

# RUTHERFORD COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

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

- Rank **#9** out of 95 counties by EI
- Generated **\$367.6 MILLION** in direct tourism expenditures
- Generated **2823** jobs
- Produced **\$68.7 MILLION** in payroll
- Created **\$7.8 MILLION** in local tax revenue
- Created **\$22.4 MILLION** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$282.60** less in local and state taxes
- Each household pays **\$72.97** less in local county taxes
- Each household pays **\$209.63** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$1,007,117.28** in daily expenditures
- Produced **\$188,112.20** in daily payroll
- Created **\$21,327.08** daily in local tax revenues
- Created **\$61,264.96** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Rutherford County household would pay \$282.60 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/>