

TOURISM GROWTH



Visitor spending	10th out of 100 Cleveland and Buncombe counties tied for 10th largest percent increase in visitor spending in the state from 2017 to 2018	19.6% Visitor spending increased 19.6% in the county from 2014 to 2018
Occupancy tax revenues	136% City of Shelby occupancy tax revenues have increased by 136% from 2014 to 2018 (increased 30% from 2017 to 2018 alone)	71% Occupancy tax revenues have increased 71% county-wide from 2015 to 2018
Visitor lodging	66% The number of business class hotel rooms increased by 66% from 2014 to 2019 (<i>from 261 to 433 rooms</i>)	400% Short term rental listings (Airbnb/VRBO) increased 400% between Q2 2016 and Q2 2019 (<i>from 7 to 35 listings</i>)
	Top wish-listed Airbnb Airbnb recently announced their #1 wish-listed listings in the top 20 counties in NC, including one in Shelby. <i>Airbnb press release:</i> https://tinyurl.com/AirbnbWishlist <i>WCNC article:</i> https://tinyurl.com/WCNCwishlist	
Tourism industry	32% The payroll of Cleveland County's tourism industry increased 32% from 2014 to 2018	14% Employment in the county's tourism industry grew by 14% from 2014 to 2018

NEARBY TRAILS

Including 3 state parks, 1 national military park, and 8 greenways

2+ million Annual visitors to trails within a 26 mile radius of the Court Square	1.7 million Annual visitors to trails within a 19 mile radius of the Court Square	< 1 hour Our community is within 1 hour of 6 state parks
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INVESTMENT IN UPTOWN SHELBY

\$5.7 million Invested in Uptown Shelby in 2018-19	\$19.8 million Invested in Uptown Shelby total since July 2016, including:		\$6.8 million Additional investment in on-going projects
	\$9.6 million <i>public investment</i>	\$10.2 million <i>private investment</i>	

PLANNED RAIL TRAIL

<p>11 miles Length of rail trail corridor under contract (<i>Projected closing date Dec 2019</i>)</p>	<p>1 block Distance of the rail trail corridor from the Uptown Shelby Court Square</p>	<p>1,070,000 2018 estimate of annual trail users,</p>	<p>\$17,035,000 total estimated trail-related spending from <u>non-local trail users</u> annually - see below for expenditure categories (<i>based on estimate of 2 days per non-local user per trip</i>)</p>
<p>\$4.16 million Grant received by the City of Shelby for the acquisition of the rail trail corridor</p>		<p>514,000 of which are projected to be non-local</p>	
<p>\$4,318,000 Estimated annual retail spending of non-local trail users</p>	<p>\$6,415,000 Estimated annual restaurant spending of non-local trail users</p>	<p>\$5,469,000 Estimated annual grocery store spending of non-local trail users</p>	<p>\$535,000 Estimated annual bicycle rental spending of non-local trail users</p>
<p><i>Source: 2018 Cleveland County Rail Trail Master Plan by Alta Planning & Design Use and spending estimates are based on data from other similar trails in NC and SC.</i></p>			



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