

# HOUSTON COUNTY TRAVEL SNAPSHOT

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



## BY THE NUMBERS

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

- Rank **#89** out of 95 counties by EI
- Generated **\$6.3 MILLION** in direct tourism expenditures
- Generated **41** jobs
- Produced **\$1. MILLION** in payroll
- Created **\$668.9 THOUSAND** in local tax revenue
- Created **\$361.4 THOUSAND** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$343.55** less in local and state taxes
- Each household pays **\$223.05** less in local county taxes
- Each household pays **\$120.50** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$17,128.20** in daily expenditures
- Produced **\$2,771.80** in daily payroll
- Created **\$1,832.69** daily in local tax revenues
- Created **\$990.06** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Houston County household would pay \$343.55 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/>