

Jackson County Chamber & Visitor Center January 2019

Happenings

We invested in 250 limited edition keepsake ornaments of the beautiful and historic Jackson County Courthouse. Sales are going well so far! We are donating a portion of our sales to the Main Street Sylva Association for the 2019 Christmas In Sylva celebration. We've added a new relocation area in our foyer. We've reached out to our restaurants and encouraged them to create a Doggy Menu, as so many of our guests travel with their pets. We will add the menus to our notebook of Fido Friendly Places and highlight this option in our dining guide.

Event Production

Concerts on the Creek bands are booked (15 Friday nights Memorial Day – Labor Day). July 4th Fireworks are paid for and our band is secured. We are working daily on the Hook, Line & Drinker Festival set for May 18th. All our events are free, and visitors enjoy having something fun, exciting and family friendly to do while they are in Jackson County. These events take months of planning and preparation!

Brand News

As reported last month, we updated and refreshed our two fishing brands, and our new decals arrived in January. We've had three fly shops buy decals for resale. It has been great to see the positive response from anglers who have purchased the stickers!



1821 Direct Inquiries

--
704 Visitor Guides to
Welcome Centers

--
750 Fly Fishing Maps to
Local Fly Shops

--
561 Visitors Served

Restocked Downtown
Dillsboro merchants with
supplies

GOOGLE BUSINESS LISTINGS

JC Chamber & Visitor Center *Views – 2,070, **Searches – 1260, Actions - 655

WNC Fly Fishing Trail Views – 4680, Searches – 3890, Actions - 1490

NC Trout Capital

Views = 181, Searches – 139, Actions 16

For All:

* Search and map views

**Direct search by business
name/product

***Website visit, calls, photo views,

<u>Jackson County Chamber Visitor Center</u> <u>Direct Inquiry Report 2019</u>

Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Our Town Chamber Mag.	9												9
Flyfishingtrail.com	49												49
NCTroutCapital.com	43												43
Dining Guide	16												16
RomanticAsheville.com	0			1 2 4 2		N. C. State							0
TDA site/FB ads	708												708
WCU	8		331.93	BARCH M									8
Google Search	19												19
Facebook	29												29
Visitnc.com	2	-											2
Travelguidesfree.com	938											ans was yet and	938
Print Advertisement	0								DESCRIPTION OF STREET				0
Digital/Online Ad	0											English and the second	0
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2019 Totals	1821	0	0	0	0	0	0	0	0	0	0	0	1,821
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Visitor Guides 2019	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name					117619	Jane	July	Aug.	эерс.	Oct.	1404.	Dec.	Totals
I-26 East, Columbus													0
I-26 West, Mars Hill													0
I-40 West, Waynesville													0
I-73/74 Northbound, Seagrove													0
I-73/74 Southbound, Seagrove													0
I-77 North, Dobson													-0
I-77 South, Charlotte													0
I-85 North, Norlina													0
I-85 South, Kings Mountain													0
I-95 North, Pleasant Hill													0
I-95 South, Rowland													0
AAA Carolinas, Fayetteville													0
Blue Ridge National Heritage, Asheville													0
Bass Pro Shop, Lawrenceville GA													0
Cherokee Welcome Center, Cherokee													0
Dismal Swamp, South Mill													0
First Peak Visitor Center, Columbus													0
Gorges State Park, Sapphire													0
Graham County Travel & Tourism, Robbinsville													0
Harrah's Cherokee Resort, Cherokee													0
Haywood County TDA, Maggie Valley													0
Haywood Chamber of Commerce, Waynesville													0
Henderson County Visitor Center													0
High Point Convention/Visitor Bureau													
North Wilkesboro Visitor Center													0
McDowell County Chamber, Marion													
Piedmont Triad Visitor Center, Pelham	352								-				352
Sky Valley Visitor Center, Sky Valley GA													0
Smoky Mountain Host, Franklin													0
Tuckaseegee Fly Shop	352		<u> </u>										0
VisitNC													
Visit Lake Norman, Cornelius	1								<u> </u>				0
Other													0
Great Smoky Mountain Railroad									 				0
Monthly Totals	704	0	0	0	0	0	0	0	0	0	0	0	352

Fly Fishing 2019	Jan.	Feb.	March	April	May	luno	lade	A	C				Location
Name	Jan.	TED.	IVIaiCII	April	iviay	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
Brown Trout Fishing, Asheville						-			-				
Curtis Wright Outfitters, Weaverville								-					0
Davidson River Outfitters, Pisgah Forest								-					0
Hunter Banks Fly Fishing, Asheville								-					0
Mike Stanley Fly Fishing Club, Blanch													0
One Fly Outfitters, Black Mountain													0
Rivers Edge Outfitters, Cherokee													0
Bass Pro Shop, Lawrenceville GA						_							0
Blue Ridge Mountain Outfitters, Blue Ridge, GA													0
Tuckaseegee Fly Shop, Sylva	750												750
													/30
Monthly Totals	750	0	0	0	0	0	0	0	0	0	0	0	750