

Jackson County Chamber & Visitor Center May 2019

Facebook Campaign:

At the end of April, the Chamber launched a month-long paid FB campaign for the WNC Fly Fishing Trail maps. We like to do this a couple of times a year, typically after the beginning of the season, again in the fall, and one more time in December. We always see a nice increase in the number of anglers requesting maps and visitor guides. We collected 67 direct leads through the campaign. All guests were mailed a map and visitor guide. This campaign generated the highest number of leads we have had all year.

Hook, Line & Drinker Festival

We experienced a larger crowd than in previous years. We had four of seven beer vendors sell out, and all our outdoor gear/fishing vendors had positive reports for us after the event. The Chamber netted a small profit this year. The Chamber Board will review this event and determine if this is an event we should continue to produce.

Popular In-House Brochures & Info

Kids Activities brochure and our kids table, as well as our new Inside Activities (Rain or Shine for the days you want to stay inside!) have both been very well received by guests. Sometimes it is the small things that make a big difference in a visitor's experience! Items like fresh popcorn, cold water, a printed weather report, menus from our area restaurants, doggy treats – things like that, are big hits with our guests. We've received good feedback on our Relocation Table and our Moving Tips sheet, along with handy resources for new residents once they are here. Our Dining Guide continues to be the #1 most requested item in both of our Centers, followed closely by the Visitor Guide and hiking map.

Up Next and Happening Now

July 4th Fireworks & Festivities! Concerts on the Creek continues each Friday night.

836 Direct Inquiries

272 Visitor Guides to Welcome Centers

200 Fly Fishing Maps to Local Fly Shops

1598 Visitors Served

(Sylva – 1198, Dillsbor0 397)

169 phone calls

Restocked Dillsboro & Sylva merchants with visitor materials

Noteworthy – Created packages for large groups coming to Jackson County:

Wedding - 90

DOT Conference - 50

Family Reunions - 45

Class Reunion - 30

| Visitor Guides 2019 | Jan. | Feb. | March | April | Mari | lue | Lut- | | 6 | | | | Location |
|--|------|------|-------|-------|------|------|------|------|----------|------|------|------|------------|
| Name | Jan. | reb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Totals |
| I-26 East, Columbus | | | 136 | | | | | | | - | | | |
| l-26 West, Mars Hill | | | 136 | | | | | | | - | - | | 136 |
| I-40 West, Waynesville | | | 136 | | | | | | | | - | | 136 |
| I-73/74 Northbound, Seagrove | | | 136 | | | | | | | | | | 136 |
| I-73/74 Southbound, Seagrove | | | 136 | | | | | | | | | | 136 |
| I-77 North, Dobson | | | 136 | | | | | | | | | | 136 |
| l-77 South, Charlotte | | | 136 | | | | | | | | | | 136 |
| I-85 North, Norlina | | | 136 | | | | | | | | | | 136 |
| I-85 South, Kings Mountain | | | 136 | | | | | | | | | | 136 136 |
| I-95 North, Pleasant Hill | | | 136 | | | | | | | | | | 136 |
| I-95 South, Rowland | | | 136 | | 136 | | | | | | | | 272 |
| AAA Carolinas, Fayetteville | | | 136 | | | | | | | | | | 136 |
| Blue Ridge National Heritage, Asheville | | 352 | | | | | | | | | | | 352 |
| Bass Pro Shop, Lawrenceville GA | | | 136 | | | | | | | | | | 136 |
| Cherokee Welcome Center, Cherokee | | | 136 | | | | | | | | | | 136 |
| Cherokee Welcome center, Murphy | | | 136 | | | | | | | | | | 136 |
| Dismal Swamp, South Mill | | | 136 | | | | | | | | | | 136 |
| First Peak Visitor Center, Columbus | | | 136 | | | | | | | | | | 136 |
| Franklin Visitor Center, Franklin | | | | 272 | | | | | | | | | 272 |
| Gorges State Park, Sapphire | | | 136 | | | | | | | | | | 136 |
| Graham County Travel & Tourism, Robbinsville | | | 136 | | | | | | | | | | 136 |
| Harrah's Cherokee Resort, Cherokee | | | 136 | | | | | | | | | | 136 |
| Haywood County TDA, Maggie Valley | | | 136 | | | | | | | | | | 136 |
| Haywood Chamber of Commerce, Waynesville | | | 136 | | | | | | \vdash | | | | 136 |
| Henderson County Visitor Center | | | 136 | | | | | | | | | | 136 |
| High Point Convention/Visitor Bureau | | | 136 | | | | | | | | | | 136 |
| North Wilkesboro Visitor Center | | | 136 | | | | | | - | | | | |
| McDowell County Chamber, Marion | | | 136 | | | | | | | _ | | | 136 |
| Murdoch developmental Center | | | 75 | | | | | | | | | | 136 |
| Piedmont Triad Visitor Center, Pelham | 352 | | ,,, | | | | - | | | | - | | 75 |
| Rowan County TDA, Salisbury NC | 332 | | | 272 | | | | | - | - | | | 352 |
| Sky Valley Visitor Center, Sky Valley GA | | | 136 | 212 | | | | | - | | | | 272 |
| Smoky Mountain Host, Franklin | | | 130 | | 126 | | | | | | | | 136 |
| Tuckaseegee Fly Shop | 352 | | | | 136 | | | | | | | | 136 |

| Visitor Guides 2019 | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Location Totals |
|-------------------------------|------|------|--|-------|-----|------|------|--------|-------|------|-------|------|--------------------|
| VisitNC | | | | | , | | Ju., | / tug. | Jept. | Oct. | 1404. | Dec. | TOTALS |
| Visit Lake Norman, Cornelius | | | | | | | | | | | | | 0 |
| Other | | | | 200 | | | | - | | | | | 0 |
| Area Hotels | | 1 | | 680 | | | | | | | | | 200 |
| Great Smoky Mountain Railroad | | _ | | 080 | | | | | | | | | 680 |
| WCU | | + | | 200 | | | | | | | | | 0 |
| | | | | 200 | | | | | | | | | 200 |
| Monthly Totals | 704 | 352 | 2 747 | 1.634 | 272 | _ | | | | | | | |
| | 704 | 352 | 3,747 | 1,624 | 2/2 | 0 | 0 | _ 0 | 0 | 0 | 0 | 0 | 6,699 |

| Fly Fishing 2019 | | | | | | | | | | | | | | | Location |
|---------------------------------------|-------------------|-------------------------|------|-------|-------|-------|-----|------|------|------|-------|------|------|------|----------|
| Name | Location | Notes | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Totals |
| AB Fly Fishing | Sylva | small amt. | | | | | | | | | | | | | |
| Appalachian Outfitters Fly Shop | Murphy | Siliali allit. | - | | 150 | | | | | | | | | | 0 |
| Bass Pro Shop | Lawrenceville, GA | | _ | | 130 | | | | | | | | | | 150 |
| Blue Chip Fly Fishing | Whittier | small amt. | | | | | | | | | | | | | 0 |
| Blue Ridge Mountain Outfitters | Blue Ridge, GA | January Carret | 1 | | | | | | | | | | | | 0 |
| Brookings Angler | Cashiers | | | 150 | | | | | | | | | | | 0 |
| Brown Trout Fishing | Asheville | | | 130 | | | | | | | | | | | 150 |
| Bryant Bait & Tackle | Topton | | | 75 | | | | | | | | | - | | 75 |
| Curtis Wright Outfitters | Weaverville | has plenty right now | | 7.5 | 150 | | | | | | _ | | | | 150 |
| Dream Catchers | Sylva | small amt./hand deliver | | | 130 | | | | | | | | _ | | 130 |
| Field and Stream | Asheville | | | 150 | | | | | | | | | | | 150 |
| Fontana Guides | Bryson City | | | 100 | 150 | | | | | | | | | | 150 |
| Franklin's Outdoor Sports | Asheville | | | | 150 | | | | | | | | _ | | 150 |
| Great Smokey Bait and Tackle | Bryson City | | 1 | | 150 | | | | | | | | | | 150 |
| Highland Hiker | Highlands | | | 150 | 130 | | | | | | | | | | 150 |
| Hunter Banks Fly Fishing | Asheville | | | 150 | | | | | | | | | | | 150 |
| Mike Stanley Fly Fishing Club | Blanch | | | | | | | | | | | | | | 130 |
| Mountain Valley Country Store | Hayesville | | | | 150 | | | | | | | | | | 150 |
| Nantahala Fly Fishing Co. | Robbinsville | | | 150 | | | | | | | | | | | 150 |
| One Fly Outfitters | Black Mountain | | | 150 | | | | | | 7. | | | | | 150 |
| Outpost Mountain Outfitters | Whittier | | | | | | | | | | | | | | 130 |
| Rivers Edge Outfitters | Cherokee | | | 150 | | | | | | | | | | | 150 |
| Simonds Bait and Tackle | Bryson City | | | | 150 | | | | | | | | | | 150 |
| Tazz Bait Company | Hendersonville | | | | 150 | | | | | | | | | | 150 |
| Tuckaseegee Fly Shop | Sylva | hand deliver | 750 | | | | | | | | | | | | 750 |
| Orvis | Asheville | | | 150 | | | | | | | | | | | 150 |
| Tuckaseegee Fly Fishing Guide Service | Franklin | | | | 150 | | | | | | | | | | 150 |
| Mountain Bridge Trout Unlimited | Greer SC | | | | 176 | | | | | | | | | | 176 |
| WCU | | | | | | 200 | | | | | | | | | 200 |
| | | | | | | | | | | | | | | | |
| Monthly Totals | | | 750 | 1,275 | 1,526 | 200 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3,751 |

Jackson County Chamber Visitor Center

Direct Inquiry Report 2019

| Source | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|-----------------------|------------------------|--------------------------------------|---------------------|------------------------|-------------------------|--|---------------------------------|--|---------------------------------------|--|--|---|-------|
| Our Town Chamber Mag. | 9 | 8 | 56 | 22 | 29 | | | | | | | | 124 |
| Flyfishingtrail.com | 49 | 47 | 32 | 17 | 67 | | | | · · · · · · · · · · · · · · · · · · · | | | | 212 |
| NCTroutCapital.com | 43 | 37 | 30 | 16 | 18 | | | | | | | | 144 |
| Dining Guide | 16 | 12 | 89 | 28 | 66 | | | | | | | A Designation of the Control of the | 211 |
| RomanticAsheville.com | 0 | 0 | 0 | 0 | 0 | | | | | | Turkett Lande at the | | 0 |
| TDA site/FB ads | 708 | 592 | 533 | 320 | 167 | | | | | Branch Committee (Co. | | | 2320 |
| WCU | 8 | 5 | 6 | 3 | 16 | | | | | | | | 38 |
| Google Search | 19 | 22 | 31 | 44 | 79 | | MARKET CONTRACTOR OF THE PERSON | | | | TARREST CARLEST IN | | 195 |
| Facebook | 29 | 32 | 47 | 61 | 66 | | | | | | | | 235 |
| Visitnc.com | 2 | 0 | 3 | 0 | 0 | N. M.A INC. ASSESSMENT AND PROPERTY. | | | | | | | |
| Travelguidesfree.com | 938 | 1356 | 1414 | 557 | 306 | THE STREET, SHIPE | | | | | | | 5 |
| Print Advertisement | 0 | 0 | 9 | 0 | 0 | Service Control of the Control of th | | | | | | | 4571 |
| Digital/Online Ad | 0 | 0 | 0 | 0 | 0 | Cupris activi | | | | PERSONAL PROPERTY OF THE PERSON NAMED OF THE P | Paralle Unit references | | 9 |
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| 2019 Totals | 1821 | 2111 | 2250 | 1313 | 836 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8,331 |
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