



DECEMBER Jackson County Chamber Happenings

Our December was busy, filled with festivities and happenings in Sylva and in Dillsboro. We attended Lights & Luminaires and assisted with photos and volunteered with the disbursal of free refreshments. Our 3rd annual Holiday Fireworks & Festivities were held on December 16th and we had record attendance this year. Kiddos were excited to see Santa in his beautiful sleigh by the Town tree, and the holiday concert was fantastic. Walmart assisted us by providing 1000 cups of free hot chocolate! The fireworks display was excellent, and we received many positive comments from area residents, merchants and restaurant owners. The 2023 Our Town publication was sent to the printer – we did run completely out of publications in 2022. We have fewer than 400 dining guides left in stock, but we plan to send it to the printer by late January. We've been researching new text messaging platforms for membership outreach. Our focus will now shift to adding a few new retail items for guests and members in 2023. We have several meetings set up in early January with vendors and we are optimistic about new products that will assist in reminding a visitor of their fun time here and hopefully encourage a repeat visit, as well as providing something that local residents enjoy that instills a sense of pride in their own backyard. Stay tuned!

**Phone calls: 188
Guests Served:
813
Direct Inquiries:
1089**

**Produced Holidays
Fireworks &
Concert!**

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

**Friends Night Out-
March 30, 2023**

**Are you a member of the
Chamber? If not, I would
love for you to join ! Please
ask me!**

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	50	88	112	89	616
Flyfishingtrail.com	44	34	78	29	75	88	67	86	72	74	51	79	777
Friend	16	11	19	9	19	20	22	16	24	22	19	12	209
Google Search	42	50	56	50	44	40	50	33	47	46	55	61	574
NCTroutCapital.com	21	35	87	15	55	68	54	55	49	51	37	65	592
discoverjacksonnc.com	821	756	692	712	614	411	1197	1015	964	753	513	756	9204
VisitNC.com	0	0	1	1	1	0	1	0	0	0	0	0	4
WCU	0	0	8	3	9	10	16	27	20	31	18	6	148
Blue Ridge Parkway	19	88	45	35	91	29	47	0	36	40	33	21	484
Blue Ridge Country						57	0	0	0	0	0	0	57
<u>Monthly Total</u>	996	1002	1018	875	938	763	1496	1283	1262	1105	838	1089	12,665
Dining Guide	215	190	250	575	600	740	800	690	970	1725	875	515	8,145
Our Town	33	57	44	49	46	95	140	110	675	690	450	565	2954
<u>Facebook Followers</u>													
Concerts on the Creek	3552	3561	3570	3595	3651	3656	3691	3710	3719	3720	3723	3726	
Fly Fishing Trail	12521	12,539	12,544	12,601	12,621	12,640	12,666	12,760	12,766	12,780	12,791	12,797	
Hook Line & Drinker Fest.	2105	2105	2105	2106	2106	2106	2106	2108	2108	2108	2108	2108	
JCCC	11358	11386	11,390	11,590	11,643	11,749	11,868	12,022	12,134	12,552	12,588	12,592	
NC Trout Capital	2160	2161	2165	2171	2186	2191	2199	2212	2218	2225	2227	2227	

	Visitor Guides 2022				Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Location Totals
Name									120			80					
I-26 East, Columbus				60	120				80								260
I-26 West, Mars Hill					180				80								260
I-40 West, Waynesville					120				80				240				440
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							240	520
I-95 North, Pleasant Hill					120				80				240				440
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												120
High Point Convention/Visitor Bureau																	
NC Visitor Center - Waynesville												120					
North Wilkesboro Visitor Center					120			100						60			280
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

	Visitor Guides 2022	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Location Totals
Area Banks						60		100						160
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	120	540	0	240	9,860