



SEPTEMBER & OCTOBER 2021 JCCC HAPPENINGS

To say that we have been crazy busy is an understatement. We have survived and we have thrived! We believe that our business community has fared well as far as revenue is concerned. Willing workforce continues to be a concern, but most guests are understanding. We've spent LOTS of time assisting guests, but we also got back into the swing of things hosting two well attended outdoor STIR networking events. Our Dillsboro Center was also open 6 days/week during October, serving many train riders and leaf lookers. Our Town and Dining Guide sales started and will conclude November 15th. The dining guide continues to be the #1 most requested item by guests. The Harriet Tubman sculpture is truly lovely and powerful, and we are directing visitors there frequently. Keeping up with restocking materials has been a challenge, but it is wonderful to see visitor guides, Our Towns and dining guides in the hands of guests, who are happy to have the resource and are consistently complimentary about materials. Please come to the Chamber on December 17th and enjoy our free holiday concert and fireworks display. The concert starts at 6:30pm, followed by fireworks at 7:30pm.

Thank you to the TDA staff for all the branded guest bags, reprinting of the dining guide back in June, and continued support!!

**492 Phone Calls
Received From
Visitors or
Residents-
2488 Direct Visitor
Inquiries Fulfilled**

**3978 Visitors on Site-
in Sylva**

**Restocked 4 mobile
kiosk units , 10x**

**Harriet Tubman
sculpture has been
very popular with
visitors and locals!
Don't miss seeing
her!**

**Dillsboro Visitor Center
served 1654 guests !**

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			643
Flyfishingtrail.com	37	41	56	48	39	55	46	52	39	40			453
Friend	8	11	8	3	9	8	10	14	19	12			102
Google Search	10	19	13	7	23	44	50	61	56	61			344
NCTroutCapital.com	67	18	60	33	35	42	34	37	37	29			392
discoverjacksonnc.com	863	988	1156	1076	1504	2061	1267	1255	925	1095			12190
VisitNC.com	2	3	4	0	0	1	2	3	1	0			16
WCU	6	8	1	0	6	3	5	15	10	7			61
Blue Ridge Parkway	38	75	0	0	1	0	0	0	1	0			115
<u>Monthly Total</u>	1087	1223	1356	1197	1684	2291	1483	1507	1155	1333	0	0	
Dining Guide	215	490	2150	990	1150	1200	840	700	1150	1490			
Our Town	23	19	34	139	439	212	156	96	78	62			
<u>Facebook Followers</u>													
Concerts on the Creek	3264	3267	3303	3317	3335	3341	3400	3432	3467	3504			
Fly Fishing Trail	11990	12,149	12,228	12,249	12,283	12,290	12,299	12,304	12,354	12,419			
Hook Line & Drinker Fest.	948	951	962	968	995	1012	1028	1085	1090	1097			
JCCC	10004	10312	10,400	10442	10,487	10,495	11,011	11,030	11,043	11,051			
NC Trout Capital	2033	2065	2096	2114	2123	2126	2134	2139	2142	2148			

	Visitor Guides 2021	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
Name														
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							360
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

	Visitor Guides 2021	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location Totals
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	75	0	11,113

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					475
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	0	0	2,625