



# Buncombe County Occupancy Tax

House Bill 347/Session Law 2015-128

Ratified June 29, 2015

House Vote: 88-15 in favor (Ager, Turner, Fisher voted aye)

Senate Vote: 42-5 in favor (Van Duyn & Apodaca voted aye)

# House Bill 347

Tourism Development Authority Board increased from 9 members to 11 members

For-profit entity no longer eligible to receive product development funds

*Commissioners may levy additional 2% room occupancy and tourism development tax*

*Law*  
No Board Action  
Required

# Tax Rate History

**1983**

Original resolution to levy 2%  
occupancy tax

**1986**

Resolution passed to increase tax to  
3%

**2001**

Resolution passed to increase tax to  
4% (current rate)

# Other NC Counties

31 counties in North Carolina levy a 6% occupancy tax

- **Catawba – 6%**
- **Cumberland – 6%**
- **Durham – 6%**
- **Forsyth – 6%**
- **Gaston- 6%**
- **Guilford – 6%**
- **Mecklenburg – 8%**
- **New Hanover- 6%**
- **Wake – 6%**



Stephanie Brown | Executive Director  
Asheville Convention and Visitors Bureau

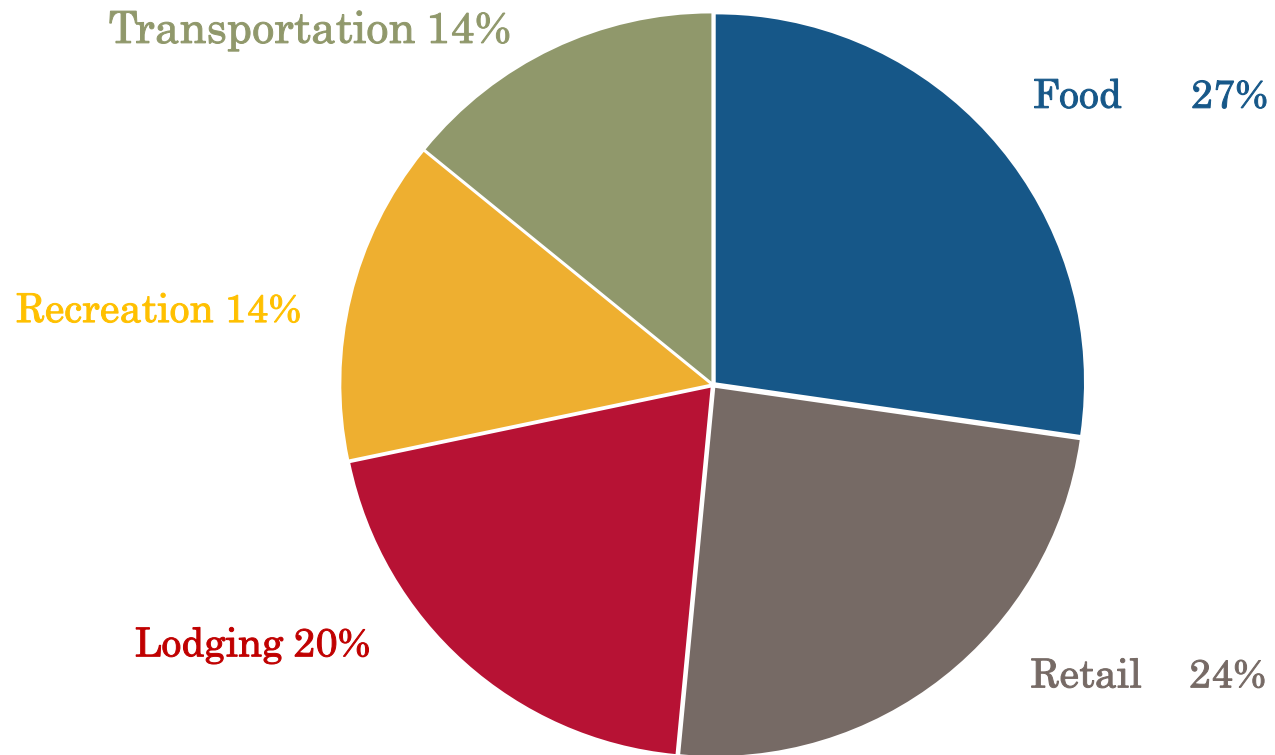
## Lodging Taxes are paid by non-residents: Sales & OT

- Taxes are paid by visitors and collected by hotels/lodging
- OT is charged in addition to 7% sales tax
- 2-point increase is a total increase of 18%
- Hotels remitted \$18 million of sales tax in FY 14-15

# OT is invested in building a customer base for Buncombe County

- 3-points of OT invested in marketing that creates a shared source of customers
- Generates 9.8 million customers for our community, including 3.3 million overnight guests
- Shared marketing is FREE for tourism-related businesses
  - 1,200 tourism partners

# Visitors Spent \$1.7 Billion in 2014





# \$2.6 Billion in Total Business Sales Supports 25,000 Jobs in Buncombe County

- 24,856 jobs were sustained by visitors to Asheville in 2014 with total income of \$714 million.
- 15% (1-in-7) of all jobs in Buncombe County were sustained by tourism.
- 25% of tourism-supported jobs were in food services, 18% in lodging, 13% were in retail, and 12% in recreation – *32% were in other sectors*

# Grants for Municipal Projects

- \$2 million to Enka Ballfields, helped support larger community development
- HB 347 ended for-profit funding to focus investment on municipal and non-profit
- Fast-track for Major Projects
- Multi-year funding helps with CIP