

NEWS RELEASE

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2015 Visitor Impact for Haywood County

County Spending by Domestic Visitors Increases by 3.7 Percent to \$167.56 Million

Maggie Valley, NC – [Visit North Carolina](#) announced this week that domestic visitors to and within Haywood County spent 167.56 million in 2015, an *increase* of 3.7% from 2014. “We are delighted with the continued growth of our tourism industry in Haywood County and are proud of the strategic steps the Haywood County TDA has taken to contribute to the year to year increase of tourism spending in our county,” says Lynn Collins, Executive Director of the Haywood County Tourism Development Authority.

Tourism impact highlights for 2015:

- The travel and tourism industry directly employees more than 1,710 people which is a 4% increase from 2014.
- Total payroll generated by the tourism industry in Haywood County was \$35.76 million, an 8% increase.
- State tax revenue generated in Haywood County totaled \$9.29 million through state sales and excise taxes, and taxes on personal and corporate income. That was a 7.7% increase from 2014. About \$6.24 million in local taxes were generated from sales and property tax revenue from travel-generated and travel- supported businesses, increasing 4.6%.

Gov. Pat McCrory announced in May that visitors to North Carolina set a record for spending in 2015. The \$21.96 billion in total spending represented an increase of 3 percent from 2014.

These statistics are from the “Economic Impact of Travel on North Carolina Counties 2015,” which can be accessed at partners.visitnc.com/economic-impact-studies. The study was prepared for [Visit North Carolina](#) by the U.S. Travel Association.

“All eight economic development regions of the state had spending growth of 2 percent or more, and 91 percent of the state’s counties saw direct tourism employment growth from 2014 to 2015,” said Wit Tuttell, executive director of Visit North Carolina. “Tourism

continues to be major driver of economic development across North Carolina, which is the sixth most-visited state in the country.”

Statewide highlights include:

- State tax receipts as a result of visitor spending rose 6.1 percent to top \$1.1 billion in 2015.
- Visitors spend more than \$60 million per day in North Carolina. That spending adds nearly \$4.9 million per day to state and local tax revenues (about \$3.1 million in state taxes and \$1.8 million in local taxes).
- The travel and tourism industry directly employees more than 211,000 North Carolinians.
- Each North Carolina household saves \$475 in state and local taxes as a direct result of visitor spending in the state.

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Welcome to Haywood County, North Carolina, boasting 46 of the most scenic miles of the Blue Ridge Parkway and authentic Appalachian history, culture, and natural experiences. Along with its picturesque beauty, Haywood County and its five towns of Maggie Valley, Waynesville, Lake Junaluska, Canton and Clyde offer year round activities and events centered around farm-fresh food, unique heritage, an eclectic music and art scene, and of course, the wildly natural great outdoors. No matter what experience you choose, we guarantee that your stay here will stay with you! For more information visit www.visitncsmokies.com or contact the Haywood County Tourism Development Authority at 800-334-9036.