# UNICOI 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 Unicoi County**

- Rank **#75** out of 95 counties by EI
- Generated **$9.74 MILLION** in direct tourism expenditures
- Generated **77** jobs
- Produced **$2.20 MILLION** in payroll
- Created **$779.89 THOUSAND** in local tax revenue
- Created **$542.82 THOUSAND** in state tax revenue

## ON AN AVERAGE DAY

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

- Generated **$26,681.83** in daily expenditures
- Produced **$6,016.12** in daily payroll
- Created **$2,136.69** daily in local tax revenues
- Created **$1,487.17** daily in state tax revenues

## PER HOUSEHOLD

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

- Each household pays **$175.87** less in local and state taxes
- Each household pays **$103.7** less in local county taxes
- Each household pays **$72.17** less in state taxes

## IN OTHER WORDS….

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

- *Each Unicoi County household would pay $175.87 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/*