



AUGUST 2021 JCCC HAPPENINGS

August was another busy for month at our Center. We served over 1800 guests at our Sylva location. The Hook Line & Drinker Festival went well, with no problems. Everyone had a great time, and especially enjoyed the Carolina Soul Band. The Chamber Board will evaluate that event later in October. We also assisted with Greening Up the Mountains Festival the following weekend. The weather was good for both events, which assisted with robust attendance. We noticed most people wore masks, which was terrific. We have seen an uptick in the number of guests picking up our grab-n-go bags and making the decision to not come inside the Center. The good news is, visitors are still here and are coming into the area, and they seem happy and ready to spend their money at local places. We recently restocked the downtown Dillsboro merchants with materials. The DMA coordinated a Fall Fling the first week of September. It was not heavily attended, but there was a steady stream of guests on the street for several hours. One merchant reported it was his best sales day of the year, while others stated it was 'about normal'. Still, it's good the DMA continues to try new things. Colorfest is up next scheduled for October 2nd. We will be helping with fall decorations around the town in September. The Chamber is working now on an event for March 2022, the Friendly (like a ladies night out but with Friends and a shopping frenzy as the grand prize). Boutique Week and Galentine's Day is under construction for February. We will start Our Town and Dining Guide ad sales in October. Holiday Fireworks, along with a Home for the Holidays one hour concert, will be taking place at the Bridge Park on December 17th. Concert at 6:30, fireworks at 7:30pm.

**322 Phone Calls
Received From
Visitors or
Residents-
1507 Direct Visitor
Inquiries Fulfilled**

1862 Visitors on Site-

**Restocked 4 mobile
kiosk units , 2x**

**Our Town ad sales
will start soon! Can
we represent your
business with a
custom ad?**

**2022 Dining Guide sales
are about to start! Are
you interested in getting
noticed with an
advertisement? Call me!
828-586-2155**

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	56	60	58	30	67	77	69	70					487
Flyfishingtrail.com	37	41	56	48	39	55	46	52					374
Friend	8	11	8	3	9	8	10	14					71
Google Search	10	19	13	7	23	44	50	61					227
NCTroutCapital.com	67	18	60	33	35	42	34	37					326
discoverjacksonnc.com	863	988	1156	1076	1504	2061	1267	1255					10170
VisitNC.com	2	3	4	0	0	1	2	3					15
WCU	6	8	1	0	6	3	5	15					44
Blue Ridge Parkway	38	75	0	0	1	0	0	0					114
<i>Monthly Total</i>	1087	1223	1356	1197	1684	2291	1483	1507	0	0	0	0	
Dining Guide	215	490	2150	990	1150	1200	840	700					
Our Town	23	19	34	139	439	212	156	96					
<i>Facebook Followers</i>													
Concerts on the Creek	3264	3267	3303	3317	3335	3341	3400	3432					
Fly Fishing Trail	11990	12,149	12,228	12,249	12,283	12,290	12,299	12,304					
Hook Line & Drinker Fest.	948	951	962	968	995	1012	1028	1085					
JCCC	10004	10312	10,400	10442	10,487	10,495	11,011	11,030					
NC Trout Capital	2033	2065	2096	2114	2123	2126	2134	2139					

	Visitor Guides 2021												Location Totals
	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Area Banks					120								120
Wedding Guest bags					128								
Great Smoky Mountain Railroad													0
WCU													0
Monthly Totals	0	0	510	2,260	3,708	1,440	120	240	0	0	0	0	7,790

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								50
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														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
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					550
Monthly Totals			225	25	0	0	1,100	300	100	475	0	0	0	0	2,225