

RHEA COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Rhea County

- Rank **#41** out of 95 counties by EI
- Generated **\$39.7 MILLION** in direct tourism expenditures
- Generated **289** jobs
- Produced **\$7.8 MILLION** in payroll
- Created **\$2.6 MILLION** in local tax revenue
- Created **\$2.3 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$392.19** less in local and state taxes
- Each household pays **\$208.29** less in local county taxes
- Each household pays **\$183.90** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$108,861.18** in daily expenditures
- Produced **\$21,477.26** in daily payroll
- Created **\$7,194.26** daily in local tax revenues
- Created **\$6,351.77** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Rhea County household would pay \$392.19 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/>