



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 <u>NC Sales Tax</u> from Lodging Sales (Source: Randall Travel Marketing calculation: 4.75% of \$18,991,679.50) |
| \$ 379,833.59 | Total <u>Iredell County Sales Tax</u> 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: | <p>studies consistently indicates visitors are primarily from <u>the “triangle region” formed between Michigan, New York and North Carolina</u> – then down to Florida</p> | |
| Average Age: | 47.29 | 49.27 |
| <u>Gender</u> <div style="text-align: right; padding-right: 20px;"> Male Female </div> | <div style="text-align: right; padding-right: 20px;"> 60.20% 39.80% </div> | <div style="text-align: right; padding-right: 20px;"> 65.54% 34.46% </div> |
| 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



THANK YOU



Judy L. Randall
Randall Travel Marketing
PH: 704-799-6512
Email: judy@RTMnet.com



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