

JANUARY & FEBRUARY 2021 JCCC HAPPENINGS

We spent the first two months of the new year focusing on local promotions to bring in additional customers and revenue during a slower time of the year. We collected and marketed Valentine's specials, continued to expand our brunch offerings and created a new Event during February called Boutique Week. We were very pleased with the feedback we received from our local boutiques about their sales and engagements during Boutique Week, so we plan to bring that campaign back again in February of 2022. We ramped up our brunch campaign and now have 12 restaurants offering brunch, and visitors and locals alike continue to make positive comments. The TDA brunch signs have been helpful to bring attention and snag pedestrians and cars as they pass by. As part of our Main Street duties, we've gotten creative at encouraging people to enjoy outdoor dining by offering music on the streets at different times. Sidewalk Sales have been terrific! We created a new Dillsboro Picnic Spots flyer that is seeing some good use now. Our Dillsboro Event Bookmark has now exceeded 2500 copies, and we will print more toward the end of March. Our 'Expert' campaign kicks off in March and we will launch short videos to accompany the signage. Our WNC Fly Fishing Trail shirts continue to be a popular product through our online store so we have recently reordered to gear up for the summer months ahead. We gathered info and updated our Public Restroom list and Nick was able to effectively utilize the list to produce a map and link. Our 2021 Dining Guide arrived on March 2nd and we are eagerly disbursing those to visitors and restocking area businesses. Thank you to the TDA for funding the first round of printing of the dining guide!!!

355 Phone Calls
Received From
Visitors or
Residents2310 Direct Visitor
Inquiries Fulfilled

1064 Visitors on Site

Focused on local promotions, planning and restocking!

Events:

Concerts on the Creek (on hold)

Hook, Line & Drinker – August 21, 3-7pm

July 4th Fireworks – are ON!

Holiday Fireworks - December 17, 2021, 7:30pm

Flu Fishing 2021															Location
Fly Fishing 2021		200 to 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
Name	Location	Notes													
AB Fly Fishing	Sylva		-		-						-				0
Bass Pro Shop	Lawrenceville, GA		-		-						-				0
	Whittier Whittier		+			-	-	-	-					-	0
Blue Chip Fly Fishing			+	-	-				_		-			-	0
Blue Ridge Mountain Outfitters	Blue Ridge, GA		+	-	-		-	-			-				0
Brookings Angler	Cashiers		-		-		-	 			-				0
Brown Trout Fishing	Asheville			-	-	-		-			-		-	-	0
Bryant Bait & Tackle	Topton			-	-		-			-	-				
Curtis Wright Outfitters	Weaverville		+		-	-	-			-	-		-		0
Dream Catchers	Sylva				-					-					0
Cherokee Welcome Center	Cherokee				-								-	_	0
First Peak Visitor Center	Columbus														0
Fontana Guides	Bryson City														0
Franklin's Outdoor Sports	Asheville														0
Great Smokey Bait and Tackle	Bryson City														0
Highland Hiker	Highlands														0
Hunter Banks Fly Fishing	Asheville														0
Mike Stanley Fly Fishing Club	Blanch														0
Mountain Valley Country Store	Hayesville														0
Nantahala Fly Fishing Co.	Robbinsville														0
One Fly Outfitters	Black Mountain														0
Orvis	Asheville												10075		0
Orvis	Greenville, SC			25											
Outpost Mountain Outfitters	Whittier														0
Rivers Edge Outfitters	Cherokee														0
Simonds Bait and Tackle	Bryson City														0
Tazz Bait Company	Hendersonville														0
Trout Unlimited	Hendersonville														0
Tuckaseegee Fly Shop	Sylva														0
Tuckaseegee Fly Fishing Guide Service	Franklin														0
Mountain Bridge Trout Unlimited	Greer SC														0
WCU															0
Area Hotels															0
Other			225												225
Monthly Totals			225	25	0	0	0	0	0	0	0	0	0	0	250

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
Source Facebook Flyfishingtrail.com Friend Google Search NCTroutCapital.com discoverjacksonnc.com VisitNC.com WCU	56 37 8 10 67 863 2 6	60 41 11 19 18 988 3 8 75											116 78 19 29 85 1851 5 14
Blue Ridge Parkway Monthly Total	38 1087	1223	0	0	0	0	0	0	0	0	0	0	
Dining Guide Our Town	215 23	490 19											
Facebook Followers Concerts on the Creek Fly Fishing Trail Hook Line & Drinker Fest. JCCC NC Trout Capital	3264 11990 948 10004 2033	3267 12,149 951 10312 2065											