



# Tourism

An important component of  
economic health for Cherokee County



## DYNAMIC FUTURE

Cherokee County Chamber of Commerce & Tourism is a non-profit organization whose Statement of Purpose is to stimulate, promote, advance and improve the infrastructure for business, industry, tourism and civic endeavours of Cherokee County.

Our mission is to be a member-driven chamber of influence, providing effective connections that enhance advocacy, and promote business development and community advancement in Cherokee County, Alabama and the surrounding region.

*Theressa Hulgan*

THEREASA HULGAN //

EXECUTIVE DIRECTOR,  
CHEROKEE COUNTY CHAMBER OF COMMERCE & TOURISM



**Cherokee County Chamber of Commerce & Tourism**

- Founded in 1946 as the Centre Area Chamber of Commerce.
- Reorganized in 1993 as a sponsor/member based organization and became the Cherokee County Chamber of Commerce. Its focus became the Economic Development Center, Chamber of Commerce and Tourism Bureau for Cherokee County.
- In 2009 a partnership with Gadsden State Community College was formed. The Chamber office is now located on the GSCerokee Campus and in addition to Chamber and Tourism works, serves the community as an educational and business leader.
- Today we provide destination marketing in the form of press releases, TV, radio, newspaper and magazine ads, and we provide social media content and Internet advertising.

**TOURISM NUMBERS**

Federal: 2012

- > 2 trillion in economic output
- > Creating 7.8 million jobs
- > 2.8% of the U.S. gross domestic product

State: 2014

- > 11.7 billion dollars in tourists' expenditures
- > Has grown 71% in 12 years
- > 167,273 jobs in tourism in Alabama
- > Tourism is the largest non-agricultural business in the state.

Cherokee County: 2014

- > 17,964,163 million dollars in tourist expenditures in Cherokee County
- > 214 direct and indirect tourism jobs in Cherokee County
- > 3,073,782 million dollars in earnings in Cherokee County

**CHEROKEE COUNTY BREAKDOWN OF VISITORS 2014**

- Sports including fishing and hunting 65%
- Leisure 15%
- Festivals and Misc 12%
- Business 5%
- History-Genealogy-Museums 3%

Facts and figures:

- 150 Hotel/Motel rooms
- 1 B&B Lodge
- 16 Rental Cabins
- 18 Campgrounds
- 1 Resort
- 1 Hunting Lodge

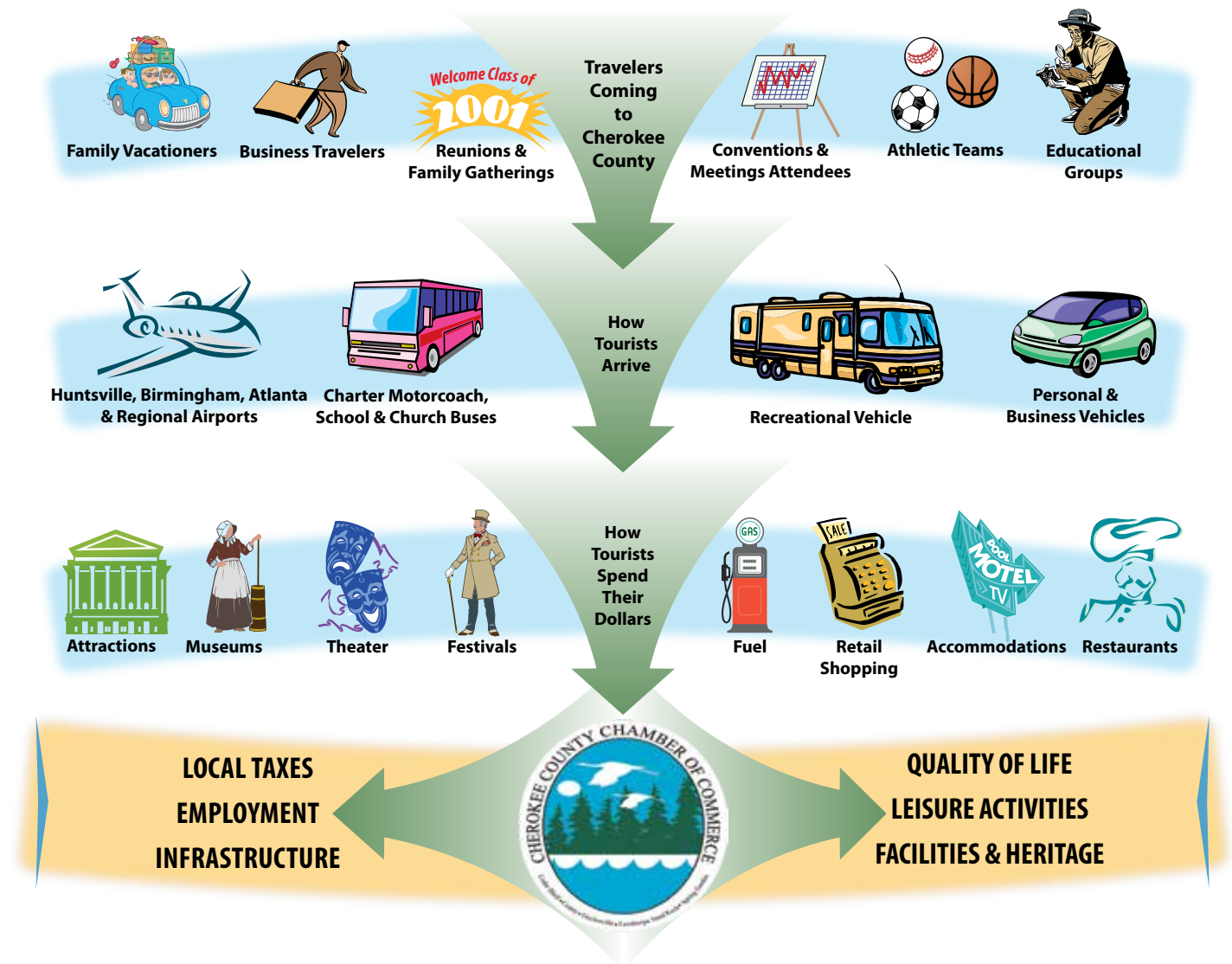


TOURISM IS THE LARGEST NON-AGRICULTURAL BUSINESS IN THE STATE



TOURISM EXPENDITURES TOPPED \$17 MILLION IN 2014, UP 3.8% FROM 2013

**How Tourism Dollars Support Cherokee County's Economy**



Trails and Scenic Parkways:

- Alabama Scenic River Trail
- Appalachian Highlands Birding Trail
- Appalachian Highlands Byways
- Lookout Mountain Parkway



Attractions and Estimated Number of Annual Visitors:

- Weiss Lake 100,000 +
- Cherokee Rock Village 50,000
- Cornwall Furnace 2,000
- Terrapin Creek 30,000
- Little River Canyon and Mouth Park 200,000
- Cherokee County Historical Museum 7,000
- Chattokee Hunting Lodge 3,000





## CHEROKEE COUNTY ANNUAL EVENTS

Event	Attendance	Overnight Estimates
Weiss Lake Tagged Crappie Tournament*, (Feb – May)	25,000	40%
Weiss Lake Bass Fishing Tournaments, (May-October)	5,000	30%
Liberty Day, July	8,000	25%
World's Longest Yard Sale, August	10,000	15%
Weiss Lake Regatta (Rome Sailing Club), August	250	35%
(participants only, does not include number of spectators)		
Leesburg Day, September	3,000	15%
Centre Fall Festival, October	5,000	15%
Hwy 411 Yard Sale, October	3,500	15%
Cherokee County Chrismtas Parade, December	3,000	5%
Harris Antique Auction (twice a month)	4,000 per year	25%
TheatreCentre (3 productions per year)	2,500	5%
Hwy 411 Drive In (year round)	12,000	5%
Gadsden State Cherokee Arena Events (year round)	36,000-40,000	25%
Mini Rock Crawlers East Coast Championship	750	60%

“CHEROKEE COUNTY HOSTS MORE THAN A DOZEN ANNUAL EVENTS, WHICH ATTRACT MORE THAN 100,000 TOTAL VISITORS.

“

IN 2014, CHEROKEE COUNTY LODGING TAXES COLLECTED INCREASED BY 4.9%

## ANNUAL STATE LODGING TAXES

### CHEROKEE COUNTY

2012	\$87,669.00 state lodging taxes
2013	\$83,988.00 state lodging taxes
2014	\$87,323.37 state lodging taxes

Dollar Increase Over 2013: \$3,335.37

Rate of Increase Over 2013: 4.9%





CHEROKEE COUNTY TOURIST SPENDING 2012-2014

2012	\$18,935,301.00	EVERY \$104,692 OF EXPENDITURES IN	Figures provided by the Alabama Tourism Department study "Economic Impact, Alabama Travel Industry 2014"
2013	\$17,277,964.00	THE TRAVEL INDUSTRY CREATES	
2014	\$17,964,163.00	ONE DIRECT JOB IN ALABAMA. FOR	
		EVERY TWO DIRECT JOBS CREATED, THE	
		ALABAMA ECONOMY INDIRECTLY	
		CREATES ONE ADDITIONAL JOB.	

LODGING TAX-SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

SEASONAL ANALYSIS – Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level.

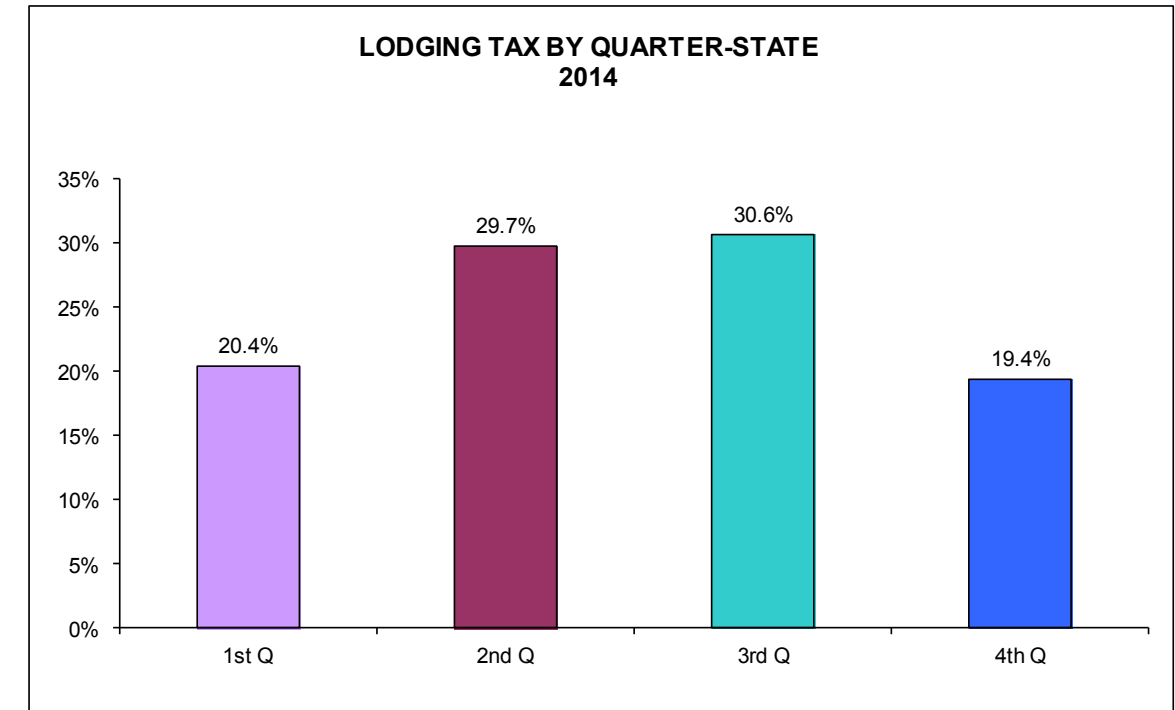
The graph *Lodging Tax by Quarter-State*, illustrates the ratio of the state's quarterly lodging tax collection to its annual lodging tax.

- According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 60.3 percent of all state lodging taxes collected during this period.
- This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 20.4 percent and 19.4 percent, respectively, of state lodging taxes being collected for each of these periods.

CHEROKEE COUNTY STATE LODGING TAXES COLLECTED 2010-2014

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2010	3,067.84	3,057.52	11,821.37	9,810.14	7,509.35	11,631.00	14,749.91	8,490.73	6,542.93	5,426.80	4,243.21	2,478.85	<b>\$88,829.65</b>
2011	2,499.35	3,999.43	11,229.16	11,073.58	7,975.29	12,303.15	17,065.74	8,164.09	7,847.52	6,874.67	3,875.35	2,949.69	<b>\$95,857.02</b>
2012	3,133.92	3,450.73	9,002.28	9,875.47	7,647.07	12,670.29	14,000.40	7,396.20	6,675.05	5,869.81	4,662.10	3,285.66	<b>\$87,668.98</b>
2013	2,152.12	3,742.42	9,056.54	7,468.73	8,326.37	11,118.83	14,768.39	8,050.36	6,315.08	5,719.28	3,891.22	3,378.25	<b>\$83,987.59</b>
2014*	-	-	-	-	-	-	-	-	-	-	-	-	<b>\$87,323.37</b>

\* Due to an accounting error by the Alabama Revenue Examiner, Sales and Use Tax Division, month-by-month totals are unavailable for 2014 at this time. The total state lodging taxes collected for 2014 is accurate.



Cherokee County Chamber of Commerce office





Member of the  
Alabama Mountain Lakes Tourist Association  
[www.NorthAlabama.org](http://www.NorthAlabama.org)

LET'S WORK  
TOGETHER



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