

# Sylva & Jackson Co. Tourism: The Economic Significance of Tourism to the County

Presented to the Sylva Rotary Club; Sylva, NC, September 13, 2012


Dr. Steve Morse, University of Tennessee

Ph: (865) 850-9319; Email: smorse@utk.edu

**Sylva & Jackson County Tourism:  
The Economic Significance of Tourism  
to the County**


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**Tourism Works for Sylva & Jackson County**



**Steve Morse, Ph.D.**

Economist  
Dept. of Retail, Hospitality &  
Tourism Mgt  
University of Tennessee  
Knoxville, TN

**TOURISM  
WORKS** 

**For Jackson County**

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**Economic Impact ♦ Jobs ♦ Taxes**

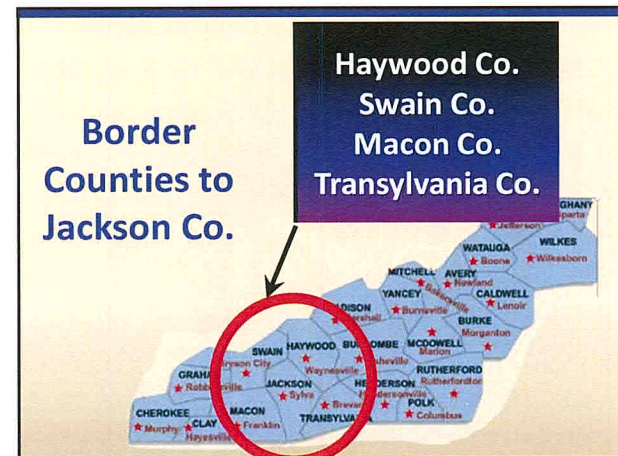
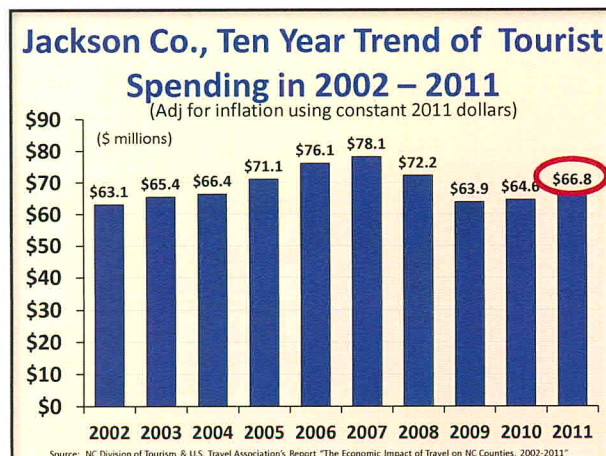
Dr. Steve Morse, Economist  
University of Tennessee ♦ Knoxville, TN

**Presentation Agenda – 3 Topics**

1. Tourist spending generates jobs, paychecks & local taxes
2. Not all tourism jobs are low-skill, low-paying jobs
3. Tourism creates a higher quality of life & attracts businesses for more Econ Development

**Presentation Agenda**

1. Tourist spending generates jobs, paychecks & local taxes
2. [Redacted]
3. [Redacted]



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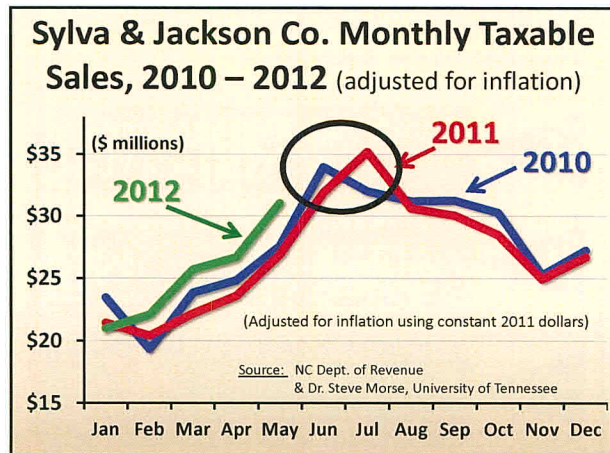
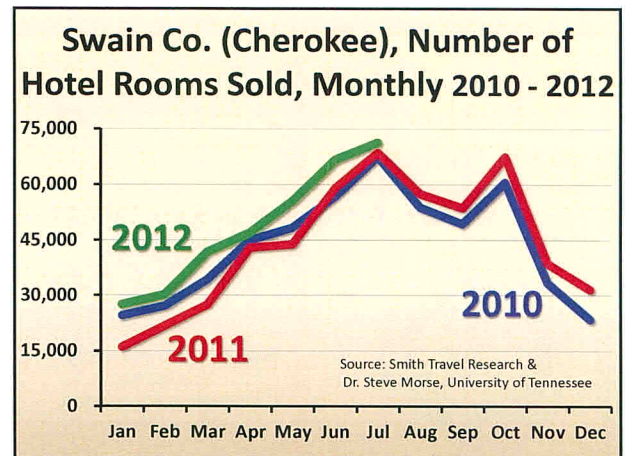
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### Jackson Co. & Bordering NC Counties for Tourist Spending, 2011

✓ Swain Co.	\$280.50 million
✓ Macon Co.	\$126.15 million
✓ Haywood Co.	\$120.40 million
✓ Transylvania Co.	\$77.32 million
✓ Jackson Co.	\$66.79 million
✓ Madison Co.	\$30.60 million

Source: NC Division of Tourism & U.S. Travel Association's Report "The Economic Impact of Travel on NC Counties, 2011"



### How have Jackson Co. Employment Trends Changed From 2001 to 2011?

Industry	(% of total jobs)	2001	2011
Tourism & Hospitality		22.7%	↑ 26.2%
Retail & Wholesale Trade, Transp, Utilities		21.9%	↔ 21.4%
Education & Health Services		18.2%	↑ 22.0%
Prof. & Business Services		12.0%	↓ 10.4%
Construction		10.3%	↓ 6.9%
Manufacturing		6.8%	↓ 3.5%

Source: NC Dept. of Commerce, Bureau of Labor Statistics

**1 out of every 4 jobs (or 26%) in Jackson Co. are in the hospitality and tourism industry**

Source: U.S. Dept. of Labor, Bureau of Labor Statistics

### In summary: Tourism works for Jackson Co., NC in 2011

Tourist Spending	\$66.79 million
Jobs Created	570 jobs
Worker Paychecks	\$10.58 million
State Taxes	\$3.15 million
Local County Taxes	\$5.27 million

Source: NC Division of Tourism & U.S. Travel Association's Report "The Economic Impact of Travel on North Carolina Counties, 2011"

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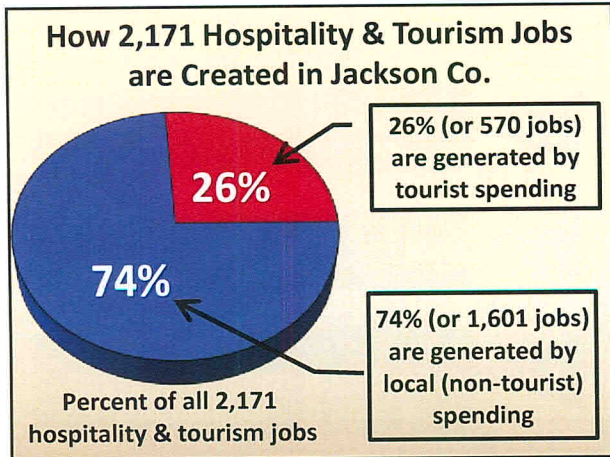
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**On an average day in Jackson Co., tourists spending generates ...**

**\$8,630** daily in **State Taxes**

**On an average day in Jackson Co., tourists spending generates ...**

**\$14,803** daily in **Local Co. Tax Revenues**

**On an average day in Jackson Co., tourist spending generates ...**

**\$28,986** daily in **Worker Paychecks**

**In other words, if it were not for state & local taxes generated by tourism ...**

**Each of the 25,948 Jackson Co. Households would pay \$324 more in taxes**

Source: NC Division of Tourism & U.S. Travel Association's Report "The Economic Impact of Travel on North Carolina Counties, 2011"; U.S. Census Bureau, Dr. Steve Morse, University of Tennessee

- Presentation Agenda**
- 1.
  2. **Not all tourism jobs are low-skill, low-paying jobs**
  - 3.

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### Presentation Agenda

1. [Redacted]
2. [Redacted]
3. Tourism creates a higher quality of life & attracts businesses for more Econ Development

### Who are the new creative class of workers?

- ✓ Technology Professionals
- ✓ Arts & Culture Experts
- ✓ Managerial & Analytical Professionals
- ✓ Education & Training Professionals

### Broad Band internet access readily available across Western North Carolina & Jackson County

### Future workers will have a choice of locations to work from

**Downtown urban areas & cities, or ...**

### Towns and communities like Sylva, Dillsboro, Cullowhee, or Cashiers

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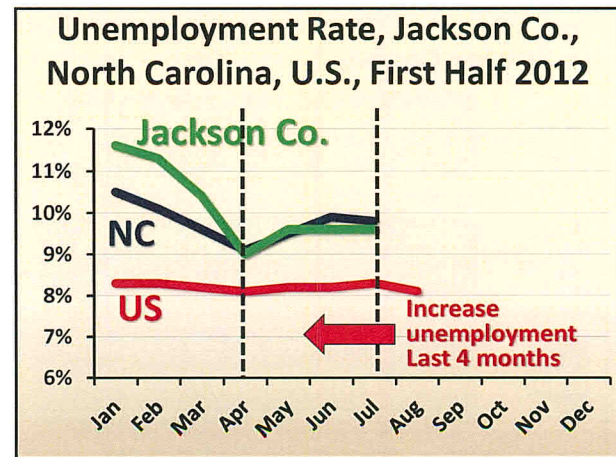
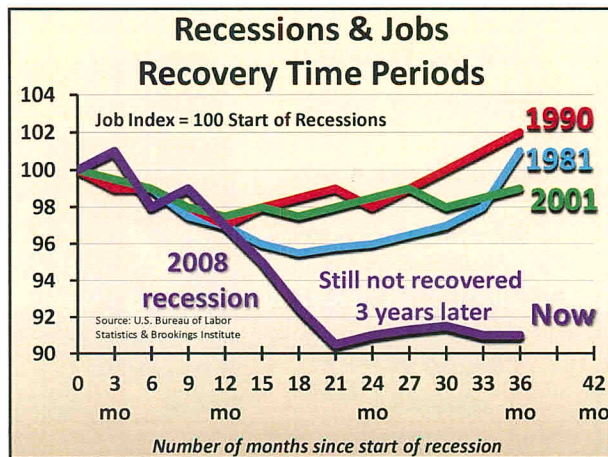
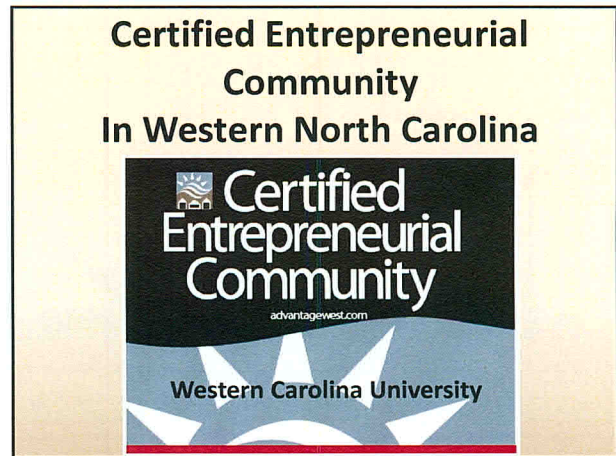
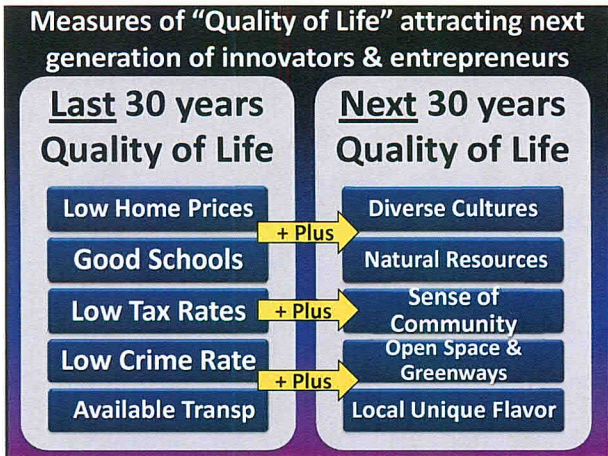
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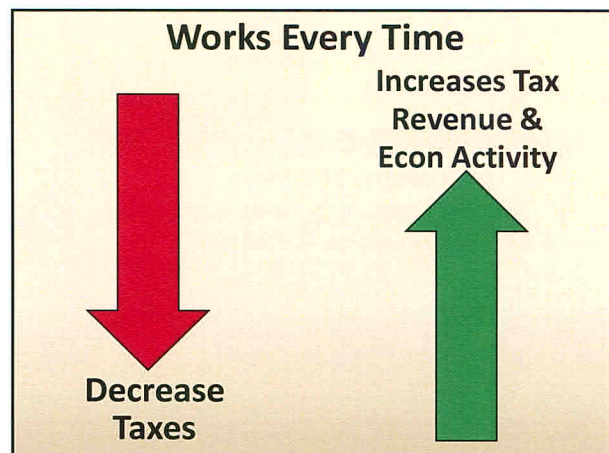
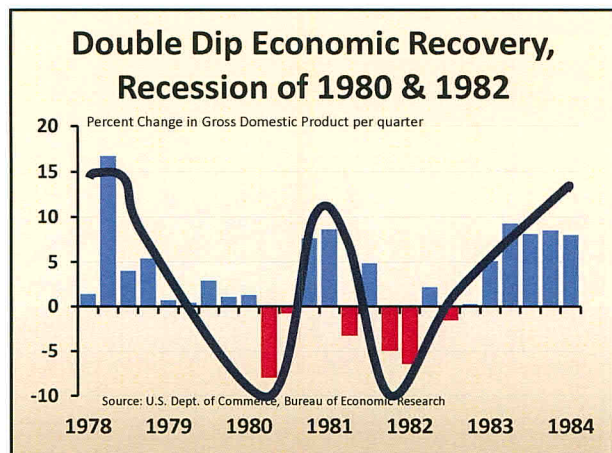
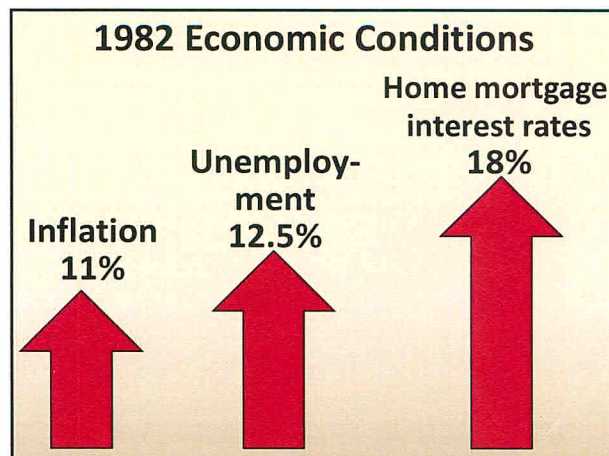
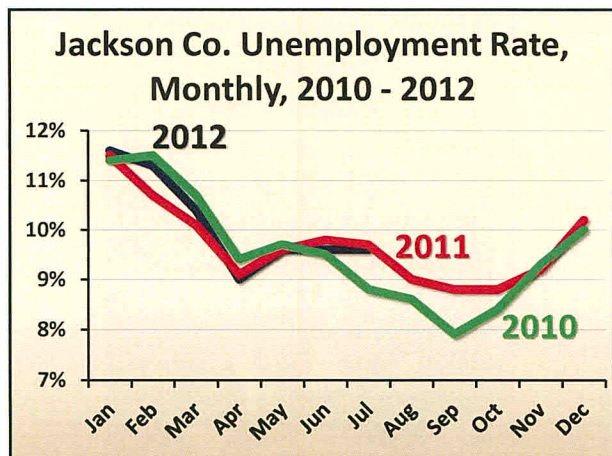
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- ### Top 3 Reasons Why Tourism is Important to Jackson County
1. Tourist spending generates jobs, paychecks & local taxes
  2. Not all tourism jobs are low-skill, low-paying jobs
  3. Tourism creates a higher quality of life & attracts businesses for more Econ Development

### Thank You for Inviting me!

Steve Morse, Ph.D.  
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My 10 yr. old son Chance's 4 oz. bream!

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