

BRADLEY COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2018 Economic Impact (EI) of Tourism in Bradley County

- Rank **#15** out of 95 counties by EI
- Generated **\$148.5 MILLION** in direct tourism expenditures
- Generated **1046** jobs
- Produced **\$18.3 MILLION** in payroll
- Created **\$3.1 MILLION** in local tax revenue
- Created **\$9.2 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$310.41** less in local and state taxes
- Each household pays **\$78.72** less in local county taxes
- Each household pays **\$231.68** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$406,737.95** in daily expenditures
- Produced **\$50,141.78** in daily payroll
- Created **\$8,544.20** daily in local tax revenues
- Created **\$25,145.44** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Bradley County household would pay \$310.41 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/>