WILLIAMSON COUNTY TRAVEL SNAPSHOT

FACTS ABOUT A LEADING INDUSTRY THAT'S MORE THAN JUST FUN

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BY THE NUMBERS

2019 Economic Impact (EI) of Tourism in Williamson County

- Rank **#6** out of 95 counties by EI
- Generated **$497.20 MILLION** in direct tourism expenditures
- Generated **3,736** jobs
- Produced **$96.57 MILLION** in payroll
- Created **$10.03 MILLION** in local tax revenue
- Created **$29.85 MILLION** in state tax revenue

ON AN AVERAGE DAY

On An Average Day in 2019, Tourist Spending in Williamson County

- Generated **$1,362,180.21** in daily expenditures
- Produced **$264,587.44** in daily payroll
- Created **$27,489.50** daily in local tax revenues
- Created **$81,794.05** daily in state tax revenues

PER HOUSEHOLD

As a result of taxes generated by tourist activity in the county:

- Each household pays **$529.42** less in local and state taxes
- Each household pays **$133.17** less in local county taxes
- Each household pays **$396.25** less in state taxes

IN OTHER WORDS….

If it were not for state and local taxes generated by tourism…

- *Each Williamson County household would pay $529.42 more in taxes*

Sources: 2019 Economic Impact of Travel on Tennessee Counties Report
www.tnvacation.com/industry;
U.S. Census Bureau American Community Survey
https://data.census.gov/cedsci/