

Jackson County Chamber and Visitor Center
Inquiry and Analytic Report - 2020

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Totals
<u>Source</u>													
Facebook	1	8	10	6	23	19	31	50	45				193
Flyfishingtrail.com	49	48	32	33	48	35	49	63	59				416
Friend	2	2	2	1	1	5	2	7	9				31
Google Search	8	6	5	6	10	11	40	31	64				181
NCTroutCapital.com	43	34	29	39	39	36	51	55	53				379
TDA site/FB ads	578	538	396	159	397	426	1158	1604	1701				6957
VisitNC.com	1	1	1	0	1	3	3	0	0				10
WCU	0	0	0	0	1	0	0	19	5				25
Blue Ridge Parkway	0	0	64	61	19	58	72	86	84				444
<u>Disbursal & Fulfillment</u>													
Our Town	19	12	575	17	36	59	28	24	31				801
Dining Guide	860	280	2650	300	670	860	700	860	620				7800
<u>Google My Business</u>													
FFT views	16,600	13,800	13,788	12,013	48,000	62,200	49,300	39,200	38,400				293301
JCCC views	4,800	5310	2,222	1766	4310	5390	4065	3790	3620				35273
NC Trout Capital views	865	309	1065	801	4180	5970	5640	4380	3920				27130
FFT searches	9,390	10,077	10,968	8676	36,139	45,044	37,045	33,092	32,180				222611
JCCC searches	2710	3519	1723	1922	3723	4693	3907	3122	3138				28457
NC Trout Capital searches	525	357	1580	988	3997	5609	5246	4198	3700				26200
FFT activity	7170	6500	7310	5614	18,200	32,200	29,070	24,050	23,500				153614
JCCC activity	1260	2160	1075	8979	4,280	3290	3120	2101	1987				28252
NC Trout Capital activity	414	491	1660	988	3850	5610	4567	3799	3645				25024
<u>Facebook Analytics</u>													
Concerts on the Creek	2896	2912	2919	2979	2985	2987	2990	2990	2992				26650
FFT likes	11283	11,447	11486	11,554	11,593	11,608	11,620	11,644	11727				103962
Hook,Line & Drinker likes	719	801	808	865	874	877	878	881	887				7590
JCCC likes	8911	8928	8964	9021	9112	9171	9182	9208	9265				81762
NC Trout Capital likes	1681	1728	1737	1774	1799	1810	1815	1850	1878				16072

Fly Fishing 2020			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes													
AB Fly Fishing	Sylva	good as of 7/7/20													0
															0
Bass Pro Shop	Lawrenceville, GA								100						100
Blue Chip Fly Fishing	Whittier	small amt.													0
Blue Ridge Mountain Outfitters	Blue Ridge, GA														0
Brookings Angler	Cashiers								100	100					200
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton														0
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva	small amt./hand deliver													0
Cherokee Welcome Center	Cherokee									400					400
First Peak Visitor Center	Columbus	call before send/ good as of 7/7													0
Fontana Guides	Bryson City														0
Franklin's Outdoor Sports	Asheville														0
Great Smokey Bait and Tackle	Bryson City	good as of 7/7													0
Highland Hiker	Highlands									300					300
Hunter Banks Fly Fishing	Asheville														0
Mike Stanley Fly Fishing Club	Blanch														0
Mountain Valley Country Store	Hayesville	good as of 7/7													0
Nantahala Fly Fishing Co.	Robbinsville														0
One Fly Outfitters	Black Mountain	good for the rest of year 7/7													0
Orvis	Asheville														0
Outpost Mountain Outfitters	Whittier	hand deliver							100						100
Rivers Edge Outfitters	Cherokee								200						200
Simonds Bait and Tackle	Bryson City														0
Tazz Bait Company	Hendersonville														0
Trout Unlimited	Hendersonville	Call before sending													0
Tuckaseegee Fly Shop	Sylva	hand deliver/ good as of 7/7													0
Tuckaseegee Fly Fishing Guide Service	Franklin														0
Mountain Bridge Trout Unlimited	Greer SC														0
WCU															0
Area Hotels							25			75					100
Other			150	300						125	250				825
Monthly Totals			150	300	75	0	25	0	500	1,000	250	0	0	0	2,300

	Visitor Guides 2020												Location Totals
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
I-26 East, Columbus								480					480
I-26 West, Mars Hill									340				340
I-40 West, Waynesville							320						320
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								320					320
I-95 South, Rowland							320						320
AAA Carolinas, Fayetteville													0
Blue Ridge National Heritage, Asheville													0
Bass Pro Shop, Lawrenceville GA													0
Cabarrus County Convention & Visitor Center, Candor													0
Cherokee Welcome Center, Cherokee													0
Cherokee Welcome center, Murphy													0
Dismal Swamp, South Mill NEW ADDRESS: 2356 US Hwy 17 N South Mills, NC 27976													0
First Peak Visitor Center, Columbus													0
Franklin Visitor Center, Franklin													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													0
North Wilkesboro Visitor Center							480		340				820
McDowell County Chamber, Marion													0
Murdoch developmental Center													0
Piedmont Triad Visitor Center, Pelham													0
Rowan County TDA, Salisbury NC													0
Sky Valley Visitor Center, Sky Valley GA													0
Smoky Mountain Host, Franklin						320		320					640
Transylvania/Brevard Chamber of Commerce													0
Tuckaseegee Fly Shop													0
VisitNC Smokies Visitor Center, Maggie Valley													0
Visit Lake Norman, Cornelius													0
Other		100							510				610
Area Hotels			544						680				1224
Great Smoky Mountain Railroad													0
WCU													0
Monthly Totals	0	100	544	0	0	320	1,120	1,120	1,870	0	0	0	5,074