

In late February, we created our Wedding Resource table, and it is already receiving attention from brides and their families. This is another great way to highlight our members that provide goods or services needed for weddings and celebrations. The new TDA wedding guide is a wonderful new product that brides are loving!

We worked this month on finalizing many details regarding the Hook, Line & Drinker Festival. We've ordered some fantastic stainless-steel pint cups that will be our reusable souvenir cup for several years to come. This is another way we are practicing sustainability efforts at our event. Our ban on Styrofoam will continue and we've offered our vendors compostable alternatives.

Our March Madness event is on track for March 19<sup>th</sup>. Our members and local officials are invited inside our Center, and treated to basketball on tv, popcorn and Pepsi. This is a great reminder of what we offer. Members take back new items to help their customers and guests enjoy the area or get acquainted with their new home. Realtors love this event and load up on products that assist the visitor during their exploration of our county.

Our chamber is growing, and we have 4 ribbon cuttings scheduled for March! Since January, we've had 9 new members join. We have a Highway 107 Summit coming up on March 16<sup>th</sup>. SCC is the lead coordinator and we are doing our best to encourage directly impacted businesses to attend. Our Google My Business efforts continue – it makes a difference!

Next up - Chamber golf tourney on April 15 - an economically important event for us, and a fun day for our golfers!

Top queries used: trout fishing 53, visitor center 43, Jackson County Chamber 36, events 24, hiking 23.

Visitors Served: 816 in Sylva, 303 in Dillsboro, 177 phone calls answered.

Frequently heard visitor comments: "This is a lovely town!" "The courthouse is beautiful!"

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

	Jan	Feb	YTD Totals
Source			
Facebook	1	8	9
Flyfishingtrail.com	49	48	97
Friend	2	2	4
Google Search	8	6	14
NCTroutCapital.com	43	34	77
TDA site/FB ads	578	538	1116
VisitNC.com	1	1	2
WCU	0	0	0
Disbursal & Fulfillment			
Our Town	19	12	31
Dining Guide	860	280	1140
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Google My Business			
FFT views	16,600	13,800	30400
JCCC views	4,800	5310	10110
NC Trout Capital views	865	309	1174
FFT searches	9,390	10,077	19467
JCCC searches	2710	3519	6229
NC Trout Capital searches	525	357	882
FFT activity	7170	6500	13670
JCCC activity	1260	2160	3420
NC Trout Capital activity	414	491	905
Facebook Analytics			
Concerts on the Creek	2896	2912	5808
FFT likes	11283	11,447	22730
Hook,Line & Drinker likes	719	801	1520
JCCC likes	8911	8928	17839
NC Trout Capital likes	1681	1728	3409

Fly Fishing 2020			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name	Location	Notes													
AB Fly Fishing	Sylva	small amt.													0
													11 2005		0
Bass Pro Shop	Lawrenceville, GA														0
Blue Chip Fly Fishing	Whittier	small amt.													0
Blue Ridge Mountain Outfitters	Blue Ridge, GA														0
Brookings Angler	Cashiers														0
Brown Trout Fishing	Asheville														0
Bryant Bait & Tackle	Topton														0
Curtis Wright Outfitters	Weaverville	has plenty right now													0
Dream Catchers	Sylva	small amt./hand deliver													0
															0
First Peak Visitor Center	Columbus	call before send													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														0
Outpost Mountain Outfitters	Whittier	hand deliver													0
Rivers Edge Outfitters	Cherokee														C
Simonds Bait and Tackle	Bryson City														C
Tazz Bait Company	Hendersonville											9			C
Trout Unlimited	Hendersonville	Call before sending													C
Tuckaseegee Fly Shop	Sylva	hand deliver													C
Tuckaseegee Fly Fishing Guide Service	Franklin														C
Mountain Bridge Trout Unlimited	Greer SC		200												C
WCU															C
Area Hotels															C
Other			150	300											450
Monthly Totals			150	300	0	0	0	0	0	0	0	0	0	0	450

	los						Location							
	Visitor Guides 2020	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
Name														
I-26 East, Columbus														0
I-26 West, Mars Hill														0
I-40 West, Waynesville														0
I-73/74 Northbound, Seagrove														0
1-73/74 Southbound, Seagrove														0
I-77 North, Dobson														0
I-77 South, Charlotte														0
I-85 North, Norlina														0
I-85 South, Kings Mountain														0
I-95 North, Pleasant Hill ** Remodeling try calling in Jan.														0
I-95 South, Rowland														0
AAA Carolinas, Fayetteville														0
Blue Ridge National Heritage, Asheville	Marian San San San San San San San San San S													0
Bass Pro Shop, Lawrenceville GA														0
Cabarrus County Convention & Visitor Center, Candor	called 1/14/20 and requested 2020 VG when available													
Cherokee Welcome Center, Cherokee														0
Cherokee Welcome center, Murphy														0
Dismal Swamp, South Mill NEW ADDRESS: 2356 US Hwy 17 N South	th Mills, NC 27976													0
First Peak Visitor Center, Columbus														0
Franklin Visitor Center, Franklin														0
Gorges State Park, Sapphire														0
Graham County Travel & Tourism, Robbinsville														0
Harrah's Cherokee Resort, Cherokee														0
Haywood County TDA, Maggie Valley														0
Haywood Chamber of Commerce, Waynesville														0
Henderson County Visitor Center														0
High Point Convention/Visitor Bureau														0
North Wilkesboro Visitor Center	18													0
McDowell County Chamber, Marion	Call before sending/No 9/26/19													0
Murdoch developmental Center														0
Piedmont Triad Visitor Center, Pelham				3 7/1										0
Rowan County TDA, Salisbury NC	Called-No 9/26/19													0
Sky Valley Visitor Center, Sky Valley GA														0
Smoky Mountain Host, Franklin		1	<b>†</b>											0
Transylvania/Brevard Chamber of Commerce	Call before sending/No 9/26/19	+	<u> </u>											0
Tuckaseegee Fly Shop	can before seriaing/140 3/20/13	+	1			_								0
VisitNC Smokies Visitor Center, Maggie Valley														0
Visit Lake Norman, Cornelius		1	-											0
Other		+	100	_								<u> </u>		100
		+-	100	_						_		-		0
Area Hotels		+	-	-	_					<del>                                     </del>	-	_		0
Great Smoky Mountain Railroad		+	-		-	-					-	-		0
WCU		-	-	-		-						-		0
		+_	1.55	-		-	_	_	-	_	-	-		100
Monthly Totals		0	100	0	0	0	0	0	0	0	0	0	0	100