

# UNICOI COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

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

- Rank **#75** out of 95 counties by EI
- Generated **\$9.5 MILLION** in direct tourism expenditures
- Generated **77 jobs**
- Produced **\$2.2 MILLION** in payroll
- Created **\$765.1 THOUSAND** in local tax revenue
- Created **\$526.3 THOUSAND** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$169.63** less in local and state taxes
- Each household pays **\$100.50** less in local county taxes
- Each household pays **\$69.13** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$26,053.81** in daily expenditures
- Produced **\$5,959.93** in daily payroll
- Created **\$2,096.15** daily in local tax revenues
- Created **\$1,441.90** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Unicoi County household would pay \$169.63 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/>