SULLIVAN 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 Sullivan County

- Rank **#7** out of 95 counties by EI
- Generated **$427.36 MILLION** in direct tourism expenditures
- Generated **3,641** jobs
- Produced **$121.07 MILLION** in payroll
- Created **$11.52 MILLION** in local tax revenue
- Created **$23.58 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$1,170,836.81** in daily expenditures
- Produced **$331,696.51** in daily payroll
- Created **$31,562.52** daily in local tax revenues
- Created **$64,594.49** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$529.86** less in local and state taxes
- Each household pays **$173.92** less in local county taxes
- Each household pays **$355.94** less in state taxes

IN OTHER WORDS….

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

- *Each Sullivan County household would pay $529.86 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/