

Watauga County, NC

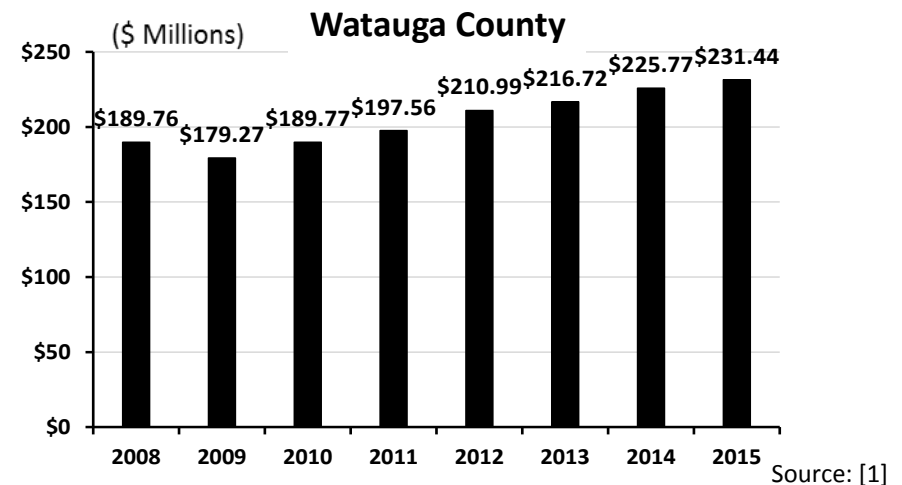
2015 Tourism Economic Fact Sheet

Yearly 2015 Tourist Activity in the County

- Generated **\$231.44 million** per year in direct tourist spending
- Produced **\$52.24 million** per year in worker income & paychecks
- Created **\$9.03 million** per year in local county tax revenues
- Created **\$11.61 million** per year in state tax revenue
- Generated **\$20.64 million** per year in combined state & local taxes
- Generated **2,640 jobs** per year
- 2015 Tourist spending increased by **2.5%** over 2014

Source: [1]

Eight Year Trend of Annual Tourist Spending



On an Average Day in 2015

Tourist Spending in Watauga County:

- Generated **\$56,547** daily in combined state & local tax revenues
- Created **\$24,739** daily in local county tax revenues
- Created **\$31,808** daily in state tax revenues
- Generated **\$143,123** daily in worker paychecks

Source: [1], [2]

2015 Tourism Tax Relief on County Households

As a result of taxes generated by tourist spending in Watauga County...

- Each of the **33,130** Watauga County households pay **\$623 less** in local and state taxes. In other words, if tourism did not exist, each household would have to pay **\$623 more** in state and local taxes to replace the taxes generated by tourist spending.

Source: [1], [2], [3]



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Sources: [1] "The Economic Impact of Travel on North Carolina Counties." (2009-2015) This study was prepared for the North Carolina Division of Tourism, Film and Sports Development by the U.S. Travel Association, Washington, D.C.
 [2] Additional analysis by Dr. Steve Morse, Economist, Western Carolina University, and HT 438—Hospitality & Tourism Strategy class, Spring Semester 2017.
 [3] U.S. Census Bureau, Number of Household Units in North Carolina Counties, 2015; www.census.gov