

MORGAN COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Morgan County

- Rank **#90** out of 95 counties by EI
- Generated **\$5.2 MILLION** in direct tourism expenditures
- Generated **12 jobs**
- Produced **\$621.3 THOUSAND** in payroll
- Created **\$658.7 THOUSAND** in local tax revenue
- Created **\$308.4 THOUSAND** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$130.98** less in local and state taxes
- Each household pays **\$89.21** less in local county taxes
- Each household pays **\$41.77** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$14,280.21** in daily expenditures
- Produced **\$1,702.07** in daily payroll
- Created **\$1,804.65** daily in local tax revenues
- Created **\$845.04** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Morgan County household would pay \$130.98 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/>