BRADLEY 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 Bradley County

- Rank **#15** out of 95 counties by EI
- Generated **$152.95 MILLION** in direct tourism expenditures
- Generated **1,045** jobs
- Produced **$18.59 MILLION** in payroll
- Created **$3.20 MILLION** in local tax revenue
- Created **$9.52 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$419,050.11** in daily expenditures
- Produced **$50,919.18** in daily payroll
- Created **$8,761.88** daily in local tax revenues
- Created **$26,091.05** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$319.31** less in local and state taxes
- Each household pays **$80.27** less in local county taxes
- Each household pays **$239.04** less in state taxes

IN OTHER WORDS….

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

- *Each Bradley County household would pay $319.31 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/