MARSHALL 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 Marshall County

- Rank **#54** out of 95 counties by EI
- Generated **$24.95 MILLION** in direct tourism expenditures
- Generated **166** jobs
- Produced **$4.89 MILLION** in payroll
- Created **$649.18 THOUSAND** in local tax revenue
- Created **$1.53 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$68,360.45** in daily expenditures
- Produced **$13,405.47** in daily payroll
- Created **$1,778.57** daily in local tax revenues
- Created **$4,200.85** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$176.93** less in local and state taxes
- Each household pays **$52.63** less in local county taxes
- Each household pays **$124.31** less in state taxes

IN OTHER WORDS….

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

- *Each Marshall County household would pay $176.93 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/