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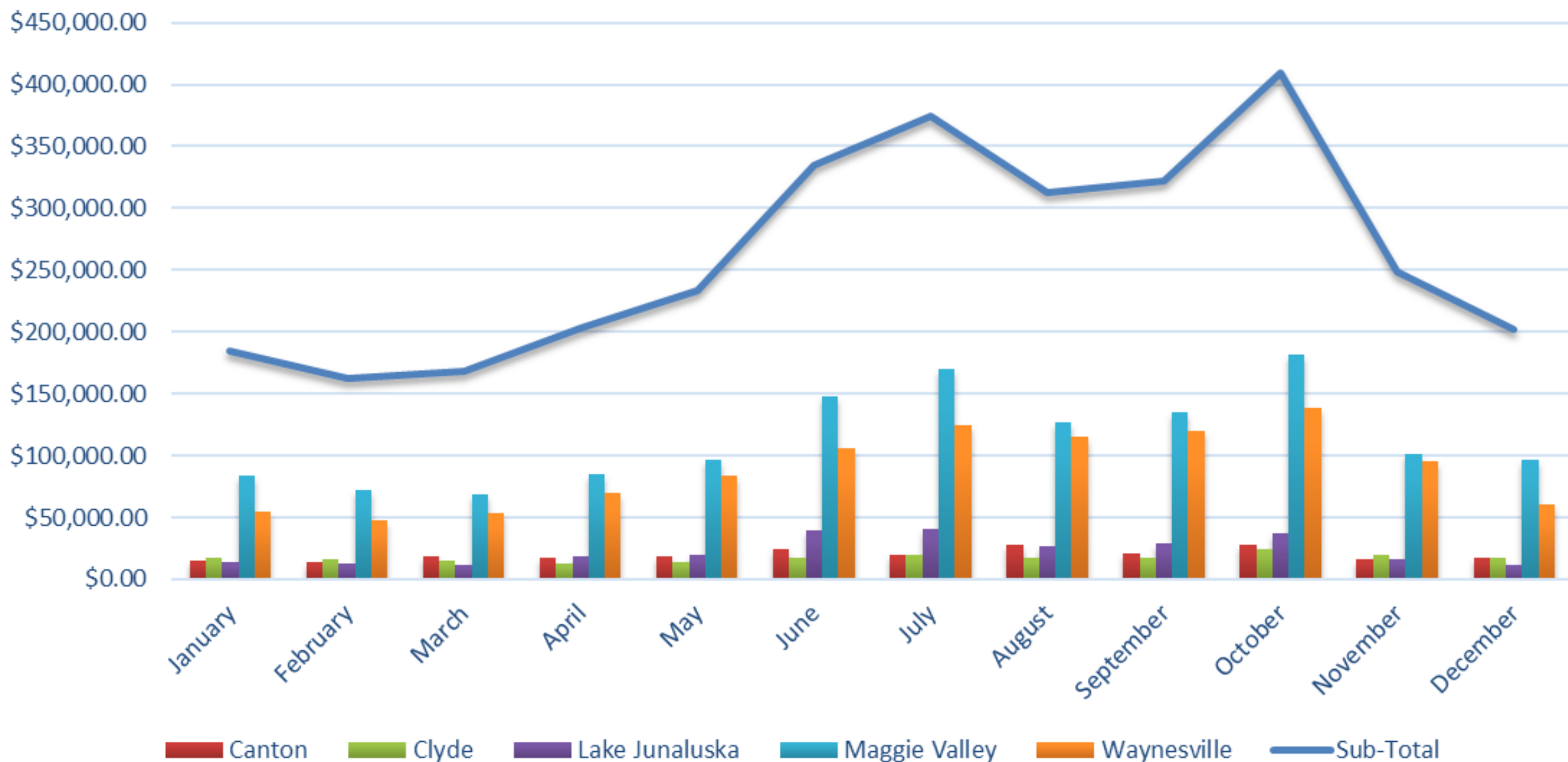
HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

Occupancy Tax & Lodging Data | presented February 28, 2024

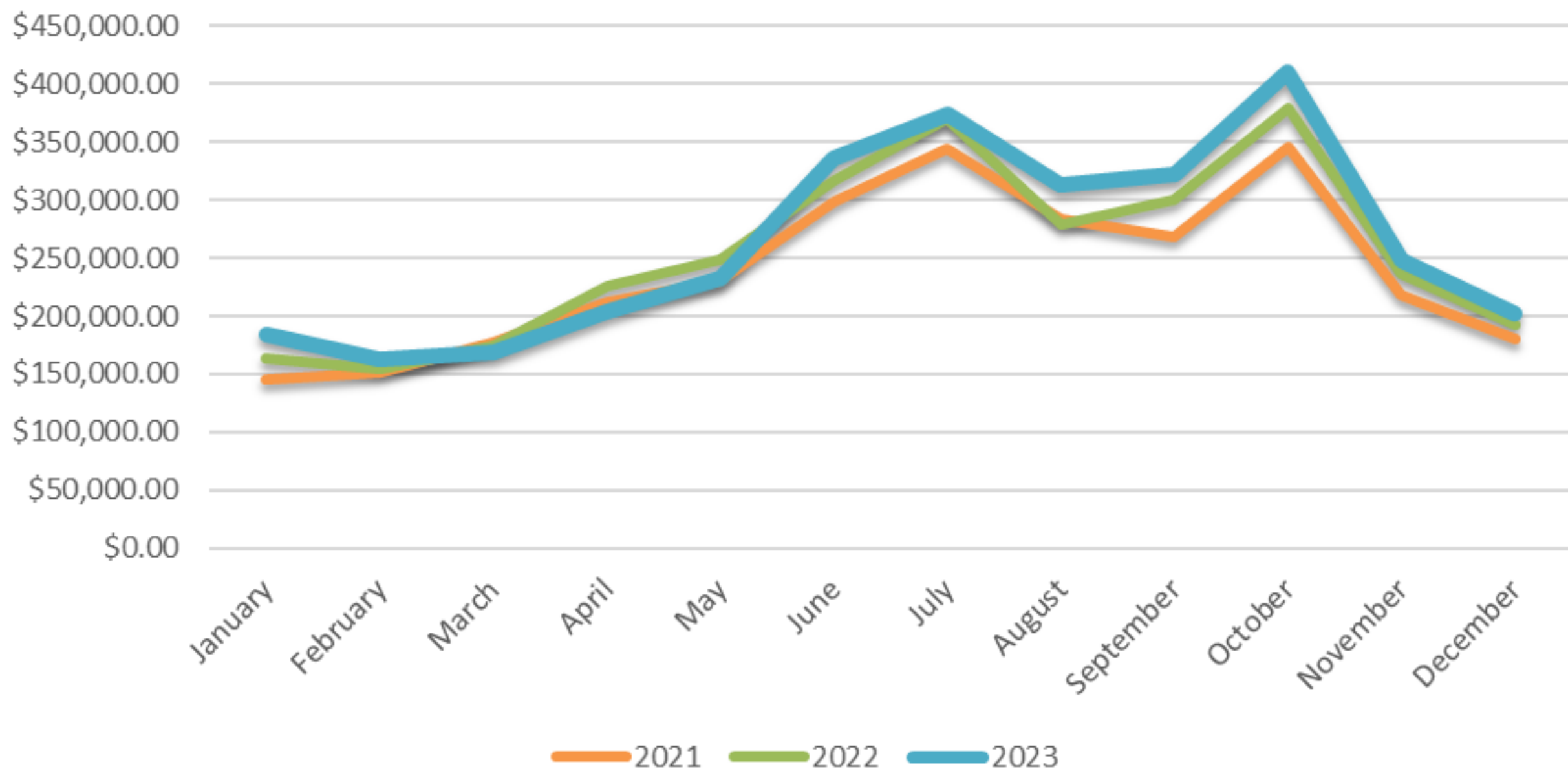
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

				\$ Change from Previous Year	% of Change from Previous Year
	2021-2022	2022-2023	2023-2024		
July	\$344,159.31	\$369,695.58	\$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%
December	\$180,840.48	\$191,659.98	\$202,494.44	\$10,834.46	5.65%
Canton	\$14,127.69	\$14,733.48	\$16,917.24	\$2,183.76	14.82%
Clyde	\$8,399.77	\$11,658.41	\$16,880.86	\$5,222.45	44.80%
Lake Junaluska	\$10,636.42	\$13,268.85	\$11,442.78	(\$1,826.07)	-13.76%
Maggie Valley	\$94,869.09	\$91,738.20	\$96,321.10	\$4,582.90	5.00%
Waynesville	\$52,807.51	\$60,261.04	\$60,932.46	\$671.42	1.11%

2023 Occupancy Tax Monthly Collections by Zip Code

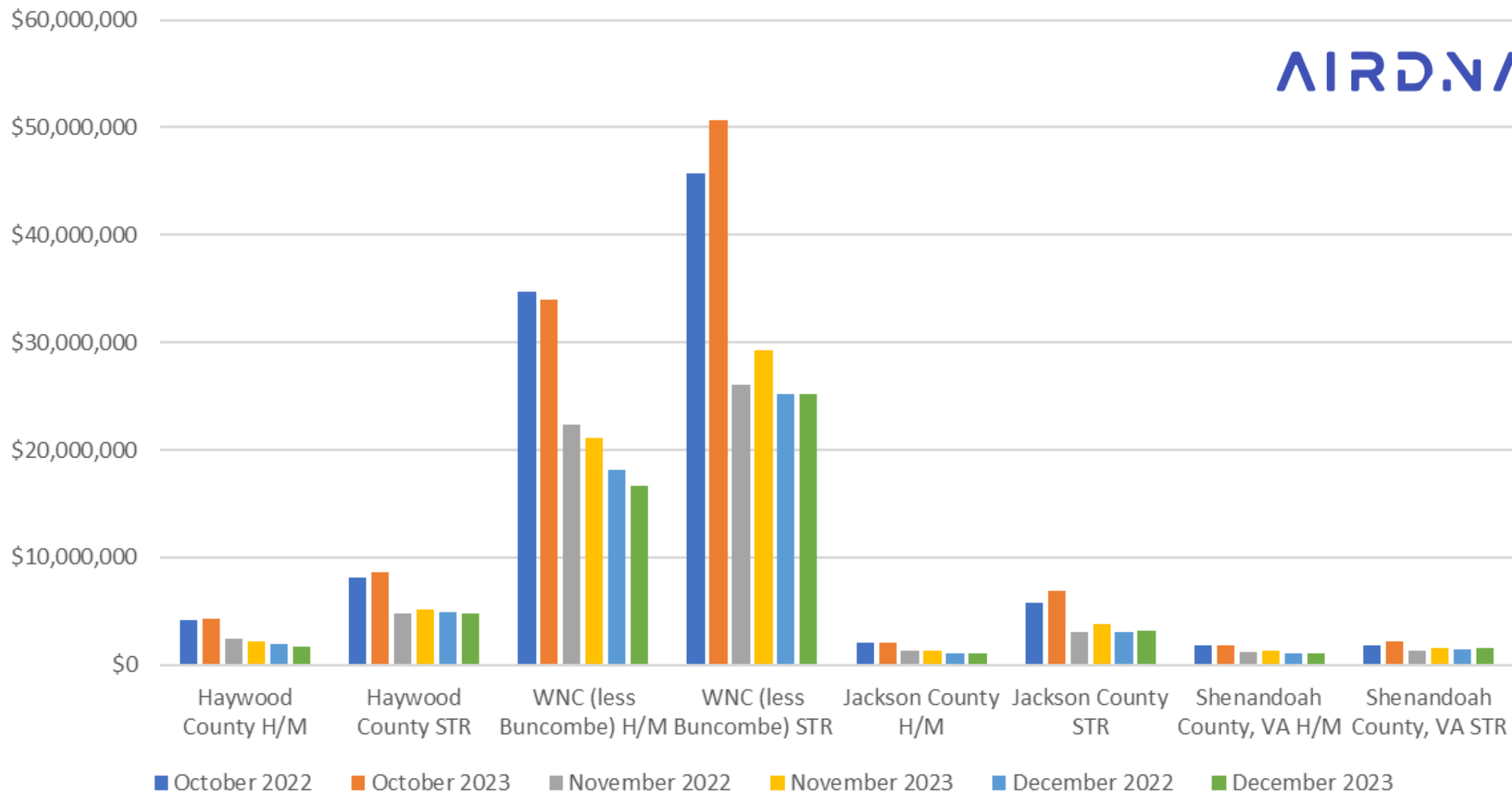


YOY Monthly Occupancy Tax Comparison



Gross Lodging Revenue

AIRDNA

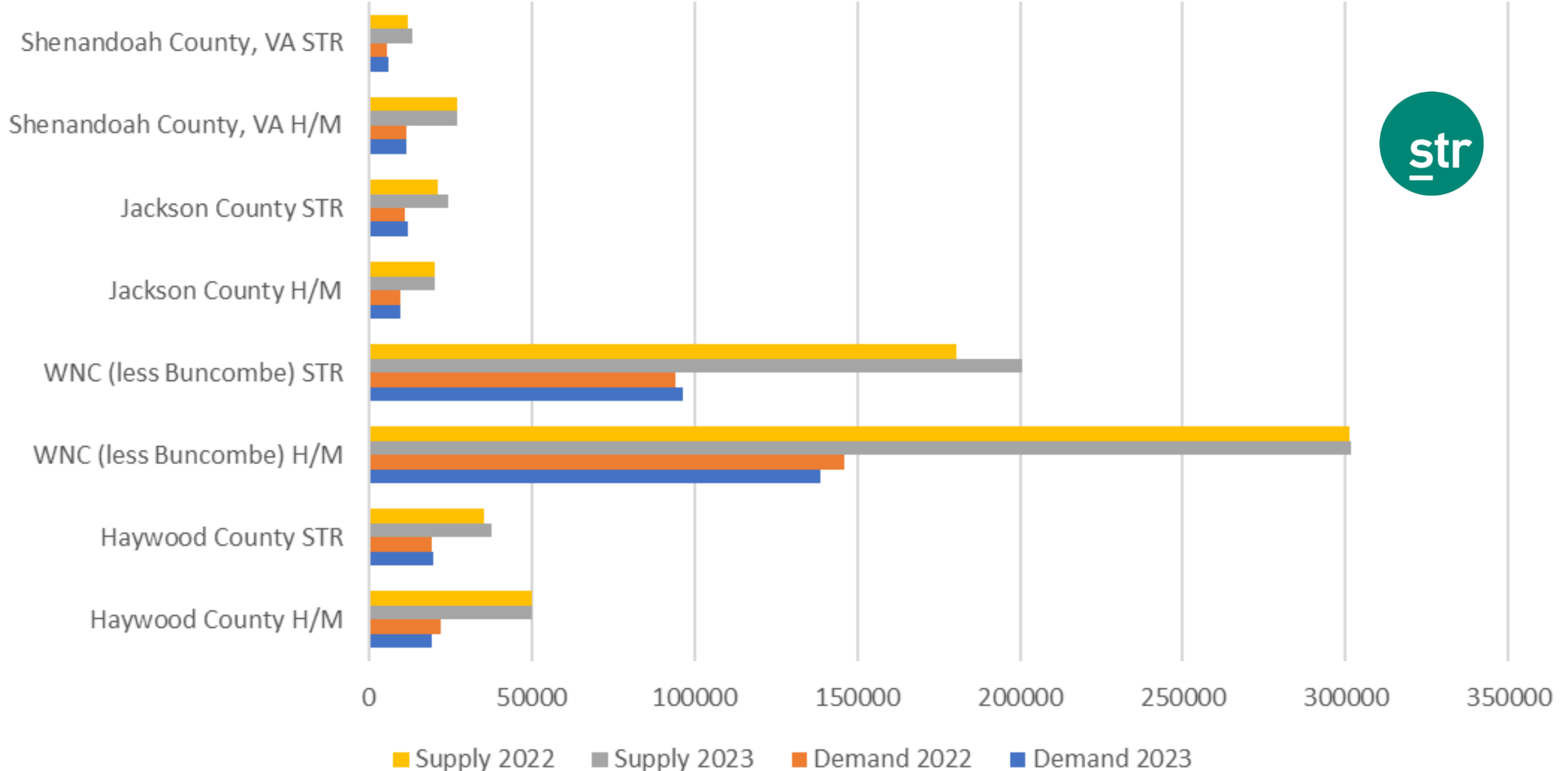


Haywood County
Short Term Rental Demand (Actual Units Booked)

	2022	2023	Percent Change from previous year
August - HC	23006	24439	6.20%
<i>Canton</i>	2177	2364	8.60%
<i>Clyde</i>	1346	1563	16.10%
<i>Lake Junaluska</i>	1788	1994	11.50%
<i>Maggie Valley</i>	9580	9746	1.70%
<i>Waynesville</i>	8115	8772	8.10%
September - HC	23357	24925	6.70%
<i>Canton</i>	2012	2327	15.70%
<i>Clyde</i>	1503	1830	21.80%
<i>Lake Junaluska</i>	1464	1602	9.40%
<i>Maggie Valley</i>	9821	10374	5.60%
<i>Waynesville</i>	8557	8792	2.70%
October - HC	32791	34377	4.80%
<i>Canton</i>	2664	3201	20.20%
<i>Clyde</i>	2201	2499	13.50%
<i>Lake Junaluska</i>	2280	2295	0.70%
<i>Maggie Valley</i>	13583	13763	1.30%
<i>Waynesville</i>	12063	12619	4.60%
November - HC	19881	20057	0.90%
<i>Canton</i>	1807	2100	16.20%
<i>Clyde</i>	1549	1870	20.70%
<i>Lake Junaluska</i>	1460	1208	-17.30%
<i>Maggie Valley</i>	7584	7440	-1.90%
<i>Waynesville</i>	7841	7439	-0.60%
December - HC	19431	19559	0.70%
<i>Canton</i>	1662	2023	21.70%
<i>Clyde</i>	1607	1668	3.80%
<i>Lake Junaluska</i>	1268	1144	-9.80%
<i>Maggie Valley</i>	7743	7626	-1.50%
<i>Waynesville</i>	7151	7098	-0.70%

AIRDNA

Lodging Supply + Demand December YOY



Haywood County Lodging Supply vs Demand

AIRDNA

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