



## UPDATE FROM THE EXECUTIVE DIRECTOR

The past year was filled with exciting achievements for the Henderson County Tourism Development Authority (TDA). Hard work and dedication by all led to:

- A complete renovation of VisitHendersonvilleNC.org
- Onboarding a destination-specific marketing agency
- Completion of research projects to inform our new marketing plan
- A revamp of the tourism grants program and awarding of half a million dollars to partners
- Additional \$2.5 million in investments for the Ecusta Trail (over 5 years)
- Beginning an extensive redesign of the Welcome Center and TDA offices to better showcase our destination.

The TDA is guided by its enabling legislation which establishes our sole source of funding: occupancy taxes paid by overnight visitors to lodging properties, and how that funding is to be spent: two-thirds on marketing and up to one-third on tourism related capital expenditures. The law also establishes the makeup of our nine-member board, a board which in turn makes possible the achievements of our staff and contracted professionals.

Why is tourism important?

- Visitors to Henderson County contribute to our financial well-being by paying sales taxes and supporting local businesses.
- Expenditures made by Henderson County visitors provide residents with an annual tax savings of \$268.73 per person annually.
- Tourism creates nearly 2,500 jobs in Henderson County.

I want to express my deep appreciation to all the people and businesses that comprise our local tourism industry. You can rest assured the HCTDA seeks to continually and responsibly assist the growth of our community and its tourism industry—in ways that are good and sustainable for those who care about Henderson County.

Michelle Owens, Executive Director

Henderson County Tourism Development Association

## IMPACT OF TOURISM ON HENDERSONVILLE

**\$391.28 Million**  
TOTAL 2021 VISITOR SPENDING IN HENDERSON COUNTY

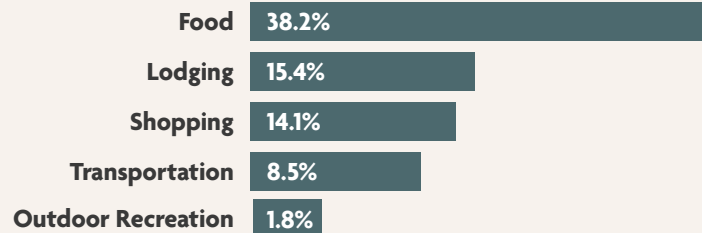


**LODGING:**  
\$94.73 MILLION

**FOOD AND BEVERAGE:**  
\$126.10 MILLION

**RECREATION:**  
\$54.86 MILLION

### VISITOR SPENDING BY CATEGORY



Average daily visitor spending: **\$108**

**\$268.73**

TAX SAVINGS PER HENDERSON COUNTY RESIDENT

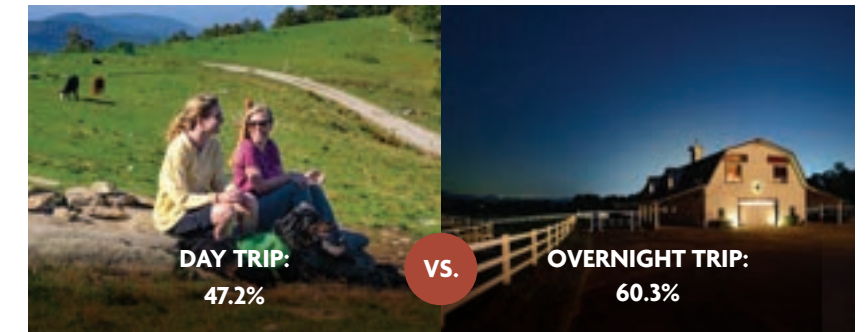
**2,500**

2022 TOURISM INDUSTRY SUPPORTED JOBS

## 2022 VISITOR PROFILE

VISITOR SPENDING BY HHI	%
\$151K+	28.1%
\$101K - \$150	23.9%
\$81K - \$100K	11.8%
\$61K - \$80K	15.9%
\$41K - \$60K	16.8%
\$21K - \$40K	3.5%

### VISITOR TRENDS



**DAY TRIP:**  
47.2%

VS.

**OVERNIGHT TRIP:**  
60.3%

Total can be over 100% due to multiple visitor trip types.

TOP 5 ORIGIN MARKET

CITY, STATE	%
Greenville-Spartanburg, SC	20.6%
Charlotte, NC	14.5%
Atlanta, GA	4.5%
Columbia, SC	4.4%
Raleigh-Durham, NC	4.3%

Sources: VisitNC 2021 Economic Impact Report, 2022 Zartico Data

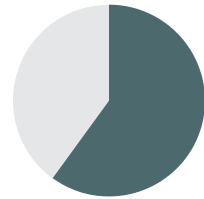


## 2022 ADVERTISING HIGHLIGHTS

10 Million  
TOTAL ADVERTISING IMPRESSIONS

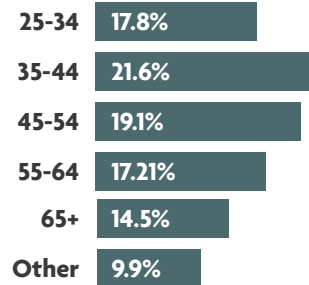
### WEBSITE METRICS

#### USER DEMOGRAPHICS



Male: 58.8%  
Female: 41.2%

#### AGE DEMOGRAPHICS



Total Page Views: 950,337    Total Users: 379,659  
Average Pages Viewed: 1.95    New Users: 377,846 (85%)

#### TOP 5 USER LOCATIONS

STATE	# OF USERS
North Carolina	135,828
Georgia	47,053
South Carolina	31,766
Florida	26,866
Tennessee	25,312



## 2022 PR HIGHLIGHTS

159  
PIECES OF  
MEDIA COVERAGE

586M  
ONLINE  
READERSHIP

6.7M  
PRINT  
CIRCULATION

### TOP CLIPS

- Wall Street Journal, May 21, "A Blue Ridge Joy Ride"
- The Daily Telegraph (London), May 14, "Road Trip USA — with added education"
- PBS-NC, North Carolina Weekend, Oct. 6, "A Weekend in Hendersonville"
- St. Pete Life, July 1, "Appalachian Cheers"
- Our State Magazine, July 1, "Local's Guide to Hendersonville"
- QC Exclusive, April 1, "A Taste of Bordeaux in the Blue Ridge"

## 2022 HCTDA GRANTS PROGRAM

In addition to dedicating \$2.5 million for the completion of the Ecusta Trail, in 2022, the Henderson County TDA re-launched our grants program and funded almost a half-million dollars of tourism-related projects in three categories: capital grants (now called destination enhancement), events, and marketing. A few of the projects funded by the Henderson County TDA include:

- Ride Rock Creek - Pisgah Trail Company
- Strawberry Gap Trail - Conserving Carolina
- DuPont State Recreational Forest Master Plan - Friends of DuPont Forest
- Hendersonville Splash Pad - Kiwanis Club of Hendersonville
- Public Restrooms - Bullington Gardens

This year, we plan to fund another half-million dollars in tourism-related grants.



Hendersonville  
NORTH CAROLINA

FY 2022 HENDERSONVILLE  
TOURISM REPORT

