

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

October 28, 2026 | Board of Directors Meeting

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WESTERN NC MOUNTAINS

Occupancy Tax & Lodging Data

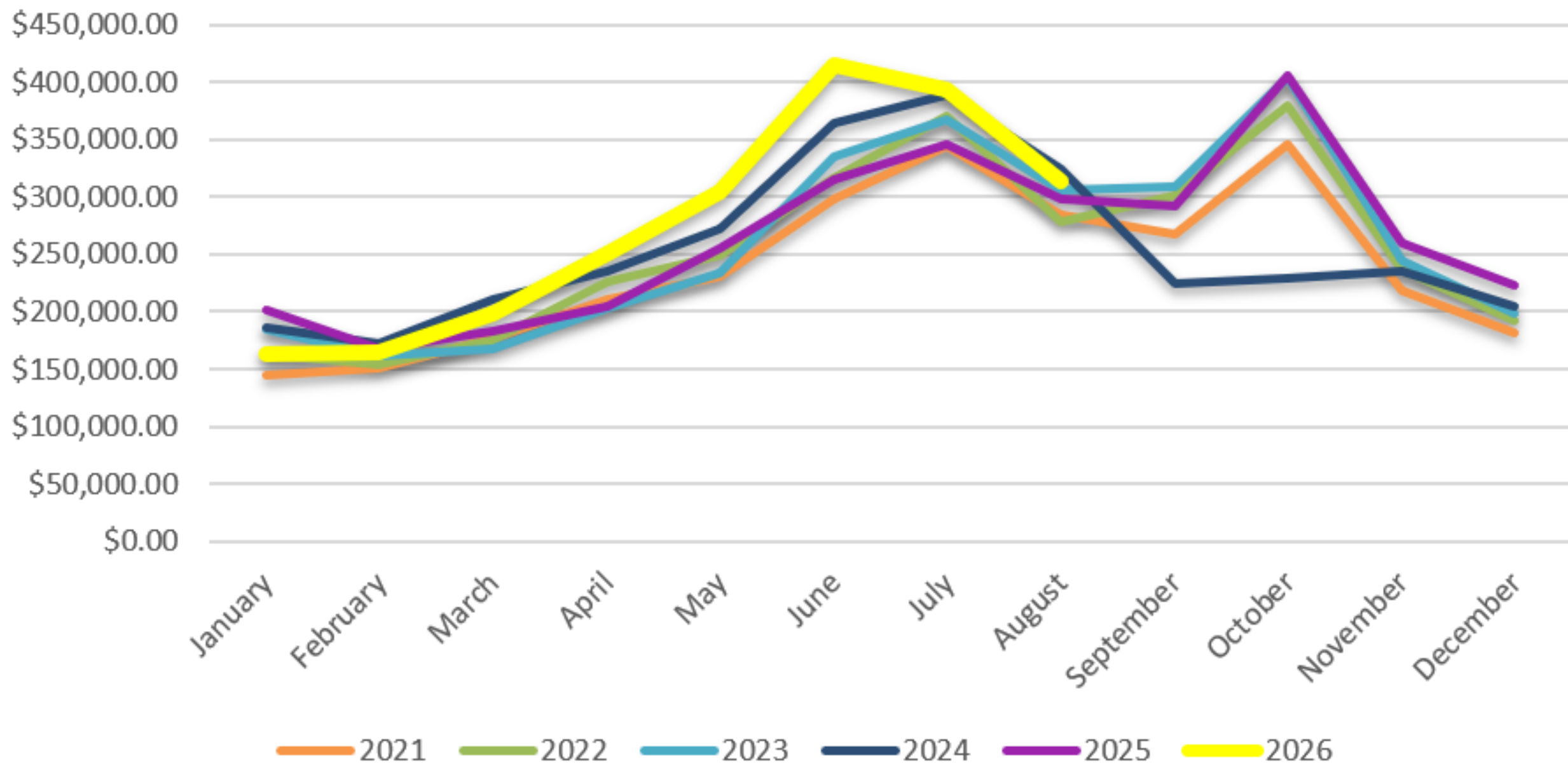


Fiscal Year Monthly Occupancy Tax Comparison (Gross)

						\$ Change from Previous Year	% Change from Previous Year
	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027		
July	\$369,695.58	\$367,752.94	\$388,684.72	\$345,170.63	\$393,513.41	\$48,342.78	14.01%
Canton	\$26,879.79	\$19,497.12	\$25,455.96	\$23,596.53	\$26,100.81	\$2,504.28	10.61%
Clyde	\$12,404.07	\$19,607.12	\$21,166.77	\$23,515.31	\$35,313.69	\$11,798.38	50.17%
Lake Junaluska	\$39,626.65	\$40,797.83	\$43,022.88	\$41,873.31	\$41,736.97	(\$136.34)	-0.33%
Maggie Valley	\$177,268.47	\$170,417.23	\$175,808.74	\$141,219.00	\$170,303.38	\$29,084.38	20.60%
Waynesville	\$113,516.60	\$117,433.64	\$123,230.37	\$114,966.48	\$120,058.56	\$5,092.08	4.43%
August	\$278,678.56	\$305,809.64	\$323,963.71	\$297,964.84	\$313,415.56	\$15,450.72	5.19%
Canton	\$21,871.08	\$28,032.84	\$23,336.22	\$15,660.89	\$20,732.36	\$5,071.47	32.38%
Clyde	\$12,041.72	\$17,010.14	\$17,041.81	\$15,899.06	\$21,560.68	\$5,661.62	35.61%
Lake Junaluska	\$23,659.93	\$26,325.12	\$27,008.34	\$30,155.08	\$25,543.65	(\$4,611.43)	-15.29%
Maggie Valley	\$126,942.01	\$126,475.88	\$143,722.74	\$114,187.66	\$130,260.14	\$16,072.48	14.08%
Waynesville	\$94,163.82	\$107,965.66	\$112,854.60	\$122,062.15	\$115,318.73	(\$6,743.42)	-5.52%
	\$3,043,483.81	\$3,270,866.51	\$2,932,906.56	\$3,319,446.61	\$706,928.97	\$63,793.50	9.92%

[Link to Online Version](#)

YOY Monthly Occupancy Tax Comparison





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Old Business

Maggie Valley BBQ Festival - Grant Extension Request

Original Completion Date: November 7, 2026
New Completion Date: November 6, 2027
Roll-Over to FY 26-27: \$12,500



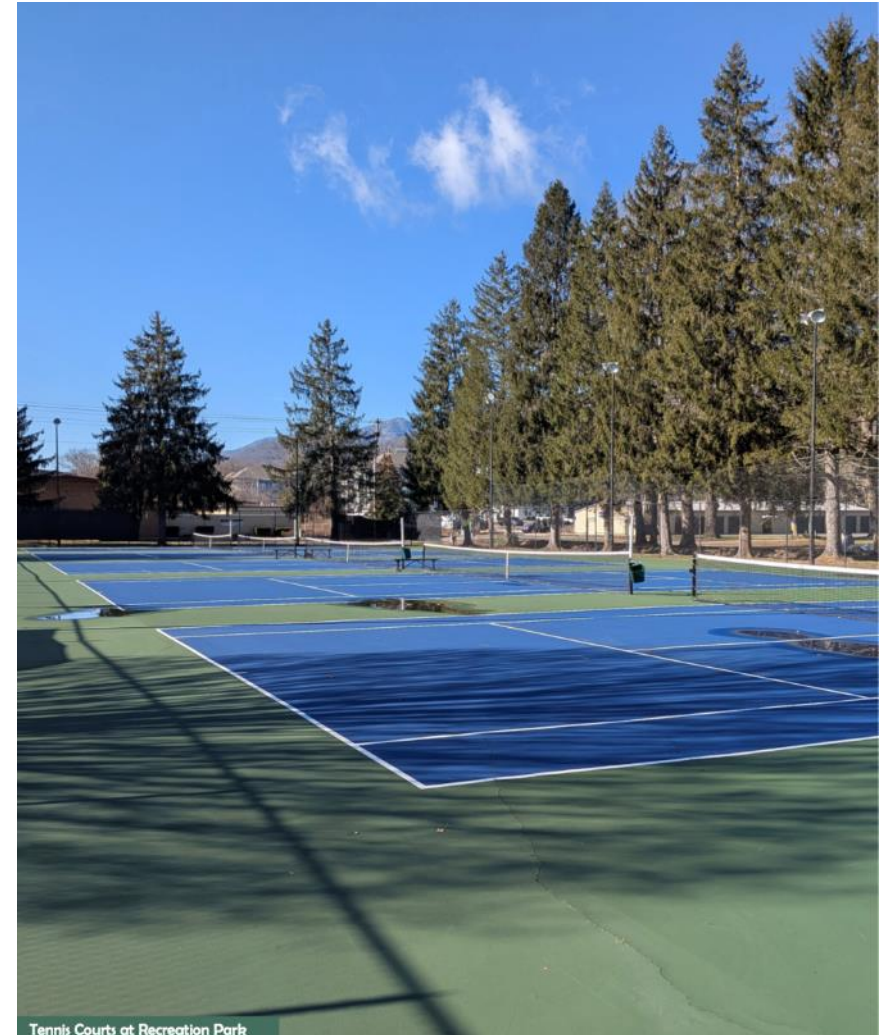
Waynesville P&R Master Plan - Grant Modification Request

Grant Award Amount: \$75,000

Revised Grant Award Request: \$50,000

The original project estimate was \$205,050. The Town completed the master plan at a total cost of \$100,000, resulting in a savings of \$105,050 from the estimate.

Requesting a modified grant award of \$50,000, based on a 1:1 match of the final project cost.



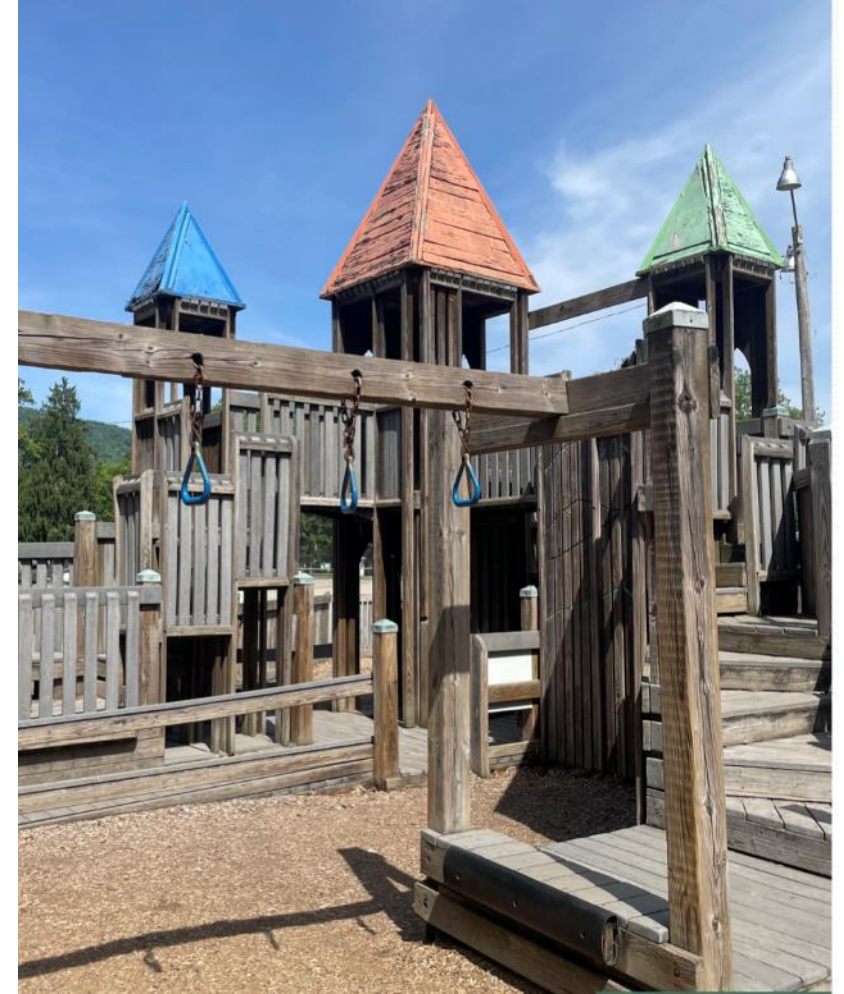
Tennis Courts at Recreation Park

Kiwanis Playground - Grant Reconsideration Request

\$90,000 in capital grant funds were approved, contingent upon:

1. Kiwanis receiving PARTF grant funding
2. Submitting a revised park plan that further incorporates artistic, ecological, and Haywood-focused elements to strengthen the park's identity as a unique destination asset
3. Additional recommendations of items to include in the revised plan that would further the playground's uniqueness

The PARTF grant was not received and a revised plan has not been submitted. Kiwanis would like consideration of still launching Phase 1 with TDA grant funds to obtain an impressive centerpiece of playground equipment.



Executive Committee Vacancy

- The Executive Committee nominates Bridget Shaughnessy to step into the Member At Large seat on the Executive Committee – partial term ending in December 2027

Recommend Renewing Board Member Terms January 2027 to December 2029

- ☐ Jeremy Boone, Springdale Resort, has served one full term from January 2024 to December 2026 and is eligible for a second, three-year term.
- ☐ Chuck Dickson, Town of Waynesville, has served one partial term from February 2024 to December 2026 and is eligible for a second, three-year term.

FYI – additional Board terms ending December 2026

- ☐ Gail Mull, Town of Canton, has served one partial term and three full, three-year terms, since January 2016. The Town of Canton will recommend a new representative to the BOCC.
- ☐ Other term ending 12/2026 is currently vacant, a lodging, 20+ seat.

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New Business

Board Vacancies – Seeking Applicants

Accommodations with 20 or More Units: One vacancy for an individual representing accommodations with 20 or more units. The appointment is for a three-year term ending December 31, 2029.

Accommodations with Fewer Than 20 Units: One vacancy for an individual representing accommodations with fewer than 20 units. The appointment is for an unexpired term ending December 31, 2027. Upon completion of this term, the individual is eligible for reappointment to serve up to two additional three-year terms.

Must be a Haywood County Resident.

Applications open 11.02 to 11.30.2026 (5pm).

APPLY HERE: <https://www.haywoodcountync.gov/9/How-Do-I>



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Staff Reports

Pisgah Conservancy - Successful completion of Upper Falls Connector Trail
HCTDA funded \$66,808.17 toward the project



Gift of Haywood & Elk Bucks

- Ad Campaign launches November 16
- More than 125 local businesses
- Know a business? They can sign up [here](#)!
- Bulk Purchase available

SHOP SMALL SUPPORT LOCAL

**BUY ONE
GET ONE
HALF OFF!**

For a limited time.
Offer ends
12/31/2026 or
when sold out!

A photograph of a woman and a young girl in a shop. The woman is holding a small white cup, and the girl is looking at it. They are surrounded by shelves of various items, including jars and boxes.

The logo for Elk Bucks Haywood, NC. It features a silhouette of an elk standing in a landscape with mountains and a sun. The text "ELK BUCKS" is written in bold, and "HAYWOOD, NC" is written below it.

Give the gift of Haywood with
Elk Bucks! A digital gift card powered by
Mastercard and accepted at 125+ local
shops, restaurants, and attractions.

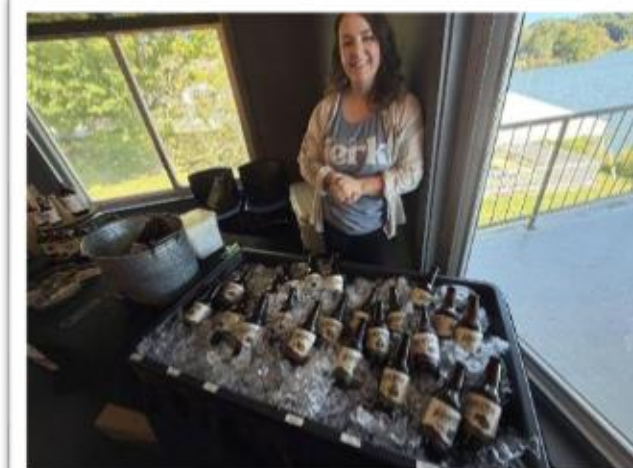
GiftHaywood.com

SATW – Opening Reception

October 4-8, 2026



SATW – Get to Know Haywood October 4-8, 2026



SATW – Muster Awards Night

October 4-8, 2026



SATW – Block Party & Dine Around October 4-8, 2026



SATW – Day Tours October 4-8, 2026



SATW – Lake Junaluska

October 4-8, 2026



SATW – Closing Ceremony October 4-8, 2026



SATW – DPC Tour

October 9-11, 2026



54

Haywood County Businesses partnered to showcase our destination.

32

Artists, Makers & Musicians brought Appalachian culture and creativity to life.

26

Local & Regional Organizations collaborated to create memorable experiences.

30

Local Ambassadors & Drivers brought 22 day tours to life.

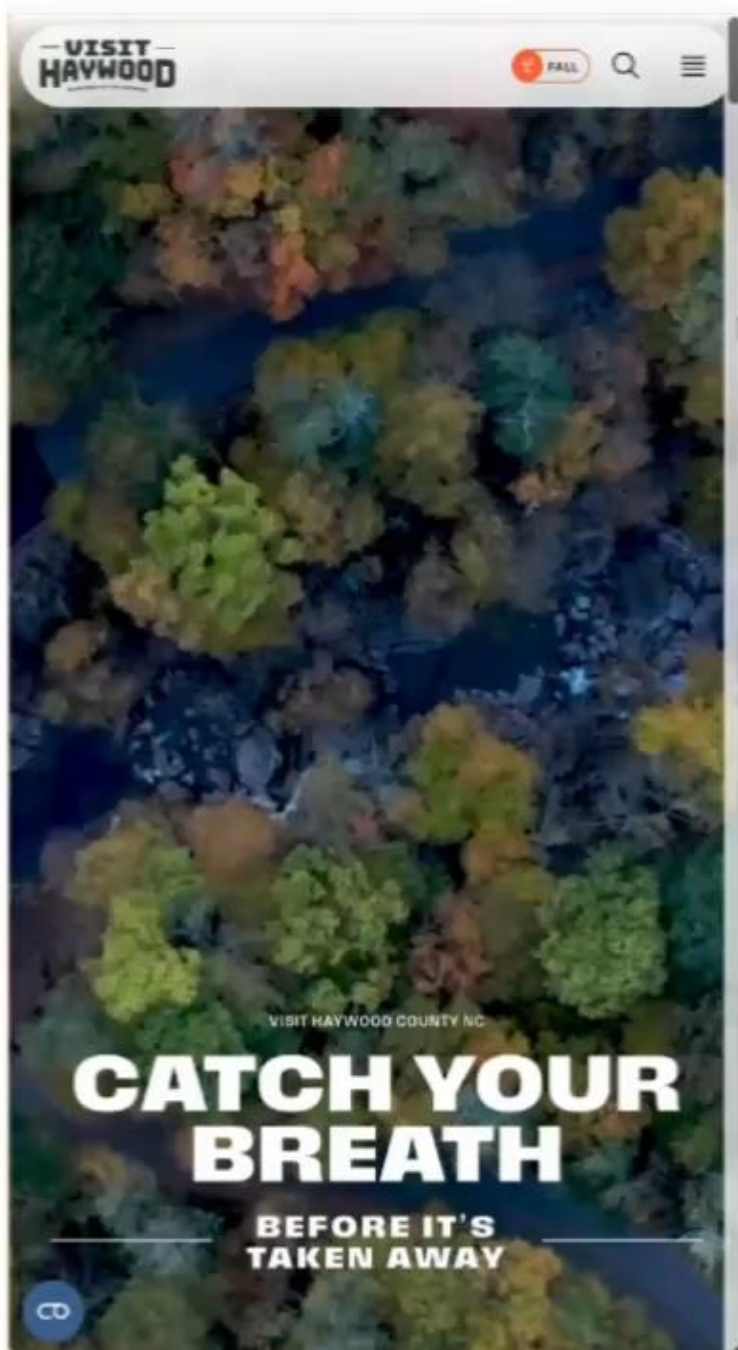
140+

Unique Partners came together to make it all happen.



100%
Haywood County

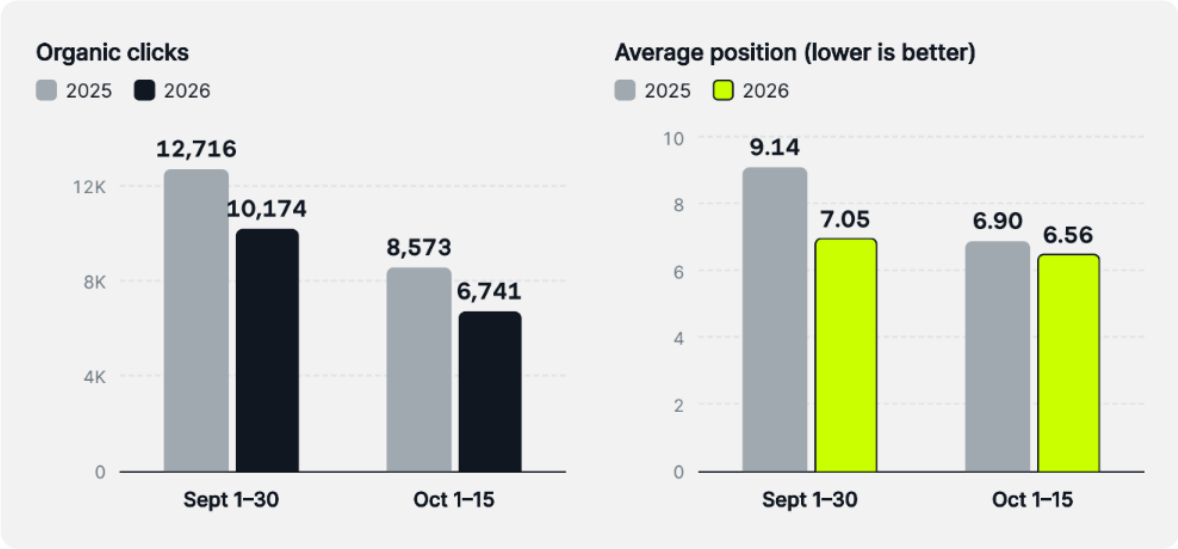
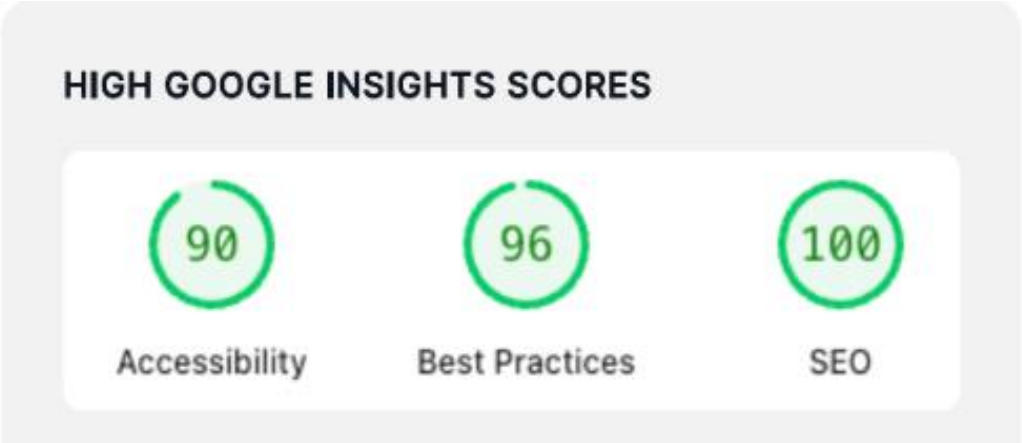




NEW WEBSITE

- Soft launch Thursday, August 27
- Partner Training Sessions
 - September 1st & 2nd





Search Rankings: Improved by 2+ positions in September, with continued gains in October.

Google Traffic: Clicks declined despite improved rankings, but remain ahead of industrywide declines of 20–40% attributed to AI summaries.

Time on Site: Average engagement time increased 23.3% to 51 seconds per active user, indicating visitors are spending more time engaging with website content.

AI VISIBILITY IS INCREASING

39.8%

Google's AI Overviews now appear on 39.8% of the searches Visit Haywood ranks for, up from 23.1% a year earlier.



**Join Us TOMORROW (10/29) at 8:30AM at
Roll Up Herbal Bar (Halloween Costumes Encouraged)**



January 28-31, 2027



4 Opportunities To Participate

Custom Ice Sculpture

Sponsoring a custom ice sculpture is a great way to showcase your business during the biggest winter event in Haywood County.

Winter-Themed Ideas & Promotions

Your participation helps elevate the weekend while giving your business valuable exposure

Canton: "Anything But Snow" Snowman Contest

Downtown Canton businesses are invited to show off their creativity in the "Anything But Snow" Snowman Contest!

Maggie Valley: Snow Globe Trail

Create a smaller, photo-worthy snow globe inside your business. Participating business will be highlighted in marketing materials.

Deadline: December 2 | [Link to Sign Up](#)



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Next TDA Board Meeting:
December 9, 2026
Springdale Resort