

# MADISON COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

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

- Rank **#12** out of 95 counties by EI
- Generated **\$214.8 MILLION** in direct tourism expenditures
- Generated **1890** jobs
- Produced **\$45.5 MILLION** in payroll
- Created **\$4.6 MILLION** in local tax revenue
- Created **\$12.8 MILLION** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$468.64** less in local and state taxes
- Each household pays **\$123.11** less in local county taxes
- Each household pays **\$345.53** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$588,569.49** in daily expenditures
- Produced **\$124,630.18** in daily payroll
- Created **\$12,517.01** daily in local tax revenues
- Created **\$35,130.54** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Madison County household would pay \$468.64 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/>