



November 2018

JACKSON COUNTY CHAMBER & VISITOR CENTER REPORT

Planning Ahead!

The Chamber worked actively on the 2019 Dining Guide & Our Town publication. We've combined the products to provide more printed copies and maximize exposure for our members and advertisers. We create the publication in-house, do all ad sales, and editorial. We use the ad proceeds for daily operations, event production, and to help fund our community grant program. We hope to have the newly designed publication back from the printers in January.

New Merchandise!

As we move into the new year, we are planning ahead for new Trout Capital merchandise. On order now – tee shirts, shot glasses, and coasters. The Trout Capital postcards are selling well. Additionally, we will offer limited quantities of an Historic Jackson County Courthouse ornament/keepsake, available in late March 2019. We will provide a portion of all ornament sales to the Main Street Sylva Association in an effort to financially assist with event funding. Part of our community grant funding is to partner with the two local merchants associations and assist with funding events and efforts that could potentially enhance a visitor's experience while in our county.



1494 Direct Visitor Inquires Fulfilled

50 Direct Fishing Inquires, 325 Maps to Local Fly & Outfitter Shops

1340 Visitors Served (839 Sylva, 501 Dillsboro)

141 Phone calls answered

Cool Things We Did!

- Open House during WCU Parade
- Stayed Open until 8pm during Sylva Tree Lighting
- Provided \$300 to Main Street Sylva Association
- Decorated both Centers for the Holidays
- Partnered with Town of Dillsboro to produce Luminaires Video

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					352			1608
I-73/74 Northbound, Seagrove		288			264								552
I-73/74 Southbound, Seagrove		288			352								640
I-77 North, Dobson		288			88				352				728
I-77 South, Charlotte		288			88				176				552
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
Visit Lake Norman, Cornelius										75			
Other	144		144			176		482	196	289			1431
Great Smoky Mountain Railroad					1,500								1500
Monthly Totals	720	3,168	1,008	352	6,516	1,936	880	1,890	1,604	1,948	0	0	19,947

Fly Fishing 2018	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name													
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								150					150
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
Other										25			25
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
Local Fly Shops		600								750	325		1675
Great Smoky Mountain Railroad					1500								1500
Monthly Totals	375	600	375	375	2,925	0	650	3,595	375	775	325	0	10,370