



Tourism Tidbits

August 29, 2017

A bi-weekly newsletter from HCTDA

2016 Visitor Impact for Henderson County

County Spending by Domestic Visitors Increases by 6.5 Percent to \$274.62M

Visit North Carolina, a unit of the Economic Development Partnership of North Carolina released the 2016 county economic impact numbers. The annual study is commissioned by Visit North Carolina and conducted by the U.S. Travel Association. The study uses sales and tax revenue data, employment figures and other industry and economic data to determine the overall impact of visitor spending in North Carolina by county.



Tourism impact highlights for 2016:

- Henderson County was among the top 10 counties, out of 100, in percentage of growth in 2016.
- Henderson County directly employs more than 2,320 workers in the tourism industry.
- Total payroll generated by the tourism industry in Henderson County was \$50.33M.
- State tax revenue generated in Henderson County totaled \$12.57M through state sales and excise taxes, and taxes on personal and corporate income. About \$11.73M in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.

“All eight economic development regions of the state had spending growth of 3 percent or more, and 96 percent of the state’s counties saw direct tourism employment growth from 2015 to 2016,” said Wit Tuttell, executive director of Visit North Carolina. “Tourism continues to be major driver of economic development across North Carolina, which is the sixth most-visited state in the country.”

Statewide highlights include:

- State tax receipts as a result of visitor spending rose 5.1 percent to nearly \$1.2 billion in 2016.
- Visitors spend more than \$62 million per day in North Carolina. That spending adds more than \$5.1 million per day to state and local tax revenues (about \$3.2 million in state taxes and \$1.9 million in local taxes).
- The travel and tourism industry directly employs more than 219,000 North Carolinians.
- Each North Carolina household saves \$497 in state and local taxes as a direct result of visitor spending in the state.

Get Ready for the Labor Day Weekend

The NC Apple Festival & the Labor Day weekend are quickly approaching, September 1 – 4. Please update your online Room Availability Report on the Henderson County Tourism Development Authority web site. Please keep the report as up-to-date as possible, if your vacancy status changes; please add no vacancy to your listing. **The Room Vacancies are listed in the order based on when they are updated, with the most recent updated accommodations at the top.**

If your property becomes full, please refer the people to the online TDA Room Availability Report https://apps.hendersoncountync.org/tda/public_view.asp or to call the Visitor Center at 693-9708, so they will stay Henderson County.

The Great American Eclipse

The Great American Eclipse sure was a wind fall for Henderson County. Travelers came from all of the world to witness this natural phenomenon on Monday, August 21st in Western North Carolina. The Visitor Center saw a major uptick of people looking for the perfect location and tips to view the eclipse. The Center sold over 5500 eclipse glasses and 144 commemorative t-shirts. It certainly was a large economic impact to our community from lodging, dining, shopping, and sight-seeing.

NC 280 Multi-Use Path – Please provide your input!

Community leaders in Mills River and Transylvania County are investigating the feasibility of a proposed paved path that would run alongside NC 280 from Westfeldt Park, through Mills River, to Pisgah Forest. A 2014 study roughly identified the path’s route along the corridor and estimated costs. The Town and County are seeking input about this proposed path to help them determine their next steps. Please look at the study, attend one of the public meetings and provide your comments.



Visit one of their websites – <https://www.surveymonkey.com/r/NC280Path> or <http://www.transylvaniacounty.org/departments/planning-and-community-development/nc-280-multi-use-path> to learn more and complete a survey.

Asheville Airport Record Passengers Numbers Continues

July was the first-ever 100,000 passenger month at AVL

July 2017 was the busiest single month on record at AVL - for the first time in the airport's 56-year history, more than 100,000 passengers used the airport in one month. Specifically, 100,998 passengers were served by five airlines: American, Allegiant, Delta, Elite and United, an 11.6% increase compared to July 2016. Year-to-date, passenger numbers are up 15% compared to 2016 - setting the pace for another record year. To read more: <https://flyavl.com/about-the-airport/news-statistics/>

Business Update

- **Gops Ice Cream** – has closed
- **Good Times Café** – opened in Tuxedo
- **La Petite Spa** – opened at 307 N. Main St, Suite 6
- **Uncle Scott’s Pizza** – opened in Laurel Park

Tourism After Five

Join us at the 1898 Waverly Inn for an opportunity to network with other tourism industry pros on **Thursday, September 14 from 5-7pm** for Tourism After Five. The 1898 Waverly Inn is a quaint bed-and-breakfast, offering 15 uniquely styled rooms, located at 783 North Main Street. **Kindly call the Visitor Center at 693-9708 or send an email to Julie Hayes at outreach@visithendersonvillenc.org, to RSVP.**

Media Spotlight

- **Ciderculture.com** - <https://www.ciderculture.com/travel-cider-in-hendersonville/>
- **Getaway for Grown Ups** - <https://getawaysforgrownups.com/best-zip-line-courses/>
- **CharlotteFive.com** - <http://www.charlottefive.com/your-guide-to-hendersonvilles-craft-beverage-scene/>
- **OnlyInYourState.com** - <http://www.onlyinyourstate.com/north-carolina/apple-festival-hendersonville-nc/>
- **News-Herald in suburban Cleveland, OH** - <http://www.news-herald.com/lifestyle/20170808/north-carolinas-etowah-valley-is-a-scenic-golf-destination>
- **USA Today – Vote 10 Best Apple Orchards (Sky Top Orchard among nominees)** <http://www.10best.com/awards/travel/best-apple-orchard-2017/?csp>



HCTDA Upcoming Events

September 14 1898 Waverly Inn	September 20 Lunch & Learn / 12-1pm	September 26 TDA Board Meeting / 1pm	September 28 11am-Noon
Tourism After Five	Visitor Center	Visitor Center	Group Sales Forum
783 N. Main St.	201 S. Main St.	201 S. Main St.	BRCC, Con Ed Building, Rm 122

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