

COFFEE COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Coffee County

- Rank **#21** out of 95 counties by EI
- Generated **\$100.2 MILLION** in direct tourism expenditures
- Generated **815** jobs
- Produced **\$20.4 MILLION** in payroll
- Created **\$2.6 MILLION** in local tax revenue
- Created **\$6. MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$396.92** less in local and state taxes
- Each household pays **\$120.93** less in local county taxes
- Each household pays **\$276.00** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$274,607.07** in daily expenditures
- Produced **\$55,858.37** in daily payroll
- Created **\$7,148.33** daily in local tax revenues
- Created **\$16,314.74** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Coffee County household would pay \$396.92 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/>