

# MARSHALL COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

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

- Rank **#53** out of 95 counties by EI
- Generated **\$24.5 MILLION** in direct tourism expenditures
- Generated **168** jobs
- Produced **\$4.9 MILLION** in payroll
- Created **\$640.6 THOUSAND** in local tax revenue
- Created **\$1.5 MILLION** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$177.89** less in local and state taxes
- Each household pays **\$53.35** less in local county taxes
- Each household pays **\$124.54** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$67,148.11** in daily expenditures
- Produced **\$13,300.99** in daily payroll
- Created **\$1,755.19** daily in local tax revenues
- Created **\$4,097.18** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Marshall County household would pay \$177.89 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/>