VisitNC Smokies

HAYWOOD COUNTY

TOURISM DEVELOPMENT AUTHORITY

January 24, 2024

Haywood County Tourism Development Authority
Statement of Net Position
December 31, 2023

ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	376,637.80
100002 · 3% Cash in Bank - 1st Citizens	969,313.50
111501 · NCCMT - 9152 3% General Investment	1,631,886.38
111503 · NCCMT - 9863 1% General Investment	583,478.30
Total Checking/Savings	3,561,315.98
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
Total Other Current Assets	200.00
Total Current Assets	3,561,515.98
Noncurrent Assets	
Fixed Assets	
140000 · Improvements	7,418.00
140001 · Equipment and Furniture	30,029.77
140002 · Vehicle	25,903.04
150000 · Accumulated Depreciation	(38,090.00)
Total Fixed Assets	25,260.81
160000 · Right to Used Leased Asset	12,483.00
Total Noncurrent Assets	37,743.81
TOTAL ASSETS	3,599,259.79
DEFERRED OUTFLOWS OF RESOURCES	
180000 · Current Year Pension Plan Contributions	43,067.00
170000 · Pension Deferral	125,817.00
TOTAL DEFERRED OUTFLOWS OF RESOURCES	168,884.00

Haywood County Tourism Development Authority
Statement of Net Position
December 31, 2023

LIABILITIES & NET POSITION	
Liabilities	
Current Liabilities	
231700 · Payroll Liabilities	
FSA Payable	90.00
NC Income Tax	904.00
NC Pension Payable	6,978.95
Total 231700 · Payroll Liabilities	7,972.95
231800 · Sales Tax Payable	97.57
Other Current Liabilities	
233000 · Lease Liability-Current Portion	5,323.00
Total Current Liabilities	13,393.52
Noncurrent Liabilities	
240000 · Lease Liability Noncurrent Portion	7,422.00
250000 · Net Pension Liability	246,530.00
Total Noncurrent Liabilities	253,952.00
TOTAL LIABILITIES	267,345.52
DEFERRED INFLOWS OF RESOURCES	
260000 · Pension Deferrals	3,821.00
NET POSITION	
Net Position as of July 1	3,056,214.68
Change in Net Position	440,762.59
TOTAL NET POSITION	3,496,977.27

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

	December 2023	July-December 2023	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
Occupancy Tax Revenue				
427011 · Net from Haywood County (3%)	303,471.54	1,040,668.20	2,257,125.00	46.11%
427012 · 1% Occ Tax - 28716 (Canton)	6,920.65	23,540.89	60,190.00	39.11%
427013 · 1% Occ Tax - 28721 (Clyde)	5,952.57	19,084.62	37,618.75	50.73%
427014 · 1% Occ Tax - 28745 (LJ)	9,286.40	32,775.25	67,713.75	48.4%
427015 · 1% Occ Tax - 28751 (MV)	44,630.25	150,280.69	346,092.50	43.42%
427016 · 1% Occ Tax - 28785/28786 (WV)	34,367.31	121,359.79	240,760.00	50.41%
427017 · Admin Fee	4,098.46	24,188.91	40,500.00	59.73%
Total Occupancy Tax Revenue	408,727.18	1,411,898.35	3,050,000.00	46.29%
449201 · Merchandise Sales	362.39	14,319.52	25,000.00	57.28%
449810 · Visitor Guide Ad Sales	0.00	16,285.00	35,000.00	46.53%
450100 · NC Smokies Ice Festival Weekend	6,570.00	10,935.00	25,000.00	43.74%
451890 · Miscellaneous Revenue	0.00	375.00	0.00	100.0%
483491 · Interest Earnings 3%	7,256.44	42,264.56	45,000.00	93.92%
483492 · Interest Earnings 1%	2,594.53	15,111.63	15,000.00	100.74%
483831 · Occupancy Tax Penalties 3%	838.91	4,902.92	1,500.00	326.86%
483832 · Occupancy Tax Penalties 1%	279.64	1,634.32	500.00	0.0%
Fund Balance Appropriation				
427112 · App of Fd Bal - 28716 (Canton)	0.00	0.00	12,000.00	0.0%
427113 · App of Fd Bal - 28721 (Clyde)	0.00	0.00	36,000.00	0.0%
427114 · App of Fd Bal - 28745 (LJ)	0.00	0.00	0.00	0.0%
427115 · App of Fd Bal - 28751 (MV)	0.00	0.00	90,000.00	0.0%
427116 · App of Fd Bal - 28785/86 (WV)	0.00	0.00	12,000.00	0.0%
499990 · Fund Balance TDA	0.00	0.00	253,475.00	0.0%
499995 · Fund Balance OTPF	0.00	0.00	346,131.00	0.0%
Total Fund Balance Appropriation	0.00	0.00	749,606.00	0.0%
Total Income	426,629.09	1,517,726.30	3,946,606.00	38.46%
Expense				
1 % Expenses				
1% Marketing/Adv/Promo				
549910 · Promotion - 28716 (Canton)	9,063.00	37,638.00	48,126.67	78.21%
549912 · Promotion - 28721 (Clyde)	1,500.00	8,100.00	49,079.17	16.5%
549914 · Promotion - 28745 (LJ)	0.00	19,043.96	45,142.50	42.19%
549916 · Promotion - 28751 (MV)	29,338.12	68,493.44	290,728.33	23.56%
549918 · Promotion - 28785/86 (WV)	16,517.42	33,513.89	168,506.67	19.89%
Total 1% Marketing/Adv/Promo	56,418.54	166,789.29	601,583.34	27.73%

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

	December 2023	July-December 2023	YTD Budget	% of Budget
1% Tourism Related				
549911 · Tourism - 28716 (Canton)	0.00	0.00	24,063.33	0.0%
549913 · Tourism - 28721 (Clyde)	0.00	8,691.00	24,539.58	35.42%
549915 · Tourism - 28745 (LJ)	0.00	0.00	22,571.25	0.0%
549917 · Tourism - 28751 (MV)	0.00	0.00	145,364.17	0.0%
549919 · Tourism - 28785/86 (WV)	0.00	2,937.15	84,253.33	3.49%
Total 1% Tourism Related	0.00	11,628.15	300,791.66	3.87%
Total 1% Expenses	56,418.54	178,417.44	902,375.00	19.77%
Wages and Benefits				
512101 · Salaries Admin-Promo	13,549.83	75,796.43	415,000.00	18.26%
512201 · Salaries Marketing- Promo	14,597.92	88,373.90	0.00	100.0%
512232 · Temporary Labor	0.00	0.00	500.00	0.0%
518601 · Worker's Comp	0.00	1,713.00	1,500.00	114.2%
512220 · FICA Taxes	2,146.44	12,552.15	33,000.00	38.04%
518301 · Health Insurance	3,255.77	19,370.24	42,000.00	46.12%
512110 · NC State Retirement	3,161.37	19,620.69	45,000.00	43.6%
Total Wages and Benefits	36,711.33	217,426.41	537,000.00	40.49%
Administration & Operations				
500000 · Admin Fee	4,098.46	24,188.91	40,500.00	0.0%
549902 · Bank Fees 3%	57.33	962.03	3,500.00	27.49%
549904 · Bank Fees 1%	30.00	347.20	0.00	100.0%
517001 · Board Member Meetings/Events	49.51	49.51	3,000.00	1.65%
543201 · Equipment Lease	520.17	3,608.14	9,000.00	40.09%
543202 · Hospitality, Gifts & Meals	28.09	562.49	2,000.00	28.13%
545101 · Insurance-Liability	3,573.00	6,236.00	10,000.00	62.36%
526001 · Office/Visitor Center Supplies	319.41	1,557.56	4,000.00	38.94%
529901 · NonExpendable Office Supplies	2.58	2,021.34	2,000.00	101.07%
532201 · Postage-Office	0.00	6,000.00	1,000.00	600.0%
519201 · Prof Svcs-Accounting & Audit	688.52	9,966.92	16,000.00	62.29%
519202 · Professional Services- Legal	0.00	450.00	2,500.00	18.0%
519300 · Professional Svcs-Managed IT	1,470.00	9,109.90	11,500.00	79.22%
519301 · Professional Svcs-Other	0.00	2,130.00	0.00	100.0%
549903 · Property Tax	0.00	91.82	300.00	30.61%
527001 · Purchases/Resale	119.92	10,605.63	20,000.00	53.03%
541301 · Rent	8,400.00	29,400.00	50,500.00	58.22%
535201 · Repair & Maintenance-Equipment	0.00	167.71	2,500.00	6.71%
535202 · Repair & Maintenance-Vehicle	0.00	103.00	2,500.00	4.12%

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

	December 2023	July-December 2023	YTD Budget	% of Budget
537401 · Staff Development and Education	509.66	6,982.46	18,000.00	38.79%
531202 · Travel Expense	600.86	1,444.88	4,500.00	32.11%
532101 · Telephone, Comm, and Internet	432.26	2,185.05	8,500.00	25.71%
570102 · Utilities	0.00	1,116.72	100.00	1,116.72%
532200 · Vehicle Expense	0.00	416.77	2,700.00	15.44%
599101 · Contingency	0.00	0.00	0.00	0.0%
Total Administration and Operations	20,899.77	119,704.04	214,600.00	55.78%
Capital Outlay				
551003 · Signs	0.00	0.00	1,500.00	0.0%
551004 · Office Furniture/Equipment	0.00	2,031.93	1,500.00	135.46%
551006 · Leasehold Improvements	0.00	19,778.16	30,000.00	65.93%
551007 · Other Capital	0.00	0.00	1,500.00	0.0%
Total Capital Outlay	0.00	21,810.09	34,500.00	63.22%
Marketing & Sales				
537101 · Advertising & Marketing	74,175.99	290,698.03	925,000.00	31.43%
537750 · Web Technology	0.00	5,000.00	15,000.00	33.33%
537775 · Media Relations & Influencers	0.00	2,000.00	15,000.00	13.33%
537301 · Visitor Guides	0.00	36,157.00	40,000.00	90.39%
534901 · Collateral and Other Printing	320.31	3,734.78	9,000.00	41.5%
535000 · Postage & Fulfillment	276.78	977.07	18,000.00	5.43%
549101 · Dues & Subscriptions	4,030.00	9,299.00	27,000.00	34.44%
537803 · Trade Shows and Travel	0.00	3,373.22	10,000.00	33.73%
537900 · Research	23,421.50	83,211.00	319,000.00	26.09%
537925 · Community Relations	1,238.25	1,238.25	4,000.00	30.96%
538100 · NC Smokies Ice Festival	0.00	0.00	25,000.00	0.0%
568101 · 3% Grant Promo	3,917.38	3,917.38	30,000.00	13.06%
Total Marketing & Sales	107,380.21	439,605.73	1,437,000.00	30.59%
Product Development				
568102 · 3% Grants Tourism Related	0.00	0.00	75,000.00	0.0%
537502 · Wayfinding Signage	0.00	0.00	150,000.00	0.0%
537501 · Product Development - Other	0.00	0.00	250,000.00	0.0%
568104 · OTPF	50,000.00	100,000.00	346,131.00	28.89%
Total Product Development	50,000.00	100,000.00	821,131.00	12.18%
Total Expense	271,409.85	1,076,963.71	3,946,606.00	27.29%
Change in Net Position	**155,219.24**	**440,762.59**	**0.00**	**0.0%**

New Finance Statement Supplemental Information

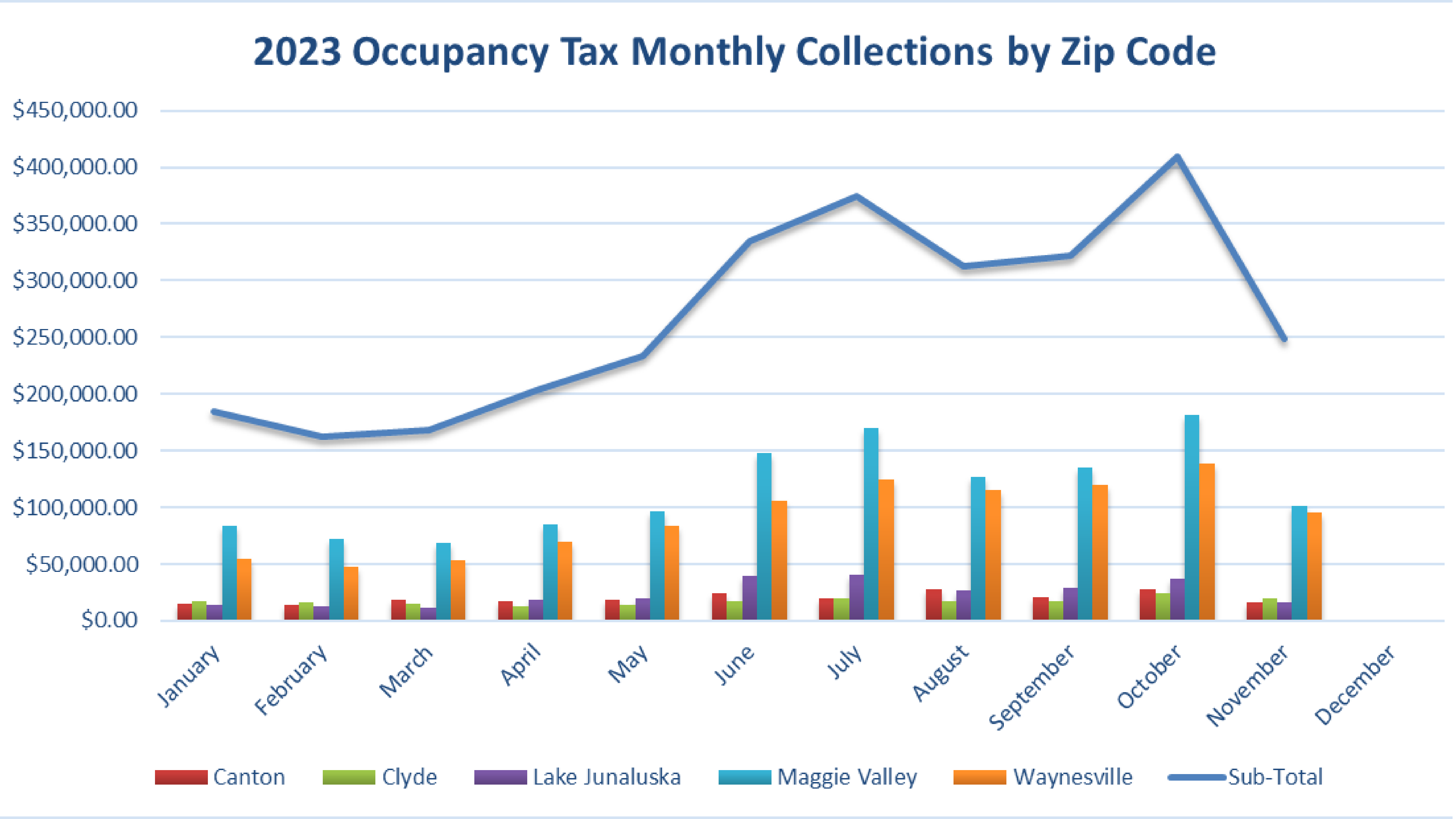
Haywood County Tourism Development Authority
Allocation of 1% Bank Balance
December 31, 2023

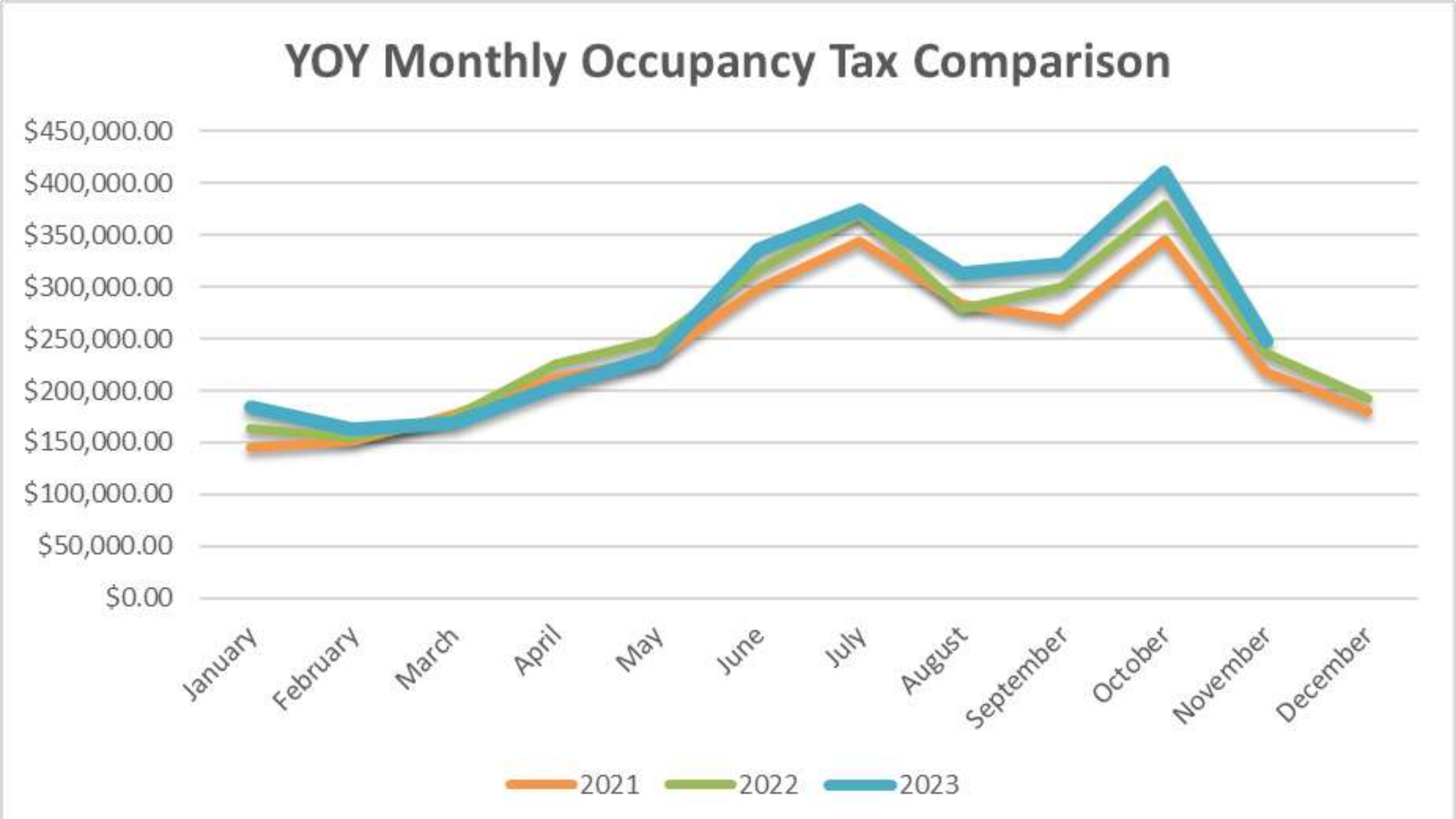
Town of Canton	Tourism		Promo		
	Activity	Balance	Activity	Balance	Total Balance
Beginning Balance June 30, 2023	$ -	$ 24,362.93	$ -	$ 10,413.30	$ 34,776.23
1% Occ Tax-28716 (Canton)-July	$ 1,572.57	$ 25,935.50	$ 3,145.14	$ 13,558.44	$ 39,493.94
Crawford Strategy June 2023	$ -	$ 25,935.50	$ (1,250.00)	$ 12,308.44	$ 38,243.94
1% Occ Tax-28716 (Canton)-August	$ 2,010.78	$ 27,946.28	$ 4,021.55	$ 16,329.99	$ 44,276.27
1% Occ Tax-28716 (Canton)-September	$ 1,576.02	$ 29,522.30	$ 3,152.03	$ 19,482.02	$ 49,004.32
1% Occ Tax-28716 (Canton)-October	$ 2,293.98	$ 31,816.28	$ 4,587.96	$ 24,069.98	$ 55,886.26
September Advertising	$ -	$ 31,816.28	$ (13,575.00)	$ 10,494.98	$ 42,311.26
Labor Day Reimbursements	$ -	$ 31,816.28	$ (15,000.00)	$ (4,505.02)	$ 27,311.26
1% Occ Tax-28716 (Canton)-November	$ 1,708.38	$ 33,524.66	$ 3,416.76	$ (1,088.26)	$ 32,436.40
1% Occ Tax-28716 (Canton)-December	$ 2,306.89	$ 35,831.55	$ 4,613.76	$ 3,525.50	$ 39,357.05
Plott-Tober Fest	$ -	$ 35,831.55	$ (9,063.00)	$ (5,537.50)	$ 30,294.05

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

	2021-2022	2022-2023	2023-2024	$ Change from Previous Year	% of Change from Previous Year
July	$344,159.31	$369,695.58	$374,553.47	$4,857.89	1.31%
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*	*$177,268.47*	*$170,417.23*	*($6,851.24)*	*-3.86%*
Waynesville	*$109,642.56*	*$113,516.60*	*$124,234.17*	*$10,717.57*	*9.44%*
August	$283,878.91	$278,678.56	$312,946.44	$34,267.88	12.30%
Canton	*$20,917.76*	*$21,871.08*	*$28,032.84*	*$6,161.76*	*28.17%*
Clyde	*$12,035.89*	*$12,041.72*	*$17,010.14*	*$4,968.42*	*41.26%*
Lake Junaluska	*$30,705.85*	*$23,659.93*	*$26,325.12*	*$2,665.19*	*11.26%*
Maggie Valley	*$126,823.64*	*$126,942.01*	*$126,475.88*	*($466.13)*	*-0.37%*
Waynesville	*$93,395.57*	*$94,163.82*	*$115,102.46*	*$20,938.64*	*22.24%*
September	$268,037.41	$300,578.84	$321,545.97	$20,967.13	6.98%
Canton	*$19,817.98*	*$24,268.90*	*$20,707.64*	*($3,561.26)*	*-14.67%*
Clyde	*$11,635.76*	*$19,558.11*	*$16,975.34*	*($2,582.77)*	*-13.21%*
Lake Junaluska	*$26,089.09*	*$29,171.45*	*$28,818.89*	*($352.56)*	*-1.21%*
Maggie Valley	*$124,968.30*	*$130,740.68*	*$135,273.39*	*$4,532.71*	*3.47%*
Waynesville	*$85,526.28*	*$96,839.70*	*$119,770.71*	*$22,931.01*	*23.68%*
October	$346,441.48	$379,422.94	$409,846.13	$30,423.19	8.02%
Canton	*$24,622.91*	*$28,986.01*	*$27,962.64*	*($1,023.37)*	*-3.53%*
Clyde	*$12,496.88*	*$18,567.11*	*$24,050.80*	*$5,483.69*	*29.53%*
Lake Junaluska	*$29,836.71*	*$34,681.85*	*$37,520.80*	*$2,838.95*	*8.19%*
Maggie Valley	*$170,620.65*	*$176,221.04*	*$181,249.41*	*$5,028.37*	*2.85%*
Waynesville	*$108,864.43*	*$120,966.93*	*$139,062.48*	*$18,095.55*	*14.96%*
November	$218,280.74	$236,691.92	$248,122.40	$11,430.48	4.83%
Canton	*$17,342.89*	*$19,998.00*	*$15,700.17*	*($4,297.83)*	*-21.49%*
Clyde	*$11,372.31*	*$13,324.83*	*$19,335.14*	*$6,010.31*	*45.11%*
Lake Junaluska	*$13,023.77*	*$15,061.93*	*$16,548.77*	*$1,486.84*	*9.87%*
Maggie Valley	*$107,137.19*	*$104,245.28*	*$101,699.89*	*($2,545.39)*	*-2.44%*
Waynesville	*$69,404.58*	*$84,061.88*	*$94,838.43*	*$10,776.55*	*12.82%*

https://haywoodcountytourismdevelopment.files.wordpress.com/2024/01/occupancytaxcollections_november2023.pdf

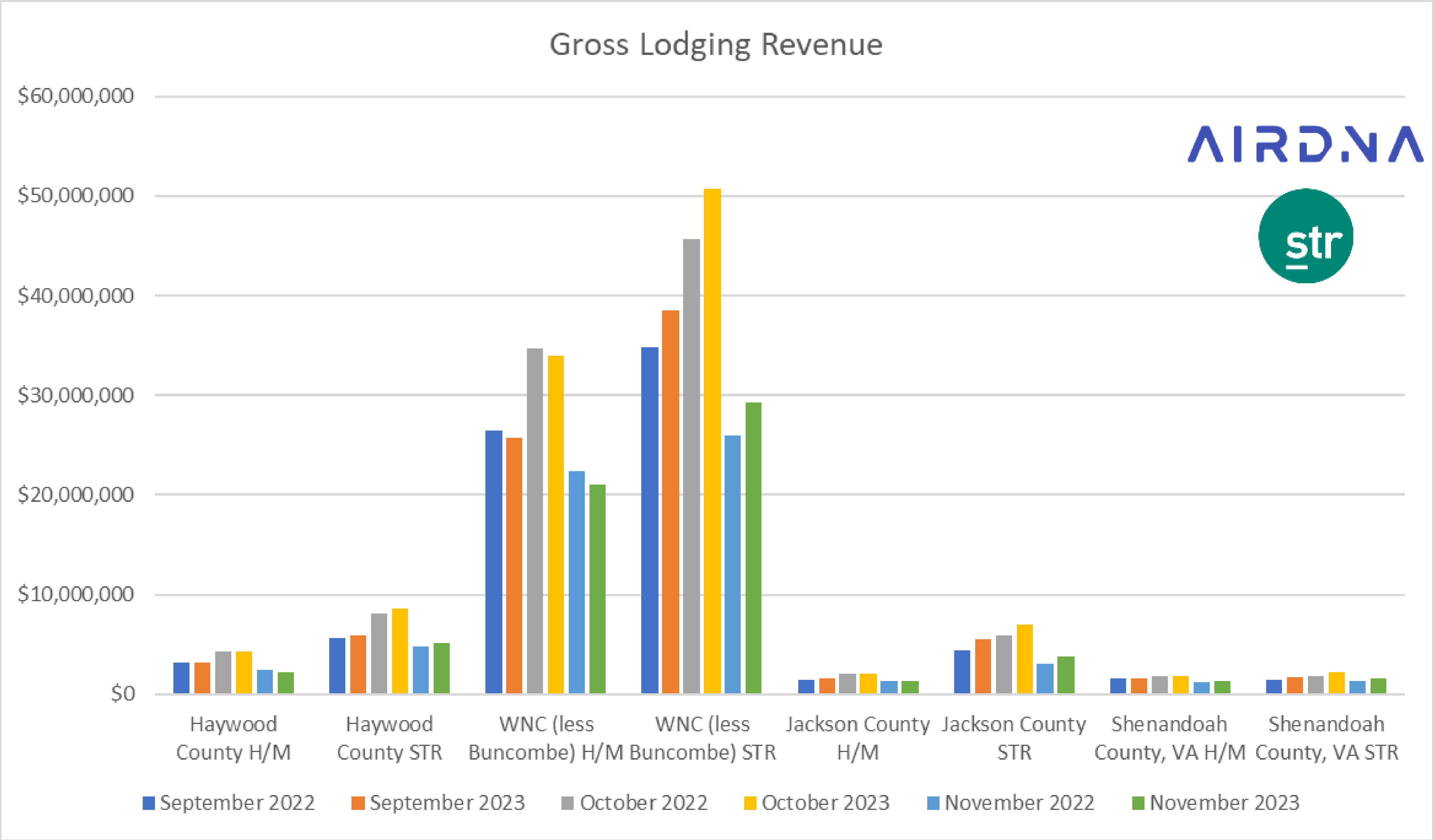

2023 Occupancy Tax Monthly Collections by Zip Code
$450,000.00
$400,000.00
$350,000.00
$300,000.00
$250,000.00
$200,000.00
$150,000.00
$100,000.00
$50,000.00
$0.00
January
February
March
April
May
June
July
August
September
October
November
December
Canton
Clyde
Lake Junaluska
Maggie Valley
Waynesville
Sub-Total


YOY Monthly Occupancy Tax Comparison
$450,000.00
$400,000.00
$350,000.00
$300,000.00
$250,000.00
$200,000.00
$150,000.00
$100,000.00
$50,000.00
$0.00
January
February
March
April
May
June
July
August
September
October
November
December
2021
2022
2023

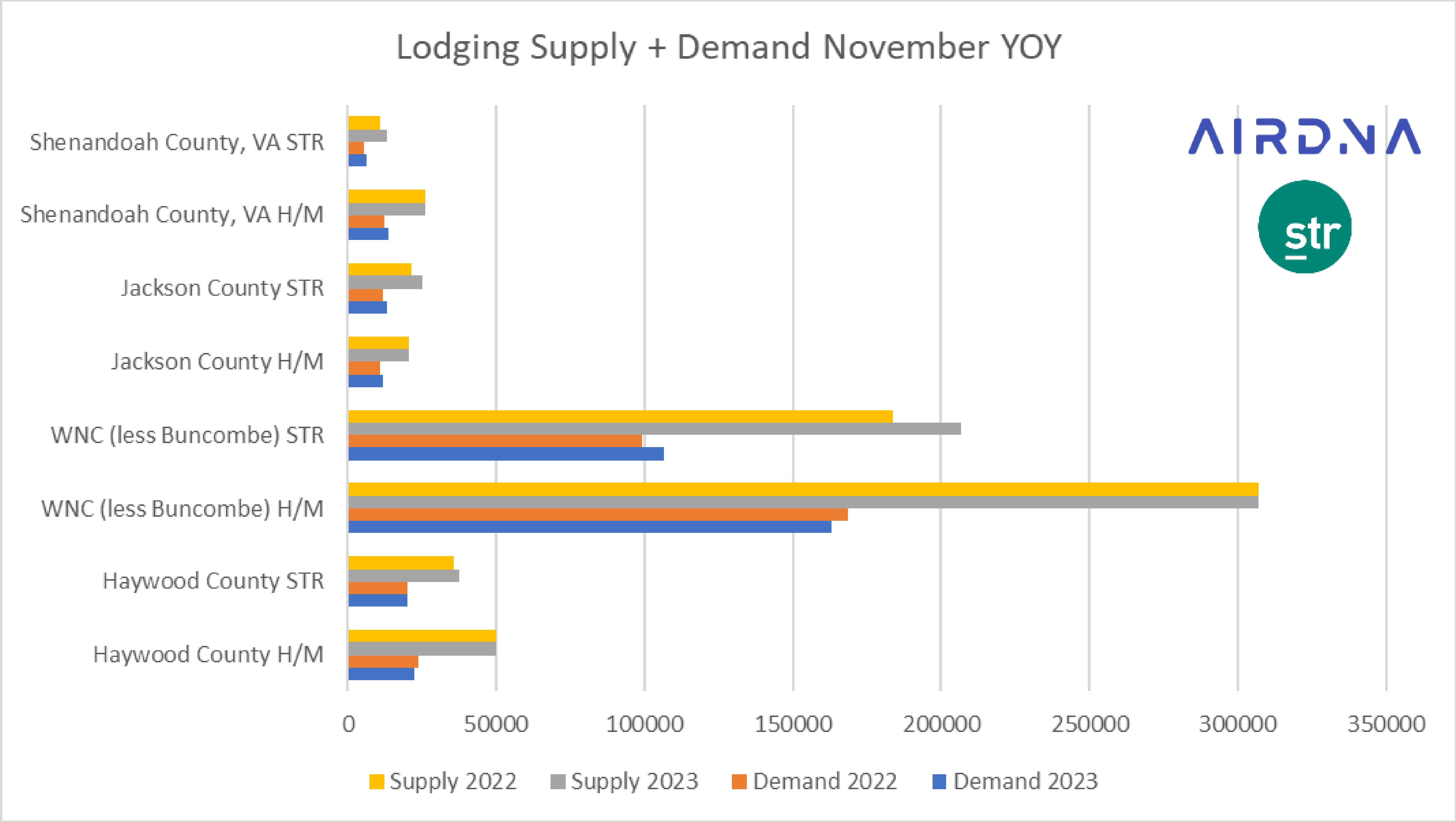
Haywood County
Short Term Rental Demand (Actual Units Booked)

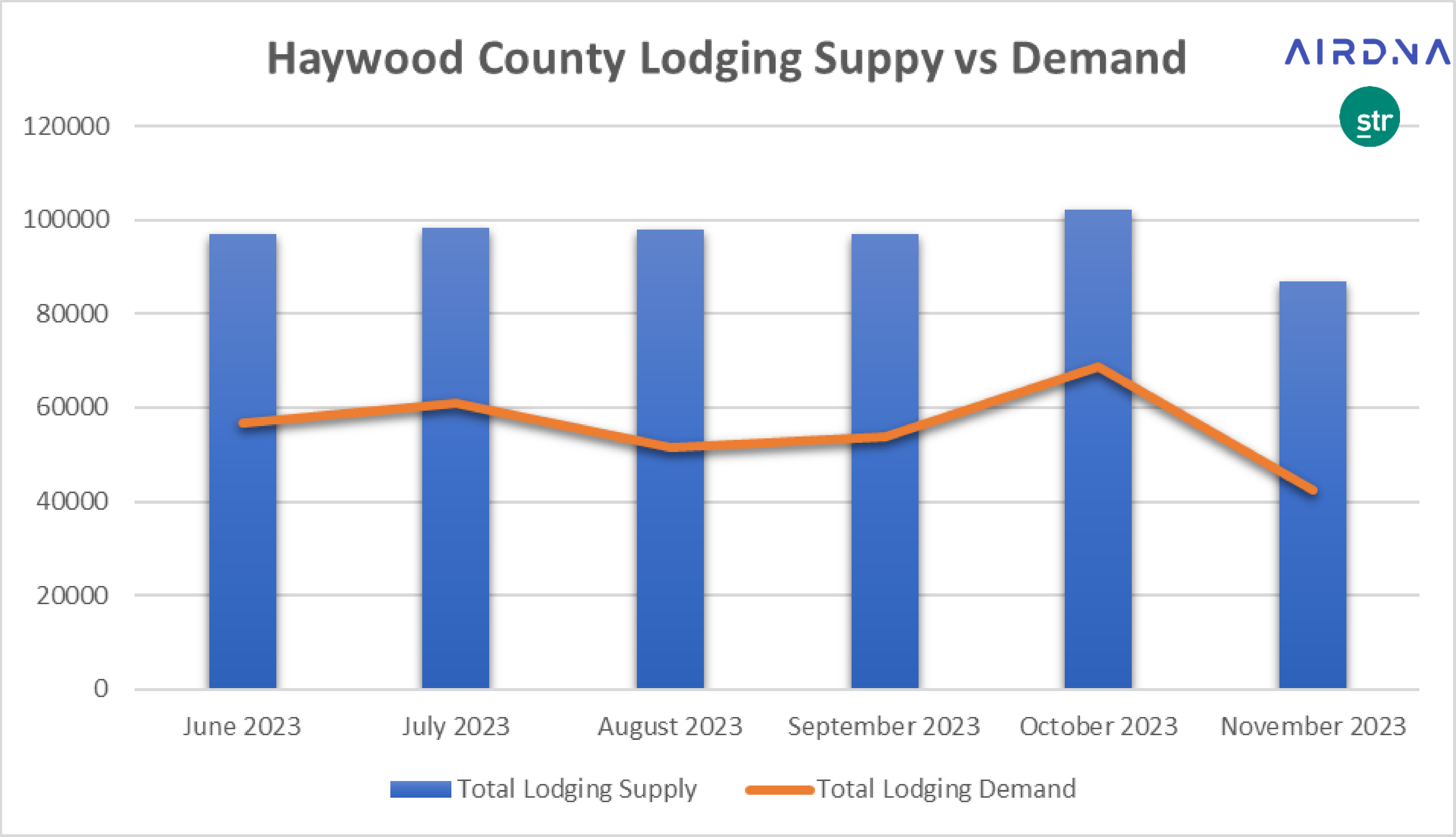
	2022	2023	Percent Change from previous year
August - HC	23006	24439	6.20%
Canton	*2177*	*2364*	*8.60%*
Clyde	*1346*	*1563*	*16.10%*
Lake Junaluska	*1788*	*1994*	*11.50%*
Maggie Valley	*9580*	*9746*	*1.70%*
Waynesville	*8115*	*8772*	*8.10%*
September - HC	23357	24925	6.70%
Canton	*2012*	*2327*	*15.70%*
Clyde	*1503*	*1830*	*21.80%*
Lake Junaluska	*1464*	*1602*	*9.40%*
Maggie Valley	*9821*	*10374*	*5.60%*
Waynesville	*8557*	*8792*	*2.70%*
October - HC	32791	34377	4.80%
Canton	*2664*	*3201*	*20.20%*
Clyde	*2201*	*2499*	*13.50%*
Lake Junaluska	*2280*	*2295*	*0.70%*
Maggie Valley	*13583*	*13763*	*1.30%*
Waynesville	*12063*	*12619*	*4.60%*
November - HC	19881	20057	0.90%
Canton	*1807*	*2100*	*16.20%*
Clyde	*1549*	*1870*	*20.70%*
Lake Junaluska	*1460*	*1208*	*-17.30%*
Maggie Valley	*7584*	*7440*	*-1.90%*
Waynesville	*7841*	*7439*	*-0.60%*

https://haywoodcountytourismdevelopment.files.wordpress.com/2024/01/hctda_shorttermrentaldemand_11.2023.pdf



Gross Lodging Revenue
$60,000,000
$50,000,000
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0
AIRDNA
str
Haywood County H/M
Haywood County STR
WNC (less Buncombe) H/M
WNC (less Buncombe) STR
Jackson County H/M
Jackson County STR
Shenandoah County, VA H/M
Shenandoah County, VA STR
September 2022
September 2023
October 2022
October 2023
November 2022
November 2023


Lodging Supply + Demand November YOY
Shenandoah County, VA STR
Shenandoah County, VA H/M
Jackson County STR
Jackson County H/M
WNC (less Buncombe) STR
WNC (less Buncombe) H/M
Haywood County STR
Haywood County H/M
0
50000
100000
150000
200000
250000
300000
350000
Supply 2022
Supply 2023
Demand 2022
Demand 2023


Haywood County Lodging Suppy vs Demand
120000
100000
80000
60000
40000
20000
0
June 2023
July 2023
August 2023
September 2023
October 2023
November 2023
Total Lodging Supply
Total Lodging Demand

VisitNC Smokies

Old Business

Highlight of Promotion Grant Guidelines

Purpose:

The purpose of these funds is to increase tourism and enhance the visitor experience in Haywood County by providing funding for the marketing, advertising, and promotion of a new, enhanced, or expanded festival, event, activity, attraction, exhibit or thing to do. Since room tax revenue, fueled by overnight stays in Haywood County, sustains this grant fund, preference is given to applications for initiatives likely to attract visitors from outside of a fifty (50) mile radius, generating overnight stays and creating economic/destination impact while enhancing quality of life for residents.

Criteria:

All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Events or projects planned during off-peak times: November - April and mid-week
- Multiple day or first-time events/activities
- Sustainability (event/project must become self-sufficient within three years and/or be good for the community & environment)
- Grant applications must be for $2,000 or greater to be considered for funding.

Examples of Projects that may be considered:

- New, substantive exhibits
- New events or festivals that are related to tourism and of interest to the traveling public
- New attractions or things to do
- Existing events, festivals, activities or attractions with a new feature, change or enhancement that has the potential to drive new and increased visitation
- New concerts and musical events featuring regional or national acts (not local acts)
- Sporting events
- Other events and activities that draw visitors to Haywood County

Highlight of Second Round Grant Applications

Haywood Historic Farmer's Market

The PDC unanimously recommends funding this grant for **$2,925**, as the full amount presented on the Marketing section of the budget.

Total Cost of Project	$3,750
Tourism Funding Requested	$3,000
Organization Match Amount	$750

Stepping Into Spring

The PDC unanimously recommends funding this grant in full for **$3,148**, with the stipulation that Axe & Awl receive and submit to HCTDA letters of support from Orchard Coffee as a neighboring business that would be impacted by the proposed street closure and the Downtown Waynesville Commission as a relevant partner to help support promotion of the event.

Total Cost of Project	$8,818
Tourism Funding Requested	$3,148
Organization Match Amount	$5,670

Canton Merchant's Partnership

The PDC unanimously agreed not recommending funding for this grant because it is a duplication of efforts that the HCTDA is already doing and doesn't fit the grant guidelines. The committee further recommends that HCTDA staff reach out to CMP to facilitate a conversation and generate ideas for future grant requests to help ensure a successful application. Gail Mull recused herself.

Total Cost of Project	$13,600
Tourism Funding Requested	$9,825
Organization Match Amount	$3,775

VisitNC Smokies

New Business

Board Meeting Dates - January to June, 2024

HCTDA Board Meetings are held in the Gaines Auditorium, Bethea Welcome Center, Lake Junaluska. If there is a change in location, members will be notified prior to the meeting. Meetings begin at 9AM.

January 24 – Regular Meeting

February 28 – Regular Meeting

March 27 – Regular Meeting

April 24 – Regular Meeting

May 22 – Annual Budget Forum – presentation of 24/25 TDA budget

June 26 – Annual Meeting – Adopt Budget, elect Board Officers

VisitNC Smokies

Staff Reports

A visitor is someone who has:

1. Come from over 50 miles from where they live or work,
2. Stayed for more than 2 hours in your destination, **and**
3. Have visited at least one place of impact.

ZARTICO

Visitor Spend Data:

Definitions/Conventions

Merchant Zip

Zip code of the merchant where the transaction took place.

Cardholder Zip

Zip code where the cardholder receives their credit card statement.

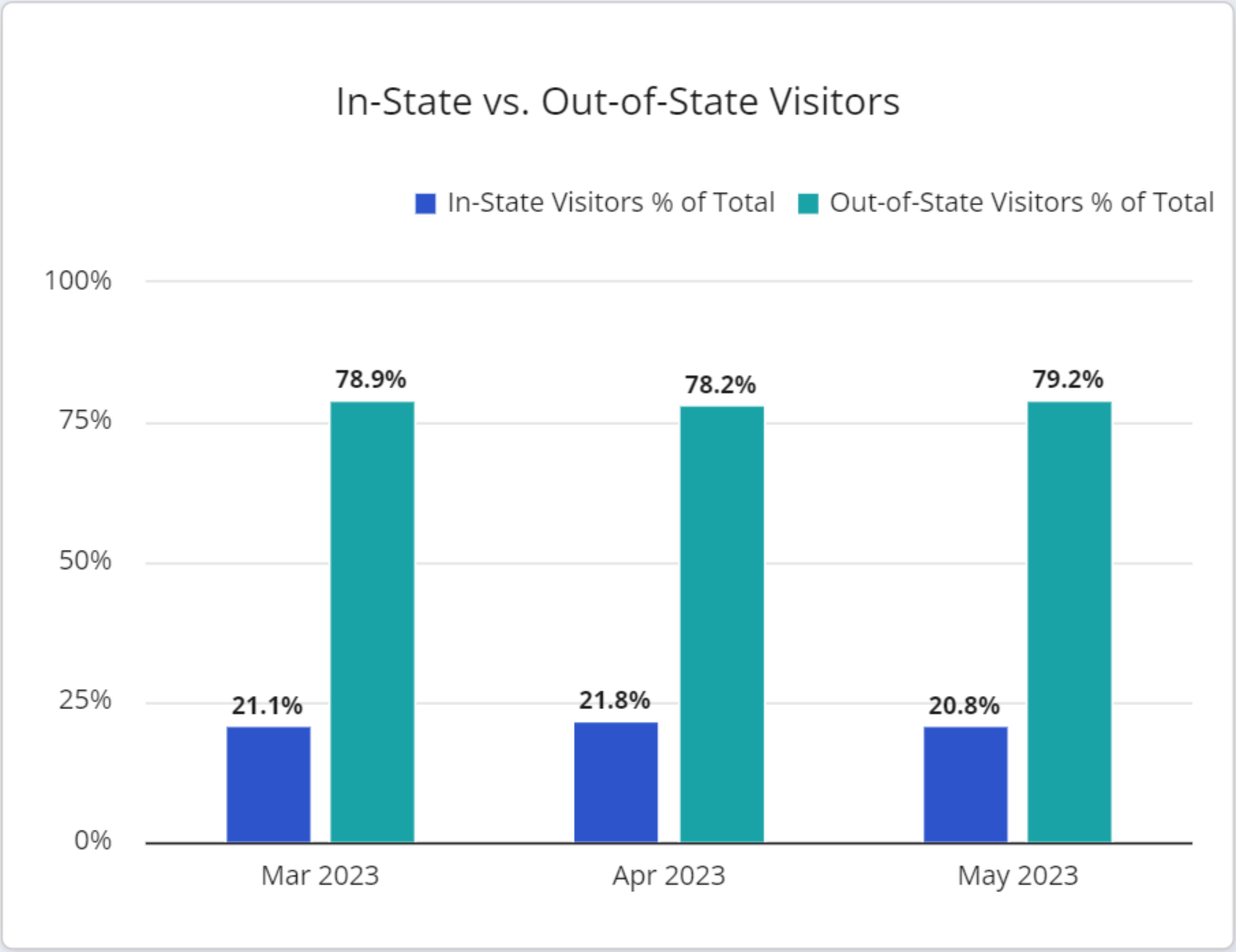
Merchant Category Code

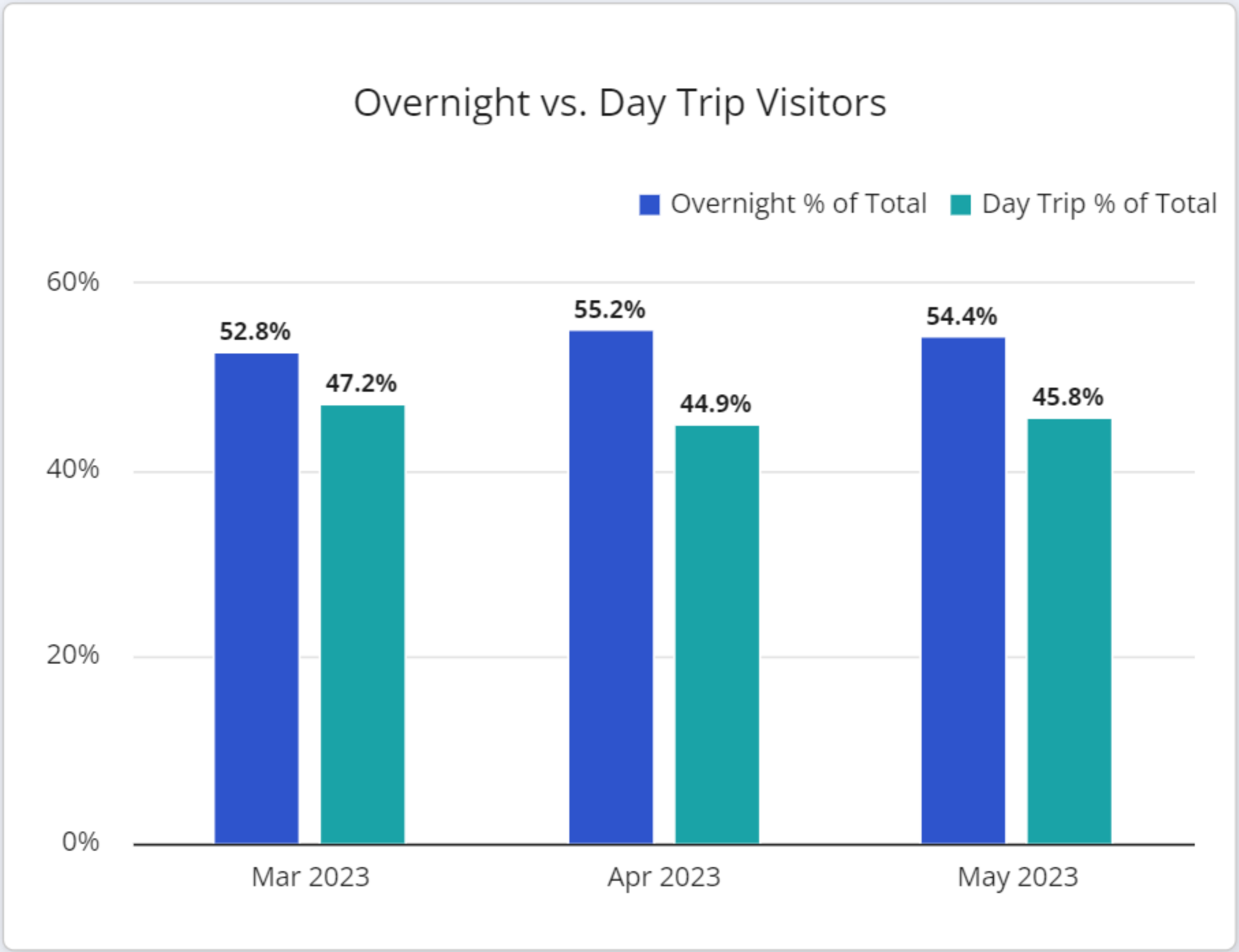
900+ merchant codes used to categorize transactions into 18 common categories

Visitor/Resident

A visitor is > 60 miles between the center of the cardholder zip and the center of the merchant zip.

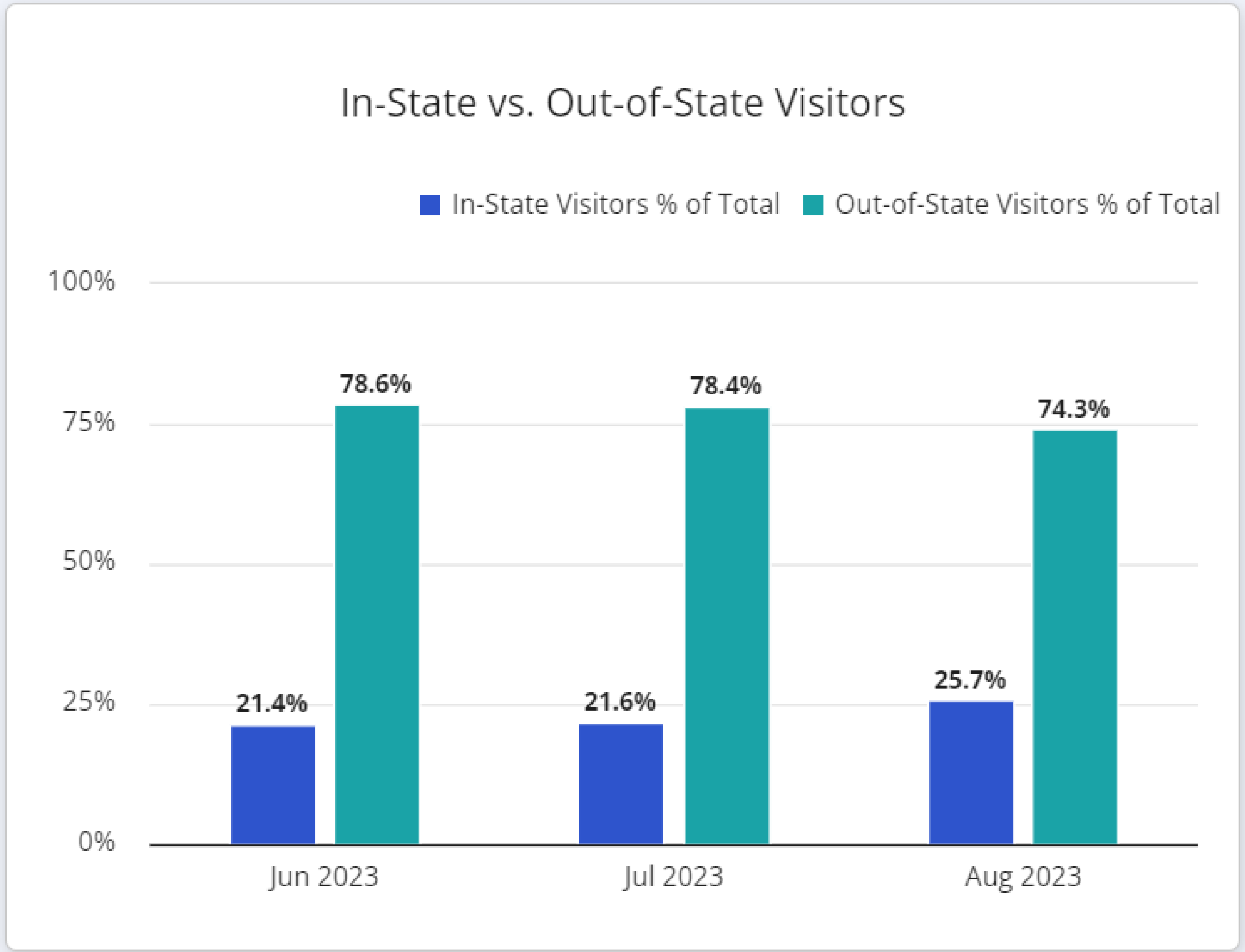
Spring

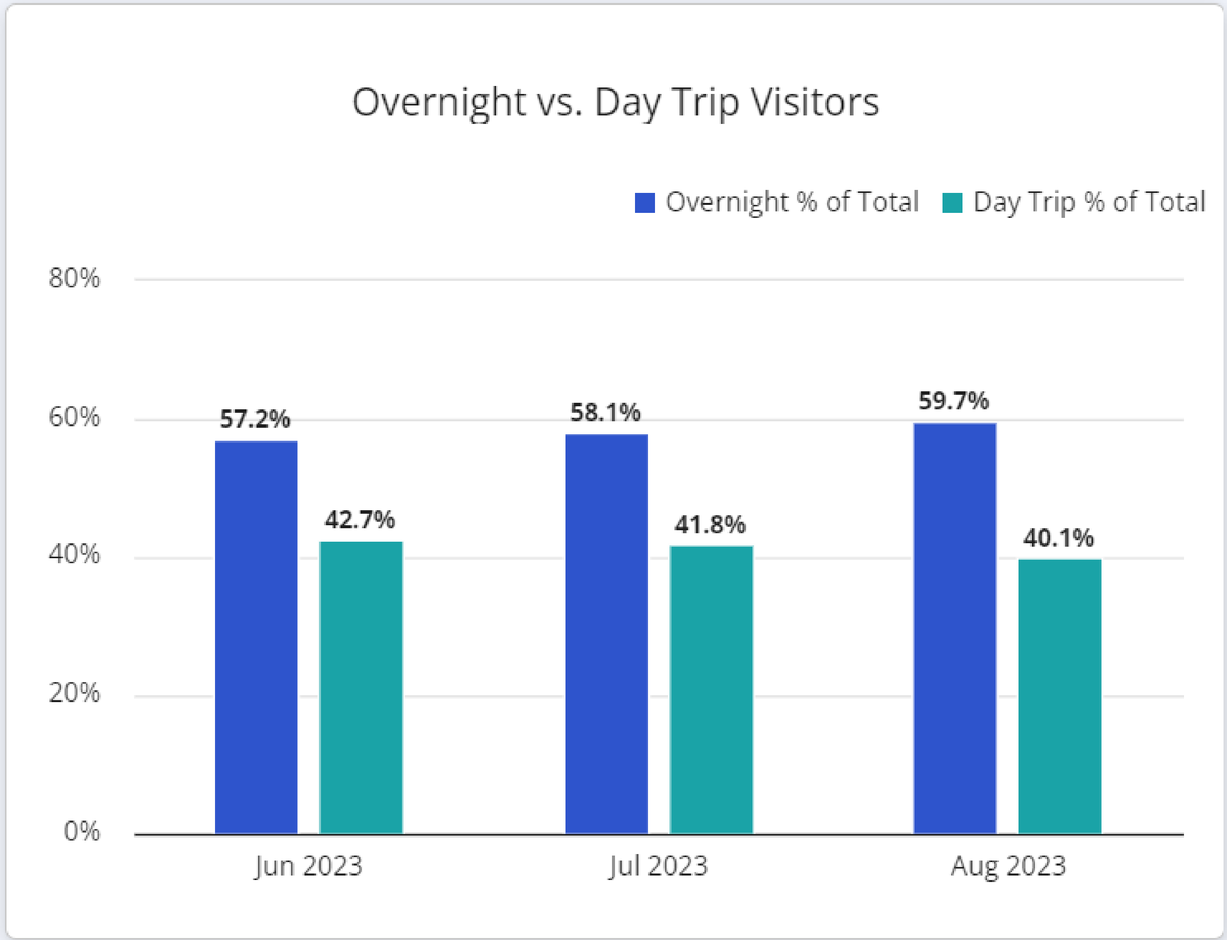




Source: Zartico | Timeframe: 03.01 to 05.31.2023 | Device Count: 18,229 | Cardholder Count: 9,478

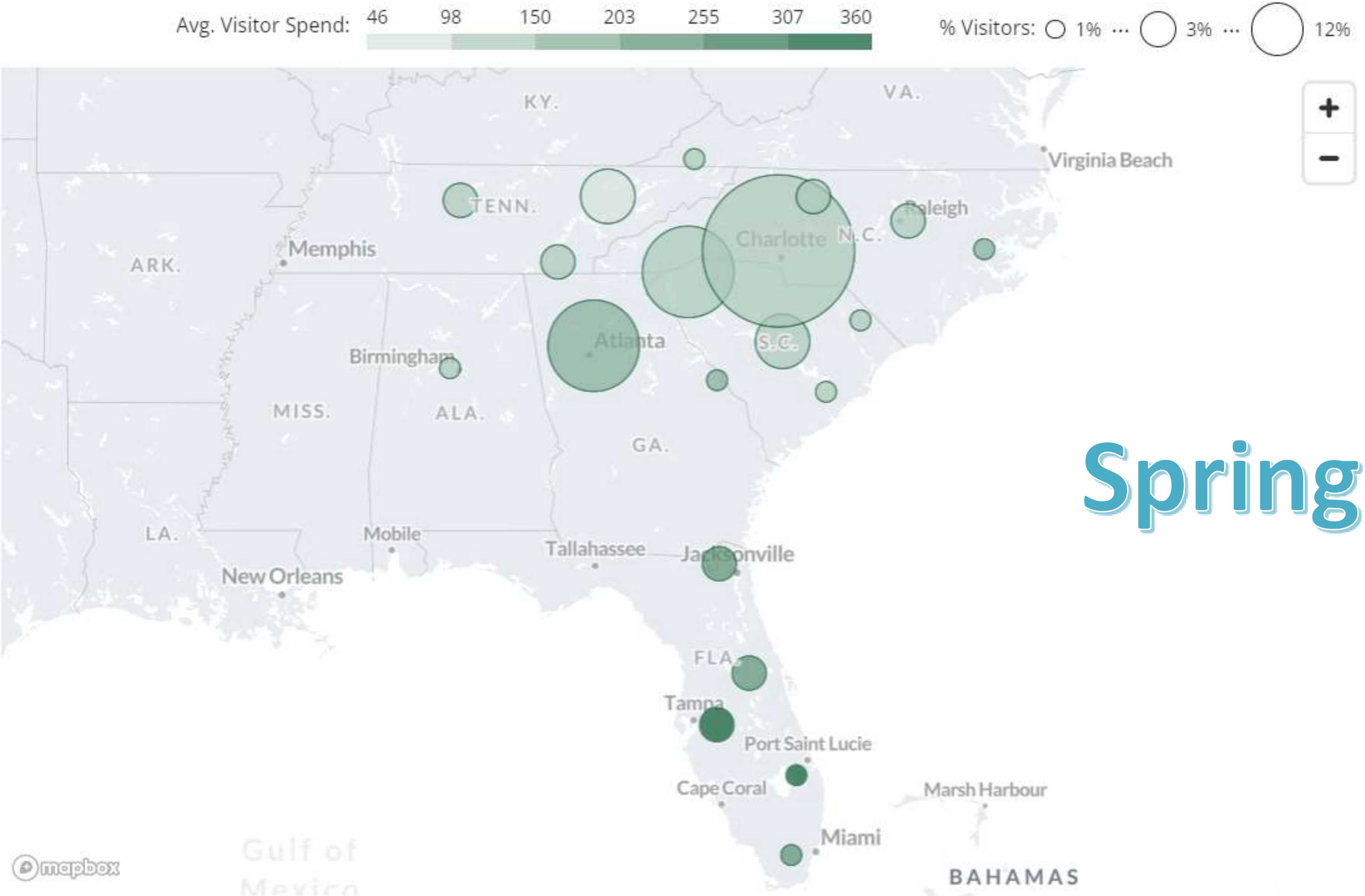
Summer





Source: Zartico | Timeframe: 06.01 to 08.31.2023 | Device Count: 27,163 | Cardholder Count: 13,620

Top Origin Markets - In-State & Out-of-State



Visitor % of Total

40.5%

Visitor Spend % of Total

40.6%

Spring

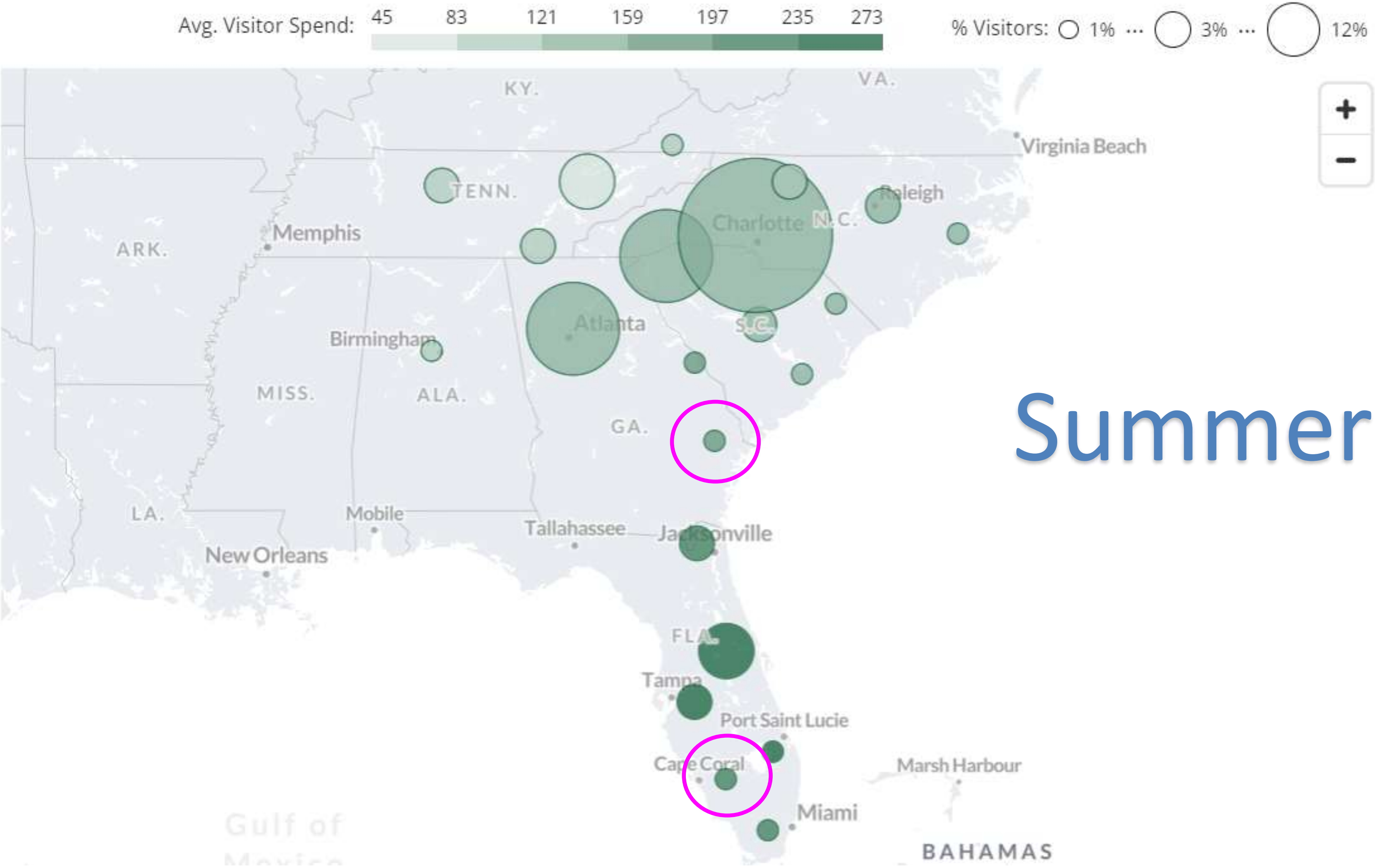
Top Origin Markets - In-State & Out-of-State

Visitor % of Total

45.9%

Visitor Spend % of Total

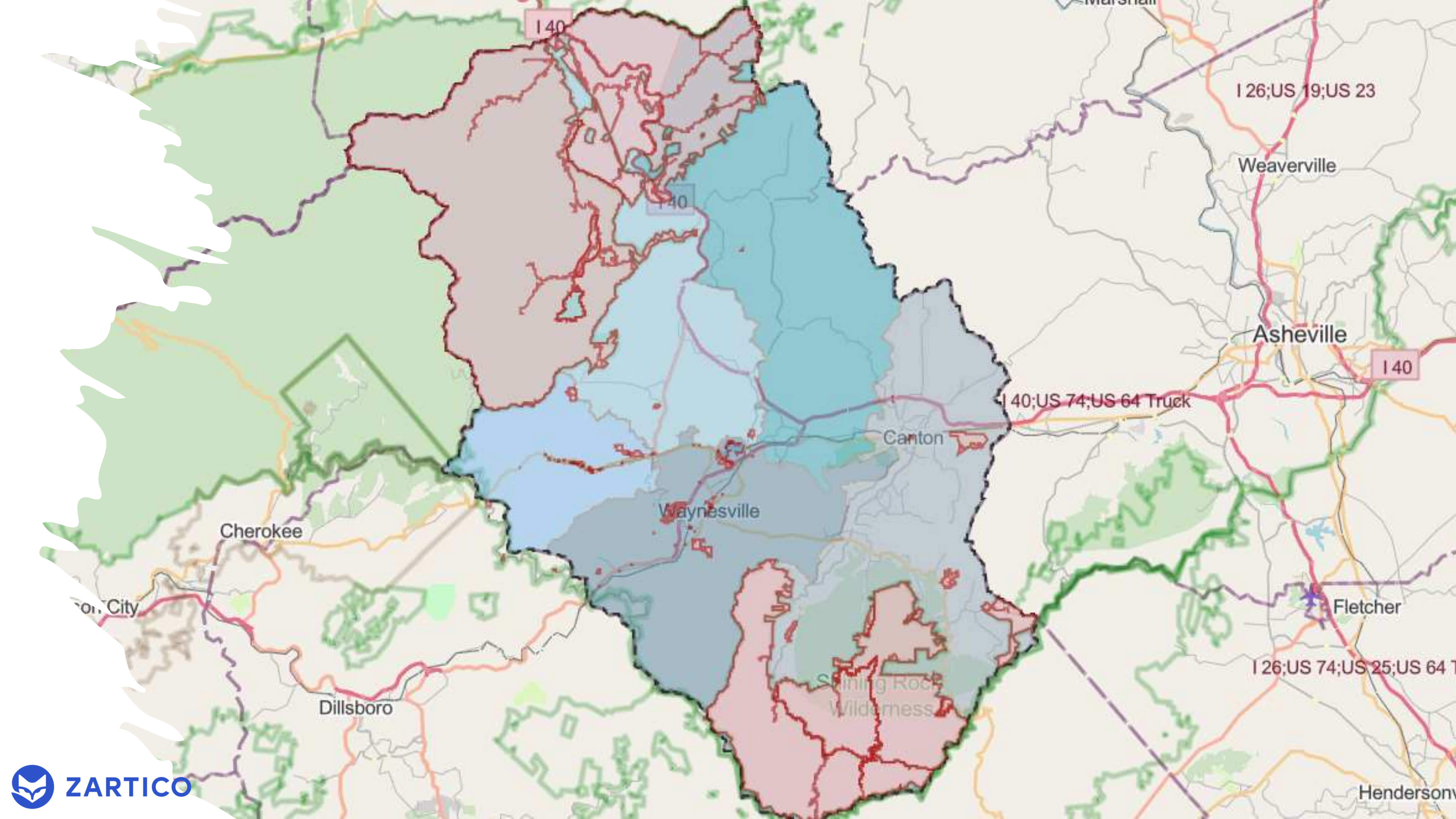
46.7%



Summer

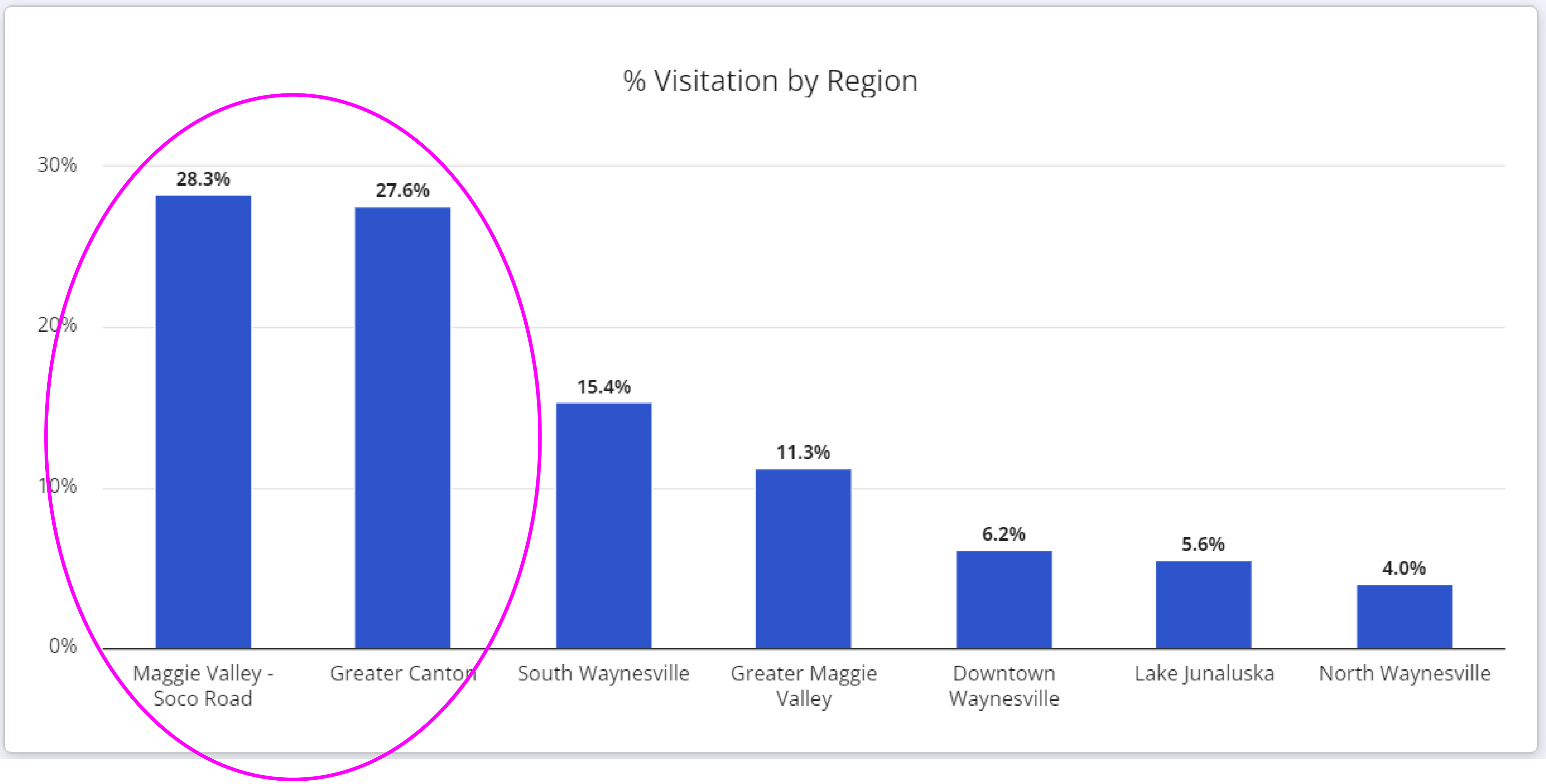
ZARTICO

Source: Zartico | Timeframe: 06.01 to 08.31.2023 | Device Count: 27,163 | Cardholder Count: 13,620



I 40
I 26;US 19;US 23
Weaverville
I 40
Asheville
I 40
I 40;US 74;US 64 Truck
Canton
Waynesville
Cherokee
Fletcher
I 26;US 74;US 25;US 64
Dillsboro
Shining Rock
Wilderness

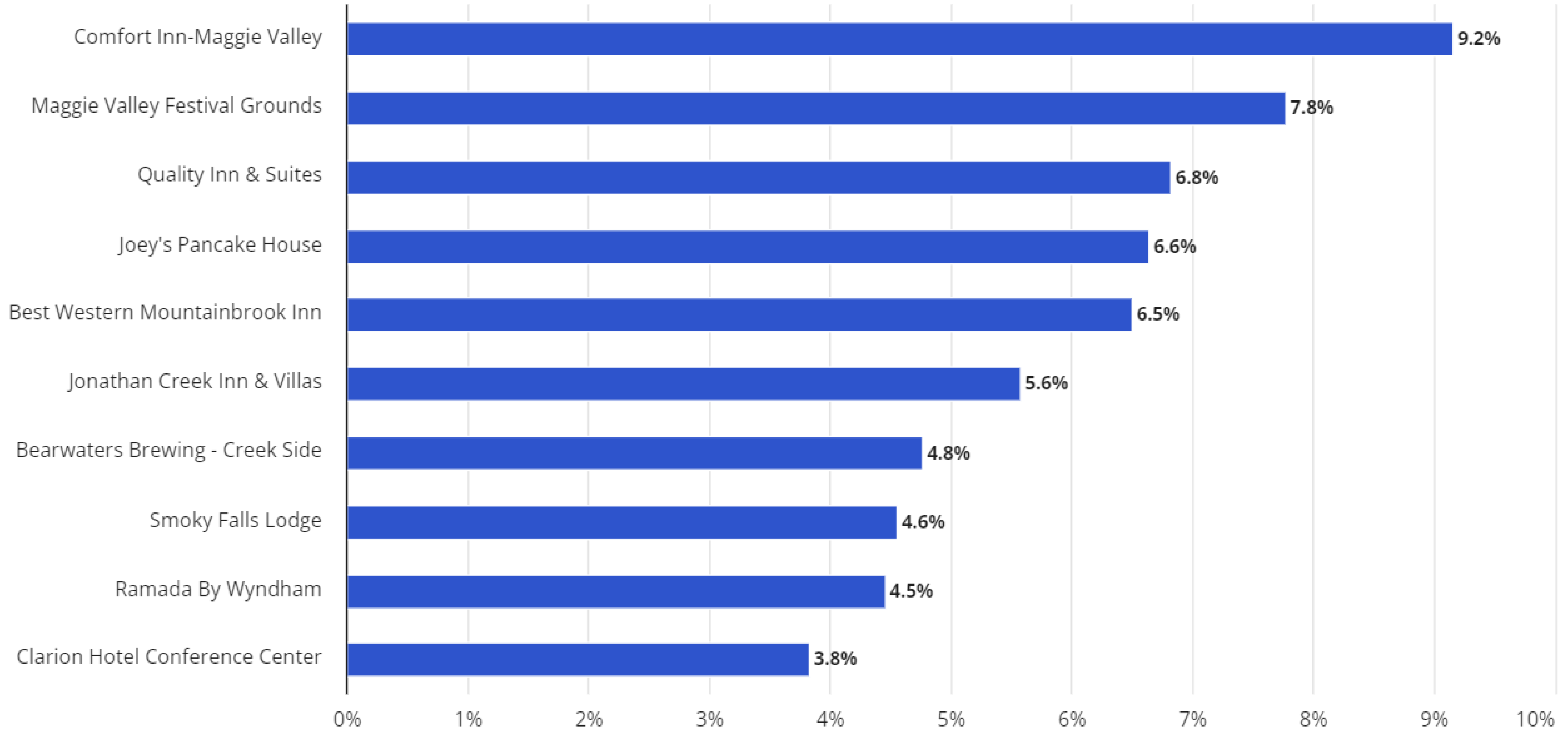
ZARTICO



ZARTICO Source: Zartico | Timeframe: 03.01 to 05.31.2023 | Device Count: 18,229 | Cardholder Count: 9,478

Top 10 Primary Places of Impact

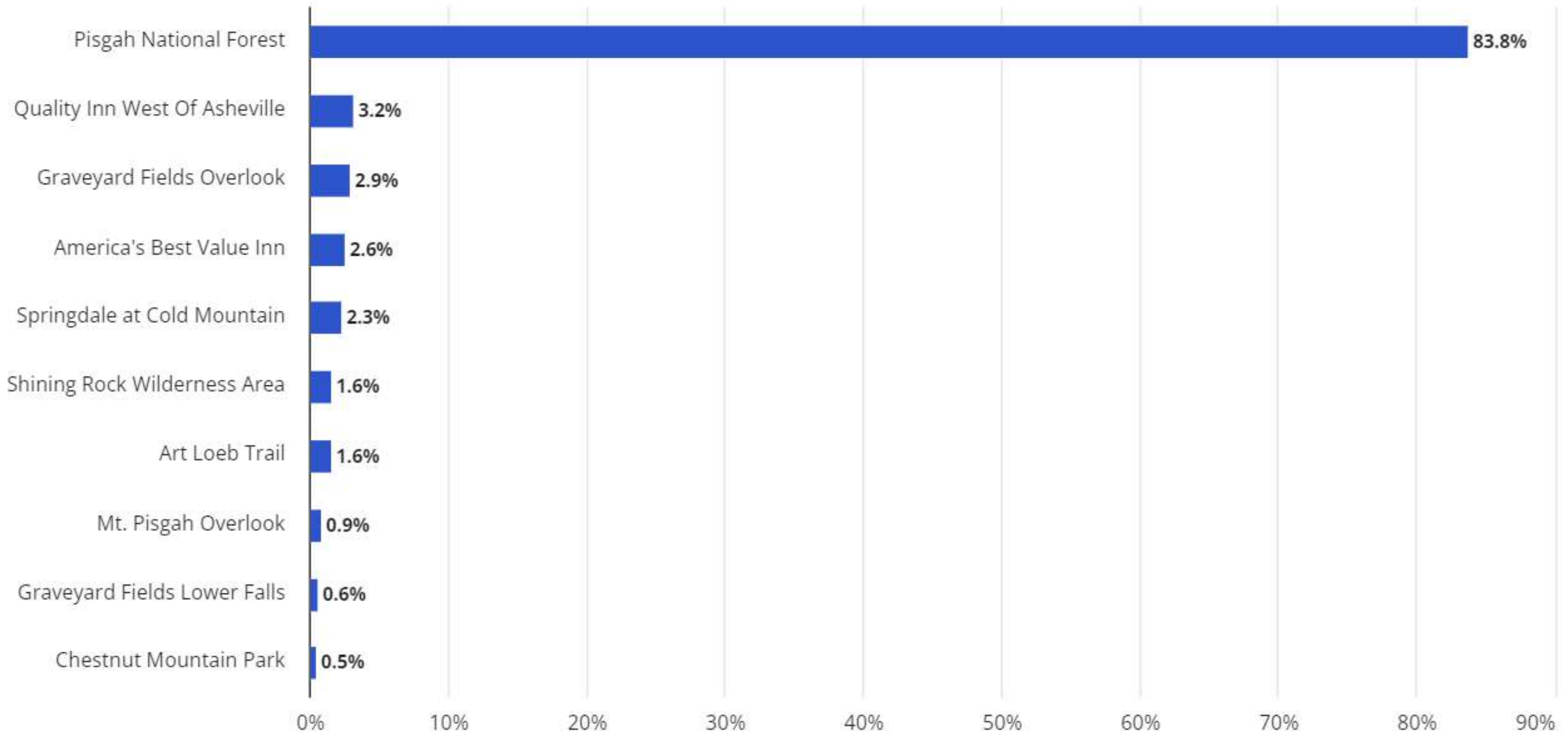
Maggie Valley – Soco Road



ZARTICO Source: Zartico | Timeframe: 03.01 to 05.31.2023 | Device Count: 18,229 | Cardholder Count: 9,478

Top 10 Primary Places of Impact

Greater Canton



ZARTICO Source: Zartico | Timeframe: 03.01 to 05.31.2023 | Device Count: 18,229 | Cardholder Count: 9,478

2024 NC Smokies Ice Festival Weekend

Maggie Valley • Waynesville • Lake Junaluska • Canton • Clyde

ICE FEST

NC SMOKIES

January 26, 27 & 28, 2024

NCSmokiesIceFest.com

@NCSmokiesIceFest

NC Smokies Ice Fest Weekend Highlights

Ice Sculpture Stroll in Downtown Waynesville
Friday 5-8 PM

Ice Skating at Sorrell's Street Park
Friday 5-8 PM | Saturday 4-8 PM | Sunday 4-8 PM

Penguins on the Pigeon in Canton
Saturday 1-3 PM

Ice Festival at Maggie Valley Festival Grounds
Saturday 4-9 PM

Cataloochee Ski's Torch Run – watch on the webcam!
Saturday 10:30 PM

Frosty 5K at Haywood Community College
Sunday 10:00 AM – 12:00 PM

Lodging, shopping, and dining specials
All weekend!!

Thank you to our Sponsors!

Mast General Store Since 1883

Cataloochee Ski Area

First Citizens Bank

Buffalo Creek Vacations

Underwood, Dills & Associates, P.C. Certified Public Accountants

UD

Frankie's italian trattoria

Where true Italian meets the Great Smokies.

mcgill

Lake Junaluska Conference & Retreat Center

Cabbage Rose

Hill Team Real Estate

Allen Tate Realtors | Beverly-Hanks Realtors

Mast General Store Since 1883

Haywood County N.C. Blue Ridge 1808 Great Smokies

J. Arthur's Restaurant

Maggie Valley North Carolina Est. 1974

USA TODAY

Cardinal Inn

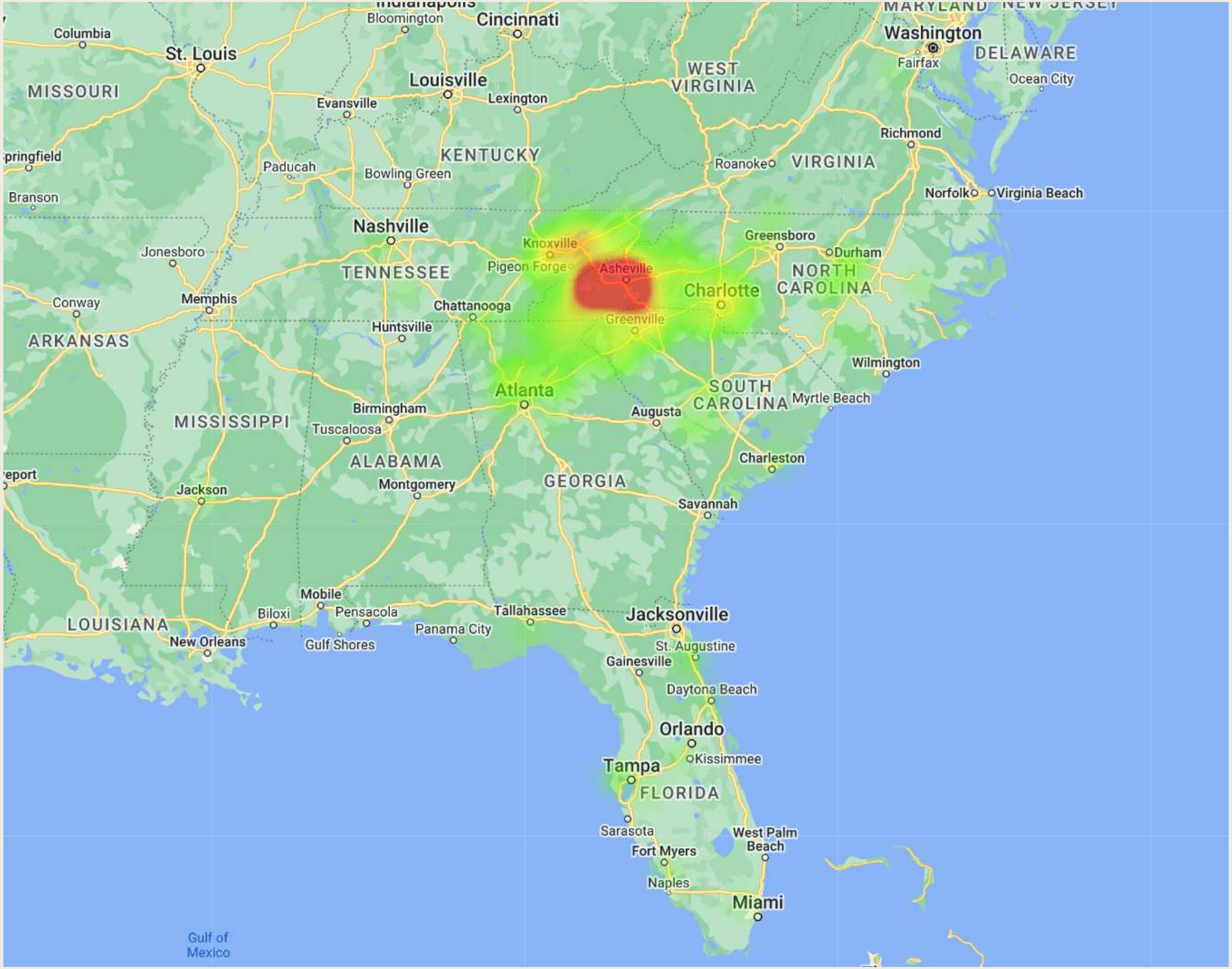
Ward Plumbing · Heating · Air

Route 19 Inn

The Biltmore Beacon

The Mountaineer

Haywood's #1 News Source



Ticket Sales as of 01.22.2024

12 & up	1106
Under 12	440
Total	**1546**

Press Coverage

Greenville News (Upstate Parent)
(UVM: 659,620 | Ad Value: $13,192):
[Things to do across the Upstate and beyond! January 2024]

The NC Smokies Ice Fest is in Haywood County, North Carolina. Mountain towns unite for a festive weekend featuring live ice carving, ice sculpture displays, skating, a frosty-themed 5K, local art, food and more. Events include the Downtown Waynesville Ice Stroll (Jan. 26), the Maggie Valley Ice Festival (Jan. 27), the Scandinavian-themed Winter Arts Show Festival, and Penguins on the Pigeon (a rubber penguin race at Canton Recreation Park on Jan. 27 to benefit a new playground for all abilities). For details, visit NCSmokiesIceFest.com.

Things to do across the Upstate and beyond! *Provided*

Asheville Citizen Times (WNC Parent)
(UVM: 327,352 | Ad Value: $6,547):
[January 2024 Family Events]

Sunday, Jan. 28

The NC Smokies Ice Fest is in Haywood County, North Carolina. Mountain towns unite for a festive weekend featuring live ice carving, ice sculpture displays, skating, a frosty-themed 5K, local art, food and more. Events include the Downtown Waynesville Ice Stroll (Jan. 26), the Maggie Valley Ice Festival (Jan. 27), the Scandinavian-themed Winter Arts Show Festival, and Penguins on the Pigeon (a rubber penguin race at Canton Recreation Park on Jan. 27 to benefit a new playground for all abilities). For details, visit NCSmokiesIceFest.com.

$10 Sunday Fundays are at Kolo Bike Park. Call 828-225-2921for conditions. Use code "SundayFunday" when booking online. Visit ashevilletreetopsadventurepark.com/kolo-bike-park.

North Carolina Ice Fest *Provided By NC Smokies*

"The Adventures of Amazing Grace" with Erika Ferrari Lopez in person at 5 p.m. at Malaprop's

Press Coverage

TimeOut (UVM: 21,102,587 | Ad Value: $422,052):
[The best winter carnivals in the USA]

NC Smokies Ice Fest

15. NC Smokies Ice Fest Weekend | Haywood County, NC

This North Carolina mountain region turns into a winter wonderland with its surrounding towns hosting a weekend of activities. The event schedule includes a Maggie Valley Ice Festival, with onsite ice carvings, food trucks, ice slides, and games such as ice cornhole and hockey. Other highlights include a Scandinavian-themed arts and crafts festival, a rubber penguin race and an evening ice stroll event in Downtown Waynesville, with businesses staying open later.

The NC Smokies Ice Fest Weekend runs Jan. 26-28, 2024.

Only in Your State (UVM: 3,528,868 | Ad Value: $70,577):
The One Annual Winter Festival In North Carolina Every North Carolinian Should Bundle Up For At Least Once

The One Annual Winter Festival In North Carolina Every North Carolinian Should Bundle Up For At Least Once

By Carolyn Harmon | Published January 17, 2024

Make plans to attend the NC Smokies Ice Fest, a fun winter festival in North Carolina. The Haywood-county-wide event will bring fascinating ice-sculpting artists, interactive ice games, hiking, a 5-K run, and towns putting on their best shows to welcome the wintery guests. But that's not all! Try your skills at ice skating, eat some scrumptious food, and find some amazing deals while you shop. Let's take a look at this weekend-long event.

Hopefully during the festival, Maggie Valley will look like this.

Maggie Valley/Facebook

Part of the NC Smokies Ice Fest Weekend includes the Maggie Valley Ice Festival on Jan. 27, where you'll see royalty and live ice-carving demos.

Press Visits

Katie Kane
Our State Magazine

- Staying at The Cardinal Inn, Event Sponsor
- Conducting post-event interviews
- Attending Maggie Valley Ice Festival
- 2025 Our State Coverage

Vanessa Infanzon
Freelancer

- Staying at Lake Junaluska
- Will be here all weekend-long
- Will be attending a lot of the Ice Fest events
- Key Publications: Charlotte Parent, Cardinal & Pine

Advertising

USA Today – Print & Digital
Blue Ridge Outdoors - Print
Smoky Mountain News - Digital
Mountaineer – Print & Digital
The Biltmore Beacon – Print & Digital
Positively Haywood – Print
Meta Ads (Facebook & Instagram)
Google Search & Display Ads
E-Newsletters

2024 Visitor Guides

Big Shoutout to Hayley, Amie, Ashley, Jeff and Wilson!

ELEVATING NC SMOKIES

A Research and Stewardship-Driven
Tourism Brand Strategy and Destination Master Plan

PROJECT TEAM

The Process

November 1, 2023 – August 31, 2024

Tourism Branding and Messaging Process

01 Research & Discovery

- ✓ Immersion Tour, Stakeholder Workshops/Focus Groups
- ✓ One-on-One Stakeholder Interviews
- ✓ Brand Audit & Competitor Analysis
- ✓ Destination Brand Architecture
- ✓ Perception Surveys
- ✓ Visitor Profile Analysis

02 Brand & Messaging Strategy

- ✓ Brand Character & Voice
- ✓ Brand Promise & Value Proposition
- ✓ Target Audience Identification & Brand Drivers
- ✓ Key Messages

03 Brand & Logo Development

- ✓ Taglines/Brand Concepts
- ✓ Logo & Brand Development
- ✓ Brand Testing & Research
- ✓ Brand Activation
- ✓ Brand Standards Manual

04 Destination Brand Strategy

- ✓ Implementation Guide & Best Practices
- ✓ Success Metrics
- ✓ Virtual Final Presentation of Implementation Plan

Master Planning Process

01 Understanding the Destination and Organization

- ✓ Immersion Tour & Stakeholder Workshops
- ✓ One-on-One Stakeholder Interviews
- ✓ Product Assessment
- ✓ Organization Evaluation
- ✓ Other Research and Discovery Inputs from Phase 1 of the Branding Process

02 Destination Stewardship Review

- ✓ Review of stewardship and sustainable practices currently being employed in the destination
- ✓ Interviews with relevant land management organizations and individuals, and other relevant parties

03 State of the Destination and Critical Issues

- ✓ Integration of Findings
- ✓ State of the Destination Summary
- ✓ Critical Issues Identification
- ✓ Consensus Building Around Critical Issues

04 Destination Master Plan Development

- ✓ Vision and Mission Statements
- ✓ Strategies and Tactical Steps to Address Critical Issues
- ✓ KPI Metrics to Evaluate Progress

January Immersion Tour

Master Plan + Destination Branding Stakeholder Workshops

Immersion Tour Overview

59 Stakeholder participants in seven focus groups, with representation from all 5 communities

13 Participants in two-hour outdoor industry workshop session

6 Marketing committee participants in brand workshop

10 1:1 interviews with key stakeholders

VisitNC Smokies

Next TDA Board meeting:
February 28, 2024


Thank you!