

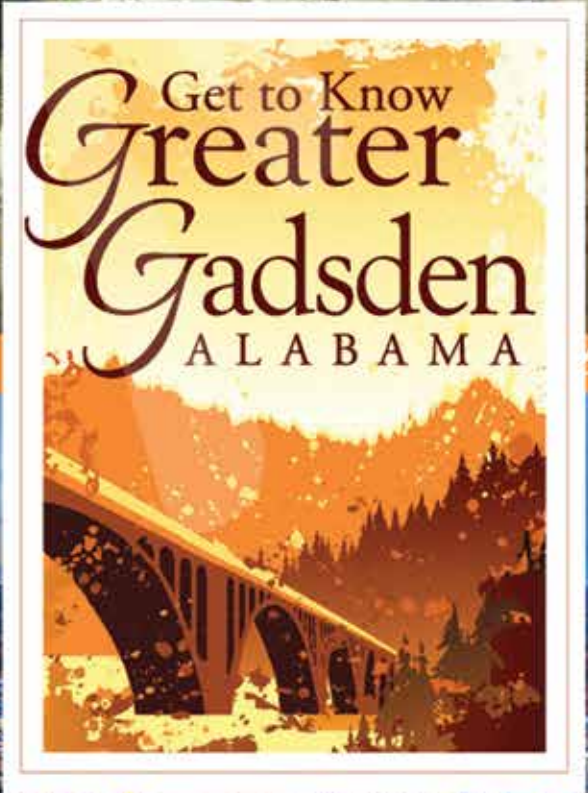
# Tourism

An important component  
of economic health for  
Etowah County

## Noccalula Falls Park & Campground

- Mini-Golf
- Train Ride
- Animal Habitat
- Heritage Village
- Botanical Gardens
- Hiking/Biking on the Black Creek Trails

*fishing • shopping • food • golf • festivals •*



Looking for something to do?  
**GreaterGadsden.com**

90 Walnut St. • Gadsden, AL 35901 • [greatergadsden.com](http://greatergadsden.com)

 1-888-565-0411       1-256-549-0351



@GreaterGadsden #GreaterGadsden

## OUTDOOR FUN

Gadsden and Etowah County, ideally-situated in northeast Alabama along the Coosa River and at the foot of Lookout Mountain, are full of outdoor fun. View the majestic 90-foot Noccalula Falls, ride the train or play mini-golf at Noccalula Falls Park. Mountain-bike or hike the Black Creek Trails, fight spotted-bass on Neely Henry Lake, or go for a birdie at Twin Bridges or Silver Lakes golf courses. Festivals like Glencoe's Celebration in the Park or Attalla's Heritage Day, along with Gadsden's First Fridays will keep you busy throughout the year. Make sure to put the first Thursday through Sunday in August on your calendar so you won't miss the "World's Longest Yard Sale!" This historic sale begins at Noccalula Falls Park and travels up Scenic Lookout Mountain Parkway to Chattanooga and beyond for over 600 miles to Michigan. Bargain hunters and yard-sale junkies travel across the U.S. to Gadsden for this funderful sale each year! Come visit us!

*Hugh A. Stump III*

HUGH A. STUMP III  
EXECUTIVE DIRECTOR,  
GREATER GADSDEN AREA TOURISM

**GREATER GADSDEN AREA TOURISM**

The Etowah County Tourism Board (ECTB) was formed in 2009 to promote Etowah County and its communities for the purposes of tourism. The ECTB markets under the "Greater Gadsden Area Tourism" banner to benefit from the awareness appeal of the name of the county's largest city and economic center--Gadsden. Our mission statement is "To develop the economic prosperity of Etowah County through the promotion of tourism and by attracting and assisting visitors to our communities."

**TOURISM NUMBERS**

Federal: 2018 (U.S. Travel Association)

- > Travel generated \$2.5 trillion for the U.S. economy in 2018 across all U.S. industries.
- > Travel supported 15.7 million American jobs in 2018 across all U.S. industries.
- > Tax revenue from travel spending for federal, state and local governments totaled \$171 billion in 2018.

State: 2018 (Alabama Tourism Department)

- > 15.5 billion dollars in tourists' expenditures, up 8.5% from 2017.
- > More than 27.7 million people visited the State of Alabama during 2018.
- > Estimated 198,891 jobs in tourism related fields in Alabama.
- > Every \$116,120 of travel-related expenditures creates one direct job in Alabama.

Etowah County: 2018 (Alabama Tourism Department, Alabama Mountain Lakes Tourist Association)

- > 155,727,428 million dollars in tourist expenditures in Etowah County (up 3.6%).
- > 1,845 direct and indirect tourism jobs in Etowah County (up 2.3%).
- > 45,768,998 million dollars in earnings in Etowah County (up 3.6%).

**STATEWIDE TRAVEL EXPENDITURES BY CATEGORY**

- Lodging Facilities: \$1,129,628,516 (13% Share of Total)
  - Eating and Drinking Establishments: \$2,208,732,461 (27% Share of Total)
  - General Retail: \$319,883,523 (10% Share of Total)
  - Entertainment: \$760,552,608 (9% Share of Total)
  - Public Transportation: \$627,458,844 (15% Share of Total)
  - Auto Transportation: \$368,827,380 (26% Share of Total)
- TOTAL \$5,415,083,332

**ETOWAH COUNTY FACTS AND FIGURES:**

Hotels/B&B:

- 18 Hotels with 1,137 rooms

Campgrounds, cabins and rentals:

- 4 Campgrounds

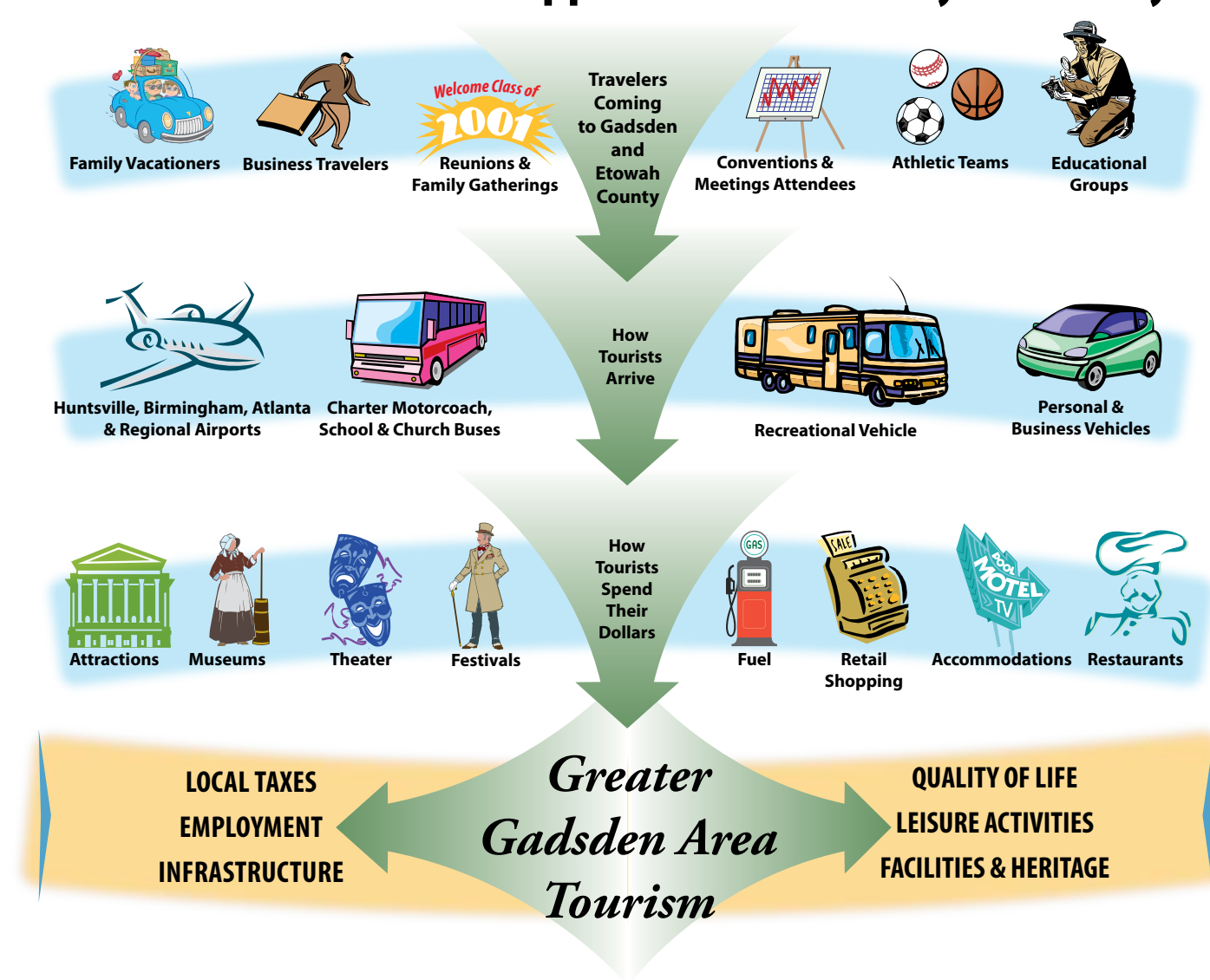


IN 2018, MORE THAN \$954 MILLION OF STATE AND LOCAL TAX REVENUES WERE GENERATED BY TRAVEL AND TOURISM ACTIVITIES. WITHOUT THOSE TAXES, EACH HOUSEHOLD IN ALABAMA WOULD HAVE HAD TO PAY \$507 IN ADDITIONAL TAXES TO MAINTAIN CURRENT SERVICE LEVELS.



TOURISM EXPENDITURES IN NORTH ALABAMA TOPPED \$2.92 BILLION IN 2018, UP 8.5% FROM 2017.

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



**Trails and Scenic Parkways:**

- North Alabama Birding Trail
- North Alabama Hallelujah Trail
- Lookout Mountain Parkway
- Alabama Antique Trail
- North Alabama Wine Trail
- North Alabama Barbecue Trail



**Attractions with Estimated Annual Attendance**

• Nocalula Falls Park	325,000
• Coosa River/Coosa Landing fishing tournaments	25,000
• First Fridays, average each FF	7,500
• Mary G. Hardin Center for the Cultural Arts	85,000
• Mountain Top Flea Market	150,000



### ETOWAH COUNTY ANNUAL EVENTS

Month	Event	Attendance Est.	Overnight Est.
Apr.	Smoke on the Falls BBQ Festival	3,000	35%
May	Hwy, 11/Antique Alley Yard Sale	10,000	20%
Jun.	Wheels on the Hill Car Show	15,000	35%
Jun.	The Barbarian Challenge	3,500	25%
Aug.	World's Longest Yard Sale	45,000	40%
Sept.	Hokes Bluff City Fest	10,000	15%
Oct.	Attalla Heritage Day	15,000	10%
Dec.	Christmas at the Falls	80,000	20%

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

“

IN 2018, ETOWAH COUNTY LODGING TAXES COLLECTED INCREASED BY 3.6%

### ANNUAL STATE LODGING TAXES

#### ETOWAH COUNTY

2016	\$736,648 state lodging taxes
2017	\$752,396 state lodging taxes
2018	\$779,438 state lodging taxes
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Dollar Increase Over 2016:	\$27,042
Rate of Increase Over 2016:	3.6%

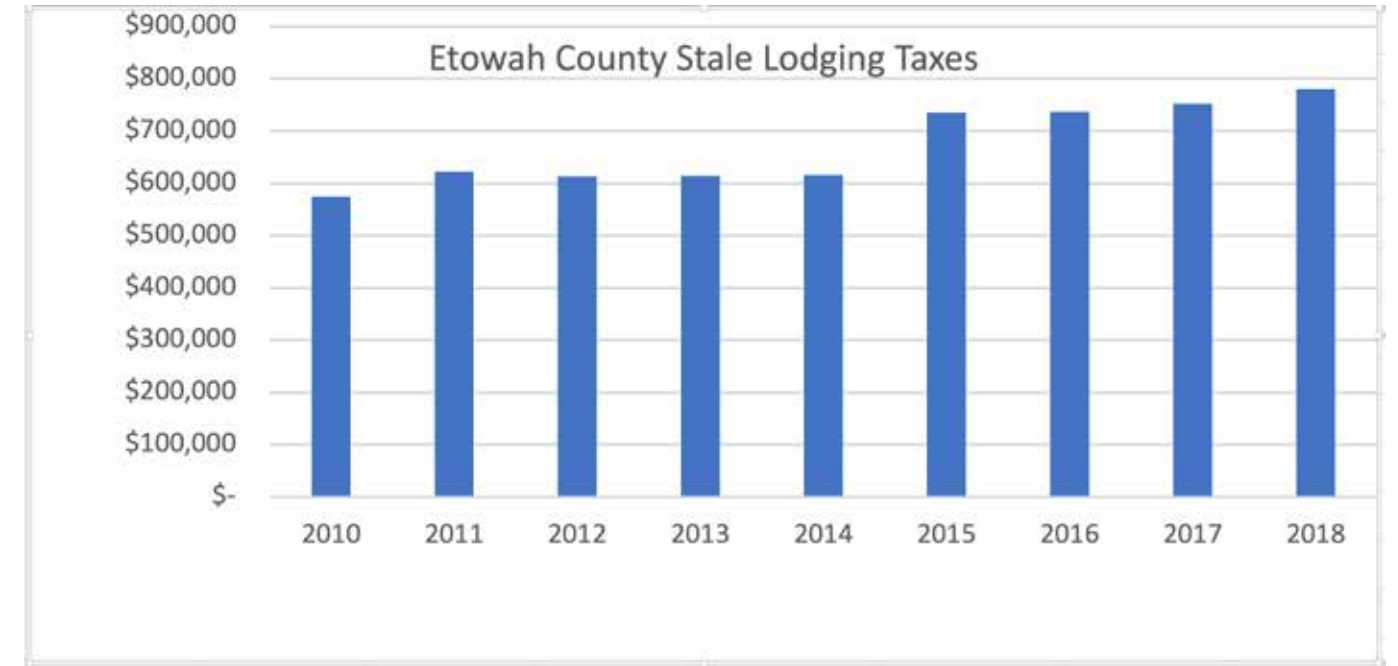


ETOWAH COUNTY TOURIST SPENDING 2015-2018 - 4 YEAR GROWTH

2015	\$146,853,956.00	EVERY \$116,120 OF EXPENDITURES IN
2016	\$147,178,226.00	THE TRAVEL INDUSTRY CREATES
2017	\$150,324,584.00	ONE DIRECT JOB IN ALABAMA.
2018	\$155,727,428.00	FOR EVERY \$1 IN ALABAMA'S TRAVEL-RELATED EXPENDITURES, THE STATE RETAINS A TOTAL OF \$0.34.

Figures provided by the Alabama Tourism Department study "Economic Impact, Alabama Travel Industry 2018"

Etowah County State Lodgings Tax Collection 2010-2018



2010	\$573,778	Increase
2011	\$621,387	7.7%
2012	\$612,364	-1.5%
2013	\$613,550	0.2%
2014	\$615,232	0.3%
2015	\$735,025	16.3%
2016	\$736,648	0.2%
2017	\$752,396	2.1%
2018	\$779,438	3.5%

**% Increase 26.39%**  
**AVG/Year 3.6%**

Etowah County Hotel Statistics 2010-2018

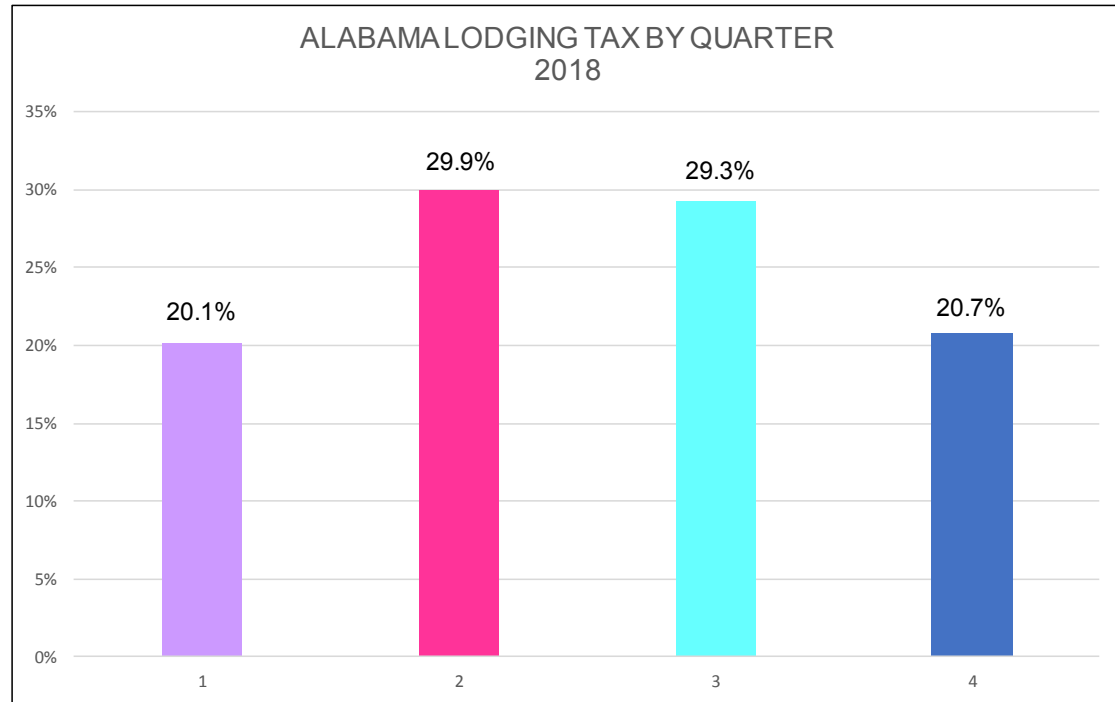
	2010	2011	2012	2013	2014	2015	2016	2017	2018	AVG/Year
	% change from prior year									
Occupancy %	-7.0%	11.4%	0.3%	8.0%	3.7%	7.4%	-6.1%	-0.6%	5.8%	2.5%
ADR (Average Daily Rate)	-2.8%	1.7%	1.0%	-3.3%	6.4%	2.1%	5.6%	0.8%	3.2%	1.6%
RevPAR (Revenue per available room)	-0.5%	13.3%	0.7%	4.5%	12.5%	9.5%	-2.4%	0.1%	9.1%	5.2%
Supply (number of rooms available to rent)	6.2%	-6.0%	-5.2%	-3.7%	-0.2%	0.0%	-3.9%	2.1%	0.3%	-1.2%
Revenue (Total Hotel Revenue Reported)	-3.9%	6.5%	-4.5%	0.5%	12.2%	9.6%	-6.2%	2.2%	9.4%	2.9%



**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 Alabama Lodging Tax by Quarter 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 60.4 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 20.1 percent and 20.7 percent, respectively, of state lodging taxes being collected for each of these periods.



**TRAVEL-GENERATED TAX REVENUE**

The figures below highlight the impact of travel-related industries on state and local government revenues.

GOVERNMENT REVENUE ASSOCIATED WITH TRAVEL INDUSTRY 2016-2018				
YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2018	\$ 681,125,686	\$ 273,087,833	\$ 954,213,519	8.5%
2017	\$ 627,530,987	\$ 251,599,787	\$ 879,130,774	5.1%
2016	\$ 597,186,187	\$ 239,433,463	\$ 836,619,650	----

We estimate that in 2018, more than \$954 million in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property, and corporate income taxes. Without those taxes, each household in Alabama would have had to pay \$507 in additional taxes to maintain current service levels.

As a result, we estimate that every \$1 in travel-related spending resulted in \$0.04 and \$0.02 in tax revenue for state and local governments, respectively.

**ETOWAH COUNTY PUBLIC OFFICIALS 2018**

**Etowah County Commission**

- Joey Statum
- Lewis Fuller
- Larry Payne
- Jeff Overstreet
- Carolyn Parker
- Tim Choate

**Gadsden City Council**

- Mayor, Sherman Guyton
- Cynthia Toles
- Deverick Williams
- Thomas Worthy
- Robert Echols
- Billy Billingsley, Sr.
- Johnny Cannon
- Ben Reed

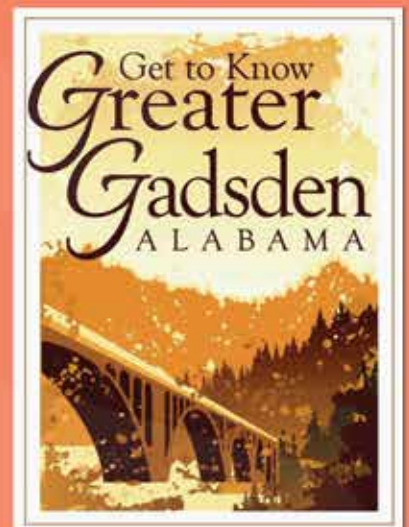
**Etowah County Mayors**

- City of Gadsden, Sherman Guyton
- City of Altoona, Richard Nash
- City of Attalla, Larry Means
- City of Glencoe, Charles Gilchrest
- City of Hokes Bluff, Scott Reeves
- City of Rainbow City, Terry John Calhoun
- City of Reece City, Randall Scott
- City of Ridgeville, Jerome Anderson
- City of Sardis City, Russel Amos
- City of Southside, Wally Burns
- City of Walnut Grove, Autry Works



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

LET'S WORK  
TOGETHER



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