



SEPTEMBER 2023 Jackson County Chamber Happenings

We had a busy September with guests, but also preparing for a robust October with prep work! We spent time cleaning out each mobile kiosk (3 units) and repainting one that we are going to install in Cullowhee at the new Rodgers Brothers restaurant in October. Our team had a terrific day at Mountain Heritage Day – we disbursed a full case of visitor guides and over 400 hiking maps! The weather was great and we received lots of positive feedback from guests who were visiting for the first time. Here are some of the specific they mentioned to us – good food options in Sylva and Dillsboro, lots of comments about how ‘clean’ and ‘welcoming’ our towns are, several people commented on the Tuck River and how much they enjoy spending time on the water when they are in the area and lastly, people are excited about the Catamount football and made plans already to return to the remainder of home games. Guests to the Center included many people who were hiking, and lots of people who were simply ‘relaxing’. Our team created a fun fall display outside the Center and we’ve had LOTS of visitors take their fall photos. We will leave it decorated for fall through the 3rd week of November and then change it out to holiday décor. We spent time networking with our members, offering two events. Our shelves are stocked with items our guests typically enjoy like magnets, fall jam flavors, tote bags and branded blankets. Bring on the fall leaves of October!



**Phone calls: 302
Guests Served:
1321
Direct Inquiries:
1648**

**Three Ribbon
Cuttings and 8 new
members secured!**

**Updated and cleaned
all kiosks**

**September-3 ribbon
cuttings**

**Chamber and Hooper
House Paver Project is
happening! We are
celebrating our 100th
anniversary – buy a paver!**

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
<i>Source</i>													
Facebook	54	44	56	33	40	51	41	50	54				423
Flyfishingtrail.com	70	98	39	67	76	46	90	56	78				620
Friend	14	19	8	4	9	11	17	12	9				103
Google Search	40	31	33	25	23	19	31	36	24				262
NCTroutCapital.com	53	63	20	55	42	44	48	52	48				425
discoverjacksonnc.com	716	1096	912	605	784	856	818	913	1361				8061
VisitNC.com	0	0	1	1	0	0	0	0	0				2
WCU	2	8	3	6	15	16	9	18	22				99
Blue Ridge Parkway	17	38	37	46	44	26	30	47	52				337
Blue Ridge Country	0	0	0	0	0	0	0	0	0				0
<i>Monthly Total</i>	966	1397	1109	842	1033	1069	1084	1184	1648	0	0		10,332
Dining Guide	366	1962	690	520	675	710	1050	780	525				7,278
Our Town	0	116	515	240	102	145	160	156	190				1624