MONROE 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 Monroe County

- Rank **#38** out of 95 counties by EI
- Generated **$43.28 MILLION** in direct tourism expenditures
- Generated **309** jobs
- Produced **$8.46 MILLION** in payroll
- Created **$2.89 MILLION** in local tax revenue
- Created **$2.55 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$118,588.80** in daily expenditures
- Produced **$23,167.27** in daily payroll
- Created **$7,914.42** daily in local tax revenues
- Created **$6,992.56** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$307.51** less in local and state taxes
- Each household pays **$163.26** less in local county taxes
- Each household pays **$144.25** less in state taxes

IN OTHER WORDS….

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

- *Each Monroe County household would pay $307.51 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/