JOHNSON 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 Johnson County

- Rank **#71** out of 95 counties by EI
- Generated **$10.31 MILLION** in direct tourism expenditures
- Generated **63** jobs
- Produced **$1.97 MILLION** in payroll
- Created **$780.13 THOUSAND** in local tax revenue
- Created **$594.82 THOUSAND** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$28,236.90** in daily expenditures
- Produced **$5,385.04** in daily payroll
- Created **$2,137.34** daily in local tax revenues
- Created **$1,629.63** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$200.49** less in local and state taxes
- Each household pays **$113.75** less in local county taxes
- Each household pays **$86.74** less in state taxes

IN OTHER WORDS….

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

- *Each Johnson County household would pay $200.49 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/