

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.

Jackson County Chamber Visitor Center Direct Inquiry Report 2018

Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Our Town Chamber Mag.	9	43	19	29	52	23	16	26		300	1400	Dec	Tota
Flyfishingtrail.com	36	38	36	40	33	32	22	44					217
NCTroutCapital.com	44	33	29	38	36	44	18	36		December 1			281
Dining Guide	78	8	11	17	23	16	44	66					278
Mid Current	24	0	0	0	0	0	0	0					263
TDA site/FB ads	174	318	38	148	82	279	314	523					24
WCU	4	9	4	16	19	4	2	26					1876
Blue Ridge Country Mag.	1	0	0	1	0	0	2	0					84
Blue Ridge Parkway Guide	1	3	0	0	0	6	0	7					4
Facebook	13	19	26	51	32	20	17	39				73	17
Google Search	12	9	19	7	15	21	29						217
Newspaper article	0	0	3	0	16	0	0	54					166
NC Travel Guide	0	0	3	0	10	1		0					19
Visitnc.com	1	2	4	1	2	3	0	1					6
Our State	1	0	0	1	2	0	0	0					13
Trout Unlimited	0	0	0	0	0		1	0					5
RomanticAsheville.com	1	0	2	0	13	0	0	1					1
Travelguidesfree.com	540	881	617	906	808	0	0	2					18
MyWeddings.com	0	0	0	0	0	774	1030	1224					6780
Washington Post Mag.	0	0	0	0		0	0	0					0
Columbia Metro	0	0	0	0	0	0	0	0					0
Southern Trout	0	0	0		0	0	0	0					0
Jacksonville Mag.	0	0	0	0	0	0	0	0					0
Charlotte Mag.	0	0	0	0	0	0	0	0					0
Orlando Mag.	0	0	0	0	0	0	0	0					0
Outside Mag.	0	0		0	0	0	0	0					0
Tampa Mag.	0		0	0	0	0	0	0					0
SC Living Mag.	0	0	0	0	0	0	0	0					0
Walter Mag.		0	0	0	0	0	0	3					0
USA Today Travel	0	0	0	0	0	0	0	0					0
John roday maver	U	0	0	0	0	0	0	0					0
2018 Totals	939	1363	011	1255	11000								0
2020 : Otal3	232	1303	811	1255	1134	1223	1495	2052					10,272

Visitor Guides 2018													Location
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
Nume												- 4	
I-26 East, Columbus	432	720				4000							
I-26 West, Mars Hill	432	288			88	1056		528					2824
I-40 West, Waynesville			-		88	352							728
I-73/74 Northbound, Seagrove		288			968								1256
I-73/74 Southbound, Seagrove		288	-		264								552
I-77 North, Dobson		288			352								640
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	200		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		-											C
Dismal Swamp, South Mill		ļ			176		880						1056
First Peak Visitor Center, Columbus					176								176
Gorges State Park, Sapphire		ļ			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			352					528
Henderson County Visitor Center					176								176
High Point Convention/Visitor Bureau		111			176								176
North Wilkesboro Visitor Center		144			176								320
McDowell County Chamber, Marion	111			352									352
Piedmont Triad Visitor Center, Pelham	144				176								320
Sky Valley Visitor Center, Sky Valley GA					176								176
Smoky Mountain Host, Franklin					176								176
VisitNC					176								176
Other	144		111		176								176
Great Smoky Mountain Railroad	144		144		1,500	176		482					946
					1,300								1500
Monthly Totals	720	3,168	1 008	352	6,516	1.026	880	1,890	0	0	0	0	16,470

Fly Fishing 2018	Jan.	Feb.	March	A		1.							Location
	Jan.	reb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
Name													
I-26 East, Columbus		-	-		75	-	-						
l-26 West, Mars Hill		+			75	-		150					225
I-40 West, Waynesville		-			75	-		150					225
I-73/74 Nothbound, Seagrove		-			75			150					225
l-77 North, Dobson					75			150					225
l-77 South, Charlotte		-			75			150					225
l-85 North, Norlina			-		75			150					225
-85 South, Kings Mountain					75			150					225
-95 North, Pleasant Hill		-			75			150					225
-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
AcDowell County Chamber, Marion	,			375									375
riedmont Triad Visitor Center, Pelham							275						275
ky Valley Visitor Center, Sky Valley GA													0
moky Mountain Host, Franklin													0
owns County Chamber of Commerce, Young Harris													0
are, realing flatting			375									\neg	375
rown Trout Fishing, Asheville			-										0
urtis Wright Outfitters, Weaverville					75			150				$\neg \uparrow$	225
avidson River Outfitters, Pisgah Forest					75			150					225
unter Banks Fly Fishing, Asheville					75			150				$\neg \uparrow$	225
unter Banks Fly Fishing, Waynesville	-				75			150					225
like Stanley Fly Fishing Club, Blanch					75			150					225
ne Fly Outfitters, Black Mountain		\rightarrow			75								75
vers Edge Outfitters, Cherokee					75			150					225
ass Pro Shop, Lawrenceville GA		-			75			150				_	225
ue Ridge Mountain Outfitters, Blue Ridge, GA	375		-		75			150				$\neg \uparrow$	225
and Outs - Local Fly Shops	3/3	600			75			150					600
reat Smoky Mountain Railroad	+	600										_	600
	+				1500							_	1500
onthly Totals													