

WILSON COUNTY TRAVEL SNAPSHOT

Facts About a Leading Industry That's More Than Just Fun



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Wilson County

- Rank **#13** out of 95 counties by EI
- Generated **\$172.2 MILLION** in direct tourism expenditures
- Generated **1344** jobs
- Produced **\$35.5 MILLION** in payroll
- Created **\$5. MILLION** in local tax revenue
- Created **\$10.3 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$324.16** less in local and state taxes
- Each household pays **\$106.84** less in local county taxes
- Each household pays **\$217.32** less in state taxes

ON AN AVERAGE DAY

On An Average Day in 2018, Tourist Spending in Wilson County

- Generated **\$471,909.37** in daily expenditures
- Produced **\$97,323.28** in daily payroll
- Created **\$13,820.25** daily in local tax revenues
- Created **\$28,110.02** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Wilson County household would pay \$324.16 more in taxes*

Sources: 2018 Economic Impact of Travel on Tennessee Counties Report
www.tnvacation.com/industry;
U.S. Census Bureau American Fact Finder
<https://factfinder.census.gov/>