

# JACKSON COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

### 2018 Economic Impact (EI) of Tourism in Jackson County

- Rank **#94** out of 95 counties by EI
- Generated **\$2.4 MILLION** in direct tourism expenditures
- Generated **9** jobs
- Produced **\$361. THOUSAND** in payroll
- Created **\$293.9 THOUSAND** in local tax revenue
- Created **\$147.9 THOUSAND** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$96.76** less in local and state taxes
- Each household pays **\$64.36** less in local county taxes
- Each household pays **\$32.40** less in state taxes

## ON AN AVERAGE DAY

### On An Average Day in 2018, Tourist Spending in Jackson County

- Generated **\$6,620.61** in daily expenditures
- Produced **\$989.02** in daily payroll
- Created **\$805.07** daily in local tax revenues
- Created **\$405.29** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Jackson County household would pay \$96.76 more in taxes*

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