

# JOHNSON COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

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

- Rank **#71** out of 95 counties by EI
- Generated **\$10.1 MILLION** in direct tourism expenditures
- Generated **64** jobs
- Produced **\$2. MILLION** in payroll
- Created **\$770.5 THOUSAND** in local tax revenue
- Created **\$580.6 THOUSAND** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$194.80** less in local and state taxes
- Each household pays **\$111.09** less in local county taxes
- Each household pays **\$83.71** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$27,759.54** in daily expenditures
- Produced **\$5,343.34** in daily payroll
- Created **\$2,111.03** daily in local tax revenues
- Created **\$1,590.75** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Johnson County household would pay \$194.80 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/>