

# MONROE COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

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

- Rank **#38** out of 95 counties by EI
- Generated **\$41.9 MILLION** in direct tourism expenditures
- Generated **308** jobs
- Produced **\$8.3 MILLION** in payroll
- Created **\$2.8 MILLION** in local tax revenue
- Created **\$2.5 MILLION** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$301.90** less in local and state taxes
- Each household pays **\$161.17** less in local county taxes
- Each household pays **\$140.73** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$114,693.81** in daily expenditures
- Produced **\$22,732.16** in daily payroll
- Created **\$7,690.26** daily in local tax revenues
- Created **\$6,715.08** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Monroe County household would pay \$301.90 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/>