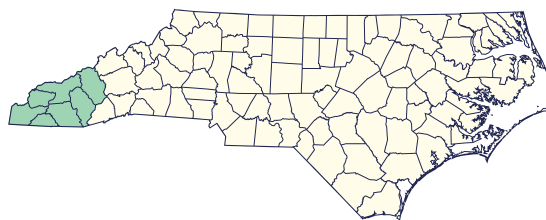


2015 REGIONAL TOURISM ECONOMY

TOURISM HAS A SIGNIFICANT ECONOMIC IMPACT IN SOUTHWESTERN NORTH CAROLINA.

Since its inception in 1987, Smoky Mountain Host has been the regional leader in advocating for the role of tourism as an economic development tool. According to data from the U.S. Travel Association in partnership with the N.C. Division of Tourism, Film & Sports Development, the Smoky Mountain Host regional tourism economy has grown over the past two decades significantly faster than other regions of the state. That growth has been fostered by commitments from our local elected officials, leadership from tourism businesses, Western Carolina University and a strong spirit of “we can do it better working together.” This Regional Tourism Economy Pocket Factbook is a tool to help raise the profile of tourism’s impact on the local economy and keep taxes lower rather than higher; use it, distribute it.

For additional copies, contact Sharmane Ogden at sharmane@visitsmokies.org



County	Total Number of Households in County	Tourism Tax Relief per Household
Cherokee	17,733	\$246
Clay	7,224	\$263
Graham	5,931	\$488
Haywood	35,111	\$442
Jackson	26,709	\$667
Macon	25,379	\$755
Swain	8,817	\$1,852

CHEROKEE COUNTY, NORTH CAROLINA

Yearly 2015 Tourist Activity in the County

- **\$42.44 million** generated in direct tourist spending
- **\$6.58 million** produced in worker income & paychecks
- **\$2.41 million** created in local county tax revenues
- **\$1.97 million** created in state tax revenue
- **\$4.38 million** generated in combined state & local taxes
- **340 jobs** generated
- **7.8%** increase in tourist spending over 2014

Tourist Spending in the County on an Average Day in 2015:

- **\$12,000** generated in combined state & local tax revenues
- **\$6,602** created in local county tax revenues
- **\$5,397** created in state tax revenues
- **\$18,027** generated in worker paychecks

2015 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in the county...

- Each of the **17,733** Cherokee County households pay **\$246 less** in local and state taxes. In other words, if tourism did not exist, each household would have to pay **\$246 more** in state and local taxes to replace the taxes generated by tourist spending.

Eight Year Trend of Annual Tourist Spending



CLAY COUNTY, NORTH CAROLINA

Yearly 2015 Tourist Activity in the County

- **\$12.60 million** generated in direct tourist spending
- **\$1.41 million** produced in worker income & paychecks
- **\$1.39 million** created in local county tax revenues
- **\$520,000** created in state tax revenue
- **\$1.91 million** generated in combined state & local taxes
- **60 jobs** generated
- **3.1%** increase in tourist spending over 2014

Tourist Spending in the County on an Average Day in 2015:

- **\$5,232** generated in combined state & local tax revenues
- **\$3,808** created in local county tax revenues
- **\$1,424** created in state tax revenues
- **\$3,863** generated in worker paychecks

2015 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in the county...

- Each of the **7,224** Clay County households pay **\$263 less** in local and state taxes. In other words, if tourism did not exist, each household would have to pay **\$263 more** in state and local taxes to replace the taxes generated by tourist spending.

Eight Year Trend of Annual Tourist Spending



GRAHAM COUNTY, NORTH CAROLINA

Yearly 2015 Tourist Activity in the County

- **\$25.40 million** generated in direct tourist spending
- **\$4.49 million** produced in worker income & paychecks
- **\$1.70 million** created in local county tax revenues
- **\$1.20 million** created in state tax revenue
- **\$2.90 million** generated in combined state & local taxes
- **250 jobs** generated
- **0.7%** increase in tourist spending over 2014

Tourist Spending in the County on an Average Day in 2015:

- **\$7,945** generated in combined state & local tax revenues
- **\$4,657** created in local county tax revenues
- **\$3,287** created in state tax revenues
- **\$12,301** generated in worker paychecks

2015 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in the county...

- Each of the **5,931** Graham County households pay **\$488 less** in local and state taxes. In other words, if tourism did not exist, each household would have to pay **\$488 more** in state and local taxes to replace the taxes generated by tourist spending.

Eight Year Trend of Annual Tourist Spending



HAYWOOD COUNTY, NORTH CAROLINA

Yearly 2015 Tourist Activity in the County

- **\$167.56 million** generated in direct tourist spending
- **\$35.76 million** produced in worker income & paychecks
- **\$6.24 million** created in local county tax revenues
- **\$9.29 million** created in state tax revenue
- **\$15.53 million** generated in combined state & local taxes
- **1,710 jobs** generated
- **3.7%** increase in tourist spending over 2014

Tourist Spending in the County on an Average Day in 2015:

- **\$42,547** generated in combined state & local tax revenues
- **\$17,095** created in local county tax revenues
- **\$25,452** created in state tax revenues
- **\$97,972** generated in worker paychecks

2015 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in the county...

- Each of the **35,111** Haywood County households pay **\$442 less** in local and state taxes. In other words, if tourism did not exist, each household would have to pay **\$442 more** in state and local taxes to replace the taxes generated by tourist spending.

Eight Year Trend of Annual Tourist Spending



JACKSON COUNTY, NORTH CAROLINA

Yearly 2015 Tourist Activity in the County

- **\$175.92 million** generated in direct tourist spending
- **\$41.43 million** produced in worker income & paychecks
- **\$8.04 million** created in local county tax revenues
- **\$9.79 million** created in state tax revenue
- **\$17.83 million** generated in combined state & local taxes
- **1,710 jobs** generated
- **2.8%** increase in tourist spending over 2014

Tourist Spending in the County on an Average Day in 2015:

- **\$48,849** generated in combined state & local tax revenues
- **\$22,027** created in local county tax revenues
- **\$26,821** created in state tax revenues
- **\$113,506** generated in worker paychecks

2015 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in the county...

- Each of the **26,709** Jackson County households pay **\$667 less** in local and state taxes. In other words, if tourism did not exist, each household would have to pay **\$667 more** in state and local taxes to replace the taxes generated by tourist spending.

Eight Year Trend of Annual Tourist Spending



MACON COUNTY, NORTH CAROLINA

Yearly 2015 Tourist Activity in the County

- **\$154.23 million** generated in direct tourist spending
- **\$27.28 million** produced in worker income & paychecks
- **\$12.22 million** created in local county tax revenues
- **\$6.95 million** created in state tax revenue
- **\$19.17 million** generated in combined state & local taxes
- **1,260 jobs** generated
- **3.7%** increase in tourist spending over 2014

Tourist Spending in the County on an Average Day in 2015:

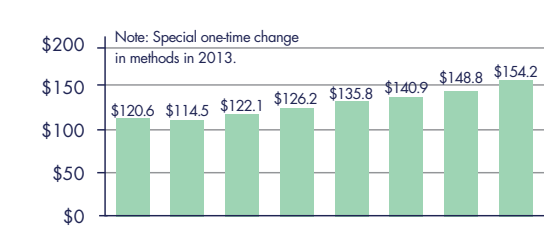
- **\$52,520** generated in combined state & local tax revenues
- **\$33,479** created in local county tax revenues
- **\$19,041** created in state tax revenues
- **\$74,739** generated in worker paychecks

2015 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in the county...

- Each of the **25,379** Macon County households pay **\$755 less** in local and state taxes. In other words, if tourism did not exist, each household would have to pay **\$755 more** in state and local taxes to replace the taxes generated by tourist spending.

Eight Year Trend of Annual Tourist Spending



SWAIN COUNTY, NORTH CAROLINA

Yearly 2015 Tourist Activity in the County

- **\$193.21 million** generated in direct tourist spending
- **\$56.02 million** produced in worker income & paychecks
- **\$4.25 million** created in local county tax revenues
- **\$12.08 million** created in state tax revenue
- **\$16.33 million** generated in combined state & local taxes
- **2,130 jobs** generated
- **3.4%** increase in tourist spending over 2014

Tourist Spending in the County on an Average Day in 2015:

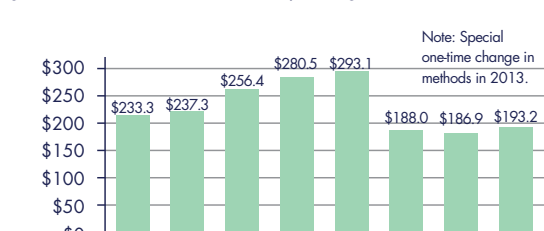
- **\$44,739** generated in combined state & local tax revenues
- **\$11,643** created in local county tax revenues
- **\$33,095** generated in state tax revenues
- **\$153,479** generated in worker paychecks

2015 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in the county...

- Each of the **8,817** Swain County households pay **\$1,852 less** in local and state taxes. In other words, if tourism did not exist, each household would have to pay **\$1,852 more** in state and local taxes to replace the taxes generated by tourist spending.

Eight Year Trend of Annual Tourist Spending



Data does not include the Cherokee Indian Reservation.

SOURCES

1. "The Economic Impact of Travel on North Carolina Counties." (2009–2015) This study was prepared for the North Carolina Division of Tourism, Film and Sports Development by the U.S. Travel Association, Washington, D.C.
2. Annual analysis by Dr. Steve Morse, Economist, Western Carolina University, and HT 438—Hospitality & Tourism Strategy class, Spring Semester 2017.
3. U.S. Census Bureau, Number of Household Units in North Carolina Counties, 2015; www.census.gov

PRESENTED BY:



IN PARTNERSHIP WITH:



STEVE MORSE, PH.D.

Director, Hospitality & Tourism Program
Western Carolina University, College of Business
1 University Drive, Cullowhee, North Carolina 28723
828.227.3386 • scmorse@wcu.edu