

Watauga Tourism Development Authority is 'starting to move'

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It's been eleven months, and the Watauga County Tourism Development Authority is moving along, according to Rob Holton.

In fact, as of June 19, TDA had collected double the occupancy tax projected in the budget.

TDA has used the money to fund job positions and a website, among other things.

The website is where much of TDA's focus is going. According to Holton, over 70 percent of people research destinations on the internet before going on vacation.