CUMBERLAND COUNTY TRAVEL SNAPSHOT

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

The SOUNDTRACK of AMERICA · MADE IN · TENNESSEE

BY THE NUMBERS

2019 Economic Impact (EI) of Tourism in Cumberland County

- Rank **#19** out of 95 counties by EI
- Generated **$132.10 MILLION** in direct tourism expenditures
- Generated **1,095** jobs
- Produced **$30.56 MILLION** in payroll
- Created **$5.45 MILLION** in local tax revenue
- Created **$7.66 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$361,913.37** in daily expenditures
- Produced **$83,715.87** in daily payroll
- Created **$14,917.88** daily in local tax revenues
- Created **$20,979.44** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$516.93** less in local and state taxes
- Each household pays **$214.82** less in local county taxes
- Each household pays **$302.11** less in state taxes

IN OTHER WORDS….

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

- *Each Cumberland County household would pay $516.93 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/