MORGAN 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 Morgan County

- Rank **#90** out of 95 counties by EI
- Generated **$5.33 MILLION** in direct tourism expenditures
- Generated **12** jobs
- Produced **$626.33 THOUSAND** in payroll
- Created **$670.59 THOUSAND** in local tax revenue
- Created **$317.72 THOUSAND** in state

ON AN AVERAGE DAY

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

- Generated **$14,606.10** in daily expenditures
- Produced **$1,715.96** in daily payroll
- Created **$1,837.24** daily in local tax revenues
- Created **$870.47** daily in state tax revenues

PER HOUSEHOLD

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

- Each household pays **$131.48** less in local and state taxes
- Each household pays **$89.21** less in local county taxes
- Each household pays **$42.27** less in state taxes

IN OTHER WORDS….

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

- *Each Morgan County household would pay $131.48 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/