MOORE 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 Moore County

- Rank **#87** out of 95 counties by EI
- Generated **$7.08 MILLION** in direct tourism expenditures
- Generated **49** jobs
- Produced **$1.04 MILLION** in payroll
- Created **$168.92 THOUSAND** in local tax revenue
- Created **$485.99 THOUSAND** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$19,394.82** in daily expenditures
- Produced **$2,860.65** in daily payroll
- Created **$462.8** daily in local tax revenues
- Created **$1,331.47** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$251.69** less in local and state taxes
- Each household pays **$64.92** less in local county taxes
- Each household pays **$186.77** less in state taxes

IN OTHER WORDS….

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

- *Each Moore County household would pay $251.69 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/