HOUSTON 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 Houston County

- Rank **#89** out of 95 counties by EI
- Generated **$6.47 MILLION** in direct tourism expenditures
- Generated **41** jobs
- Produced **$1.03 MILLION** in payroll
- Created **$689.14 THOUSAND** in local tax revenue
- Created **$376.69 THOUSAND** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$17,728.06** in daily expenditures
- Produced **$2,827.76** in daily payroll
- Created **$1,888.05** daily in local tax revenues
- Created **$1,032.03** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$362.16** less in local and state taxes
- Each household pays **$234.17** less in local county taxes
- Each household pays **$127.99** less in state taxes

IN OTHER WORDS….

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

- *Each Houston County household would pay $362.16 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/