



DECEMBER 2019-ANNUAL SUMMARY

We committed ourselves to trying new things in 2019. We upgraded our internal software to allow for online payments, we purchased an Ipad and made onsite retail sales at events, and updated every chamber member profile in our database. Retail sales continued and we offered three new items in 2019. Additionally, we tried new venues such as the Winter Market, in an effort to go directly to where our visitors and locals were gathering. We created several new partner relationships, and all staff were able to attend at least one professional development session. We refreshed our greeting spaces and made more efficient use of our areas, as well as adding new display units. TDA funded a new sidewalk and stairs for our visitors! We added lighting and landscaping to improve our signage and entrance. Our inaugural Kris Kringle Mingle was well attended and we will expand this offering in 2020. We continued to court our own community and invited the general public into our Center two different times. We secured 51 new members in 2019. THANK YOU FOR ALLOWING US TO BE YOUR PARTNER! WE ARE LOOKING FORWARD TO AN AMAZING NEW YEAR!



**19,221 Visitors
Served in 2019**

2401 Phone Inquiries

**20,248 Visitor Guides
Mailed to Welcome
Centers**

**5726 Fly Fishing
Maps to targeted
Locations**

**14,130 Direct Visitor
Inquiries fulfilled**

NEW FOR 2020!

JEWEL Connections

2 Days of March Madness

Refresh of STIR
Networking Events

New branding for Concerts
on the Creek

	Visitor Guides 2019													Location Totals
Name	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		
I-26 East, Columbus			136			680						136	952	
I-26 West, Mars Hill			136			408						136	680	
I-40 West, Waynesville			136			136			136			136	544	
I-73/74 Northbound, Seagrove			136			136			136			136	544	
I-73/74 Southbound, Seagrove			136			136			136			136	544	
I-77 North, Dobson			136			136			136			136	544	
I-77 South, Charlotte			136			136			136			136	544	
I-85 North, Norlina			136			136			136			136	544	
I-85 South, Kings Mountain			136				136		136			136	544	
I-95 North, Pleasant Hill ** Remodeling try calling in Jan.			136										136	
I-95 South, Rowland			136		136		136		136			136	680	
AAA Carolinas, Fayetteville			136				136		136				408	
Blue Ridge National Heritage, Asheville		352					136		136			272	896	
Bass Pro Shop, Lawrenceville GA			136				136						272	
Cherokee Welcome Center, Cherokee			136				136		136	35		136	579	
Cherokee Welcome center, Murphy			136				136		136			136	544	
Dismal Swamp, South Mill NEW ADDRESS: 2356 US Hwy 17 N South Mills, NC 27976			136				136		136			136	544	
First Peak Visitor Center, Columbus			136				136		136			136	544	
Franklin Visitor Center, Franklin				272			136		136			136	680	
Gorges State Park, Sapphire			136				136		136				408	
Graham County Travel & Tourism, Robbinsville			136				136		136			136	544	
Harrah's Cherokee Resort, Cherokee			136				136		136				408	
Haywood County TDA, Maggie Valley			136				136		136	136			544	
Haywood Chamber of Commerce, Waynesville			136				136		136				408	
Henderson County Visitor Center			136				136		136			136	544	
High Point Convention/Visitor Bureau			136				136						272	
North Wilkesboro Visitor Center			136				136		136			136	544	
McDowell County Chamber, Marion					Call before sending/No 9/26/19		136						272	
Murdoch developmental Center			75				136						211	
Piedmont Triad Visitor Center, Pelham		352					136		136			136	760	
Rowan County TDA, Salisbury NC					Called-No 9/26/19		272		136				408	
Sky Valley Visitor Center, Sky Valley GA			136				136		136			136	544	
Smoky Mountain Host, Franklin						136	136			136			408	
Transylvania/Brevard Chamber of Commerce							136						136	
Tuckaseegee Fly Shop		352											352	
VisitNC Smokies Visitor Center, Maggie Valley							136					136	272	
Visit Lake Norman, Cornelius							136						136	
Other				200		272	136			50			658	
Area Hotels				680		272	544						1496	
Great Smoky Mountain Railroad													0	
WCU				200									200	
Monthly Totals	704	352	3,747	1,624	272	2,448	4,352	0	3,264	357	0	3,128	20,248	

Fly Fishing 2019			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes													
AB Fly Fishing	Sylva	small amt.						25							25
Appalachian Outfitters Fly Shop	Murphy	Permanently closed- per Google			150										150
Bass Pro Shop	Lawrenceville, GA							125							125
Blue Chip Fly Fishing	Whittier	small amt.													0
Blue Ridge Mountain Outfitters	Blue Ridge, GA											50			50
Brookings Angler	Cashiers			150				25							175
Brown Trout Fishing	Asheville											50			50
Bryant Bait & Tackle	Topton			75											75
Curtis Wright Outfitters	Weaverville	has plenty right now			150										150
Dream Catchers	Sylva	small amt./hand deliver						25							25
Field and Stream	Asheville	permanently closed-per Google		150											150
First Peak Visitor Center	Columbus	call before send							100						100
Fontana Guides	Bryson City				150			25				100			275
Franklin's Outdoor Sports	Asheville				150							100			250
Great Smokey Bait and Tackle	Bryson City				150							100			250
Highland Hiker	Highlands			150								100			250
Hunter Banks Fly Fishing	Asheville			150								100			250
Mike Stanley Fly Fishing Club	Blanch														0
Mountain Valley Country Store	Hayesville				150							100			250
Nantahala Fly Fishing Co.	Robbinsville			150								100			250
One Fly Outfitters	Black Mountain			150								100			250
Orvis	Asheville			150											150
Outpost Mountain Outfitters	Whittier	hand deliver						50							50
Rivers Edge Outfitters	Cherokee			150								75			225
Simonds Bait and Tackle	Bryson City				150							50			200
Tazz Bait Company	Hendersonville				150										150
Trout Unlimited	Hendersonville	Call before sending										75			75
Tuckaseegee Fly Shop	Sylva	hand deliver	750					50							800
Tuckaseegee Fly Fishing Guide Service	Franklin				150										150
Mountain Bridge Trout Unlimited	Greer SC				176										176
WCU						200									200
Area Hotels									400						400
Other												50			50
Monthly Totals			750	1,275	1,526	200	0	325	500	0	0	1,150	0	0	5,726