

# CARROLL COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

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

- Rank **#59** out of 95 counties by EI
- Generated **\$21.1 MILLION** in direct tourism expenditures
- Generated **123** jobs
- Produced **\$3.2 MILLION** in payroll
- Created **\$792.2 THOUSAND** in local tax revenue
- Created **\$1.2 MILLION** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$179.24** less in local and state taxes
- Each household pays **\$69.98** less in local county taxes
- Each household pays **\$109.26** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$57,715.37** in daily expenditures
- Produced **\$8,809.95** in daily payroll
- Created **\$2,170.43** daily in local tax revenues
- Created **\$3,388.81** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Carroll County household would pay \$179.24 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/>