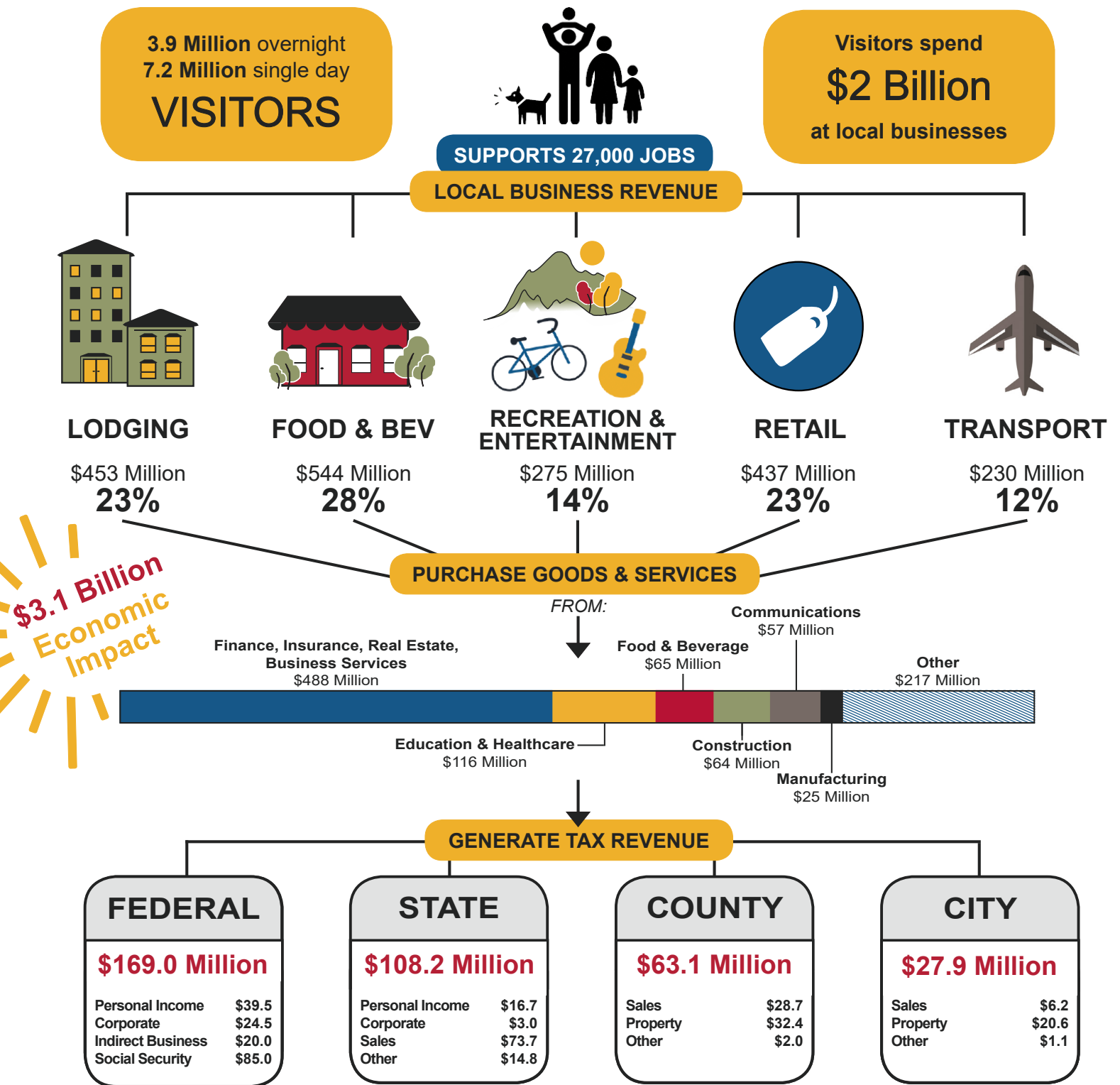


TOURISM BUILDS COMMUNITY

The BCTDA invests occupancy tax revenue to attract overnight visitors to Buncombe County, creating customers for local businesses, jobs, and tax revenue.



Every \$1 invested in tourism advertising generates \$43 in spending at local businesses — PLUS \$3 of sales tax.