COCKE 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 Cocke County

- Rank **#32** out of 95 counties by EI
- Generated **$52.62 MILLION** in direct tourism expenditures
- Generated **480** jobs
- Produced **$10.91 MILLION** in payroll
- Created **$2.30 MILLION** in local tax revenue
- Created **$3.10 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$144,165.11** in daily expenditures
- Produced **$29,887.15** in daily payroll
- Created **$6,305.07** daily in local tax revenues
- Created **$8,501.68** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$381.11** less in local and state taxes
- Each household pays **$162.28** less in local county taxes
- Each household pays **$218.82** less in state taxes

IN OTHER WORDS….

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

- *Each Cocke County household would pay $381.11 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/