

APRIL 2023 Jackson County Chamber Happenings

We spent time in April preparing for the summer months ahead. We did our best to restock our business community in advance of the busy season, including festivals and graduations. We had a nice day at Greening Up the Mountains and disbursed LOTS of visitor info! Visitors were excited to see the Concerts on the Creek schedule, as well as July 4th info, and everyone was interested in hiking trails! We've noticed an increase in international travels inside our Center so we've created a guest book for them to sign. Some of our guests are private and prefer not to have their photo taken, and some love it! Pinnacle Park keychains are back in stock, and we have locals and guests coming in to sign our log book. Concerts on the Creek starts Memorial Day weekend, and we will host our first popup market of the summer from 4-6pm on Friday, May 26th in advance of Concerts on the Creek. Our 107 grants have continued, and we are working diligently to supply up to date available locations for any business interested in relocating. This has proved challenging, but I think this has been a good role for us and we are doing everything we can to be helpful. We have new retail inventory arriving the first week of May. Most unusual guest comment, "in Canada, we do not have these turn signals and I find this rule strange here as we drive about'.

Phone calls: 203
Guests Served:
716
Direct Inquiries:
842

Greening Up Tent: 270 VG, 90 FF Maps, 220 hiking maps, 360 dining guides.

VG Local Lodging and businesses: 450

Fly Fishing Maps-450

We've reorganized our Explore Room!

Memorial Day Pop-Up
Market on the lawn of the
Chamber, May 26th-4pm6pm. Made in America
products!

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
Source													187
Facebook	54	44	56	33									274
Flyfishingtrail.com	70	98	39	67									45
Friend	14	19	8	4									129
Google Search	40	31	33	25									191
NCTroutCapital.com	53	63	20	55									3329
discoverjacksonnc.com	716	1096	912	605									2
VisitNC.com	0	0	1	1									19
WCU	2	8	3	6									138
Blue Ridge Parkway	17	38	37	46									0
Blue Ridge Country	0	0	0	0							2		
Monthly Total	966	1397	1109	842	0	0	0	0	0	0	0		4,314
Dining Guide	366	1962	690	520									3,538
Our Town	0	116	515	240									871