# RHEA 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 Rhea County**

- Rank **#39** out of 95 counties by EI
- Generated **$42.39 MILLION** in direct tourism expenditures
- Generated **300** jobs
- Produced **$8.24 MILLION** in payroll
- Created **$2.79 MILLION** in local tax revenue
- Created **$2.49 MILLION** in state tax revenue

## ON AN AVERAGE DAY

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

- Generated **$116,149.12** in daily expenditures
- Produced **$22,586.67** in daily payroll
- Created **$7,640.18** daily in local tax revenues
- Created **$6,825.25** daily in state tax revenues

## PER HOUSEHOLD

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

- Each household pays **$427.80** less in local and state taxes
- Each household pays **$225.95** less in local county taxes
- Each household pays **$201.85** less in state taxes

## IN OTHER WORDS….

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

- *Each Rhea County household would pay $427.80 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/*