

NEWS RELEASE

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HOMEGROWN IN
HAYWOOD

Fresh From The North Carolina Smokies

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The Travel Effect Celebrated in Haywood County During National Travel and Tourism Week

Waynesville, NC – The first full week of May signifies a special time of recognition for the travel and tourism industry in Haywood County. **May 3rd – May 11th, 2014** is designated as **National Travel and Tourism Week** by the U.S. Travel Association and is the travel community's collective call to showcase the importance and impact of travel on jobs and economic growth nationwide. Haywood County, North Carolina will be among the nationwide communities recognizing the ongoing efforts and growth created by travel and tourism.

The Haywood County Tourism Development Authority will be celebrating the week with various outreaches including a meet and greet with TDA Visitor Center Staff and Miss Maggie at the I-40 and I-26 Welcome Centers and public recognition of the local travel and tourism industry.

The gathering amplifies the U.S. Travel Association's multiyear campaign—known as Travel Effect—to prove the huge impact that travel and tourism has on our lives, businesses and local, state and national economies.

“The numbers tell the story: Travel supports 14.9 million jobs across the nation, including 1,310 right here in Haywood County, said Lynn Collins, Executive Director for the Haywood County TDA. “Not only does National Travel and Tourism Week celebrate the benefits of travel in our community, but also allows us to inform elected officials and local citizens about the industry's true widespread effect in Haywood County and across America.”

Locally in Haywood County, the Travel Effect is especially significant:

- \$126.35 million per year is generated in direct tourist spending within the county
- \$23.71 million per year is generated in worker income and paychecks.
- \$5.03 million per year is generated in local county tax revenue.
- \$6.35 million per year in state tax revenue.
- \$11.39 million is generated in combined state and local taxes.

On and Average Day, Tourist Spending in Haywood County:

- Generates \$31,205 daily in combined state and local tax revenues
- Creates \$13,808 daily in local county tax revenue
- Creates \$17,397 daily in state tax revenue
- Generates \$64,959 daily in worker paychecks

Across Haywood County, travel employs a diverse workforce, from accommodation employees, to restaurant, attraction and retail workers, as well as supports employees in other industry sectors such as construction, manufacturing and finance.

As a result of taxes generated by tourist spending Haywood County, each of the over 35,000 households pay \$325 less in local and state taxes. In other words, if tourism did not exist, each household would pay \$325 more in state and local taxes to replace those generated by tourist spending.

In addition, travel promotes physical and physiological health and improves workplace productivity. In 2013, the average U.S. employee skipped 3.2 days of paid time off. According to a recent study, if workers used all of their available paid time off, the U.S. economy would gain \$160 billion in additional annual business sales, which would support 1.2 million new jobs and generate \$21 billion in new annual tax revenues. If employees would take just one additional day of earned leave each year, it would add \$73 billion annually to the U.S. GDP.

Complete reports and data related to the Travel Effect, including “The Day Off Dividend,” bottom-line impact of business travel and the impact of government meetings on public- and private-sector development, are available at www.traveleffect.com.

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Along with it's picturesque beauty, Haywood County offers year round activities and events centered around our five homegrown initiatives: Food, Heritage, Music, Art and the Outdoors. No matter what experience you choose, we guarantee it will always be Fresh From the North Carolina Smokies! For more information visit www.visitncsmokies.com or contact the Haywood County Tourism Development Authority at 800-334-9036.