

POLK COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Polk County

- Rank **#45** out of 95 counties by EI
- Generated **\$30.4 MILLION** in direct tourism expenditures
- Generated **250** jobs
- Produced **\$7.8 MILLION** in payroll
- Created **\$2.6 MILLION** in local tax revenue
- Created **\$1.6 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$608.54** less in local and state taxes
- Each household pays **\$374.69** less in local county taxes
- Each household pays **\$233.85** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$83,330.65** in daily expenditures
- Produced **\$21,383.07** in daily payroll
- Created **\$7,209.40** daily in local tax revenues
- Created **\$4,499.60** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Polk County household would pay \$608.54 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/>