

MARKET DRIVERS



TAHLEQUAH 2013 RETAIL SALES

\$293,500,082



RIVER BOATING & FISHING

508,000 Visitors



CHEROKEE NATIONAL HOLIDAY

100,000+ Visitors



CAPITAL OF CHEROKEE NATION

\$2.03 Billion Economic
Impact to Region



CULTURAL ATTRACTIONS

28 Within
20 Minutes



NORTHEASTERN STATE UNIVERSITY

9,000 Students



CHEROKEE NATION EMPLOYMENT

3,000+ Employees



LOCAL MUSEUMS

75,000+ Visitors



MUNICIPAL AIRPORT

Minutes Away



CROSSROADS TO THREE LAKES/STATE PARKS

1,280,000 Visitors



ART GALLERIES/ ARTISANS SHOPS

15 Locations



VEHICLES PER DAY ON HWY 62

26,800 Vehicles