter Banks Fly Fishing, Waynesville					75								75
Mike Stanley Fly Fishing Club, Blanch					75								75
One Fly Outfitters, Black Mountain					75								75
Rivers Edge Outfitters, Cherokee					75								75
Bass Pro Shop, Lawrenceville GA					75								75
Blue Ridge Mountain Outfitters, Blue Ridge, GA	375				75								450
Hand Outs - Local Fly Shops		600											600
Great Smoky Mountain Railroad					1500								1500
Monthly Totals	375	600	375	375	2,925	0	275	0	0	0	0	0	4,925