# WILSON 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 Wilson County**

- Rank **#13** out of 95 counties by EI
- Generated **$181.02 MILLION** in direct tourism expenditures
- Generated **1,371** jobs
- Produced **$36.80 MILLION** in payroll
- Created **$5.28 MILLION** in local tax revenue
- Created **$10.86 MILLION** in state tax revenue

## ON AN AVERAGE DAY

**On An Average Day in 2019, Tourist Spending in Wilson County**

- Generated **$495,942.43** in daily expenditures
- Produced **$100,813.76** in daily payroll
- Created **$14,456.51** daily in local tax revenues
- Created **$29,751.91** daily in state tax revenues

## PER HOUSEHOLD

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

- Each household pays **$330.38** less in local and state taxes
- Each household pays **$108.04** less in local county taxes
- Each household pays **$222.34** less in state taxes

## IN OTHER WORDS….

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

- *Each Wilson County household would pay $330.38 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/*