# CANNON 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 Cannon County**

- Rank **#91** out of 95 counties by EI
- Generated **$4.54 MILLION** in direct tourism expenditures
- Generated **12** jobs
- Produced **$484.58 THOUSAND** in payroll
- Created **$310.15 THOUSAND** in local tax revenue
- Created **$277.98 THOUSAND** in state

## ON AN AVERAGE DAY

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

- Generated **$12,430.46** in daily expenditures
- Produced **$1,327.62** in daily payroll
- Created **$849.73** daily in local tax revenues
- Created **$761.59** daily in state tax revenues

## PER HOUSEHOLD

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

- Each household pays **$106.68** less in local and state taxes
- Each household pays **$56.26** less in local county taxes
- Each household pays **$50.42** less in state taxes

## IN OTHER WORDS….

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

- *Each Cannon County household would pay $106.68 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/*