



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,
direction requests

