JEFFERSON 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 Jefferson County

- Rank **#26** out of 95 counties by EI
- Generated **$66.18 MILLION** in direct tourism expenditures
- Generated **466** jobs
- Produced **$13.47 MILLION** in payroll
- Created **$4.76 MILLION** in local tax revenue
- Created **$4.06 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$181,302.88** in daily expenditures
- Produced **$36,905.29** in daily payroll
- Created **$13,044.06** daily in local tax revenues
- Created **$11,127.13** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$443.12** less in local and state taxes
- Each household pays **$239.13** less in local county taxes
- Each household pays **$203.99** less in state taxes

IN OTHER WORDS….

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

- *Each Jefferson County household would pay $443.12 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/