MADISON 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 Madison County

- Rank **#12** out of 95 counties by EI
- Generated **$226.55 MILLION** in direct tourism expenditures
- Generated **1,934** jobs
- Produced **$47.28 MILLION** in payroll
- Created **$4.80 MILLION** in local tax revenue
- Created **$13.62 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$620,685.00** in daily expenditures
- Produced **$129,546.94** in daily payroll
- Created **$13,138.58** daily in local tax revenues
- Created **$37,311.22** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$488.06** less in local and state taxes
- Each household pays **$127.11** less in local county taxes
- Each household pays **$360.95** less in state taxes

IN OTHER WORDS….

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

- *Each Madison County household would pay $488.06 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/