SHELBY 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 Shelby County

- Rank **#2** out of 95 counties by EI
- Generated **$3.812 BILLION** in direct tourism expenditures
- Generated **23,667** jobs
- Produced **$803.30 MILLION** in payroll
- Created **$105.12 MILLION** in local tax revenue
- Created **$188.71 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$10,445,169.13** in daily expenditures
- Produced **$2,200,808.47** in daily payroll
- Created **$287,989.59** daily in local tax revenues
- Created **$517,004.59** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$838.87** less in local and state taxes
- Each household pays **$300.11** less in local county taxes
- Each household pays **$538.76** less in state taxes

IN OTHER WORDS….

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

- *Each Shelby County household would pay $838.87 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/