

## 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

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

## <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  | 29                      | 52   | 23                 |                   |            |  |  |                     |     | 175                                     |
| Flyfishingtrail.com      | 36  | 38   | 36  | 40                      | 33   | 32                 |                   |            |  |  |                     |     | 215                                     |
| NCTroutCapital.com       | 44  | 33   | 29  | 38                      | 36   | 44                 |                   |            |  |  |                     |     | 224                                     |
| Dining Guide             | 78  | 8    | 11  | 17                      | 23   | 16                 |                   |            |  | P-81-91 P-81-89-D-8  | CONTRACTOR OF STATE |     | 153                                     |
| Mid Current              | 24  | 0    | 0   | 0                       | 0    | 0                  |                   |            |  |  |                     |     | 24                                      |
| TDA site/FB ads          | 174 | 318  | 38  | 148                     | 82   | 279                |                   |            |  | THE RESIDENCE OF THE PARTY OF T | Beta Meane (1975)   |     | 1039                                    |
| WCU                      | 4   | 9    | 4   | 16                      | 19   | 4                  |                   |            |  |  |                     |     | 56                                      |
| Blue Ridge Country Mag.  | 1   | 0    | 0   | 1                       | 0    | 0                  |                   |            |  |  |                     |     | 2                                       |
| Blue Ridge Parkway Guide | 1   | 3    | 0   | 0                       | 0    | 6                  |                   |            |  |  |                     |     | 10                                      |
| Facebook                 | 13  | 19   | 26  | 51                      | 32   | 20                 |                   |            |  | T. 15.686  |                     |     | 161                                     |
| Google Search            | 12  | 9    | 19  | 7                       | 15   | 21                 |                   |            |  |  |                     |     | 83                                      |
| Newspaper article        | 0   | 0    | 3   | 0                       | 16   | 0                  |                   |            |  | NEW ALIGNATURE   |                     |     | 19                                      |
| NC Travel Guide          | 0   | 0    | 3   | 0                       | 1    | 1                  |                   |            |  |  |                     |     | 5                                       |
| Visitnc.com              | 1   | 2    | 4   | 1                       | 2    | 3                  |                   |            | er en ey lasanwits   |  |                     |     |   |
| Our State                | 1   | 0    | 0   | 1                       | 2    | 0                  |                   |            |  |  |                     |     | 13                                      |
| Trout Unlimited          | 0   | 0    | 0   | 0                       | 0    | 0                  |                   |            |  |  |                     |     | 4                                       |
| RomanticAsheville.com    | 1   | 0    | 2   | 0                       | 13   | 0                  |                   |            |  |  |                     |     | 0                                       |
| Travelguidesfree.com     | 540 | 881  | 617 | 906                     | 808  | 774                |                   |            |  |  |                     |     | 16                                      |
| MyWeddings.com           | 0   | 0    | 0   | 0                       | 0    | 0                  |                   |            |  |  |                     |     | 4526                                    |
| Washington Post Mag.     | 0   | 0    | 0   | 0                       | 0    | 0                  |                   |            | The state of the s |  |                     |     | 0                                       |
| Columbia Metro           | 0   | 0    | 0   | 0                       | 0    | 0                  |                   | THE REPORT |  |  |                     |     | 0                                       |
| Southern Trout           | 0   | 0    | 0   | 0                       | 0    | 0                  |                   |            |  |  |                     |     | 0                                       |
| Jacksonville Mag.        | 0   | 0    | 0   | 0                       | 0    | 0                  |                   |            |  |  |                     |     | 0                                       |
| Charlotte Mag.           | 0   | 0    | 0   | 0                       | 0    | 0                  |                   |            |  | A BANKET TEST  |                     |     | 0                                       |
| Orlando Mag.             | 0   | 0    | 0   | 0                       | 0    | 0                  | E 1754 E E 1758   |            |  |  |                     |     | 0                                       |
| Outside Mag.             | 0   | 0    | 0   | 0                       | 0    | 0                  |                   | HEN SHOWER |  |  |                     |     | 0                                       |
| Tampa Mag.               | 0   | 0    | 0   | 0                       | 0    | 0                  |                   |            |  |  |                     |     | 100000000000000000000000000000000000000 |
| SC Living Mag.           | 0   | 0    | 0   | 0                       | 0    | 0                  | WHEN SAME STREET  |            |  |  |                     |     |   |
| Walter Mag.              | 0   | 0    | 0   | 0                       | 0    | 0                  | 4-28-9            |            |  |  |                     |     |   |
| USA Today Travel         | 0   | 0    | 0   | 0                       | 0    | 0                  | CELLER - MICHAELE |            |  |  |                     |     |   |
| 2018 Totals              | 939 | 1363 | 811 | 1255                    | 1134 | 1223               |                   |            |  |  |                     |     |   |
|                          |     |      |     | other State house house | 1104 | An leas letter and |                   |            |  |  |                     |     | 6,725                                   |

| 26 East, Columbus<br>26 West, Mars Hill     | Jan. 432 | Feb.  | March | Дріп | May        | June  | July | Aug. | Sept. | Oct. | Nov. | Dec. |        |
|---|----------|-------|-------|------|------------|-------|------|------|-------|------|------|------|--------|
| 26 West, Mars Hill                          | 432      |       | 1 1   |      |            |       |      |      |       |      |      |      | Totals |
| 26 West, Mars Hill                          | 432      |       |       |      |            |       |      |      |       |      |      |      |        |
| 26 West, Mars Hill                          | 432      | 720   |       |      | 88         | 1050  |      |      |       |      |      |      |        |
|   | 1        | 288   |       |      | 88         | 1056  |      |      |       |      |      |      | 2296   |
| 40 West, Waynesville                        |          | 288   |       |      |            | 352   |      |      |       |      |      |      | 728    |
| 73/74 Northbound, Seagrove                  |          | 288   |       |      | 968<br>264 |       |      |      |       |      |      |      | 1256   |
| 73/74 Southbound, Seagrove                  |          | 288   |       |      | 352        |       |      |      |       |      |      |      | 552    |
| 77 North, Dobson                            |          | 288   |       |      | 88         |       |      |      |       |      |      |      | 640    |
| 77 South, Charlotte                         |          | 288   |       |      | 88         |       |      |      |       |      |      |      | 376    |
| 85 North, Norlina                           |          | 288   |       |      | -          |       |      |      |       |      |      |      | 376    |
| 85 South, Kings Mountain                    |          | 288   |       |      | 88         |       |      |      |       |      |      |      | 376    |
| 95 North, Pleasant Hill                     |          | 200   | 288   |      |            | 252   |      |      |       |      |      |      | 376    |
| 95 South, Rowland                           |          |       | 288   |      | 88         | 352   |      |      |       |      |      |      | 728    |
| AA Carolinas, Fayetteville                  |          | -     | 288   |      |            |       |      |      |       |      |      |      | 288    |
| lue Ridge National Heritage, Asheville      |          | -     | 200   |      | 176        |       |      |      |       |      |      |      | 288    |
| ass Pro Shop, Lawrenceville GA              |          | -     |       |      | 176        |       |      |      |       |      |      |      | 176    |
| herokee Welcome Center, Cherokee            |          |       |       |      | 176        |       |      |      |       |      |      |      | 0      |
| ismal Swamp, South Mill                     |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| irst Peak Visitor Center, Columbus          |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| orges State Park, Sapphire                  |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| raham County Travel & Tourism, Robbinsville |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| arrah's Cherokee Resort, Cherokee           |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| aywood County TDA, Maggie Valley            |          | -     |       |      | 176        |       |      |      |       |      |      |      | 176    |
| aywood Chamber of Commerce, Waynesville     |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| enderson County Visitor Center              |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| igh Point Convention/Visitor Bureau         |          | 144   |       |      | 176        |       |      |      |       |      |      |      | 176    |
| orth Wilkesboro Visitor Center              |          | 144   |       | 352  | 1/6        |       |      |      |       |      |      |      | 320    |
| 1cDowell County Chamber, Marion             | 144      |       |       | 332  | 176        |       |      |      |       |      |      |      | 352    |
| iedmont Triad Visitor Center, Pelham        | 144      |       |       |      | 176        |       |      |      |       |      |      |      | 320    |
| ky Valley Visitor Center, Sky Valley GA     |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| moky Mountain Host, Franklin                |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| isitNC                                      |          |       |       |      | 176        |       |      |      |       |      |      |      | 176    |
| ther  | 144      |       | 144   |      | 1/6        | 170   |      |      |       |      |      |      | 176    |
| reat Smoky Mountain Railroad                | 144      |       | 144   |      | 1,500      | 176   |      |      |       |      |      |      | 464    |
|   |          |       |       |      | 1,500      |       |      |      |       |      |      |      | 1500   |
| Ionthly Totals                              | 720      | 3,168 | 1 000 | 352  | 6,516      | 1.026 | 0    | . 0  | 0     | 0    | 0    | 0    | 13,700 |

| Fly Fishing 2018  |      |      |  |       |       |      |      |      |       |      |      |      | Location |
|---|------|------|--|-------|-------|------|------|------|-------|------|------|------|----------|
| rry risilling 2016  | Jan. | Feb. | March  | April | May   | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Totals   |
| Name  |      |      |  |       |       |      |      |      |       |      |      |      |          |
| I-26 East, Columbus                                       |      | -    | <del> </del>                                     |       | 75    | -    |      |      |       |      |      |      |          |
| I-26 West, Mars Hill                                      |      |      | -  |       | 75    |      |      | -    |       |      |      |      | 75       |
| I-40 West, Waynesville                                    |      |      | <u> </u>   |       | 75    |      |      |      | -     |      |      |      | 75       |
| I-73/74 Nothbound, Seagrove                               |      |      | <del>                                     </del> |       | 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  |      |      | 1  |       | /3    |      |      | -    |       |      |      |      | 75       |
| AAA Carolinas, Fayetteville                               |      |      |  |       |       |      |      | -    |       |      |      |      | C        |
| BRNHA, Asheville  |      |      |  |       |       |      |      |      |       |      |      |      | C        |
| Cherokee Welcome Center, Cherokee                         |      |      | -  |       |       |      |      |      |       |      |      |      | C        |
| Dismal Swamp, South Mill                                  |      |      | -  |       |       |      |      |      |       |      |      |      | C        |
| Graham County Travel & Tourism, Robbinsville              | _    |      | -  |       |       |      |      | -    | _     |      |      |      | C        |
| Harrah's Cherokee Resort, Cherokee                        |      |      | -  |       | _     |      |      |      |       |      |      |      | C        |
| Haywood County TDA, Maggie Valley                         |      |      |  |       |       |      |      |      |       |      |      |      | C        |
| Northwest North Carolina Visitor Center, North Wilkesboro |      |      | -  | 375   |       |      |      |      |       |      |      |      | 0        |
| McDowell County Chamber, Marion                           |      |      |  | 3/3   |       |      |      |      |       |      |      |      | 375      |
| Piedmont Triad Visitor Center, Pelham                     |      |      | -  |       |       |      |      |      |       |      |      |      | (        |
| Sky Valley Visitor Center, Sky Valley GA                  |      |      |  |       |       |      |      | -    |       |      |      |      | (        |
| Smoky Mountain Host, Franklin                             |      |      |  |       |       |      |      |      |       |      |      |      | (        |
| Towns County Chamber of Commerce, Young Harris            |      |      | 375  |       |       |      |      |      |       |      |      |      |          |
|   |      |      | 3/3  |       |       |      |      |      |       |      |      |      | 375      |
| Brown Trout Fishing, Asheville                            |      |      |  |       | 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    |      |      |      |       |      |      |      | 75       |
| Hand Outs - Local Fly Shops                               | 7,5  | 600  |  |       | / 3   |      |      |      |       |      |      |      | 450      |
| Great Smoky Mountain Railroad                             |      |      |  |       | 1500  |      |      |      |       |      |      |      | 600      |
|   |      |      |  |       | 1300  |      |      |      |       |      |      |      | 1500     |
| Monthly Totals  | 375  | 600  | 375  | 375   | 2,925 | 0    | 0    | 0    | 0     | 0    | 0    | 0    | 4,650    |