



UPCOMING  
KEY EVENTS



## Tourism Impacts Local Economy

Each year, the independent Research Department of the U.S. Travel Association prepares direct visitor spending estimates for all 100 North Carolina counties, as well as county level employment, payroll and tax revenues as a result of direct visitor spending. This research incorporates the same methodology (the Travel Economic Impact Model -- TEIM) across all 100 counties (to assure apples to apples analysis), and applies the same methodology on an annual basis to allow trends to be identified. The 2015 travel and tourism report has just been released.

### The result include the following:

- Travel and tourism in Scotland County generated a total economic impact of \$42.22 million in 2015. This is a new high for Scotland County and is a 35% increase over the past 10 years.
- More than 370 jobs in Scotland County were directly attributable to travel and tourism!
- Travel generated a \$7.05 million in payroll in the county. The first time this figure has pushed past the \$7 million mark.
- Travelers and tourist paid over \$3 million in state and local taxes on the purchase of products and services in Scotland County.
- These total taxes represent an \$86.60 tax savings to each and every county resident!
- What this means, is that without the sales tax revenue generated from travel and tourism, a family in four in Scotland County would have to pay almost \$350 more in local and state tax to maintain the level of government services they now receive.



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### Tourism Impacts Local Economy (cont'd)

So \$86.60 in tax savings per person: that is a 12.3% increase in tax savings over the past 2 years. That is good, that is very good. In fact, that 12.3% increase in tax savings per person ranks Scotland County #9 in improved tax savings across the entire state.

How does this positive trend (12.3%) compare to our neighbors?

- Moore County: 6.4% increase in savings;**
- Anson: 6.8%;**
- Randolph: 8.5%;**
- Richmond: 10.6%;**
- Robeson: 10.7%.**

In fact, Scotland and Carteret (12.8%) are the ONLY counties east of Charlotte and south of Raleigh in the top 10.

And this trend is important. Because it means travel and tourism is helping to keep more and more dollars in the pocket of people in Scotland County. People often misconstrue the role of the Scotland County Tourism Development Authority. They cite our interest in putting "heads in beds." While important, and the source of our fund, that is a measurement, not a role. Our role is to attract and engage travelers so they visit Laurinburg and Scotland County and contribute to the economic growth and well-being of the community. In doing so, the TDA helps support the local economy, creates jobs, and provides a tax value to citizens.

Also keep in mind that the dollars we use to promote Scotland County for travel and tourism are provided by a hotel tax that is charged to visitors staying in our hotels. This means that we are using tax dollars generated from visitors, to promote Scotland County and bring more visitors to the area and provide even more tax savings to citizens.



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**In and around Scotland County** there are any number of interests you can explore and to events you can attend. From an award-winning vineyard to an historic home; a 147-miles in biking trails to the Lumber River, which has been voted one of North Carolina's Top Ten Natural Wonders; from college sports and cultural events, to festivals that showcase our diversity. Come out and enjoy the people and good times of Scotland County – The Soul of the Carolinas.

**Laurinburg-Scotland County Events – October**

Oct. 20	SAU	Women's Soccer – Bob Jones U.	3:00 PM
<b>Oct. 21</b>	<b>Cypress Bend Vineyards</b>	<b>Live Music Friday</b>	<b>7:00 PM (\$10)</b>
Oct. 22	SAU	Women's Soccer – Montreat	12:00 PM
<b>Oct. 22</b>	<b>SAU</b>	<b>Men's Soccer – Montreat</b>	<b>2:00 PM</b>
Oct. 24/25	SAU	Men's Golf – SAU Invitational	TBD
<b>Oct. 24/25</b>	<b>SAU</b>	<b>Women's Golf – SAU Invitational</b>	<b>TBD</b>
Oct. 27	SAU	Volleyball – Shaw University	6:00
<b>Oct. 28</b>	<b>Cypress Bend Vineyards</b>	<b>Live Music Friday</b>	<b>7:00 PM (\$10)</b>
Nov. 1	SAU	Men's Volleyball – Truett-McConnell	6:30
<b>Nov. 3</b>	<b>SAU</b>	<b>Men's Volleyball – Chowan College</b>	<b>6:00</b>
Nov. 4	Cypress Bend Vineyards	Live Music Friday	7:00 PM (\$10)
<b>Nov. 8</b>	<b>SAU</b>	<b>Wrestling – Belmont Abbey</b>	<b>2:00</b>

**Upcoming Events To Mark:**

Nov. 12	Laurinburg (1)	Chamber's Oyster Roast	6:00
<b>Nov. 20</b>	<b>Laurinburg</b>	<b>Chamber's Christmas on Main</b>	<b>1:00</b>
Dec. 3	Cypress Bend Vineyards	Christmas Open House	11:00 am

SAU = St. Andrews University - Laurinburg

(1) = event held at Equestrian Center



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## Laurinburg Welcomes Our Visitors

The City of Laurinburg and Scotland County look forward to welcoming you to our community and showing our Southern hospitality. For more information on where to stay, please visit the Scotland County Tourism Web site at [www.visitnc-soul.com](http://www.visitnc-soul.com)

### Hotels

<b>Comfort Inn</b>	910-277-7788	<b>Pine Acres Lodge</b>	910-276-1531
<b>Hampton Inn</b>	910-277-1516	<b>Quality Inn</b>	910-277-0080
<b>Holiday Inn Express</b>	910-291-3300	<b>Scotland Inn</b>	910-276-0632
<b>Oasis RV Park</b>	910-266-8372	<b>Thomas Walton B&amp;B</b>	910-276-0551



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### Casual Dining

<b>215 on Main</b>	910-361-4474
<b>Captain Larry's Seafood House</b>	910-276-1880
<b>Champs Fine Food and Spirits</b>	910-276-4386
<b>Mi Casita Restaurante Mexicano</b>	910-276-0032
<b>Sweet Expressions / Gill House</b>	910-506-2126
<b>The Main Table</b>	910-361-4273
<b>Wooly McDuff's Neighborhood Grille</b>	910-276-6632

### Quick Serve Dining

<b>Dawg Haus Express</b>	910-277-9303	<b>Great Wall Chinese Food</b>	910-276-9199
<b>General McArthur's</b>	910-276-1498	<b>Jin Jin Chinese Food</b>	910-277-1616
<b>Golden Corral</b>	910-277-1620	<b>Little Fuji Grill</b>	910-277-9922
<b>Greek Village</b>	910-277-7700	<b>Miyako</b>	910-506-4081
<b>Jerry's Deli and Grill</b>	910-266-9020	<b>Taki Japanese Restaurant</b>	910-291-9908
<b>Huddle House</b>	910-610-4100	<b>Jesse's Pizza &amp; Hot Sub</b>	910-277-8538
<b>Smithfield's Bar-B-Q</b>	910-266-8700	<b>Pizza Hut</b>	910-276-1770
<b>Waffle House</b>	910-277-9259	<b>Pizza Inn</b>	910-276-6565
<b>China Garden</b>	910-266-8885	<b>Moe's Chicken</b>	910-506-2325
<b>Golden Run</b>	910-277-7734		