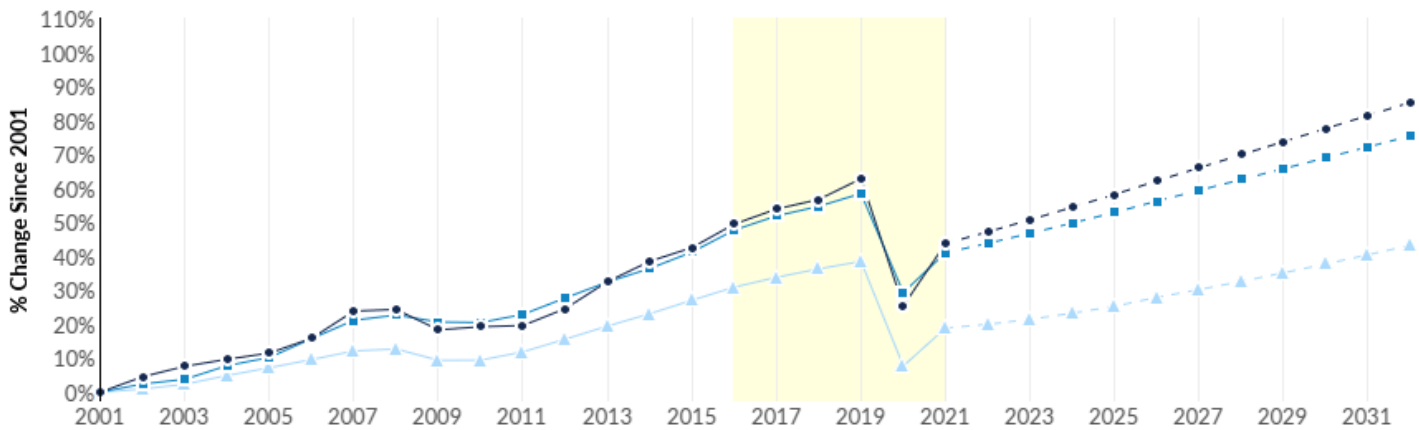# LEISURE & HOSPITALITY INDUSTRY SNAPSHOT

Asheville MSA Leisure & Hospitality Summary

26,750	-3.8%	$32,083	1,675
Jobs (2021)	% Change (2016-2021)	Avg. Earnings Per Job (2021)	Payrolled Business Locations (2021)
43% Above National Average	Nation: - 9.2%	Nation: $33,435	

Note: Steady overall job growth prior to 2019 with an 11.7% decrease from 2019-2021 in the Asheville Metro.

Regional Trends

Region	2016 Jobs	2021 Jobs	Change	% Change
● Region	27,807	26,750	-1,057	-3.8%
■ State	480,133	458,563	-21,570	-4.5%
▲ Nation	15,556,626	14,129,073	-1,427,553	-9.2%

Note: Region = Asheville MSA (comprised of Buncombe, Haywood, Henderson, and Madison counties)

Top 25 Leisure & Hospitality Employers in Asheville MSA

Company Name	Primary NAICS Description:
The Biltmore	Museums, Historical Sites, and Similar Institutions
Omni Grove Park Inn	Accommodation
McDonald's	Food Services and Drinking Places
Arby's Restaurants	Food Services and Drinking Places
Cracker Barrel Old Country Store	Food Services and Drinking Places
J & S Cafeteria	Food Services and Drinking Places
Bojangle's	Food Services and Drinking Places
Crowne Plaza Resort	Accommodation
Element Asheville Downtown	Accommodation
Renaissance Asheville Hotel	Accommodation
AC Hotel By Marriott Asheville	Accommodation
Holiday Inn-Asheville-Biltmore	Accommodation
Lake Junaluska Assembly	Accommodation
Red Lobster	Food Services and Drinking Places
Waynesville Inn Golf Resort and Spa	Amusement, Gambling, and Recreation Industries
Hilton Garden Inn-Asheville	Accommodation
Cataloochee Ski Area	Accommodation
Maggie Valley Club	Amusement, Gambling, and Recreation Industries
Chick-Fil-A	Food Services and Drinking Places
Applebee's Neighborhood Grill & Bar	Food Services and Drinking Places
Hendersonville Country Club	Amusement, Gambling, and Recreation Industries
O'Charley's	Food Services and Drinking Places
Olive Garden	Food Services and Drinking Places
Carrabba's Italian Grill, Inc.	Food Services and Drinking Places
TGI Friday's, Inc.	Food Services and Drinking Places

RIVERBIRD RESEARCH
A DIVISION OF THE ASHEVILLE AREA CHAMBER OF COMMERCE

RIVERBIRDRESEARCH.COM