FRANKLIN 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 Franklin County

- Rank **#52** out of 95 counties by EI
- Generated **$25.67 MILLION** in direct tourism expenditures
- Generated **158** jobs
- Produced **$4.70 MILLION** in payroll
- Created **$1.18 MILLION** in local tax revenue
- Created **$1.58 MILLION** in state tax revenue

ON AN AVERAGE DAY

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

- Generated **$70,317.39** in daily expenditures
- Produced **$12,864.58** in daily payroll
- Created **$3,241.08** daily in local tax revenues
- Created **$4,340.71** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$168.42** less in local and state taxes
- Each household pays **$71.99** less in local county taxes
- Each household pays **$96.43** less in state taxes

IN OTHER WORDS….

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

- *Each Franklin County household would pay $168.42 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/