

TENNESSEE
SOUNDS PERFECT

A person is seen from behind, sitting in a small motorboat on a calm lake. The sun is setting, creating a warm, golden glow across the sky and water. The boat is moving away from the viewer, leaving a small wake. The background shows a line of trees on the far shore under a clear sky.

2023
ECONOMIC IMPACT
OF TRAVEL ON TENNESSEE

Tennessee Department of Tourist Development

*Reelfoot Lake State Park
Part of the Bill Dance Signature Lakes*

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FOR MORE INFORMATION

This report is a snapshot of research and insights for calendar year 2023. Dive deeper into the data and methodology using the online tools at [INDUSTRY.TNVACATION.COM](https://www.industry.tnvacation.com).



2023 TOURISM ECONOMICS STATEWIDE REPORT:

Explore the full impacts of tourism and the methodology of Tourism Economics for the analysis.



INTERACTIVE DASHBOARD: View, analyze and sort economic impact data for all 95 counties.



VISITOR PROFILE: Explore the characteristics of Tennessee visitors based on the updated Longwoods International visitor survey.



2023 TOURISM YEAR IN REVIEW

2023 Economic Impact of Travel on Tennessee

2023 KEY PERFORMANCE HIGHLIGHTS

TOTAL MARKETS (DMAs)
SUPPORTED

31

POTENTIAL
MARKETING REACH

105M

DOMESTIC PR
IMPRESSIONS

38.8B

INTERNATIONAL PR
IMPRESSIONS

465M

TNVACATION.COM WEBSITE VISITS

6,702,750 (+17% YOY)

VISITORS THROUGH TN WELCOME CENTERS

12.5 MILLION

PARTNER ENGAGEMENTS*

602,736 (+17%YOY)

RURAL ROADMAP SESSIONS HOSTED

40 COUNTIES

VACATION GUIDE REQUESTS

123,172 (+35%YOY)

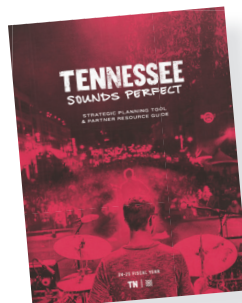
INTENT TO TRAVEL* ENGAGEMENTS

363M (+32% YOY)

*Note: Partner Engagements include outbound clicks to partner websites, clicks to call partners, clicks to email partners, clicks to get directions, and clicks out to our partners social media channels.

*Note: Intent to travel is defined as Website Visits, Guide Requests, Social Engagements, Paid Media Clicks, Video Views, Influencer Engagements, and Email Clicks.

READ MORE ABOUT THIS IN THE
STRATEGIC PLANNING TOOL &
PARTNER RESOURCE GUIDE



[INDUSTRY.TNVACATION.COM](https://industry.tnvacation.com)

2023 TOURISM YEAR IN REVIEW

2023 Economic Impact of Travel on Tennessee

WHAT OTHERS ARE SAYING...



"Tourism is 'real money.' Not only is [Tourism] about the tax dollars that it generates that help our local governments thrive, but it's the spending that happens in the small businesses too, that keep our communities vibrant."

– **Maureen Thornton, Visit Franklin President and CEO**



"Jackson County is very rural. We are 12,000 or so residents. Tourism is my major economic driver. In the past six years, we have been able to take our sales tax [revenue] and raise it 300%. Tourism has played a huge role in that."

– **Mayor Randy Heady, Jackson County Mayor**



"Clarksville has seen phenomenal growth over the past few years and Tourism is a part of that. In 2023, we did \$385 Million. [Tourism] Is a huge part of our economy-- for local businesses especially."

– **Michelle Dickerson, Senior Director of Marketing and PR, Visit Clarksville**



"Visitor spending is not guaranteed. People have options of where to spend their money. We're grateful for state and local partnerships that encourage people to choose Tennessee, and Sevier County specifically, as their travel destination."

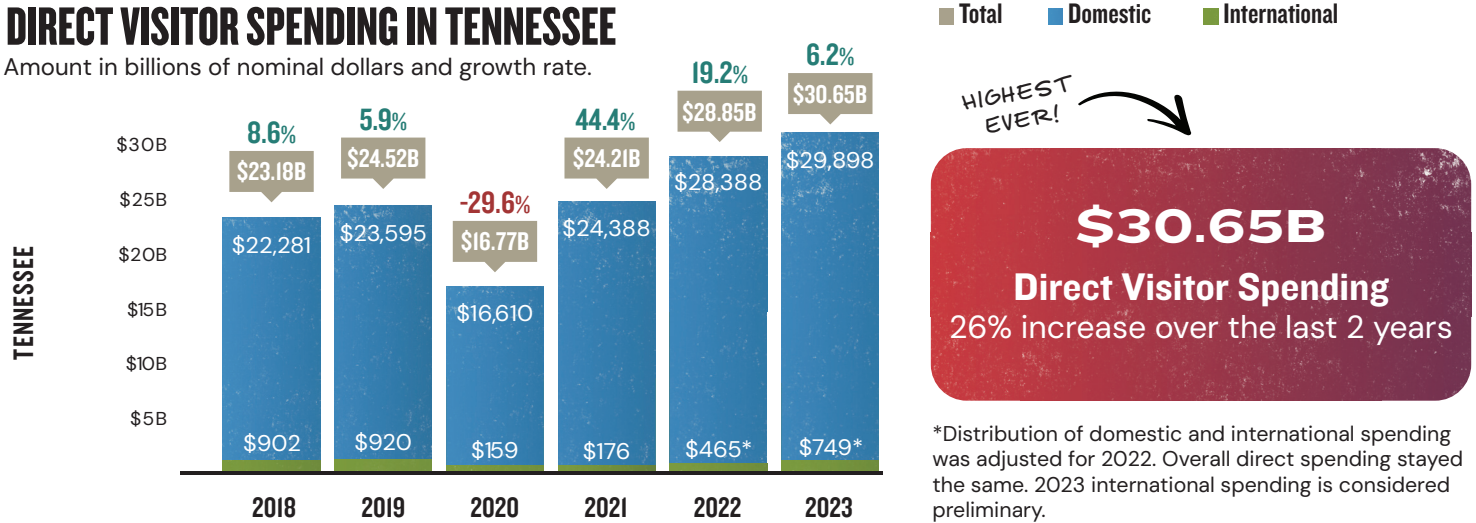
– **Mayor Larry Waters, Sevier County**

2023 TOURISM HIGHLIGHTS

2023 Economic Impact of Travel on Tennessee | Sources: USTA, Tourism Economics

DIRECT VISITOR SPENDING IN TENNESSEE

Amount in billions of nominal dollars and growth rate.



Travelers in Tennessee spend an estimated **\$84 Million Per Day.**

(Accounting for 15% of Tennessee's retail and non-retail sales in 2023.)

All percent change calculations are over 2022, unless otherwise noted.

191,522

Direct Employment

↑ +3% INCREASE

Visitor spending sustained 1 out of every 24 jobs in the state

\$749M

International Visitor Spending

↑ +61% YOY INCREASE

\$3.15B

Direct State & Local Tax Revenue

Includes \$1.9B in state sales tax collections

\$1,161

Annual Tax Savings Per Household

Taxes on direct visitor spending reduce the burden on community residents to fund infrastructure, education, health and safety services.

HIGHEST EVER!

144M

Domestic & International Visitors

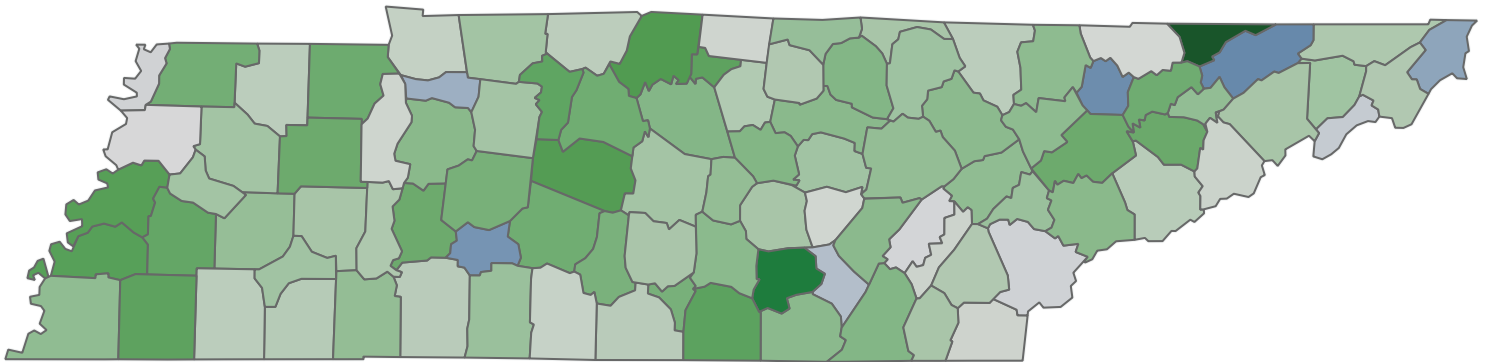
↑ +2.6% YOY INCREASE

COUNTY MAP AND MARKETSHARE

2023 Economic Impact of Travel on Tennessee | Sources: USTA, Tourism Economics

GROWTH RATE BY COUNTY

Direct Visitor Spending % Change YOY



84 out of 95 counties saw **POSITIVE** growth

TENNESSEE MARKET SHARE REMAINS HIGHER THAN PRE-PANDEMIC

In the face of rising U.S. visitor spending in 2023, Tennessee safeguarded its pre-pandemic market share, demonstrating the state's continued strength in tourism.

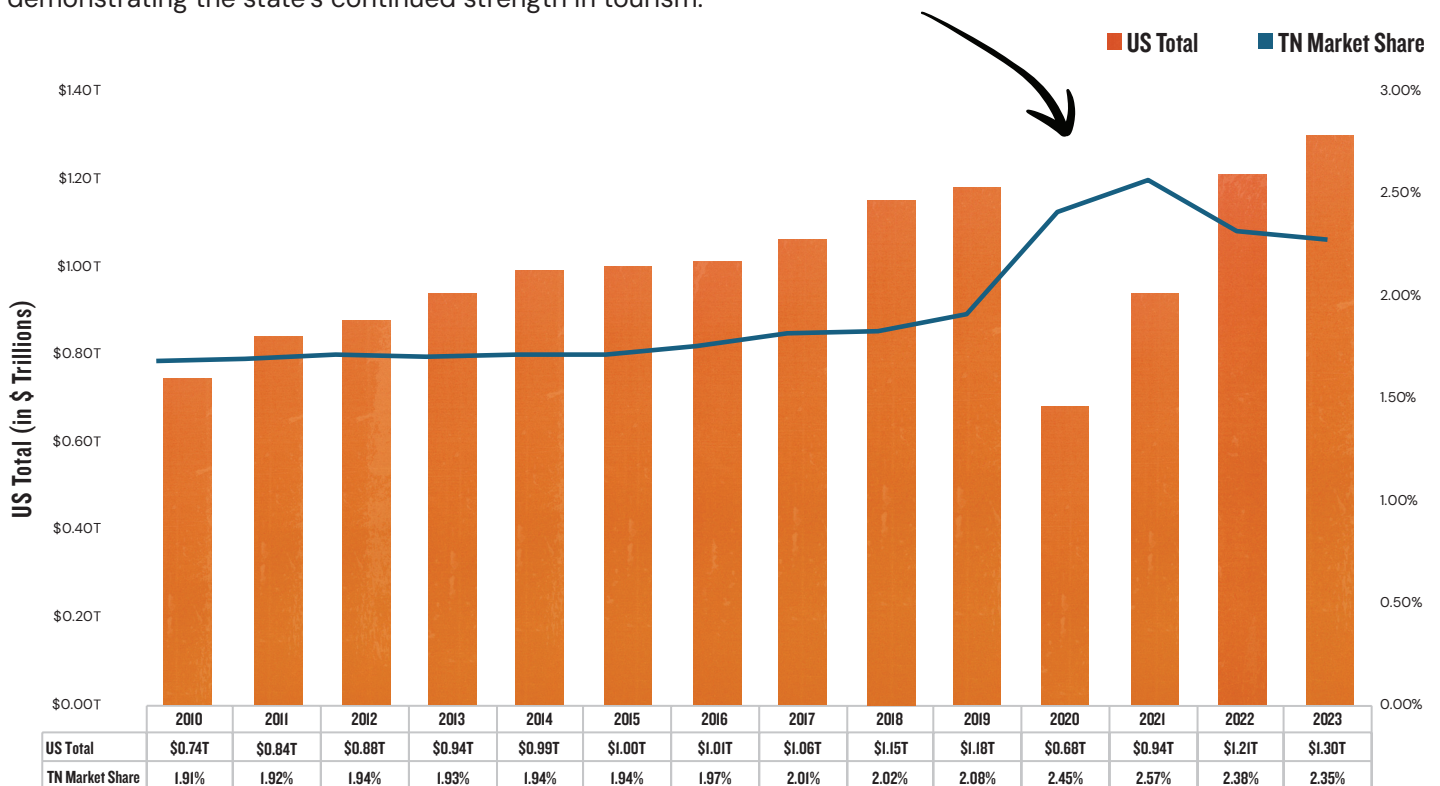


Chart above: Tennessee's \$30.65B represents 2.35% of the \$1.3 Trillion US travel industry.

Source: US Travel Association

2023 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE BY INDUSTRY

Sources: USTA, Tourism Economics

	2022	2023	% CHANGE
VISITOR SPENDING			
DOMESTIC	\$28,388,840,285	\$29,898,478,897	5.3%
LODGING	\$6,668,976,383	\$6,958,051,454	4.3%
GROUND TRANSPORTATION*	\$5,661,554,166	\$5,773,424,622	2.0%
FOOD & BEVERAGES	\$7,722,059,480	\$8,219,824,180	6.4%
RETAIL	\$3,084,342,768	\$3,214,627,134	4.2%
RECREATION	\$4,448,322,446	\$4,871,853,851	9.5%
SECOND HOMES	\$206,963,143	\$216,625,504	4.7%
AIR TRANSPORTATION	\$596,621,898	\$644,072,151	8.0%
INTERNATIONAL	\$464,850,000	\$748,770,000	61.1%
TOTAL	\$28,853,690,285	\$30,647,248,897	6.2%

LABOR INCOME GENERATED

DOMESTIC	\$7,598,536,807	\$7,928,730,127	4.3%
LODGING	\$1,921,262,275	\$2,013,510,392	4.8%
GROUND TRANSPORTATION*	\$1,179,990,799	\$1,190,195,314	0.9%
FOOD & BEVERAGES	\$2,286,350,208	\$2,385,223,321	4.3%
RETAIL	\$583,495,364	\$599,368,482	2.7%
RECREATION	\$1,430,976,379	\$1,532,028,049	7.1%
AIR TRANSPORTATION	\$196,461,782	\$208,404,568	6.1%
INTERNATIONAL	\$126,282,072	\$202,391,558	60.3%
TOTAL	\$7,724,818,878	\$8,131,121,685	5.3%

EMPLOYMENT GENERATED (THOUSANDS)

DOMESTIC	182,657	186,926	2.3%
LODGING	42,363	43,416	2.5%
GROUND TRANSPORTATION*	15,707	15,796	0.6%
FOOD & BEVERAGES	78,119	79,866	2.2%
RETAIL	17,248	17,272	0.1%
RECREATION	26,869	28,081	4.5%
AIR TRANSPORTATION	2,350	2,493	6.1%
INTERNATIONAL	2,935	4,596	56.6%
TOTAL	185,591	191,522	3.2%

Tax Revenue Generated

DOMESTIC	\$4,633,599,718	\$4,900,867,829
FEDERAL	\$1,758,650,589	\$1,841,961,308
STATE	\$1,724,065,101	\$1,835,556,621
LOCAL	\$1,150,884,029	\$1,223,349,900
INTERNATIONAL	\$128,731,947	\$168,289,305
TOTAL	\$4,762,331,665	\$5,069,157,133

*Transportation within destination

2023 VISITOR VOLUME

2023 Economic Impact of Travel on Tennessee | Sources: Longwoods International, STR, AirDNA, Tourism Economics

NARRATIVE ON VISITATION & SPENDING TRENDS

Tennessee partnered with Tourism Economics and Longwoods International to establish state-level visitor count and per-visitor spending for 2023. Statewide domestic visitation was based on the Longwoods Travel USA[®] survey; sampling 5,336 overnight visitors and 2,559 day visitors to Tennessee. International visitation was based on Tourism Economics analysis. Visitation was crosschecked with short-term rental and hotel overnight accommodation as well as credit card spending data.

READ MORE ABOUT THIS IN THE VISITOR PROFILE AND COUNTY SNAPSHOTS.



[INDUSTRY.TNVACATION.COM](https://industry.tnvacation.com)

TN VISITOR VOLUME AND SPENDING, DOMESTIC VS. INTERNATIONAL					
Amounts in millions of visitors					
	2019	2020	2021	2022	2023
TOTAL VISITORS	134.18	100.81	127.55	140.93	144.35
DOMESTIC	133.33	100.63	127.41	140.31	143.71
INTERNATIONAL	0.85	0.18	0.14	0.62	0.64
PER VISITOR SPENDING	\$183	\$166	\$190	\$205	\$212
DOMESTIC	\$177	\$165	\$189	\$202	\$208
INTERNATIONAL	\$1,089	\$873	\$1,237	\$746	\$1,176

TN VISITOR VOLUME AND SPENDING, DAY VS. OVERNIGHT					
Amounts in millions of visitors					
	2019	2020	2021	2022	2023
TOTAL VISITORS	134.18	100.81	127.55	140.72	144.35
DAY	75.62	60.20	71.37	76.86	78.85
OVERNIGHT	58.56	40.61	56.18	63.86	65.50
PER VISITOR SPENDING	\$183	\$166	\$190	\$205	\$212
DAY	\$98	\$90	\$103	\$111	\$115
OVERNIGHT	\$292	\$280	\$300	\$318	\$329

OVERNIGHT VISITOR IMPACT

\$487M
STATE SALES & USE TAXES (7%)

\$177M
LOCAL OPTIONS TAXES (AVG 2.55%)

\$393M
OCCUPANCY TAXES

Estimates based on \$6.96B in taxable lodging spend.

42M
Hotel & short-term rental nights sold
Sources: AirDNA & STR

\$170 ADR
Combined hotel and short-term rental average daily rate
Sources: Tourism Economics Symphony Platform, AirDNA & STR

+4.3%
YOY increase in lodging spending
Source: Tourism Economics 2023 Economic Impact

Overnight visitors spent an average of **\$329**; compared to **\$115** per day visitor.
Sources: Tourism Economics, Longwoods International

3.2 avg nights spent in TN
Source: Longwoods International

2023 COUNTY RANKINGS

Total direct Economic Impact includes domestic and international travel | Sources: USTA, Tourism Economics

The following summarizes direct visitor spending by county (desc.); noting the annual changes in relative ranking among Tennessee's 95 counties.

Rank	County	Direct Visitor Spending \$\$	Position Change	Rank	County	Direct Visitor Spending \$\$	Position Change
1	DAVIDSON	\$10,775,145,600	0	25	LOUDON	\$97,501,600	0
2	SHELBY	\$4,228,966,400	0	26	OBION	\$80,218,900	0
3	SEVIER	\$3,851,460,800	0	27	JEFFERSON	\$78,583,500	1
4	KNOX	\$2,037,960,900	0	28	ROBERTSON	\$75,426,700	-1
5	HAMILTON	\$1,732,526,000	0	29	ROANE	\$74,556,500	1
6	WILLIAMSON	\$1,326,098,700	0	30	MCMINN	\$74,294,800	-1
7	RUTHERFORD	\$772,865,400	0	31	DYER	\$68,623,100	0
8	BLOUNT	\$576,085,300	0	32	COCKE	\$67,198,600	0
9	MONTGOMERY	\$385,628,800	0	33	HENRY	\$64,973,400	2
10	WILSON	\$374,267,100	0	34	MARION	\$64,328,400	0
11	SULLIVAN	\$340,057,800	0	35	MONROE	\$63,182,100	-2
12	MADISON	\$327,853,700	0	36	FRANKLIN	\$62,922,900	0
13	WASHINGTON	\$318,174,300	0	37	CARTER	\$56,811,300	0
14	SUMNER	\$216,113,000	1	38	HUMPHREYS	\$50,804,900	0
15	CUMBERLAND	\$210,616,400	-1	39	HARDIN	\$47,464,200	0
16	ANDERSON	\$190,762,500	0	40	RHEA	\$41,577,200	0
17	BRADLEY	\$184,654,600	0	41	CHEATHAM	\$38,991,000	0
18	PUTNAM	\$183,617,300	0	42	DEKALB	\$37,459,000	0
19	COFFEE	\$145,787,800	0	43	VAN BUREN	\$34,117,100	1
20	MAURY	\$136,859,400	0	44	UNION	\$31,226,100	-1
21	CAMPBELL	\$119,287,400	0	45	LINCOLN	\$30,424,800	0
22	GREENE	\$106,579,000	0	46	LAWRENCE	\$29,973,800	1
23	HAMBLEN	\$101,801,100	1	47	POLK	\$29,658,900	-1
24	DICKSON	\$100,978,600	-1	48	HENDERSON	\$29,005,100	0

2023 COUNTY RANKINGS

Total direct Economic Impact includes domestic and international travel | Sources: USTA, Tourism Economics

Rank	County	Direct Visitor Spending \$\$	Position Change	Rank	County	Direct Visitor Spending \$\$	Position Change
49	BEDFORD	\$28,583,000	0	73	HICKMAN	\$9,299,500	2
50	GRAINGER	\$27,143,700	2	74	TROUSDALE	\$9,167,500	2
51	GILES	\$26,234,100	-1	75	FAYETTE	\$9,077,700	4
52	WEAKLEY	\$26,179,400	-1	76	LAUDERDALE	\$9,011,700	4
53	MARSHALL	\$25,965,800	0	77	MCNAIRY	\$8,984,800	-3
54	GIBSON	\$24,305,600	0	78	HAWKINS	\$8,930,200	-7
55	CLAIBORNE	\$23,055,200	0	79	FENTRESS	\$8,634,200	-1
56	HAYWOOD	\$21,209,800	1	80	CHESTER	\$8,625,800	-3
57	WARREN	\$20,384,100	-1	81	OVERTON	\$7,735,000	2
58	TIPTON	\$20,208,900	0	82	LAKE	\$7,513,200	0
59	UNICOI	\$17,832,700	1	83	HOUSTON	\$7,371,500	-2
60	JOHNSON	\$17,125,500	-1	84	PERRY	\$7,060,400	1
61	GRUNDY	\$16,642,700	1	85	SEQUATCHIE	\$6,622,100	-1
62	BENTON	\$15,637,800	-1	86	STEWART	\$6,262,700	0
63	SCOTT	\$14,421,800	0	87	CLAY	\$5,743,300	0
64	PICKETT	\$13,750,000	0	88	MORGAN	\$4,714,000	1
65	HARDEMAN	\$13,441,300	0	89	LEWIS	\$4,684,100	-1
66	WHITE	\$13,064,600	0	90	BLEDSON	\$4,210,400	1
67	MACON	\$12,247,100	0	91	JACKSON	\$4,147,200	-1
68	SMITH	\$10,964,200	0	92	CROCKETT	\$3,130,200	0
69	CARROLL	\$10,741,100	1	93	HANCOCK	\$1,624,300	0
70	MEIGS	\$10,580,300	-1	94	CANNON	\$1,322,300	0
71	DECATUR	\$9,744,800	1	95	MOORE	\$1,010,800	0
72	WAYNE	\$9,431,100	1				

This economic impact model examines spending within certain industries based on business classifications. Spending in other tourism-related areas may be underrepresented in the figures listed above. See page 34 for category details.

2023 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE BY COUNTY

Total direct Economic Impact includes domestic and international travel | Sources: USTA, Tourism Economics

All metrics include the impact of both domestic and international travel spending. Travel spending includes an industry breakdown. Please note that this data will not match reports prior to 2020.

Details on the updated methodology/glossary of terms can be found on page 34 of this document.

All this data and more is now accessible through an interactive data visualization on [OUR INDUSTRY WEBSITE](#).



Interactive Data



Find your county snapshots here.



	2022	2023	% Change
ANDERSON			
SPENDING	\$180,849,200	\$190,762,500	5.5%
LODGING	\$41,796,000	\$44,597,700	6.7%
FOOD & BEVERAGES	\$46,487,200	\$50,201,100	8.0%
RETAIL	\$19,038,900	\$19,924,500	4.7%
RECREATION	\$15,285,000	\$17,139,100	12.1%
TRANSPORTATION	\$58,242,100	\$58,899,900	1.1%
LABOR INCOME	\$44,139,200	\$45,383,800	2.8%
EMPLOYMENT	1,492	1,525	2.2%
STATE TAXES	\$10,428,400	\$11,158,400	
LOCAL TAXES	\$7,472,200	\$8,027,300	
TAX SAVINGS PER HOUSEHOLD	\$578	\$613	
BEDFORD			
SPENDING	\$27,637,100	\$28,583,000	3.4%
LODGING	\$4,638,400	\$4,761,400	2.7%
FOOD & BEVERAGES	\$7,975,300	\$8,475,600	6.3%
RETAIL	\$3,007,600	\$3,020,700	0.4%
RECREATION	\$2,810,400	\$3,073,600	9.4%
TRANSPORTATION	\$9,205,500	\$9,251,700	0.5%
LABOR INCOME	\$7,264,300	\$7,532,300	3.7%
EMPLOYMENT	226	233	3.0%
STATE TAXES	\$1,557,400	\$1,632,200	
LOCAL TAXES	\$1,191,600	\$1,257,300	
TAX SAVINGS PER HOUSEHOLD	\$154	\$156	
BENTON			
SPENDING	\$15,509,300	\$15,637,800	0.8%
LODGING	\$4,778,900	\$4,887,800	2.3%
FOOD & BEVERAGES	\$3,094,900	\$3,187,400	3.0%
RETAIL	\$665,700	\$669,100	0.5%
RECREATION	\$1,145,900	\$1,265,100	10.4%
TRANSPORTATION	\$5,823,900	\$5,628,300	-3.4%
LABOR INCOME	\$2,846,700	\$2,854,500	0.3%
EMPLOYMENT	123	127	3.6%
STATE TAXES	\$686,700	\$702,400	
LOCAL TAXES	\$650,700	\$681,900	
TAX SAVINGS PER HOUSEHOLD	\$205	\$206	

	2022	2023	% Change
BLED SOE			
SPENDING	\$3,981,900	\$4,210,400	5.7%
LODGING	\$971,400	\$1,075,700	10.7%
FOOD & BEVERAGES	\$1,434,200	\$1,534,700	7.0%
RETAIL	\$235,400	\$247,200	5.0%
RECREATION	\$321,000	\$336,300	4.8%
TRANSPORTATION	\$1,019,900	\$1,016,500	-0.3%
LABOR INCOME	\$711,200	\$752,700	5.8%
EMPLOYMENT	26	27	4.8%
STATE TAXES	\$204,600	\$216,100	
LOCAL TAXES	\$181,800	\$191,400	
TAX SAVINGS PER HOUSEHOLD	\$79	\$84	
BLOUNT			
SPENDING	\$543,933,400	\$576,085,300	5.9%
LODGING	\$161,142,800	\$169,671,600	5.3%
FOOD & BEVERAGES	\$128,941,100	\$137,635,600	6.7%
RETAIL	\$46,264,200	\$47,906,600	3.6%
RECREATION	\$46,144,300	\$49,617,300	7.5%
TRANSPORTATION	\$161,441,000	\$171,254,300	6.1%
LABOR INCOME	\$200,246,600	\$210,926,700	5.3%
EMPLOYMENT	4,668	4,843	3.8%
STATE TAXES	\$29,937,100	\$31,678,500	
LOCAL TAXES	\$21,722,400	\$23,295,100	
TAX SAVINGS PER HOUSEHOLD	\$987	\$1,028	
BRADLEY			
SPENDING	\$178,524,400	\$184,654,600	3.4%
LODGING	\$35,652,800	\$37,466,600	5.1%
FOOD & BEVERAGES	\$47,961,900	\$50,715,800	5.7%
RETAIL	\$20,011,900	\$20,695,500	3.4%
RECREATION	\$14,663,600	\$15,494,800	5.7%
TRANSPORTATION	\$60,234,200	\$60,281,800	0.1%
LABOR INCOME	\$42,510,600	\$43,518,300	2.4%
EMPLOYMENT	1,565	1,595	1.9%
STATE TAXES	\$10,227,900	\$10,717,700	
LOCAL TAXES	\$7,313,100	\$7,763,300	
TAX SAVINGS PER HOUSEHOLD	\$428	\$447	
CAMPBELL			
SPENDING	\$113,133,000	\$119,287,400	5.4%
LODGING	\$24,968,300	\$26,467,100	6.0%
FOOD & BEVERAGES	\$19,236,400	\$20,504,000	6.6%
RETAIL	\$6,077,100	\$6,694,100	10.2%
RECREATION	\$18,195,800	\$20,055,600	10.2%
TRANSPORTATION	\$44,655,400	\$45,566,400	2.0%
LABOR INCOME	\$18,461,500	\$19,406,700	5.1%
EMPLOYMENT	650	673	3.6%
STATE TAXES	\$5,583,600	\$5,989,400	
LOCAL TAXES	\$3,689,300	\$3,973,700	
TAX SAVINGS PER HOUSEHOLD	\$589	\$613	

	2022	2023	% Change
CANNON			
SPENDING	\$1,258,300	\$1,322,300	5.1%
LODGING	\$400,800	\$444,100	10.8%
FOOD & BEVERAGES	\$134,700	\$144,800	7.5%
RETAIL	\$48,800	\$54,100	10.9%
RECREATION	\$49,300	\$55,100	11.8%
TRANSPORTATION	\$624,600	\$624,200	-0.1%
LABOR INCOME	\$221,500	\$224,500	1.4%
EMPLOYMENT	8	8	-1.7%
STATE TAXES	\$44,100	\$46,400	
LOCAL TAXES	\$45,700	\$48,500	
TAX SAVINGS PER HOUSEHOLD	\$16	\$16	
CARROLL			
SPENDING	\$9,898,800	\$10,741,100	8.5%
LODGING	\$1,834,100	\$2,012,200	9.7%
FOOD & BEVERAGES	\$2,823,100	\$3,176,600	12.5%
RETAIL	\$933,100	\$1,018,800	9.2%
RECREATION	\$445,300	\$494,900	11.1%
TRANSPORTATION	\$3,863,200	\$4,038,700	4.5%
LABOR INCOME	\$1,956,600	\$2,066,500	5.6%
EMPLOYMENT	82	86	4.6%
STATE TAXES	\$510,700	\$567,600	
LOCAL TAXES	\$424,500	\$459,900	
TAX SAVINGS PER HOUSEHOLD	\$85	\$93	
CARTER			
SPENDING	\$55,212,900	\$56,811,300	2.9%
LODGING	\$9,028,900	\$9,212,200	2.0%
FOOD & BEVERAGES	\$14,416,000	\$14,868,300	3.1%
RETAIL	\$3,918,900	\$4,070,500	3.9%
RECREATION	\$8,708,200	\$9,271,200	6.5%
TRANSPORTATION	\$19,140,900	\$19,389,100	1.3%
LABOR INCOME	\$10,809,500	\$11,237,500	4.0%
EMPLOYMENT	366	376	2.6%
STATE TAXES	\$2,886,100	\$2,995,100	
LOCAL TAXES	\$1,834,300	\$1,924,900	
TAX SAVINGS PER HOUSEHOLD	\$200	\$206	
CHEATHAM			
SPENDING	\$35,582,400	\$38,991,000	9.6%
LODGING	\$10,625,000	\$11,895,000	12.0%
FOOD & BEVERAGES	\$5,565,100	\$6,352,600	14.2%
RETAIL	\$1,531,200	\$1,653,600	8.0%
RECREATION	\$6,498,100	\$7,383,300	13.6%
TRANSPORTATION	\$11,363,000	\$11,706,500	3.0%
LABOR INCOME	\$6,632,300	\$7,038,300	6.1%
EMPLOYMENT	176	186	5.8%
STATE TAXES	\$1,928,500	\$2,158,500	
LOCAL TAXES	\$1,453,600	\$1,619,400	
TAX SAVINGS PER HOUSEHOLD	\$220	\$241	

	2022	2023	% Change
CHESTER			
SPENDING	\$8,293,600	\$8,625,800	4.0%
LODGING	\$2,538,100	\$2,694,300	6.2%
FOOD & BEVERAGES	\$1,634,200	\$1,711,200	4.7%
RETAIL	\$645,700	\$675,500	4.6%
RECREATION	\$717,600	\$782,100	9.0%
TRANSPORTATION	\$2,757,900	\$2,762,700	0.2%
LABOR INCOME	\$1,939,200	\$1,981,200	2.2%
EMPLOYMENT	76	78	2.8%
STATE TAXES	\$434,900	\$454,300	
LOCAL TAXES	\$393,300	\$416,800	
TAX SAVINGS PER HOUSEHOLD	\$136	\$143	
CLAIBORNE			
SPENDING	\$22,953,800	\$23,055,200	0.4%
LODGING	\$4,506,600	\$4,540,600	0.8%
FOOD & BEVERAGES	\$7,365,100	\$7,634,700	3.7%
RETAIL	\$2,162,700	\$2,086,300	-3.5%
RECREATION	\$1,817,600	\$1,820,100	0.1%
TRANSPORTATION	\$7,101,700	\$6,973,500	-1.8%
LABOR INCOME	\$4,986,800	\$5,008,000	0.4%
EMPLOYMENT	182	183	
STATE TAXES	\$1,298,600	\$1,318,400	
LOCAL TAXES	\$939,300	\$978,900	
TAX SAVINGS PER HOUSEHOLD	\$167	\$170	
CLAY			
SPENDING	\$5,479,100	\$5,743,300	4.8%
LODGING	\$1,815,000	\$1,843,600	1.6%
FOOD & BEVERAGES	\$1,006,900	\$1,113,800	10.6%
RETAIL	\$441,200	\$473,700	7.4%
RECREATION	\$151,300	\$173,300	14.5%
TRANSPORTATION	\$2,064,700	\$2,138,900	3.6%
LABOR INCOME	\$925,700	\$976,100	5.4%
EMPLOYMENT	33	36	9.9%
STATE TAXES	\$236,700	\$256,500	
LOCAL TAXES	\$226,400	\$242,700	
TAX SAVINGS PER HOUSEHOLD	\$156	\$164	
COCKE			
SPENDING	\$66,524,100	\$67,198,600	1.0%
LODGING	\$22,114,800	\$22,140,100	0.1%
FOOD & BEVERAGES	\$13,106,700	\$13,394,900	2.2%
RETAIL	\$5,159,400	\$5,428,400	5.2%
RECREATION	\$6,589,400	\$6,951,900	5.5%
TRANSPORTATION	\$19,553,800	\$19,283,400	-1.4%
LABOR INCOME	\$16,614,500	\$17,216,700	3.6%
EMPLOYMENT	452	452	
STATE TAXES	\$3,732,700	\$3,808,000	
LOCAL TAXES	\$2,697,500	\$2,817,500	
TAX SAVINGS PER HOUSEHOLD	\$448	\$455	

	2022	2023	% Change
COFFEE			
SPENDING	\$137,939,300	\$145,787,800	5.7%
LODGING	\$30,448,500	\$32,184,700	5.7%
FOOD & BEVERAGES	\$34,914,600	\$37,020,000	6.0%
RETAIL	\$13,517,300	\$14,813,200	9.6%
RECREATION	\$10,992,300	\$12,545,400	14.1%
TRANSPORTATION	\$48,066,600	\$49,224,500	2.4%
LABOR INCOME	\$30,862,600	\$32,571,300	5.5%
EMPLOYMENT	919	941	2.4%
STATE TAXES	\$7,742,600	\$8,284,500	
LOCAL TAXES	\$5,240,300	\$5,618,700	
TAX SAVINGS PER HOUSEHOLD	\$579	\$613	
CROCKETT			
SPENDING	\$3,016,100	\$3,130,200	3.8%
LODGING	\$668,100	\$696,600	4.3%
FOOD & BEVERAGES	\$368,300	\$396,500	7.7%
RETAIL	\$128,000	\$133,100	4.0%
RECREATION	\$154,800	\$164,900	6.5%
TRANSPORTATION	\$1,696,900	\$1,739,100	2.5%
LABOR INCOME	\$497,000	\$513,000	3.2%
EMPLOYMENT	22	22	2.1%
STATE TAXES	\$116,800	\$123,400	
LOCAL TAXES	\$142,600	\$151,300	
TAX SAVINGS PER HOUSEHOLD	\$48	\$51	
CUMBERLAND			
SPENDING	\$200,507,600	\$210,616,400	5.0%
LODGING	\$62,304,500	\$64,232,700	3.1%
FOOD & BEVERAGES	\$54,166,300	\$56,736,000	4.7%
RETAIL	\$15,683,300	\$16,294,600	3.9%
RECREATION	\$18,802,800	\$21,242,200	13.0%
TRANSPORTATION	\$49,550,700	\$52,111,000	5.2%
LABOR INCOME	\$36,906,900	\$39,603,800	7.3%
EMPLOYMENT	1,114	1,160	4.1%
STATE TAXES	\$12,068,300	\$12,687,800	
LOCAL TAXES	\$7,693,100	\$8,178,400	
TAX SAVINGS PER HOUSEHOLD	\$745	\$775	
DAVIDSON			
SPENDING	\$9,974,280,000	\$10,775,145,600	8.0%
LODGING	\$2,436,643,300	\$2,639,368,500	8.3%
FOOD & BEVERAGES	\$2,309,791,900	\$2,520,272,300	9.1%
RETAIL	\$1,040,499,200	\$1,112,634,700	6.9%
RECREATION	\$2,250,275,000	\$2,485,253,300	10.4%
TRANSPORTATION	\$1,937,070,600	\$2,017,616,800	4.2%
LABOR INCOME	\$2,695,672,600	\$2,843,231,700	5.5%
EMPLOYMENT	47,046	48,953	4.1%
STATE TAXES	\$612,555,100	\$666,647,500	
LOCAL TAXES	\$409,141,700	\$444,447,300	
TAX SAVINGS PER HOUSEHOLD	\$3,477	\$3,671	

	2022	2023	% Change
DECATUR			
SPENDING	\$9,454,200	\$9,744,800	3.1%
LODGING	\$4,015,500	\$4,209,000	4.8%
FOOD & BEVERAGES	\$1,142,200	\$1,187,900	4.0%
RETAIL	\$461,200	\$458,300	-0.6%
RECREATION	\$693,200	\$752,600	8.6%
TRANSPORTATION	\$3,142,000	\$3,137,000	-0.2%
LABOR INCOME	\$1,303,700	\$1,346,000	3.2%
EMPLOYMENT	52	54	2.9%
STATE TAXES	\$356,500	\$365,400	
LOCAL TAXES	\$475,100	\$498,200	
TAX SAVINGS PER HOUSEHOLD	\$190	\$198	
DEKALB			
SPENDING	\$35,167,300	\$37,459,000	6.5%
LODGING	\$13,665,700	\$14,529,700	6.3%
FOOD & BEVERAGES	\$5,160,200	\$5,497,800	6.5%
RETAIL	\$1,119,000	\$1,170,100	4.6%
RECREATION	\$5,559,500	\$6,259,400	12.6%
TRANSPORTATION	\$9,662,900	\$10,001,900	3.5%
LABOR INCOME	\$7,415,600	\$7,857,400	6.0%
EMPLOYMENT	215	225	4.6%
STATE TAXES	\$1,809,000	\$1,956,500	
LOCAL TAXES	\$1,572,600	\$1,710,500	
TAX SAVINGS PER HOUSEHOLD	\$421	\$439	
DICKSON			
SPENDING	\$97,305,200	\$100,978,600	3.8%
LODGING	\$18,925,700	\$19,683,600	4.0%
FOOD & BEVERAGES	\$29,753,600	\$31,416,000	5.6%
RETAIL	\$9,351,500	\$9,694,500	3.7%
RECREATION	\$5,597,900	\$6,055,000	8.2%
TRANSPORTATION	\$33,676,400	\$34,129,500	1.3%
LABOR INCOME	\$19,275,000	\$20,270,100	5.2%
EMPLOYMENT	661	675	2.1%
STATE TAXES	\$5,525,300	\$5,794,800	
LOCAL TAXES	\$3,562,300	\$3,773,000	
TAX SAVINGS PER HOUSEHOLD	\$462	\$471	
DYER			
SPENDING	\$68,721,900	\$68,623,100	-0.1%
LODGING	\$9,280,600	\$9,290,900	0.1%
FOOD & BEVERAGES	\$20,698,800	\$21,091,900	1.9%
RETAIL	\$7,389,200	\$7,371,400	-0.2%
RECREATION	\$4,418,000	\$4,394,000	-0.5%
TRANSPORTATION	\$26,935,300	\$26,474,900	-1.7%
LABOR INCOME	\$18,208,000	\$18,297,000	0.5%
EMPLOYMENT	632	628	-0.6%
STATE TAXES	\$3,741,700	\$3,775,200	
LOCAL TAXES	\$2,376,100	\$2,464,500	
TAX SAVINGS PER HOUSEHOLD	\$417	\$426	

	2022	2023	% Change
FAYETTE			
SPENDING	\$8,259,400	\$9,077,700	9.9%
LODGING	\$1,980,300	\$2,148,600	8.5%
FOOD & BEVERAGES	\$1,757,900	\$1,965,400	11.8%
RETAIL	\$372,800	\$412,200	10.6%
RECREATION	\$638,300	\$724,500	13.5%
TRANSPORTATION	\$3,510,100	\$3,826,900	9.0%
LABOR INCOME	\$1,932,200	\$2,119,300	9.7%
EMPLOYMENT	53	55	3.0%
STATE TAXES	\$370,600	\$415,600	
LOCAL TAXES	\$457,100	\$493,300	
TAX SAVINGS PER HOUSEHOLD	\$52	\$55	
FENTRESS			
SPENDING	\$8,292,200	\$8,634,200	4.1%
LODGING	\$2,525,100	\$2,664,400	5.5%
FOOD & BEVERAGES	\$1,664,200	\$1,760,800	5.8%
RETAIL	\$618,600	\$663,300	7.2%
RECREATION	\$658,100	\$692,600	5.2%
TRANSPORTATION	\$2,826,300	\$2,853,200	1.0%
LABOR INCOME	\$1,440,700	\$1,464,300	1.6%
EMPLOYMENT	64	65	
STATE TAXES	\$387,200	\$408,700	
LOCAL TAXES	\$390,100	\$414,500	
TAX SAVINGS PER HOUSEHOLD	\$104	\$108	
FRANKLIN			
SPENDING	\$57,208,800	\$62,922,900	10.0%
LODGING	\$15,366,000	\$17,037,300	10.9%
FOOD & BEVERAGES	\$12,734,300	\$14,361,100	12.8%
RETAIL	\$6,254,900	\$6,744,300	7.8%
RECREATION	\$7,123,500	\$8,373,200	17.5%
TRANSPORTATION	\$15,730,100	\$16,407,000	4.3%
LABOR INCOME	\$14,459,300	\$15,878,300	9.8%
EMPLOYMENT	452	478	5.7%
STATE TAXES	\$3,213,400	\$3,600,800	
LOCAL TAXES	\$2,365,300	\$2,609,600	
TAX SAVINGS PER HOUSEHOLD	\$339	\$370	
GIBSON			
SPENDING	\$23,407,000	\$24,305,600	3.8%
LODGING	\$2,943,900	\$3,013,300	2.4%
FOOD & BEVERAGES	\$6,193,000	\$6,507,600	5.1%
RETAIL	\$2,160,700	\$2,236,000	3.5%
RECREATION	\$1,231,100	\$1,309,300	6.4%
TRANSPORTATION	\$10,878,300	\$11,239,300	3.3%
LABOR INCOME	\$4,602,100	\$4,768,800	3.6%
EMPLOYMENT	189	192	1.9%
STATE TAXES	\$1,168,200	\$1,223,400	
LOCAL TAXES	\$891,600	\$939,400	
TAX SAVINGS PER HOUSEHOLD	\$106	\$108	

	2022	2023	% Change
GILES			
SPENDING	\$25,885,300	\$26,234,100	1.3%
LODGING	\$5,156,100	\$5,206,400	1.0%
FOOD & BEVERAGES	\$6,604,100	\$6,833,600	3.5%
RETAIL	\$2,299,000	\$2,341,100	1.8%
RECREATION	\$1,065,500	\$1,033,500	-3.0%
TRANSPORTATION	\$10,760,500	\$10,819,500	0.5%
LABOR INCOME	\$5,412,500	\$5,537,800	2.3%
EMPLOYMENT	197	198	0.3%
STATE TAXES	\$1,319,100	\$1,352,400	
LOCAL TAXES	\$1,013,200	\$1,062,800	
TAX SAVINGS PER HOUSEHOLD	\$205	\$212	
GRAINGER			
SPENDING	\$25,104,900	\$27,143,700	8.1%
LODGING	\$8,516,100	\$9,374,900	10.1%
FOOD & BEVERAGES	\$4,336,400	\$5,009,300	15.5%
RETAIL	\$1,803,100	\$1,942,700	7.7%
RECREATION	\$1,425,100	\$1,655,900	16.2%
TRANSPORTATION	\$9,024,200	\$9,160,900	1.5%
LABOR INCOME	\$3,689,000	\$3,810,300	3.3%
EMPLOYMENT	132	135	2.6%
STATE TAXES	\$1,203,000	\$1,329,200	
LOCAL TAXES	\$1,081,800	\$1,177,500	
TAX SAVINGS PER HOUSEHOLD	\$245	\$267	
GREENE			
SPENDING	\$102,926,100	\$106,579,000	3.5%
LODGING	\$20,405,000	\$21,372,300	4.7%
FOOD & BEVERAGES	\$22,581,700	\$23,341,600	3.4%
RETAIL	\$10,198,900	\$10,733,700	5.2%
RECREATION	\$13,384,000	\$14,278,500	6.7%
TRANSPORTATION	\$36,356,500	\$36,853,000	1.4%
LABOR INCOME	\$24,369,600	\$24,991,400	2.6%
EMPLOYMENT	799	818	2.4%
STATE TAXES	\$5,556,300	\$5,817,400	
LOCAL TAXES	\$3,693,100	\$3,927,700	
TAX SAVINGS PER HOUSEHOLD	\$337	\$351	
GRUNDY			
SPENDING	\$14,239,400	\$16,642,700	16.9%
LODGING	\$5,433,500	\$6,556,400	20.7%
FOOD & BEVERAGES	\$2,451,200	\$2,907,200	18.6%
RETAIL	\$772,700	\$920,000	19.1%
RECREATION	\$1,697,800	\$2,027,400	19.4%
TRANSPORTATION	\$3,884,200	\$4,231,700	8.9%
LABOR INCOME	\$2,825,400	\$3,114,300	10.2%
EMPLOYMENT	105	115	9.7%
STATE TAXES	\$750,200	\$906,100	
LOCAL TAXES	\$620,500	\$731,600	
TAX SAVINGS PER HOUSEHOLD	\$284	\$330	

	2022	2023	% Change
HAMBLLEN			
SPENDING	\$96,815,800	\$101,801,100	5.1%
LODGING	\$15,680,200	\$16,654,800	6.2%
FOOD & BEVERAGES	\$36,225,600	\$39,130,600	8.0%
RETAIL	\$11,580,300	\$12,211,100	5.4%
RECREATION	\$6,758,900	\$7,443,600	10.1%
TRANSPORTATION	\$26,570,800	\$26,361,100	-0.8%
LABOR INCOME	\$22,680,400	\$23,565,000	3.9%
EMPLOYMENT	811	830	2.4%
STATE TAXES	\$5,996,100	\$6,415,700	
LOCAL TAXES	\$3,811,500	\$4,070,300	
TAX SAVINGS PER HOUSEHOLD	\$401	\$416	
HAMILTON			
SPENDING	\$1,628,952,100	\$1,732,526,000	6.4%
LODGING	\$376,322,400	\$390,233,100	3.7%
FOOD & BEVERAGES	\$527,679,700	\$574,387,300	8.9%
RETAIL	\$169,257,400	\$178,558,300	5.5%
RECREATION	\$172,445,300	\$190,076,000	10.2%
TRANSPORTATION	\$383,247,300	\$399,271,400	4.2%
LABOR INCOME	\$430,508,500	\$452,576,300	5.1%
EMPLOYMENT	12,345	12,770	3.4%
STATE TAXES	\$102,037,000	\$109,302,600	
LOCAL TAXES	\$65,742,100	\$70,069,800	
TAX SAVINGS PER HOUSEHOLD	\$1,138	\$1,205	
HANCOCK			
SPENDING	\$1,314,600	\$1,624,300	23.6%
LODGING	\$419,000	\$463,500	10.6%
FOOD & BEVERAGES	\$514,600	\$687,700	33.6%
RETAIL	\$261,000	\$329,300	26.2%
RECREATION	\$20,900	\$28,700	37.3%
TRANSPORTATION	\$99,200	\$115,100	16.0%
LABOR INCOME	\$319,100	\$370,600	16.1%
EMPLOYMENT	13	15	15.6%
STATE TAXES	\$71,200	\$93,600	
LOCAL TAXES	\$67,500	\$74,900	
TAX SAVINGS PER HOUSEHOLD	\$49	\$60	
HARDEMAN			
SPENDING	\$13,165,400	\$13,441,300	2.1%
LODGING	\$2,571,200	\$2,630,600	2.3%
FOOD & BEVERAGES	\$2,418,300	\$2,517,700	4.1%
RETAIL	\$939,300	\$964,700	2.7%
RECREATION	\$698,900	\$711,100	1.7%
TRANSPORTATION	\$6,537,700	\$6,617,200	1.2%
LABOR INCOME	\$2,590,000	\$2,642,500	2.0%
EMPLOYMENT	87	89	
STATE TAXES	\$582,300	\$600,500	
LOCAL TAXES	\$501,700	\$527,300	
TAX SAVINGS PER HOUSEHOLD	\$120	\$125	

	2022	2023	% Change
HARDIN			
SPENDING	\$45,186,900	\$47,464,200	5.0%
LODGING	\$14,961,300	\$15,997,800	6.9%
FOOD & BEVERAGES	\$11,179,100	\$11,996,200	7.3%
RETAIL	\$4,404,500	\$4,593,400	4.3%
RECREATION	\$3,367,300	\$3,643,700	8.2%
TRANSPORTATION	\$11,274,600	\$11,233,100	-0.4%
LABOR INCOME	\$8,477,400	\$8,800,900	3.8%
EMPLOYMENT	326	335	2.7%
STATE TAXES	\$2,398,600	\$2,547,400	
LOCAL TAXES	\$1,948,000	\$2,082,500	
TAX SAVINGS PER HOUSEHOLD	\$403	\$425	
HAWKINS			
SPENDING	\$9,856,500	\$8,930,200	-9.4%
LODGING	\$3,419,300	\$3,161,800	-7.5%
FOOD & BEVERAGES	\$1,260,800	\$1,154,400	-8.4%
RETAIL	\$510,600	\$446,400	-12.6%
RECREATION	\$1,009,000	\$834,300	-17.3%
TRANSPORTATION	\$3,656,800	\$3,333,300	-8.8%
LABOR INCOME	\$1,561,400	\$1,535,300	-1.7%
EMPLOYMENT	61	60	
STATE TAXES	\$389,200	\$339,500	
LOCAL TAXES	\$482,600	\$479,500	
TAX SAVINGS PER HOUSEHOLD	\$38	\$36	
HAYWOOD			
SPENDING	\$19,432,400	\$21,209,800	9.1%
LODGING	\$4,386,500	\$4,881,300	11.3%
FOOD & BEVERAGES	\$5,317,600	\$6,052,700	13.8%
RETAIL	\$1,670,300	\$1,790,500	7.2%
RECREATION	\$1,311,100	\$1,494,000	14.0%
TRANSPORTATION	\$6,746,800	\$6,991,300	3.6%
LABOR INCOME	\$3,812,100	\$4,137,000	8.5%
EMPLOYMENT	165	174	5.2%
STATE TAXES	\$1,069,600	\$1,193,900	
LOCAL TAXES	\$776,600	\$853,300	
TAX SAVINGS PER HOUSEHOLD	\$259	\$284	
HENDERSON			
SPENDING	\$28,009,800	\$29,005,100	3.6%
LODGING	\$6,826,200	\$7,155,000	4.8%
FOOD & BEVERAGES	\$6,234,400	\$6,603,200	5.9%
RETAIL	\$2,444,300	\$2,512,000	2.8%
RECREATION	\$1,193,900	\$1,222,700	2.4%
TRANSPORTATION	\$11,311,000	\$11,512,100	1.8%
LABOR INCOME	\$5,504,900	\$5,601,700	1.8%
EMPLOYMENT	198	203	2.3%
STATE TAXES	\$1,462,900	\$1,525,400	
LOCAL TAXES	\$1,127,700	\$1,194,400	
TAX SAVINGS PER HOUSEHOLD	\$239	\$253	

	2022	2023	% Change
HENRY			
SPENDING	\$60,018,600	\$64,973,400	8.3%
LODGING	\$16,563,400	\$18,448,400	11.4%
FOOD & BEVERAGES	\$15,204,700	\$16,881,500	11.0%
RETAIL	\$6,399,200	\$6,901,900	7.9%
RECREATION	\$4,877,700	\$5,117,200	4.9%
TRANSPORTATION	\$16,973,700	\$17,624,500	3.8%
LABOR INCOME	\$10,271,300	\$10,576,400	3.0%
EMPLOYMENT	411	427	3.8%
STATE TAXES	\$3,287,400	\$3,621,500	
LOCAL TAXES	\$2,408,800	\$2,645,400	
TAX SAVINGS PER HOUSEHOLD	\$440	\$477	
HICKMAN			
SPENDING	\$8,666,700	\$9,299,500	7.3%
LODGING	\$2,630,500	\$2,855,200	8.5%
FOOD & BEVERAGES	\$1,677,200	\$1,816,000	8.3%
RETAIL	\$562,200	\$579,500	3.1%
RECREATION	\$799,100	\$912,800	14.2%
TRANSPORTATION	\$2,997,700	\$3,136,000	4.6%
LABOR INCOME	\$1,320,200	\$1,387,500	5.1%
EMPLOYMENT	49	50	2.0%
STATE TAXES	\$413,000	\$449,000	
LOCAL TAXES	\$406,400	\$438,700	
TAX SAVINGS PER HOUSEHOLD	\$94	\$100	
HOUSTON			
SPENDING	\$7,727,400	\$7,371,500	-4.6%
LODGING	\$2,524,200	\$2,387,200	-5.4%
FOOD & BEVERAGES	\$1,593,500	\$1,508,400	-5.3%
RETAIL	\$306,200	\$291,300	-4.9%
RECREATION	\$849,100	\$804,200	-5.3%
TRANSPORTATION	\$2,454,300	\$2,380,500	-3.0%
LABOR INCOME	\$1,395,000	\$1,392,600	-0.2%
EMPLOYMENT	69	68	
STATE TAXES	\$353,200	\$333,200	
LOCAL TAXES	\$315,600	\$318,100	
TAX SAVINGS PER HOUSEHOLD	\$234	\$215	
HUMPHREYS			
SPENDING	\$47,960,800	\$50,804,900	5.9%
LODGING	\$12,841,400	\$13,599,200	5.9%
FOOD & BEVERAGES	\$10,173,500	\$10,881,100	7.0%
RETAIL	\$3,441,100	\$3,641,300	5.8%
RECREATION	\$2,964,800	\$3,357,700	13.3%
TRANSPORTATION	\$18,540,000	\$19,325,600	4.2%
LABOR INCOME	\$8,299,200	\$8,840,200	6.5%
EMPLOYMENT	289	298	3.0%
STATE TAXES	\$2,441,100	\$2,610,800	
LOCAL TAXES	\$1,821,400	\$1,957,100	
TAX SAVINGS PER HOUSEHOLD	\$637	\$680	

	2022	2023	% Change
JACKSON			
SPENDING	\$4,030,300	\$4,147,200	2.9%
LODGING	\$2,281,700	\$2,377,600	4.2%
FOOD & BEVERAGES	\$375,100	\$392,300	4.6%
RETAIL	\$124,600	\$131,400	5.5%
RECREATION	\$180,700	\$190,100	5.2%
TRANSPORTATION	\$1,068,100	\$1,055,800	-1.2%
LABOR INCOME	\$491,200	\$503,400	2.5%
EMPLOYMENT	19	19	-0.4%
STATE TAXES	\$161,000	\$169,900	
LOCAL TAXES	\$155,200	\$168,200	
TAX SAVINGS PER HOUSEHOLD	\$70	\$74	
JEFFERSON			
SPENDING	\$72,317,900	\$78,583,500	8.7%
LODGING	\$22,611,800	\$24,774,100	9.6%
FOOD & BEVERAGES	\$17,405,100	\$18,782,300	7.9%
RETAIL	\$5,835,300	\$6,333,800	8.5%
RECREATION	\$5,973,500	\$6,979,000	16.8%
TRANSPORTATION	\$20,492,200	\$21,714,200	6.0%
LABOR INCOME	\$13,646,400	\$14,823,500	8.6%
EMPLOYMENT	459	479	4.4%
STATE TAXES	\$3,930,900	\$4,310,700	
LOCAL TAXES	\$3,035,000	\$3,316,500	
TAX SAVINGS PER HOUSEHOLD	\$341	\$366	
JOHNSON			
SPENDING	\$18,169,800	\$17,125,500	-5.7%
LODGING	\$4,114,700	\$3,751,500	-8.8%
FOOD & BEVERAGES	\$4,997,600	\$4,710,200	-5.8%
RETAIL	\$967,100	\$909,100	-6.0%
RECREATION	\$512,700	\$524,000	2.2%
TRANSPORTATION	\$7,577,700	\$7,230,800	-4.6%
LABOR INCOME	\$3,023,900	\$3,049,500	0.8%
EMPLOYMENT	104	103	
STATE TAXES	\$860,900	\$806,400	
LOCAL TAXES	\$655,600	\$654,100	
TAX SAVINGS PER HOUSEHOLD	\$221	\$212	
KNOX			
SPENDING	\$1,878,483,900	\$2,037,960,900	8.5%
LODGING	\$355,570,600	\$392,821,300	10.5%
FOOD & BEVERAGES	\$669,512,400	\$732,166,000	9.4%
RETAIL	\$238,548,300	\$257,662,500	8.0%
RECREATION	\$155,203,400	\$175,141,600	12.8%
TRANSPORTATION	\$459,649,200	\$480,169,500	4.5%
LABOR INCOME	\$483,187,200	\$514,104,100	6.4%
EMPLOYMENT	14,170	14,723	3.9%
STATE TAXES	\$118,519,200	\$129,871,800	
LOCAL TAXES	\$69,379,900	\$75,679,600	
TAX SAVINGS PER HOUSEHOLD	\$978	\$1,055	

Sources: USTA , Tourism Economics

	2022	2023	% Change
LAKE			
SPENDING	\$7,564,500	\$7,513,200	-0.7%
LODGING	\$2,595,600	\$2,610,100	0.6%
FOOD & BEVERAGES	\$2,235,200	\$2,212,800	-1.0%
RETAIL	\$464,400	\$464,800	0.1%
RECREATION	\$1,171,200	\$1,152,100	-1.6%
TRANSPORTATION	\$1,098,100	\$1,073,400	-2.2%
LABOR INCOME	\$1,822,400	\$1,854,000	
EMPLOYMENT	72	70	
STATE TAXES	\$483,800	\$481,500	
LOCAL TAXES	\$346,700	\$359,300	
TAX SAVINGS PER HOUSEHOLD	\$401	\$418	
LAUDERDALE			
SPENDING	\$8,152,700	\$9,011,700	10.5%
LODGING	\$1,689,200	\$1,914,100	13.3%
FOOD & BEVERAGES	\$2,777,600	\$3,141,200	13.1%
RETAIL	\$901,900	\$974,500	8.0%
RECREATION	\$535,700	\$616,800	15.1%
TRANSPORTATION	\$2,248,300	\$2,365,100	5.2%
LABOR INCOME	\$2,162,300	\$2,279,100	5.4%
EMPLOYMENT	92	97	5.2%
STATE TAXES	\$460,400	\$516,800	
LOCAL TAXES	\$425,000	\$460,300	
TAX SAVINGS PER HOUSEHOLD	\$97	\$107	
LAWRENCE			
SPENDING	\$28,672,000	\$29,973,800	4.5%
LODGING	\$6,445,800	\$6,693,900	3.8%
FOOD & BEVERAGES	\$8,933,400	\$9,435,200	5.6%
RETAIL	\$3,574,300	\$3,846,100	7.6%
RECREATION	\$1,798,700	\$1,918,400	6.7%
TRANSPORTATION	\$7,919,800	\$8,080,200	2.0%
LABOR INCOME	\$7,103,900	\$7,431,400	4.6%
EMPLOYMENT	254	260	2.4%
STATE TAXES	\$1,721,800	\$1,821,000	
LOCAL TAXES	\$1,209,700	\$1,286,100	
TAX SAVINGS PER HOUSEHOLD	\$178	\$188	
LEWIS			
SPENDING	\$5,077,600	\$4,684,100	-7.7%
LODGING	\$1,745,300	\$1,573,100	-9.9%
FOOD & BEVERAGES	\$1,164,900	\$1,070,200	-8.1%
RETAIL	\$420,900	\$393,600	-6.5%
RECREATION	\$404,800	\$389,800	-3.7%
TRANSPORTATION	\$1,341,800	\$1,257,300	-6.3%
LABOR INCOME	\$775,300	\$782,400	0.9%
EMPLOYMENT	34	33	
STATE TAXES	\$292,600	\$267,100	
LOCAL TAXES	\$257,900	\$253,700	
TAX SAVINGS PER HOUSEHOLD	\$114	\$103	

	2022	2023	% Change
LINCOLN			
SPENDING	\$29,751,500	\$30,424,800	2.3%
LODGING	\$5,162,800	\$5,300,800	2.7%
FOOD & BEVERAGES	\$7,599,700	\$7,945,100	4.5%
RETAIL	\$3,846,100	\$3,893,100	1.2%
RECREATION	\$2,613,000	\$2,754,600	5.4%
TRANSPORTATION	\$10,529,900	\$10,531,100	0.0%
LABOR INCOME	\$6,419,100	\$6,540,400	1.9%
EMPLOYMENT	252	258	2.5%
STATE TAXES	\$1,645,900	\$1,704,700	
LOCAL TAXES	\$1,113,500	\$1,173,200	
TAX SAVINGS PER HOUSEHOLD	\$197	\$201	
LOUDON			
SPENDING	\$93,287,500	\$97,501,600	4.5%
LODGING	\$20,196,100	\$21,295,800	5.4%
FOOD & BEVERAGES	\$34,302,200	\$36,078,600	5.2%
RETAIL	\$3,858,400	\$4,034,700	4.6%
RECREATION	\$9,055,400	\$9,454,300	4.4%
TRANSPORTATION	\$25,875,300	\$26,638,200	2.9%
LABOR INCOME	\$26,025,000	\$27,256,000	4.7%
EMPLOYMENT	873	896	2.7%
STATE TAXES	\$5,508,700	\$5,786,400	
LOCAL TAXES	\$3,714,400	\$3,942,000	
TAX SAVINGS PER HOUSEHOLD	\$423	\$433	
MACON			
SPENDING	\$12,155,600	\$12,247,100	0.8%
LODGING	\$1,392,600	\$1,445,300	3.8%
FOOD & BEVERAGES	\$5,165,000	\$5,237,200	1.4%
RETAIL	\$1,984,200	\$1,984,700	0.0%
RECREATION	\$380,200	\$388,800	2.3%
TRANSPORTATION	\$3,233,600	\$3,191,100	-1.3%
LABOR INCOME	\$3,222,200	\$3,343,100	3.8%
EMPLOYMENT	140	141	0.9%
STATE TAXES	\$749,500	\$757,000	
LOCAL TAXES	\$456,700	\$472,400	
TAX SAVINGS PER HOUSEHOLD	\$130	\$134	
MADISON			
SPENDING	\$312,524,600	\$327,853,700	4.9%
LODGING	\$58,505,400	\$61,769,400	5.6%
FOOD & BEVERAGES	\$118,784,300	\$126,581,500	6.6%
RETAIL	\$39,868,000	\$41,880,200	5.0%
RECREATION	\$24,484,100	\$26,270,700	7.3%
TRANSPORTATION	\$70,882,800	\$71,351,800	0.7%
LABOR INCOME	\$76,140,200	\$79,950,200	5.0%
EMPLOYMENT	2,729	2,800	2.6%
STATE TAXES	\$20,169,800	\$21,386,600	
LOCAL TAXES	\$12,433,900	\$13,243,800	
TAX SAVINGS PER HOUSEHOLD	\$842	\$884	

	2022	2023	% Change
MARION			
SPENDING	\$60,834,600	\$64,328,400	5.7%
LODGING	\$14,422,800	\$15,403,800	6.8%
FOOD & BEVERAGES	\$19,640,900	\$21,036,200	7.1%
RETAIL	\$4,987,800	\$5,163,600	3.5%
RECREATION	\$4,266,400	\$4,645,800	8.9%
TRANSPORTATION	\$17,516,800	\$18,078,900	3.2%
LABOR INCOME	\$11,451,500	\$12,247,000	6.9%
EMPLOYMENT	438	446	1.8%
STATE TAXES	\$3,581,900	\$3,821,200	
LOCAL TAXES	\$2,231,300	\$2,400,500	
TAX SAVINGS PER HOUSEHOLD	\$496	\$532	
MARSHALL			
SPENDING	\$24,250,300	\$25,965,800	7.1%
LODGING	\$6,056,600	\$6,468,200	6.8%
FOOD & BEVERAGES	\$6,747,300	\$7,268,000	7.7%
RETAIL	\$2,300,900	\$2,406,300	4.6%
RECREATION	\$2,748,200	\$3,128,100	13.8%
TRANSPORTATION	\$6,397,300	\$6,695,300	4.7%
LABOR INCOME	\$6,958,000	\$7,551,600	8.5%
EMPLOYMENT	242	253	4.7%
STATE TAXES	\$1,437,400	\$1,555,100	
LOCAL TAXES	\$1,095,600	\$1,183,100	
TAX SAVINGS PER HOUSEHOLD	\$199	\$210	
MAURY			
SPENDING	\$126,770,700	\$136,859,400	8.0%
LODGING	\$28,869,300	\$31,548,200	9.3%
FOOD & BEVERAGES	\$30,073,500	\$33,255,200	10.6%
RETAIL	\$11,295,500	\$12,013,100	6.4%
RECREATION	\$14,575,300	\$16,791,700	15.2%
TRANSPORTATION	\$41,957,100	\$43,251,200	3.1%
LABOR INCOME	\$31,139,500	\$34,284,500	10.1%
EMPLOYMENT	913	955	4.6%
STATE TAXES	\$7,138,500	\$7,826,400	
LOCAL TAXES	\$5,625,600	\$6,104,400	
TAX SAVINGS PER HOUSEHOLD	\$331	\$352	
MCMINN			
SPENDING	\$72,209,800	\$74,294,800	2.9%
LODGING	\$16,756,800	\$17,325,500	3.4%
FOOD & BEVERAGES	\$18,493,900	\$19,239,300	4.0%
RETAIL	\$7,696,700	\$7,920,400	2.9%
RECREATION	\$6,271,900	\$6,683,100	6.6%
TRANSPORTATION	\$22,990,500	\$23,126,400	0.6%
LABOR INCOME	\$15,696,500	\$16,347,500	4.1%
EMPLOYMENT	593	606	
STATE TAXES	\$4,140,100	\$4,293,600	
LOCAL TAXES	\$3,025,600	\$3,192,000	
TAX SAVINGS PER HOUSEHOLD	\$339	\$353	

	2022	2023	% Change
MCNAIRY			
SPENDING	\$8,767,500	\$8,984,800	2.5%
LODGING	\$2,580,200	\$2,677,200	3.8%
FOOD & BEVERAGES	\$2,511,900	\$2,591,600	3.2%
RETAIL	\$549,600	\$560,800	2.0%
RECREATION	\$741,000	\$798,000	7.7%
TRANSPORTATION	\$2,384,800	\$2,357,300	-1.2%
LABOR INCOME	\$1,789,600	\$1,844,300	3.1%
EMPLOYMENT	82	83	1.5%
STATE TAXES	\$451,700	\$464,700	
LOCAL TAXES	\$436,700	\$457,600	
TAX SAVINGS PER HOUSEHOLD	\$90	\$95	
MEIGS			
SPENDING	\$10,479,600	\$10,580,300	1.0%
LODGING	\$2,968,300	\$3,048,900	2.7%
FOOD & BEVERAGES	\$2,742,800	\$2,821,000	2.9%
RETAIL	\$742,900	\$770,400	3.7%
RECREATION	\$675,400	\$684,500	1.3%
TRANSPORTATION	\$3,350,100	\$3,255,600	-2.8%
LABOR INCOME	\$1,625,800	\$1,615,900	-0.6%
EMPLOYMENT	69	68	
STATE TAXES	\$519,000	\$529,600	
LOCAL TAXES	\$427,100	\$446,700	
TAX SAVINGS PER HOUSEHOLD	\$184	\$188	
MONROE			
SPENDING	\$63,636,900	\$63,182,100	-0.7%
LODGING	\$12,320,300	\$12,254,600	-0.5%
FOOD & BEVERAGES	\$19,072,000	\$19,063,800	0.0%
RETAIL	\$5,418,300	\$5,343,500	-1.4%
RECREATION	\$7,438,100	\$7,583,800	2.0%
TRANSPORTATION	\$19,388,200	\$18,936,500	-2.3%
LABOR INCOME	\$12,271,000	\$12,539,200	2.2%
EMPLOYMENT	512	515	
STATE TAXES	\$3,542,800	\$3,534,700	
LOCAL TAXES	\$2,362,400	\$2,436,200	
TAX SAVINGS PER HOUSEHOLD	\$318	\$315	
MONTGOMERY			
SPENDING	\$371,351,700	\$385,628,800	3.8%
LODGING	\$76,946,900	\$79,693,600	3.6%
FOOD & BEVERAGES	\$126,608,200	\$133,133,700	5.2%
RETAIL	\$49,581,000	\$50,945,400	2.8%
RECREATION	\$31,838,800	\$33,989,400	6.8%
TRANSPORTATION	\$86,376,800	\$87,866,700	1.7%
LABOR INCOME	\$98,500,100	\$101,706,000	3.3%
EMPLOYMENT	3,639	3,708	1.9%
STATE TAXES	\$23,667,800	\$24,743,400	
LOCAL TAXES	\$13,941,700	\$14,747,800	
TAX SAVINGS PER HOUSEHOLD	\$486	\$491	

	2022	2023	% Change
MOORE			
SPENDING	\$942,800	\$1,010,800	7.2%
LODGING	\$421,100	\$468,200	11.2%
FOOD & BEVERAGES	\$131,700	\$137,700	4.6%
RETAIL	\$84,000	\$84,400	0.5%
RECREATION	\$220,500	\$234,200	6.2%
TRANSPORTATION	\$85,500	\$86,300	0.9%
LABOR INCOME	\$142,800	\$151,700	6.2%
EMPLOYMENT	6	6	8.0%
STATE TAXES	\$45,500	\$47,300	
LOCAL TAXES	\$53,000	\$55,800	
TAX SAVINGS PER HOUSEHOLD	\$40	\$40	
MORGAN			
SPENDING	\$4,463,900	\$4,714,000	5.6%
LODGING	\$1,706,100	\$1,847,000	8.3%
FOOD & BEVERAGES	\$597,600	\$659,700	10.4%
RETAIL	\$124,300	\$132,500	6.6%
RECREATION	\$237,300	\$258,900	9.1%
TRANSPORTATION	\$1,798,500	\$1,815,800	1.0%
LABOR INCOME	\$533,000	\$547,800	2.8%
EMPLOYMENT	17	17	-0.6%
STATE TAXES	\$156,100	\$167,000	
LOCAL TAXES	\$164,300	\$175,300	
TAX SAVINGS PER HOUSEHOLD	\$45	\$48	
OBION			
SPENDING	\$74,462,300	\$80,218,900	7.7%
LODGING	\$14,595,400	\$16,143,600	10.6%
FOOD & BEVERAGES	\$21,219,500	\$23,221,100	9.4%
RETAIL	\$7,546,100	\$8,117,100	7.6%
RECREATION	\$7,588,700	\$8,331,000	9.8%
TRANSPORTATION	\$23,512,500	\$24,406,100	3.8%
LABOR INCOME	\$16,203,900	\$16,940,600	4.5%
EMPLOYMENT	610	632	3.5%
STATE TAXES	\$4,307,400	\$4,703,300	
LOCAL TAXES	\$2,653,500	\$2,895,900	
TAX SAVINGS PER HOUSEHOLD	\$556	\$606	
OVERTON			
SPENDING	\$7,268,900	\$7,735,000	6.4%
LODGING	\$2,486,000	\$2,785,400	12.0%
FOOD & BEVERAGES	\$1,609,300	\$1,717,100	6.7%
RETAIL	\$515,100	\$541,600	5.1%
RECREATION	\$491,800	\$518,600	5.4%
TRANSPORTATION	\$2,166,700	\$2,172,200	0.3%
LABOR INCOME	\$1,446,500	\$1,519,700	5.1%
EMPLOYMENT	64	66	3.1%
STATE TAXES	\$387,300	\$411,300	
LOCAL TAXES	\$419,600	\$449,200	
TAX SAVINGS PER HOUSEHOLD	\$92	\$98	

	2022	2023	% Change
PERRY			
SPENDING	\$6,506,400	\$7,060,400	8.5%
LODGING	\$2,514,400	\$2,913,100	15.9%
FOOD & BEVERAGES	\$1,487,100	\$1,580,000	6.2%
RETAIL	\$345,800	\$375,200	8.5%
RECREATION	\$354,200	\$378,800	6.9%
TRANSPORTATION	\$1,804,900	\$1,813,300	0.5%
LABOR INCOME	\$1,040,600	\$1,129,000	8.5%
EMPLOYMENT	59	59	0.0%
STATE TAXES	\$256,100	\$270,900	
LOCAL TAXES	\$304,000	\$321,000	
TAX SAVINGS PER HOUSEHOLD	\$184	\$200	
PICKETT			
SPENDING	\$13,282,100	\$13,750,000	3.5%
LODGING	\$4,122,000	\$4,403,500	6.8%
FOOD & BEVERAGES	\$3,774,400	\$3,844,600	1.9%
RETAIL	\$873,500	\$897,100	2.7%
RECREATION	\$1,195,600	\$1,275,100	6.6%
TRANSPORTATION	\$3,316,700	\$3,329,700	0.4%
LABOR INCOME	\$2,856,200	\$2,993,800	4.8%
EMPLOYMENT	121	121	
STATE TAXES	\$709,200	\$730,900	
LOCAL TAXES	\$527,800	\$556,800	
TAX SAVINGS PER HOUSEHOLD	\$572	\$584	
POLK			
SPENDING	\$29,387,600	\$29,658,900	0.9%
LODGING	\$7,692,500	\$7,770,500	1.0%
FOOD & BEVERAGES	\$7,490,300	\$7,586,700	1.3%
RETAIL	\$2,190,700	\$2,206,300	0.7%
RECREATION	\$4,677,700	\$4,800,100	2.6%
TRANSPORTATION	\$7,336,400	\$7,295,300	-0.6%
LABOR INCOME	\$6,749,600	\$7,115,200	5.4%
EMPLOYMENT	276	288	4.2%
STATE TAXES	\$1,679,000	\$1,698,600	
LOCAL TAXES	\$1,071,800	\$1,112,800	
TAX SAVINGS PER HOUSEHOLD	\$393	\$396	
PUTNAM			
SPENDING	\$173,479,000	\$183,617,300	5.8%
LODGING	\$39,609,800	\$41,880,800	5.7%
FOOD & BEVERAGES	\$53,500,500	\$57,378,000	7.2%
RETAIL	\$20,702,200	\$21,711,700	4.9%
RECREATION	\$16,259,600	\$18,034,000	10.9%
TRANSPORTATION	\$43,406,900	\$44,612,700	2.8%
LABOR INCOME	\$42,536,300	\$45,404,700	6.7%
EMPLOYMENT	1,552	1,615	4.1%
STATE TAXES	\$10,734,000	\$11,466,500	
LOCAL TAXES	\$7,048,600	\$7,555,500	
TAX SAVINGS PER HOUSEHOLD	\$557	\$581	

	2022	2023	% Change
RHEA			
SPENDING	\$41,728,900	\$41,577,200	-0.4%
LODGING	\$10,035,500	\$9,911,700	-1.2%
FOOD & BEVERAGES	\$12,515,100	\$12,520,900	0.0%
RETAIL	\$3,090,600	\$3,139,200	1.6%
RECREATION	\$3,986,000	\$4,124,000	3.5%
TRANSPORTATION	\$12,101,800	\$11,881,400	-1.8%
LABOR INCOME	\$9,927,800	\$10,022,700	1.0%
EMPLOYMENT	368	370	
STATE TAXES	\$2,351,900	\$2,351,100	
LOCAL TAXES	\$1,744,800	\$1,798,000	
TAX SAVINGS PER HOUSEHOLD	\$321	\$326	
ROANE			
SPENDING	\$70,806,900	\$74,556,500	5.3%
LODGING	\$18,363,600	\$19,504,500	6.2%
FOOD & BEVERAGES	\$20,114,000	\$21,279,600	5.8%
RETAIL	\$5,796,700	\$6,158,800	6.2%
RECREATION	\$6,669,200	\$7,284,800	9.2%
TRANSPORTATION	\$19,863,400	\$20,328,700	2.3%
LABOR INCOME	\$14,993,900	\$16,061,700	7.1%
EMPLOYMENT	602	628	4.4%
STATE TAXES	\$4,064,800	\$4,325,200	
LOCAL TAXES	\$3,133,000	\$3,356,000	
TAX SAVINGS PER HOUSEHOLD	\$331	\$350	
ROBERTSON			
SPENDING	\$73,928,500	\$75,426,700	2.0%
LODGING	\$17,441,700	\$17,386,500	-0.3%
FOOD & BEVERAGES	\$19,742,800	\$20,598,300	4.3%
RETAIL	\$7,266,600	\$7,397,700	1.8%
RECREATION	\$6,753,000	\$7,199,100	6.6%
TRANSPORTATION	\$22,724,400	\$22,845,000	0.5%
LABOR INCOME	\$17,002,700	\$17,740,400	4.3%
EMPLOYMENT	548	560	2.3%
STATE TAXES	\$4,292,700	\$4,421,300	
LOCAL TAXES	\$2,871,200	\$3,002,400	
TAX SAVINGS PER HOUSEHOLD	\$270	\$273	
RUTHERFORD			
SPENDING	\$744,714,000	\$772,865,400	3.8%
LODGING	\$165,497,500	\$171,690,700	3.7%
FOOD & BEVERAGES	\$219,595,400	\$230,637,900	5.0%
RETAIL	\$74,466,100	\$77,414,600	4.0%
RECREATION	\$57,215,900	\$60,788,700	6.2%
TRANSPORTATION	\$227,939,000	\$232,333,500	1.9%
LABOR INCOME	\$195,392,200	\$203,779,700	4.3%
EMPLOYMENT	5,083	5,196	2.2%
STATE TAXES	\$44,000,800	\$46,010,100	
LOCAL TAXES	\$28,076,900	\$29,764,500	
TAX SAVINGS PER HOUSEHOLD	\$606	\$619	

	2022	2023	% Change
SCOTT			
SPENDING	\$14,126,500	\$14,421,800	2.1%
LODGING	\$3,833,400	\$3,904,800	1.9%
FOOD & BEVERAGES	\$3,051,600	\$3,205,700	5.0%
RETAIL	\$731,400	\$733,100	0.2%
RECREATION	\$1,274,200	\$1,350,100	6.0%
TRANSPORTATION	\$5,235,800	\$5,228,100	-0.1%
LABOR INCOME	\$2,802,300	\$2,893,700	3.3%
EMPLOYMENT	139	142	
STATE TAXES	\$723,100	\$746,300	
LOCAL TAXES	\$600,000	\$630,700	
TAX SAVINGS PER HOUSEHOLD	\$155	\$160	
SEQUATCHIE			
SPENDING	\$6,808,800	\$6,622,100	-2.7%
LODGING	\$1,668,000	\$1,604,200	-3.8%
FOOD & BEVERAGES	\$847,100	\$840,200	-0.8%
RETAIL	\$319,800	\$317,700	-0.7%
RECREATION	\$314,500	\$309,800	-1.5%
TRANSPORTATION	\$3,659,300	\$3,550,100	-3.0%
LABOR INCOME	\$1,016,400	\$1,001,600	-1.5%
EMPLOYMENT	32	32	
STATE TAXES	\$270,100	\$265,600	
LOCAL TAXES	\$261,600	\$270,000	
TAX SAVINGS PER HOUSEHOLD	\$91	\$90	
SEVIER			
SPENDING	\$3,765,066,300	\$3,851,460,800	2.3%
LODGING	\$1,446,481,100	\$1,460,237,900	1.0%
FOOD & BEVERAGES	\$711,635,300	\$720,153,600	1.2%
RETAIL	\$437,876,600	\$444,275,500	1.5%
RECREATION	\$598,059,100	\$646,281,600	8.1%
TRANSPORTATION	\$571,014,200	\$580,512,200	1.7%
LABOR INCOME	\$1,010,229,900	\$1,064,625,500	5.4%
EMPLOYMENT	25,950	26,564	2.4%
STATE TAXES	\$241,941,400	\$247,836,400	
LOCAL TAXES	\$173,864,200	\$182,429,300	
TAX SAVINGS PER HOUSEHOLD	\$11,294	\$11,266	
SHELBY			
SPENDING	\$4,016,268,400	\$4,228,966,400	5.3%
LODGING	\$669,565,000	\$712,055,800	6.3%
FOOD & BEVERAGES	\$1,333,278,300	\$1,416,959,800	6.3%
RETAIL	\$490,621,100	\$511,233,100	4.2%
RECREATION	\$566,116,600	\$619,898,600	9.5%
TRANSPORTATION	\$956,687,500	\$968,819,100	1.3%
LABOR INCOME	\$1,208,293,100	\$1,251,787,100	3.6%
EMPLOYMENT	27,745	28,354	2.2%
STATE TAXES	\$248,238,200	\$264,011,400	
LOCAL TAXES	\$143,610,700	\$153,398,200	
TAX SAVINGS PER HOUSEHOLD	\$1,105	\$1,166	

	2022	2023	% Change
SMITH			
SPENDING	\$10,660,400	\$10,964,200	2.8%
LODGING	\$3,151,700	\$3,177,800	0.8%
FOOD & BEVERAGES	\$2,045,600	\$2,166,500	5.9%
RETAIL	\$742,100	\$796,500	7.3%
RECREATION	\$835,300	\$846,700	1.4%
TRANSPORTATION	\$3,885,600	\$3,976,800	2.3%
LABOR INCOME	\$1,890,900	\$2,028,700	7.3%
EMPLOYMENT	79	82	3.4%
STATE TAXES	\$498,500	\$521,500	
LOCAL TAXES	\$506,500	\$534,700	
TAX SAVINGS PER HOUSEHOLD	\$134	\$138	
STEWART			
SPENDING	\$6,167,700	\$6,262,700	1.5%
LODGING	\$2,617,500	\$2,720,500	3.9%
FOOD & BEVERAGES	\$881,100	\$893,600	1.4%
RETAIL	\$319,800	\$311,800	-2.5%
RECREATION	\$368,400	\$371,100	0.7%
TRANSPORTATION	\$1,981,000	\$1,965,700	-0.8%
LABOR INCOME	\$1,206,500	\$1,208,200	0.1%
EMPLOYMENT	44	45	2.9%
STATE TAXES	\$219,700	\$220,300	
LOCAL TAXES	\$280,600	\$292,600	
TAX SAVINGS PER HOUSEHOLD	\$98	\$102	
SULLIVAN			
SPENDING	\$329,912,000	\$340,057,800	3.1%
LODGING	\$68,027,900	\$70,119,200	3.1%
FOOD & BEVERAGES	\$104,633,000	\$108,560,100	3.8%
RETAIL	\$42,216,900	\$43,697,300	3.5%
RECREATION	\$36,403,600	\$38,247,100	5.1%
TRANSPORTATION	\$78,630,700	\$79,434,100	1.0%
LABOR INCOME	\$80,214,100	\$82,753,800	3.2%
EMPLOYMENT	2,581	2,638	2.2%
STATE TAXES	\$20,438,000	\$21,213,100	
LOCAL TAXES	\$13,156,200	\$13,860,500	
TAX SAVINGS PER HOUSEHOLD	\$501	\$519	
SUMNER			
SPENDING	\$194,189,600	\$216,113,000	11.3%
LODGING	\$29,860,100	\$34,024,300	13.9%
FOOD & BEVERAGES	\$65,093,500	\$73,616,900	13.1%
RETAIL	\$22,048,300	\$24,707,500	12.1%
RECREATION	\$26,993,400	\$30,525,200	13.1%
TRANSPORTATION	\$50,194,300	\$53,239,100	6.1%
LABOR INCOME	\$50,071,800	\$53,634,800	7.1%
EMPLOYMENT	1,469	1,550	5.5%
STATE TAXES	\$11,848,200	\$13,370,400	
LOCAL TAXES	\$7,942,000	\$8,703,300	
TAX SAVINGS PER HOUSEHOLD	\$272	\$295	

	2022	2023	% Change
TIPTON			
SPENDING	\$18,293,500	\$20,208,900	10.5%
LODGING	\$4,158,700	\$4,783,200	15.0%
FOOD & BEVERAGES	\$5,033,200	\$5,606,400	11.4%
RETAIL	\$1,979,600	\$2,200,200	11.1%
RECREATION	\$1,732,700	\$1,973,100	13.9%
TRANSPORTATION	\$5,389,300	\$5,646,000	4.8%
LABOR INCOME	\$3,677,500	\$3,879,100	5.5%
EMPLOYMENT	159	165	3.5%
STATE TAXES	\$1,078,800	\$1,211,400	
LOCAL TAXES	\$879,500	\$970,300	
TAX SAVINGS PER HOUSEHOLD	\$90	\$98	
TROUSDALE			
SPENDING	\$8,343,200	\$9,167,500	9.9%
LODGING	\$246,500	\$231,300	-6.2%
FOOD & BEVERAGES	\$3,132,400	\$3,511,400	12.1%
RETAIL	\$1,229,500	\$1,454,900	18.3%
RECREATION	\$834,200	\$946,900	13.5%
TRANSPORTATION	\$2,900,600	\$3,023,000	4.2%
LABOR INCOME	\$1,661,700	\$1,769,100	6.5%
EMPLOYMENT	60	62	3.9%
STATE TAXES	\$472,400	\$533,500	
LOCAL TAXES	\$231,800	\$248,600	
TAX SAVINGS PER HOUSEHOLD	\$210	\$220	
UNICOI			
SPENDING	\$18,089,200	\$17,832,700	-1.4%
LODGING	\$3,932,800	\$3,853,100	-2.0%
FOOD & BEVERAGES	\$6,149,900	\$6,170,500	0.3%
RETAIL	\$2,241,600	\$2,113,100	-5.7%
RECREATION	\$1,291,200	\$1,268,200	-1.8%
TRANSPORTATION	\$4,473,700	\$4,427,700	-1.0%
LABOR INCOME	\$3,580,400	\$3,714,000	3.7%
EMPLOYMENT	155	158	1.8%
STATE TAXES	\$1,103,600	\$1,092,200	
LOCAL TAXES	\$715,000	\$735,600	
TAX SAVINGS PER HOUSEHOLD	\$240	\$239	
UNION			
SPENDING	\$34,213,400	\$31,226,100	-8.7%
LODGING	\$11,356,600	\$9,904,500	-12.8%
FOOD & BEVERAGES	\$7,475,500	\$6,846,400	-8.4%
RETAIL	\$1,291,300	\$1,158,000	-10.3%
RECREATION	\$3,733,600	\$3,642,600	-2.4%
TRANSPORTATION	\$10,356,400	\$9,674,700	-6.6%
LABOR INCOME	\$6,361,900	\$6,352,700	-0.1%
EMPLOYMENT	250	247	
STATE TAXES	\$1,848,200	\$1,650,300	
LOCAL TAXES	\$1,362,800	\$1,289,600	
TAX SAVINGS PER HOUSEHOLD	\$433	\$389	

	2022	2023	% Change
VAN BUREN			
SPENDING	\$33,889,000	\$34,117,100	0.7%
LODGING	\$10,909,400	\$10,899,600	-0.1%
FOOD & BEVERAGES	\$6,266,300	\$6,416,000	2.4%
RETAIL	\$5,495,400	\$5,484,500	-0.2%
RECREATION	\$5,776,100	\$5,893,600	2.0%
TRANSPORTATION	\$5,441,800	\$5,423,400	-0.3%
LABOR INCOME	\$3,557,800	\$3,635,200	2.2%
EMPLOYMENT	132	133	0.8%
STATE TAXES	\$2,185,200	\$2,208,500	
LOCAL TAXES	\$1,215,000	\$1,260,700	
TAX SAVINGS PER HOUSEHOLD	\$1,410	\$1,425	
WARREN			
SPENDING	\$19,691,100	\$20,384,100	3.5%
LODGING	\$4,303,900	\$4,546,700	5.6%
FOOD & BEVERAGES	\$4,690,200	\$4,980,700	6.2%
RETAIL	\$1,555,100	\$1,651,900	6.2%
RECREATION	\$1,809,200	\$1,973,100	9.1%
TRANSPORTATION	\$7,332,600	\$7,231,800	-1.4%
LABOR INCOME	\$3,477,100	\$3,485,900	0.3%
EMPLOYMENT	129	131	1.7%
STATE TAXES	\$1,042,700	\$1,103,100	5.8%
LOCAL TAXES	\$858,600	\$916,100	6.7%
TAX SAVINGS PER HOUSEHOLD	\$120	\$127	5.6%
WASHINGTON			
SPENDING	\$305,683,000	\$318,174,300	4.1%
LODGING	\$53,290,300	\$55,094,800	3.4%
FOOD & BEVERAGES	\$116,922,500	\$123,436,200	5.6%
RETAIL	\$43,734,500	\$44,975,900	2.8%
RECREATION	\$31,866,600	\$33,893,500	6.4%
TRANSPORTATION	\$59,869,200	\$60,773,900	1.5%
LABOR INCOME	\$81,342,000	\$85,294,300	4.9%
EMPLOYMENT	2,800	2,866	2.3%
STATE TAXES	\$19,964,300	\$20,957,900	
LOCAL TAXES	\$11,215,500	\$11,865,400	
TAX SAVINGS PER HOUSEHOLD	\$568	\$590	
WAYNE			
SPENDING	\$9,222,500	\$9,431,100	2.3%
LODGING	\$2,480,000	\$2,584,600	4.2%
FOOD & BEVERAGES	\$2,303,000	\$2,383,500	3.5%
RETAIL	\$795,000	\$805,600	1.3%
RECREATION	\$926,100	\$944,700	2.0%
TRANSPORTATION	\$2,718,300	\$2,712,800	-0.2%
LABOR INCOME	\$2,583,200	\$2,662,200	3.1%
EMPLOYMENT	101	102	0.7%
STATE TAXES	\$511,200	\$524,200	
LOCAL TAXES	\$466,100	\$489,400	
TAX SAVINGS PER HOUSEHOLD	\$172	\$176	

	2022	2023	% Change
WEAKLEY			
SPENDING	\$25,633,200	\$26,179,400	2.1%
LODGING	\$4,855,400	\$4,923,200	1.4%
FOOD & BEVERAGES	\$7,694,500	\$7,896,900	2.6%
RETAIL	\$2,900,200	\$2,983,300	2.9%
RECREATION	\$2,738,700	\$2,861,500	4.5%
TRANSPORTATION	\$7,444,400	\$7,514,500	0.9%
LABOR INCOME	\$6,112,200	\$6,235,700	2.0%
EMPLOYMENT	236	237	0.2%
STATE TAXES	\$1,518,900	\$1,559,900	
LOCAL TAXES	\$1,015,600	\$1,062,100	
TAX SAVINGS PER HOUSEHOLD	\$192	\$200	
WHITE			
SPENDING	\$12,562,100	\$13,064,600	4.0%
LODGING	\$1,796,500	\$1,892,900	5.4%
FOOD & BEVERAGES	\$4,690,000	\$4,967,600	5.9%
RETAIL	\$241,800	\$252,100	4.3%
RECREATION	\$638,900	\$657,700	2.9%
TRANSPORTATION	\$5,194,900	\$5,294,300	1.9%
LABOR INCOME	\$3,025,100	\$3,219,200	6.4%
EMPLOYMENT	144	146	1.3%
STATE TAXES	\$627,600	\$660,700	
LOCAL TAXES	\$495,600	\$522,600	
TAX SAVINGS PER HOUSEHOLD	\$109	\$110	
WILLIAMSON			
SPENDING	\$1,195,800,400	\$1,326,098,700	10.9%
LODGING	\$277,265,300	\$309,317,500	11.6%
FOOD & BEVERAGES	\$421,629,600	\$466,026,800	10.5%
RETAIL	\$150,997,900	\$166,786,900	10.5%
RECREATION	\$170,496,900	\$198,615,700	16.5%
TRANSPORTATION	\$175,410,700	\$185,351,900	5.7%
LABOR INCOME	\$338,085,000	\$372,029,700	10.0%
EMPLOYMENT	8,379	8,825	5.3%
STATE TAXES	\$80,511,700	\$89,871,300	
LOCAL TAXES	\$49,297,000	\$54,362,400	
TAX SAVINGS PER HOUSEHOLD	\$1,522	\$1,635	
WILSON			
SPENDING	\$352,016,700	\$374,267,100	6.3%
LODGING	\$92,079,500	\$97,987,100	6.4%
FOOD & BEVERAGES	\$111,043,700	\$119,869,600	7.9%
RETAIL	\$37,370,700	\$39,888,700	6.7%
RECREATION	\$36,230,000	\$38,775,300	7.0%
TRANSPORTATION	\$75,292,800	\$77,746,400	3.3%
LABOR INCOME	\$77,475,600	\$82,526,500	6.5%
EMPLOYMENT	2,412	2,510	4.1%
STATE TAXES	\$22,293,300	\$23,899,900	
LOCAL TAXES	\$13,774,500	\$14,845,400	
TAX SAVINGS PER HOUSEHOLD	\$681	\$704	

METHODOLOGY & GLOSSARY

2023 Economic Impact of Travel on Tennessee | Source: USTA, Tourism Economics

To quantify the economic significance of the tourism sector in Tennessee, Tourism Economics has prepared a comprehensive model using multiple primary and secondary data sources to quantify the economic impacts arising from visitor spending using impact modeling. Impact modeling is based on an IMPLAN Input-Output (I-O) model for Tennessee. The results of this study show the scope of the travel sector in terms of direct visitor spending, as well as total economic impacts, including employment, household income and tax impacts.

For the full report, visit: INDUSTRY.TNVACATION.COM/INDUSTRY/RESEARCH

TERM	DESCRIPTION
SPENDING	
LODGING	Includes visitor spending in the accommodation sub sector, including short term rentals. This includes food and other services provided by hotels, rentals and similar establishments.
FOOD AND BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
RECREATION	Includes visitor spending within the arts, entertainment and recreation sub sector.
SHOPPING	Includes visitor spending in all retail sub sectors within the local economy.
LOCAL TRANSPORT	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
SERVICE STATIONS	Visitor spending on gasoline.
SECOND HOMES	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.
IMPACTS	
DIRECT IMPACT	Impacts (business sales, jobs, income and taxes) created directly from spending by visitors to a destination within a discreet group of tourism related sectors (e.g. recreation, transportation, lodging).
INDIRECT IMPACT	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism related sectors (i.e. economic effects stemming from business to business purchases in the supply chain).
INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
EMPLOYMENT	Jobs directly and indirectly supported by visitor activity (includes part time and seasonal work). One job is defined as one person working at least one hour per week for 50 weeks during the calendar year.
LABOR INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
VALUE ADDED (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
LOCAL TAXES	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities from transportation to sanitation to general government.
STATE TAXES	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

QUESTIONS?

Josh Gibson

Director of Research
Josh.Gibson@tn.gov
615-236-5597

Kathryn Moore

Research Analyst
Kathryn.Moore@tn.gov
615-864-1055

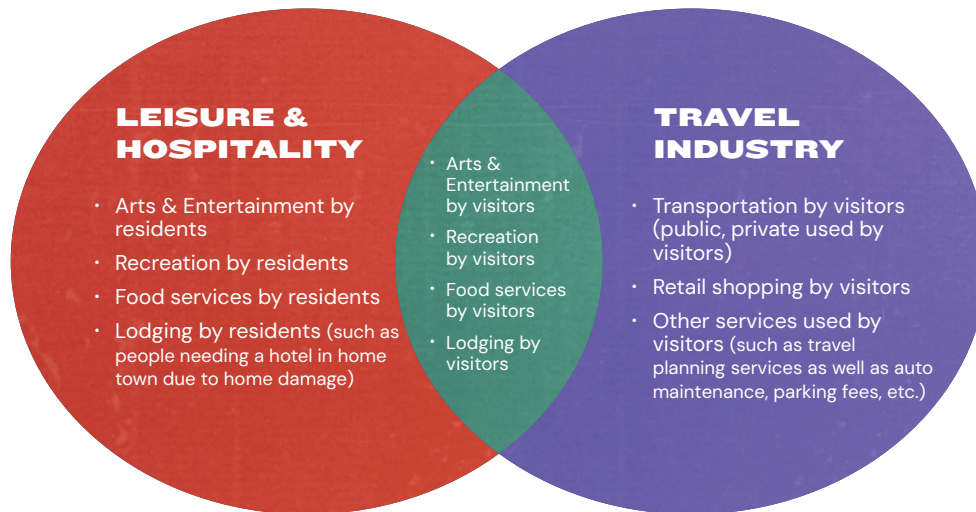
2023 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE

HOW CAN YOU TEST THE ACCURACY OF ECONOMIC IMPACT NUMBERS?

Economic impact numbers are only useful if they are grounded in the real world. The Department of Tourist Development works with the Department of Revenue and the Department of Labor & Workforce Development to monitor performance of the "Leisure & Hospitality" supersector.

OVERLAP OF TRAVEL INDUSTRY AND LEISURE & HOSPITALITY

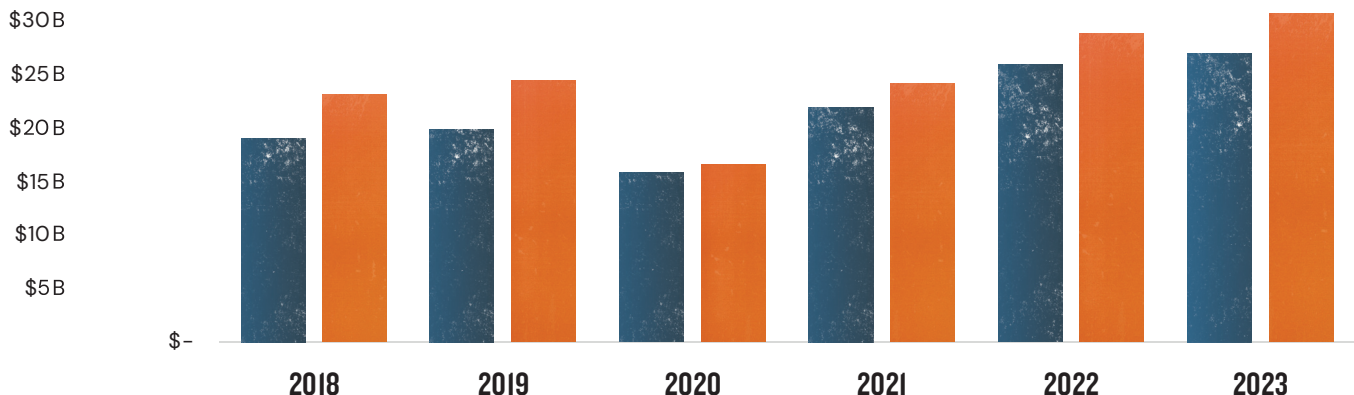
The economic impacts presented in this report represent the crucial role visitors play on economic impact, with the **purple** area reflecting the broader travel industry and the **green** area highlighting the overlap between the travel industry and the Leisure & Hospitality super sector.



COMPARING ECONOMIC IMPACT DIRECT SPENDING TO LEISURE & HOSPITALITY (L&H) SPENDING

NOTE THE STRONG CORRELATION BETWEEN THESE TWO CATEGORIES!

■ EI Direct Spending ■ L&H Spending



2023 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE

Sources: TN Department of Revenue & Department of Labor & Workforce Development

2023 LEISURE & HOSPITALITY DATA



\$27.5B

Gross Taxable Sales
Sales attributed to L&H industry

This is equal to 14% of retail and non-retail sales in Tennessee in 2023.

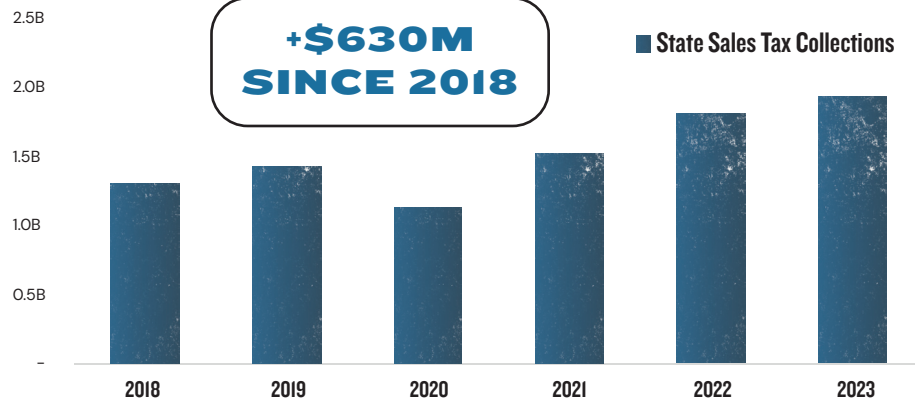
\$1.9B

Sales & Use Tax Collections

↑ +6.93% INCREASE

Actual state sales & use tax collections by L&H industry

LEISURE & HOSPITALITY SALES TAXES



FUN FACT



LEISURE & HOSPITALITY ACCOUNTED FOR 25% OF SALES TAX COLLECTION GROWTH IN 2023.

2023 LABOR & WORKFORCE UPDATE



360K

Industry Jobs

↑ +4.7% INCREASE OVER 2022

Average monthly employment

CURRENT EMPLOYMENT STATISTICS (CYOY), UNADJUSTED ANNUAL AVERAGES

NAICS	INDUSTRY	2022 AVG	2023 AVG	NET CHG	PCT CHG
71	Arts, Entertainment & Recreation	43.5K	47.3K	3.8K	8.7%
721	Accommodation	36.5K	38.0K	1.5K	4.1%
722	Food Services and Drinking Places	264.1K	275.2K	11.1K	4.2%

Source: Bureau of Labor Statistics - Current Employment Statistics (CES) - Annual Average data

Arts, Entertainment & Recreation

#1

Sector for New Job Growth

Projected by 2030

Source: "Tennessee Economy 2022-2023" Report

MISSION

To increase the state's economic viability and support the growth of tourism in all 95 counties by inspiring travel, developing programs and enhancing industry partnerships which drive job creation, tax revenue and new investments, thereby enriching the quality of life for every Tennessean.



Department of Tourist Development. Authorization No. 326180. September 2024. This public document was promulgated at a cost of \$4.43 per copy.