



TRAVEL & TOURISM IN MOORESVILLE

2014



WHAT IS TOURISM?

- Tourism, is about getting people who don't live here, to visit here..... and spend money to grow our economy.
- **Heads in beds**
- **Making cash registers ring!**
- In addition to revenues, Visitors pay TAXES which result in **TAX RELIEF for residents!**



LODGING ECONOMIC IMPACT

Total Economic Impact from Travel & Tourism

230,703 Number of 2012 sold room nights in Mooresville

\$331.03 Average daily expenditures for overnight visitors

\$76,369,614 Total revenues generated by overnight visitors

2014 Estimate: \$85 million dollar industry in Mooresville



STATE OF NORTH CAROLINA

2012 Iredell County Statistics from the State of NC Department of Revenue

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State & Local Tax (\$ Millions)
Iredell	205.73	30.65	1.6	17.29

Source: www.nccommerce.com/tourism/research



ORGANIZATION & PERFORMANCE

Analysis of City of Mooresville Tourism Economic Impact for 2012

\$ 759,667.18 Total Lodging Tax Revenue

(Source: City of Mooresville)

\$ 18,991,679.50 Total Lodging Sales (\$759,667.18 divided by 4, multiplied by 100)
(Source: Randall Travel Marketing calculation: Extrapolated - 4%
Lodging Tax Revenues)

\$ 902,104.77 Total NC Sales Tax from Lodging Sales

(Source: Randall Travel Marketing calculation: 4.75% of \$18,991,679.50)

\$ 379,833.59 Total Iredell County Sales Tax generated by Lodging

(Source: Randall Travel Marketing calculation: 2.0% of \$18,991,679.50)

\$ 2,041,605.54 Total Sales Taxes Generated by Lodging in City of Mooresville

33,451 2012 Population for City of Mooresville

(Source: US Census)

11,920 2012 Households in City of Mooresville

(Source: US Census)

\$ 171.28 Economic Impact of Tourism for Every Household in Mooresville

(Source: City of Mooresville)



DEMOGRAPHICS OF GENERAL VISITOR MARKET

Demographics:	2013 Intercept Survey	2008 Intercept Survey
Point of Origin:	studies consistently indicates visitors are primarily from <u>the “triangle region” formed between Michigan, New York and North Carolina</u> – then down to Florida	
Average Age:	47.29	49.27
<u>Gender</u>		
Male	60.20%	65.54%
Female	39.80%	34.46%
Adults Traveling Without Children:	77.34%	85.62%



SATISFACTION RATINGS

Ratings of Satisfaction with Amenities							
2013 Amenity Rating	Business	Leisure	Meetings	Pass Thru	Racing	Other/ Sports	Overall
Level of service / employee training	4.35	4.47	4.40	4.57	4.44	4.24	4.39
Quality of lodging	4.14	4.25	3.68	4.39	4.44	3.97	4.13
Quality of meeting / convention facilities	4.80	4.50	3.92	NR	4.00	3.00	4.00
Lodging value received for price paid	4.04	4.16	3.52	3.65	4.19	3.83	3.94
Range of choices for dining	3.69	4.07	3.56	3.44	4.44	4.00	3.85
Variety of shopping & merchandise	3.47	3.81	3.47	3.36	4.54	3.86	3.73
Signage and wayfinding	3.54	3.42	3.96	3.67	4.17	3.61	3.64
Ease of finding visitor information	3.90	3.32	3.38	3.63	4.17	3.44	3.59
Overall appeal of the attractions in area	3.37	3.16	3.54	4.10	4.70	3.20	3.51
2008 Amenity Rating	Business	Leisure	Meetings	Pass Thru	Racing	Visit F & R	Overall
Quality of lodging	4.07	3.67	4.33	3.97	4.06	4.35	4.09
Lodging value received for price paid	4.03	3.44	4.18	3.94	4.00	4.10	3.99
Level of service/employee training	4.02	4.13	4.18	3.72	4.12	4.00	3.99
Overall appeal of attractions in area	3.78	4.00	4.00	3.80	4.13	4.00	3.92
Variety of shopping & merchandise	3.46	3.50	3.71	4.00	4.00	4.13	3.79
Quality of meeting/convention facilities	4.50	NR	3.50	3.00	3.00	4.33	3.69
Range of choices for dining	3.57	4.00	3.82	3.42	3.81	3.85	3.66
Ease of finding visitor information	3.50	3.67	3.00	3.86	3.93	3.72	3.65
Signage and wayfinding	3.61	3.63	3.50	3.57	3.63	3.79	3.62



NEW PRODUCTS

2013 Preferred NEW Activity, facility, or experience	Business	Leisure	Meetings	Pass thru	Racing	Other/ Sports	Overall
Village style shopping, dining, entertainment district	51.79%	68.18%	68.00%	48.00%	43.75%	67.57%	59.11%
Lakefront resort	33.93%	56.82%	24.00%	44.00%	56.25%	62.16%	45.81%
Unique dining	41.07%	47.73%	56.00%	32.00%	0.00%	37.84%	39.41%
Winery trail	37.50%	56.82%	52.00%	40.00%	18.75%	18.92%	38.92%
Location that specializes in handmade goods, home-grown foods & artisan products	37.50%	50.00%	24.00%	24.00%	43.75%	35.14%	36.95%
Guided racing shop tours	32.14%	29.55%	36.00%	32.00%	87.50%	24.32%	34.98%
Lodging with family-size suites	17.86%	50.00%	8.00%	44.00%	18.75%	54.05%	33.50%
Co-op for handmade art/craft & demo	26.79%	47.73%	16.00%	28.00%	50.00%	29.73%	32.51%
Boat rentals on Lake Norman	33.93%	36.36%	40.00%	16.00%	37.50%	27.03%	32.02%
Canoeing / water activities on Lake Norman	23.21%	40.91%	36.00%	16.00%	31.25%	43.24%	32.02%
Unique / specialty shopping	17.86%	47.73%	24.00%	28.00%	25.00%	29.73%	29.06%
Guided fishing excursions	25.00%	27.27%	28.00%	28.00%	43.75%	29.73%	28.57%
Other (specify)	35.71%	27.27%	8.00%	4.00%	6.25%	13.51%	20.20%
Golf trail	26.79%	13.64%	16.00%	20.00%	6.25%	21.62%	19.21%
More upscale lodging	10.71%	9.09%	20.00%	0.00%	6.25%	13.51%	10.34%
2008 Preferred NEW Activity, facility, or experience	Business	Leisure	Meetings	Pass thru	Racing	Visit F & R	Overall
Lakefront resort	37.10%	55.56%	58.33%	36.36%	33.33%	41.67%	39.87%
Boat rentals on Lake Norman	48.39%	33.33%	25.00%	30.30%	16.67%	37.50%	36.71%
Unique dining	41.94%	11.11%	50.00%	12.12%	11.11%	41.67%	31.65%
Winery trail	27.42%	11.11%	41.67%	24.24%	0.00%	33.33%	25.32%
Village style shopping, dining, entertainment district	17.74%	22.22%	25.00%	21.21%	16.67%	41.67%	24.05%
Unique/specialty shopping	17.74%	22.22%	16.67%	24.24%	16.67%	41.67%	22.78%
Golf trail	35.48%	11.11%	33.33%	18.18%	5.56%	0.00%	21.52%
Guided fishing excursions	25.81%	22.22%	25.00%	18.18%	22.22%	12.50%	21.52%

2013 RECOMMENDATIONS

Overall:

- Maintaining a lively, vibrant, amenity-filled and visually appealing destination filled with shops, restaurants, “people magnet” places, and entertainment is of the utmost importance to ensure continued growth in tourism economic impact.
- Mooresville is seen more as a “destination” rather than just a small town near Charlotte. It is becoming known. However, people seem to want MORE than is currently offered. More lakefront lodging, dining, access. More shopping and entertainment. More unique dining.
- While ratings of amenities have improved (from 3.96 in 2008 to 4.16 in 2013 on a 1-5 scale where 1=low and 5=high) Community leaders are urged to continue building product category satisfaction and closely monitor future visitor ratings. The goal is solid 4.5+ ratings.
- City and community leaders can best support tourism growth by focusing on strategically identifying **new products** that will drive visitation and spending from non-residents. This will do more to help current residents than anything else they can do.



RECOMMENDED BRANDING/POSITIONING

Lake Norman and Racing

Dining – Shopping – Entertainment:

Dining

- Promote chef-owned restaurants and Seasonal Food/Entertainment
- Weekend Experiences

Shopping

- Seasonal weekend promotions

Entertainment

- Lake Norman
- Racing Museums
- Nighttime Entertainment

Outdoor Recreation

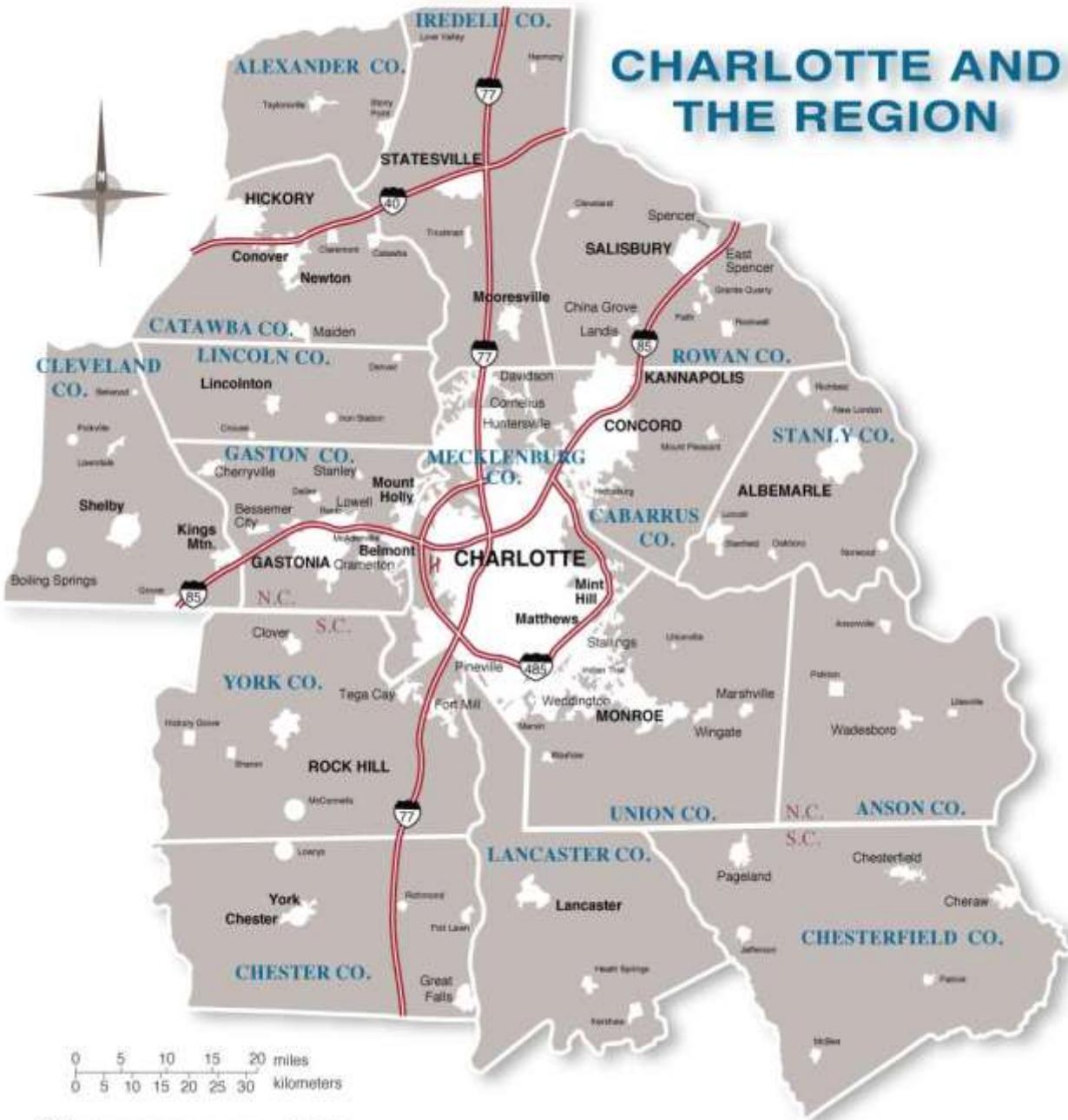
- Boating/fishing
- Hiking/Walking
- Biking/Cycling/Motorcycle
- Birding

I-85: 18 million

I-77: 15 million

Charlotte: 1 million

CHARLOTTE AND THE REGION



THANK YOU



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