



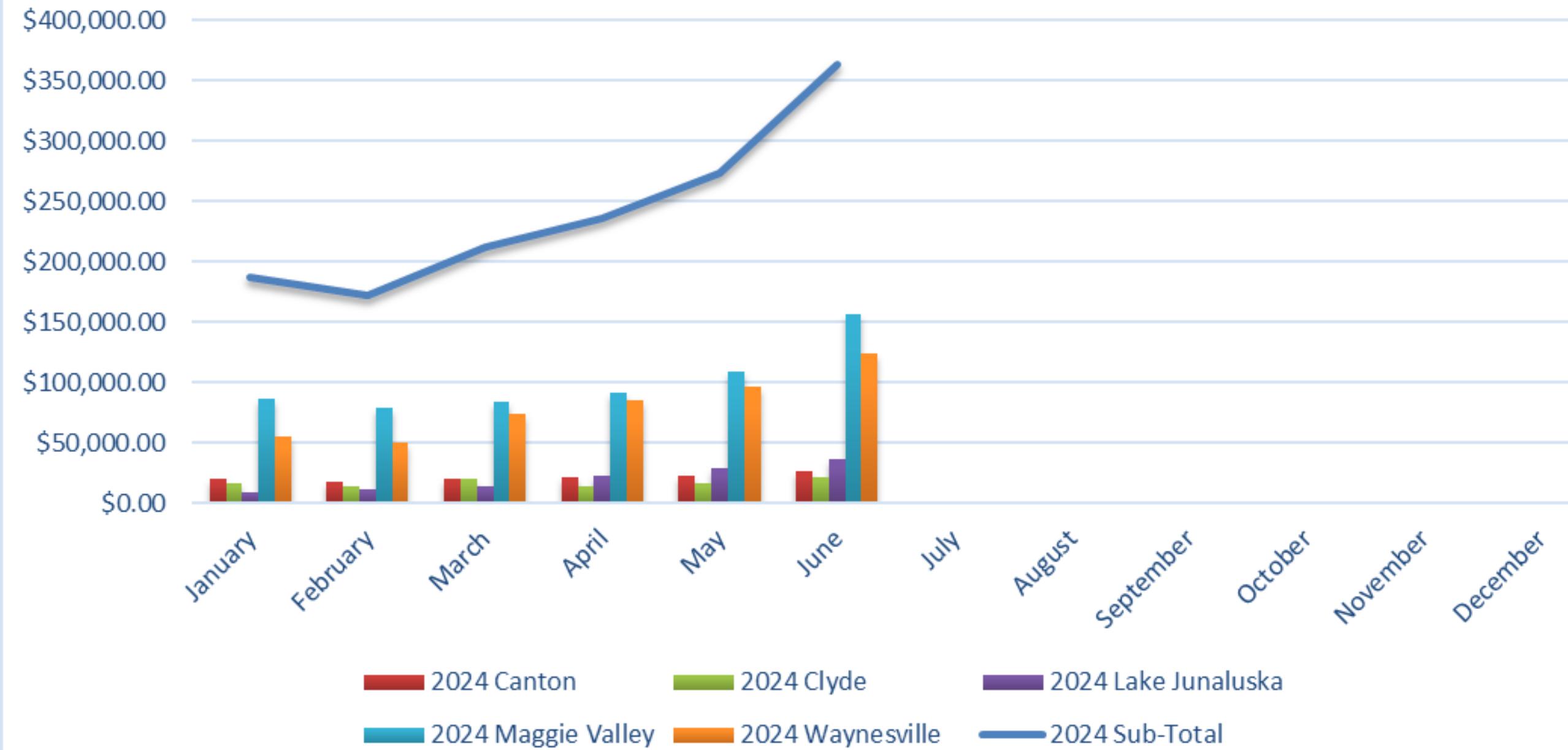
HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

Occupancy Tax & Lodging Data | presented August 28, 2024

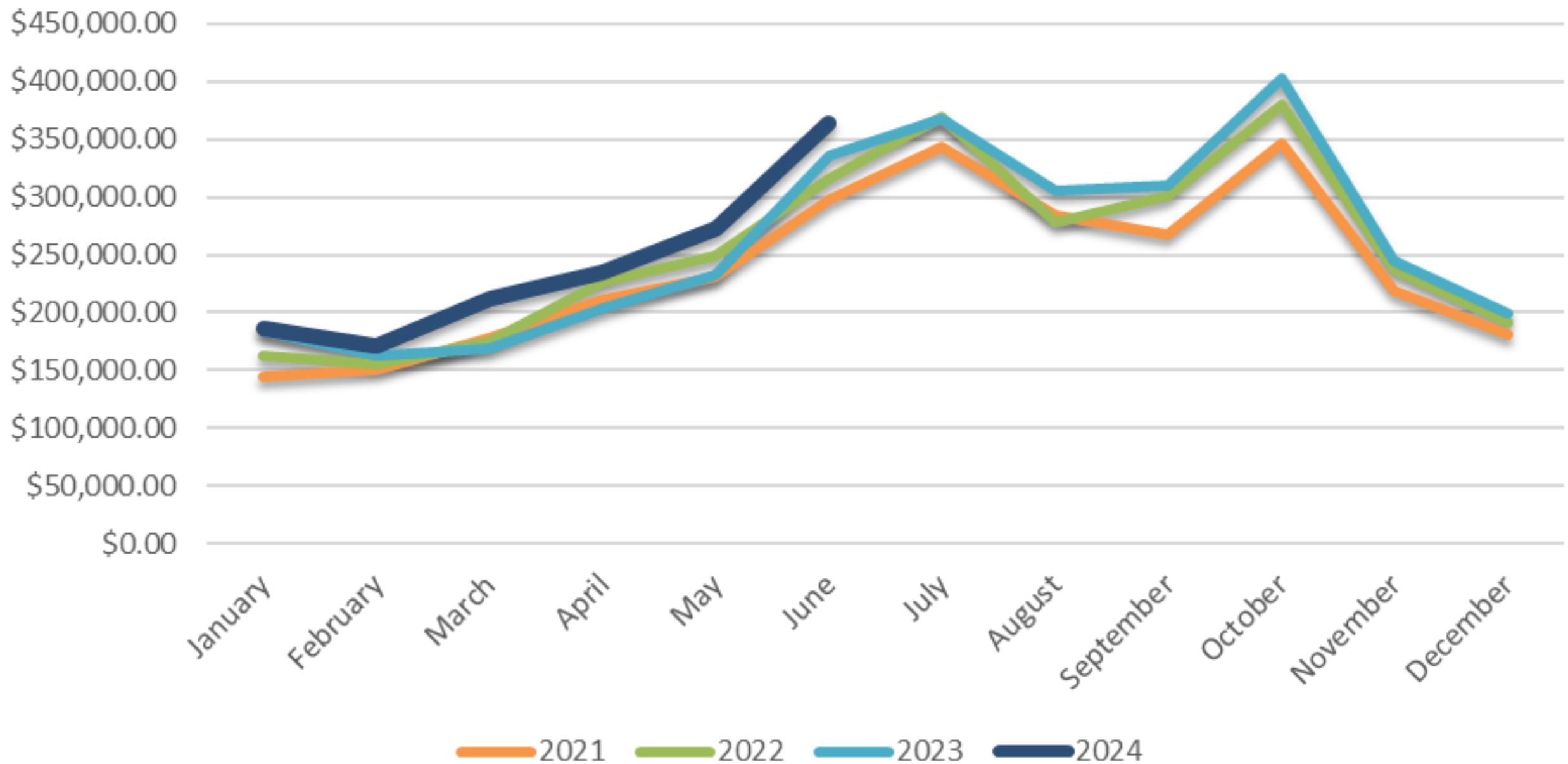
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

	% of Change											
	\$ Change from			from								
	Previous Year		Previous	Year								
	2021-2022	2022-2023	2023-2024									
July	\$344,159.31	\$369,695.58	\$367,752.94	(\$1,942.64)	-0.53%		January	\$163,272.54	\$184,467.69	\$186,374.80	\$1,907.11	1.03%
Canton	\$27,783.82	\$26,879.79	\$19,497.12	(\$7,382.67)	-27.47%		Canton	\$13,686.65	\$15,055.47	\$20,320.83	\$5,265.36	34.97%
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$7,203.05	58.07%		Clyde	\$9,586.12	\$17,470.28	\$16,150.10	(\$1,320.18)	-7.56%
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$1,171.18	2.96%		Lake Junaluska	\$10,218.76	\$13,371.82	\$8,856.70	(\$4,515.12)	-33.77%
Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	(\$6,851.24)	-3.86%		Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$1,914.87	2.27%
Waynesville	\$109,642.56	\$113,516.60	\$117,433.64	\$3,917.04	3.45%		Waynesville	\$46,989.02	\$54,339.53	\$54,901.71	\$562.18	1.03%
August	\$283,878.91	\$278,678.56	\$305,809.64	\$27,131.08	9.74%		February	\$154,643.38	\$162,325.68	\$171,592.82	\$9,267.14	5.71%
Canton	\$20,917.76	\$21,871.08	\$28,032.84	\$6,161.76	28.17%		Canton	\$13,652.64	\$13,852.03	\$17,963.11	\$4,111.08	29.68%
Clyde	\$12,035.89	\$12,041.72	\$17,010.14	\$4,968.42	41.26%		Clyde	\$8,774.38	\$15,802.06	\$13,965.94	(\$1,836.12)	-11.62%
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$2,665.19	11.26%		Lake Junaluska	\$8,861.32	\$13,240.97	\$11,140.80	(\$2,100.17)	-15.86%
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	(\$466.13)	-0.37%		Maggie Valley	\$76,712.63	\$71,592.00	\$78,844.03	\$7,252.03	10.13%
Waynesville	\$93,395.57	\$94,163.82	\$107,965.66	\$13,801.84	14.66%		Waynesville	\$46,642.41	\$47,838.62	\$49,678.94	\$1,840.32	3.85%
September	\$268,037.41	\$300,578.84	\$309,562.65	\$8,983.81	2.99%		March	\$174,740.40	\$168,067.49	\$211,448.41	\$43,380.92	25.81%
Canton	\$19,817.98	\$24,268.90	\$20,707.64	(\$3,561.26)	-14.67%		Canton	\$18,081.04	\$19,106.54	\$20,266.92	\$1,160.38	6.07%
Clyde	\$11,635.76	\$19,558.11	\$16,975.34	(\$2,582.77)	-13.21%		Clyde	\$10,966.10	\$15,154.29	\$19,672.69	\$4,518.40	29.82%
Lake Junaluska	\$26,089.09	\$29,171.45	\$28,818.89	(\$352.56)	-1.21%		Lake Junaluska	\$11,793.56	\$11,528.51	\$13,510.97	\$1,982.46	17.20%
Maggie Valley	\$124,968.30	\$130,740.68	\$135,273.39	\$4,532.71	3.47%		Maggie Valley	\$78,416.17	\$69,112.76	\$84,011.37	\$14,898.61	21.56%
Waynesville	\$85,526.28	\$96,839.70	\$107,787.39	\$10,947.69	11.30%		Waynesville	\$55,483.53	\$53,165.39	\$73,986.46	\$20,821.07	39.16%
October	\$346,441.48	\$379,422.94	\$403,324.69	\$23,901.75	6.30%		April	\$226,468.81	\$203,478.94	\$235,196.31	\$31,717.37	15.59%
Canton	\$24,622.91	\$28,986.01	\$27,962.64	(\$1,023.37)	-3.53%		Canton	\$18,361.49	\$17,209.27	\$21,361.43	\$4,152.16	24.13%
Clyde	\$12,496.88	\$18,567.11	\$24,050.80	\$5,483.69	29.53%		Clyde	\$11,285.55	\$12,449.39	\$14,164.16	\$1,714.77	13.77%
Lake Junaluska	\$29,836.71	\$34,681.85	\$37,520.80	\$2,838.95	8.19%		Lake Junaluska	\$18,392.91	\$18,268.39	\$22,781.57	\$4,513.18	24.70%
Maggie Valley	\$170,620.65	\$176,221.04	\$181,249.41	\$5,028.37	2.85%		Maggie Valley	\$102,682.92	\$85,237.87	\$91,853.89	\$6,616.02	7.76%
Waynesville	\$108,864.43	\$120,966.93	\$132,541.04	\$11,574.11	9.57%		Waynesville	\$75,745.94	\$70,314.02	\$85,035.26	\$14,721.24	20.94%
November	\$218,280.74	\$236,691.92	\$244,378.03	\$7,686.11	3.25%		May	\$249,286.59	\$233,113.46	\$272,736.36	\$39,622.90	17.00%
Canton	\$17,342.89	\$19,998.00	\$15,700.17	(\$4,297.83)	-21.49%		Canton	\$21,523.58	\$19,061.44	\$22,735.85	\$3,674.41	19.28%
Clyde	\$11,372.31	\$13,324.83	\$19,335.14	\$6,010.31	45.11%		Clyde	\$10,764.71	\$13,387.14	\$16,655.53	\$3,268.39	24.41%
Lake Junaluska	\$13,023.77	\$15,061.93	\$16,548.77	\$1,486.84	9.87%		Lake Junaluska	\$20,841.59	\$19,947.89	\$28,182.10	\$8,234.21	41.28%
Maggie Valley	\$107,137.19	\$104,245.28	\$101,699.89	(\$2,545.39)	-2.44%		Maggie Valley	\$109,621.91	\$97,101.82	\$109,128.39	\$12,026.57	12.39%
Waynesville	\$69,404.58	\$84,061.88	\$91,094.06	\$7,032.18	8.37%		Waynesville	\$86,535.16	\$83,615.17	\$96,035.49	\$12,420.32	14.85%
December	\$180,840.48	\$191,659.98	\$199,043.88	\$7,383.90	3.85%		June	\$316,629.69	\$335,302.73	\$363,645.98	\$28,343.25	8.45%
Canton	\$14,127.69	\$14,733.48	\$16,917.24	\$2,183.76	14.82%		Canton	\$25,424.90	\$24,373.06	\$26,066.17	\$1,693.11	6.95%
Clyde	\$8,399.77	\$11,658.41	\$16,880.86	\$5,222.45	44.80%		Clyde	\$9,930.42	\$17,348.05	\$21,142.39	\$3,794.34	21.87%
Lake Junaluska	\$10,636.42	\$13,268.85	\$11,442.78	(\$1,826.07)	-13.76%		Lake Junaluska	\$35,750.52	\$39,982.68	\$35,768.84	(\$4,213.84)	-10.54%
Maggie Valley	\$94,869.09	\$91,738.20	\$96,321.10	\$4,582.90	5.00%		Maggie Valley	\$151,590.73	\$147,697.81	\$156,516.31	\$8,818.50	5.97%
Waynesville	\$52,807.51	\$60,261.04	\$57,481.90	(\$2,779.14)	-4.61%		Waynesville	\$93,933.12	\$105,901.13	\$124,152.27	\$18,251.14	17.23%
								\$2,926,679.74	\$3,043,483.81	\$3,270,866.51	\$227,382.70	7.47%

2024 Occupancy Tax Collection by Zip Code



YOY Monthly Occupancy Tax Comparison





AirDNA & Zartico DATA

The background of the slide is a photograph of a scenic landscape. In the foreground, there is a grassy field where a group of children are playing. One child is in the foreground with arms raised, another is being carried on the shoulders of a third child, and a dog is standing to the right. In the background, there are rolling green hills and mountains under a blue sky with white clouds. The overall scene is bright and suggests a summer vacation or outdoor adventure.

Short-Term Vacation Rental ONLY - AirDNA

Monthly Trend: July '24

Revenue

\$7.6M

 6.6% vs July '23

Average Daily Rate

\$247

 2.0% vs July '23

RevPAR

\$162

 3.0% vs July '23

Available Listings

1,834

 3.9% vs July '23

Booked Listings

1,791

 4.3% vs July '23

Occupancy Rate

66%

 1.0% vs July '23

Short-Term Vacation Rental ONLY - AirDNA

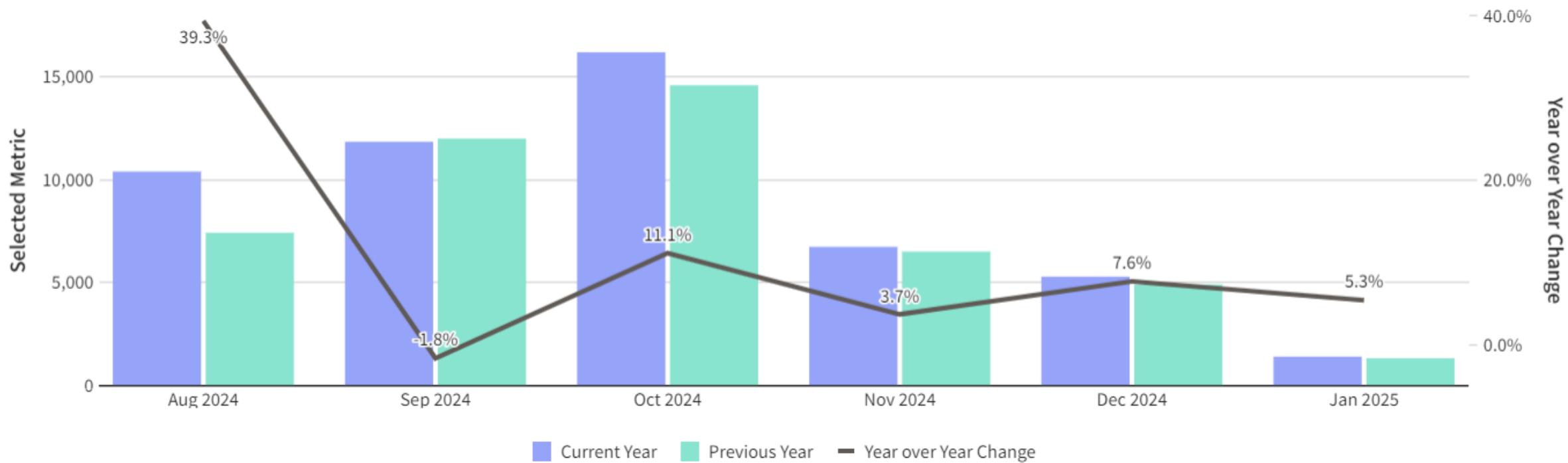
Metric Type

Market

Listing Nights B... x

Haywood County x

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

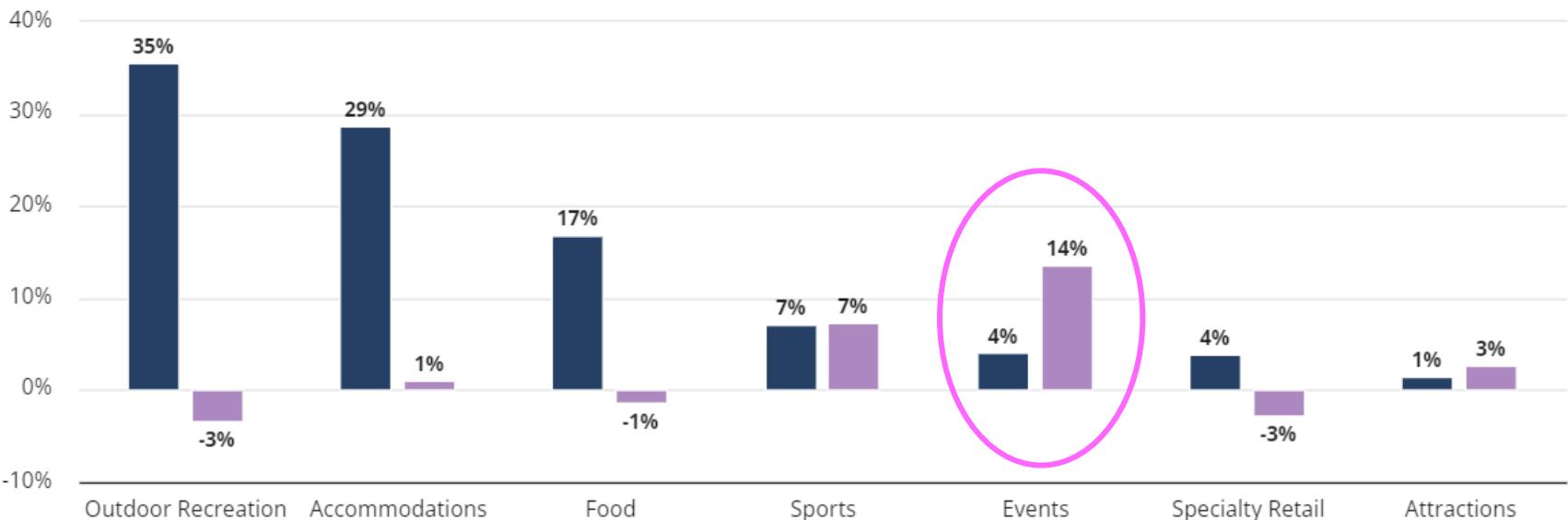


Category visitation shifts

Source: Zartico Geolocation Data

Change in Visitation by POI Category

■ % Visitors ■ Change - Previous 4 Weeks



Date Range

Start Date

2024-06-30

End Date

2024-07-07

Visitor spend insights and shifts

Source: Zartico Spend Data

Change in Retail Spend

35.4%

Change in Restaurant Spend

72.0%

Impact on local economy

Source: Zartico Spend Data

Change in Total Spend

21.9%

Change in Total Visitor Spend

36.9%

Change in Resident Spend

15.5%

Visitor Cardholder Count

2,267

Visitor Device Count

2,888