COFFEE 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 Coffee County

- Rank **#21** out of 95 counties by EI
- Generated **$104.46 MILLION** in direct tourism expenditures
- Generated **824** jobs
- Produced **$20.94 MILLION** in payroll
- Created **$2.71 MILLION** in local tax revenue
- Created **$6.25 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$286,185.31** in daily expenditures
- Produced **$57,379.18** in daily payroll
- Created **$7,415.06** daily in local tax revenues
- Created **$17,123.67** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$414.16** less in local and state taxes
- Each household pays **$125.15** less in local county taxes
- Each household pays **$289.01** less in state taxes

IN OTHER WORDS….

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

- *Each Coffee County household would pay $414.16 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/