



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, Dillsboro
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

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Direct Inquiry Report 20190