

October TDA Report – Jackson County Chamber & Visitor Center

New things- We are continuing to try new things to bring visitors and our members into our Centers. We have offered free popcorn, and we staffed a table outside during Halloween. The popcorn was very popular with visitors, and we are going to continue this during select times of the year. We are already planning our spring Open House. Our annual block party was a big success, and we had 76 people inside our Center touring around and enjoying the new space. Nantahala Brewing has set up in our yard twice, and that seems to be a big hit with our members (along with the popcorn!). As suggested in the Magellan report, it is important to 'court' your own community so they can see the Center as a resource for their business as well as for their guests & friends.

Trout Capital Merchandise: We are gearing up for the next year and have ordered NC Trout Capital postcards. Tee-shirts are forthcoming!



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Event Interactions ColorFest, Dillsboro and Sylva Deliveries

<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	16	26	12	20			249
Flyfishingtrail.com	36	38	36	40	33	32	22	44	33	33			347
NCTroutCapital.com	44	33	29	38	36	44	18	36	21	41			340
Dining Guide	78	8	11	17	23	16	44	66	40	30		The Land Control of the	333
Mid Current	24	0	0	0	0	0	0	0	0	0			24
TDA site/FB ads	174	318	38	148	82	279	314	523	785	503			3164
WCU	4	9	4	16	19	4	2	26	16	2			102
Blue Ridge Country Mag.	1	0	0	1	0	0	2	0	0	0			4
Blue Ridge Parkway Guide	1	3	0	0	0	6	0	7	3	0			20
Facebook	13	19	26	51	32	20	17	39	59	44	•		320
Google Search	12	9	19	7	15	21	29	54	66	32			264
Newspaper article	0	0	3	0	16	0	0	0	0	0			19
NC Travel Guide	0	0	3	0	1	1	0	1	0	0			6
Visitnc.com	1	2	4	1	2	3	0	0	0	0			13
Our State	1	0	0	1	2	0	1	0	1	0			
Trout Unlimited	0	0	0	0	0	0	0	1	0	0			6
RomanticAsheville.com	1	0	2	0	13	0	0	2	0	0			1 18
Travelguidesfree.com	540	881	617	906	808	774	1030	1224	709	677			8166
MyWeddings.com	0	0	0	0	0	0	0	0	0	0		Service Control	
Washington Post Mag.	0	0	0	0	0	0	0	0	0	0			0
Columbia Metro	0	0	0	0	0	0	0	0	0	0			0
Southern Trout	0	0	0	0	0	0	0	0	0	0			
Jacksonville Mag.	0	0	0	0	0	0	0	0	0	0			0
Charlotte Mag.	0	0	0	0	0	0	0	0	0	0			0
Orlando Mag.	0	0	0	0	0	0	0	0	0	0			0
Outside Mag.	0	0	0	0	0	0	0	0	0	0			0
Tampa Mag.	0	0	0	0	0	0	0	0	0	0			0
SC Living Mag.	0	0	0	0	0	0	0	3	0	0			0
Walter Mag.	0	0	0	0	0	0	0	0	0	0			0
USA Today Travel	0	0	0	0	0	0	0	0	0	0			0
					J	0	U	U	U	U			0
2018 Totals	939	1363	811	1255	1134	1223	1495	2052	1745	1202			0
		2000	011	1233	1134	1223	1455	2052	1745	1382			13,399

Weather Forecast

Tuesday, Nov. 6

Sunrise: 6:59 a.m., Sunset: 5:33 p.m. High: 69, Low: 43 Scattered Storms, 90% chance of rain

Wednesday, Nov. 7

Sunrise: 7:00 a.m., Sunset: 5:32 p.m. High: 68, Low: 45 Mostly Cloudy, 20% chance of rain

Thursday, Nov. 8

Sunrise: 7:01 a.m., Sunset: 5:31 p.m. High: 65, Low: 50 Partly Cloudy, 20% chance of rain

Friday, Nov. 9

Sunrise: 7:02 a.m., Sunset: 5:30 p.m. High: 57, Low: 34 Rain, 90% chance of rain

Saturday, Nov. 10

Sunrise: 7:03 a.m., Sunset: 5:30 p.m. High: 55, Low: 32 Partly Cloudy, 10% chance of rain

Sunday, Nov. 11

Sunrise: 7:04 a.m., Sunset: 5:29 p.m. High: 57, Low 35 Mostly Sunny, 10% chance of rain

