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TOURISM & THE BCTDA: FAST FACTS & FAQs

What is the Buncombe County Tourism Development Authority?

- The BCTDA is a public authority with the public purpose of strengthening the local economy by promoting Asheville and Buncombe County to people who will come here and spend money with local businesses.
- The BCTDA's investment in tourism promotion:
 - Creates a customer base that sustains local businesses year-round.
 - Provides funding for community assets enjoyed by residents.
 - Generates awareness/reputation for Asheville that supports all economic development goals.

How does tourism contribute to the area's economic vitality?

- *Visitor spending*
 - People who come here spend \$2 billion at local businesses in Buncombe County annually – that's cash in the registers of local residents.
 - Those local businesses buy goods and services from more local businesses for total economic impact of \$3.1 billion.
 - Visitor spending in Buncombe County increased 167% between 2000 and 2018, compared to 110% statewide. Among the counties that ranked in the Top 10 for visitor spending, the average increase was 115%.
 - If Buncombe County had grown at the average rate of the Top 10 counties...local businesses would lose \$235 million of revenue per year.
- *Job creation*
 - Tourism-related businesses employ more than 18,000 people. In total, tourism supports over 27,000 jobs, or 15% of employment in Buncombe County:
 - 6,142 restaurant workers (half of all restaurant workers)
 - 4,812 workers in lodging
 - 2,895 jobs in recreation and entertainment (half of recreation/entertainment workers)
 - 2,673 retail workers (16.5% of all retail workers)
 - More than 10,000 jobs in other categories including business services, finance, insurance and real estate
- *Generation of local taxes*
 - Tourism generated \$199.1 million in state and local revenues in 2017, providing programs and services the community needs.
 - In total, tourism generates \$53 million in property taxes – 16% of the total property tax for the Buncombe County and 33% of the total for the City of Asheville.

Do local taxpayers fund BCTDA's promotion of Asheville and Buncombe County?

- Absolutely not! Lodging businesses provide 100% of the funding to attract visitors to Buncombe County by collecting an occupancy tax from visitors, in addition to sales tax.
- Every \$1 spent on advertising generates \$43 of spending at local businesses within just a few months of the campaign. Seventy-five percent of that spending is at non-lodging businesses including entertainment, recreation, attractions, retails, food and beverage, and the arts.

What Is the Occupancy Tax?

- The occupancy tax was established by state law in 1983, and the Buncombe County Tourism Development Authority was formed to invest the tax revenue in tourism promotion to attract people who stay overnight in commercial facilities in Buncombe County.
- The self-imposed 6% occupancy tax is a surcharge to the 7% sales tax for a total tax of 13% on paid accommodations in Buncombe County. So, the tax is paid strictly by overnight visitors who stay in commercial hotels, bed and breakfast establishments, and short-term rentals.
- By law, 75% of the proceeds must be used for promotion and the remainder is dedicated to the Tourism Product Development Fund (TPDF).

What is the Tourism Product Development Fund (TPDF)?

- 25% of the occupancy tax paid by people who stay overnight in commercial facilities in Buncombe County goes to the Tourism Product Development Fund (TPDF) for capital projects.
- Since the fund's inception, the BCTDA has awarded \$44 million to 39 community projects, to include parks, greenways, sports facilities, performing and cultural arts organizations, museums, and more.
- This model is unique to Buncombe County and is being replicated in other communities. The TPDF is the largest grant program available to nonprofits for capital in Western North Carolina.

What is the Tourism Management & Investment Plan (TMIP)?

- Tourism is one source of growth that places demands on city services and infrastructure. Forty percent of downtown Asheville is occupied by uses that are not taxable. On a peak day in October, an estimated 25,000 overnight tourists visit Buncombe County while 45,000 non-resident workers commute into the city daily. Overnight visitors account for 9% of these daily population of Buncombe County.
- The BCTDA is currently leading a process known as the Tourism Management & Investment Plan to collaborate with municipal and public entities to create a 10-year strategy of investing Tourism Product Development Funds to address community needs, within the legislative mandate of the Fund, designed to help relieve some of the impacts of tourism on our growing, thriving community.

What Is the Explore Asheville Convention & Visitors Bureau?

- Explore Asheville is the name of Asheville and Buncombe County's Convention & Visitors Bureau, or CVB. Explore Asheville carries out the program of work established by the BCTDA, to include advertising, public relations, and efforts to bring groups here, such as conferences and meetings.
- Explore Asheville also provides marketing support to local businesses like attractions, galleries, museums, music venues, restaurants, breweries, lodgers, outfitters, tour operators, local shops, and others. Currently, we serve more than 1,300 tourism partners. We also provide opportunities for networking and collaboration among our partners and offer free listings on our website, which attracts more than 5 million user sessions a year.

What are other ways the BCTDA supports our community?

- A program funded by revenue earned from paid advertising on the ExploreAsheville.com website provides grants for local festivals and cultural events, such as the Blue Ridge Pride Festival, Asheville Fringe Festival, CiderFest NC, Shindig on the Green, Asheville Holiday Parade, Hola Asheville, Goombay Festival, Sourwood Festival, and others. More than \$580,000 has been awarded since 2016.

OVERVIEW & HISTORY OF BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

The Buncombe County Tourism Development Authority (BCTDA) is a *public authority with a public purpose* that enhances the economic vitality of Buncombe County *to benefit the people who live here*.

Members of the BCTDA administer the proceeds of the occupancy tax paid by people who visit Buncombe County overnight and stay in commercial lodging facilities. As mandated by the requirements of the legislation, they oversee the Asheville area destination marketing and sales efforts developed and carried out by the Explore Asheville Convention & Visitors Bureau. These efforts attract 3.9 million overnight visitors. *In total, visitors to Buncombe County spend more than \$2 billion with local businesses, providing more than 27,000 jobs, and generating a total \$3.1 billion economic impact for the community.*

The BCTDA also approves and makes grants to community capital projects through the Tourism Product Development Fund. Since the fund's inception, the BCTDA has supported 39 community capital projects with \$44 million in grants; \$22 million of that to City of Asheville-owned projects.

Pioneers of the Buncombe County Tourism Development Authority

The economic growth and development of the Asheville area over the past four decades can, in many ways, be attributed to recognition of the potential offered by tourism, recreation and hospitality.

In the 1960s and early 1970s, the closing of some of the city's oldest convention hotels played an important role in the decline of downtown Asheville. In 1973, local leaders were depending on the new Asheville Civic Center complex to fill Asheville area hotels. With the closing of the city's downtown Landmark Hotel, reversal of the decline became an even greater critical issue.

The mid-1970s brought new Asheville Area Chamber of Commerce leadership who recognized the potential of travel and tourism to resurrect the declining downtown and showcase the city for other forms of economic development. They also saw that competing destinations in other states were already realizing the results of promotional campaigns executed with revenues derived from hotel-motel taxes.

After research and deliberation, the Chamber's board of directors endorsed the pursuit of a dedicated accommodations tax to fund a full-service destination marketing organization and create a comprehensive strategy to market Asheville and Buncombe County.

The Chamber, working in cooperation with an all-Democratic Buncombe County legislative delegation, and with the blessing of a forward-thinking Asheville City Council and Buncombe County Commission, drafted what would become the first accommodation tax legislation passed in North Carolina.

This new source of marketing funds generated the increase in visitation necessary to create and sustain independent shops, restaurants, cultural experiences, events, attractions and accommodations benefitting Asheville area visitors and local residents.

Details of the Occupancy Tax

In 1983, the North Carolina General Assembly ratified Occupancy Tax House Bill 426 for Buncombe, New Hanover, Forsyth, Haywood and Mecklenburg counties. The bill created a 2% room tax in Buncombe County on accommodation rentals with five or more units *to be used directly for travel and tourism promotion*. The tax was added to the sales tax that properties also charge their customers.

The NCGA also established a new public body – the Buncombe County Tourism Development Authority (BCTDA) to administer the tax and oversee its use. According to the enabling legislation (HB 347), the tax in Buncombe County must be used as follows:

- **75% to promote travel, tourism and economic development**
 - “May be used only to further the development of travel, tourism, and conventions in the county through State, national, and international advertising and promotion.”
 - The term includes administrative expenses incurred in engaging in these activities.

- **25% for product development [Tourism Product Development Fund]**
 - Provides financial assistance for major tourism projects in order to significantly increase patronage of lodging facilities in Buncombe County. This includes tourism-related capital expenditures.
 - Projects must be evaluated by 9-person committee and approved by the BCTDA.
 - A for-profit entity is not eligible to receive funds or loans from the TPDF.
 - Debt limitation: “May not commit for purposes of debt service in excess of 33% of net funds... for a period in excess of 10 years...may not commit for debt service in excess of 10% of net funds received in any one year for any single project.”

Uniform Guidelines in the Use of the Occupancy Tax

In 1997, the NC House established guidelines to provide “uniformity” in the use of occupancy taxes. These guidelines apply to all new legislation:

- The county tax rate cannot exceed 6%.
- It must be administered by a TDA.
- At least two-thirds of the proceeds must be used to promote travel and tourism and the remainder must be used for tourism-related expenditures.

Nine municipalities in North Carolina direct occupancy taxes to the general fund, *enabled by legislation passed prior to 1997*.

More About the BCTDA

In 1983, when the NC General Assembly established the occupancy tax, it also established the BCTDA, which brought Buncombe County hoteliers and local industry leaders together to create a comprehensive destination marketing strategy – a strategy that would ultimately expand the customer base for locals businesses, provide jobs, and generate state and local taxes.

There are 11 members of the BCTDA. By law, they are appointed as follows:

- Four members are appointed by the Asheville City Council; four by the Buncombe County Commissioners; and one by the Asheville Area Chamber of Commerce. There is one ex-officio (non-voting) representative each from the City Council and the Buncombe Commissioners.
- Six members must be owners or operators of hotels, motels, bed and breakfasts, or vacation rental management companies, four of whom are from lodging of more than 100 rooms; two from 100 or fewer rooms.
- Three individuals must be actively involved in the tourist business and who have participated in tourism promotion and do not own or operate hotels.

Commitment to Transparency

Mountain Xpress described BCTDA as a model for transparency in a March 14, 2019 article: “*Voluntary efforts by the Buncombe County Tourism Development Authority to make more information available freely online are an excellent example of what we hope will become a wider trend. Posting documents, budgets, agendas, presentations and reports as they are created dispels suspicion, facilitates sound reporting and democratizes access to information.*”

The following, and more, can be found on our website, AshevilleCVB.com:

- BCTDA Board Meeting Announcements & Agendas (all meetings open to the public; many are broadcast live via Sunshine Request)
- Board Meeting Documents & Presentations
- Financial Reports
- Marketing & Sale Plans
- Research & Reports
- Details on Programming
- Public Feedback Form

Key Dates in the Evolution of the Buncombe County Occupancy Tax

- **1970s:** Downtown loses hotels, shopping and businesses.
- **1983:** State legislation creates a 2% room occupancy tax on accommodation rentals with five or more units and creates the BCTDA.
- **1985:** An additional 1% is added and the tourism economic effort begins to grow the community.
- **1997:** Uniform guidelines in the use of the occupancy tax are established that apply to all new legislation.
- **2001:** An additional 1% is added to create the Tourism Product Development Fund, dedicated to funding new tourism products to create an even stronger economic impact for the community.
- **2015:** The occupancy tax is increased from 4% to 6% with 1.5% dedicated to funding the Tourism Product Development Fund.
- **TODAY:** Downtown Asheville is thriving; visitor spending is among the highest in the state; there are 1,300+ tourism-related businesses; tourism accounts for 15% of the county’s employment.

COMMUNITY BENEFITS OF TOURISM

- **\$2 billion in the cash registers of local businesses:** People who visit spend \$2 billion annually at local businesses, many of those being small, independent operations who depend on tourism to survive and thrive – and on BCTDA’s sales and marketing programs to attract those customers. By category, this includes:
 - Food & Beverage - \$544 Million (28%)
 - Lodging - \$453 Million (23%)
 - Retail - \$437 Million (23%)
 - Recreation & Entertainment - \$275 Million (14%)
 - Transport - \$230 Million (12%)
- **\$3.1 billion total economic impact:** Local businesses purchase goods and services from more local businesses, for a total economic impact of \$3.1 billion.
- **\$199 million in taxes generated:** People visiting Buncombe generate \$199 million in state and local taxes, providing revenue for services and social investments. That includes 31% of sales tax revenue and 19% of property tax revenue.
- **27,000 jobs:** People visiting Buncombe County support 18,000 jobs at tourism-related businesses and 27,000 jobs in total – that’s 15% of the employment in Buncombe County.
- **43:1 return on investment:** Every \$1 invested in tourism advertising generates \$43 in spending at local businesses, plus \$3 of sales tax. This promotion comes at no cost to these local ventures.
- **\$44 million:** The Tourism Product Development Fund has allowed BCTDA to award \$44 million to 39 projects providing parks, greenways, heritage and cultural arts, sports and recreational facilities, and more for the enjoyment of residents as well as visitors.
- **1,300+ tourism-related businesses:** There are more than 1,300 active, qualified tourism industry partners and friends in the Explore Asheville Convention & Visitors Bureau database. These are businesses that benefit not just from the customers we attract, but also from the free educational networking opportunities we provide throughout the year – plus the free listings they get on ExploreAsheville.com, with more than 5 million user sessions annually.

TOURISM PRODUCT DEVELOPMENT FUND (TPDF)

The Tourism Product Development Fund comes from 25% of the occupancy tax paid by people who stay overnight in Buncombe County in commercial lodging facilities. It is the largest fund of its type in Western North Carolina. Since the fund's inception, the Buncombe County Tourism Development Authority has awarded

\$44 million of occupancy tax revenue to 39 projects. Many of these projects would not have been possible without it. The TPDF has funded several infrastructure projects, including:

- **\$7.1 million** for City of Asheville Riverfront Redevelopment
- **\$22 million** in total for City of Asheville-owned projects
- **\$6 million** to Buncombe County for the Enka Sports Complex
- **\$2.25 million** for Town of Woodfin's Greenway & Blueway
- **\$2 million** for Pack Square Park
- **\$5.675 million** for the Civic Center

Projects supported by Buncombe County TDA through the Tourism Product Development Fund

- African-American Heritage Trail & Website – *Staff support & project implementation*
- African-American Heritage Museum at Stephens-Lee - \$100,000
- Asheville/Buncombe Wayfinding - \$1,800,000
- Asheville Art Museum - \$1,500,000
- Asheville Community Theatre - \$1,000,000
- Asheville Museum of Science - \$400,000
- Asheville Visitors Center - \$750,000
- Black Mountain College Museum + Arts Center - \$200,000
- Buncombe County Civil War Trails - \$16,500
- Center for Craft - \$975,000
- City of Asheville / U.S. Cellular Center - \$5,675,000
- The Collider - \$300,000
- Enka Recreation Destination - \$6,000,000
- Enka Youth Sports / Bob Lewis Ballpark - \$2,000,000
- Grove Arcade - \$500,000
- Highland Brewing Company* - \$850,000
- John B. Lewis Soccer Complex - \$2,300,000
- LEAF Global Arts Center - \$705,000
- Montford Park Players - \$125,000
- Montreat College Pulliam Stadium - \$350,000
- Navitat Canopy Adventures* - \$500,000
- North Carolina Arboretum - \$1,650,000
- The Orange Peel* - \$50,000 (grant), \$250,000 (loan guarantee)
- Pack Square Park - \$2,550,000
- Riverlink / Pearson Bridge River Access - \$25,000
- River Arts District - \$7,100,000
- Smoky Mountain Adventure Center* - \$100,000
- UNC Asheville / Sports Field Lighting - \$500,000
- WNC Nature Center - \$313,000
- WNC Farmers Market - \$380,000
- WNC Veterans' Memorial at Pack Square Park - \$67,000
- Woodfin Greenway & Blueway - \$2,250,000
- The Wortham Center for Performing Arts- \$700,000
- YMI Cultural Center - \$800,000

**For profit entities are no longer eligible to receive TPDF grants*

TOURISM MANAGEMENT & INVESTMENT PLAN (TMIP)

In October 2018, the Buncombe County Tourism Development Authority (BCTDA) announced it would pause the application-based Tourism Product Development Fund (TPDF) grant cycle to pursue a process that will result in a long-range plan designed to serve as a blueprint for addressing infrastructure and sustainability needs.

The TPDF comes from a portion of the occupancy tax paid by people who visit Buncombe County overnight and stay in commercial lodging facilities. Since the fund's inception in 2001, 39 projects have received a total of \$44 million, including infrastructure, sports fields, theaters, parks, museums and greenways.

The yearlong process known as TMIP – short for the Tourism Management & Investment Plan to Develop Community Assets – was initiated by BCTDA to identify strategies to manage tourism in a manner that sustains and enhances quality of life in Buncombe County. The goal is to become more proactive and strategic in how the TPDF is used in future years. The shift from an application-based process will allow the BCTDA to be able to plan for projects that will require funding over a longer period of time.



Objectives of TMIP

- Work collaboratively with the community to develop a long-term strategic investment plan for public projects through the Tourism Product Development Fund.
- Coalesce county, municipal and other partners around the strategic plan that outlines a long-range vision for implementing capital projects.
- Preserve and protect community character and the destination experience.
- Enhance Buncombe County through new community projects (within the scope of the TPDF fund) that contribute to quality of life for residents, workers and visitors.
- Continue efforts already in place to attract overnight visitors through the development and enhancement of destination assets.
- Explore opportunities for financing and developing longer-term investments of significant impact.
- Support high quality design to enhance and preserve with the community in mind.
- Sustain the economic vitality of tourism in Buncombe County that is critical to the growth and financial health of local business and 27,000 jobs in the community.

TMIP Process

The Tourism Management and Investment Plan (TMIP) process kicked off in the Spring of 2019 with a presentation at the Tourism Development Authority Annual Planning Retreat. This began Phase 1 of the process, geared towards assessing the community and gathering the necessary data to have a baseline context for Buncombe County.

Phase 1 – Assessment (*Complete*)

During Phase 1, the team collected input from stakeholders throughout the County in a variety of ways, including an online survey completed by more than 2,500 residents; a separate online survey completed by 1,700 visitors; three public-input workshops attended by more than 100 residents; two Community Leadership Council meetings; and more than a dozen stakeholder meetings. In addition, Phase 1 included a review of best practices in tourism management planning, a thorough inventory and review of previous plans for Buncombe County and Asheville, and robust data collection. The Phase 1 process culminated in a presentation and report in October of 2019, presented at a public event at AB Tech. The report can be found on the ExploreAsheville.com website in the TMIP section.

Phase 2 – Discovery (*Wrapping Up*)

Phase 2 was geared toward understanding the range and scope of capital improvement projects in Buncombe County. Using the data gathering of Phase 1 as the baseline for needs and opportunities, the project team met with public entities and community stakeholders to identify community projects that are eligible for investment through Tourism Product Development Fund. The process further sought to understand who would lead project implementation, budgets, and status of readiness. The team is wrapping up this phase now and will conclude with a comprehensive list of projects with costs, timelines, and relevant stakeholders listed for each.

Phase 3 – Collaboration (*About to Begin*)

Phase 3 focuses on collaboration among the public entities and figuring out how projects discovered in Phase 2 might fit with each other, in a strategic timeline, or otherwise be improved to fit the Tourism Product Development Fund guidelines or better serve community needs. The key to a successful Phase 3 will be the willingness for many parties to work together to determine the best way forward. The project team will meet with the Steering Committee and Community Leadership Council to receive guidance on prioritizing projects for further development. At this stage, the project team will utilize urban planning and design strategies to further project development and design. Once further developed with image boards, narrative descriptions, site plans and renderings, refined concepts will be reviewed by the CLC and Steering Committee.

Phase 4 – Prioritization

Phase 4 is about prioritizing opportunities and needs for the next 10 years of Buncombe County's tourism management and investment. Through meetings with stakeholders, intense financial evaluation, and strategic thinking, the project team will work to prioritize potential projects to define a path forward. The planning process will culminate in a final report to share the findings from all phases and define implementation steps to take the plan into reality. The planning process will be complete by April of 2020 and result in a long-range, community-based strategy that manages the impacts of visitation while continuing to take advantage of the economic benefits of tourism that have strengthened the economic vitality of Western North Carolina.

About the Project Team

This project is overseen by a steering committee consisting of past TPDF committee and BCTDA board members. PGAV, a consulting firm selected by the BCTDA and fully paid for by proceeds from the occupancy tax is leading the project and provide outside technical expertise. Their knowledge of public engagement, urban planning, and development finance helps solve problems for cities across the country. PGAV's experience includes many types of projects, such as cities, neighborhoods, theme parks, zoos, aquariums, and museums.

FESTIVALS & CULTURAL EVENTS SUPPORT FUND

The Festivals & Cultural Events Support Fund was started in 2016 by the Buncombe County Tourism Development Authority in recognition of the importance of community events in preserving heritage and culture and creating gatherings and shared experiences for the people who live here. Available only to local governments and nonprofits chartered in Buncombe County, the fund is also meant to help local festivals and cultural events become sustainable and financially viable and to stimulate the creation of new or expansion of existing resident- and tourist-friendly events.

Funding comes from discretionary, earned income from paid advertising from the ExploreAsheville.com website, with support for these events totaling \$582,800 in 2016 - 2019. This support is unrelated to the Tourism Product Development Fund, which comes from a portion of the occupancy tax paid by overnight visitors to Buncombe County, with proceeds going to community and infrastructure projects.

Festivals and Cultural Events

Supported by Buncombe County Tourism Development Authority

- Appalachian Heritage Festival
- ASAP Farm Tour
- Asheville Art in the Park
- Asheville BARNAROO
- Asheville Celtic Festival
- Asheville Downtown Association – Asheville Holiday Parade, Asheville Independence Day Celebration, Downtown After 5
- Asheville Fringe Arts Festival
- Asheville Mardi Gras Parade & Queen’s Ball
- Asheville Mini-Maker Faire
- Asheville Percussion Festival
- Asheville VeganFest
- Asheville Yoga Festival
- Black Mountain College Museum + Arts Center {Re} HAPPENING and ReVIEWING
- Blue Ridge Pride Festival
- Celebrate Zelda
- Chow Chow
- CiderFest NC
- Come to Leicester Artists Studio Tour
- Eliada Corn Maze
- Goombay Festival
- Hola Asheville Celebration
- LEAF Downtown
- Montford Music & Arts Festival
- Montford Neighborhood Festival
- Montford Holiday Tour of Homes
- NC Arboretum: Monarch Butterfly Day; Summer Lights, Winter Lights
- RiverLink RiverMusic & RiverFest
- Shindig on the Green/ Mountain Dance & Folk Festival
- Sourwood Festival
- Southern Highland Craft Guild
- Taste of Asheville
- WNC Garlic Fest

ASHEVILLE BUNCOMBE REGIONAL SPORTS COMMISSION



AshevilleBuncombe
REGIONAL SPORTS
COMMISSION

In 2010, the Buncombe County Tourism Development Authority was instrumental in the founding of Asheville Buncombe Regional Sports Commission. The vision of BCTDA with other partners and civic-minded leaders was to provide local economic impact by bringing more sporting events to the region while promoting health and wellness. *The BCTDA is now the primary funder of the Commission, which is co-located with the Explore Asheville Convention & Visitors Bureau.*

In collaboration with Explore Asheville, the ABRSC works with event organizers, both locally and nationally, to showcase the region and ensure that each sporting event held here is a successful and unforgettable experience. This collaboration has resulted in Asheville and Buncombe County hosting an impressive array of national and even international sporting events, including the following that took place during 2019:

Fed Cup 2019 *International Women's Tennis Tournament*

- Attendees: 6,560
- Local Taxes Generated: \$146,000
- Total Economic Impact: \$4.6 million

SoCon Basketball Championships *Men's and Women's College Basketball*

- Attendees: 31,628
- Local Taxes Generated: \$169,000
- Total Economic Impact: \$6.2 million

Haute Route Asheville *Amateur Cycling*

- Attendees: 875
- Local Taxes Generated: \$46,000
- Total Economic Impact: \$1.4 million

Asheville Spartan Race *Elite Athlete Obstacle Course Race*

- Attendees: 8,631
- Local Taxes Generated: \$208,000
- Total Economic Impact: \$6.2 million

Gala Gymnastics Meet *Girls Gymnastics*

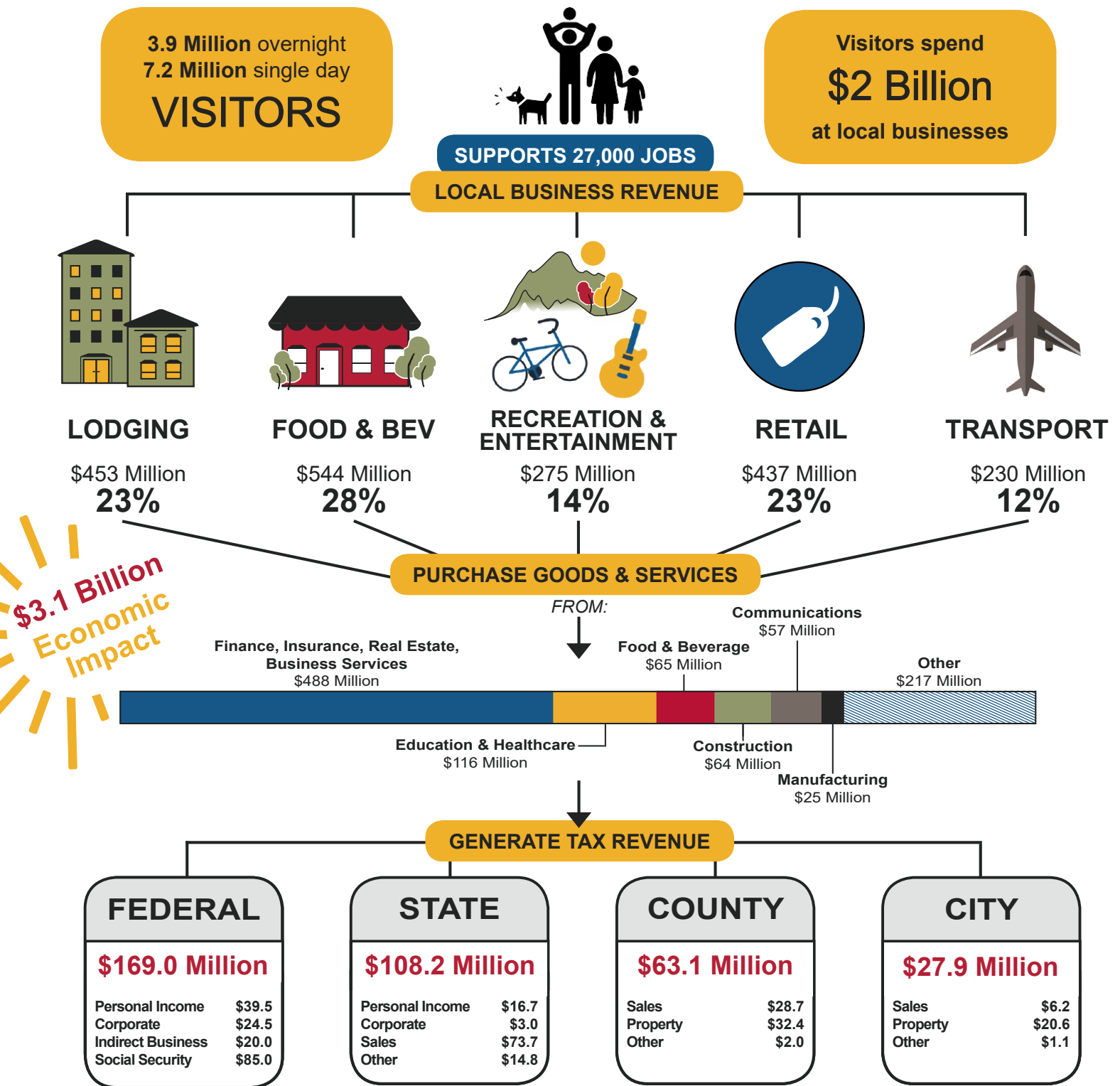
- Attendees: 5,361
- Local Taxes Generated: \$55,000
- Total Economic Impact: \$2.1 million

Great Smoky Mountain Grappler *Boys and Girls Wrestling*

- Attendees: 2,975
- Local Taxes Generated: \$7,300
- Total Economic Impact: \$341,000

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.

Explore ASHEVILLE

Buncombe County Tourism Development Authority

Buncombe County Tourism Development Authority | Explore Asheville Convention & Visitors Bureau
27 College Place | Asheville, North Carolina 28801 | 828.258.6109
www.ExploreAshevilleCVB.com | www.ExploreAsheville.com

*To request an electronic version of this document, email:
KPetersen@ExploreAsheville.com
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