



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

Occupancy Tax & Lodging Data | presented April 24, 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	\$367,752.94	(\$1,942.64)	-0.53%
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	\$117,433.64	\$3,917.04	3.45%
August	\$283,878.91	\$278,678.56	\$305,809.64	\$27,131.08	9.74%
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	\$107,965.66	\$13,801.84	14.66%
September	\$268,037.41	\$300,578.84	\$309,562.65	\$8,983.81	2.99%
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	\$107,787.39	\$10,947.69	11.30%
October	\$346,441.48	\$379,422.94	\$403,324.69	\$23,901.75	6.30%
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	\$132,541.04	\$11,574.11	9.57%
November	\$218,280.74	\$236,691.92	\$244,378.03	\$7,686.11	3.25%
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	\$91,094.06	\$7,032.18	8.37%
December	\$180,840.48	\$191,659.98	\$199,043.88	\$7,383.90	3.85%
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	\$57,481.90	(\$2,779.14)	-4.61%

January	\$163,272.54	\$184,467.69	\$186,374.80	\$1,907.11	1.03%
Canton	\$13,686.65	\$15,055.47	\$20,320.83	\$5,265.36	34.97%
Clyde	\$9,586.12	\$17,470.28	\$16,150.10	(\$1,320.18)	-7.56%
Lake Junaluska	\$10,218.76	\$13,371.82	\$8,856.70	(\$4,515.12)	-33.77%
Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$1,914.87	2.27%
Waynesville	\$46,989.02	\$54,339.53	\$54,901.71	\$562.18	1.03%
February	\$154,643.38	\$162,325.68	\$171,592.82	\$9,267.14	5.71%
Canton	\$13,652.64	\$13,852.03	\$17,963.11	\$4,111.08	29.68%
Clyde	\$8,774.38	\$15,802.06	\$13,965.94	(\$1,836.12)	-11.62%
Lake Junaluska	\$8,861.32	\$13,240.97	\$11,140.80	(\$2,100.17)	-15.86%
Maggie Valley	\$76,712.63	\$71,592.00	\$78,844.03	\$7,252.03	10.13%
Waynesville	\$46,642.41	\$47,838.62	\$49,678.94	\$1,840.32	3.85%
March	\$174,740.40	\$168,067.49	\$211,448.41	\$43,380.92	25.81%
Canton	\$18,081.04	\$19,106.54	\$20,266.92	\$1,160.38	6.07%
Clyde	\$10,966.10	\$15,154.29	\$19,672.69	\$4,518.40	29.82%
Lake Junaluska	\$11,793.56	\$11,528.51	\$13,510.97	\$1,982.46	17.20%
Maggie Valley	\$78,416.17	\$69,112.76	\$84,011.37	\$14,898.61	21.56%
Waynesville	\$55,483.53	\$53,165.39	\$73,986.46	\$20,821.07	39.16%
April	\$226,468.81	\$203,478.94			
Canton	\$18,361.49	\$17,209.27			
Clyde	\$11,285.55	\$12,449.39			
Lake Junaluska	\$18,392.91	\$18,268.39			
Maggie Valley	\$102,682.92	\$85,237.87			
Waynesville	\$75,745.94	\$70,314.02			
May	\$249,286.59	\$233,113.46			
Canton	\$21,523.58	\$19,061.44			
Clyde	\$10,764.71	\$13,387.14			
Lake Junaluska	\$20,841.59	\$19,947.89			
Maggie Valley	\$109,621.91	\$97,101.82			
Waynesville	\$86,535.16	\$83,615.17			
June	\$316,629.69	\$335,302.73			
Canton	\$25,424.90	\$24,373.06			
Clyde	\$9,930.42	\$17,348.05			
Lake Junaluska	\$35,750.52	\$39,982.68			
Maggie Valley	\$151,590.73	\$147,697.81			
Waynesville	\$93,933.12	\$105,901.13			
	\$2,926,679.74	\$3,043,483.81	\$2,399,287.86	\$127,699.18	5.62%

Fiscal Year Occupancy Tax Comparison: Looking at April/ March - 2023/2024 Variances

2023

Easter 2023: April 9

Top City Markets - Spring Breaks in 2023:

Charlotte, NC:	4/07/2023-4/14/2023
Raleigh, NC:	4/07/2023-4/14/2023
Greensboro, NC:	4/07/2023-4/14/2023
Columbia, SC:	4/10/2023-4/14/2023
Atlanta, GA:	4/03/2023 – 4/07/2023

Ave Temperature March 2023: **47.68°**

2024

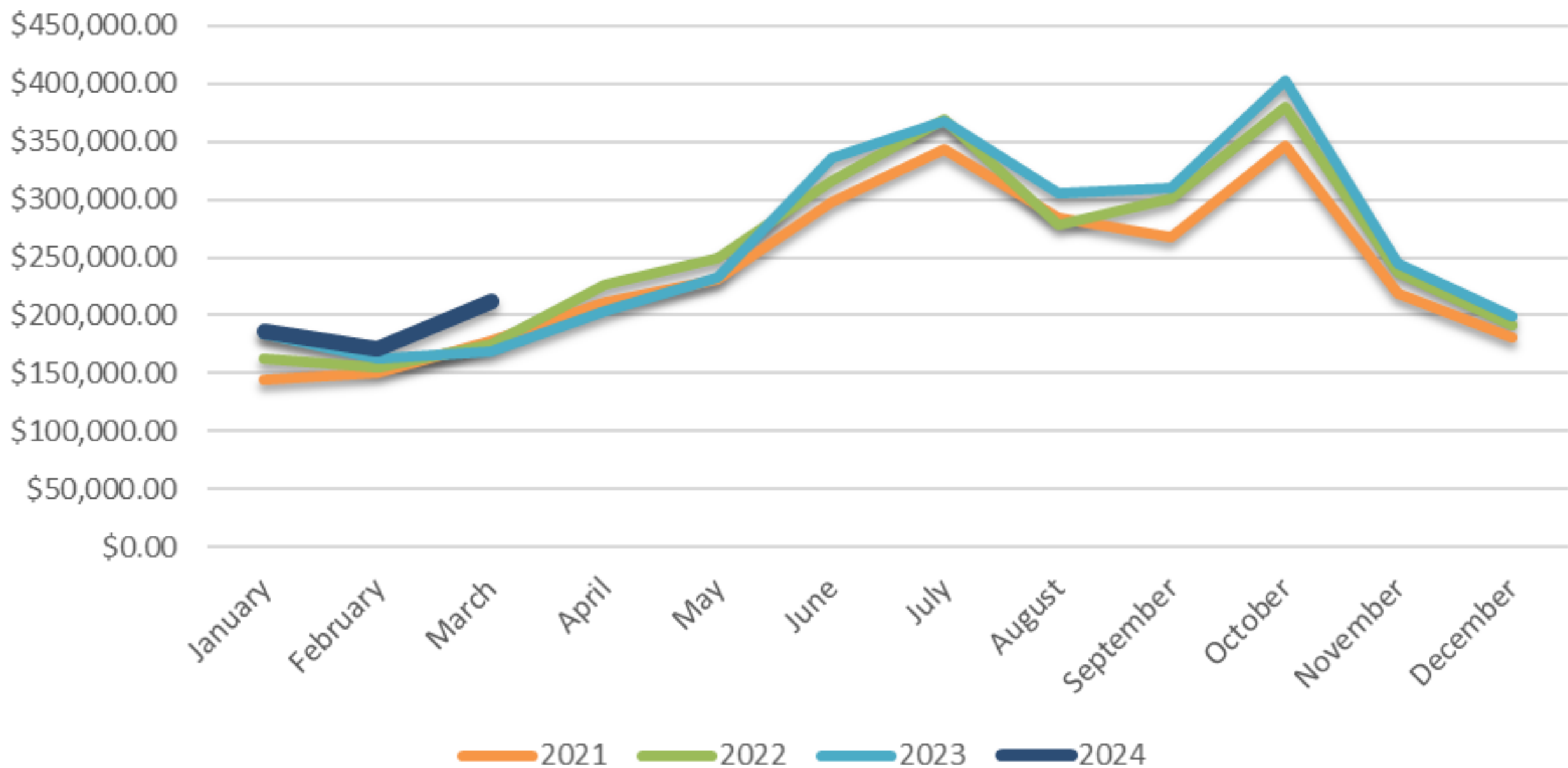
Easter 2024: March 31

Top City Markets - Spring Breaks in 2024:

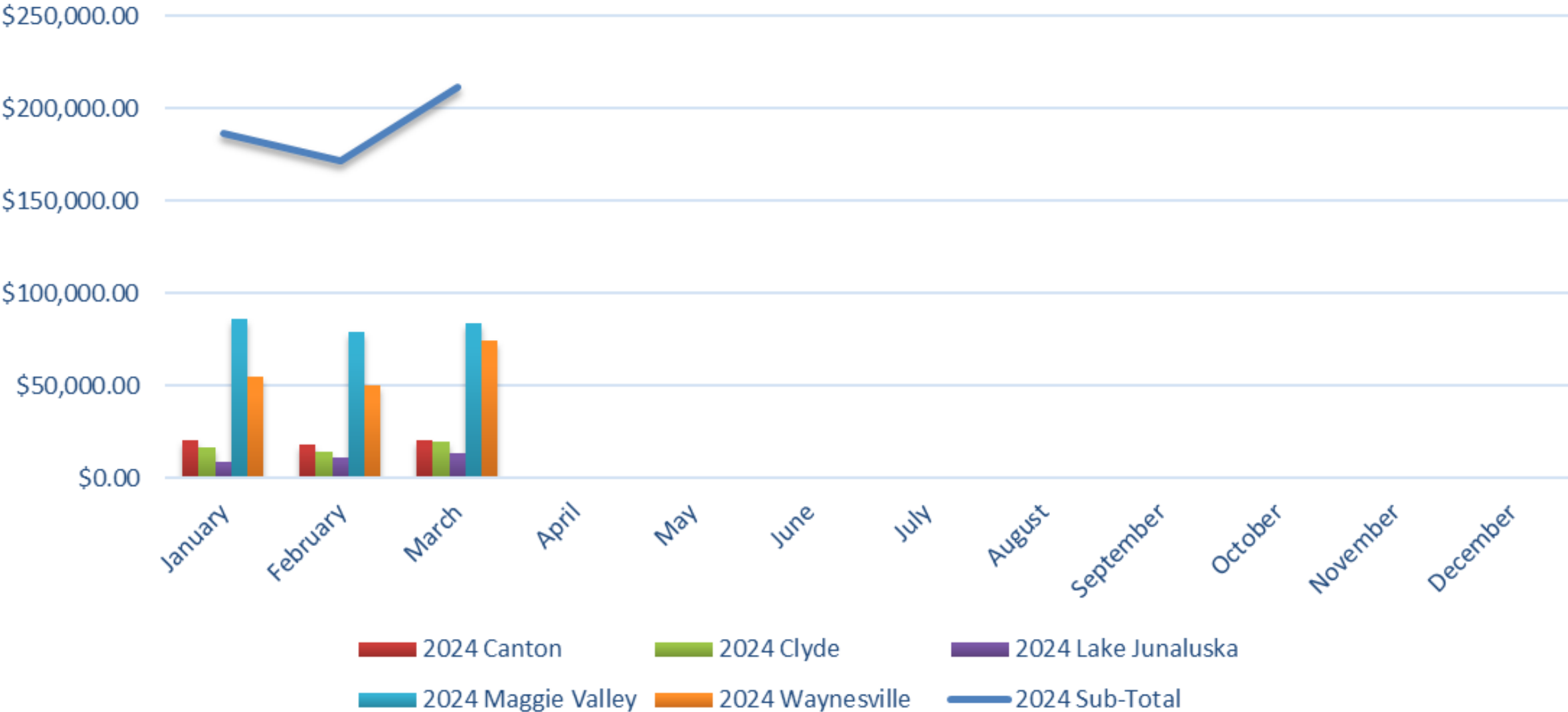
Charlotte, NC:	3/29/2024-4/5/2024
Raleigh, NC:	3/25/2024-3/29/2024
Greensboro, NC:	3/25/2024-3/29/2024
Columbia, SC:	3/25/2024-3/29/2024
Atlanta, GA:	03/29/2024-04/05/2024

Average Temperature March 2024: **51.45°**

YOY Monthly Occupancy Tax Comparison



2024 Occupancy Tax Collection by Zip Code





VISIT NC MY SMOKIES

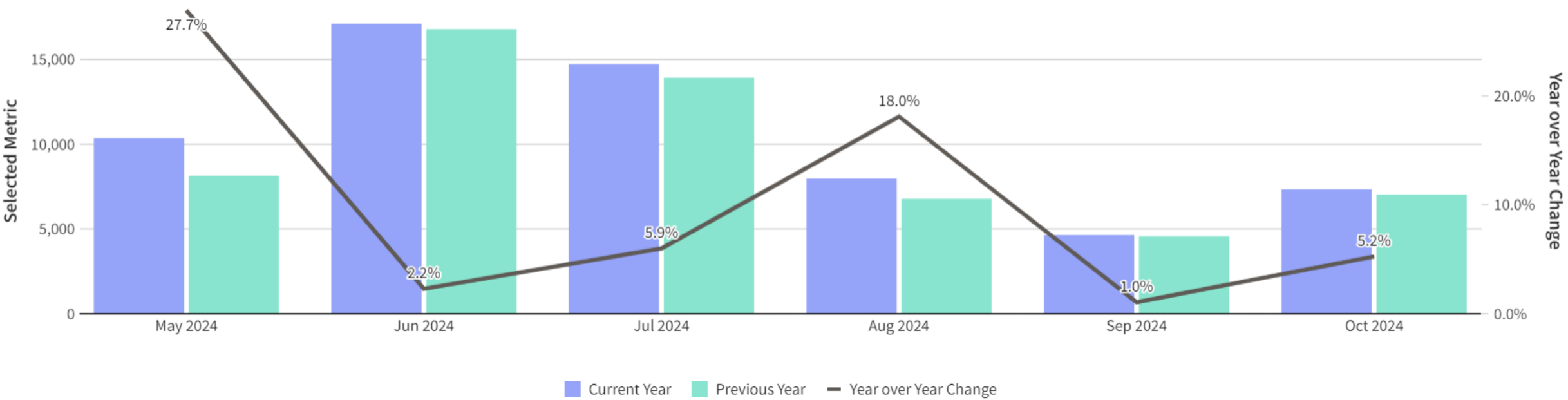
CHANGING DATA

Short-Term Vacation Rental ONLY - AirDNA

Listing Nights Booked × ▾

Haywood County × ▾

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

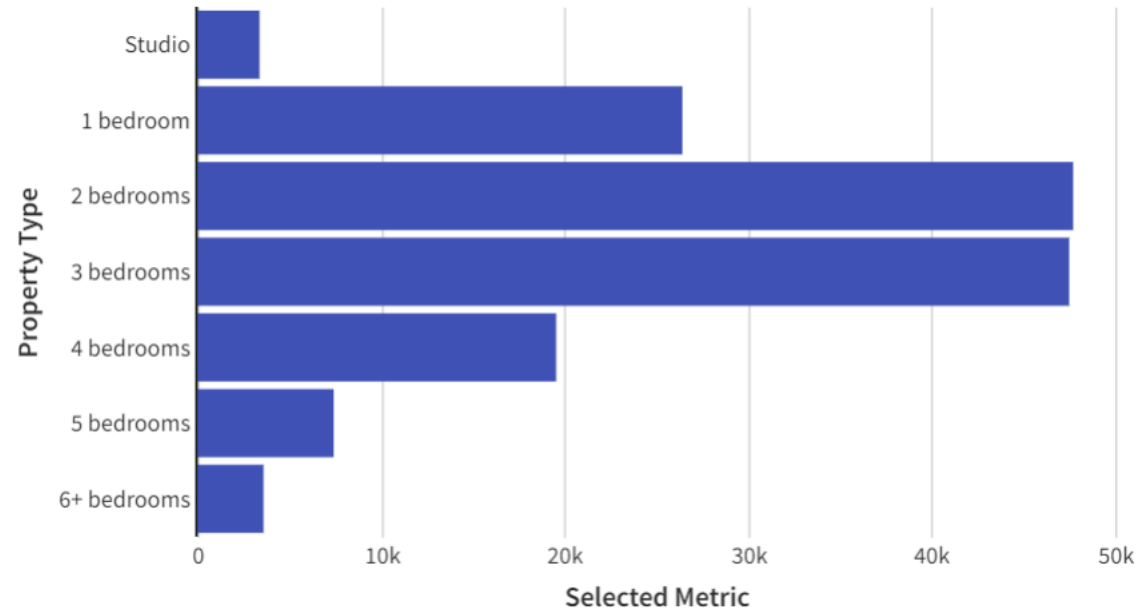


Pacing last updated: May 01, 2024

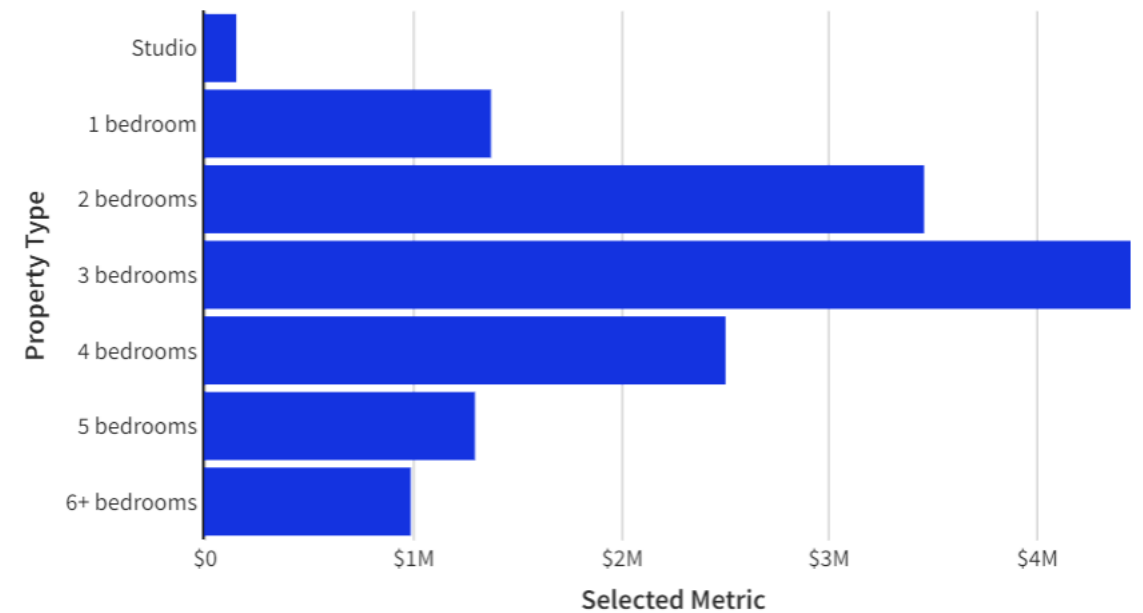


Short-Term Vacation Rental BEDROOM Data - AirDNA

How many listing nights available are there by bedroom?



How much revenue did listings earn by bedroom? ⓘ



Short-Term Vacation Rental ONLY - AirDNA

Monthly Trend: April '24

Revenue \$3.8M ↓ 6.7% vs April '23	Average Daily Rate \$233 ↑ 4.0% vs April '23	RevPAR \$94 ↓ 12.6% vs April '23
Available Listings 1,688 ↑ 5.6% vs April '23	Booked Listings 1,595 ↑ 5.8% vs April '23	Occupancy Rate 40% ↓ 16.0% vs April '23

TRIAL Zartico | Short-Term Vacation Rental + Hotels

Hotel Avg. Stay Value

\$204

15%
% Change

\$177
Previous Year

STVR Avg. Stay Value

\$636

0%
% Change

\$638
Previous Year

Hotel Avg. Length of Stay

1.9 days

7%
% Change

1.7 days
Previous Year

STVR Avg. Length of Stay

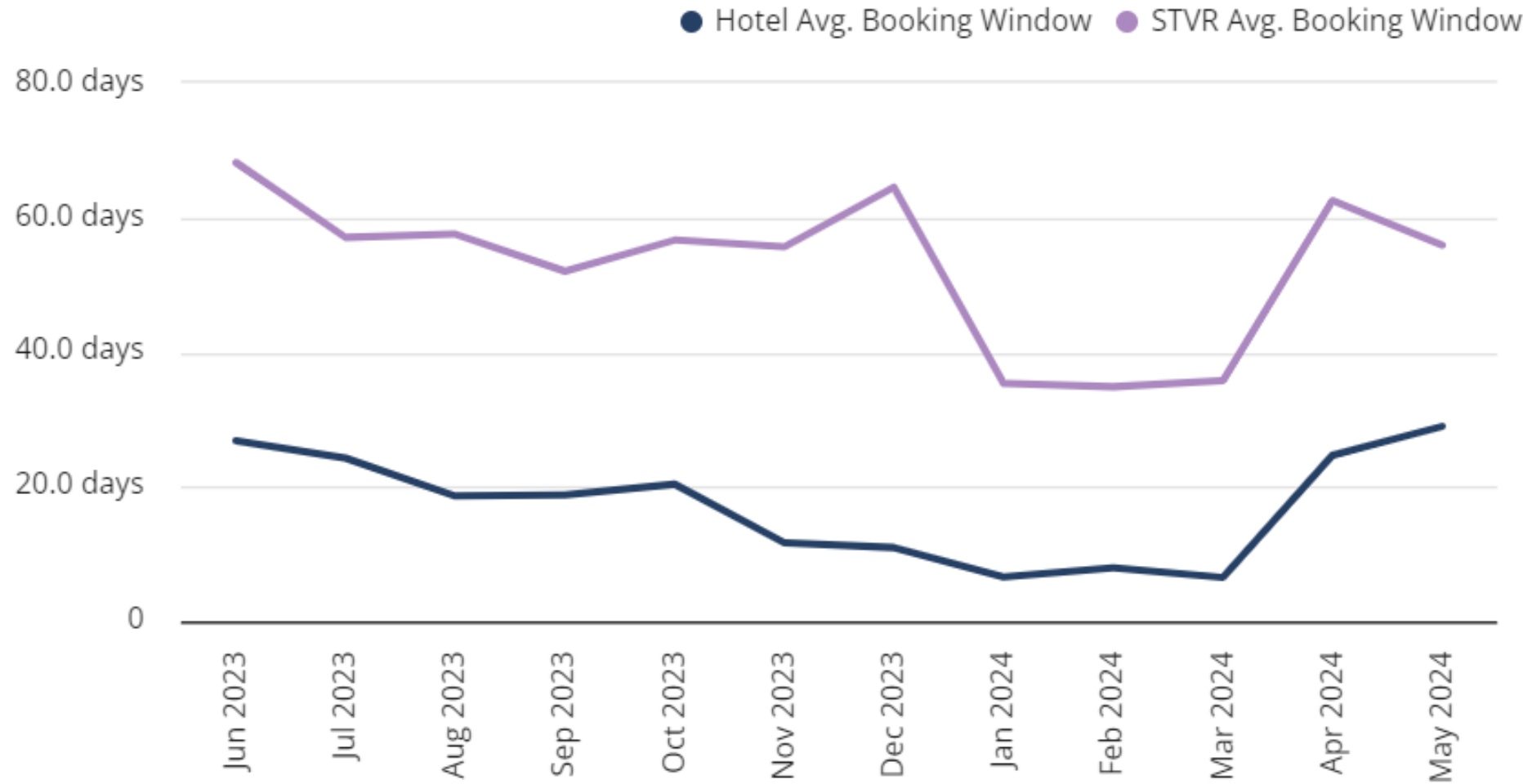
3.8 days

-7%
% Change

4.0 days
Previous Year

TRIAL Zartico | Short-Term Vacation Rental + Hotels

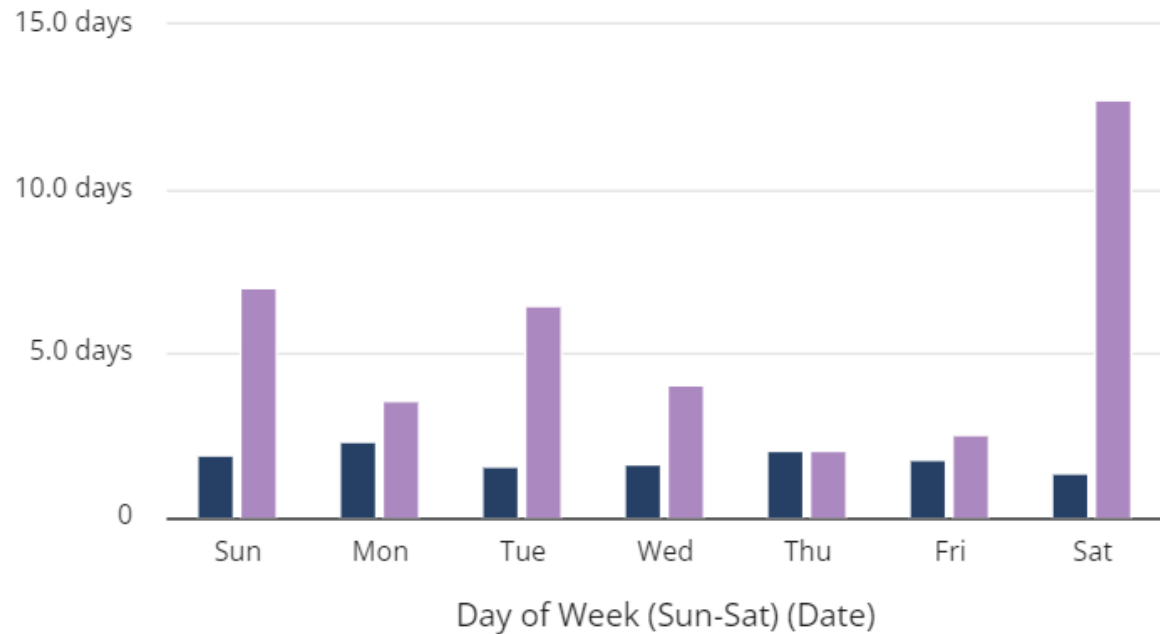
Avg. Booking Window by Month



TRIAL Zartico | Short-Term Vacation Rental + Hotels

Length of Stay by Day of Week

■ Hotel Avg. Length of Stay ■ STVR Avg. Length of Stay



ADR by Day of Week

■ Hotel ADR ■ STVR ADR

