

NEWS RELEASE

For Immediate Release

Date: August 19, 2014

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2013 Visitor Impact for Haywood County, NC

*County Spending by Domestic Visitors Increases by **4.54 Percent** to **155.38 million!***

Waynesville, NC - The North Carolina Division of Tourism, Film and Sports Development announced Friday, August 15 that domestic visitors to and within Haywood County spent \$155.38 million in 2013, an increase of 4.54% from 2012.

Tourism impact highlights for 2013:

- The travel and tourism industry directly employs more than 1,610 people in Haywood County.
- Total payroll generated by the tourism industry in Haywood County was \$31.48 million.
- State tax revenue generated in Haywood County totaled \$8.42 million through state sales and excise taxes, and taxes on personal and corporate income. Approximately \$5.69 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.

Gov. Pat McCrory announced in May that visitors to North Carolina spent a record \$20.2 billion in 2013, an increase of 4.1 percent from 2012.

These statistics are from the "2013 Economic Impact of Travel on North Carolina Counties." The U.S. Travel Association prepared the study for the North Carolina Division of Tourism, Film and Sports Development.

Statewide highlights include:

- State tax receipts as a result of visitor spending passed the \$1 billion mark in 2013. The figure represents 4 percent in growth over 2012's \$970 million.

- Visitors spend more than \$55 million per day in North Carolina. That spending adds more than \$4.4 million per day to state and local tax revenues (about \$2.8 million in state taxes and \$1.6 million in local taxes).
- The travel and tourism industry directly employs nearly 200,000 North Carolinians.

Correction to the 2012 Tourism Impact Numbers

Based on new and revised data received by the U.S. Travel Association, the county level distribution of spending by casino visitors to the surrounding area was reallocated for 2012 and 2013. These adjustments affected primarily Swain, Jackson and Haywood counties. In previous years, the majority of impact was allocated to Swain County. As a result of more hotel-related data for surrounding counties, the TEIM model was adjusted such that the distribution of spending was reallocated accordingly.

Therefore, domestic tourism in Haywood County generated an economic impact of \$148.63 million in 2012, which was **23.45%** change from 2011!

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Along with its 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.