

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.

3.9 Million overnight
7.2 Million single day
VISITORS



Visitors spend
\$2 Billion
at local businesses

SUPPORTS 27,000 JOBS

LOCAL BUSINESS REVENUE



LODGING

\$453 Million
23%



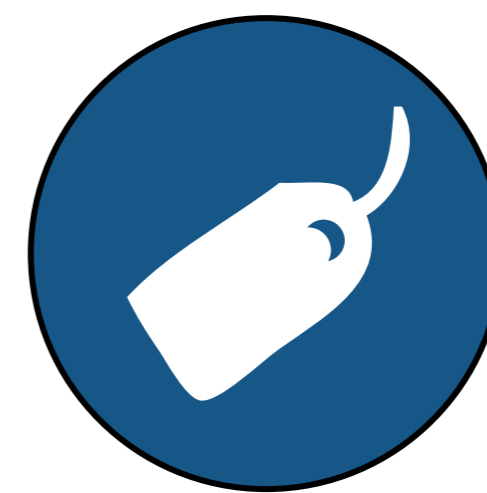
FOOD & BEV

\$544 Million
28%



RECREATION & ENTERTAINMENT

\$275 Million
14%



RETAIL

\$437 Million
23%



TRANSPORT

\$230 Million
12%

PURCHASE GOODS & SERVICES

FROM:

Finance, Insurance, Real Estate,
Business Services
\$488 Million

Food & Beverage
\$65 Million

Communications
\$57 Million

Other
\$217 Million

Education & Healthcare
\$116 Million

Construction
\$64 Million

Manufacturing
\$25 Million

GENERATE TAX REVENUE

FEDERAL

\$169.0 Million

Personal Income	\$39.5
Corporate	\$24.5
Indirect Business	\$20.0
Social Security	\$85.0

STATE

\$108.2 Million

Personal Income	\$16.7
Corporate	\$3.0
Sales	\$73.7
Other	\$14.8

COUNTY

\$63.1 Million

Sales	\$28.7
Property	\$32.4
Other	\$2.0

CITY

\$27.9 Million

Sales	\$6.2
Property	\$20.6
Other	\$1.1

\$3.1 Billion
Economic
Impact



Every \$1 invested in tourism advertising generates \$43 in spending at local businesses — PLUS \$3 of sales tax and 92¢ of occupancy tax.