



OCTOBER Jackson County Chamber Happenings

October was a busy month for our team. We greeted many guests and LOTS of potential new residents as people continue to discover us. Our new holiday ornament arrived. It has been popular with local residents, and this has been a terrific way to get locals inside our Center and help them discover new things to do and see in their own back yard. We are working with WCU on a new event for early 2023 to assist businesses owners in partnering with the university on employment and engagement. Our Town and Dining Guide sales wrapped up at the end of October. We've continued to reach out to 107 businesses and work with them on finding new locations, grant funding and resource assistance as needed. We will send Our Town to the printing company at the end of November and begin work on the dining guide design right after. We have a new design for our static cling window 2023 membership decal which includes a QR code to our website. Hopefully that will generate some new traffic to our site and help all members and visitors as they make their way around Jackson County. We have met with the Sylva Herald on a revenue generating idea for 2023 to celebrate our 100th year. Our next Friends Night Event is March 30, 2023. We are working hard now to update business info to ensure we have correct hours of operation (seems to change daily!). Thank you to the TDA for our awesome Ale Trail glasses for Friends Night Out! Big hit! Thanks so much!

Phone calls: 346
Guests Served:
1679
Direct Inquiries:
1105

**54 New members
secured in 2022:
that is up from 31
members last year
at the same time,
so an increase of
23 new members.**

**7 kiosks refilled,
2x/week!**

**Friends Night Out-
140 registered
Friends, 351+
purchases**

**The Chamber's Annual
Holiday Drop In is
November 17 from 5-6:30pm
at the Comfort Inn Ballroom
- you are invited to join us!**

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

Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Totals
Facebook	33	28	32	21	30	40	42	51	50	88			415
Flyfishingtrail.com	44	34	78	29	75	88	67	86	72	74			647
Friend	16	11	19	9	19	20	22	16	24	22			178
Google Search	42	50	56	50	44	40	50	33	47	46			458
NCTroutCapital.com	21	35	87	15	55	68	54	55	49	51			490
discowaterjacksonnc.com	821	756	692	712	614	411	1197	1015	964	753			7935
VisitNC.com	0	0	1	1	1	0	1	0	0	0			4
WCU	0	0	8	3	9	10	16	27	20	31			124
Blue Ridge Parkway	19	88	45	35	91	29	47	0	36	40			430
Blue Ridge Country						57	0	0	0	0			
<u>Monthly Total</u>	996	1002	1018	875	938	763	1496	1283	1262	1105	0	0	10,738
Dining Guide	215	190	250	575	600	740	800	690	970	1725			
Our Town	33	57	44	49	46	95	140	110	675	690			
<u>Facebook followers</u>													
Concerts on the Creek	3552	3561	3570	3595	3651	3656	3691	3710	3719	3720			
Fly Fishing Trail	12521	12,539	12,544	12,601	12,621	12,640	12,666	12,760	12,766	12,780			
Hook Line & Drinker Fest.	2105	2105	2105	2106	2106	2106	2106	2108	2108	2108			
JCCC	11358	11386	11,390	11,590	11,643	11,749	11,868	12,022	12,134	12,552			
NC Trout Capital	2160	2161	2165	2171	2186	2191	2199	2212	2218	2225			