



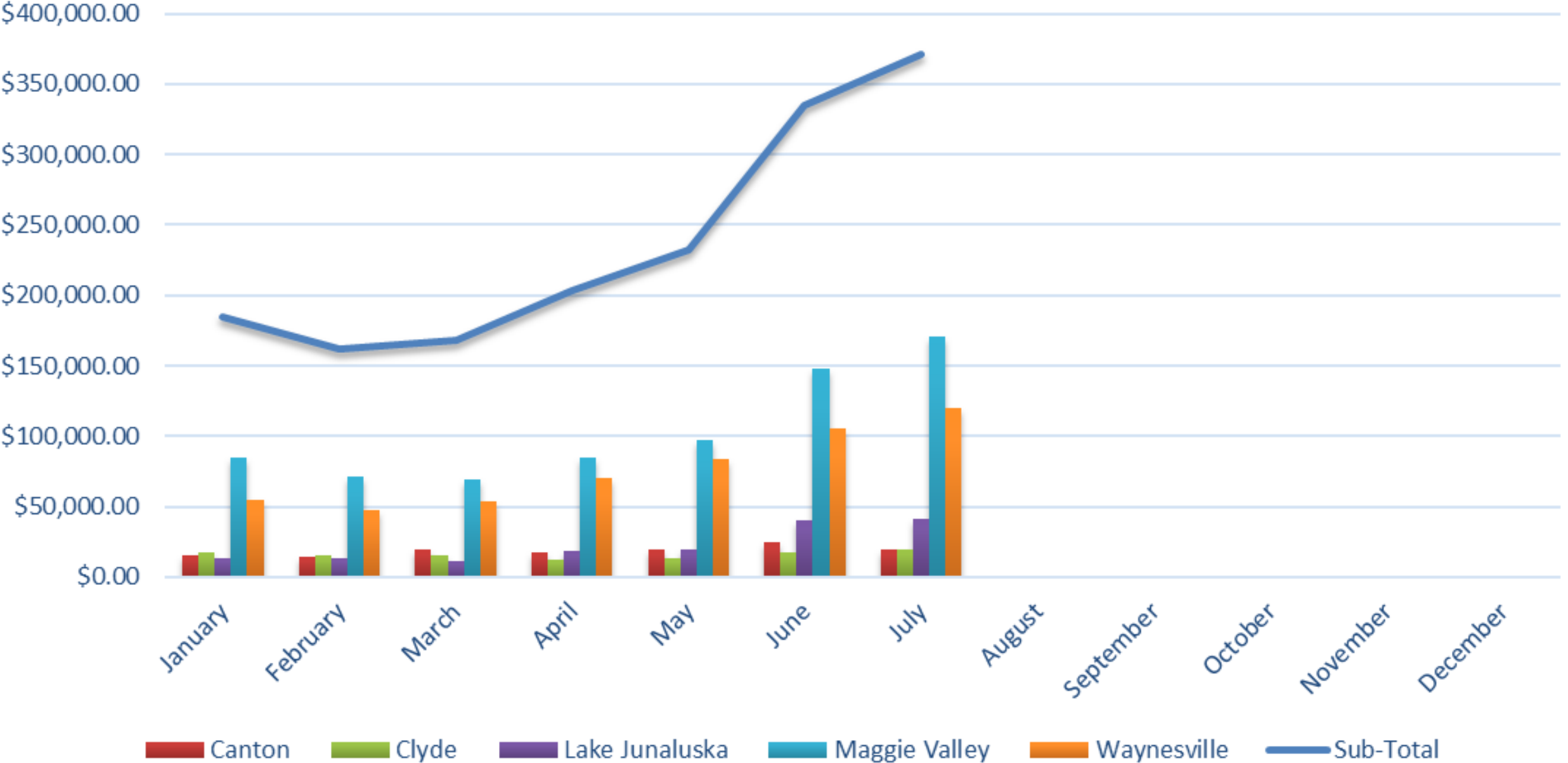
HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

September 27, 2023

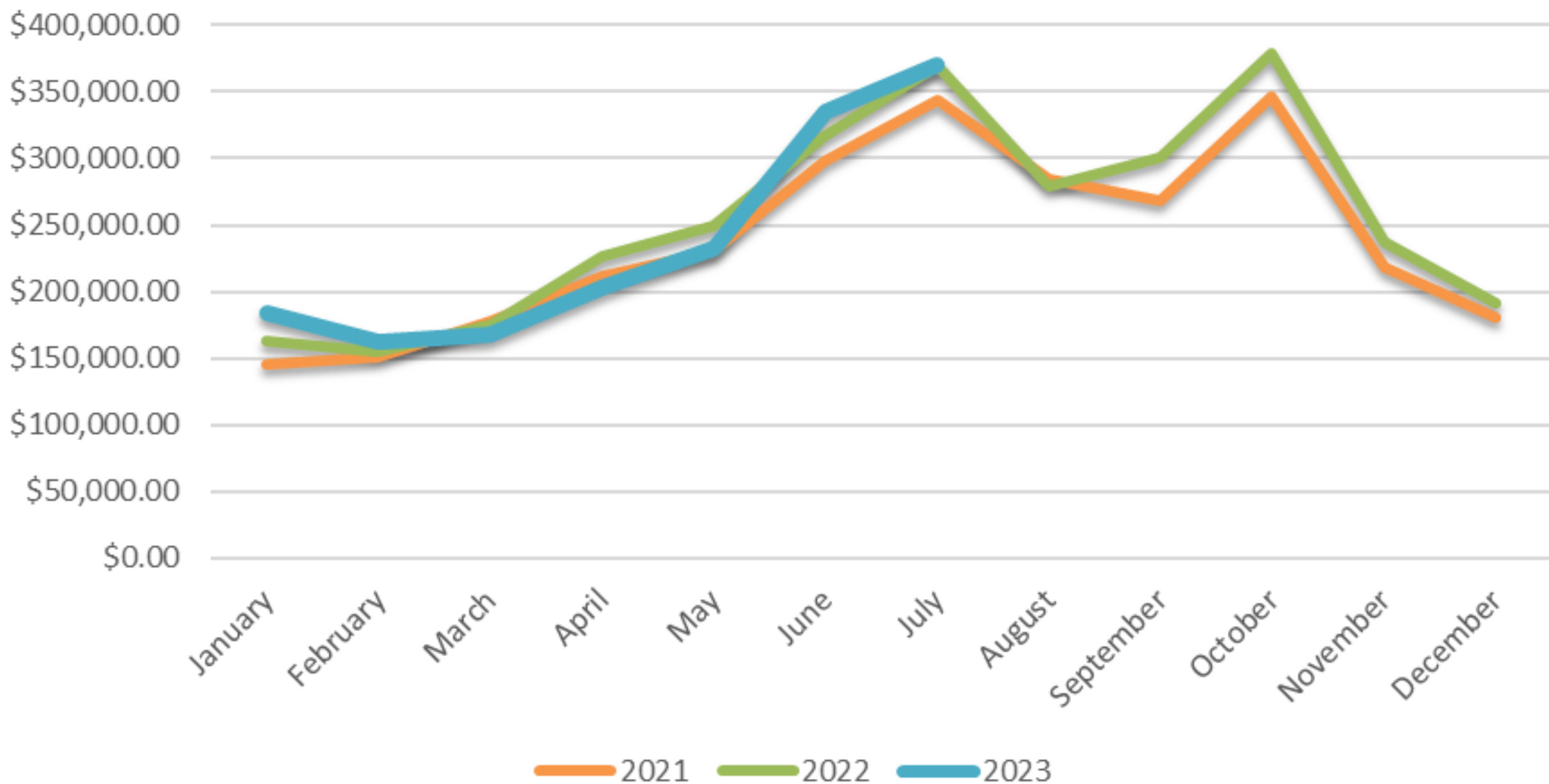
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

				\$ Change from Previous Year	% of Change from Previous Year
	2021-2022	2022-2023	2023-2024		
July	\$344,159.31	\$369,402.29	\$370,680.60	\$1,278.31	0.35%
Canton	\$27,783.82	\$26,879.79	\$19,497.12	(\$7,382.67)	-27.47%
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$7,203.05	58.07%
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$1,171.18	2.96%
Maggie Valley	\$159,871.26	\$176,975.18	\$170,344.76	(\$6,630.42)	-3.75%
Waynesville	\$109,642.56	\$113,516.60	\$120,433.77	\$6,917.17	6.09%
August	\$283,878.91	\$278,483.03			
Canton	\$20,917.76	\$21,871.08			
Clyde	\$12,035.89	\$12,041.72			
Lake Junaluska	\$30,705.85	\$23,659.93			
Maggie Valley	\$126,823.64	\$126,746.48			
Waynesville	\$93,395.57	\$94,163.82			
September	\$268,037.41	\$300,463.36			
Canton	\$19,817.98	\$24,268.90			
Clyde	\$11,635.76	\$19,558.11			
Lake Junaluska	\$26,089.09	\$29,171.45			
Maggie Valley	\$124,968.30	\$130,625.20			
Waynesville	\$85,526.28	\$96,839.70			

2023 Occupancy Tax Monthly Collections by Zip Code

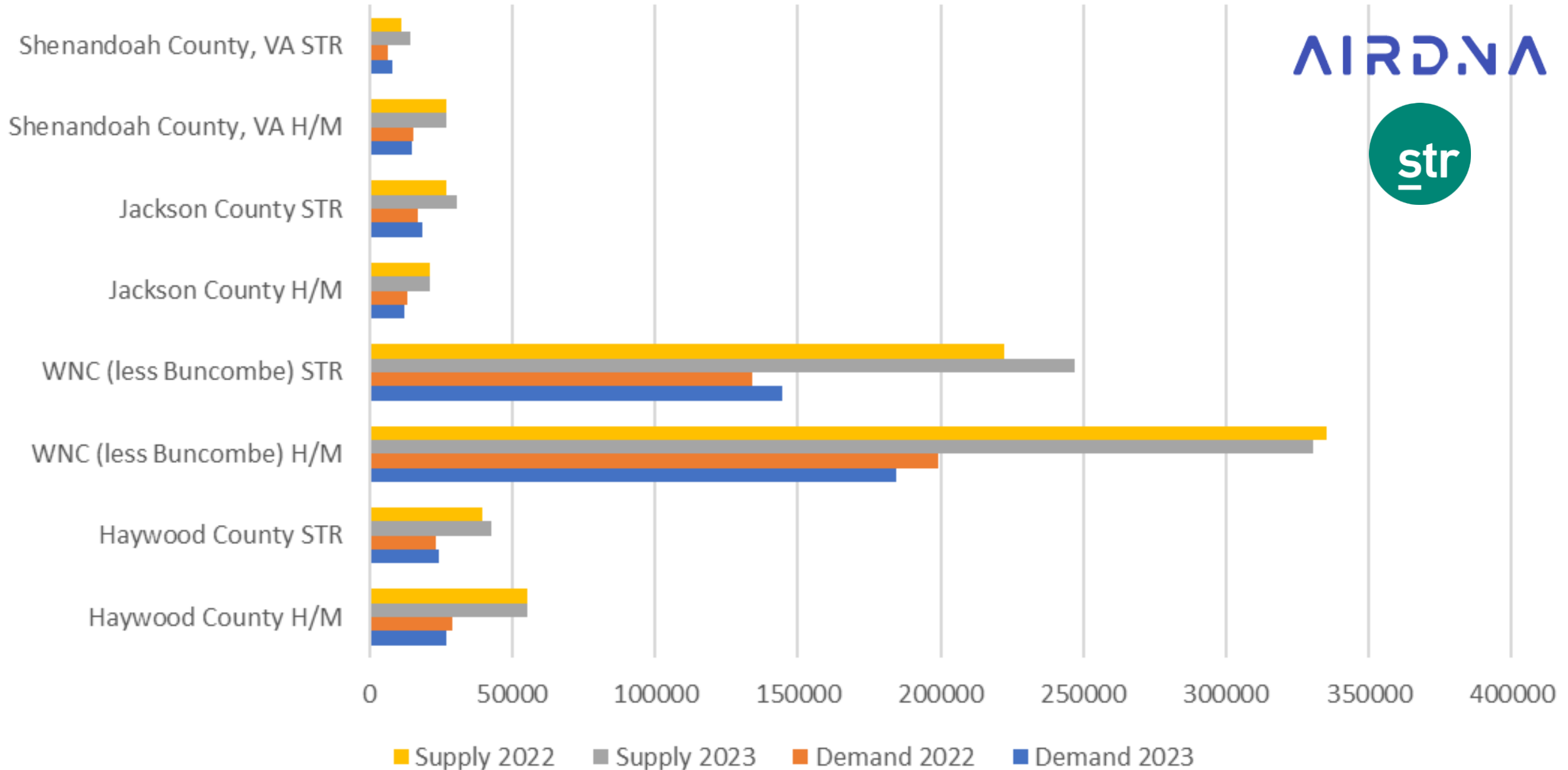


YOY Monthly Occupancy Tax Comparison



Lodging Supply + Demand August YOY

AIRDNA



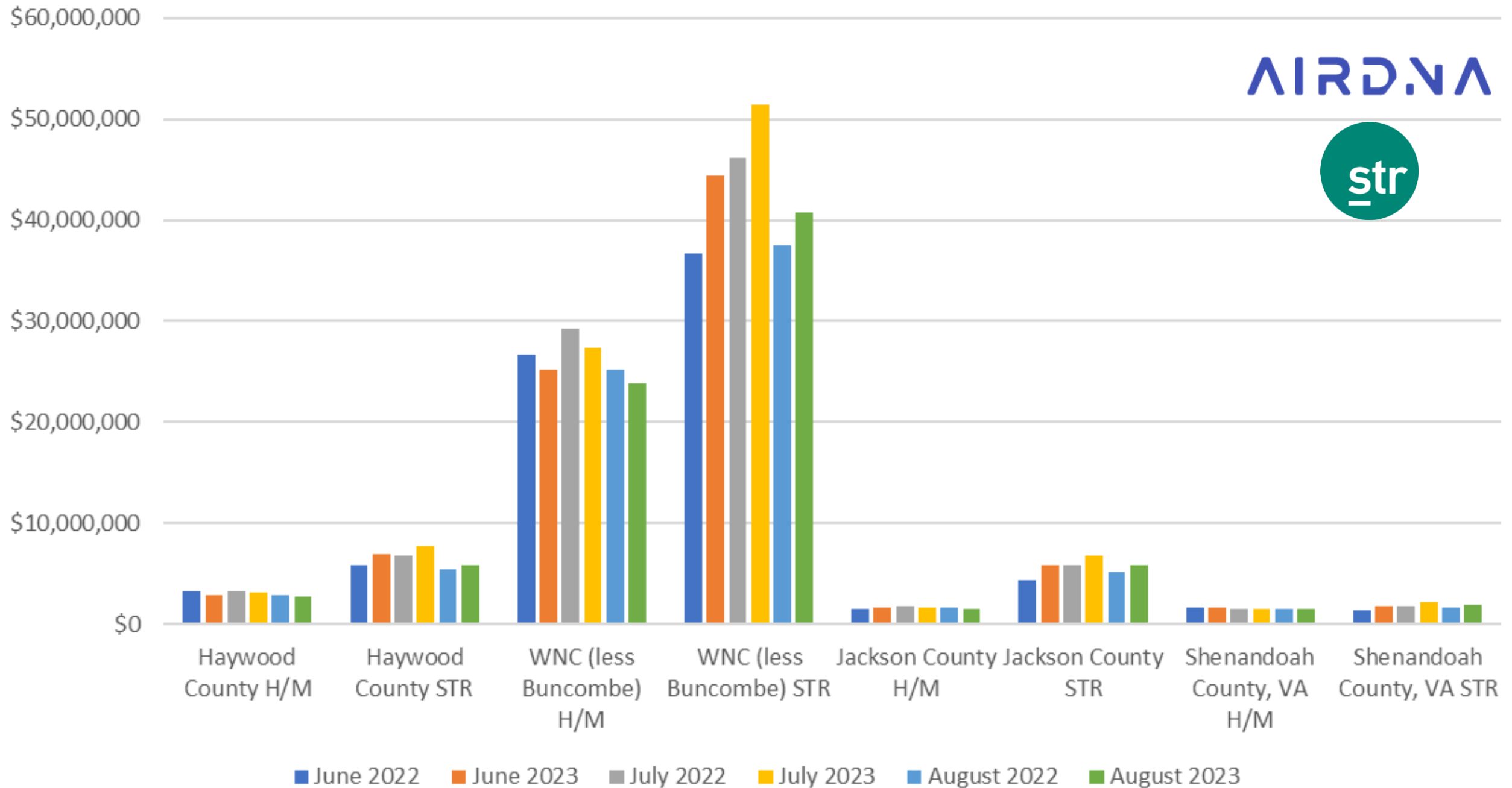
Short Term Rental Demand (Actual Units Booked)

	2022	2023	Percent Change from previous year
June	24617	28757	16.80%
Canton	2132	2548	19.50%
Clyde	1393	1871	34.30%
Lake Junaluska	1381	2483	79.80%
Maggie Valley	10821	11662	7.80%
Waynesville	8890	10193	14.70%
July	28198	31519	11.80%
Canton	2323	2625	13.00%
Clyde	1769	2175	23.00%
Lake Junaluska	1729	2347	35.70%
Maggie Valley	12417	13273	6.90%
Waynesville	9960	11099	11.40%
August	23006	24439	6.20%
Canton	2177	2364	8.60%
Clyde	1346	1563	16.10%
Lake Junaluska	1788	1994	11.50%
Maggie Valley	9580	9746	1.70%
Waynesville	8115	8772	8.10%

AIRDNA

Gross Lodging Revenue

AIRDNA





VISIT NC  SMOKIES

Old Business



New Business

Product Development Committee Meeting Update

First meeting - September 22, 2023

The PDC reviewed and discussed:

- The goals and guidelines of the Committee
- A synopsis of the RFP process for the Tourism Master Plan
- 1% Zip code funding legislation
- Historical grant awards of 1% funding
- Immediate next steps for 1% grant funding

FY 23/24 - Second Round 1% Grant Funding

The Committee recommends opening a second round of grant funding for this FY. Only zip codes with over \$5,000 of available funds should be opened for applications, and only Promotional funds should be awarded. The Committee recommends a minimum threshold for individual grant applications. Staff suggests \$2000.

Timeline

- November 27 – Grant cycle opens for applications
- January 1 – Application deadline 5PM
- January 2-5 – HCTDA internal review & processing of applications
- January 9 – Send applications to PDC for review
- January 16 or 18 – PDC Meeting
- January 24 – TDA Board Meeting
- January 31 – Send recipient award letters

FY 24/25 - 1% Grant Funding

The PDC recommends holding Tourism Capital funding until after the Tourism Master Plan is complete.

For FY 24/25 grant cycle, they recommend awarding only Promotional funds and instituting a minimum of \$2,000 for individual grant requests.

Timeline

- March 6 (3PM) and 8 (9AM) – Grant workshops
- March 22 – Grant cycle opens for applications
- April 26 – Application deadline 5 PM
- April 29–May 3 – HCTDA internal review & processing of applications
- May 7 – Send applications to PDC for review
- May 13-17 – PDC meeting
- May 22 – TDA Board Meeting
- May 29 – Send recipient award letters



Staff Reports

ESTO

U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) is a leading national forum where destination marketing professionals at the state, regional and local levels can walk away with critical tools, tips and information to help them better market and grow their destinations.

Ashley & Amie attended ESTO among 1,200 other destinations. Some of our favorite sessions and keynotes were:

- UnLeadership: Leading for Tomorrow, Today
- Strategic Partnerships
- From Insights to Impact: Maximizing Marketing with Data
- Inclusive Innovation: Adapting Creativity for Diverse Audiences
- Time to Shake Off the Dust on Your Influencer/Content Strategy
- Strategy in a World of Disruption
- Embrace New Mindsets to Futureproof Your Destination
- Generative AI: Unleashing the Future of Destination Marketing
- Thinking Outside the Box: How to Amplify Your Brand



Outdoor Economy Conference

We were a platinum sponsor of the 5th annual Outdoor Economy Conference last week in Cherokee.

- The attendees for the conference came from every part of the outdoor industry and from all over the country.
- With the conference being so close to Haywood County, we found a lot of value in having a booth space there. This was a great way to connect with other outdoor leaders in the state and beyond.

Some of our favorite sessions and keynotes were:

- Collaborative Change: The Old Fort Trails Project and Community-Driven Development
- Pathways to Inclusion: Enhancing Accessibility in Outdoor Recreation
- Breaking Barriers: Investing in DEI to Transform the Outdoor Industry





Tourism Master Plan and Destination Branding Updates

- 08.24.23 RFPs published
- 09.26.23 22+ Proposals received
- 10.4.23 Committees meet to select finalist(s)
- 10.18.23 Finalist Interviews if needed;
in-person or virtual TBD
- 11.01.23 *Board approval of contract(s)
and work begins

Save the Date!

Public & Media Relations Partner training session

Tuesday, November 29 | 4:00-5:30



NJF

+

VISITNC  SMOKIES



VISITNC  SMOKIES

Thank You