

WILLIAMSON COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Williamson County

- Rank **#6** out of 95 counties by EI
- Generated **\$479.6 MILLION** in direct tourism expenditures
- Generated **3714** jobs
- Produced **\$94.5 MILLION** in payroll
- Created **\$9.7 MILLION** in local tax revenue
- Created **\$28.6 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$523.75** less in local and state taxes
- Each household pays **\$132.91** less in local county taxes
- Each household pays **\$390.84** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$1,313,930.99** in daily expenditures
- Produced **\$258,926.68** in daily payroll
- Created **\$26,639.76** daily in local tax revenues
- Created **\$78,339.11** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Williamson County household would pay \$523.75 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/>