

SALES & ALES

- SPEND \$25 AT A JACKSON COUNTY CHAMBER OF COMMERCE MEMBER BUSINESS BETWEEN THE DATES OF AUG. 1-SEPT. 30, 2022
- BRING YOUR RECEIPT TO THE CHAMBER AT 773 W. MAIN ST., SYLVA, NC (9 AM-5 PM, M-F)
- RECEIVE A FREE JACKSON COUNTY, N.C. ALE TRAIL PINT GLASS AND STICKER.
- LIMIT 1 GLASS PER PERSON, DEADLINE OCT. 7, 2022

SPONSORED BY:




AUGUST Jackson County Chamber Happenings

Our first month of the Sales & Ales promo went well. We had 151 people bring us receipts totaling just a little over \$22,000 in retail sales, groceries, dining/restaurant meals, brewery purchases, and some services such as massages and insurance payments. The promo continues through the end of September. The Chamber hosted our first Summer Realtor's Mixer and we feel it was very successful, securing several new members but more importantly, making sure our realtors understand all the resources we have available to assist new residents, potential neighbors and sometimes new business owners. Our summer concert series wrapped up and we have already booked bands for the 2023 season. We hosted the 31st Chamber Challenge Golf Tourney on August 31st, with 30 teams in attendance. The new holiday ornament has arrived, and pre-sales have started with our Realtors purchasing these specific items for new clients and homeowners. We spent a significant amount of time this month cleaning all of the mobile kiosks and applying new updated stickers to direct guests to our office for more info if needed. Our first round of Hwy. 107 grant checks have been disbursed and we will continue reaching out to business owners in September. We will launch ad sales for the 2023 Dining Guide and Our Town in early September. We sold a record number of jams and fly fishing shirts in August! We are looking forward to fall!

Phone calls: 301
Guests Served:
2424
Direct Inquiries:
1283

Fly Fishing maps
mailed to area
shops and lodging
facilities: 1160

Visitor Guides mailed
to Welcome Centers:
2365

Friends Night Out-
November 3rd, 4:30-
7pm.

The Clarion Pointe Hotel
has been updated and looks
amazing! If you haven't
visited, do it! Very proud of
NightStar Lodging and all
the improvements made to
the property!

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	33	28	32	21	30	40	42	51					277
Flyfishingtrail.com	44	34	78	29	75	88	67	86					501
Friend	16	11	19	9	19	20	22	16					132
Google Search	42	50	56	50	44	40	50	33					365
NCTroutCapital.com	21	35	87	15	55	68	54	55					390
discoverjacksonnc.com	821	756	692	712	614	411	1197	1015					6218
VisitNC.com	0	0	1	1	1	0	1	0					4
WCU	0	0	8	3	9	10	16	27					73
Blue Ridge Parkway	19	88	45	35	91	29	47	0					354
Blue Ridge Country						57	0	0					
<u>Monthly Total</u>	996	1002	1018	875	938	763	1496	1283	0	0	0	0	8,371
Dining Guide	215	190	250	575	600	740	800	690					
Our Town	33	57	44	49	46	95	140	110					
<u>Facebook Followers</u>													
Concerts on the Creek	3552	3561	3570	3595	3651	3656	3691	3710					
Fly Fishing Trail	12521	12,539	12,544	12,601	12,621	12,640	12,666	12,760					
Hook Line & Drinker Fest.	2105	2105	2105	2106	2106	2106	2106	2108					
JCCC	11358	11386	11,390	11,590	11,643	11,749	11,868	12,022					
NC Trout Capital	2160	2161	2165	2171	2186	2191	2199	2212					

Fly Fishing 2022			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes													
AB Fly Fishing	Sylva					30									30
Asheville Airport	Fletcher, NC									40					40
Bass Pro Shop	Lawrenceville, GA				60										60
Blue Chip Fly Fishing	Whittier				60										60
Blue Ridge Mountain Outfitters	Blue Ridge, GA				60										60
Brookings Angler	Cashiers				60										60
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton				60										60
Curtis Wright Outfitters	Weaverville														0
Dream Catchers	Sylva		100		60										160
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				60										60
Mike Stanley Fly Fishing Club	Blanch														0
Mountain Valley Country Store	Hayesville														0
Nantahala Fly Fishing Co.	Robbinsville				60										60
One Fly Outfitters	Black Mountain														0
Orvis	Asheville				60										60
Orvis	Greenville, SC														0
Outpost Mountain Outfitters	Whittier				60										60
Rivers Edge Outfitters	Cherokee				60										60
Simonds Bait and Tackle	Bryson City														0
Tazz Bait Company	Hendersonville														0
Trout Unlimited	Hendersonville														0
Tuckaseegee Fly Shop	Sylva				60					200					260
Tuckaseegee Fly Fishing Guide Service	Franklin														0
Mountain Bridge Trout Unlimited	Greer SC														0
WCU															0
Area Hotels			100												100
Area Realtors				75											
Wedding Guest Bags															
Other			20	100					20	920					1,060
Monthly Totals				275	0	750	0	0	20	1,160	0	0	0	0	2,205

	Visitor Guides 2022												Location Totals
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	
I-26 East, Columbus				60	120			80					260
I-26 West, Mars Hill					180			80					260
I-40 West, Waynesville					120			80					200
I-73/74 Northbound, Seagrove					120			80					200
I-73/74 Southbound, Seagrove					120			80					200
I-77 North, Dobson					120			80					200
I-77 South, Charlotte					120			80					200
I-85 North, Norlina					120			80					200
I-85 South, Kings Mountain					120			160					280
I-95 North, Pleasant Hill					120			80					200
I-95 South, Rowland					120			80					200
AAA Carolinas, Fayetteville					120			80					200
Andrews Visitor Center					120			40					160
Asheville Airport					120			80					200
Black Rock Mountain State Park					120								120
Blue Ridge National Heritage, Asheville					120								120
Bass Pro Shop, Lawrenceville GA													0
Cabarrus County Convention & Visitor Center, Candor					120			80					200
Cherokee Welcome Center, Cherokee					120		300						420
Dismal Swamp, South Mill					120								120
First Peak Visitor Center, Columbus					120								120
Franklin Visitor Center, Franklin					120			80					200
Gorges State Park, Sapphire					120			120					240
Graham County Travel & Tourism, Robbinsville					120			80					200
Harrah's Cherokee Resort, Cherokee								40					40
Haywood County TDA, Maggie Valley					120			80					200
Haywood Chamber of Commerce, Waynesville					120			80					200
Henderson County Visitor Center					120			80					200
High Point Convention/Visitor Bureau					120								120
North Wilkesboro Visitor Center					120		100						220
McDowell County Chamber, Marion					120								120
Piedmont Triad Visitor Center, Pelham					120								120
Rowan County TDA, Salisbury NC					120			80					200
Sky Valley Visitor Center, Sky Valley GA					120								120
Smoky Mountain Host, Franklin					120			80					200
Swain County Visitor Center, Bryson City					120			80					200
Transylvania/Brevard Chamber of Commerce					120								120
Tuckaseegee Fly Shop					60								60
VisitNC Smokies Visitor Center, Maggie Valley					120		50	120					290
Visit Lake Norman, Cornelius					120			80					200
Other	45	50				30	40	125					290
Area Hotels	50				600		75						725
Area Realtors		50					150						200
Area Banks					60		100						160

	Visitor Guides 2022													Location Totals
	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.		
Wedding Guest bags							150						150	
Great Smoky Mountain Railroad					120								120	
WCU		25					100						125	
Monthly Totals	95	125	0	60	5,340	30	1,065	2,365	0	0	0	0	9,080	