



HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

August 27, 2025 | Board of Directors Meeting



A photograph of a waterfall in a lush, green forest. Several people are swimming in the water at the base of the falls. The water is clear and flows over large, light-colored rocks. The surrounding trees are dense and green, creating a natural and serene environment.

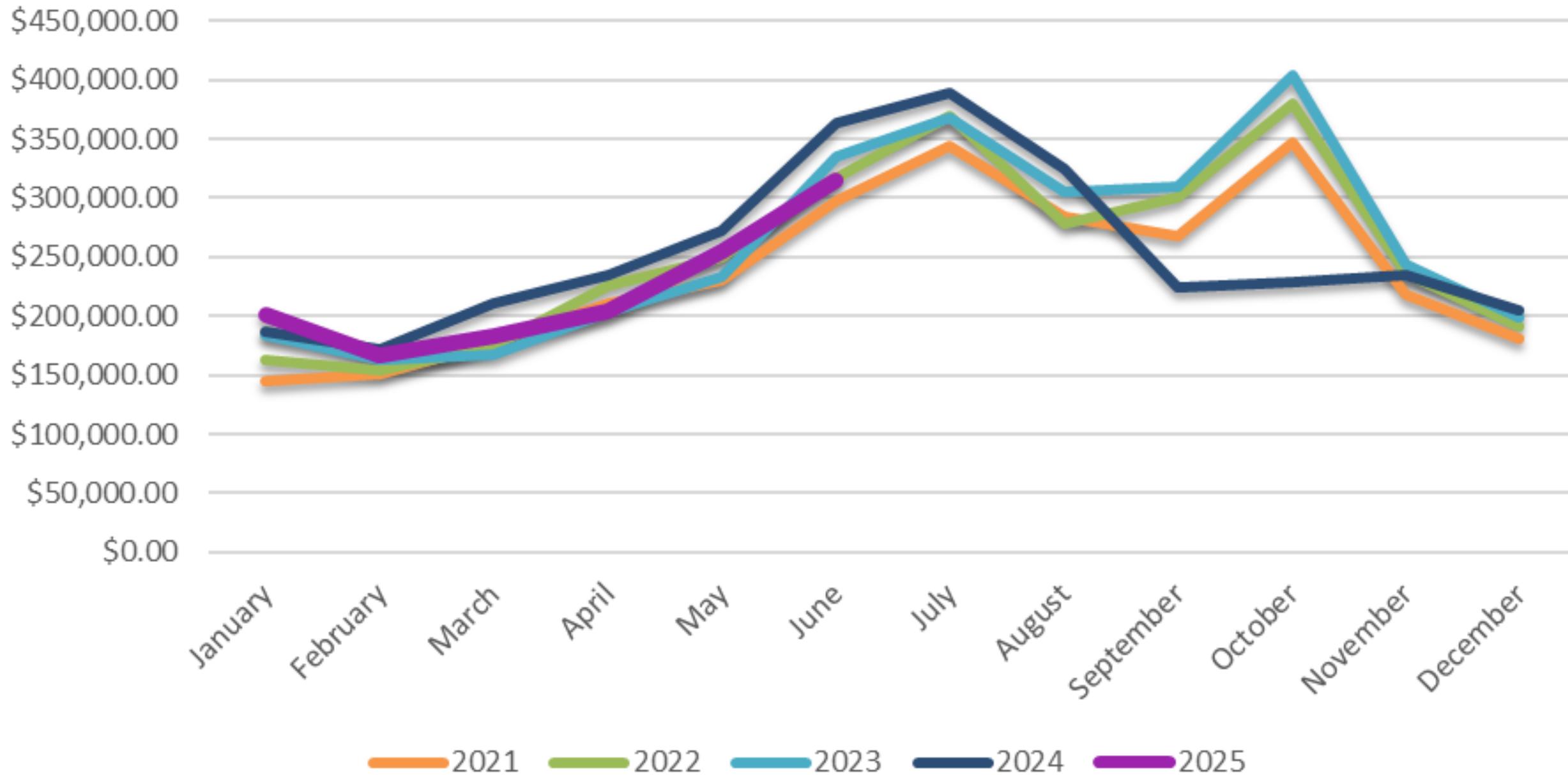
Occupancy Tax & Lodging Data

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

	2021-2022	2022-2023	2023-2024	2024-2025	\$ Change from Previous Year	% Change from Previous Year	January	\$163,272.54	\$184,467.69	\$186,374.80	\$201,802.09	\$15,427.29	8.28%	
							Canton	\$13,686.65	\$15,055.47	\$20,320.83	\$15,212.14	(\$5,108.69)	-25.14%	
July	Canton	\$27,783.82	\$26,879.79	\$19,497.12	\$25,455.96	\$5,958.84	Clyde	\$9,586.12	\$17,470.28	\$16,150.10	\$11,492.80	(\$4,657.30)	-28.84%	
	Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$21,166.77	\$1,559.65	Lake Junaluska	\$10,218.76	\$13,371.82	\$8,856.70	\$15,684.34	\$6,827.64	77.09%	
	Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$43,022.88	\$2,225.05	Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$98,739.45	\$12,593.99	14.62%	
	Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	\$175,808.74	\$5,391.51	Waynesville	\$46,989.02	\$54,339.53	\$54,901.71	\$60,673.36	\$5,771.65	10.51%	
	Waynesville	\$109,642.56	\$113,516.60	\$117,433.64	\$123,230.37	\$5,796.73	February	\$154,643.38	\$162,325.68	\$171,592.82	\$167,308.30	(\$4,284.52)	-2.50%	
	January	\$344,159.31	\$369,695.58	\$367,752.94	\$388,684.72	\$20,931.78	5.69%	Canton	\$13,652.64	\$13,852.03	\$17,963.11	\$14,973.41	(\$2,989.70)	-16.64%
August	Clyde	\$20,917.76	\$21,871.08	\$28,032.84	\$23,336.22	(\$4,696.62)	% Change from Previous Year	Clyde	\$8,774.38	\$15,802.06	\$13,965.94	\$10,246.79	(\$3,719.15)	-26.63%
	Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$27,008.34	\$683.22	5.45%	Lake Junaluska	\$8,861.32	\$13,240.97	\$11,140.80	\$7,753.81	(\$3,386.99)	-30.40%
	Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	\$143,722.74	\$17,246.86	3.16%	Waynesville	\$76,712.63	\$71,592.00	\$78,844.03	\$77,469.39	(\$1,374.64)	-1.74%
	Waynesville	\$93,395.57	\$94,163.82	\$107,965.66	\$112,854.60	\$4,888.94	4.94%	February	\$162,325.68	\$171,592.82	\$167,308.30	(\$4,284.52)	-2.50%	
	September	\$268,037.41	\$300,578.84	\$309,562.65	\$225,130.03	(\$84,432.62)	-27.27%	Maggie Valley	\$78,416.17	\$69,112.76	\$84,011.37	\$63,363.34	(\$20,648.03)	-24.58%
	Canton	\$19,817.98	\$24,268.90	\$20,707.64	\$10,569.43	(\$10,138.21)	-48.96%	Waynesville	\$55,483.53	\$53,165.39	\$73,986.46	\$70,030.01	(\$3,956.45)	-5.35%
September	Clyde	\$11,635.76	\$19,558.11	\$16,975.34	\$11,812.43	(\$5,162.91)	-30.41%	March	\$174,740.40	\$168,067.49	\$211,448.41	\$182,523.15	(\$28,925.26)	-13.68%
	Lake Junaluska	\$26,089.09	\$29,171.45	\$28,818.89	\$24,685.05	(\$4,133.84)	-14.34%	Canton	\$18,081.04	\$19,106.54	\$20,266.92	\$16,762.40	(\$3,504.52)	-17.29%
	Maggie Valley	\$124,968.30	\$130,740.68	\$135,273.39	\$95,390.88	(\$39,882.51)	-29.48%	Clyde	\$10,966.10	\$15,154.29	\$19,672.69	\$12,889.35	(\$6,783.34)	-34.48%
	Waynesville	\$85,526.28	\$96,839.70	\$107,787.39	\$82,672.24	(\$25,115.15)	-23.30%	Lake Junaluska	\$11,793.56	\$11,528.51	\$13,510.97	\$19,478.05	\$5,967.08	44.16%
	October	\$346,441.48	\$379,422.94	\$403,324.69	\$228,808.59	(\$174,516.10)	-43.27%	Maggie Valley	\$78,416.17	\$69,112.76	\$84,011.37	\$63,363.34	(\$20,648.03)	-24.58%
	Clyde	\$24,622.91	\$28,986.01	\$27,962.64	\$12,417.99	(\$15,544.65)	-55.59%	Waynesville	\$55,483.53	\$53,165.39	\$73,986.46	\$70,030.01	(\$3,956.45)	-5.35%
October	Lake Junaluska	\$29,836.71	\$34,681.85	\$37,520.80	\$46,052.87	\$8,532.07	22.74%	April	\$226,468.81	\$203,478.94	\$235,196.31	\$204,861.17	(\$30,335.14)	-12.90%
	Maggie Valley	\$170,620.65	\$176,221.04	\$181,249.41	\$96,673.36	(\$84,576.05)	-46.66%	Canton	\$18,361.49	\$17,209.27	\$21,361.43	\$14,873.00	(\$6,488.43)	-30.37%
	Waynesville	\$108,864.43	\$120,966.93	\$132,541.04	\$72,652.93	(\$59,888.11)	-45.18%	Clyde	\$11,285.55	\$12,449.39	\$14,164.16	\$11,083.69	(\$3,080.47)	-21.75%
	November	\$218,280.74	\$236,691.92	\$244,378.03	\$235,377.74	(\$9,000.29)	-3.68%	Lake Junaluska	\$18,392.91	\$18,268.39	\$22,781.57	\$21,908.22	(\$873.35)	-3.83%
	Clyde	\$17,342.89	\$19,998.00	\$15,700.17	\$8,310.87	(\$7,389.30)	-47.07%	Maggie Valley	\$102,682.92	\$85,237.87	\$91,853.89	\$80,098.71	(\$11,755.18)	-12.80%
	Lake Junaluska	\$13,372.31	\$13,324.83	\$19,335.14	\$10,600.83	(\$8,734.31)	-45.17%	Waynesville	\$75,745.94	\$70,314.02	\$85,035.26	\$76,897.55	(\$8,137.71)	-9.57%
November	Maggie Valley	\$13,023.77	\$15,061.93	\$16,548.77	\$27,879.84	\$11,331.07	68.47%	May	\$249,286.59	\$233,113.46	\$272,736.36	\$254,929.16	(\$17,807.20)	-6.53%
	Waynesville	\$107,137.19	\$104,245.28	\$101,699.89	\$102,616.10	\$916.21	0.90%	Canton	\$21,523.58	\$19,061.44	\$22,735.85	\$19,039.86	(\$3,695.99)	-16.26%
	December	\$69,404.58	\$84,061.88	\$91,094.06	\$85,970.10	(\$5,123.96)	-5.62%	Clyde	\$10,764.71	\$13,387.14	\$16,655.53	\$13,963.87	(\$2,691.66)	-16.16%
	Clyde	\$14,127.69	\$14,733.48	\$16,917.24	\$18,943.07	\$2,025.83	11.97%	Lake Junaluska	\$20,841.59	\$19,947.89	\$28,182.10	\$31,537.11	\$3,355.01	11.90%
	Lake Junaluska	\$8,399.77	\$11,658.41	\$16,880.86	\$12,415.73	(\$4,465.13)	-26.45%	Maggie Valley	\$109,621.91	\$97,101.82	\$109,128.39	\$96,226.37	(\$12,902.02)	-11.82%
	Maggie Valley	\$10,636.42	\$13,268.85	\$11,442.78	\$16,663.99	\$5,221.21	45.63%	Waynesville	\$86,535.16	\$83,615.17	\$96,035.49	\$94,161.95	(\$1,873.54)	-1.95%
December	Waynesville	\$94,869.09	\$91,738.20	\$96,321.10	\$102,099.33	\$5,778.23	6.00%	June	\$316,629.69	\$335,302.73	\$363,645.98	\$314,593.22	(\$49,052.76)	-13.49%
	January	\$180,840.48	\$191,659.98	\$199,043.88	\$204,924.68	\$5,880.80	2.95%	Canton	\$25,424.90	\$24,373.06	\$26,066.17	\$22,153.92	(\$3,912.25)	-15.01%
	Clyde	\$14,127.69	\$14,733.48	\$16,917.24	\$18,943.07	\$2,025.83	11.97%	Clyde	\$9,930.42	\$17,348.05	\$21,142.39	\$9,354.15	(\$11,788.24)	-55.76%
	Lake Junaluska	\$8,399.77	\$11,658.41	\$16,880.86	\$12,415.73	(\$4,465.13)	-26.45%	Lake Junaluska	\$35,750.52	\$39,982.68	\$35,768.84	\$51,634.20	\$15,865.36	44.36%
	Maggie Valley	\$10,636.42	\$13,268.85	\$11,442.78	\$16,663.99	\$5,221.21	45.63%	Maggie Valley	\$151,590.73	\$147,697.81	\$156,516.31	\$120,467.96	(\$36,048.35)	-23.03%
	Waynesville	\$52,807.51	\$60,261.04	\$57,481.90	\$54,802.56	(\$2,679.34)	-4.66%	Waynesville	\$93,933.12	\$105,901.13	\$124,152.27	\$110,982.99	(\$13,169.28)	-10.61%
	January								\$2,926,679.74	\$3,043,483.81	\$3,270,866.51	\$2,932,906.56	(\$337,959.95)	-10.33%

[Link to Online Version](#)

YOY Monthly Occupancy Tax Comparison



— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

A photograph of three hikers on a rocky mountain ridge. A man in a dark shirt and backpack is on the left, a woman in a pink shirt and backpack is in the center, and a woman in a red shirt and backpack is on the right, smiling and pointing towards the horizon. The background shows a vast, rolling landscape of green mountains under a blue sky with wispy clouds.

Old Business

A wide-angle, aerial photograph of the Western North Carolina Mountains. In the foreground, a calm lake reflects the surrounding green hills and mountains. A small town with houses and roads is nestled among the trees on the left. The middle ground shows a dense forest of green trees. In the background, a range of mountains stretches across the horizon under a blue sky with scattered white clouds.

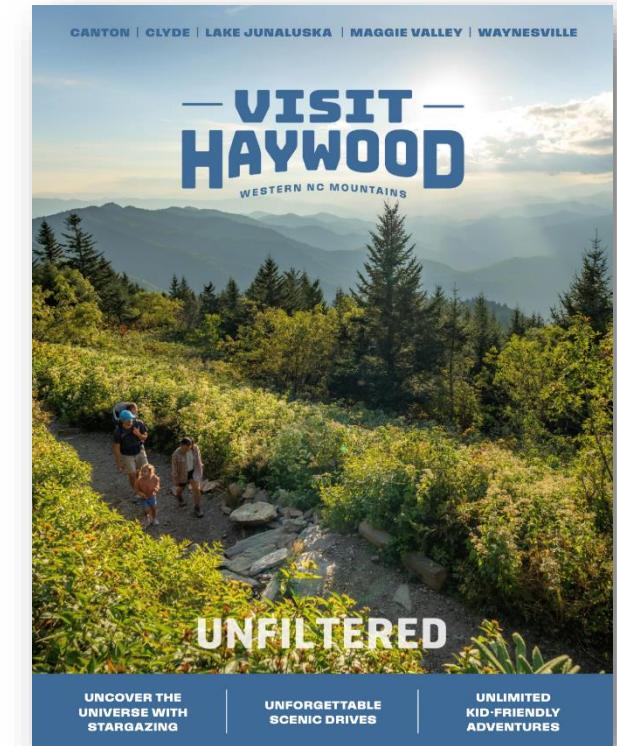
— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

New Business

2026 Visitor Guide RFP's

What we asked for:

- A brief company history, overview of services and capabilities.
- Three [3] examples of different destination guides produced in the past two [2] years.
- The names, addresses, and phone numbers of at least three [3] clients we may contact.
- A proposed project timeline and how updates will be communicated.
- Printing and production timeline with a delivery date of early January 2026.
- Detailed budget that breaks out printing costs.
- Proposals were due by 5:00pm EST on Friday, July 25, 2025.



2026 Visitor Guide RFP's

Proposals Received

Company	Total Cost	Creative Cost	Printing Cost
Lure Creative	\$36,910	\$12,000	\$24,910
Smoky Mountain News	Unknown	\$115 per hour, 35-45 hours quoted.	\$35,511
Tilt36T	\$75,250	\$23,500	\$51,750
Today Media	\$55,000	\$12,650	\$42,350

Staff and Marketing Committee recommend Lure Creative.

Suggested Motion:
Vote to approve the Lure Contract and authorize the Executive Director to sign.



— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

Staff Reports

Destinations can use data to easily:

Understand
Visitor Behavior



Identify Emerging
Trends & Adapt
Marketing
Strategies



Track Marketing
Campaign
Effectiveness



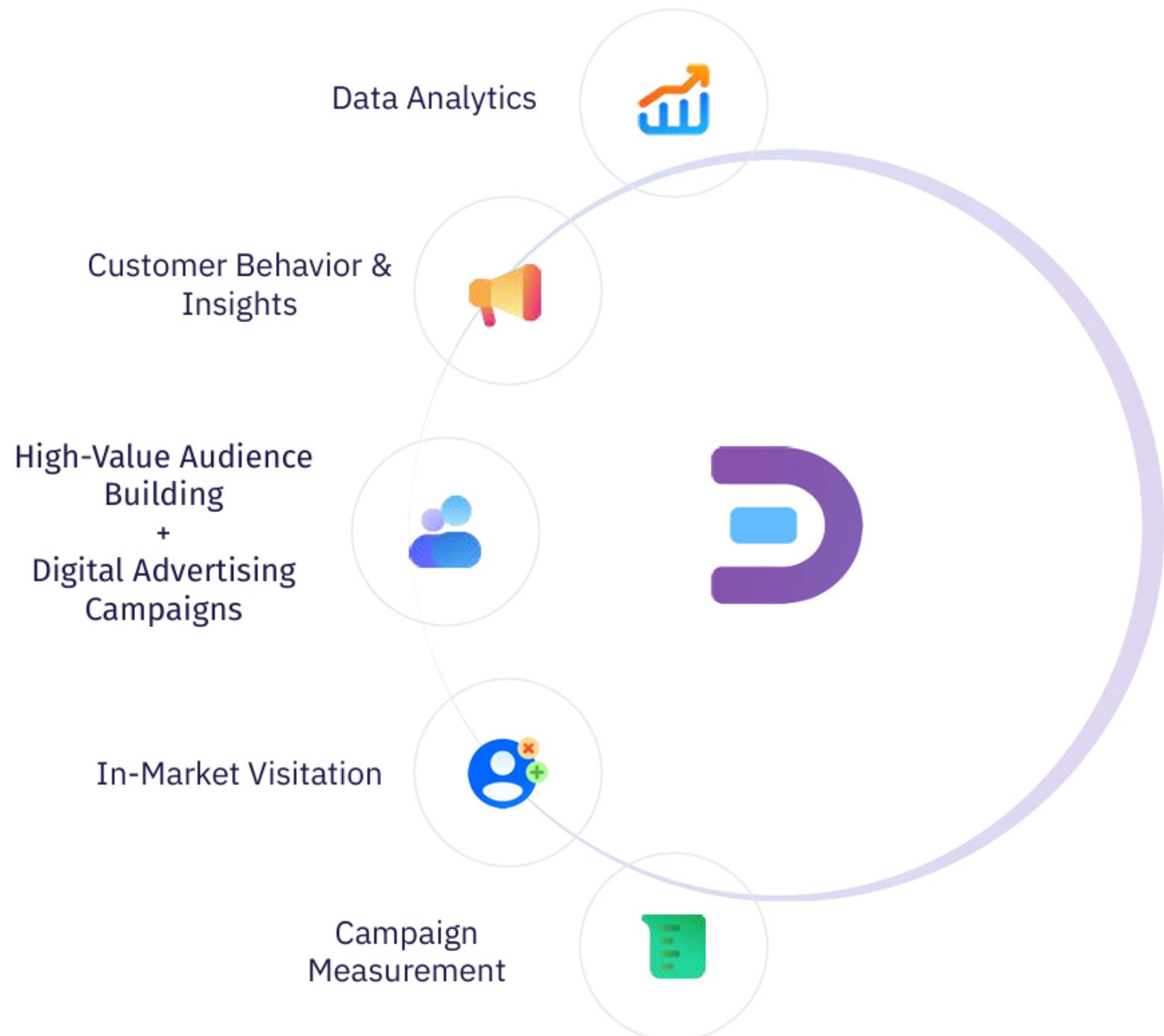
Personalize and
Customize
Campaigns



About Datafy-

All the insights you need for ad strategy

Our full-circle platform is the best way for DMOs to **reach audiences** and **measure & report** on the real value of their digital marketing efforts.

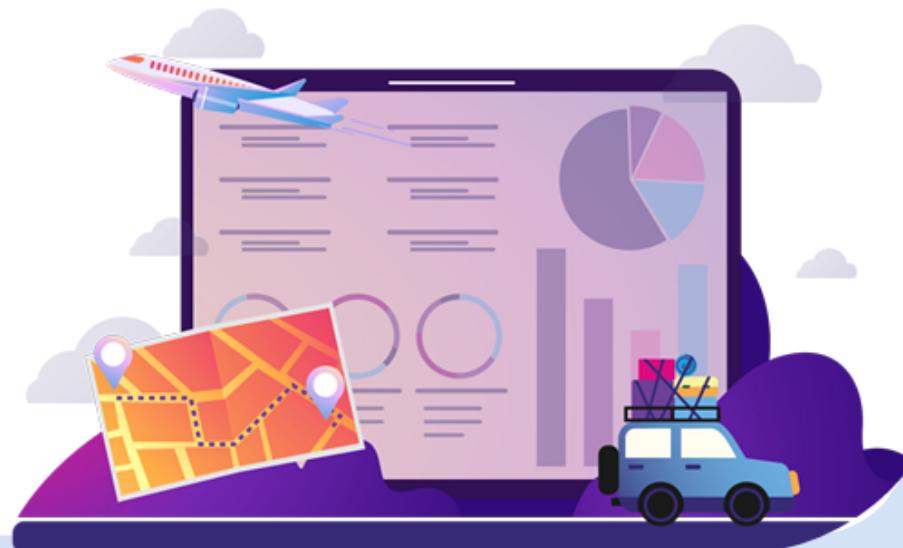


Big Data Analytics

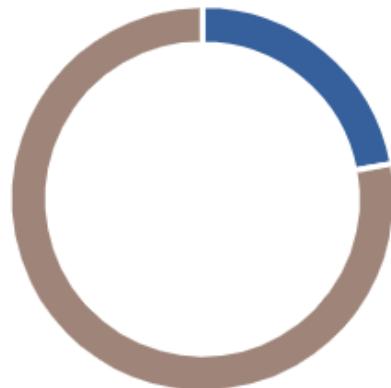
Datafy provides **geolocation data** from 150M+ monthly active users and **spending data** from 90M+ cardholders, **modeled by us, in-house**. We can visualize and layer in any of your destination's additional datasets and build custom reports, as needed. The analytics dashboard offers valuable insights into visitation and spending trends, helping destinations better understand their visitors. It also serves as a powerful tool to uncover insights that inform and enhance destination marketing and advertising strategies.

Insights your data can provide:

- Type of Visitors: Local vs visitor, in-state vs out-of-state
- Values by Estimated Visitor Volumes or Percent Share
- Points of Interest Visited: Including regions, hotels, and attractions
- Origin Markets: By State, DMA, MSA, County, City, Zip Code
- Trip Types by Day: 1 day, 2 days, 3 days, 4 days, 5 days, 6+ days
- One Time vs Repeat Visitors: By any date range and by POI
- Estimated Spending: By origin market, date range, and category

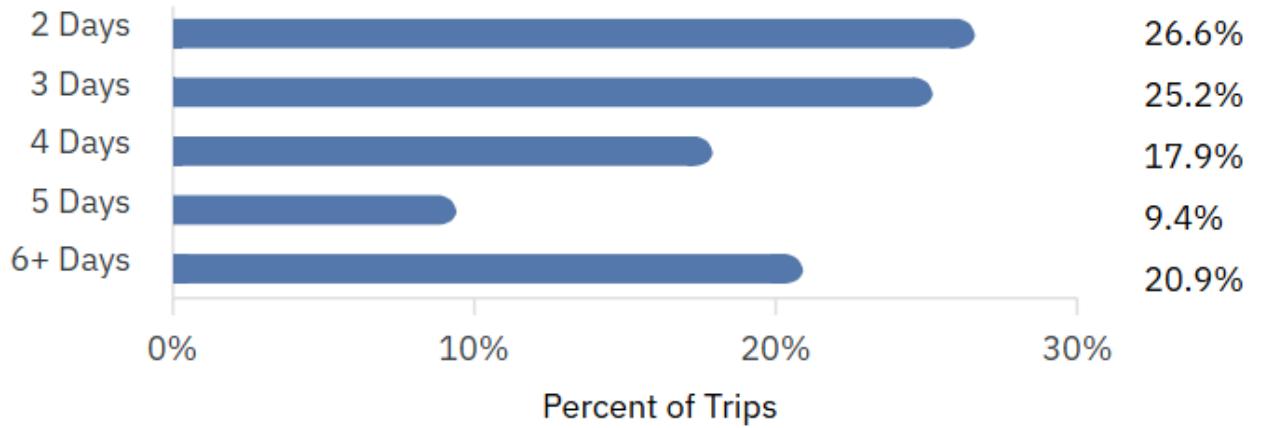


In-State vs Out-of-State Visitor Days

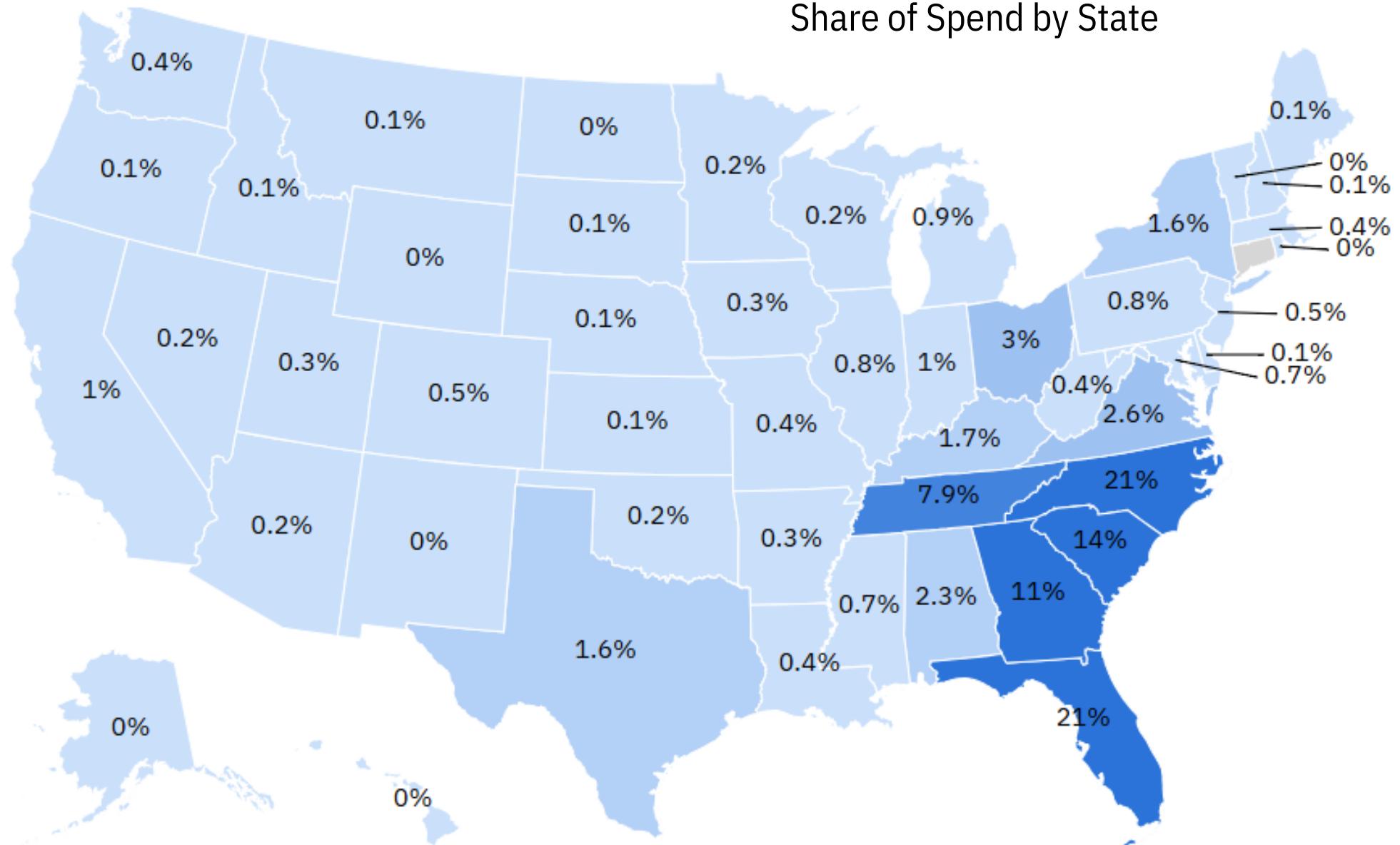


● In-State 22.1%
● Out-of-State 77.9%

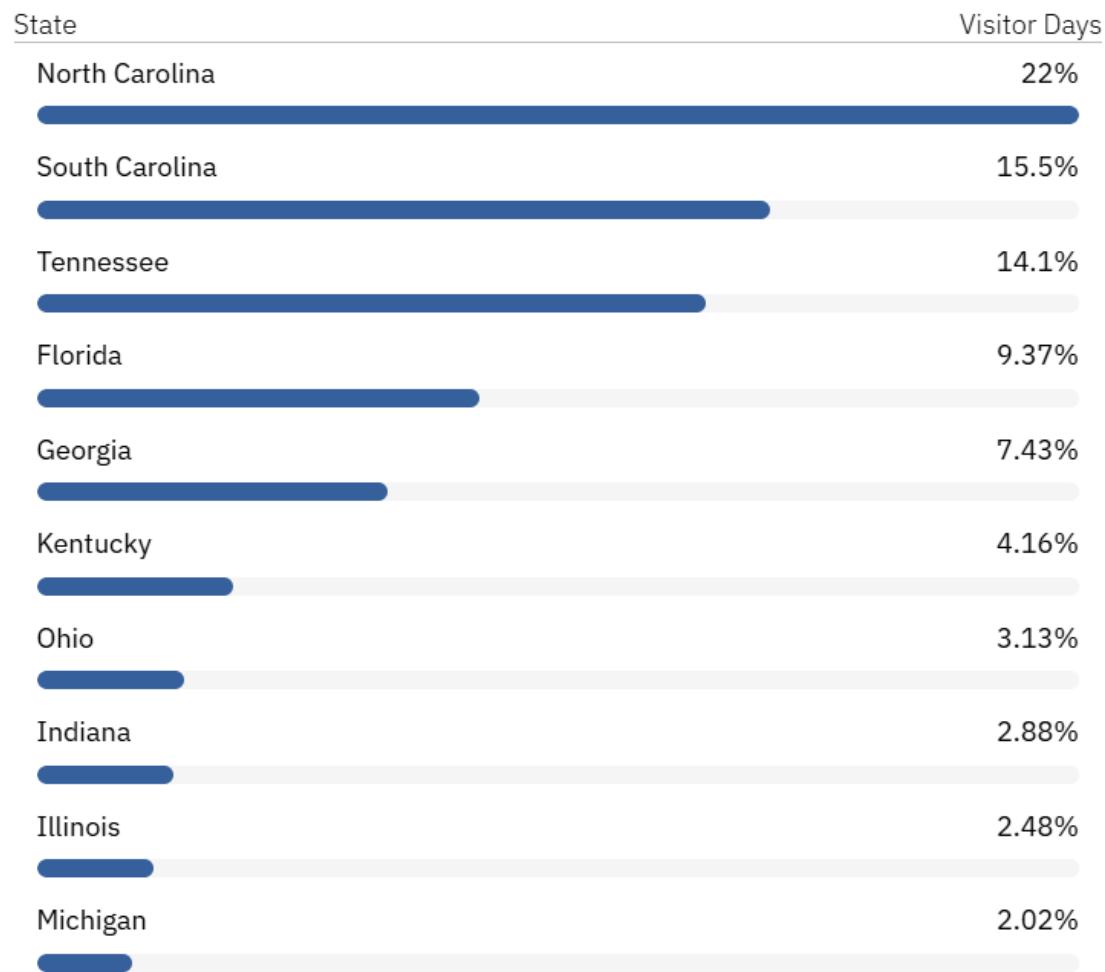
Overnight Visitation % Share



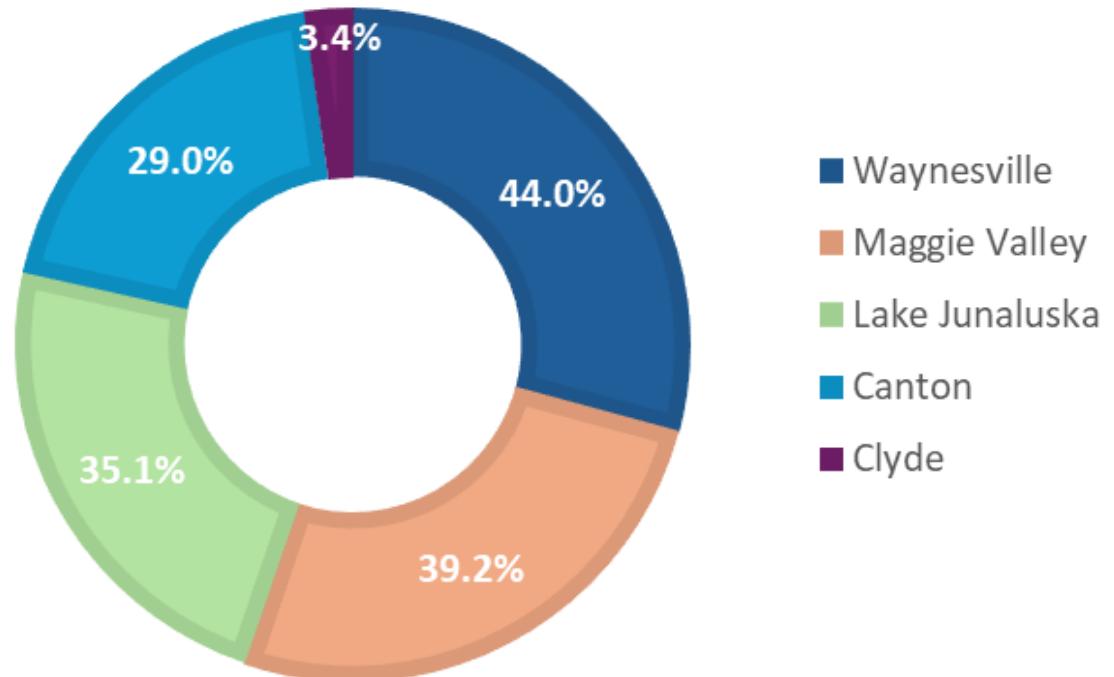
Share of Spend by State



State Visitation (where visitors come from)



Region Visitation (where visitors go)



SOUTHEAST TOURISM SOCIETY

2025
WINNER

SIGNATURE EVENTS
OF THE SOUTHEAST



Ice Fest Award

WADE L. REECE MEMORIAL





Jan. 29



Feb. 1
2026

COMMITTEE
VOLUNTEERS
NEEDED!



Open Haywood/Elk Bucks: mid-campaign update



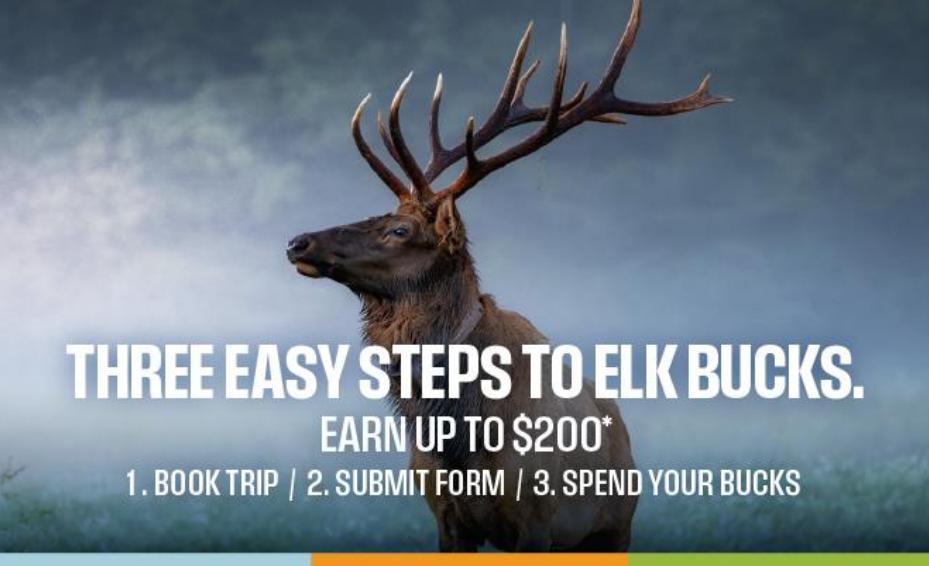
**THREE EASY STEPS
TO ELK BUCKS.**

EARN UP TO \$200*

1. BOOK TRIP
2. SUBMIT FORM
3. SPEND YOUR BUCKS

**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS

HURRY AND BOOK
* TERMS APPLY



THREE EASY STEPS TO ELK BUCKS.

EARN UP TO \$200*

1. BOOK TRIP / 2. SUBMIT FORM / 3. SPEND YOUR BUCKS

**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS

HURRY AND BOOK
* TERMS APPLY



**THREE EASY
STEPS TO
ELK BUCKS.**

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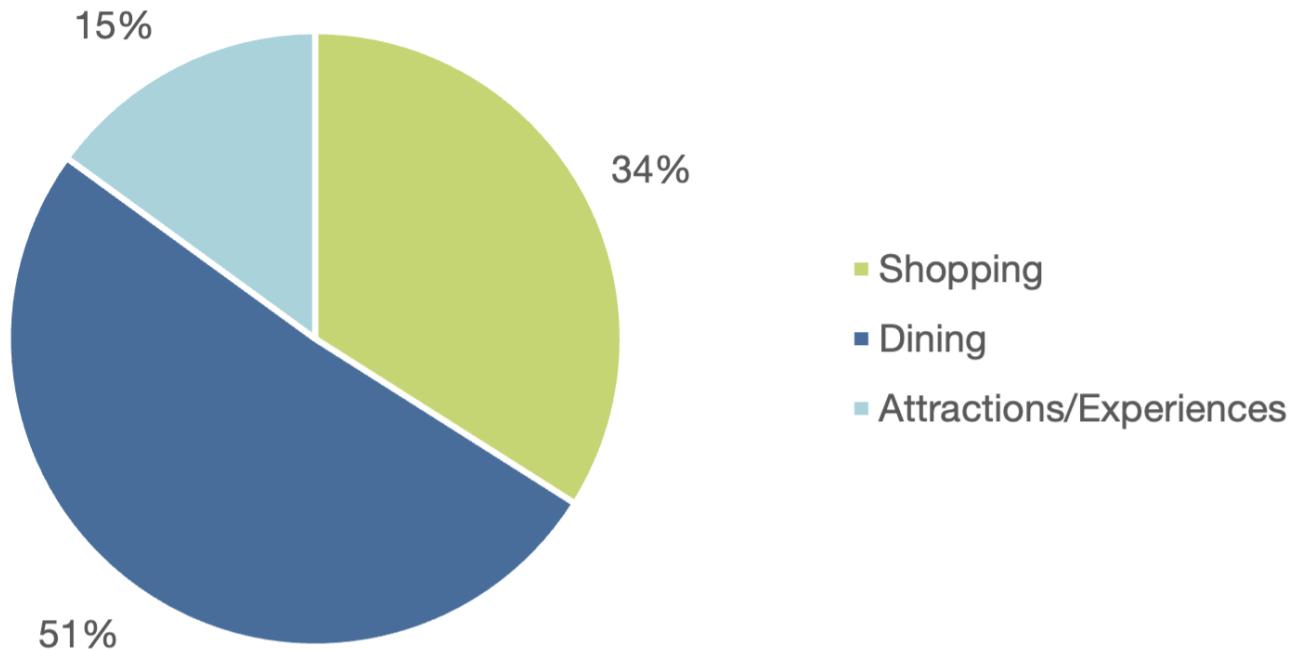
1. BOOK TRIP
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**VISIT
HAYWOOD**
WESTERN NC MOUNTAINS

HURRY AND BOOK
* TERMS APPLY

Open Haywood/Elk Bucks: mid-campaign* update

Spending by Category



- \$7,150 Elk Bucks sent to 52 booking parties so far.
- 51.9% booked 4+ nights, 32.6% booked 2 nights, 17.3% booked 3 nights.
- Program continues until September 30, 2025.

**Data summary as of 08.22.2025*



Haywood County Future Pacing: AirDNA

Pacing

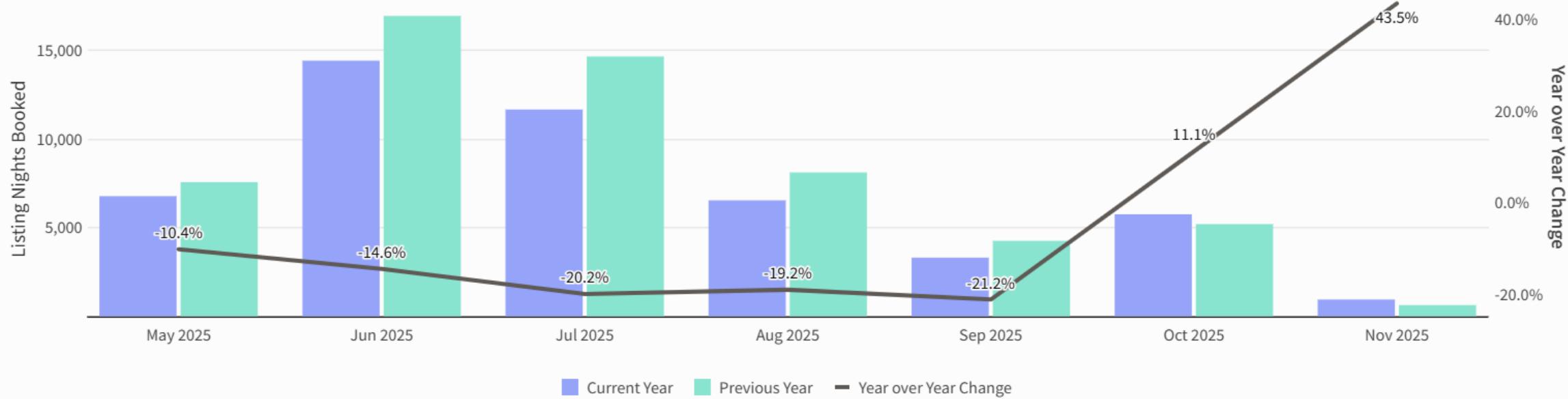
Metric Type

Market

Listing Nights Booked

Haywood County

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



Pacing last updated: May 19, 2025

Western NC Counties* Future Pacing: AirDNA

Pacing

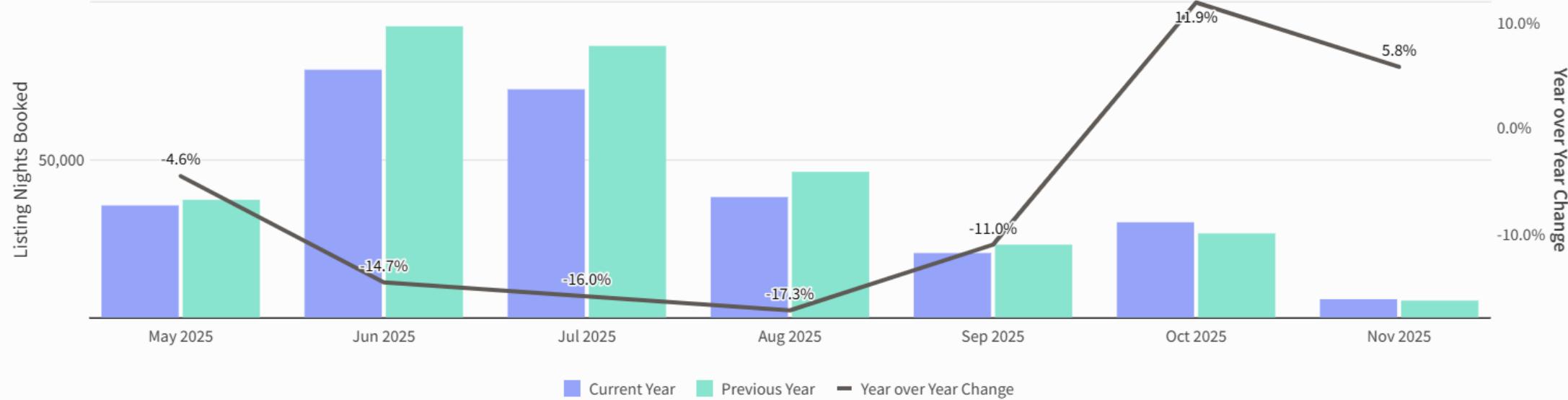
Metric Type

Market

Listing Nights Booked

Western NC Countie...

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



Pacing last updated: May 19, 2025

*INCLUDES: Cherokee County; Graham County; Macon County; Swain County; Jackson County; Clay County; Transylvania County; Haywood County; Rutherford County; McDowell County; Polk County

Pacing Data Date	Month	Haywood County	Haywood Improvement	Western NC
May 19, 2025	July	-20.2%		-16%
July 28, 2025	July	-0.1%	+ 20.1%	-4%
May 19, 2025	August	-19.2%		-17.3%
August 18, 2025	August	-9.7%	+ 9.5%	-11.6%
May 19, 2025	September	-21.2%		-11%
August 18, 2025	September	-15.7%	+ 5.5%	-14.4%

Grant Updates

CAPITAL

September 24 – TDA Board Vote

Second Round ADVERTISING

August 11 - Applications Opened

September 19 – Application Deadline

December 3 – TDA Board Vote

Town	FY 25-26 Budget Remaining	Fund Balance
Canton	\$0	\$20,000
Clyde	\$5,000	\$100,000
Lake Junaluska	\$0	\$12,000
Maggie Valley	\$15,000	\$280,000
Waynesville	\$4,000	\$160,000

<https://haywoodtda.com/grants/>



®
OUTDOOR WRITERS
ASSOCIATION
of America ®

Annual Conference August 2025

- Event Sponsor + Presentation
- Speed Networking
- Engaged with 220+ Outdoor Writers who want to learn more about Haywood, NC!



Community Presentations

Ashley Rice
Haywood Chamber
Women in Business

Amie Newsome
Rotary Club





Looking Ahead

The one-year milestone of Helene is fast-approaching – state, regional and local messaging.



MOUNTAIN MORNINGS



NEXT MOUNTAIN MORNINGS:
NOV. 13TH AT CATALOOCHEE RANCH (8:30AM)





— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

Next Board Meeting
September 24, 2025
9 AM
HCC Hemlock #1509