RUTHERFORD 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 Rutherford County

- Rank **#9** out of 95 counties by EI
- Generated **$385.22 MILLION** in direct tourism expenditures
- Generated **2,870** jobs
- Produced **$70.92 MILLION** in payroll
- Created **$8.12 MILLION** in local tax revenue
- Created **$23.60 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$1,055,394.71** in daily expenditures
- Produced **$194,304.23** in daily payroll
- Created **$22,245.44** daily in local tax revenues
- Created **$64,658.87** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$289.77** less in local and state taxes
- Each household pays **$74.17** less in local county taxes
- Each household pays **$215.60** less in state taxes

IN OTHER WORDS….

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

- *Each Rutherford County household would pay $289.77 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/