



September TDA Report – Jackson County Chamber & Visitor Center

We had a very busy September, which consisted of taking our show on the road to Mountain Heritage Day! We disbursed visitor guides, hiking maps, lots of fishing maps, and answered tons of questions about the area. We talked with more than 800 people at the festival at our booth. We sold \$754 in branded souvenir merchandise - completely sold out!

Visitors have been varied this month, with some evacuees, who we treated to water and cookies, and did our best to make them comfortable. WCU football families have also been by, with many looking for different accommodations for their next visit. We also assisted one bus tour, one school group, and one bachelorette party!

We decked out our Visitor Centers in Dillsboro and Sylva with fall decorations, cleaned kiosks, and started our 'free coffee' table now that our mornings are cooler – visitors appreciate this service.

Our videos and smartTvs continue to be a good source for guest interactions and questions – with many asking for info about what they see on the screens.

**1745 Direct
Inquiries Fulfilled**

**1604 Visitor
Guides Mailed to
Welcome Centers**

**375 Fly Fishing
Maps -Welcome
Centers**

**54 Direct Fishing
Inquiries**

**2017 Visitors
Served:**

Sylva- 1501

Dillsboro - 516

**289 Phone
Inquiries**

965

Event Interactions
Mountain Heritage Day,
Dillsboro and Sylva
Deliveries

Direct Inquiry Report 2018

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Visitor Guides 2018

Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
I-26 East, Columbus													
I-26 West, Mars Hill	432	720			88	1056		528					2824
I-40 West, Waynesville		288			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				352				728
I-85 North, Norlina		288			88				176				552
I-85 South, Kings Mountain		288			88			528	352				1256
I-95 North, Pleasant Hill			288		88	352							728
I-95 South, Rowland			288							352			640
AAA Carolinas, Fayetteville			288										288
Blue Ridge National Heritage, Asheville					176				176				352
Bass Pro Shop, Lawrenceville GA										352			352
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			352
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			352
Henderson County Visitor Center					176								176
High Point Convention/Visitor Bureau		144			176								320
North Wilkesboro Visitor Center				352						176			528
McDowell County Chamber, Marion	144				176								320
Piedmont Triad Visitor Center, Pelham					176				176				352
Sky Valley Visitor Center, Sky Valley GA					176								176
Smoky Mountain Host, Franklin					176								176
VisitNC					176								176
Other	144		144			176		482	196				1142
Great Smoky Mountain Railroad					1,500								1500
Monthly Totals	720	3,168	1,008	352	6,516	1,936	880	1,890	1,604	1,232	0	0	19,306

Fly Fishing 2018													Location Totals
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
I-26 East, Columbus					75			150					225
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								150					150
AAA Carolinas, Fayetteville								150					150
BRNHA, Asheville								150					150
Charlotte Visitor Center, Charlotte								375					375
Cherokee Welcome Center, Cherokee							375						375
Dismal Swamp, South Mill													0
Graham County Travel & Tourism, Robbinsville													0
Harrah's Cherokee Resort, Cherokee													0
Haywood County TDA, Maggie Valley								70					70
Northwest North Carolina Visitor Center, North Wilkesboro				375									375
McDowell County Chamber, Marion							275						275
Piedmont Triad Visitor Center, Pelham									375				375
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			150					225
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 OUT OF BUSINESS					75			150					225
Mike Stanley Fly Fishing Club, Blanch					75								75
One Fly Outfitters, Black Mountain					75			150					225
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					600
Hand Outs - Local Fly Shops		600											600
Great Smoky Mountain Railroad					1500								1500
Monthly Totals	375	600	375	375	2,925	0	650	3,595	375	0	0	0	9,270