

NEWS RELEASE
2006 Visitor Impact for Haywood County



*Where the Sun Rises
on the Smokies*

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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County Spending by Overnight Visitors Increases More Than 7 Percent to \$111 Million

HAYWOOD COUNTY, N.C. (July 25, 2007)—Scotty Medford Ellis, executive director of the Haywood County Tourism Development Authority, announced today that visitors to the county spent \$111.06 million in 2006, an increase of 7.3 percent from 2005.

“We’re extremely pleased with the growth of tourism,” Ellis said. “It’s an important economic stimulator for Haywood County. It provides jobs for people living in the county and brings in money to the businesses here.

“The various attractions—natural and manmade—make this a great place to vacation, and we have a great supply of accommodations for overnight visitors to choose from,” she said. “We expect our marketing of these assets to return even better results in 2007.”

Tourism impact highlights for 2006 include:

- The travel and tourism industry directly employees more than 1.4 thousand in Haywood County
- Total payroll generated by the tourism industry in Haywood County was \$23.28 million.
- State tax revenue generated in Haywood County totaled \$5.82 million through state sales and excise taxes, and taxes on personal and corporate income. Some \$4.78 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.

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Gov. Mike Easley announced at the Annual Governor's Conference on tourism in March that visitors to North Carolina spent a record \$15.4 billion in 2006, an increase of 8.3 percent from 2005 and the largest single-year increase since tracking began in 1990. The number was also higher than the nation average which was 7.7 percent.

"The tourism industry is a key to our state's economic well being and I am committed to maintaining our position as one of the top travel destinations in the country," Easley said.

These statistics are from the 2006 Economic Impact Of Travel On North Carolina Counties. The study was prepared for the North Carolina Division of Tourism, Film and Sports Development by the Travel Industry Association of America.

Statewide highlights include:

- 2006 total domestic visitor spending saw an increase of 8.3 percent to \$15.4 billion, up from \$14.2 billion in 2005.
- The travel and tourism industry directly employs more than 187,000 North Carolinians.
- The tourism industry generated a total of more than \$1.3 billion in tax revenues. State tax revenue totaled \$797 million through state sales and excise taxes, and taxes on personal and corporate income. Some \$496 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.

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