

COCKE COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Cocke County

- Rank **#32** out of 95 counties by EI
- Generated **\$51. MILLION** in direct tourism expenditures
- Generated **480** jobs
- Produced **\$10.7 MILLION** in payroll
- Created **\$2.2 MILLION** in local tax revenue
- Created **\$3. MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$358.06** less in local and state taxes
- Each household pays **\$153.50** less in local county taxes
- Each household pays **\$204.56** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$139,662.46** in daily expenditures
- Produced **\$29,374.71** in daily payroll
- Created **\$6,136.70** daily in local tax revenues
- Created **\$8,177.93** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Cocke County household would pay \$358.06 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/>