

CANNON COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Cannon County

- Rank **#91** out of 95 counties by EI
- Generated **\$4.4 MILLION** in direct tourism expenditures
- Generated **12 jobs**
- Produced **\$479.6 THOUSAND** in payroll
- Created **\$305. THOUSAND** in local tax revenue
- Created **\$270.2 THOUSAND** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$105.43** less in local and state taxes
- Each household pays **\$55.91** less in local county taxes
- Each household pays **\$49.52** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$12,168.21** in daily expenditures
- Produced **\$1,313.98** in daily payroll
- Created **\$835.69** daily in local tax revenues
- Created **\$740.25** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Cannon County household would pay \$105.43 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/>