

# Sevier Co. Hospitality Association

March 13, 2014

Dr. Steve Morse, Western Carolina University

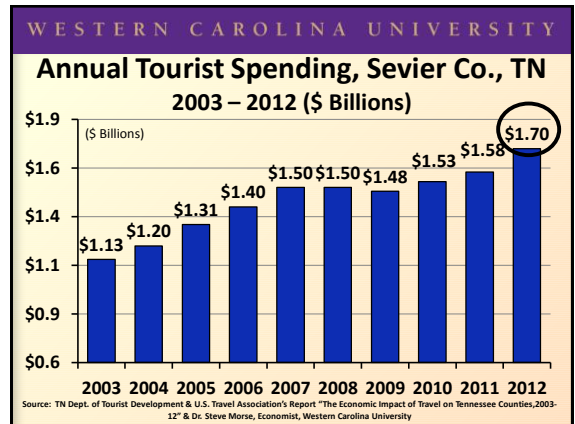
WESTERN CAROLINA UNIVERSITY

## Sevier County Tourism Trends

An Update on Tourism Trends in Sevier County, Tennessee

**Steve Morse, Ph.D.**  
Economist & Director  
Hospitality & Tourism Mgt  
College of Business  
Western Carolina University  
Cullowhee, NC  
Ph: (828) 227-3386  
E-mail: [scmorse@wcu.edu](mailto:scmorse@wcu.edu)

**Western Carolina UNIVERSITY**  
COLLEGE OF BUSINESS



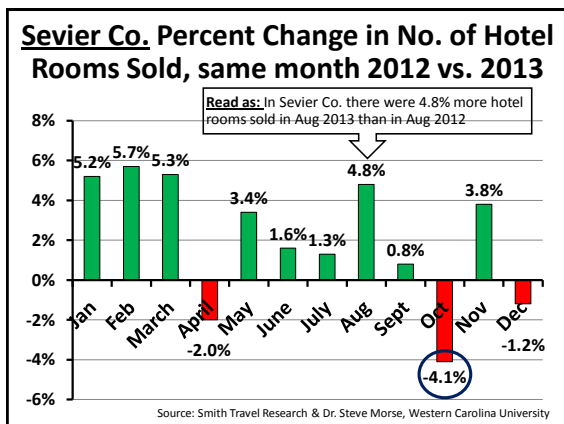
WESTERN CAROLINA UNIVERSITY

### Economic Significance of Tourism to Sevier County

Tourist Spending	\$1.70 Billion
Jobs Created	18,390 jobs
Worker Paychecks	\$381.1 million
State Taxes	\$91.4 million
Local County Taxes	\$48.87 million

Source: TN Dept. of Tourist Development & U.S. Travel Association's Report "The Economic Impact of Travel on Tennessee Counties, 2011"

**Sevier Co.**  
**Tourism jobs will NEVER be exported to another country**



### Percent change in hotel room sales 2013 over 2012

Panama City, FL	+ 6.9%
Daytona Beach, FL	+ 3.7%
Myrtle Beach, SC	+ 2.1%
<b>Sevier Co., TN</b>	<b>+ 1.5%</b>
Branson, MO	0.0%

**Dr. Steve Morse**

Director & Economist, Hospitality and Tourism Program

Western Carolina University, Cullowhee, NC

(828) 227-3386; [scmorse@wcu.edu](mailto:scmorse@wcu.edu)

# Sevier Co. Hospitality Association

March 13, 2014

Dr. Steve Morse, Western Carolina University

## How is the \$15.5 million in Panama City, FL (Bay Co.) lodging taxes invested?

- 60% Tourism Advertising and Promotion (\$9.3 million)
- 20% Beach Re-nourishment and maintenance (\$3.1 million)
- 20% Support low-cost airline service (\$3.1 million)

## How is the \$16 million in Daytona Beach (Volusia Co.) lodging taxes invested?

- 50% Convention Center build debt (\$8 million)
- 50% CVB to promote & advertise Daytona (\$8 million)

## How is the \$7 million in Branson, MO (Taney & Stone Co.) tourism sales taxes invested?

- 100% Tourism Advertising and Promotion (\$7 million)

## How is the \$23.6 million in Myrtle Beach (Horry Co.) tourism sales taxes invested?

- 80% Out-of-State promotion & advertising (\$18.8 million)
- 20% Lower property taxes (\$4.8 million)

## How is the \$5 million in Sevier Co. lodging taxes invested?

- 16% Tourism Advertising and Promotion (\$800,000)
- 84% County General tax fund (\$4.2 million)



METROPOLITAN  
KNOXVILLE  
AIRPORT  
AUTHORITY

**Knoxville Airport Authority constantly markets East Tennessee to attract low-cost airlines to the area**



## Dr. Steve Morse

Director & Economist, Hospitality and Tourism Program

Western Carolina University, Cullowhee, NC

(828) 227-3386; scmorse@wcu.edu

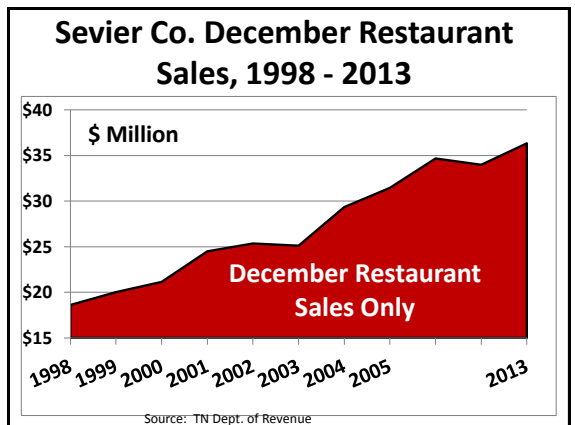
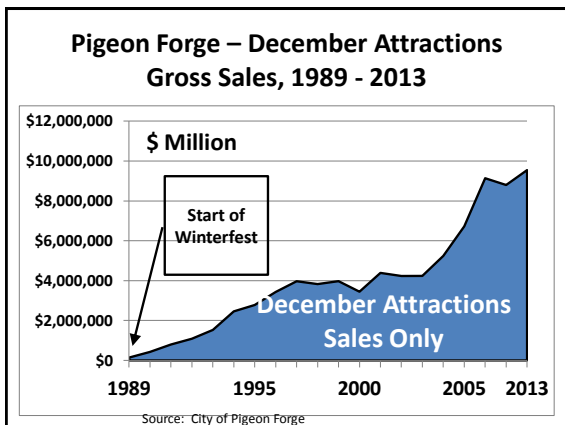
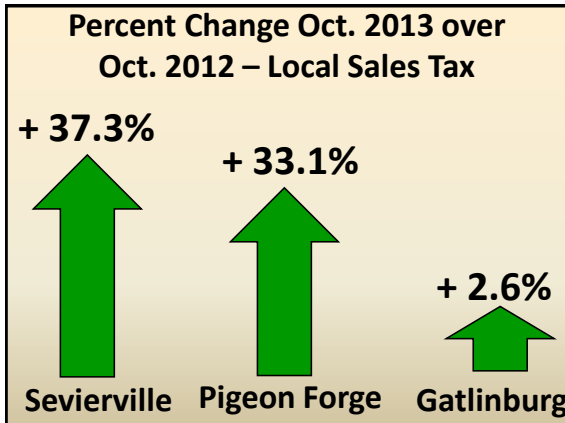
# Sevier Co. Hospitality Association

March 13, 2014

Dr. Steve Morse, Western Carolina University



Madison Co.	- 32.3%
Clay Co.	- 30.0%
Yancey Co.	- 27.0%
Graham Co.	- 18.8%
Henderson Co.	- 17.0%
Transylvania Co.	- 16.7%
Haywood Co.	- 14.1%
Buncombe Co.	- 11.4%
Swain Co.	- 11.3%
Cherokee Co.	- 9.4%
Jackson Co.	- 5.4%
Macon Co.	- 3.2%



**Dr. Steve Morse**

Director & Economist, Hospitality and Tourism Program

Western Carolina University, Cullowhee, NC

(828) 227-3386; scmorse@wcu.edu