



JUNE, 2018

JACKSON COUNTY CHAMBER & VISITOR CENTER REPORT

Ribbon Cuttings

In June, we held 3 ribbon cuttings for new businesses that have opened in the Sylva and Dillsboro area. The above photo is the new Pie Times Pizza, located at the main Innovation Brewing in Sylva. We have five (5) ribbon cuttings scheduled for July. We are working hard to make sure new businesses are being recognized and are getting as much publicity as we can possibly garner!



We have had a wonderful month with stellar performances at Concerts on the Creek! Bands such as Dirty Soul Revival and the Carolina Soul Band brought in record crowds and were well received by visitors and locals alike. Several of our merchants and restaurants reported increased sales for Friday nights in June – we love hearing that our events are creating a positive economic impact on the area.

**1,936 Visitor
Guides Mailed to
Welcome Centers**

**1,223 Direct
Visitor Inquiries
Fulfilled, 76
Fishing inquiries**

**2,059 Visitors
Served (1258
Sylva, 801
Dillsboro)**

**223 Phone calls
answered**

**56 Hand to Hand
personal
deliveries of
Visitor Info to
area businesses**

January-June 2018:

6725 Direct Inquiries, 439 Fishing Inquiries

13,700 VG to Welcome Centers, 4650
Fishing Maps

Direct Inquiry Report 2018

0

Visitor Guides 2018	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name													
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								176
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	0	0	0	0	0	0	13,700

Fly Fishing 2018	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name													
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													0
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									375
McDowell County Chamber, Marion													0
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
													0
Brown Trout Fishing, Asheville					75								75
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	0	0	0	0	0	0	4,650