



Tourism and Rutherford County

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Tourism and Rutherford County



Rutherford County Tourism Development Authority (TDA) is the Destination Marketing Organization (DMO) for Rutherford County, NC.

Authorized into creation by the 1991 North Carolina Senate, our founding legislation mandates us to “spend funds remitted to it under this subsection only to promote travel, tourism, retirement, and conventions in Rutherford County.”

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We are wholly funded by a 5% Occupancy Tax.

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What We Do

Visitor Services and Stakeholder Services

Who are our Stakeholders?

- Attractions
- Lodgings
- Restaurants
- Event Organizers
- Business Owners
- Chambers of Commerce
- Government Entities
- Rutherford County Citizens

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What We Do

Visitor Services and Stakeholder Services, include, in part:

Tourism Product Advertising

[Website](#)

E-Newsletters

Sweepstakes

Media Relations – Media room, [information gathering for journalists](#), [press releases](#), [familiarization tours](#), press gatherings

Networking / Fostering of Partnership Opportunities

Stakeholder Familiarization Tours

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What the Future May Hold

Comprehensive Visitor Services
Expanded/Refined Stakeholder Services
Continued Marketing Growth
Implemented "Front Porch" Identity

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Why all this effort?

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TRAVEL ECONOMIC IMPACT MODEL

TIA used its proprietary Travel Economic Impact Model (TEIM) to measure the impact of travel on the U.S. Economy.

The TEIM was created to capture the highly complex nature of the U.S. travel industry at the national, regional and local levels and to provide annual estimates of travel expenditures and the effect of these expenditures on employment, payroll and tax revenue in each of the 50 states and the District of Columbia.

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The TEIM can also estimate the economic impact of travel at the county level, allowing localities throughout the state to document the importance of travel and tourism within their own area.

The TEIM is a model comprised of 16 travel categories, including lodging, food, retail, public transportation, auto transportation, and amusement/recreation.

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Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending – which takes place whenever travelers exchange money for activities considered part of their trips.

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2008 Economic Impact of Travel on North Carolina Counties

Prepared for the North Carolina Division of Tourism, Film and Sports Development by the Travel Industry Association of America

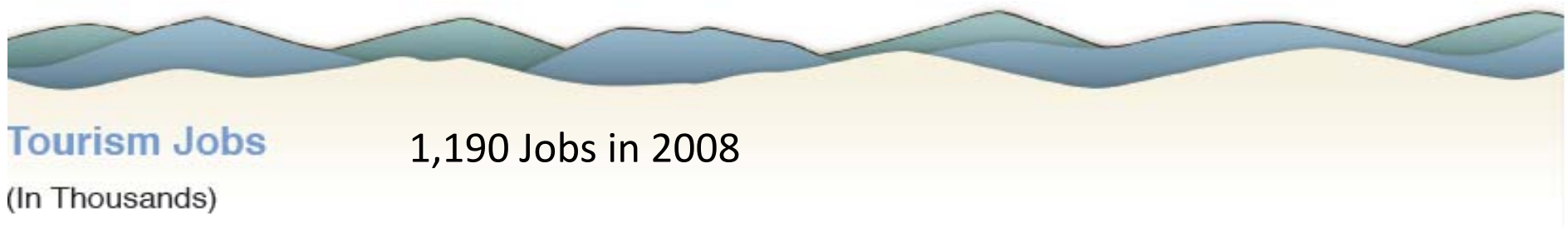
Rank	County	Expenditures (\$ Millions)	Percent Change (\$Millions)	Payroll Millions	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
	ORANGE	152.22	3.2%	29.93	1.77	8.09	3.14
	ALAMANCE	143.01	1.5%	23.67	1.31	8.07	2.66
	RUTHERFORD	134.72	-0.2%	20.49	1.19	7.70	4.27
	MACON	120.56	4.5%	22.38	1.16	5.43	10.25

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Travel-generated Employment represents the number of jobs generated by traveler spending, both full and part-time.

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1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
930	1,090	1,060	1,110	1,115	1,060	1,120	1,150	1,200	1,250	1,210
+80	+160	-30	+50	+5	-55	+66	+30	+50	+50	-40

Prepared by the NC Division of Tourism, Film & sports Development by the Travel Industry Association of America.

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Travel-generated Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees working for providing products and services to travelers.

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Tourism Payroll

(\$ Millions)

\$20.49 Million in 2008 (+.23)

1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
\$11.77	\$15.21	\$15.20	\$16.89	\$17.16	\$16.41	\$17.52	\$18.19	\$19.29	\$20.44	\$20.26
+1.36	+3.44	-0.01	+1.69	+0.27	-0.75	+1.11	+0.67	+1.10	+1.15	-0.18

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Travel-generated Tax revenues include corporate income, individual income, sales and gross receipts, and excise taxes by level of government generated by travel spending.

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Another Look...



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	RUTHERFORD	134.72	-0.2%	20.49	1.19	7.70*	4.27*
	MACON	120.56	4.5%	22.38	1.16	5.43	10.25

* In total, state and local tax revenues from travel to Rutherford County amounted to \$11.97 million. This represents a \$188.32 tax saving to each county resident.

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Trends in...

Tourism State & Local Tax Receipts

(\$ Millions)

1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
6.43	7.14	7.95	8.81	8.78	8.58	9.33	10.02	10.85	11.93	11.86
+0.56	+0.71	+0.81	+0.86	-0.03	-0.2	+0.75	+0.69	+0.83	+1.08	-0.07

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How strong are we?

As mentioned earlier, we are wholly funded by a 5% Occupancy Tax. In 2008-2009, we collected \$519,792. In the first 11 months of 2009-2010, we have collected \$451,339. If we remain on this course in the final month of June, we will collect approximately \$495,000 for 2009-2010. That's a 9.5% percent drop. Compare that to drops of 30% or more in some areas of the state.

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Thank you!