



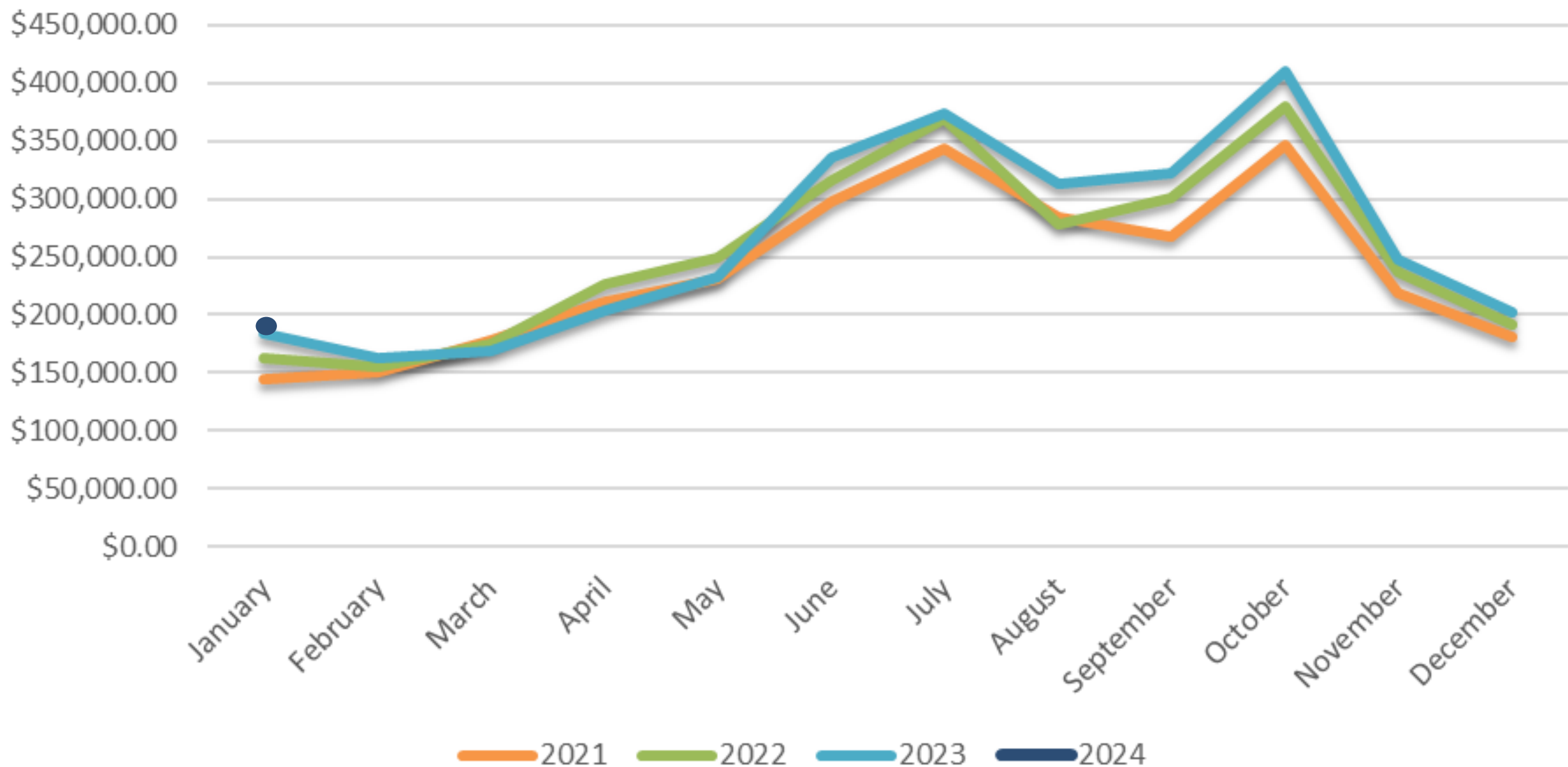
HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

Occupancy Tax & Lodging Data | presented March 27, 2024

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

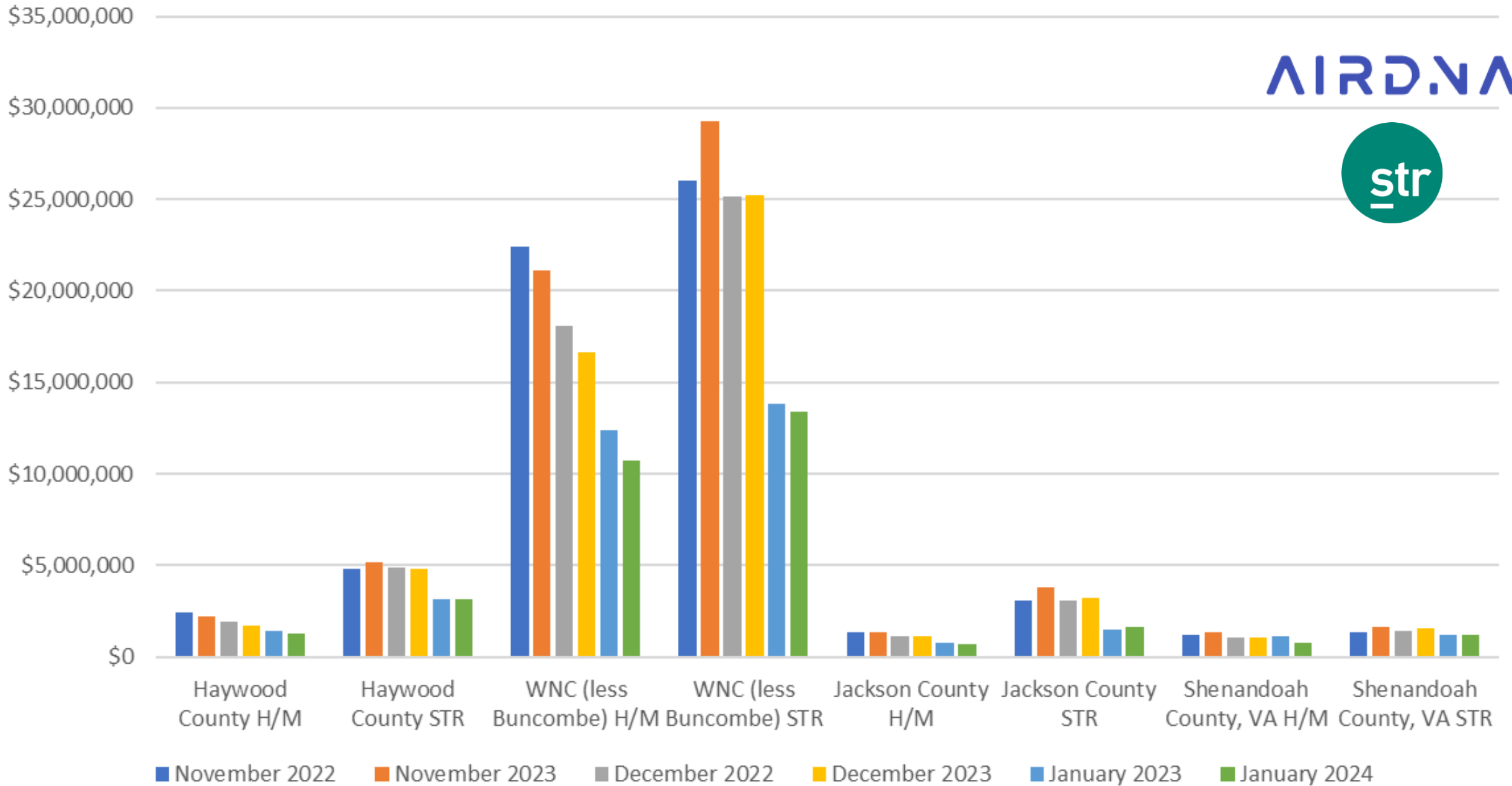
				\$ Change from Previous Year	% of Change from Previous Year
	2021-2022	2022-2023	2023-2024		
July	\$344,159.31	\$369,695.58	\$374,553.47	\$4,857.89	1.31%
Canton	\$27,783.82	\$26,879.79	\$19,497.12	(\$7,382.67)	-27.47%
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$7,203.05	58.07%
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$1,171.18	2.96%
Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	(\$6,851.24)	-3.86%
Waynesville	\$109,642.56	\$113,516.60	\$124,234.17	\$10,717.57	9.44%
August	\$283,878.91	\$278,678.56	\$312,946.44	\$34,267.88	12.30%
Canton	\$20,917.76	\$21,871.08	\$28,032.84	\$6,161.76	28.17%
Clyde	\$12,035.89	\$12,041.72	\$17,010.14	\$4,968.42	41.26%
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$2,665.19	11.26%
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	(\$466.13)	-0.37%
Waynesville	\$93,395.57	\$94,163.82	\$115,102.46	\$20,938.64	22.24%
September	\$268,037.41	\$300,578.84	\$321,545.97	\$20,967.13	6.98%
Canton	\$19,817.98	\$24,268.90	\$20,707.64	(\$3,561.26)	-14.67%
Clyde	\$11,635.76	\$19,558.11	\$16,975.34	(\$2,582.77)	-13.21%
Lake Junaluska	\$26,089.09	\$29,171.45	\$28,818.89	(\$352.56)	-1.21%
Maggie Valley	\$124,968.30	\$130,740.68	\$135,273.39	\$4,532.71	3.47%
Waynesville	\$85,526.28	\$96,839.70	\$119,770.71	\$22,931.01	23.68%
October	\$346,441.48	\$379,422.94	\$409,846.13	\$30,423.19	8.02%
Canton	\$24,622.91	\$28,986.01	\$27,962.64	(\$1,023.37)	-3.53%
Clyde	\$12,496.88	\$18,567.11	\$24,050.80	\$5,483.69	29.53%
Lake Junaluska	\$29,836.71	\$34,681.85	\$37,520.80	\$2,838.95	8.19%
Maggie Valley	\$170,620.65	\$176,221.04	\$181,249.41	\$5,028.37	2.85%
Waynesville	\$108,864.43	\$120,966.93	\$139,062.48	\$18,095.55	14.96%
November	\$218,280.74	\$236,691.92	\$248,122.40	\$11,430.48	4.83%
Canton	\$17,342.89	\$19,998.00	\$15,700.17	(\$4,297.83)	-21.49%
Clyde	\$11,372.31	\$13,324.83	\$19,335.14	\$6,010.31	45.11%
Lake Junaluska	\$13,023.77	\$15,061.93	\$16,548.77	\$1,486.84	9.87%
Maggie Valley	\$107,137.19	\$104,245.28	\$101,699.89	(\$2,545.39)	-2.44%
Waynesville	\$69,404.58	\$84,061.88	\$94,838.43	\$10,776.55	12.82%
December	\$180,840.48	\$191,659.98	\$202,494.44	\$10,834.46	5.65%
Canton	\$14,127.69	\$14,733.48	\$16,917.24	\$2,183.76	14.82%
Clyde	\$8,399.77	\$11,658.41	\$16,880.86	\$5,222.45	44.80%
Lake Junaluska	\$10,636.42	\$13,268.85	\$11,442.78	(\$1,826.07)	-13.76%
Maggie Valley	\$94,869.09	\$91,738.20	\$96,321.10	\$4,582.90	5.00%
Waynesville	\$52,807.51	\$60,261.04	\$60,932.46	\$671.42	1.11%
January	\$163,272.54	\$184,467.69	\$186,374.80	\$1,907.11	1.03%
Canton	\$13,686.65	\$15,055.47	\$20,320.83	\$5,265.36	34.97%
Clyde	\$9,586.12	\$17,470.28	\$16,150.10	(\$1,320.18)	-7.56%
Lake Junaluska	\$10,218.76	\$13,371.82	\$8,856.70	(\$4,515.12)	-33.77%
Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$1,914.87	2.27%
Waynesville	\$46,989.02	\$54,339.53	\$54,901.71	\$562.18	1.03%

YOY Monthly Occupancy Tax Comparison



Gross Lodging Revenue

AIRDNA



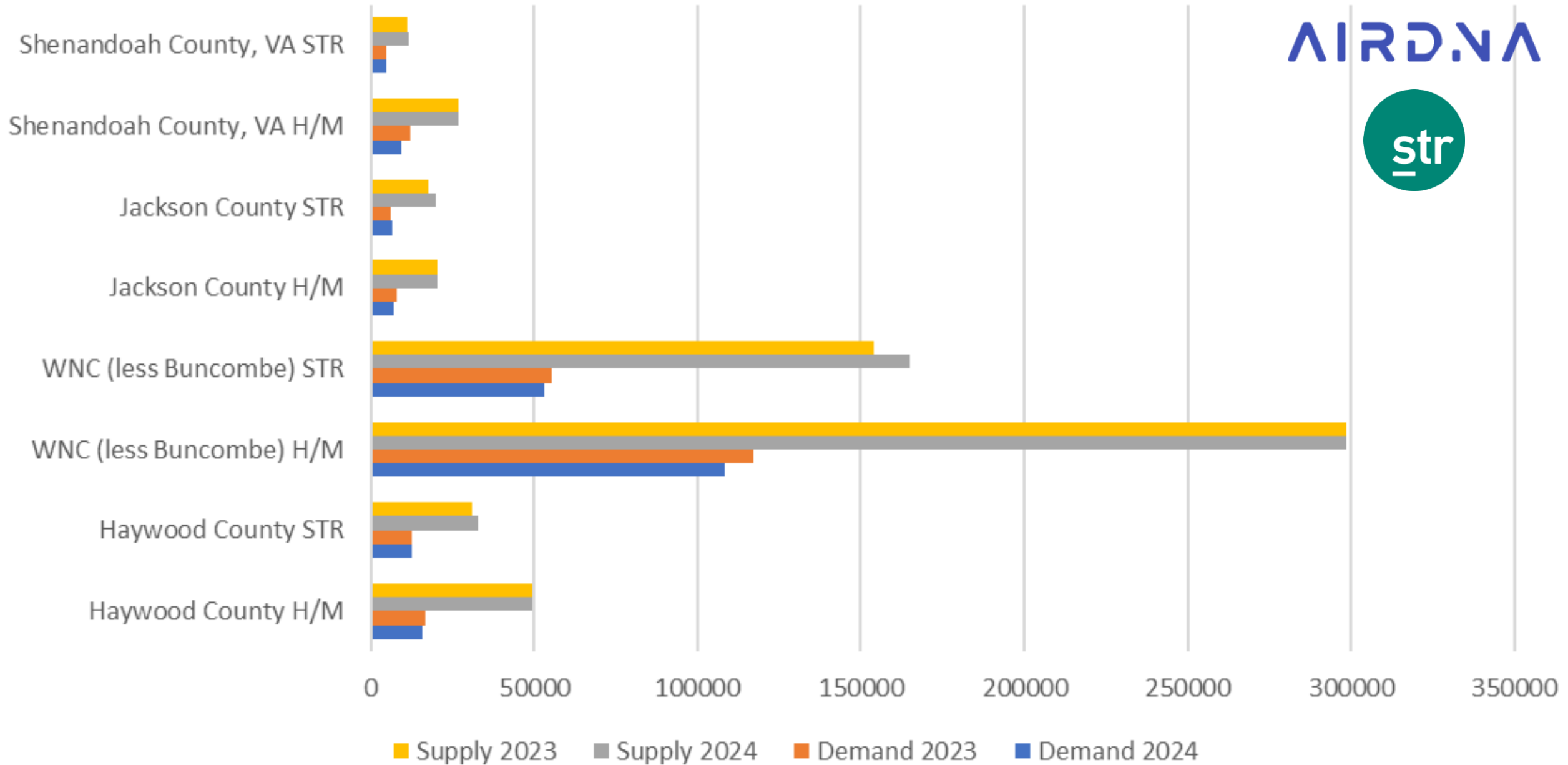
Haywood County
Short Term Rental Demand (Actual Units Booked)

	2022	2023	Percent Change from previous year
August - HC	23006	24439	6.2%
<i>Canton</i>	2177	2364	8.6%
<i>Clyde</i>	1346	1563	16.1%
<i>Lake Junaluska</i>	1788	1994	11.5%
<i>Maggie Valley</i>	9580	9746	1.7%
<i>Waynesville</i>	8115	8772	8.1%
September - HC	23357	24925	6.7%
<i>Canton</i>	2012	2327	15.7%
<i>Clyde</i>	1503	1830	21.8%
<i>Lake Junaluska</i>	1464	1602	9.4%
<i>Maggie Valley</i>	9821	10374	5.6%
<i>Waynesville</i>	8557	8792	2.7%
October - HC	32791	34377	4.8%
<i>Canton</i>	2664	3201	20.2%
<i>Clyde</i>	2201	2499	13.5%
<i>Lake Junaluska</i>	2280	2295	0.7%
<i>Maggie Valley</i>	13583	13763	1.3%
<i>Waynesville</i>	12063	12619	4.6%
November - HC	19881	20057	0.9%
<i>Canton</i>	1807	2100	16.2%
<i>Clyde</i>	1549	1870	20.7%
<i>Lake Junaluska</i>	1460	1208	-17.3%
<i>Maggie Valley</i>	7584	7440	-1.9%
<i>Waynesville</i>	7841	7439	-0.6%
December - HC	19431	19559	0.7%
<i>Canton</i>	1662	2023	21.7%
<i>Clyde</i>	1607	1668	3.8%
<i>Lake Junaluska</i>	1268	1144	-9.8%
<i>Maggie Valley</i>	7743	7626	-1.5%
<i>Waynesville</i>	7151	7098	-0.7%
	2023	2024	
January - HC	12575	12617	0.3%
<i>Canton</i>	1034	1192	15.3%
<i>Clyde</i>	1034	982	-5.0%
<i>Lake Junaluska</i>	729	491	-32.6%
<i>Maggie Valley</i>	5344	5524	3.4%
<i>Waynesville</i>	4434	4428	-0.1%



Lodging Supply + Demand January YOY

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Haywood County Lodging Supply vs Demand

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