

## Registering & Remitting the Occupancy Tax

Any accommodation renting for more than 15 days in a calendar year and less than 90 days consecutive is required to collect from its guests an occupancy tax of 5% in addition to the current sales tax. This occupancy tax is then remitted to the county finance office on a monthly basis. For information on registering with the county finance office contact Deanna Medford at 828-884-3100 (Ext. 113) or [Deanna.medford@transylvaniacounty.org](mailto:Deanna.medford@transylvaniacounty.org).

## Together, we're building the tourism economy in Transylvania County.

The Transylvania County occupancy tax is utilized to fund a variety of marketing efforts to benefit the tourism economy in Transylvania County. The occupancy tax revenue, as a pooled resource, gives us the ability to promote our county in a way that no individual property could. The goal of the the Transylvania County Tourism Development Authority (TCTDA) is to deploy these resources in a way that achieves the greatest return on investment.

## Benefits

Inside, you'll find an overview of the marketing and advertising initiatives undertaken by the TCTDA, as well as specific benefits available to accommodations that collect the occupancy tax.



## SPECIFIC BENEFITS

As a Transylvania County accommodations business that collects the occupancy tax, you will receive the following:

- A **FREE** listing in the Travel Planner & Waterfall Guide. Listing categories include: accommodations (units of 2 or more), activities, dining, shopping and much more. There are 110,000 copies of this popular guide printed annually.
- A **FREE** listing on Transylvania County's official visitors' website, [visitwaterfalls.com](http://visitwaterfalls.com). Here visitors find lodging and lodging specials (also FREE to list), restaurants, insider tips, a full calendar of events and much more. This site sees over 200,000 unique visitors annually.
- A **FREE** listing on our Visit Waterfalls mobile app.
- A **FREE** listing on [visitnc.com](http://visitnc.com), North Carolina's official visitors' website.



THE BENEFITS

OF COLLECTING

OCCUPANCY TAX

**TCTDA**  
TRANSYLVANIA COUNTY  
TOURISM DEVELOPMENT AUTHORITY

## MARKETING THE “LAND OF WATERFALLS”

Each year the TCTDA develops and executes a comprehensive marketing plan that includes advertising, public relations, collateral and social media. Some highlights:



Our paid advertising reaches over **30 MILLION** targeted consumers through a combination of magazine, newspaper, tv and digital outlets.



Our monthly newsletter, The Adventurist, is sent to a database of over **11,000** subscribers.

Working independently and in partnership with Visit NC, the TCTDA realizes over **\$400,000** annually in unpaid editorial value from a variety of news stories and features resulting from our public relations efforts.



The TCTDA prints **110,000** Travel Planners & Waterfall Guides annually. This publication, which is distributed regionally, nationally and internationally, lists certain Transylvania County accommodation, along with amenities, attractions and contact information.



Our events publication, the Get Out Guide, printed nine months a year, promotes all the significant activities relevant to visitors and is distributed countywide. Over **25,000** Get OUT Guides are distributed annually.



Our dedicated website, visitwaterfalls.com, which advertises all Transylvania County accommodations, is visited over **200,000+** times annually by consumers.

Our social media initiatives include a strong presence on Facebook, Twitter and Instagram.

