



August 2018

JACKSON COUNTY CHAMBER & VISITOR CENTER REPORT

Concerts on the Creek

We wrapped up our 9th annual Concerts on the Creek series for 2018. We've now had 135 concerts, and over 110,000 people have enjoyed the summer series.

BringFido.com – submitted 9 places in Sylva & Dillsboro that are pet friendly, and updated other info. Our pet porch welcomed 11 dogs in August. We updated our in-house and online Pet Friendly brochure and disbursed via email to select chamber members.

Merchandise Sales are up 89% over August 2017. We are continuing to listen to our visitors and are adding to our inventory when possible. WNC Fly Fishing Trail shirts (now in 2 colors and sold online) are the most popular item, followed by The Mountains are Calling shirts, enamel coffee mugs, and homemade jams/jelly. Visitors are spending more time in our Center. We've noticed they are very attracted to our three SmartTV's, and often ask questions about what they are seeing on the screen. Event videos are very popular, and we are often provide information on the event, so guests can plan to visit next year during the particular festival they are interested in.



1890 Visitor Guides Mailed to Welcome Centers

2052 Direct Visitor Inquiries Fulfilled, 80 Fishing inquiries

1823 Visitors Served (1313 Sylva, 404 Dillsboro, 106 Event Interactions)

188 Phone calls answered

We created a Dillsboro Connections Facebook page!

We held 3 ribbon cuttings for new business. Cleaned all kiosks, restocked airport display unit, restocked hotels & Dillsboro businesses.

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		528					2824
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					88			528					904
I-95 South, Rowland			288		88	352							728
AAA Carolinas, Fayetteville			288										288
Blue Ridge National Heritage, Asheville			288										288
Bass Pro Shop, Lawrenceville GA					176								176
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			352					528
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		482					946
Great Smoky Mountain Railroad					1,500								1500
Monthly Totals	720	3,168	1,008	352	6,516	1,936	880	1,890	0	0	0	0	16,470

Fly Fishing 2018

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name													
I-26 East, Columbus													
I-26 West, Mars Hill					75			150					225
I-40 West, Waynesville					75			150					225
I-73/74 Nothbound, Seagrove					75			150					225
I-77 North, Dobson					75			150					225
I-77 South, Charlotte					75			150					225
I-85 North, Norlina					75			150					225
I-85 South, Kings Mountain					75			150					225
I-95 North, Pleasant Hill					75			150					225
I-95 South, Rowland					75			150					225
AAA Carolinas, Fayetteville								150					150
BRNHA, Asheville								150					150
Charlotte Visitor Center, Charlotte								150					150
Cherokee Welcome Center, Cherokee								375					375
Dismal Swamp, South Mill							375						375
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								70					70
McDowell County Chamber, Marion				375									375
Piedmont Triad Visitor Center, Pelham							275						275
Sky Valley Visitor Center, Sky Valley GA													0
Smoky Mountain Host, Franklin													0
Towns County Chamber of Commerce, Young Harris				375									0
													375
Brown Trout Fishing, Asheville													0
Curtis Wright Outfitters, Weaverville					75			150					225
Davidson River Outfitters, Pisgah Forest					75			150					225
Hunter Banks Fly Fishing, Asheville					75			150					225
Hunter Banks Fly Fishing, Waynesville					75			150					225
Mike Stanley Fly Fishing Club, Blanch					75			150					225
One Fly Outfitters, Black Mountain					75								75
Rivers Edge Outfitters, Cherokee					75			150					225
Bass Pro Shop, Lawrenceville GA					75			150					225
Blue Ridge Mountain Outfitters, Blue Ridge, GA	375				75			150					225
Hand Outs - Local Fly Shops		600						150					600
Great Smoky Mountain Railroad					1500								600
													1500
Monthly Totals	375	600	375	375	2,925	0	650	3,595	0	0	0	0	8,895