



HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

April 24, 2024

Haywood County Tourism Development Authority
Statement of Net Position
March 31, 2024

ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	267,808.78
100002 · 3% Cash in Bank - 1st Citizens	502,641.93
111501 · NCCMT - 9152 3% General Investment	2,207,612.93
111503 · NCCMT - 9863 1% General Investment	742,335.08
Total Checking/Savings	3,720,398.72
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
Total Other Current Assets	200.00
Total Current Assets	3,720,598.72
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	3,758,342.53
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
March 31, 2024

LIABILITIES & NET POSITION	
Liabilities	
Current Liabilities	
231700 · Payroll Liabilities	
Federal Taxes (941/944)	3,273.24
FSA Payable	405.00
NC Income Tax	1,324.00
NC Pension Payable	9,382.66
Total 231700 · Payroll Liabilities	14,384.90
231800 · Sales Tax Payable	390.83
Other Current Liabilities	
233000 · Lease Liability-Current Portion	5,323.00
Total Current Liabilities	20,098.73
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	274,050.73
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	593,140.12
TOTAL NET POSITION	3,649,354.80

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

	March 2024	July 2023- March 2024	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
Occupancy Tax Revenue				
427011 · Net from Haywood County (3%)	138,306.80	1,513,107.31	2,257,125.00	67.04%
427012 · 1% Occ Tax - 28716 (Canton)	5,025.34	36,639.04	60,190.00	60.87%
427013 · 1% Occ Tax - 28721 (Clyde)	3,997.15	32,045.23	37,618.75	85.18%
427014 · 1% Occ Tax - 28745 (LJ)	2,188.10	41,888.61	67,713.75	61.86%
427015 · 1% Occ Tax - 28751 (MV)	21,305.50	220,458.87	346,092.50	63.7%
427016 · 1% Occ Tax - 28785/28786 (WV)	13,586.18	173,489.19	240,760.00	72.06%
427017 · Admin Fee	1,863.75	30,558.82	40,500.00	75.45%
Total Occupancy Tax Revenue	186,272.82	2,048,187.07	3,050,000.00	67.15%
449201 · Merchandise Sales	2,142.21	17,824.27	25,000.00	71.3%
449810 · Visitor Guide Ad Sales	5,330.00	33,235.00	35,000.00	94.96%
450100 · NC Smokies Ice Festival Weekend	0.00	30,450.52	25,000.00	121.8%
450500 · Partnership Contribution	0.00	0.00	29,900.00	0.0%
451890 · Miscellaneous Revenue	0.00	375.00	0.00	100.0%
483491 · Interest Earnings 3%	9,776.14	67,991.11	45,000.00	151.09%
483492 · Interest Earnings 1%	3,287.34	23,968.41	15,000.00	159.79%
483831 · Occupancy Tax Penalties 3%	76.49	5,430.10	1,500.00	362.01%
483832 · Occupancy Tax Penalties 1%	25.49	1,810.04	500.00	362.01%
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	263,575.00	0.0%
499995 · Fund Balance OTPF	0.00	0.00	346,131.00	0.0%
Total Fund Balance Appropriation	0.00	0.00	759,706.00	0.0%
Total Income	206,910.49	2,229,271.52	3,986,606.00	55.92%
Expense				
1 % Expenses				
1% Marketing/Adv/Promo				
549910 · Promotion - 28716 (Canton)	6,000.00	46,848.64	48,126.67	97.34%
549912 · Promotion - 28721 (Clyde)	7,325.00	19,960.64	49,079.17	40.67%
549914 · Promotion - 28745 (LJ)	3,094.98	29,930.01	45,142.50	66.3%
549916 · Promotion - 28751 (MV)	44,014.00	124,185.65	290,728.33	42.72%
549918 · Promotion - 28785/86 (WV)	0.00	40,303.79	168,506.67	23.92%
Total 1% Marketing/Adv/Promo	60,433.98	261,228.73	601,583.34	43.42%

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

	March 2024	July 2023- March 2024	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	400.00	145,364.17	0.28%
549919 · Tourism - 28785/86 (WV)	0.00	4,487.15	84,253.33	5.33%
Total 1% Tourism Related	0.00	13,578.15	300,791.66	4.51%
Total 1% Expenses	60,433.98	274,806.88	902,375.00	30.45%
Wages and Benefits				
512101 · Salaries Admin-Promo	19,476.25	120,377.40	415,000.00	29.01%
512201 · Salaries Marketing- Promo	21,382.46	138,792.85	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	3,115.36	19,795.54	33,000.00	59.99%
518301 · Health Insurance	6,396.90	32,231.31	42,000.00	76.74%
512110 · NC State Retirement	4,799.98	30,993.59	45,000.00	68.88%
Total Wages and Benefits	55,170.95	343,903.69	537,000.00	64.04%
Administration & Operations				
500000 · Admin Fee	1,863.75	30,558.82	40,500.00	75.45%
549902 · Bank Fees 3%	279.26	1,682.32	3,500.00	48.07%
549904 · Bank Fees 1%	30.00	442.20	0.00	100.0%
517001 · Board Member Meetings/Events	0.00	49.51	3,000.00	1.65%
543201 · Equipment Lease	520.17	5,446.45	9,000.00	60.52%
543202 · Hospitality, Gifts & Meals	306.48	989.47	2,000.00	49.47%
545101 · Insurance-Liability	0.00	7,461.00	10,000.00	74.61%
526001 · Office/Visitor Center Supplies	309.31	2,167.78	4,000.00	54.2%
529901 · NonExpendable Office Supplies	0.00	2,021.34	2,000.00	101.07%
532201 · Postage-Office	0.00	82.53	1,000.00	8.25%
519201 · Prof Svcs-Accounting & Audit	688.52	14,710.98	16,000.00	91.94%
519202 · Professional Services- Legal	0.00	450.00	2,500.00	18.0%
519300 · Professional Svcs-Managed IT	0.00	10,610.00	11,500.00	92.26%
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	0.00	14,205.63	20,000.00	71.03%
541301 · Rent	4,200.00	42,000.00	50,500.00	83.17%
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%

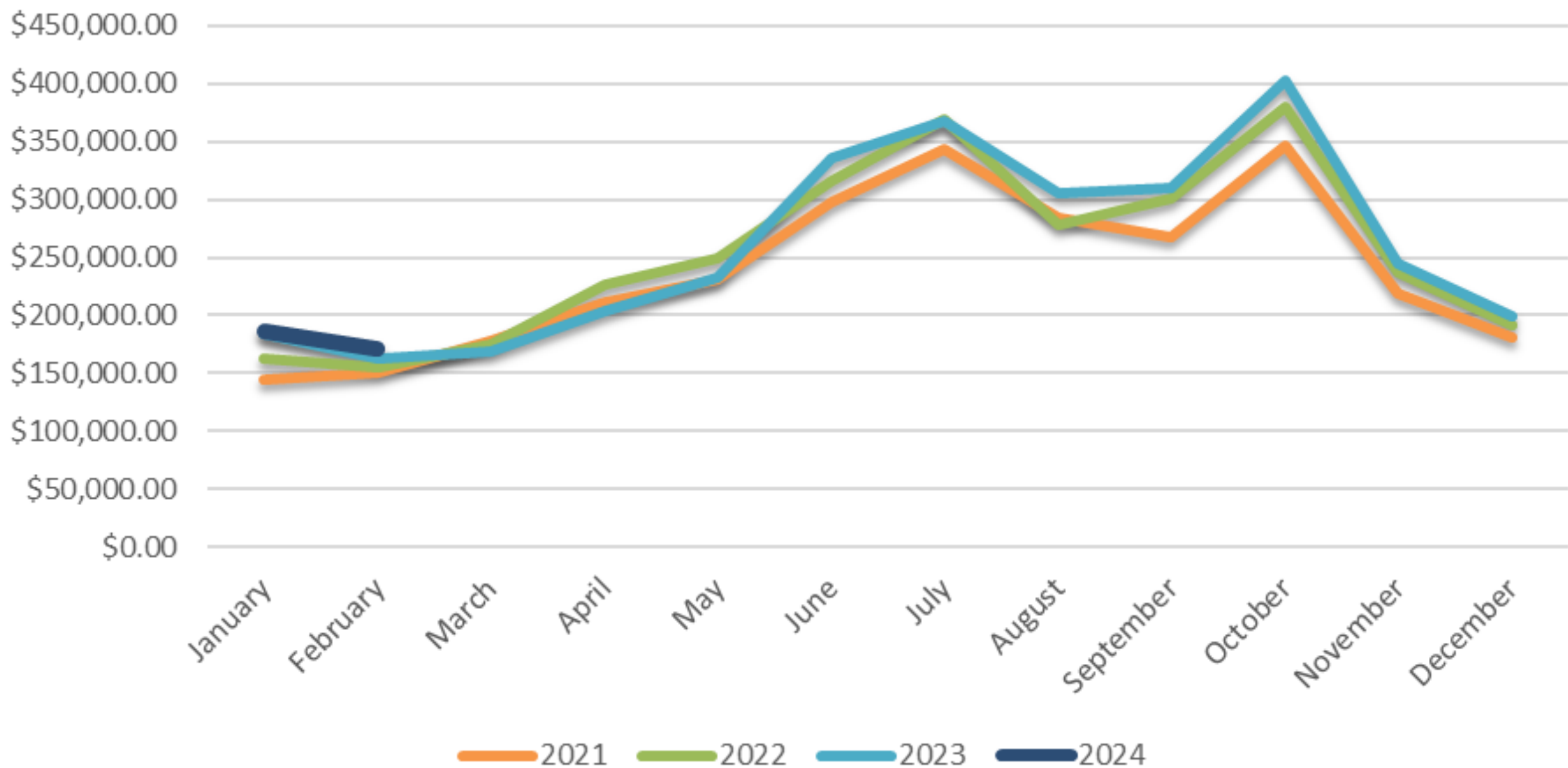
Haywood County Tourism Development Authority **Changes in Net Position Budget vs Actual**

	March 2024	July 2023- March 2024	YTD Budget	% of Budget
537401 · Staff Development and Education	200.00	12,961.59	18,000.00	72.01%
531202 · Travel Expense	88.87	1,599.82	4,500.00	35.55%
532101 · Telephone, Comm, and Internet	432.27	3,364.58	8,500.00	39.58%
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	8,918.63	154,830.04	214,600.00	72.15%
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	53,365.91	465,935.86	925,000.00	50.37%
537750 · Web Technology	0.00	10,260.00	15,000.00	68.4%
537775 · Media Relations & Influencers	0.00	2,236.30	15,000.00	14.91%
537301 · Visitor Guides	0.00	41,581.41	40,000.00	103.95%
534901 · Collateral and Other Printing	0.00	5,765.92	9,000.00	64.07%
535000 · Postage & Fulfillment	3,208.80	10,398.42	18,000.00	57.77%
549101 · Dues & Subscriptions	1,060.00	10,809.00	27,000.00	40.03%
537803 · Trade Shows and Travel	0.00	3,373.22	10,000.00	33.73%
537900 · Research	31,895.21	166,703.19	359,000.00	46.44%
537925 · Community Relations	75.00	1,313.25	4,000.00	32.83%
538100 · NC Smokies Ice Festival	0.00	18,486.75	25,000.00	73.95%
568101 · 3% Grant Promo	0.00	3,917.38	30,000.00	13.06%
Total Marketing & Sales	89,604.92	740,780.70	1,477,000.00	50.15%
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	0.00	100,000.00	346,131.00	28.89%
Total Product Development	0.00	100,000.00	821,131.00	12.18%
Total Expense	214,128.48	1,636,131.40	3,986,606.00	41.04%
Change in Net Position	(7,217.99)	593,140.12	0.00	0.0%

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

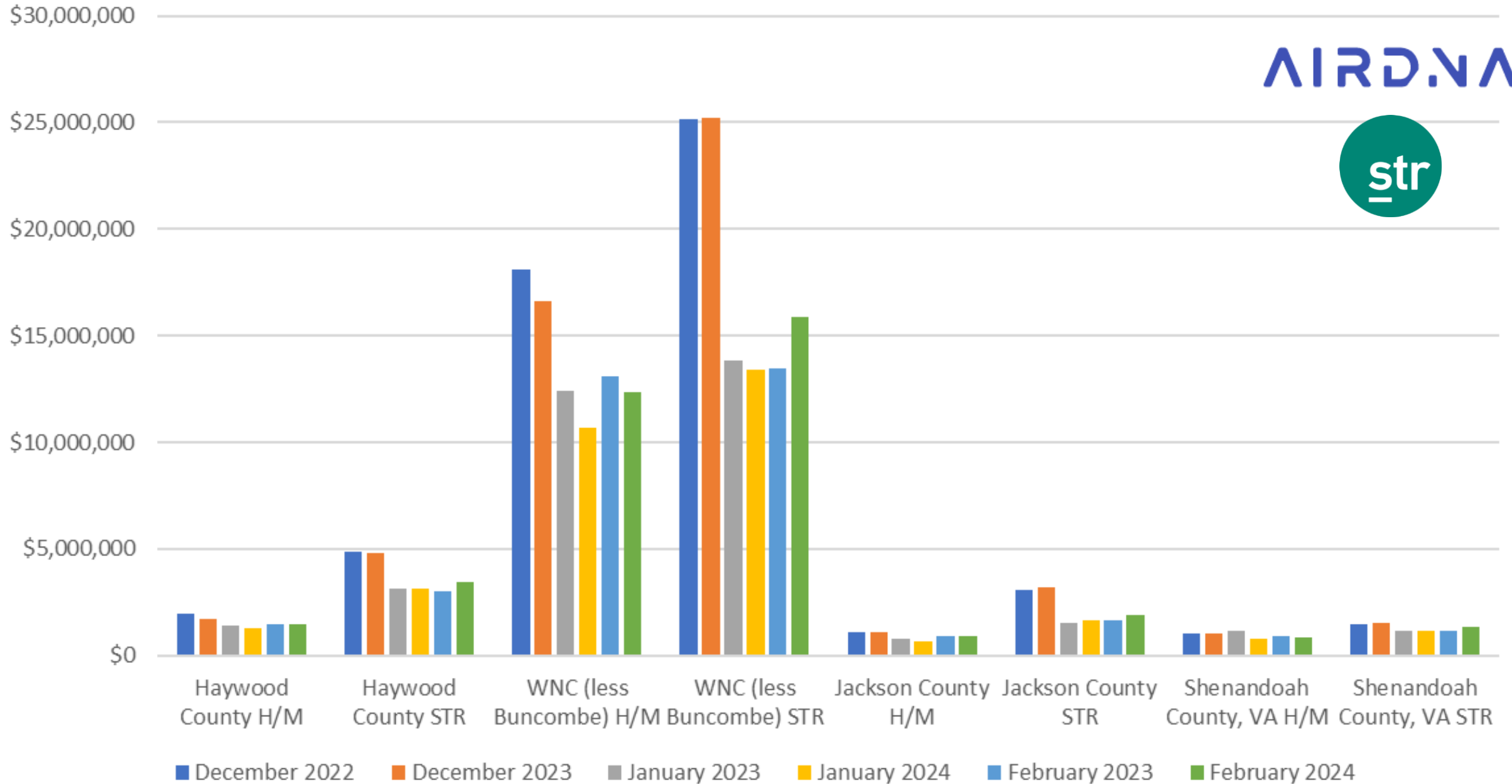
				\$ Change from Previous Year	% of Change from Previous Year						
	2021-2022	2022-2023	2023-2024								
July	\$344,159.31	\$369,695.58	\$367,752.94	(\$1,942.64)	-0.53%	January	\$163,272.54	\$184,467.69	\$186,374.80	\$1,907.11	1.03%
Canton	\$27,783.82	\$26,879.79	\$19,497.12	(\$7,382.67)	-27.47%	Canton	\$13,686.65	\$15,055.47	\$20,320.83	\$5,265.36	34.97%
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$7,203.05	58.07%	Clyde	\$9,586.12	\$17,470.28	\$16,150.10	(\$1,320.18)	-7.56%
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$1,171.18	2.96%	Lake Junaluska	\$10,218.76	\$13,371.82	\$8,856.70	(\$4,515.12)	-33.77%
Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	(\$6,851.24)	-3.86%	Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$1,914.87	2.27%
Waynesville	\$109,642.56	\$113,516.60	\$117,433.64	\$3,917.04	3.45%	Waynesville	\$46,989.02	\$54,339.53	\$54,901.71	\$562.18	1.03%
August	\$283,878.91	\$278,678.56	\$305,809.64	\$27,131.08	9.74%	February	\$154,643.38	\$162,325.68	\$171,592.82	\$9,267.14	5.71%
Canton	\$20,917.76	\$21,871.08	\$28,032.84	\$6,161.76	28.17%	Canton	\$13,652.64	\$13,852.03	\$17,963.11	\$4,111.08	29.68%
Clyde	\$12,035.89	\$12,041.72	\$17,010.14	\$4,968.42	41.26%	Clyde	\$8,774.38	\$15,802.06	\$13,965.94	(\$1,836.12)	-11.62%
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$2,665.19	11.26%	Lake Junaluska	\$8,861.32	\$13,240.97	\$11,140.80	(\$2,100.17)	-15.86%
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	(\$466.13)	-0.37%	Maggie Valley	\$76,712.63	\$71,592.00	\$78,844.03	\$7,252.03	10.13%
Waynesville	\$93,395.57	\$94,163.82	\$107,965.66	\$13,801.84	14.66%	Waynesville	\$46,642.41	\$47,838.62	\$49,678.94	\$1,840.32	3.85%
September	\$268,037.41	\$300,578.84	\$309,562.65	\$8,983.81	2.99%	March	\$174,740.40	\$168,067.49			
Canton	\$19,817.98	\$24,268.90	\$20,707.64	(\$3,561.26)	-14.67%	Canton	\$18,081.04	\$19,106.54			
Clyde	\$11,635.76	\$19,558.11	\$16,975.34	(\$2,582.77)	-13.21%	Clyde	\$10,966.10	\$15,154.29			
Lake Junaluska	\$26,089.09	\$29,171.45	\$28,818.89	(\$352.56)	-1.21%	Lake Junaluska	\$11,793.56	\$11,528.51			
Maggie Valley	\$124,968.30	\$130,740.68	\$135,273.39	\$4,532.71	3.47%	Maggie Valley	\$78,416.17	\$69,112.76			
Waynesville	\$85,526.28	\$96,839.70	\$107,787.39	\$10,947.69	11.30%	Waynesville	\$55,483.53	\$53,165.39			
October	\$346,441.48	\$379,422.94	\$403,324.69	\$23,901.75	6.30%	April	\$226,468.81	\$203,478.94			
Canton	\$24,622.91	\$28,986.01	\$27,962.64	(\$1,023.37)	-3.53%	Canton	\$18,361.49	\$17,209.27			
Clyde	\$12,496.88	\$18,567.11	\$24,050.80	\$5,483.69	29.53%	Clyde	\$11,285.55	\$12,449.39			
Lake Junaluska	\$29,836.71	\$34,681.85	\$37,520.80	\$2,838.95	8.19%	Lake Junaluska	\$18,392.91	\$18,268.39			
Maggie Valley	\$170,620.65	\$176,221.04	\$181,249.41	\$5,028.37	2.85%	Maggie Valley	\$102,682.92	\$85,237.87			
Waynesville	\$108,864.43	\$120,966.93	\$132,541.04	\$11,574.11	9.57%	Waynesville	\$75,745.94	\$70,314.02			
November	\$218,280.74	\$236,691.92	\$244,378.03	\$7,686.11	3.25%	May	\$249,286.59	\$233,113.46			
Canton	\$17,342.89	\$19,998.00	\$15,700.17	(\$4,297.83)	-21.49%	Canton	\$21,523.58	\$19,061.44			
Clyde	\$11,372.31	\$13,324.83	\$19,335.14	\$6,010.31	45.11%	Clyde	\$10,764.71	\$13,387.14			
Lake Junaluska	\$13,023.77	\$15,061.93	\$16,548.77	\$1,486.84	9.87%	Lake Junaluska	\$20,841.59	\$19,947.89			
Maggie Valley	\$107,137.19	\$104,245.28	\$101,699.89	(\$2,545.39)	-2.44%	Maggie Valley	\$109,621.91	\$97,101.82			
Waynesville	\$69,404.58	\$84,061.88	\$91,094.06	\$7,032.18	8.37%	Waynesville	\$86,535.16	\$83,615.17			
December	\$180,840.48	\$191,659.98	\$199,043.88	\$7,383.90	3.85%	June	\$316,629.69	\$335,302.73			
Canton	\$14,127.69	\$14,733.48	\$16,917.24	\$2,183.76	14.82%	Canton	\$25,424.90	\$24,373.06			
Clyde	\$8,399.77	\$11,658.41	\$16,880.86	\$5,222.45	44.80%	Clyde	\$9,930.42	\$17,348.05			
Lake Junaluska	\$10,636.42	\$13,268.85	\$11,442.78	(\$1,826.07)	-13.76%	Lake Junaluska	\$35,750.52	\$39,982.68			
Maggie Valley	\$94,869.09	\$91,738.20	\$96,321.10	\$4,582.90	5.00%	Maggie Valley	\$151,590.73	\$147,697.81			
Waynesville	\$52,807.51	\$60,261.04	\$57,481.90	(\$2,779.14)	-4.61%	Waynesville	\$93,933.12	\$105,901.13			
							\$2,926,679.74	\$3,043,483.81	\$2,187,839.45	\$84,318.26	4.01%

YOY Monthly Occupancy Tax Comparison



Gross Lodging Revenue

AIRDNA



Haywood County
Short Term Rental Demand (Actual Units Booked)

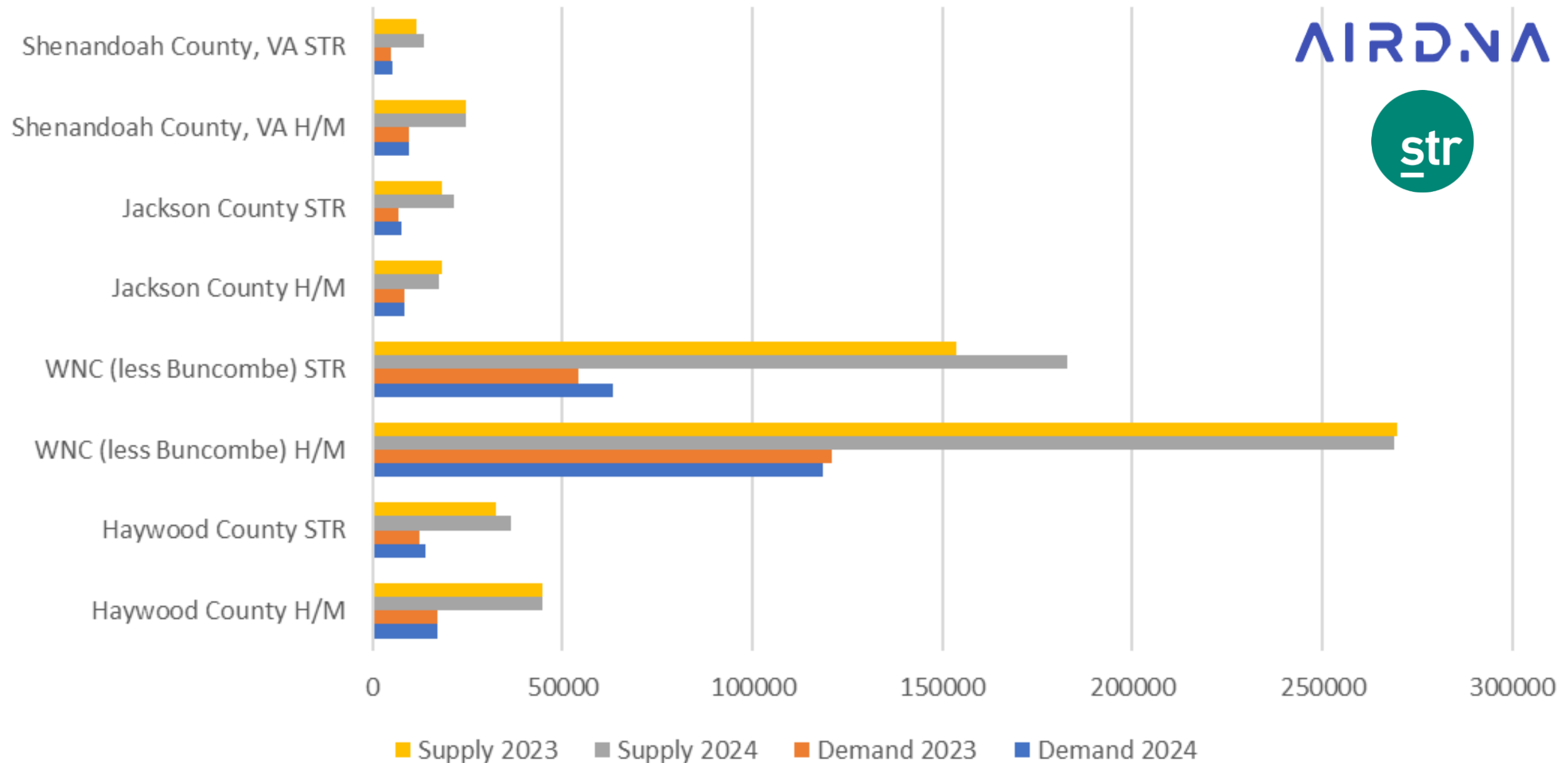
	2022	2023	Percent Change from previous year
August - HC	23006	24439	6.2%
Canton	2177	2364	8.6%
Clyde	1346	1563	16.1%
Lake Junaluska	1788	1994	11.5%
Maggie Valley	9580	9746	1.7%
Waynesville	8115	8772	8.1%
September - HC	23357	24925	6.7%
Canton	2012	2327	15.7%
Clyde	1503	1830	21.8%
Lake Junaluska	1464	1602	9.4%
Maggie Valley	9821	10374	5.6%
Waynesville	8557	8792	2.7%
October - HC	32791	34377	4.8%
Canton	2664	3201	20.2%
Clyde	2201	2499	13.5%
Lake Junaluska	2280	2295	0.7%
Maggie Valley	13583	13763	1.3%
Waynesville	12063	12619	4.6%
November - HC	19881	20057	0.9%
Canton	1807	2100	16.2%
Clyde	1549	1870	20.7%
Lake Junaluska	1460	1208	-17.3%
Maggie Valley	7584	7440	-1.9%
Waynesville	7841	7439	-0.6%
December - HC	19431	19559	0.7%
Canton	1662	2023	21.7%
Clyde	1607	1668	3.8%
Lake Junaluska	1268	1144	-9.8%
Maggie Valley	7743	7626	-1.5%
Waynesville	7151	7098	-0.7%

	2023	2024	
January - HC	12575	12617	0.3%
Canton	1034	1192	15.3%
Clyde	1034	982	-5.0%
Lake Junaluska	729	491	-32.6%
Maggie Valley	5344	5524	3.4%
Waynesville	4434	4428	-0.1%
February - HC	12488	13770	10.3%
Canton	933	1334	43.0%
Clyde	957	996	4.1%
Lake Junaluska	615	621	1.0%
Maggie Valley	5582	6239	11.8%
Waynesville	4401	4580	4.1%

AIRDNA

Lodging Supply + Demand February YOY

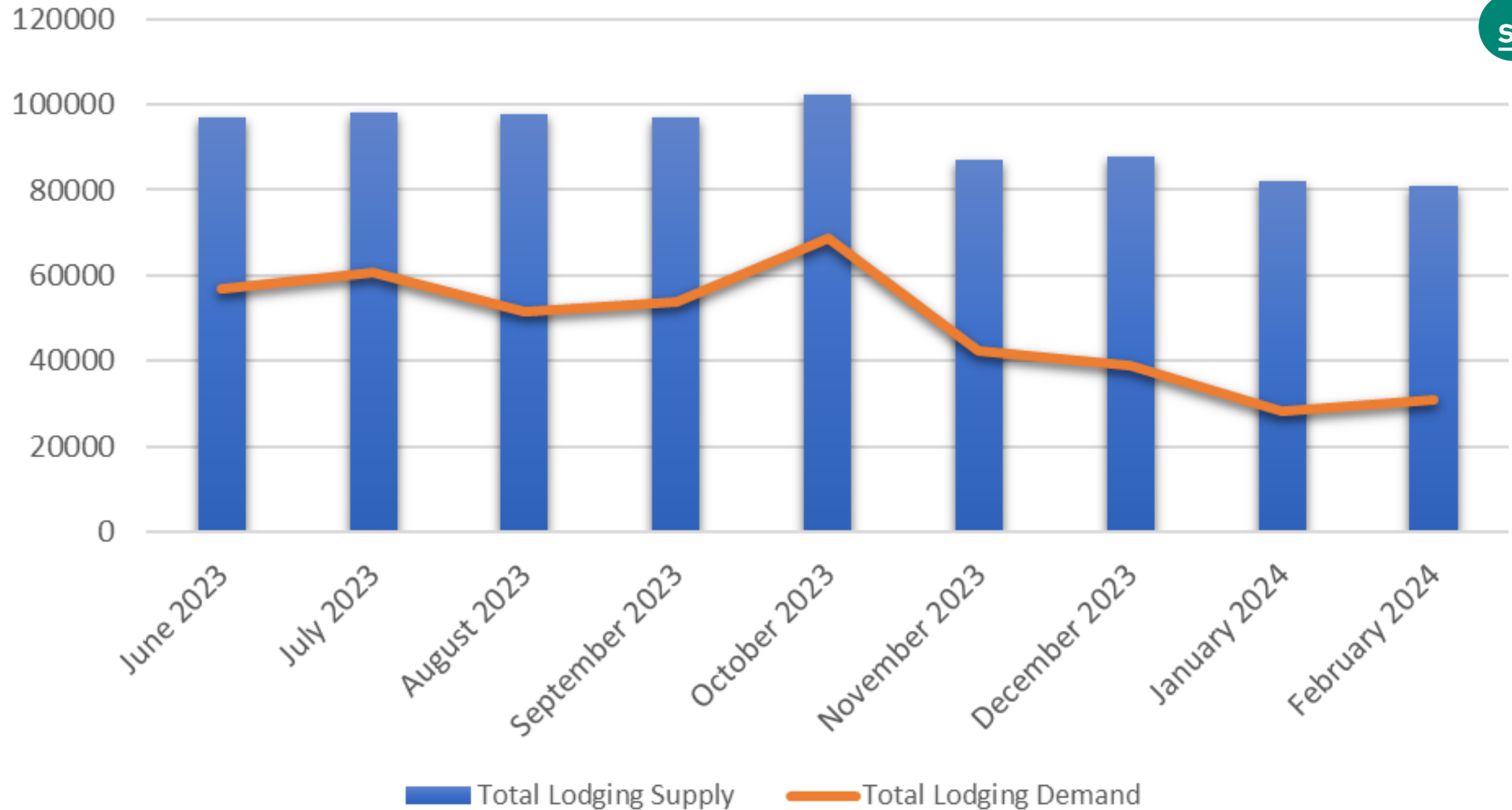
AIRDNA



Haywood County Lodging Supply vs Demand

AIRDNA

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VISIT NC  MT SMOKIES

Old Business



New Business



\$100,000 Public Relations Budget includes:

- Agency Fees
- Admin Fees
- Immersion Trip

Optional Addition: Photography FAM - \$15,000

Develop a small group FAM specifically featuring photographers and photojournalists with large audiences and editorial outlet relationships to showcase the beauty and culture of the region.

Request a motion approving this scope of work, extending our Public Relations Contract through next fiscal year, noting that the funding is included in the budget, and authorizing the Executive Director to sign.

PR Scope of Work
Fiscal Year 2024 - 2025



Staff Reports



ELEVATING NC SMOKIES

Update April 24, 2024



One More Survey!

➤ Please take! Deadline 04.29.2024

<https://www.surveymonkey.com/r/9P9HC2B>



August Draft Plan Presentation

➤ Input on Board options

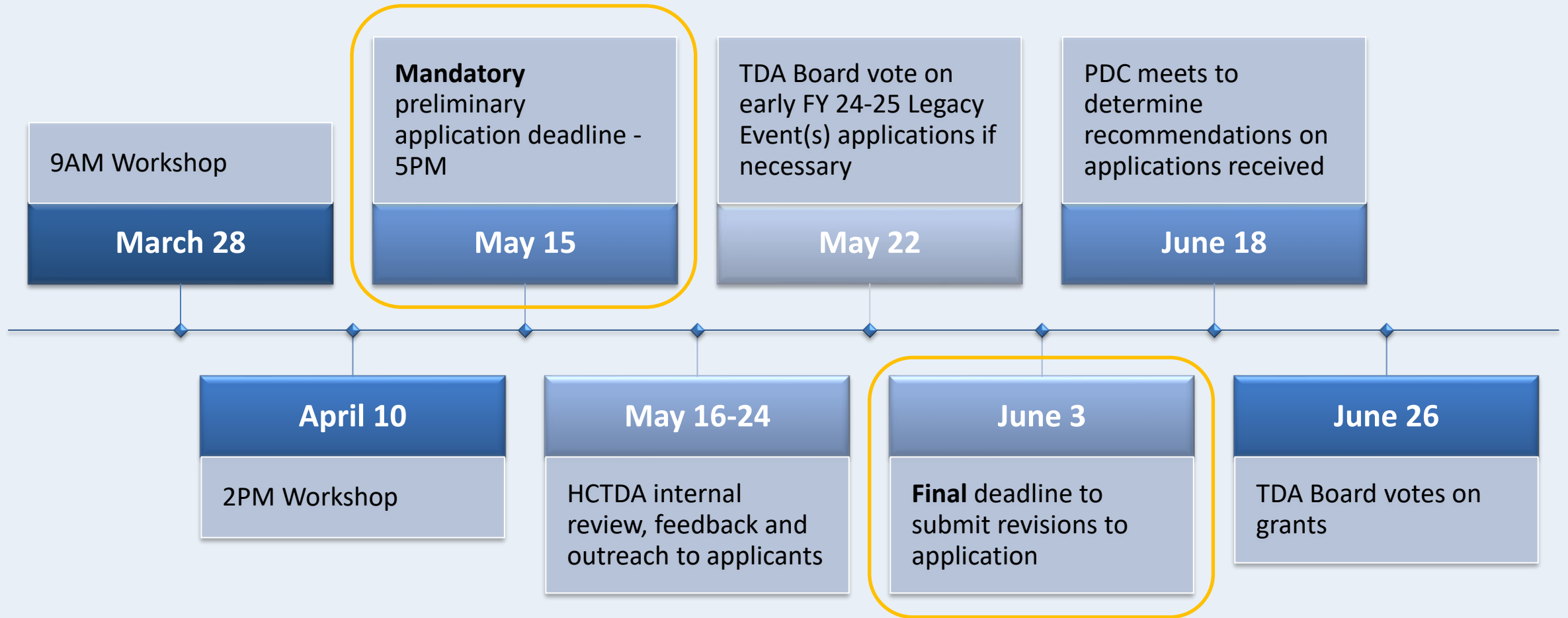
- During Steering Committee Session | 08.06, 8:30am
- Attend Community Presentation | 08.06, 4:30pm
- Host a BOD-specific session | 08.07, TBD

Destination Advertising Services RFP & Timeline

05.01.24	RFP published
05.22.24	Questions due
05.31.24	Responses to questions published
06.20.24	Proposals due
07.09	Marketing committee meets to discuss proposals, select finalists
08.08	Finalist Interviews (times TBD); determine best agency(s)
Week of 08.12	Contract negotiations and pricing finalized
08.28.24	Recommendation on agency(s) to hire made to full BOD
09.01.24	Contract begins



Grant Timeline & Workshops



<https://haywoodtda.com/grants/>

Amie's Tourism Panel Debut!

- Our Social Media & Content Manager, Amie Newsome, was invited by Intentful AI, along with 2 other destinations to share our AI Adoption Journey with tourism professionals around the globe.

eTourism  Summit



AI for DMOs

eTourism  Summit

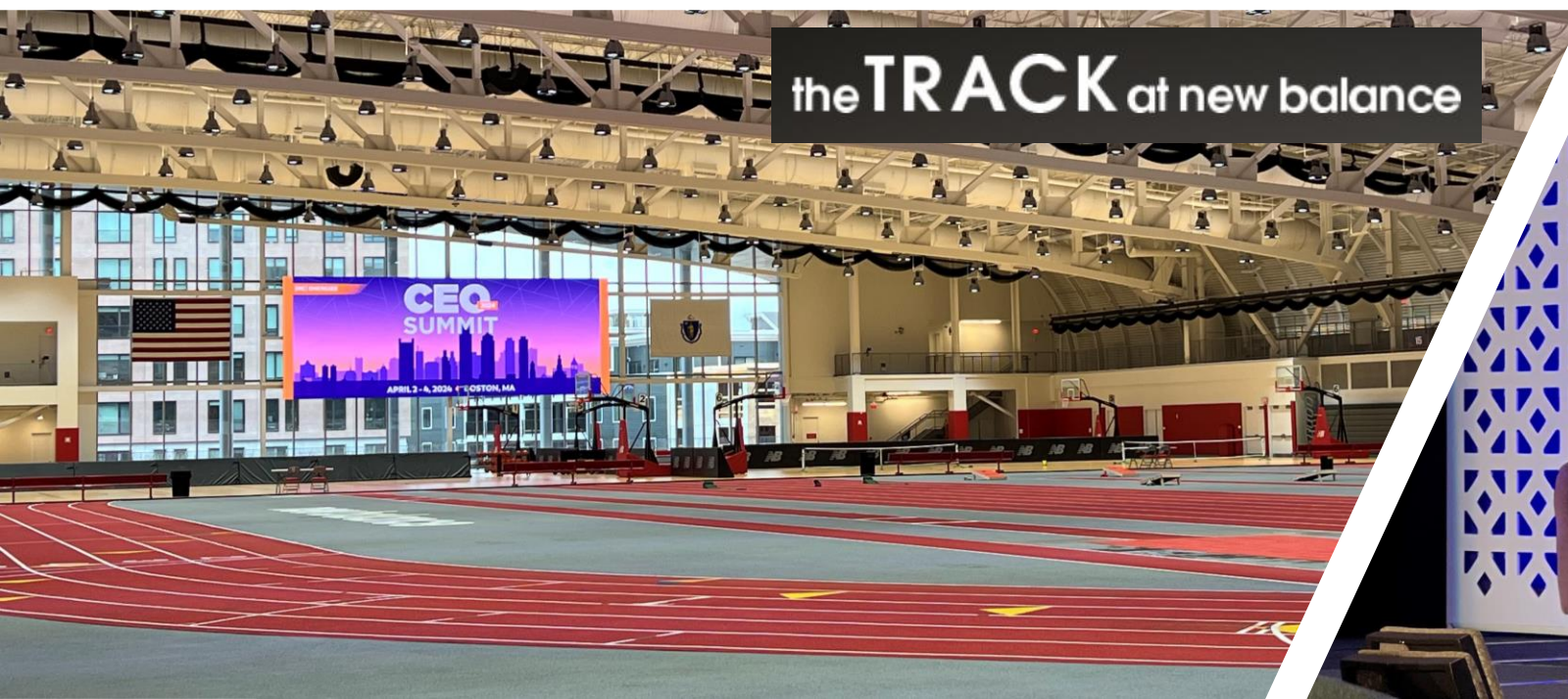


sm  Summit

April 2-4, 2024 | Las Vegas

eTourism  Summit





theTRACK at new balance



Recent Journalist Visits 4/3-4/8

Big shoutout to all our amazing partners who hosted these journalists at their restaurants, attractions, and accommodations!



Stinson Carter & Family

Sample publications: The Wall Street Journal, Vanity Fair, Esquire, Wired, Men's Journal, Gear Patrol, Fatherly, Huffpost, and other national and international publications.



Travel South International Journalists Group and Visit North Carolina PR

Countries
represented:
Germany, France,
Netherlands and
Canada

10 Best Mountain Towns to Visit in North Carolina, According to Local Experts

04
of 10 | Waynesville



According to Reinhold, Waynesville is the “crown jewel of mountain towns,” thanks, in part, to the destination’s prime location by [Great Smoky Mountains National Park](#). To get your heart racing, he recommends “an unforgettable adventure” (think forest bathing or overnight backpacking) with [The Appalachian Adventure Company](#). If you prefer to stay closer to town, browse the art galleries and antique stores along Main Street, and follow that up with a beer at [Boojum Brewing Company](#) or a coffee from [Smoky Mountain Coffee Roasters](#). Come nightfall, there’s nowhere more luxurious to get some shuteye than [The Swag](#), one of the [best all-inclusive resorts in the South](#).

[Home](#) / [Life](#) / [Travel](#)

TRAVEL

Fulfill all your ranch life fantasies at this beloved rustic-luxe North Carolina resort

Bordering the Smoky Mountains National Park, historic Cataloochee Ranch and its adorable equines have been luring travellers for decades.



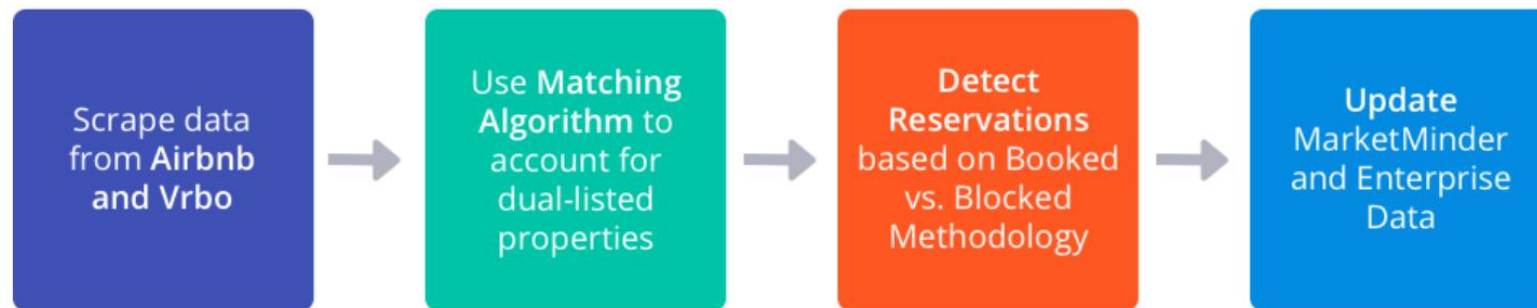
The nearby sights

Beyond the obvious Smokies, there’s another popular, utterly unique tourist attraction in the little town of Maggie Valley: the [Wheels Through Time Motorcycle Museum](#), a 38,000-square-foot showcase of more than 300 rare motorcycles, including bikes from the early 1900s that still can rev up and run, and a one-of-a-kind 1916 machine with a mysterious provenance (ask about the Traub). Though it sounds niche, the artifacts and the history of riding will fascinate even non-bike enthusiasts; groups can call ahead to request a guided walk-through.

Maggie Valley is one of the five mountain towns that make up [Haywood County](#); the largest, Waynesville, is also worth a detour. Stroll along the compact main street, pop into the hipster café [Orchard Coffee](#), or shop local makers like [Axe & Awl Leatherworks](#), a family-run handcrafter of belts, bags and other leather goods, based right here.

AIRDNA

Short-Term Rental Data



120K

Global Markets

10M

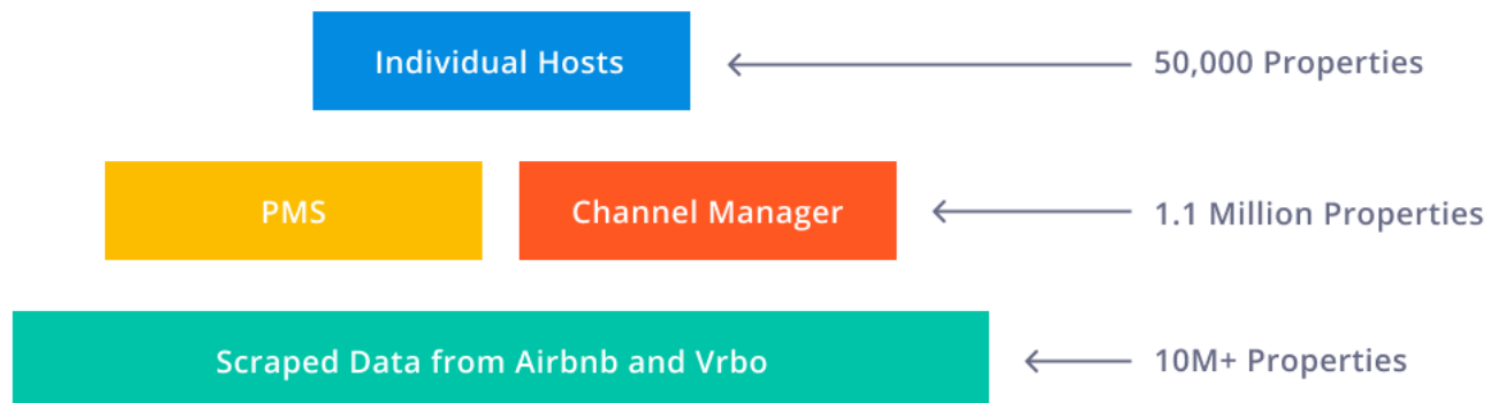
Properties tracked

97%

Data Accuracy

100k

All-time customers



Monthly Trend: March '24

Revenue

\$4.5M

↑ 18.4% vs March '23

Average Daily Rate

\$248

↑ 8.5% vs March '23

RevPAR

\$113

↑ 12.2% vs March '23

Available Listings

1,627

↑ 11.3% vs March '23

Booked Listings

1,494

↑ 14.7% vs March '23

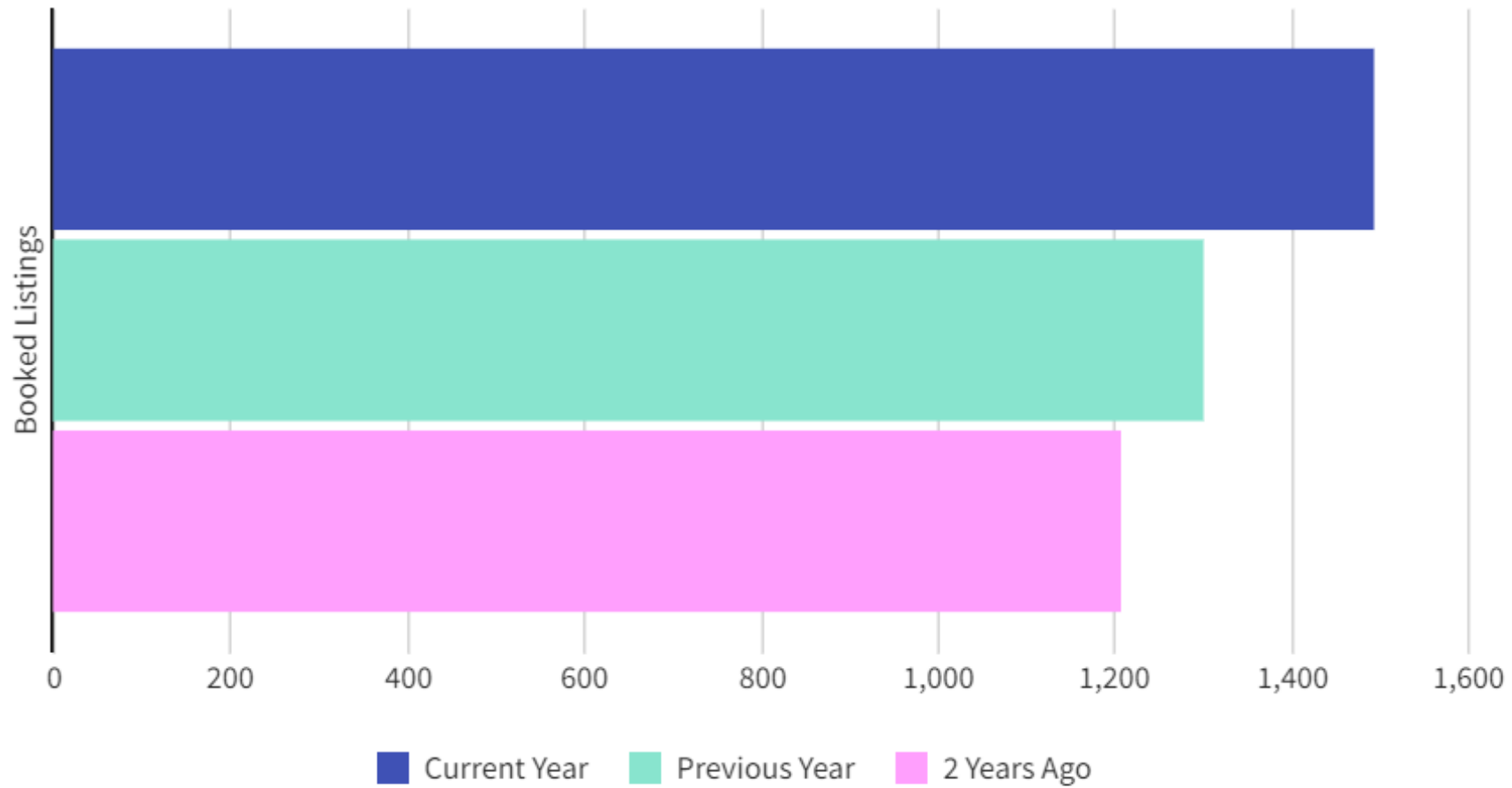
Occupancy Rate

46%

↑ 3.4% vs March '23

Mar 2024 × ▾

How are your vacation rentals trending over time? ⓘ



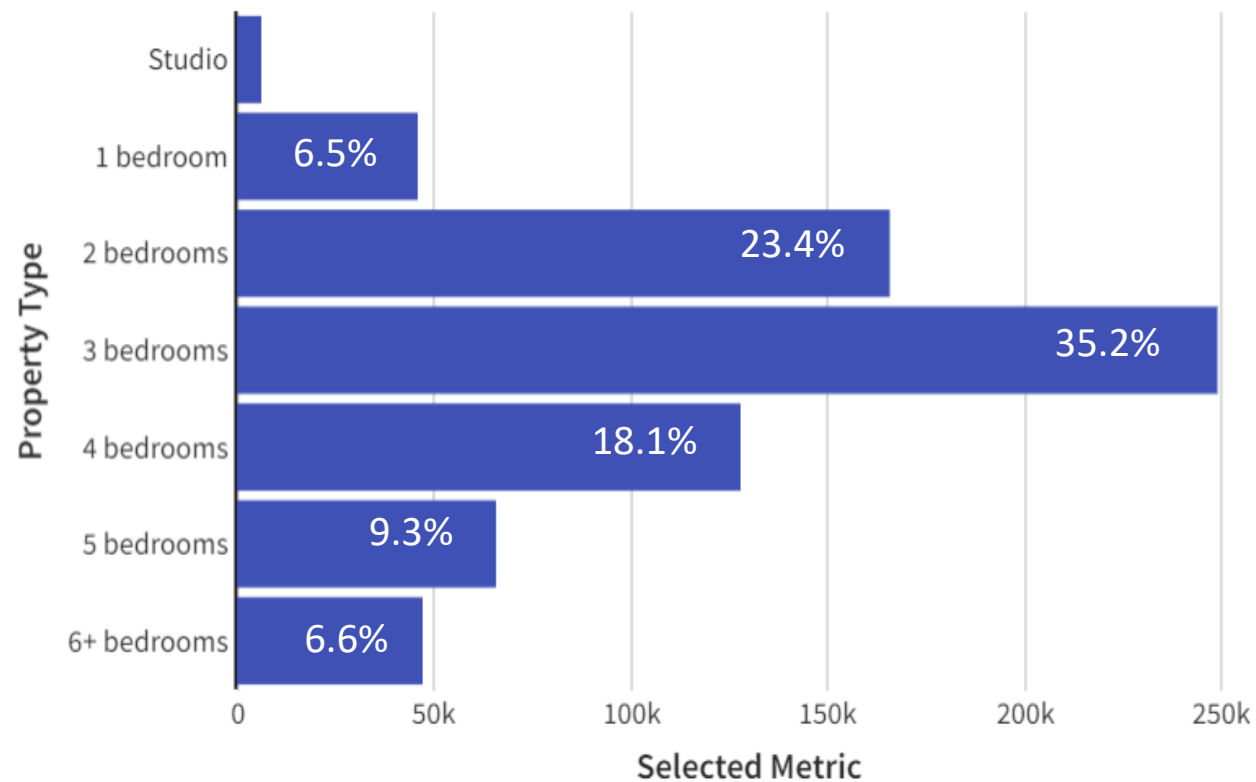
Year

2023

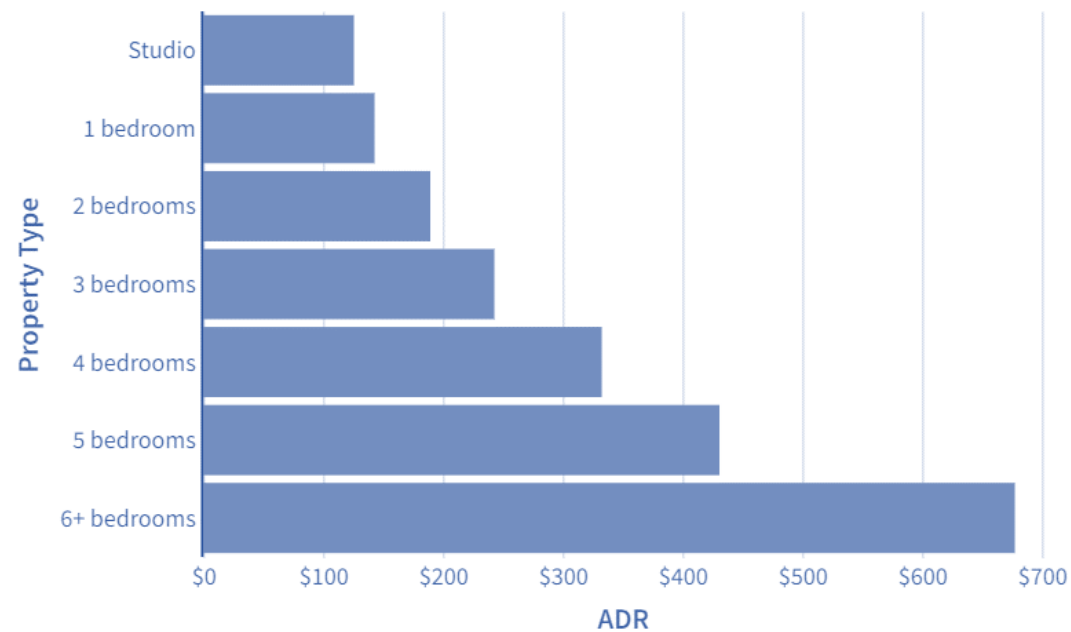
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▼

How many room nights booked are there by bedroom?



What are the nightly rates by bedroom?



Year

2023



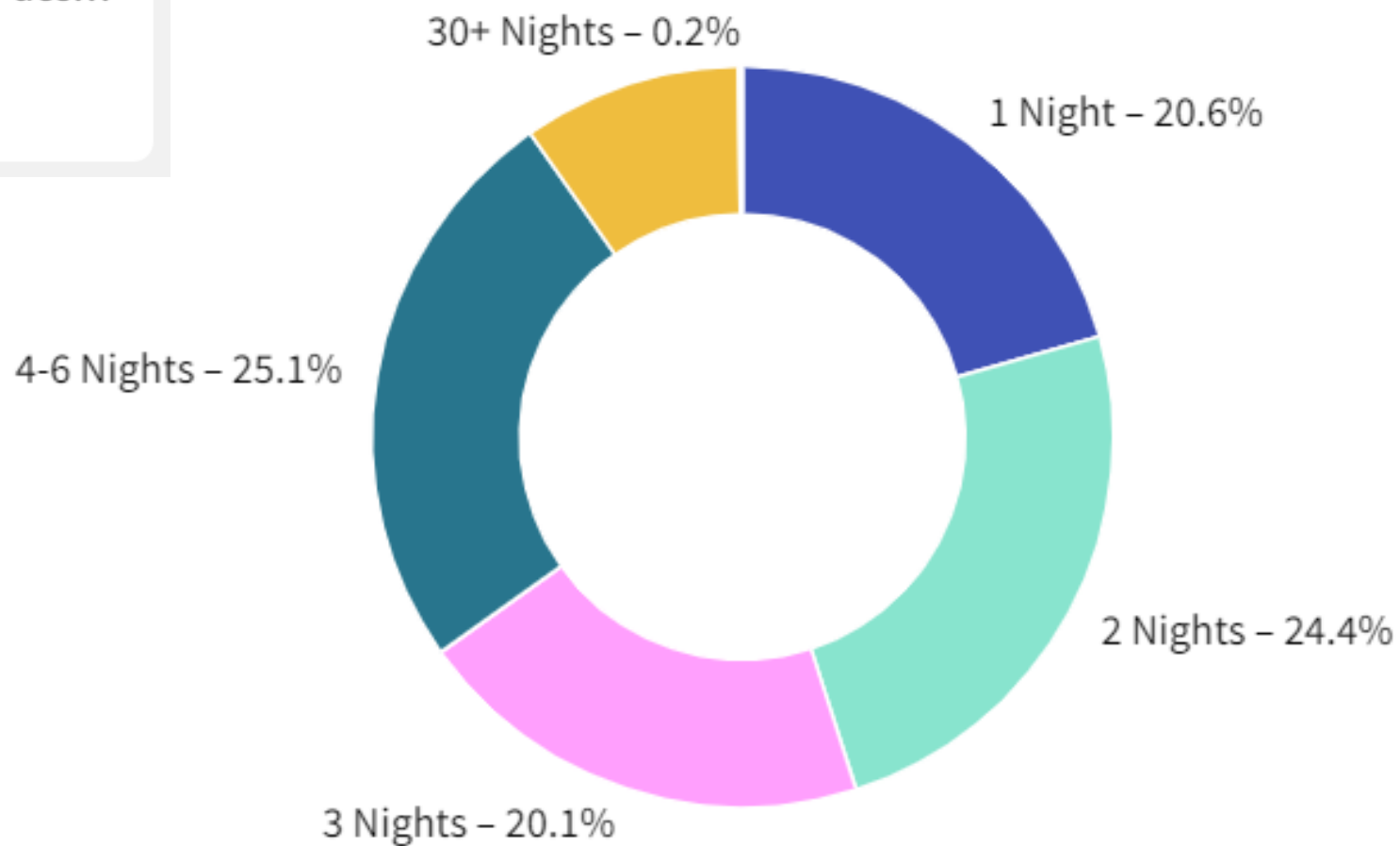
Metric Type

Length of Stay



What is the average length of stay in your des...

3.4



Year

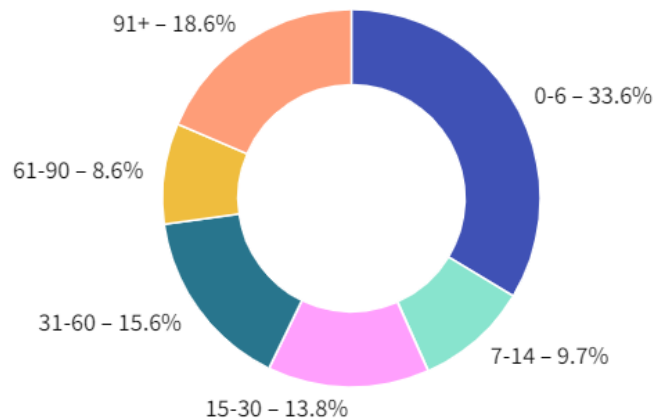
2023

×

▼

What is the average booking lead time in your d...

52.0



APRIL

91+: 13.7%

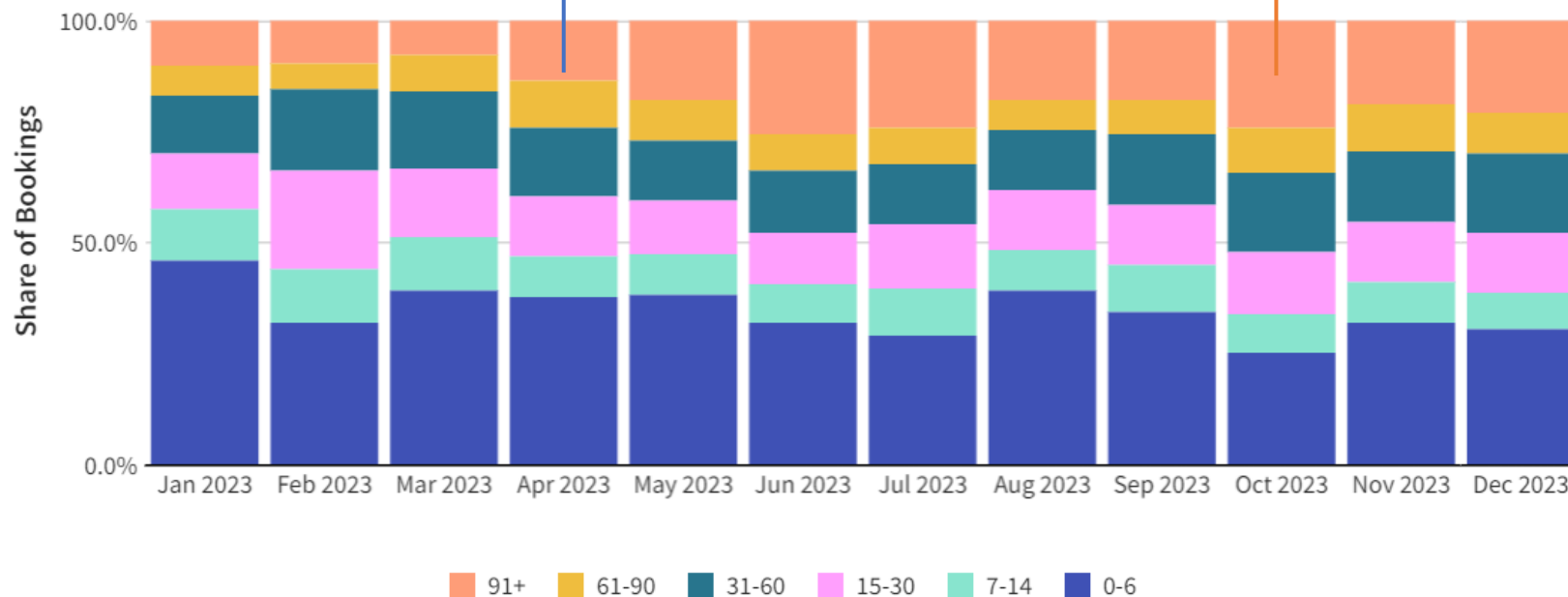
Apr. avg: 43.8 days

OCTOBER

91+: 24.4%

Oct. avg: 68.3 days

How have booking lead times changed over time?



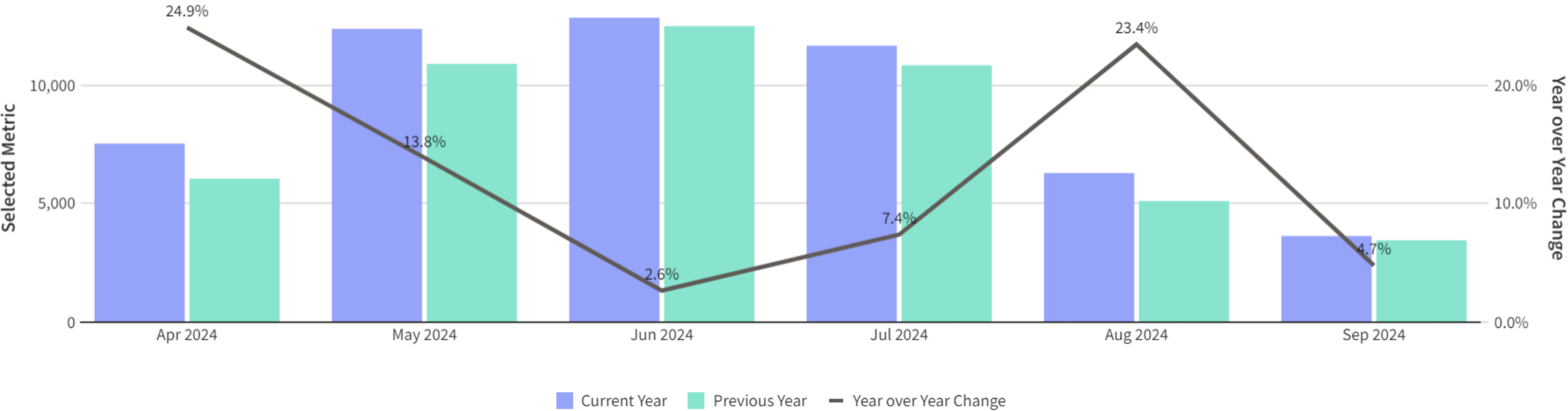
Metric Type

Demand

Market

Haywood County

How is the future pacing compared to the same period last year? ⓘ



Pacing last updated: Apr 01, 2024



Haywood
CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT

ISSUES & EGGS

with guest speaker



Corrina Ruffieux
Executive Director Tourism
Development Authority
May 1st, 2024, 8 a.m. at Lake
Junaluska

Travel & Tourism – Driving Haywood's Economy

With an annual county-wide impact of \$336 million, tourism plays a crucial role in Haywood's economy, shaping its history, fueling its present, and setting the trajectory for the future. Join us on May 1 as HCTDA Director Corrina Ruffieux explores Haywood's travel economy and its influence on our community.



Register Here!



Introducing: Mountain Mornings



Join the Haywood County Tourism Development Authority as we celebrate National Travel & Tourism Week by kicking off the first ever 'Mountain Mornings' meet-up: a space for tourism businesses to network, brainstorm, and shape Haywood County's future together.



When: May 23, 2024 from 8-9AM

Where: Panacea Coffee Company
66 Commerce St. Waynesville, NC

RSVP: amie@visitncsmokies.com



**Next TDA Board meeting:
May 22, 2024**



VISITNC  SMOKIES

Thank you!