



NOVEMBER 2021 JCCC HAPPENINGS

November continued to be a busy for us with guests! This has been a blessing since we have often experienced a significant slowdown. In speaking with area businesses, November was a terrific month for most of them, with record sales. Several Dillsboro merchants reported it was the best November 'in their history'. GSMR passengers continued to disembark in Dillsboro and purchase items. We often heard from passengers that they didn't feel they had 'enough time in Dillsboro', which presents us with a great opportunity to put a visitor guide in their hand and encourage a repeat visit for longer. We worked with the Town of Dillsboro and the DMA to decorate for the holiday season, as well as clean up the fall decorations. The Dillsboro Center was cleaned and restocked in November, after a busy October. We will go back at the end of December and do another assessment of materials. The guest bags at both Centers continue to be popular, as well as the mobile kiosks. The Chamber staff spent time in November planning for 2022 and looking for new ways to entice local people and our members into our Center to discover their own back yard and make sure they know what we have to offer their guests and customers. We invited several business owners to drop by for coffee in November and check out the Center, which was successful. We will encourage accommodation owners and front of house staff to visit during January so we can share info and materials with them before the busy season starts again.

**313 Phone Calls
Received From
Visitors or
Residents-
506 Direct Visitor
Inquiries Fulfilled**

**1954 Visitors on Site-
in Sylva**

**Restocked 4 mobile
kiosk units , 4x**

**Center in Dillsboro
served 1116 visitors**

**Ale Trail Glasses have
been very popular! We
have enjoyed meeting
new people and seeing
local people come into
our Center for the first
time!**

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	56	60	58	30	67	77	69	70	67	89	43		686
Flyfishingtrail.com	37	41	56	48	39	55	46	52	39	40	21		474
Friend	8	11	8	3	9	8	10	14	19	12	18		120
Google Search	10	19	13	7	23	44	50	61	56	61	55		399
NCTroutCapital.com	67	18	60	33	35	42	34	37	37	29	17		409
discoverjacksonnc.com	863	988	1156	1076	1504	2061	1267	1255	925	1095	343		12533
VisitNC.com	2	3	4	0	0	1	2	3	1	0	0		16
WCU	6	8	1	0	6	3	5	15	10	7	9		70
Blue Ridge Parkway	38	75	0	0	1	0	0	0	1	0	0		115
<u>Monthly Total</u>	1087	1223	1356	1197	1684	2291	1483	1507	1155	1333	506	0	
Dining Guide	215	490	2150	990	1150	1200	840	700	1150	1490	740		
Our Town	23	19	34	139	439	212	156	96	78	62	44		
<u>Facebook Followers</u>													
Concerts on the Creek	3264	3267	3303	3317	3335	3341	3400	3432	3467	3504	3506		
Fly Fishing Trail	11990	12,149	12,228	12,249	12,283	12,290	12,299	12,304	12,354	12,419	12445		
Hook Line & Drinker Fest.	948	951	962	968	995	1012	1028	1085	1090	1097	2007		
JCCC	10004	10312	10,400	10442	10,487	10,495	11,011	11,030	11,043	11,051	11196		
NC Trout Capital	2033	2065	2096	2114	2123	2126	2134	2139	2142	2148	2155		

	Visitor Guides 2021												Location Totals
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
I-26 East, Columbus				120		600			240				960
I-26 West, Mars Hill				240					360				600
I-40 West, Waynesville				120		480			240				840
I-73/74 Northbound, Seagrove				120									120
I-73/74 Southbound, Seagrove				120									120
I-77 North, Dobson				120					240				360
I-77 South, Charlotte				120					240				360
I-85 North, Norlina				120				120					240
I-85 South, Kings Mountain				120					240				360
I-95 North, Pleasant Hill				120						120			240
I-95 South, Rowland					120								120
AAA Carolinas, Fayetteville					120								120
Andrews Visitor Center													0
Asheville Airport						360					120		480
Black Rock Mountain State Park			340										340
Blue Ridge National Heritage, Asheville				340			120		240				700
Bass Pro Shop, Lawrenceville GA													0
Cabarrus County Convention & Visitor Center, Candor					120				120				240
Cherokee Welcome Center, Cherokee					120								120
Dismal Swamp, South Mill					120								120
First Peak Visitor Center, Columbus					120								120
Franklin Visitor Center, Franklin				120									120
Gorges State Park, Sapphire				120									120
Graham County Travel & Tourism, Robbinsville					120								120
Harrah's Cherokee Resort, Cherokee					120								120
Haywood County TDA, Maggie Valley					120				120				240
Haywood Chamber of Commerce, Waynesville					120								120
Henderson County Visitor Center					120				120				240
High Point Convention/Visitor Bureau					120								120
North Wilkesboro Visitor Center					120				120				240
McDowell County Chamber, Marion				120	120								240
Murphy Visitor Center, Murphy NC					120								120
Piedmont Triad Visitor Center, Pelham					120				120				240
Rowan County TDA, Salisbury NC					120				120				240
Sky Valley Visitor Center, Sky Valley GA					120								120
Smoky Mountain Host, Franklin					120								120
Swain County Visitor Center, Bryson City			170		120								290
Transylvania/Brevard Chamber of Commerce					120								120
Tuckaseegee Fly Shop													0
VisitNC Smokies Visitor Center, Maggie Valley					120				120				240
Visit Lake Norman, Cornelius					120				120				240
Other				240									240
Area Hotels											75		75
Area Realtors					700								700

Fly Fishing 2021			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes													
AB Fly Fishing	Sylva														0
Asheville Airport	Fletcher, NC							225		250			1400		1875
Bass Pro Shop	Lawrenceville, GA														0
Blue Chip Fly Fishing	Whittier														0
Blue Ridge Mountain Outfitters	Blue Ridge, GA							75							75
Brookings Angler	Cashiers						50				125				175
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton						100								100
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva														0
Cherokee Welcome Center	Cherokee						100								100
First Peak Visitor Center	Columbus										150				150
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														0
Orvis	Greenville, SC			25			100								
Outpost Mountain Outfitters	Whittier						100								100
Rivers Edge Outfitters	Cherokee						100								100
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						100								100
WCU															0
Area Hotels															0
Area Realtors							400								
Wedding Guest Bags							50								
Other			225						100	225		125			675
Monthly Totals			225	25	0	0	1,100	300	100	475	275	125	1,400	0	4,025

	Visitor Guides 2021												Location Totals
	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Area Banks					120								120
Wedding Guest bags					128								128
Great Smoky Mountain Railroad													0
WCU													0
Monthly Totals	0	0	510	2,260	3,708	1,440	120	120	2,760	120	195	0	11,233