

MAY 2023 Jackson County Chamber Happenings

Guest visits picked up in May, along with the amount of materials we are restocking in our mobile and permanent kiosks. We cleaned each unit in May, but the weather and road grime continue to be a challenge for us. We've focused our attention on securing new members, retaining members and offering new services to expanding and relocating businesses, particularly those impacted by the 107 project. We've elevated our grand opening experiences and added new items to enhance that first impression. We have been involved in some of the Evergreen/Canton Mill meetings, including round table discussions with merchant groups as well as two large job fairs. We will have about 80+ people that live in Jackson County impacted, but those impacts may not be felt for months as many former employees will continue to utilize their severance pay and not file for unemployment until it runs out. Our Concerts on the Creek series started the last Friday in May and we have had record crowds the past three Fridays. Our most unusual guest comment this month came from a New Zealand visitor. They wanted to do 'American things' which included eating a hotdog and going to an Atlanta Braves baseball game. Luckily, we had Dogs on Wheels here at the Chamber and the guests loved the hotdogs so much, they ordered 2 each!

Phone calls: 234
Guests Served:
990
Direct Inquiries:
1033

Visitor Guides to Welcome Centers: 300

VG Local Lodging and businesses: 300

Fly Fishing Maps-250

Join us for July 4th!

We have some new retail products! Jackson County Tote Bags, Pinnacle Park key chains, and new WNC Fly Fishing Trail shirts in two colors.

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													
Facebook	54	44	56	33	40								227
Flyfishingtrail.com	70	98	39	67	76								350
Friend	14	19	8	4	9								54
Google Search	40	31	33	25	23								152
NCTroutCapital.com	53	63	20	55	42								233
discoverjacksonnc.com	716	1096	912	605	784								4113
VisitNC.com	0	0	1	1	0								2
WCU	2	8	3	6	15								34
Blue Ridge Parkway	17	38	37	46	44								182
Blue Ridge Country	0	0	0	0	0								0
Monthly Total	966	1397	1109	842	1033	0	0	0	0	0	0		5,347
Dining Guide	366	1962	690	520	675								4,213
Our Town	0	116	515	240	102								973