OVERTON 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 Overton County

- Rank **#80** out of 95 counties by EI
- Generated **$8.43 MILLION** in direct tourism expenditures
- Generated **47** jobs
- Produced **$1.40 MILLION** in payroll
- Created **$522.26 THOUSAND** in local tax revenue
- Created **$513.13 THOUSAND** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$23,093.38** in daily expenditures
- Produced **$3,844.32** in daily payroll
- Created **$1,430.84** daily in local tax revenues
- Created **$1,405.83** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$115.38** less in local and state taxes
- Each household pays **$58.2** less in local county taxes
- Each household pays **$57.18** less in state taxes

IN OTHER WORDS….

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

- *Each Overton County household would pay $115.38 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/