POLK 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 Polk County

- Rank **#47** out of 95 counties by EI
- Generated **$30.06 MILLION** in direct tourism expenditures
- Generated **240** jobs
- Produced **$7.60 MILLION** in payroll
- Created **$2.58 MILLION** in local tax revenue
- Created **$1.64 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$82,354.12** in daily expenditures
- Produced **$20,829.60** in daily payroll
- Created **$7,056.22** daily in local tax revenues
- Created **$4,482.74** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$593.53** less in local and state taxes
- Each household pays **$362.95** less in local county taxes
- Each household pays **$230.58** less in state taxes

IN OTHER WORDS….

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

- *Each Polk County household would pay $593.53 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/