



HEAD OF THE CROW STATE PARK - OPENED OCT. 2025

TENNESSEE
SOUNDS PERFECT

2025
ECONOMIC IMPACT
OF TRAVEL ON TENNESSEE



A LETTER FROM COMMISSIONER...

Tourism partners,

Thank you for helping Tennessee lead the nation in tourism growth, with visitor spending up more than 40% since 2018 – nearly twice the national growth rate! This tremendous accomplishment is only possible because of the work you do every day to tell Tennessee’s story, welcome visitors into our communities and create memories that last a lifetime.

Together, we generated a record \$32.5 billion in visitor spending in 2025. But the numbers tell only part of the story. In 2025, we celebrated incredible moments, including:

- Northeast Tennessee topped \$1 billion in visitor spending for the first time, while 91,032 fans set the MLB regular-season attendance record at Bristol Motor Speedway.
- The MICHELIN Guide recognized 36 restaurants across seven Tennessee cities.
- Chattanooga became North America’s first National Park City and hosted IBMA World of Bluegrass for the first time.
- Professional baseball returned to Knoxville after 25 years with the opening of Covenant Health Park.
- We marked 100 years of the Grand Ole Opry, B.B. King’s centennial, the Old Country Store’s 60th and Dollywood’s 40th.
- Increased international and domestic air service made Tennessee more accessible than ever.
- Public and private partners kept Great Smoky Mountains National Park open during the federal government shutdown, while rafting returned to the Pigeon River following Hurricane Helene.

With continued leadership and support from Gov. Lee and the Tennessee General Assembly, TDTD secured its largest budget in history, positioning us to build on this momentum and create greater opportunity for Tennesseans in all 95 counties.

It is my highest honor to work alongside each of you. Thank you for your partnership, your belief in Tennessee and all you do to help our state win.

Sincerely,



MARK EZELL, COMMISSIONER

Tennessee Department of Tourist Development

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All figures in this report reflect direct impacts only — the spending by visitors to a destination within a discrete group of tourism related sectors.

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FOR MORE INFORMATION

This report is a snapshot of research and insights for calendar year 2025.

Dive deeper into the data and methodology using the online tools at [INDUSTRY.TNVACATION.COM](https://industry.tnvacation.com).

2025

Economic Impact of Visitors to Tennessee

TOURISM
ECONOMICS

2025 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.



Longwoods
INTERNATIONAL

Travel USA®

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



TENNESSEE IS A SALES TAX STATE ...

In fact, **66.7% of state tax collections in FY25 came from sales taxes** (Source: Dept of Revenue).
In order to fund critical services, including education, **Tennessee needs to generate sales taxes.**

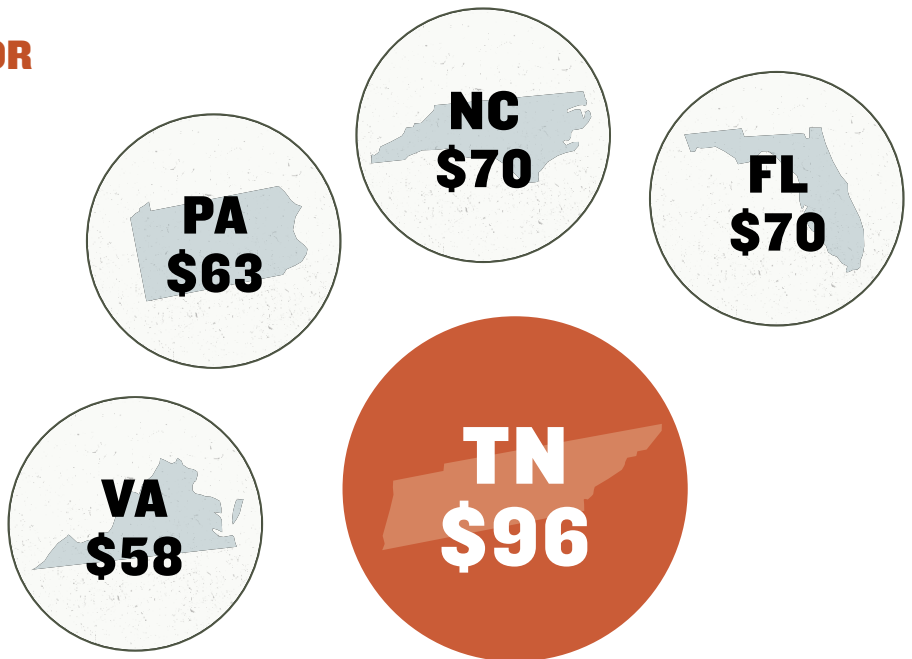
... AND VISITOR SPENDING DRIVES TAX COLLECTIONS ...

Visitors spend money in local businesses, pay sales taxes and go home.

**NO STATE CAPTURES VISITOR
VALUE LIKE TENNESSEE.**

\$1,000

**IN VISITOR SPENDING GENERATES
MORE SALES TAXES IN TENNESSEE.**



Average value of state and local sales taxes based on \$1,000 spend

Source: TaxFoundation.org, July 2026

... KEEPING TAXES LOW FOR TENNESSEE RESIDENTS.

Tennessee residents love low taxes and visitors help make that a reality.

**NO STATE OR LOCAL
INCOME TAX**

**NO STATEWIDE
PROPERTY TAX**

**2ND
LOWEST
TAX BURDEN
(PER CAPITA)**

Source: 2026 TN Business Redbook

SALES TAX IS NOW THE **LARGEST LOCAL FUNDING SOURCE** FOR TENNESSEE K-12 SCHOOL SYSTEMS AND VISITOR SPENDING DRIVES **16% OF TENNESSEE'S TAXABLE SALES.**

49.6%

OF LOCAL REVENUE SUPPORTING
K-12 SCHOOLS COMES FROM
LOCAL SALES TAXES

TN Dept. of Education
ASR Table 16 – FY2025

LOCAL-OPTION SALES TAX

49.6%

LOCAL PROPERTY TAX

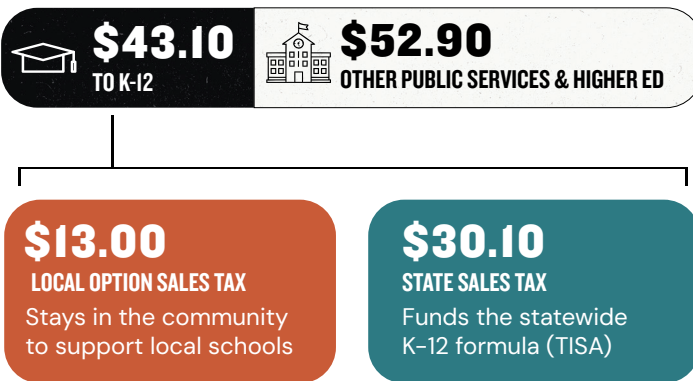
47.1%

In **FY2019**, property tax accounted for 54.4% of local K-12 revenue.
By **FY2025**, sales tax has replaced it as the primary local source.

(These two are about 97% of local K-12 revenue; the rest is other local sources. ASR Table 16.)

WHERE VISITOR SALES TAX GOES

A visitor's \$1,000 generates **\$96** in sales tax, which flows:



\$13.00 + \$30.10 = \$43.10 of every \$96 reaches K-12.
Together, these two channels support K-12 education.

THE LOCAL FUNDING SHIFT

Local sales tax has become the **workhorse of school** funding across Tennessee. The shift is widespread across 142 school systems:

69
of 142

**SCHOOL SYSTEMS RAISE MORE FROM
LOCAL SALES TAX THAN PROPERTY TAX**

Local option sales tax delivered about **\$2.5 billion** to schools in 2024-25. In 55 school systems, it now provides more than half of local K-12 revenue.

THE STRATEGIC ANGLE

VISITOR GROWTH DRIVES SALES TAX GROWTH

Attracting **visitors** is one of the strongest ways a community can **grow the tax base** for what residents care about, like schools, **without taxing residents more**. And visitors help pay for it: dollars from people who don't live here, spent on the people who do. Is your community capturing enough visitor value?

WHY OTHERS BELIEVE THAT TOURISM MATTERS



RURAL COMMUNITIES

"Tourism acts as a vital economic engine for rural areas by injecting outside dollars into local businesses, creating jobs, and improving quality of life. Visitor tax revenues fund essential public services, reducing the local tax burden. Ultimately, investing in tourism attracts new visitors while building a vibrant, sustainable future for residents."

– **Shan Stout, Executive Director of Tourism, Visit Cookeville**



SALES TAX

"I put on my old Governor's hat...Tennessee, as you know, is a sales tax state. We don't have a state income tax. We don't have a state property tax. So, if we are going to be able to get teacher's raises, if we are going to get better care for the folks that need it around the state – we are going to do that by growing our sales tax collection. There is nothing that has driven that growth more recently in Tennessee than Travel and Tourism."

– **Bill Haslam, Former Tennessee Governor and Chairman of the Nashville Predators**



ECONOMIC DEVELOPMENT

"Tourism is economic development in rural West Tennessee. The 275,000-plus people who visit Discovery Park and participate in our events each year generate an estimated \$36 million in annual economic impact in our region, supporting our hotels, restaurants, retailers and other local businesses. Those visitors bring outside dollars into our community while also helping sustain the jobs, amenities and quality of life that make this a better place to live, work and raise a family."

– **Scott Williams, President & CEO, Discovery Park of America**



THRIVING BUSINESSES & COMMUNITIES

"Tourism brings new dollars into our communities, directly supporting local businesses, restaurants, hotels, and attractions. Visitors experience Tennessee while creating jobs, expanding opportunity, and strengthening the local tax base. When tourism thrives, our small businesses and communities thrive with it—saving our residents from the burden of higher taxes."

– **Andy Marshall, Williamson County Mayor and Founder of A. Marshall Hospitality**



INDYCAR/Penske Racing



Memphis Travel/Julian Harper

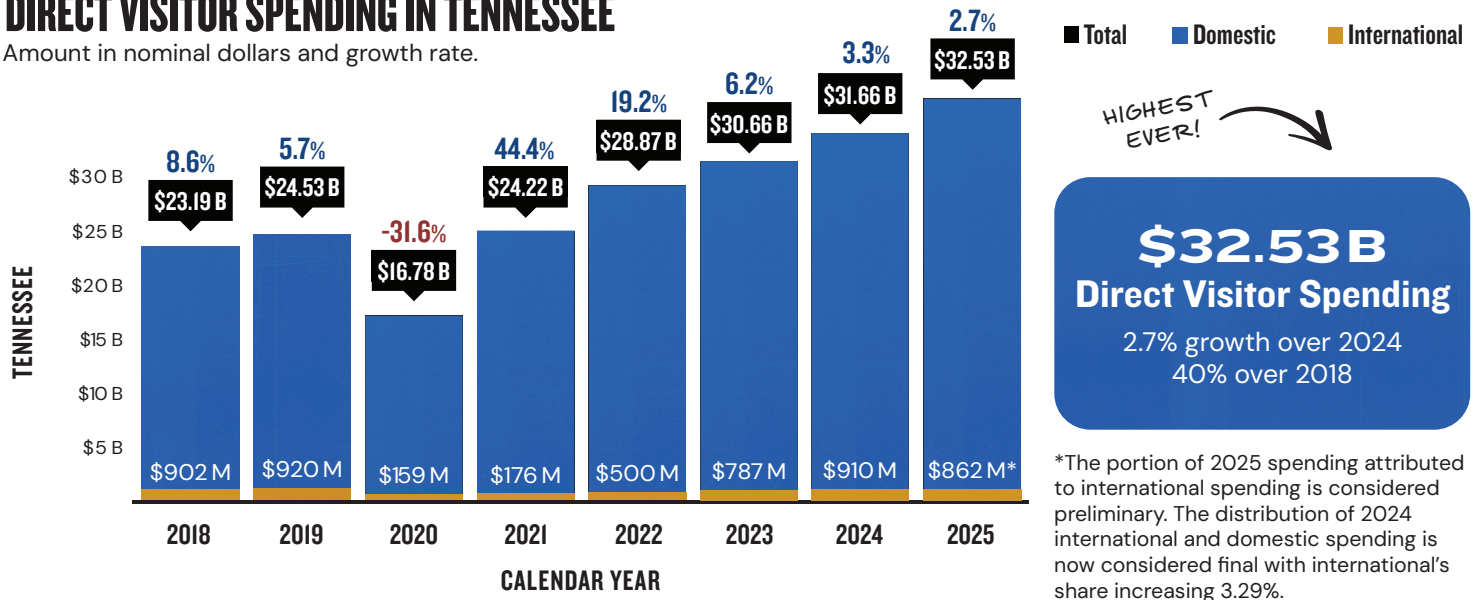


Nashville Nights to Northern Lights
Icelandair Inaugural Flight • APRIL 10, 2025



DIRECT VISITOR SPENDING IN TENNESSEE

Amount in nominal dollars and growth rate.



Travelers in Tennessee spend an estimated **\$89 Million Per Day**,
Accounting for 16% of Tennessee's retail and non-retail sales in 2025.

Source: TN Department of Revenue

196,415

Direct Employment

↑ +1% INCREASE

Visitor spending sustained 1 out of every 24 jobs in the state
4.2% of all jobs in the state

\$862M*

International
Visitor Spending

↓ -5.2% YOY DECREASE

\$3.3B

Direct State &
Local Tax Revenue

Includes \$2.0B in state
sales tax collections

\$1,178

Annual Tax Savings Per Household

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

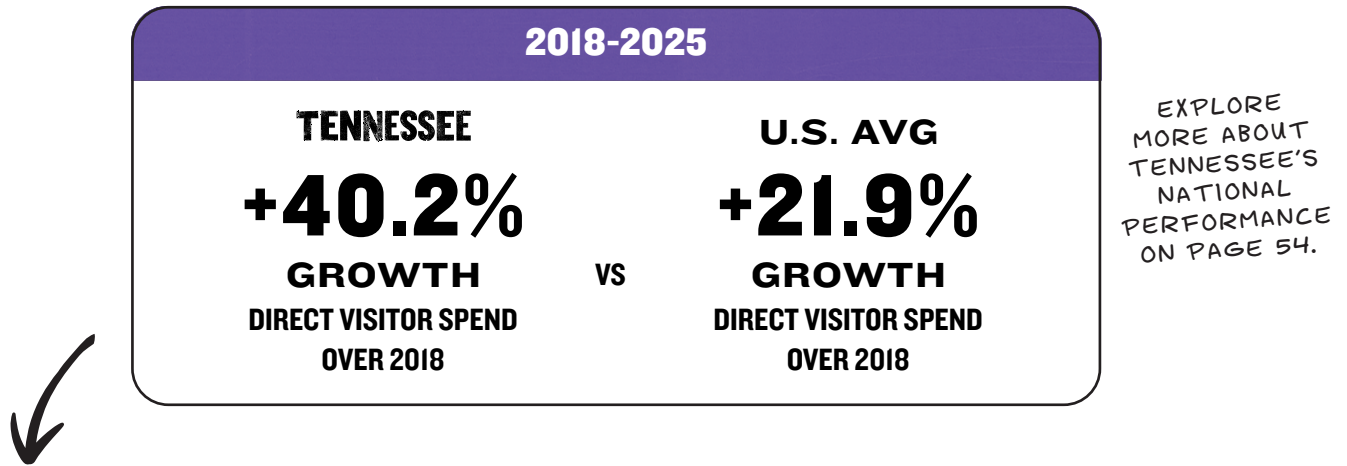
HIGHEST EVER!

Tourism strengthens Tennessee communities through visitor spending, turning vacations and day trips into real community value.

*The portion of 2025 spending attributed to international spending is considered preliminary. The distribution of 2024 international and domestic spending is now considered final.

TENNESSEE GROWTH OUTPACES THE NATION

Since 2018, Tennessee has nearly doubled the national growth rate. This is a result of having quality assets, desirable destinations, strong local marketing partners, and unprecedented investment in tourism promotion efforts.

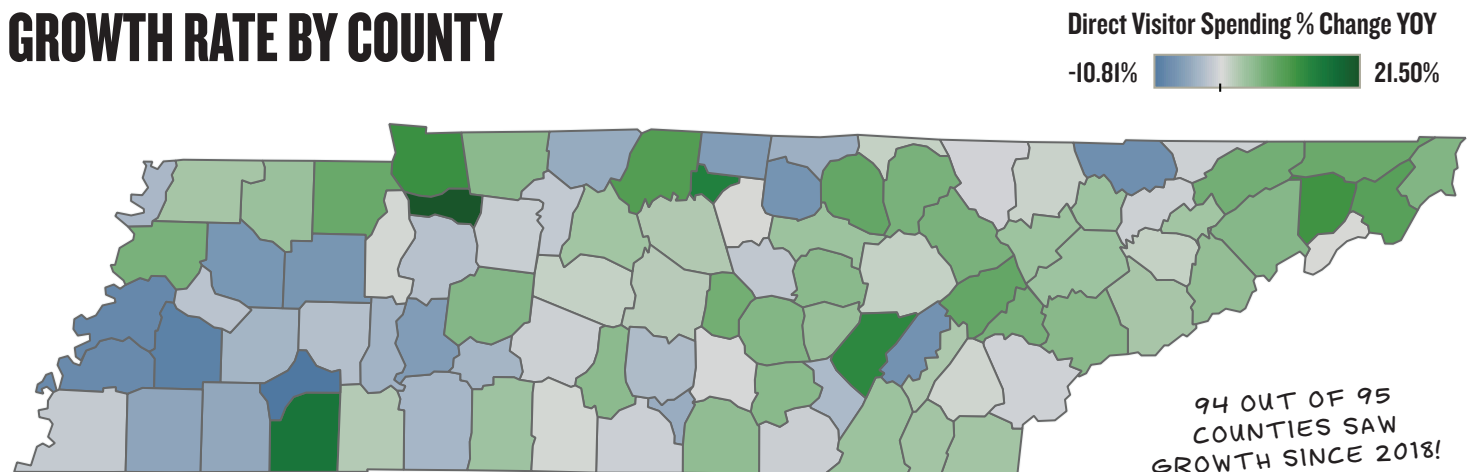


What Does This Mean?

If Tennessee's tourism growth had **only matched** the national average, the state would have lost **\$23B in cumulative visitor spending.**

That's equal to losing an entire year (2018) of domestic tourism revenue.

GROWTH RATE BY COUNTY



94 OUT OF 95
COUNTIES SAW
GROWTH SINCE 2018!

57 out of 95 counties saw **POSITIVE** growth in 2025



OVERNIGHT VISITORS

SAMPLE: 5,166

OVERNIGHT TRIP: A trip for business or pleasure, outside your community and normal routine, that includes one or more nights away from home.

2025 U.S. OVERNIGHT TRIPS



2025 TENNESSEE OVERNIGHT TRIPS



Tennessee attracts more visitors who are swayed by advertising efforts and stay in paid lodging.

TOP 5 ACCOMMODATIONS

	TN	US
HOTEL/MOTEL	54%	50%
HOME OF FRIENDS/RELATIVES	23%	25%
SHORT-TERM RENTAL (AIRBNB, VRBO)	15%	10%
RESORT HOTEL	10%	15%
CAMPGROUND/RV PARK	7%	7%

5 point difference on STRs* and 4 point on hotels.

TOP 5 STATE ORIGINS OF TRIP

	2024	2025
TENNESSEE	22%	21%
FLORIDA	5%	7%
KENTUCKY	6%	6%
GEORGIA	6%	6%
OHIO	6%	5%

85%
ARE REPEAT VISITORS TO TENNESSEE

55%
HAD VISITED TENNESSEE BEFORE IN THE PAST 12 MONTHS

79%
ARE FROM OUT-OF-STATE

Trip Activities Where Tennessee Outpaces U.S. Norm by ≥3 Percentage Points**

Activity	% Participating in Activity	
	TDTD Brand Pillar	Tennessee Visitors (2025) / U.S. Norm Visitors
Live Performances	Live Entertainment	12.3 / 8.4
Dining	Eat & Drink	35.4 / 29.9
Landmark/Historic Site	History & Culture	30.7 / 23.4
Sightseeing	Outdoors/History & Culture	25.5 / 17.4
Shopping	—	65.1 / 58.4
National/State Parks	Outdoors/Kid-Friendly	11.8 / 7.1
Aquarium	Kid-Friendly/Live Entertainment	9.5 / 5.6
Winery/Brewery/Distillery Tour	Live Entertainment/ Eat & Drink	9.9 / 6.7
Theme Park	Kid-Friendly/ Live Entertainment	11.6 / 8.6
Nature Tours/Wildlife Viewing/Birding	Outdoors	9.8 / 7.0

**Rounded to nearest whole percent

TN TRIP ACTIVITIES BY SUPER CATEGORY*

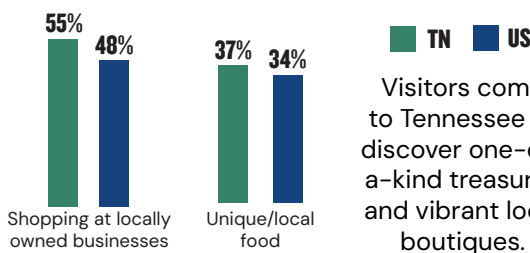
ENTERTAINMENT	68%
OUTDOOR	52%
CULTURAL	36%
OTHER	39%
SPORTING	18%
BUSINESS	15%

TRANSPORTATION TO DESTINATION

	TN	US
OWN CAR/TRUCK	76%	63%

76% of Tennessee travelers hit the open road in their own vehicle—far outpacing the national average (63%).

TRAVELERS TO TENNESSEE CHOOSE LOCAL



Visitors come to Tennessee to discover one-of-a-kind treasures and vibrant local boutiques.

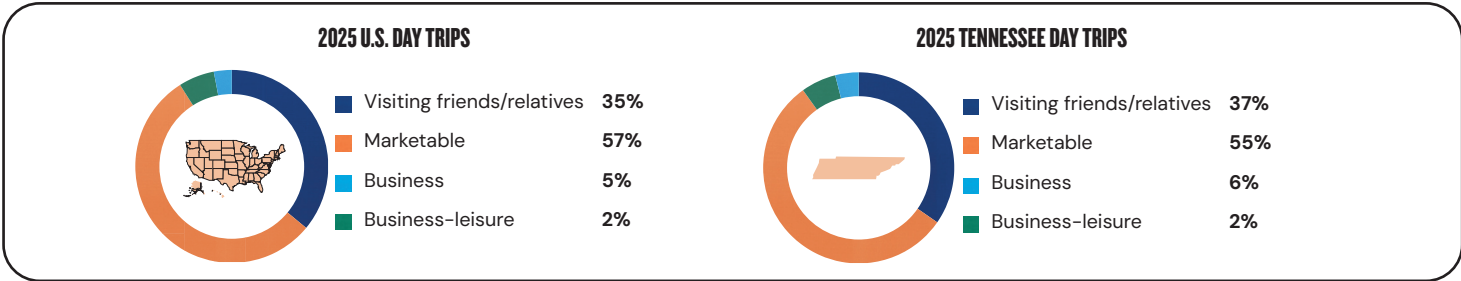
Tennessee excels beyond the national average in several key activity categories, many of which directly align with the department's Brand Pillars.



DAY VISITORS

SAMPLE: 2,425

DAY TRIP: A trip for business or pleasure, outside your community and normal routine, that does not include an overnight stay and typically involves travel more than 50 miles from home.



30%

Budget Friendly Traveler

Prioritize affordability and value for money.

19%

Family Traveler

Prioritize activities and accommodations suitable for children.

TOP 5 STATE ORIGINS OF TRIP			
		2024	2025
	TENNESSEE	35%	36%
	KENTUCKY	8%	7%
	GEORGIA	6%	6%
	ALABAMA	6%	5%
	NORTH CAROLINA	4%	4%

13%

Outdoor & Adventure Seeker

Drawn to outdoor activities and thrill-seeking.

11%

Culture/Heritage/History Seeker

Seeking local cultures, historical sites, and engaging with local traditions.

64%

OF TN DOMESTIC DAY VISITORS ARE FROM OUT-OF-STATE.

Longwoods
INTERNATIONAL

Travel USA®

VISITOR PROFILE:

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

TN TRIP ACTIVITIES BY SUPER CATEGORY		
	ENTERTAINMENT	59%
	OUTDOOR	37%
	CULTURAL	24%
	OTHER	33%
	SPORTING	14%
	BUSINESS	11%

DID YOU KNOW?

Day visitors spend 65% less than overnight visitors in TN. Learn more about the value of an overnight visitor on the next page.

NARRATIVE ON VISITATION & SPENDING TRENDS

Tennessee partnered with Tourism Economics and Longwoods International to establish state-level visitor count and per-visitor spending for 2025. Statewide domestic visitation was based on the Longwoods Travel USA® survey, sampling 5,166 overnight visitors and 2,425 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						TN VISITOR VOLUME AND SPENDING, DAY VS. OVERNIGHT					
Amounts in millions of visitors						Amounts in millions of visitors					
	2021	2022	2023	2024	2025		2021	2022	2023	2024	2025
TOTAL VISITORS	127.55	140.76	144.36	146.70	149.83	TOTAL VISITORS	127.55	140.76	144.36	146.70	149.83
DOMESTIC	127.41	140.31	143.71	146.01	149.19	DAY	71.37	76.86	78.85	81.10	83.05
INTERNATIONAL	0.14	0.45	0.64	0.69	0.63	OVERNIGHT	56.18	63.90	65.50	65.61	66.78
PER VISITOR SPENDING	\$190	\$205	\$212	\$216	\$217	PER VISITOR SPENDING	\$190	\$205	\$212	\$216	\$217
DOMESTIC	\$189	\$202	\$208	\$211	\$212	DAY	\$103	\$111	\$115	\$118	\$119
INTERNATIONAL	\$1,237	\$1,104	\$1,225	\$1,315	\$1,366	OVERNIGHT	\$300	\$318	\$329	\$337	\$339

OVERNIGHT VISITOR IMPACT

\$532M

STATE SALES & USE TAXES (7%)

\$193.8M

LOCAL OPTIONS TAXES (AVG 2.55%)

\$412M

OCCUPANCY TAXES

Estimates based on \$7.6 B in taxable lodging spend.

42.4M

(+1.9% YOY)

Hotel & short-term rental nights sold

Sources: CoStar/STR, AirDNA

\$167 ADR

(-0.9% YOY)

Combined hotel and short-term rental average daily rate

Sources: Tourism Economics Symphony Platform, AirDNA & STR*

+0.6%

YOY growth in lodging spending

Source: Tourism Economics 2025 Economic Impact

\$339

avg. overnight visitor spend

\$119

avg. day visitor spend

Sources: Tourism Economics, Longwoods International

3.3 avg. nights spent in TN

Source: Longwoods International

*Source data has been revised from the originally reported value in 2024.

2025 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE BY INDUSTRY

Sources: USTA, Tourism Economics

	2024	2025	% CHANGE OVER 2024	% CHANGE OVER 2018
DIRECT VISITOR SPENDING				
DOMESTIC	\$30,752,247,672	\$31,665,488,351	3.0%	42%
LODGING	\$6,994,113,800	\$7,061,642,681	1.0%	
GROUND TRANSPORTATION*	\$5,880,909,883	\$5,897,518,429	0.3%	
FOOD & BEVERAGES	\$8,543,400,888	\$8,982,652,754	5.1%	
RETAIL	\$3,350,808,313	\$3,452,212,035	3.0%	
RECREATION	\$5,071,488,138	\$5,311,301,153	4.7%	
SECOND HOMES	\$223,785,903	\$232,514,447	3.9%	
AIR TRANSPORTATION	\$687,740,747	\$727,646,850	5.8%	
INTERNATIONAL	\$909,890,000	\$862,270,000	-5.2%	-4.4%
TOTAL	\$31,662,137,672	\$32,527,758,351	2.7%	40.2%

LABOR INCOME GENERATED

DOMESTIC	\$8,335,185,538	\$8,649,031,832	3.8%	40.8%
LODGING	\$2,092,740,976	\$2,138,130,038	2.2%	
GROUND TRANSPORTATION*	\$1,259,860,576	\$1,330,331,823	5.6%	
FOOD & BEVERAGES	\$2,492,758,381	\$2,599,737,016	4.3%	
RETAIL	\$630,212,911	\$641,070,940	1.7%	
RECREATION	\$1,622,632,240	\$1,681,893,437	3.7%	
AIR TRANSPORTATION	\$236,980,454	\$257,868,578	8.8%	
INTERNATIONAL	\$230,928,440	\$231,473,555	0.2%	-13.2%
TOTAL	\$8,566,113,978	\$8,880,505,387	3.7%	38.6%

EMPLOYMENT GENERATED

DOMESTIC	189,755	191,377	0.9%	5.4%
LODGING	43,359	42,714	-1.5%	
GROUND TRANSPORTATION*	16,006	16,167	1.0%	
FOOD & BEVERAGES	81,242	82,620	1.7%	
RETAIL	17,424	17,475	0.3%	
RECREATION	29,068	29,698	2.2%	
AIR TRANSPORTATION	2,656	2,704	1.8%	
INTERNATIONAL	5,065	5,038	-0.5%	-37.6%
TOTAL	194,820	196,415	0.8%	3.5%

TAX REVENUE GENERATED**

DOMESTIC	\$5,084,063,902	\$5,232,148,872	2.9%	
FEDERAL	\$1,931,252,386	\$2,001,256,473	3.6%	
STATE	\$1,886,406,475	\$1,936,779,536	2.7%	
LOCAL	\$1,266,405,041	\$1,294,112,863	2.2%	
INTERNATIONAL	\$180,178,263	\$179,630,937	-0.3%	
TOTAL	\$5,264,242,164	\$5,411,779,809	2.8%	

*Transportation within destination.

**Local and state tax calculation changes beginning in 2022 limit comparability with 2018.

2025 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	\$11,619,548,125	0	25	DICKSON	\$104,673,863	-2
2	SHELBY	\$4,176,792,505	0	26	OBION	\$82,763,803	0
3	SEVIER	\$4,090,908,818	0	27	ROANE	\$82,459,488	1
4	KNOX	\$2,208,345,965	0	28	DYER	\$79,582,833	1
5	HAMILTON	\$1,878,113,288	0	29	MCMINN	\$77,272,943	-2
6	WILLIAMSON	\$1,384,371,691	0	30	HENRY	\$74,916,432	3
7	RUTHERFORD	\$804,462,487	0	31	JEFFERSON	\$74,551,452	-1
8	BLOUNT	\$644,218,846	0	32	COCKE	\$74,494,728	0
9	MONTGOMERY	\$441,608,393	0	33	FRANKLIN	\$71,513,990	1
10	SULLIVAN	\$393,304,036	1	34	ROBERTSON	\$68,072,561	-3
11	WASHINGTON	\$388,910,558	2	35	MONROE	\$64,332,640	0
12	WILSON	\$380,634,452	-2	36	MARION	\$63,327,425	0
13	MADISON	\$336,700,649	-1	37	CARTER	\$58,359,526	1
14	SUMNER	\$243,327,081	0	38	HUMPHREYS	\$53,046,693	-1
15	ANDERSON	\$207,073,999	0	39	HARDIN	\$50,581,257	0
16	BRADLEY	\$203,438,798	0	40	RHEA	\$40,556,953	0
17	PUTNAM	\$188,392,227	0	41	VAN BUREN	\$39,203,427	2
18	CUMBERLAND	\$180,268,138	0	42	DEKALB	\$38,896,212	-1
19	COFFEE	\$145,846,678	0	43	CHEATHAM	\$38,099,012	-1
20	MAURY	\$136,256,606	0	44	POLK	\$34,260,942	0
21	GREENE	\$120,559,320	1	45	UNION	\$34,112,236	0
22	CAMPBELL	\$119,367,155	-1	46	LAWRENCE	\$33,576,502	0
23	LOUDON	\$110,967,498	1	47	HENDERSON	\$30,881,707	0
24	HAMBLÉN	\$107,626,268	1	48	LINCOLN	\$29,645,153	0

Rank	County	Direct Visitor Spending	Position Change
49	WEAKLEY	\$29,023,548	1
50	BEDFORD	\$27,998,484	-1
51	MARSHALL	\$27,296,019	2
52	GILES	\$26,968,018	0
53	GRAINGER	\$25,099,166	3
54	GIBSON	\$25,008,490	-3
55	CLAIBORNE	\$23,779,839	-1
56	WARREN	\$23,013,621	1
57	HAYWOOD	\$22,900,587	-2
58	GRUNDY	\$19,027,056	2
59	JOHNSON	\$18,575,726	2
60	TIPTON	\$18,397,851	-2
61	UNICOI	\$18,144,632	-2
62	BENTON	\$16,808,787	0
63	WHITE	\$15,301,174	3
64	MOORE	\$14,885,754	-1
65	SCOTT	\$14,668,330	0
66	HARDEMAN	\$14,141,757	-2
67	PICKETT	\$12,641,852	0
68	MEIGS	\$12,090,431	1
69	HICKMAN	\$11,696,614	2
70	MACON	\$11,458,195	-2
71	SMITH	\$10,579,840	2
72	CARROLL	\$10,500,345	-2

Rank	County	Direct Visitor Spending	Position Change
73	TROUSDALE	\$10,470,559	7
74	WAYNE	\$10,399,496	-2
75	HAWKINS	\$10,034,312	2
76	HOUSTON	\$9,960,041	8
77	FAYETTE	\$9,935,239	-3
78	FENTRESS	\$9,823,525	1
79	MCNAIRY	\$9,765,399	3
80	DECATUR	\$9,507,493	-5
81	OVERTON	\$9,044,353	2
82	LAUDERDALE	\$8,667,408	-6
83	CHESTER	\$8,235,905	-5
84	PERRY	\$7,951,043	-3
85	STEWART	\$7,622,607	3
86	MORGAN	\$7,457,933	0
87	SEQUATCHIE	\$6,917,196	-2
88	LAKE	\$6,634,341	-1
89	CLAY	\$5,181,108	0
90	BLED SOE	\$4,956,525	1
91	LEWIS	\$4,233,585	-1
92	JACKSON	\$3,936,938	0
93	CROCKETT	\$3,357,180	0
94	HANCOCK	\$1,818,190	0
95	CANNON	\$1,616,504	0

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 56 for category details.

Please note that this data will not match reports prior to 2020. Additionally, a couple of county figures may differ for 2024 compared with what was previously published, reflecting adjustments from improved datasets that revealed additional visitor spending. Historical figures for those counties have also been revised back to 2018, which may result in differences compared with earlier reports.

2025 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. Additionally, a couple of county figures may differ with what was previously published, reflecting adjustments from improved datasets revealed additional visitor spending. Historical figures for those counties have also been revised back to 2018, which may result in differences compared with earlier reports.

Details on the updated methodology/glossary of terms can be found on page 56 of this document. All this data and more is accessible through an interactive data visualization on INDUSTRY.TNVACATION.COM.



Interactive
Data



Find your county
snapshots here.



	2024	2025	% Change Over 2024	% Change Over 2018
ANDERSON				
SPENDING	\$199,289,871	\$207,073,999	3.9%	39.3%
LODGING	\$46,417,255	\$47,057,222	1.4%	64.8%
FOOD & BEVERAGES	\$53,009,776	\$56,249,576	6.1%	42.2%
RETAIL	\$21,210,655	\$22,126,383	4.3%	25.5%
RECREATION	\$19,082,245	\$20,566,339	7.8%	41.2%
TRANSPORTATION	\$59,569,939	\$61,074,479	2.5%	26.5%
LABOR INCOME	\$47,776,790	\$48,132,071	0.7%	32.7%
EMPLOYMENT	1,540	1,508	-2.1%	-1.7%
STATE TAXES	\$11,592,558	\$11,975,760		
LOCAL TAXES	\$8,424,808	\$8,628,219		
TAX SAVINGS PER HOUSEHOLD	\$624	\$629		
BEDFORD				
SPENDING	\$28,825,947	\$27,998,484	-2.9%	5.3%
LODGING	\$4,747,576	\$4,248,439	-10.5%	-7.7%
FOOD & BEVERAGES	\$8,897,205	\$8,991,066	1.1%	20.2%
RETAIL	\$3,029,968	\$2,978,291	-1.7%	-6.5%
RECREATION	\$3,289,405	\$3,445,291	4.7%	19.5%
TRANSPORTATION	\$8,861,793	\$8,335,397	-5.9%	-1.3%
LABOR INCOME	\$7,896,764	\$8,151,892	3.2%	34.7%
EMPLOYMENT	235	236	0.4%	-3.9%
STATE TAXES	\$1,642,366	\$1,601,657		
LOCAL TAXES	\$1,284,983	\$1,233,366		
TAX SAVINGS PER HOUSEHOLD	\$154	\$145		
BENTON				
SPENDING	\$16,743,244	\$16,808,787	0.4%	20.2%
LODGING	\$5,063,581	\$5,047,548	-0.3%	14.0%
FOOD & BEVERAGES	\$3,398,301	\$3,586,689	5.5%	35.5%
RETAIL	\$717,177	\$706,681	-1.5%	11.0%
RECREATION	\$1,373,482	\$1,358,265	-1.1%	13.3%
TRANSPORTATION	\$6,190,702	\$6,109,604	-1.3%	20.4%
LABOR INCOME	\$3,100,992	\$3,249,362	4.8%	19.5%
EMPLOYMENT	131	133	1.8%	-9.1%
STATE TAXES	\$748,470	\$752,850		
LOCAL TAXES	\$729,558	\$740,759		
TAX SAVINGS PER HOUSEHOLD	\$213	\$210		

	2024	2025	% Change Over 2024	% Change Over 2018
BLEDSOE				
SPENDING	\$4,374,015	\$4,956,525	13.3%	44.3%
LODGING	\$1,134,321	\$1,264,087	11.4%	26.4%
FOOD & BEVERAGES	\$1,609,486	\$1,873,197	16.4%	87.2%
RETAIL	\$257,488	\$295,499	14.8%	40.2%
RECREATION	\$360,772	\$409,035	13.4%	58.2%
TRANSPORTATION	\$1,011,948	\$1,114,706	10.2%	15.5%
LABOR INCOME	\$783,376	\$849,554	8.4%	42.7%
EMPLOYMENT	28	29	4.4%	11.5%
STATE TAXES	\$223,169	\$251,107		
LOCAL TAXES	\$198,626	\$215,331		
TAX SAVINGS PER HOUSEHOLD	\$88	\$96		
BLOUNT				
SPENDING	\$610,888,263	\$644,218,846	5.5%	37.1%
LODGING	\$174,146,005	\$179,561,440	3.1%	58.8%
FOOD & BEVERAGES	\$146,196,338	\$156,826,029	7.3%	43.1%
RETAIL	\$51,132,032	\$53,970,810	5.6%	17.0%
RECREATION	\$51,672,710	\$54,126,763	4.7%	24.2%
TRANSPORTATION	\$187,741,178	\$199,733,804	6.4%	26.8%
LABOR INCOME	\$218,810,129	\$233,355,445	6.6%	46.7%
EMPLOYMENT	4,952	5,078	2.5%	7.8%
STATE TAXES	\$33,303,911	\$35,069,895		
LOCAL TAXES	\$24,583,751	\$25,537,733		
TAX SAVINGS PER HOUSEHOLD	\$1,063	\$1,092		
BRADLEY				
SPENDING	\$196,579,043	\$203,438,798	3.5%	18.0%
LODGING	\$39,770,656	\$41,154,712	3.5%	20.1%
FOOD & BEVERAGES	\$54,917,859	\$57,135,513	4.0%	22.4%
RETAIL	\$22,695,079	\$24,012,455	5.8%	20.5%
RECREATION	\$16,803,754	\$18,149,145	8.0%	30.3%
TRANSPORTATION	\$62,391,694	\$62,986,974	1.0%	9.3%
LABOR INCOME	\$46,753,409	\$48,070,888	2.8%	26.6%
EMPLOYMENT	1,647	1,644	-0.2%	-5.6%
STATE TAXES	\$11,348,376	\$11,705,634		
LOCAL TAXES	\$8,304,914	\$8,599,422		
TAX SAVINGS PER HOUSEHOLD	\$469	\$477		
CAMPBELL				
SPENDING	\$118,197,718	\$119,367,155	1.0%	51.1%
LODGING	\$25,507,956	\$25,779,739	1.1%	72.6%
FOOD & BEVERAGES	\$20,662,910	\$20,365,849	-1.4%	58.4%
RETAIL	\$7,045,711	\$7,312,340	3.8%	45.6%
RECREATION	\$20,118,543	\$21,552,540	7.1%	104.1%
TRANSPORTATION	\$44,862,598	\$44,356,687	-1.1%	24.5%
LABOR INCOME	\$19,979,751	\$20,648,801	3.3%	50.9%
EMPLOYMENT	673	673	0.0%	18.5%
STATE TAXES	\$5,921,071	\$5,978,641		
LOCAL TAXES	\$3,982,967	\$4,063,486		
TAX SAVINGS PER HOUSEHOLD	\$593	\$584		

	2024	2025	% Change Over 2024	% Change Over 2018
CANNON				
SPENDING	\$1,509,100	\$1,616,504	7.1%	56.2%
LODGING	\$526,542	\$592,965	12.6%	85.6%
FOOD & BEVERAGES	\$160,045	\$171,502	7.2%	67.0%
RETAIL	\$61,585	\$64,889	5.4%	28.7%
RECREATION	\$66,065	\$72,326	9.5%	52.5%
TRANSPORTATION	\$694,864	\$714,823	2.9%	38.8%
LABOR INCOME	\$254,604	\$263,565	3.5%	48.1%
EMPLOYMENT	9	9	-1.1%	27.6%
STATE TAXES	\$52,607	\$56,011		
LOCAL TAXES	\$54,184	\$56,988		
TAX SAVINGS PER HOUSEHOLD	\$19	\$20		
CARROLL				
SPENDING	\$11,291,221	\$10,500,345	-7.0%	12.8%
LODGING	\$2,089,605	\$1,772,423	-15.2%	-11.1%
FOOD & BEVERAGES	\$3,384,782	\$3,170,662	-6.3%	28.8%
RETAIL	\$1,097,655	\$1,070,109	-2.5%	11.5%
RECREATION	\$555,887	\$562,458	1.2%	33.2%
TRANSPORTATION	\$4,163,292	\$3,924,693	-5.7%	12.9%
LABOR INCOME	\$2,201,194	\$2,217,204	0.7%	14.9%
EMPLOYMENT	88	86	-2.5%	-12.9%
STATE TAXES	\$593,698	\$555,440		
LOCAL TAXES	\$484,664	\$452,139		
TAX SAVINGS PER HOUSEHOLD	\$96	\$87		
CARTER				
SPENDING	\$53,312,687	\$58,359,526	9.5%	62.4%
LODGING	\$8,394,227	\$9,431,418	12.4%	60.8%
FOOD & BEVERAGES	\$14,374,695	\$16,523,002	14.9%	85.9%
RETAIL	\$4,154,043	\$4,673,100	12.5%	58.1%
RECREATION	\$8,471,514	\$8,781,140	3.7%	49.5%
TRANSPORTATION	\$17,918,208	\$18,950,867	5.8%	53.4%
LABOR INCOME	\$11,649,310	\$12,263,251	5.3%	49.4%
EMPLOYMENT	379	390	2.9%	26.4%
STATE TAXES	\$2,823,278	\$3,068,809		
LOCAL TAXES	\$1,844,217	\$2,022,773		
TAX SAVINGS PER HOUSEHOLD	\$193	\$208		
CHEATHAM				
SPENDING	\$38,660,602	\$38,099,012	-1.5%	117.2%
LODGING	\$11,346,127	\$10,806,266	-4.8%	257.4%
FOOD & BEVERAGES	\$6,455,132	\$6,290,862	-2.5%	120.0%
RETAIL	\$1,684,608	\$1,731,126	2.8%	53.5%
RECREATION	\$7,486,920	\$7,782,465	3.9%	142.7%
TRANSPORTATION	\$11,687,813	\$11,488,292	-1.7%	56.9%
LABOR INCOME	\$7,254,882	\$7,570,523	4.4%	88.0%
EMPLOYMENT	189	190	0.5%	49.9%
STATE TAXES	\$2,135,369	\$2,111,959		
LOCAL TAXES	\$1,604,921	\$1,576,772		
TAX SAVINGS PER HOUSEHOLD	\$235	\$227		

	2024	2025	% Change Over 2024	% Change Over 2018
CHESTER				
SPENDING	\$9,234,378	\$8,235,905	-10.8%	16.9%
LODGING	\$2,886,551	\$2,429,695	-15.8%	27.5%
FOOD & BEVERAGES	\$1,888,285	\$1,768,006	-6.4%	21.1%
RETAIL	\$754,117	\$706,477	-6.3%	14.1%
RECREATION	\$855,983	\$805,755	-5.9%	19.7%
TRANSPORTATION	\$2,849,441	\$2,525,972	-11.4%	5.7%
LABOR INCOME	\$2,160,368	\$2,083,424	-3.6%	34.2%
EMPLOYMENT	81	75	-7.2%	0.6%
STATE TAXES	\$484,183	\$434,364		
LOCAL TAXES	\$444,680	\$400,156		
TAX SAVINGS PER HOUSEHOLD	\$147	\$130		
CLAIBORNE				
SPENDING	\$25,781,000	\$23,779,839	-7.8%	29.9%
LODGING	\$5,113,793	\$4,302,678	-15.9%	58.5%
FOOD & BEVERAGES	\$8,560,437	\$8,026,993	-6.2%	47.9%
RETAIL	\$2,348,029	\$2,258,295	-3.8%	21.3%
RECREATION	\$2,031,617	\$1,985,095	-2.3%	14.4%
TRANSPORTATION	\$7,727,125	\$7,206,778	-6.7%	9.8%
LABOR INCOME	\$5,415,955	\$5,526,866	2.0%	35.7%
EMPLOYMENT	194	190	-1.7%	6.9%
STATE TAXES	\$1,459,947	\$1,357,445		
LOCAL TAXES	\$1,085,148	\$997,908		
TAX SAVINGS PER HOUSEHOLD	\$189	\$172		
CLAY				
SPENDING	\$5,406,060	\$5,181,108	-4.2%	16.2%
LODGING	\$1,703,674	\$1,571,529	-7.8%	47.1%
FOOD & BEVERAGES	\$1,058,454	\$1,035,004	-2.2%	21.1%
RETAIL	\$469,962	\$441,724	-6.0%	6.4%
RECREATION	\$178,383	\$180,812	1.4%	27.1%
TRANSPORTATION	\$1,995,588	\$1,952,039	-2.2%	-1.3%
LABOR INCOME	\$994,702	\$1,022,108	2.8%	25.5%
EMPLOYMENT	35	35	-1.6%	3.5%
STATE TAXES	\$241,980	\$233,133		
LOCAL TAXES	\$239,215	\$230,754		
TAX SAVINGS PER HOUSEHOLD	\$150	\$133		
COCKE				
SPENDING	\$71,185,132	\$74,494,728	4.6%	29.0%
LODGING	\$23,898,831	\$25,554,889	6.9%	69.1%
FOOD & BEVERAGES	\$14,469,555	\$15,182,119	4.9%	26.8%
RETAIL	\$5,940,552	\$6,228,172	4.8%	12.5%
RECREATION	\$7,359,244	\$7,258,596	-1.4%	15.7%
TRANSPORTATION	\$19,516,950	\$20,270,952	3.9%	7.6%
LABOR INCOME	\$18,004,642	\$17,625,106	-2.1%	36.2%
EMPLOYMENT	460	444	-3.6%	-3.7%
STATE TAXES	\$4,002,950	\$4,150,639		
LOCAL TAXES	\$3,025,607	\$3,195,922		
TAX SAVINGS PER HOUSEHOLD	\$465	\$474		

	2024	2025	% Change Over 2024	% Change Over 2018
COFFEE				
SPENDING	\$146,124,855	\$145,846,678	-0.2%	36.6%
LODGING	\$31,515,804	\$30,967,560	-1.7%	26.1%
FOOD & BEVERAGES	\$37,555,607	\$39,023,569	3.9%	29.6%
RETAIL	\$15,367,003	\$15,608,215	1.6%	15.3%
RECREATION	\$13,064,164	\$12,363,356	-5.4%	15.3%
TRANSPORTATION	\$48,622,276	\$47,883,977	-1.5%	71.7%
LABOR INCOME	\$34,003,926	\$34,778,668	2.3%	37.8%
EMPLOYMENT	948	942	-0.6%	-4.0%
STATE TAXES	\$8,286,802	\$8,270,863		
LOCAL TAXES	\$5,701,261	\$5,710,630		
TAX SAVINGS PER HOUSEHOLD	\$614	\$605		
CROCKETT				
SPENDING	\$3,427,193	\$3,357,180	-2.0%	58.2%
LODGING	\$754,561	\$723,583	-4.1%	47.5%
FOOD & BEVERAGES	\$431,337	\$428,212	-0.7%	65.8%
RETAIL	\$143,653	\$143,713	0.0%	30.3%
RECREATION	\$178,534	\$184,739	3.5%	55.6%
TRANSPORTATION	\$1,919,107	\$1,876,933	-2.2%	64.1%
LABOR INCOME	\$548,079	\$554,909	1.2%	37.5%
EMPLOYMENT	23	23	-2.4%	9.1%
STATE TAXES	\$133,889	\$131,258		
LOCAL TAXES	\$163,913	\$162,157		
TAX SAVINGS PER HOUSEHOLD	\$54	\$53		
CUMBERLAND				
SPENDING	\$177,855,497	\$180,268,138	1.4%	26.1%
LODGING	\$29,211,480	\$29,465,983	0.9%	37.6%
FOOD & BEVERAGES	\$58,393,432	\$59,824,719	2.5%	33.6%
RETAIL	\$16,484,382	\$16,489,054	0.0%	-0.8%
RECREATION	\$22,326,030	\$22,523,833	0.9%	19.4%
TRANSPORTATION	\$51,440,172	\$51,964,548	1.0%	25.8%
LABOR INCOME	\$40,020,475	\$41,245,013	3.1%	29.2%
EMPLOYMENT	1,171	1,167	-0.4%	-0.2%
STATE TAXES	\$12,716,497	\$12,868,593		
LOCAL TAXES	\$8,304,404	\$8,440,501		
TAX SAVINGS PER HOUSEHOLD	\$766	\$756		
DAVIDSON				
SPENDING	\$11,224,032,854	\$11,619,548,125	3.5%	55.7%
LODGING	\$2,696,119,370	\$2,739,639,141	1.6%	54.9%
FOOD & BEVERAGES	\$2,636,497,952	\$2,793,745,204	6.0%	62.2%
RETAIL	\$1,180,883,710	\$1,214,733,977	2.9%	46.4%
RECREATION	\$2,618,950,036	\$2,729,204,321	4.2%	74.3%
TRANSPORTATION	\$2,091,581,786	\$2,142,225,481	2.4%	36.0%
LABOR INCOME	\$3,082,237,570	\$3,207,000,968	4.0%	47.9%
EMPLOYMENT	49,920	50,531	1.2%	8.5%
STATE TAXES	\$692,945,693	\$715,844,105		
LOCAL TAXES	\$464,123,717	\$477,833,193		
TAX SAVINGS PER HOUSEHOLD	\$3,678	\$3,674		

	2024	2025	% Change Over 2024	% Change Over 2018
DECATUR				
SPENDING	\$9,879,926	\$9,507,493	-3.8%	15.8%
LODGING	\$4,353,110	\$4,212,484	-3.2%	33.6%
FOOD & BEVERAGES	\$1,223,503	\$1,173,966	-4.0%	15.0%
RETAIL	\$458,039	\$433,083	-5.4%	-4.0%
RECREATION	\$789,186	\$795,323	0.8%	28.7%
TRANSPORTATION	\$3,056,089	\$2,892,637	-5.3%	-2.4%
LABOR INCOME	\$1,377,139	\$1,406,753	2.2%	27.1%
EMPLOYMENT	54	53	-1.2%	3.6%
STATE TAXES	\$368,457	\$355,899		
LOCAL TAXES	\$506,575	\$489,263		
TAX SAVINGS PER HOUSEHOLD	\$197	\$185		
DEKALB				
SPENDING	\$39,539,392	\$38,896,212	-1.6%	67.7%
LODGING	\$15,184,714	\$14,570,944	-4.0%	81.8%
FOOD & BEVERAGES	\$5,888,906	\$5,917,518	0.5%	62.4%
RETAIL	\$1,272,001	\$1,272,011	0.0%	32.2%
RECREATION	\$6,827,454	\$7,030,364	3.0%	69.0%
TRANSPORTATION	\$10,366,318	\$10,105,375	-2.5%	57.8%
LABOR INCOME	\$8,145,905	\$8,339,503	2.4%	53.8%
EMPLOYMENT	227	225	-1.2%	22.2%
STATE TAXES	\$2,048,219	\$2,017,967		
LOCAL TAXES	\$1,828,417	\$1,799,048		
TAX SAVINGS PER HOUSEHOLD	\$456	\$441		
DICKSON				
SPENDING	\$105,776,883	\$104,673,863	-1.0%	33.2%
LODGING	\$20,425,900	\$19,617,760	-4.0%	79.9%
FOOD & BEVERAGES	\$33,282,850	\$34,093,126	2.4%	44.2%
RETAIL	\$10,470,921	\$10,467,553	0.0%	7.0%
RECREATION	\$6,602,200	\$6,761,950	2.4%	37.8%
TRANSPORTATION	\$34,995,012	\$33,733,474	-3.6%	15.0%
LABOR INCOME	\$21,463,539	\$21,843,385	1.8%	36.4%
EMPLOYMENT	687	680	-1.0%	3.1%
STATE TAXES	\$6,038,551	\$5,977,522		
LOCAL TAXES	\$3,934,300	\$3,900,354		
TAX SAVINGS PER HOUSEHOLD	\$473	\$454		
DYER				
SPENDING	\$74,718,679	\$79,582,833	6.5%	24.4%
LODGING	\$10,144,107	\$10,790,421	6.4%	10.5%
FOOD & BEVERAGES	\$23,513,528	\$25,765,301	9.6%	45.9%
RETAIL	\$7,991,336	\$8,414,324	5.3%	15.6%
RECREATION	\$4,566,127	\$4,957,027	8.6%	37.2%
TRANSPORTATION	\$28,503,581	\$29,655,759	4.0%	15.6%
LABOR INCOME	\$19,697,157	\$20,858,837	5.9%	30.5%
EMPLOYMENT	652	666	2.2%	2.2%
STATE TAXES	\$4,079,681	\$4,331,401		
LOCAL TAXES	\$2,667,789	\$2,825,287		
TAX SAVINGS PER HOUSEHOLD	\$453	\$485		

	2024	2025	% Change Over 2024	% Change Over 2018
FAYETTE				
SPENDING	\$10,488,267	\$9,935,239	-5.3%	43.4%
LODGING	\$2,435,785	\$2,186,589	-10.2%	53.8%
FOOD & BEVERAGES	\$2,251,908	\$2,165,932	-3.8%	66.8%
RETAIL	\$479,707	\$435,191	-9.3%	37.9%
RECREATION	\$854,475	\$865,108	1.2%	45.6%
TRANSPORTATION	\$4,466,392	\$4,282,419	-4.1%	29.9%
LABOR INCOME	\$2,337,477	\$2,397,329	2.6%	58.6%
EMPLOYMENT	59	59	-0.5%	14.3%
STATE TAXES	\$474,863	\$452,339		
LOCAL TAXES	\$558,585	\$533,096		
TAX SAVINGS PER HOUSEHOLD	\$62	\$57		
FENTRESS				
SPENDING	\$9,222,943	\$9,823,525	6.5%	52.7%
LODGING	\$2,803,638	\$3,016,081	7.6%	80.8%
FOOD & BEVERAGES	\$1,886,543	\$2,090,452	10.8%	66.9%
RETAIL	\$735,633	\$759,943	3.3%	31.2%
RECREATION	\$753,325	\$812,294	7.8%	43.5%
TRANSPORTATION	\$3,043,804	\$3,144,756	3.3%	32.9%
LABOR INCOME	\$1,531,892	\$1,616,981	5.6%	40.0%
EMPLOYMENT	66	67	2.3%	13.2%
STATE TAXES	\$432,914	\$459,489		
LOCAL TAXES	\$439,866	\$467,751		
TAX SAVINGS PER HOUSEHOLD	\$113	\$118		
FRANKLIN				
SPENDING	\$68,259,088	\$71,513,990	4.8%	17.1%
LODGING	\$18,300,394	\$18,688,928	2.1%	8.5%
FOOD & BEVERAGES	\$15,972,168	\$17,166,023	7.5%	38.2%
RETAIL	\$7,354,035	\$7,717,460	4.9%	17.8%
RECREATION	\$9,021,088	\$9,495,336	5.3%	28.4%
TRANSPORTATION	\$17,611,402	\$18,446,243	4.7%	5.7%
LABOR INCOME	\$16,990,723	\$17,441,862	2.7%	18.8%
EMPLOYMENT	497	494	-0.7%	-6.6%
STATE TAXES	\$3,875,873	\$4,041,797		
LOCAL TAXES	\$2,837,620	\$2,926,490		
TAX SAVINGS PER HOUSEHOLD	\$393	\$399		
GIBSON				
SPENDING	\$26,850,226	\$25,008,490	-6.9%	11.3%
LODGING	\$3,294,711	\$2,758,406	-16.3%	-0.2%
FOOD & BEVERAGES	\$7,166,711	\$6,991,920	-2.4%	24.8%
RETAIL	\$2,428,021	\$2,255,053	-7.1%	-3.7%
RECREATION	\$1,425,617	\$1,434,174	0.6%	11.4%
TRANSPORTATION	\$12,535,166	\$11,568,936	-7.7%	10.4%
LABOR INCOME	\$5,114,358	\$5,187,817	1.4%	27.5%
EMPLOYMENT	199	197	-1.0%	1.5%
STATE TAXES	\$1,338,882	\$1,254,946		
LOCAL TAXES	\$1,027,691	\$963,352		
TAX SAVINGS PER HOUSEHOLD	\$118	\$109		

	2024	2025	% Change Over 2024	% Change Over 2018
GILES				
SPENDING	\$26,846,229	\$26,968,018	0.5%	15.6%
LODGING	\$5,222,702	\$5,118,531	-2.0%	29.2%
FOOD & BEVERAGES	\$6,948,433	\$7,288,963	4.9%	38.1%
RETAIL	\$2,371,369	\$2,341,235	-1.3%	7.0%
RECREATION	\$1,119,014	\$1,153,706	3.1%	-28.0%
TRANSPORTATION	\$11,184,710	\$11,065,583	-1.1%	7.5%
LABOR INCOME	\$5,771,811	\$6,051,402	4.8%	32.0%
EMPLOYMENT	197	199	1.3%	-1.2%
STATE TAXES	\$1,377,803	\$1,386,732		
LOCAL TAXES	\$1,094,447	\$1,100,494		
TAX SAVINGS PER HOUSEHOLD	\$211	\$206		
GRAINGER				
SPENDING	\$25,323,044	\$25,099,166	-0.9%	33.7%
LODGING	\$8,380,093	\$8,220,292	-1.9%	40.1%
FOOD & BEVERAGES	\$4,930,664	\$4,972,305	0.8%	32.7%
RETAIL	\$1,915,178	\$1,923,437	0.4%	20.2%
RECREATION	\$1,600,381	\$1,638,963	2.4%	4.8%
TRANSPORTATION	\$8,496,728	\$8,344,169	-1.8%	39.2%
LABOR INCOME	\$3,970,177	\$4,115,864	3.7%	37.9%
EMPLOYMENT	136	137	0.8%	9.2%
STATE TAXES	\$1,247,199	\$1,239,241		
LOCAL TAXES	\$1,113,466	\$1,106,617		
TAX SAVINGS PER HOUSEHOLD	\$247	\$243		
GREENE				
SPENDING	\$114,196,315	\$120,559,320	5.6%	26.4%
LODGING	\$22,511,430	\$23,359,215	3.8%	33.5%
FOOD & BEVERAGES	\$25,255,219	\$27,748,583	9.9%	43.0%
RETAIL	\$11,567,403	\$12,315,972	6.5%	39.3%
RECREATION	\$15,872,950	\$16,926,988	6.6%	15.5%
TRANSPORTATION	\$38,989,313	\$40,208,562	3.1%	14.9%
LABOR INCOME	\$26,699,387	\$28,072,595	5.1%	17.1%
EMPLOYMENT	853	869	1.9%	1.0%
STATE TAXES	\$6,191,772	\$6,516,965		
LOCAL TAXES	\$4,199,270	\$4,400,907		
TAX SAVINGS PER HOUSEHOLD	\$370	\$384		
GRUNDY				
SPENDING	\$18,058,365	\$19,027,056	5.4%	94.2%
LODGING	\$7,155,356	\$7,451,858	4.1%	184.7%
FOOD & BEVERAGES	\$3,206,740	\$3,460,925	7.9%	88.3%
RETAIL	\$1,003,607	\$1,076,655	7.3%	54.3%
RECREATION	\$2,154,930	\$2,250,080	4.4%	68.4%
TRANSPORTATION	\$4,537,731	\$4,787,538	5.5%	44.8%
LABOR INCOME	\$3,333,074	\$3,482,933	4.5%	55.6%
EMPLOYMENT	117	118	1.2%	18.5%
STATE TAXES	\$975,516	\$1,024,309		
LOCAL TAXES	\$798,082	\$835,058		
TAX SAVINGS PER HOUSEHOLD	\$347	\$360		

	2024	2025	% Change Over 2024	% Change Over 2018
HAMBLEN				
SPENDING	\$103,957,338	\$107,626,268	3.5%	18.5%
LODGING	\$16,555,699	\$16,856,377	1.8%	26.2%
FOOD & BEVERAGES	\$40,866,686	\$43,101,792	5.5%	34.3%
RETAIL	\$12,725,160	\$13,431,652	5.6%	7.5%
RECREATION	\$7,809,962	\$8,277,266	6.0%	16.9%
TRANSPORTATION	\$25,999,831	\$25,959,182	-0.2%	0.8%
LABOR INCOME	\$24,630,382	\$25,892,711	5.1%	21.7%
EMPLOYMENT	841	860	2.3%	-5.5%
STATE TAXES	\$6,526,051	\$6,749,471		
LOCAL TAXES	\$4,183,426	\$4,306,599		
TAX SAVINGS PER HOUSEHOLD	\$416	\$423		
HAMILTON				
SPENDING	\$1,805,792,822	\$1,878,113,288	4.0%	27.6%
LODGING	\$401,980,977	\$410,019,270	2.0%	34.9%
FOOD & BEVERAGES	\$603,628,721	\$638,579,606	5.8%	34.7%
RETAIL	\$187,158,423	\$196,300,599	4.9%	2.7%
RECREATION	\$199,451,116	\$210,948,066	5.8%	28.1%
TRANSPORTATION	\$413,573,586	\$422,265,748	2.1%	25.1%
LABOR INCOME	\$474,068,712	\$492,117,722	3.8%	34.3%
EMPLOYMENT	13,061	13,177	0.9%	-3.6%
STATE TAXES	\$113,261,840	\$117,465,867		
LOCAL TAXES	\$73,141,524	\$75,355,379		
TAX SAVINGS PER HOUSEHOLD	\$1,232	\$1,251		
HANCOCK				
SPENDING	\$1,833,928	\$1,818,190	-0.9%	34.9%
LODGING	\$517,655	\$513,994	-0.7%	20.9%
FOOD & BEVERAGES	\$766,310	\$767,713	0.2%	47.5%
RETAIL	\$385,630	\$371,901	-3.6%	43.4%
RECREATION	\$33,932	\$35,131	3.5%	51.6%
TRANSPORTATION	\$130,400	\$129,451	-0.7%	8.7%
LABOR INCOME	\$376,796	\$390,277	3.6%	25.7%
EMPLOYMENT	15	15	0.2%	0.2%
STATE TAXES	\$103,922	\$103,202		
LOCAL TAXES	\$81,328	\$80,624		
TAX SAVINGS PER HOUSEHOLD	\$67	\$65		
HARDEMAN				
SPENDING	\$14,875,770	\$14,141,757	-4.9%	32.4%
LODGING	\$2,943,724	\$2,771,580	-5.8%	18.5%
FOOD & BEVERAGES	\$2,790,224	\$2,784,759	-0.2%	61.7%
RETAIL	\$1,103,519	\$1,048,566	-5.0%	34.7%
RECREATION	\$780,441	\$785,796	0.7%	-4.7%
TRANSPORTATION	\$7,257,862	\$6,751,056	-7.0%	34.6%
LABOR INCOME	\$2,804,393	\$2,835,938	1.1%	37.0%
EMPLOYMENT	91	90	-1.7%	9.6%
STATE TAXES	\$657,527	\$627,420		
LOCAL TAXES	\$573,946	\$558,302		
TAX SAVINGS PER HOUSEHOLD	\$136	\$130		

	2024	2025	% Change Over 2024	% Change Over 2018
HARDIN				
SPENDING	\$49,403,736	\$50,581,257	2.4%	29.4%
LODGING	\$16,627,609	\$16,915,081	1.7%	42.6%
FOOD & BEVERAGES	\$12,470,525	\$12,967,617	4.0%	40.2%
RETAIL	\$4,865,570	\$5,039,011	3.6%	12.6%
RECREATION	\$3,738,622	\$3,978,261	6.4%	7.9%
TRANSPORTATION	\$11,701,410	\$11,681,287	-0.2%	18.9%
LABOR INCOME	\$9,214,608	\$9,474,022	2.8%	34.9%
EMPLOYMENT	339	338	-0.2%	1.8%
STATE TAXES	\$2,636,324	\$2,693,257		
LOCAL TAXES	\$2,165,328	\$2,196,013		
TAX SAVINGS PER HOUSEHOLD	\$443	\$444		
HAWKINS				
SPENDING	\$9,371,966	\$10,034,312	7.1%	10.2%
LODGING	\$3,267,267	\$3,473,578	6.3%	15.6%
FOOD & BEVERAGES	\$1,257,859	\$1,374,334	9.3%	11.8%
RETAIL	\$489,152	\$530,824	8.5%	9.9%
RECREATION	\$936,711	\$1,037,107	10.7%	10.5%
TRANSPORTATION	\$3,420,977	\$3,618,470	5.8%	4.9%
LABOR INCOME	\$1,599,299	\$1,676,825	4.8%	23.8%
EMPLOYMENT	61	62	1.1%	-10.2%
STATE TAXES	\$353,768	\$376,979		
LOCAL TAXES	\$500,718	\$527,900		
TAX SAVINGS PER HOUSEHOLD	\$37	\$38		
HAYWOOD				
SPENDING	\$25,338,649	\$22,900,587	-9.6%	34.9%
LODGING	\$5,976,243	\$4,871,754	-18.5%	51.7%
FOOD & BEVERAGES	\$7,203,302	\$6,658,851	-7.6%	54.4%
RETAIL	\$2,112,266	\$2,073,446	-1.8%	22.5%
RECREATION	\$1,783,721	\$1,667,168	-6.5%	25.2%
TRANSPORTATION	\$8,263,118	\$7,629,368	-7.7%	18.8%
LABOR INCOME	\$4,542,681	\$4,544,127	0.0%	47.7%
EMPLOYMENT	184	177	-3.4%	5.0%
STATE TAXES	\$1,405,321	\$1,279,822		
LOCAL TAXES	\$1,010,790	\$911,518		
TAX SAVINGS PER HOUSEHOLD	\$337	\$306		
HENDERSON				
SPENDING	\$31,652,720	\$30,881,707	-2.4%	32.8%
LODGING	\$7,640,012	\$6,989,040	-8.5%	95.0%
FOOD & BEVERAGES	\$7,205,816	\$7,232,838	0.4%	37.3%
RETAIL	\$2,574,263	\$2,533,437	-1.6%	2.0%
RECREATION	\$1,228,115	\$1,223,822	-0.3%	-8.7%
TRANSPORTATION	\$13,004,515	\$12,902,570	-0.8%	21.9%
LABOR INCOME	\$6,137,140	\$6,376,144	3.9%	47.0%
EMPLOYMENT	206	205	-0.4%	4.1%
STATE TAXES	\$1,654,823	\$1,621,098		
LOCAL TAXES	\$1,295,039	\$1,250,081		
TAX SAVINGS PER HOUSEHOLD	\$270	\$263		

	2024	2025	% Change Over 2024	% Change Over 2018
HENRY				
SPENDING	\$69,382,730	\$74,916,432	8.0%	39.8%
LODGING	\$19,468,088	\$21,166,627	8.7%	70.9%
FOOD & BEVERAGES	\$18,246,254	\$20,297,977	11.2%	55.7%
RETAIL	\$7,542,948	\$8,269,787	9.6%	33.7%
RECREATION	\$5,612,833	\$5,719,123	1.9%	-31.9%
TRANSPORTATION	\$18,512,607	\$19,462,918	5.1%	43.3%
LABOR INCOME	\$11,198,426	\$11,721,825	4.7%	27.2%
EMPLOYMENT	439	446	1.6%	2.7%
STATE TAXES	\$3,839,329	\$4,121,782		
LOCAL TAXES	\$2,809,684	\$3,015,212		
TAX SAVINGS PER HOUSEHOLD	\$504	\$531		
HICKMAN				
SPENDING	\$11,062,072	\$11,696,614	5.7%	108.4%
LODGING	\$3,350,647	\$3,497,069	4.4%	128.2%
FOOD & BEVERAGES	\$2,149,999	\$2,387,822	11.1%	129.8%
RETAIL	\$663,840	\$737,127	11.0%	42.9%
RECREATION	\$1,150,698	\$1,170,251	1.7%	132.1%
TRANSPORTATION	\$3,746,888	\$3,904,345	4.2%	93.2%
LABOR INCOME	\$1,526,288	\$1,617,125	6.0%	48.7%
EMPLOYMENT	53	54	2.2%	14.5%
STATE TAXES	\$526,537	\$555,435		
LOCAL TAXES	\$511,086	\$535,641		
TAX SAVINGS PER HOUSEHOLD	\$113	\$116		
HOUSTON				
SPENDING	\$8,197,348	\$9,960,041	21.5%	48.9%
LODGING	\$2,534,770	\$3,073,552	21.3%	61.1%
FOOD & BEVERAGES	\$1,677,824	\$2,137,664	27.4%	70.8%
RETAIL	\$323,829	\$399,787	23.5%	-21.0%
RECREATION	\$940,761	\$1,129,586	20.1%	56.9%
TRANSPORTATION	\$2,720,164	\$3,219,453	18.4%	39.7%
LABOR INCOME	\$1,500,784	\$1,673,494	11.5%	42.8%
EMPLOYMENT	69	74	7.5%	9.8%
STATE TAXES	\$366,970	\$441,058		
LOCAL TAXES	\$346,008	\$411,232		
TAX SAVINGS PER HOUSEHOLD	\$224	\$254		
HUMPHREYS				
SPENDING	\$54,250,051	\$53,046,693	-2.2%	19.0%
LODGING	\$14,378,387	\$13,903,061	-3.3%	40.2%
FOOD & BEVERAGES	\$11,467,893	\$11,719,973	2.2%	36.0%
RETAIL	\$3,919,218	\$3,852,947	-1.7%	17.7%
RECREATION	\$3,711,063	\$3,854,579	3.9%	16.4%
TRANSPORTATION	\$20,773,490	\$19,716,134	-5.1%	1.3%
LABOR INCOME	\$9,299,568	\$9,403,442	1.1%	33.2%
EMPLOYMENT	303	300	-1.2%	-4.2%
STATE TAXES	\$2,765,847	\$2,706,824		
LOCAL TAXES	\$2,091,047	\$2,062,708		
TAX SAVINGS PER HOUSEHOLD	\$708	\$659		

	2024	2025	% Change Over 2024	% Change Over 2018
JACKSON				
SPENDING	\$4,242,285	\$3,936,938	-7.2%	55.0%
LODGING	\$2,357,554	\$2,111,071	-10.5%	67.6%
FOOD & BEVERAGES	\$442,316	\$453,207	2.5%	63.0%
RETAIL	\$141,558	\$135,737	-4.1%	14.5%
RECREATION	\$209,014	\$197,793	-5.4%	41.8%
TRANSPORTATION	\$1,091,843	\$1,039,131	-4.8%	39.6%
LABOR INCOME	\$534,569	\$561,440	5.0%	66.3%
EMPLOYMENT	19	20	2.4%	20.3%
STATE TAXES	\$173,380	\$162,728		
LOCAL TAXES	\$175,242	\$163,524		
TAX SAVINGS PER HOUSEHOLD	\$74	\$68		
JEFFERSON				
SPENDING	\$73,525,570	\$74,551,452	1.4%	31.6%
LODGING	\$22,647,291	\$23,034,876	1.7%	71.7%
FOOD & BEVERAGES	\$17,755,982	\$18,544,888	4.4%	38.1%
RETAIL	\$6,358,423	\$6,647,620	4.5%	25.4%
RECREATION	\$6,747,450	\$6,712,234	-0.5%	16.1%
TRANSPORTATION	\$20,016,424	\$19,611,833	-2.0%	4.9%
LABOR INCOME	\$14,883,626	\$15,446,895	3.8%	42.1%
EMPLOYMENT	473	478	1.0%	4.0%
STATE TAXES	\$4,038,196	\$4,094,094		
LOCAL TAXES	\$3,168,476	\$3,229,447		
TAX SAVINGS PER HOUSEHOLD	\$338	\$336		
JOHNSON				
SPENDING	\$17,528,810	\$18,575,726	6.0%	66.6%
LODGING	\$3,781,617	\$3,982,464	5.3%	57.9%
FOOD & BEVERAGES	\$4,896,539	\$5,436,982	11.0%	79.9%
RETAIL	\$965,599	\$1,044,432	8.2%	43.0%
RECREATION	\$543,206	\$596,839	9.9%	52.1%
TRANSPORTATION	\$7,341,849	\$7,515,010	2.4%	67.6%
LABOR INCOME	\$3,255,587	\$3,458,781	6.2%	63.9%
EMPLOYMENT	104	107	2.7%	26.0%
STATE TAXES	\$823,839	\$870,957		
LOCAL TAXES	\$673,065	\$709,486		
TAX SAVINGS PER HOUSEHOLD	\$209	\$217		
KNOX				
SPENDING	\$2,126,389,188	\$2,208,345,965	3.9%	35.7%
LODGING	\$403,094,085	\$411,813,345	2.2%	67.0%
FOOD & BEVERAGES	\$769,883,790	\$821,411,228	6.7%	52.5%
RETAIL	\$274,903,446	\$285,324,395	3.8%	20.9%
RECREATION	\$184,123,089	\$197,539,072	7.3%	33.7%
TRANSPORTATION	\$494,384,779	\$492,257,925	-0.4%	7.4%
LABOR INCOME	\$542,271,960	\$564,788,789	4.2%	33.8%
EMPLOYMENT	15,042	15,242	1.3%	2.9%
STATE TAXES	\$134,801,587	\$139,671,017		
LOCAL TAXES	\$79,142,008	\$81,648,077		
TAX SAVINGS PER HOUSEHOLD	\$1,084	\$1,100		

	2024	2025	% Change Over 2024	% Change Over 2018
LAKE				
SPENDING	\$6,853,413	\$6,634,341	-3.2%	23.4%
LODGING	\$2,241,734	\$2,033,468	-9.3%	25.5%
FOOD & BEVERAGES	\$2,089,488	\$2,083,770	-0.3%	36.3%
RETAIL	\$449,748	\$424,719	-5.6%	-35.8%
RECREATION	\$1,095,689	\$1,148,990	4.9%	50.9%
TRANSPORTATION	\$976,754	\$943,394	-3.4%	17.2%
LABOR INCOME	\$1,903,890	\$1,964,127	3.2%	25.2%
EMPLOYMENT	70	70	-0.1%	-4.5%
STATE TAXES	\$442,119	\$430,028		
LOCAL TAXES	\$333,404	\$316,937		
TAX SAVINGS PER HOUSEHOLD	\$384	\$361		
LAUDERDALE				
SPENDING	\$9,489,252	\$8,667,408	-8.7%	22.5%
LODGING	\$2,016,046	\$1,742,292	-13.6%	38.8%
FOOD & BEVERAGES	\$3,320,771	\$3,051,802	-8.1%	30.6%
RETAIL	\$1,070,841	\$1,025,755	-4.2%	2.6%
RECREATION	\$657,938	\$640,027	-2.7%	40.3%
TRANSPORTATION	\$2,423,656	\$2,207,533	-8.9%	8.9%
LABOR INCOME	\$2,400,061	\$2,403,627	0.1%	31.8%
EMPLOYMENT	99	96	-3.0%	1.5%
STATE TAXES	\$540,770	\$497,544		
LOCAL TAXES	\$480,051	\$444,086		
TAX SAVINGS PER HOUSEHOLD	\$111	\$101		
LAWRENCE				
SPENDING	\$32,356,943	\$33,576,502	3.8%	38.7%
LODGING	\$7,209,233	\$7,430,468	3.1%	111.6%
FOOD & BEVERAGES	\$10,291,066	\$10,917,038	6.1%	37.1%
RETAIL	\$4,260,858	\$4,516,090	6.0%	30.3%
RECREATION	\$2,013,788	\$2,092,027	3.9%	19.7%
TRANSPORTATION	\$8,581,998	\$8,620,879	0.5%	14.6%
LABOR INCOME	\$8,025,925	\$8,351,858	4.1%	35.1%
EMPLOYMENT	266	270	1.3%	-3.0%
STATE TAXES	\$1,953,422	\$2,022,330		
LOCAL TAXES	\$1,384,358	\$1,436,180		
TAX SAVINGS PER HOUSEHOLD	\$200	\$204		
LEWIS				
SPENDING	\$4,387,437	\$4,233,585	-3.5%	8.4%
LODGING	\$1,441,180	\$1,376,074	-4.5%	29.3%
FOOD & BEVERAGES	\$1,050,896	\$1,039,324	-1.1%	22.3%
RETAIL	\$391,937	\$386,562	-1.4%	-2.1%
RECREATION	\$358,305	\$350,529	-2.2%	-9.9%
TRANSPORTATION	\$1,145,119	\$1,081,096	-5.6%	-10.5%
LABOR INCOME	\$805,041	\$811,215	0.8%	28.4%
EMPLOYMENT	33	33		-1.6%
STATE TAXES	\$251,165	\$242,900		
LOCAL TAXES	\$242,998	\$235,269		
TAX SAVINGS PER HOUSEHOLD	\$96	\$89		

	2024	2025	% Change Over 2024	% Change Over 2018
LINCOLN				
SPENDING	\$29,915,722	\$29,645,153	-0.9%	19.3%
LODGING	\$5,124,417	\$4,736,130	-7.6%	4.0%
FOOD & BEVERAGES	\$7,958,920	\$8,184,333	2.8%	31.9%
RETAIL	\$3,904,680	\$3,662,863	-6.2%	33.6%
RECREATION	\$2,785,498	\$2,834,699	1.8%	17.8%
TRANSPORTATION	\$10,142,207	\$10,227,128	0.8%	14.3%
LABOR INCOME	\$6,628,694	\$6,804,979	2.7%	36.2%
EMPLOYMENT	254	252	-0.9%	0.4%
STATE TAXES	\$1,670,872	\$1,657,671		
LOCAL TAXES	\$1,179,782	\$1,154,974		
TAX SAVINGS PER HOUSEHOLD	\$195	\$189		
LOUDON				
SPENDING	\$104,112,845	\$110,967,498	6.6%	40.1%
LODGING	\$22,275,076	\$23,391,332	5.0%	76.1%
FOOD & BEVERAGES	\$39,763,868	\$43,841,898	10.3%	47.5%
RETAIL	\$4,185,753	\$4,391,932	4.9%	12.6%
RECREATION	\$10,525,630	\$11,484,670	9.1%	28.9%
TRANSPORTATION	\$27,362,519	\$27,857,666	1.8%	19.0%
LABOR INCOME	\$28,987,996	\$31,293,480	8.0%	47.6%
EMPLOYMENT	923	971	5.2%	8.0%
STATE TAXES	\$6,137,074	\$6,532,655		
LOCAL TAXES	\$4,193,951	\$4,401,739		
TAX SAVINGS PER HOUSEHOLD	\$441	\$455		
MACON				
SPENDING	\$12,214,323	\$11,458,195	-6.2%	-8.4%
LODGING	\$1,432,966	\$1,293,670	-9.7%	1.5%
FOOD & BEVERAGES	\$5,261,166	\$5,020,610	-4.6%	4.2%
RETAIL	\$2,025,398	\$1,875,349	-7.4%	-37.4%
RECREATION	\$387,215	\$387,390	0.0%	-4.5%
TRANSPORTATION	\$3,107,578	\$2,881,175	-7.3%	-4.7%
LABOR INCOME	\$3,485,663	\$3,496,693	0.3%	17.2%
EMPLOYMENT	141	137	-2.3%	-10.4%
STATE TAXES	\$753,761	\$710,467		
LOCAL TAXES	\$469,025	\$444,893		
TAX SAVINGS PER HOUSEHOLD	\$133	\$123		
MADISON				
SPENDING	\$348,798,681	\$336,700,649	-3.5%	17.4%
LODGING	\$65,371,429	\$59,723,002	-8.6%	32.1%
FOOD & BEVERAGES	\$135,175,768	\$133,699,973	-1.1%	26.3%
RETAIL	\$45,034,942	\$43,881,294	-2.6%	3.3%
RECREATION	\$28,947,569	\$28,733,372	-0.7%	9.3%
TRANSPORTATION	\$74,268,973	\$70,663,009	-4.9%	5.6%
LABOR INCOME	\$83,829,221	\$85,340,414	1.8%	29.5%
EMPLOYMENT	2,878	2,858	-0.7%	-6.4%
STATE TAXES	\$22,574,742	\$21,855,881		
LOCAL TAXES	\$14,112,272	\$13,634,179		
TAX SAVINGS PER HOUSEHOLD	\$928	\$884		

	2024	2025	% Change Over 2024	% Change Over 2018
MARION				
SPENDING	\$63,964,411	\$63,327,425	-1.0%	17.0%
LODGING	\$15,007,282	\$14,588,571	-2.8%	31.4%
FOOD & BEVERAGES	\$20,934,346	\$21,523,293	2.8%	26.4%
RETAIL	\$5,333,837	\$5,344,584	0.2%	-0.5%
RECREATION	\$4,618,218	\$4,542,686	-1.6%	11.7%
TRANSPORTATION	\$18,070,727	\$17,328,291	-4.1%	4.6%
LABOR INCOME	\$12,437,521	\$12,718,183	2.3%	19.5%
EMPLOYMENT	443	442	-0.3%	-8.0%
STATE TAXES	\$3,783,914	\$3,749,252		
LOCAL TAXES	\$2,407,411	\$2,395,406		
TAX SAVINGS PER HOUSEHOLD	\$537	\$518		
MARSHALL				
SPENDING	\$25,963,433	\$27,296,019	5.1%	24.9%
LODGING	\$6,270,597	\$6,538,466	4.3%	54.3%
FOOD & BEVERAGES	\$7,492,712	\$8,216,031	9.7%	39.3%
RETAIL	\$2,440,753	\$2,526,449	3.5%	1.9%
RECREATION	\$3,068,635	\$3,269,237	6.5%	11.7%
TRANSPORTATION	\$6,690,736	\$6,745,835	0.8%	6.8%
LABOR INCOME	\$7,910,380	\$8,285,487	4.7%	36.8%
EMPLOYMENT	261	267	2.3%	-0.9%
STATE TAXES	\$1,552,812	\$1,627,509		
LOCAL TAXES	\$1,195,254	\$1,248,771		
TAX SAVINGS PER HOUSEHOLD	\$207	\$211		
MAURY				
SPENDING	\$137,395,158	\$136,256,606	-0.8%	36.2%
LODGING	\$31,228,724	\$29,653,258	-5.0%	51.1%
FOOD & BEVERAGES	\$34,363,844	\$34,781,254	1.2%	37.9%
RETAIL	\$12,529,451	\$12,661,954	1.1%	19.7%
RECREATION	\$16,373,595	\$16,787,092	2.5%	54.3%
TRANSPORTATION	\$42,899,545	\$42,373,048	-1.2%	25.6%
LABOR INCOME	\$33,818,593	\$34,879,456	3.1%	56.9%
EMPLOYMENT	956	959	0.4%	5.5%
STATE TAXES	\$7,793,095	\$7,739,728		
LOCAL TAXES	\$6,182,500	\$6,118,369		
TAX SAVINGS PER HOUSEHOLD	\$339	\$328		
MCMINN				
SPENDING	\$76,758,336	\$77,272,943	0.7%	16.2%
LODGING	\$17,742,161	\$17,452,101	-1.6%	29.5%
FOOD & BEVERAGES	\$20,215,704	\$21,069,583	4.2%	29.0%
RETAIL	\$8,394,147	\$8,449,331	0.7%	11.9%
RECREATION	\$7,067,488	\$7,403,094	4.7%	9.3%
TRANSPORTATION	\$23,338,837	\$22,898,833	-1.9%	2.3%
LABOR INCOME	\$17,122,777	\$17,471,786	2.0%	30.1%
EMPLOYMENT	612	612	0.0%	-5.0%
STATE TAXES	\$4,414,203	\$4,438,395		
LOCAL TAXES	\$3,322,321	\$3,342,067		
TAX SAVINGS PER HOUSEHOLD	\$360	\$367		

	2024	2025	% Change Over 2024	% Change Over 2018
MCNAIRY				
SPENDING	\$8,380,066	\$9,765,399	16.5%	21.5%
LODGING	\$2,491,900	\$3,012,521	20.9%	39.3%
FOOD & BEVERAGES	\$2,472,726	\$2,886,804	16.7%	30.3%
RETAIL	\$539,091	\$629,846	16.8%	11.4%
RECREATION	\$762,284	\$904,767	18.7%	31.6%
TRANSPORTATION	\$2,114,065	\$2,331,461	10.3%	-3.0%
LABOR INCOME	\$1,845,880	\$1,979,534	7.2%	32.9%
EMPLOYMENT	81	84	4.1%	-1.8%
STATE TAXES	\$433,961	\$499,922		
LOCAL TAXES	\$440,150	\$509,312		
TAX SAVINGS PER HOUSEHOLD	\$89	\$102		
MEIGS				
SPENDING	\$11,750,727	\$12,090,431	2.9%	81.6%
LODGING	\$3,333,419	\$3,414,082	2.4%	91.1%
FOOD & BEVERAGES	\$3,110,819	\$3,250,259	4.5%	103.9%
RETAIL	\$825,417	\$854,915	3.6%	39.7%
RECREATION	\$760,560	\$774,029	1.8%	124.5%
TRANSPORTATION	\$3,720,512	\$3,797,146	2.1%	63.8%
LABOR INCOME	\$1,723,718	\$1,784,518	3.5%	48.3%
EMPLOYMENT	71	71	-0.3%	21.4%
STATE TAXES	\$582,024	\$597,674		
LOCAL TAXES	\$505,102	\$514,211		
TAX SAVINGS PER HOUSEHOLD	\$206	\$212		
MONROE				
SPENDING	\$64,789,964	\$64,332,640	-0.7%	50.9%
LODGING	\$12,273,859	\$11,570,226	-5.7%	32.4%
FOOD & BEVERAGES	\$19,908,238	\$20,328,496	2.1%	67.5%
RETAIL	\$5,586,837	\$5,594,647	0.1%	21.3%
RECREATION	\$8,015,282	\$8,151,991	1.7%	92.7%
TRANSPORTATION	\$19,005,747	\$18,687,279	-1.7%	44.7%
LABOR INCOME	\$12,941,038	\$13,290,607	2.7%	45.6%
EMPLOYMENT	526	525	-0.3%	17.3%
STATE TAXES	\$3,604,096	\$3,581,975		
LOCAL TAXES	\$2,505,501	\$2,465,632		
TAX SAVINGS PER HOUSEHOLD	\$317	\$307		
MONTGOMERY				
SPENDING	\$419,550,868	\$441,608,393	5.3%	30.3%
LODGING	\$86,159,941	\$89,191,355	3.5%	34.6%
FOOD & BEVERAGES	\$145,840,205	\$157,657,407	8.1%	38.6%
RETAIL	\$55,558,595	\$58,581,767	5.4%	18.7%
RECREATION	\$37,724,278	\$39,609,489	5.0%	27.2%
TRANSPORTATION	\$94,267,848	\$96,568,375	2.4%	23.2%
LABOR INCOME	\$108,715,409	\$113,851,112	4.7%	29.0%
EMPLOYMENT	3,823	3,890	1.8%	-0.4%
STATE TAXES	\$26,700,618	\$28,016,907		
LOCAL TAXES	\$16,077,782	\$16,741,763		
TAX SAVINGS PER HOUSEHOLD	\$507	\$510		

	2024	2025	% Change Over 2024	% Change Over 2018
MOORE				
SPENDING	\$15,588,807	\$14,885,754	-4.5%	31.6%
LODGING	\$510,753	\$503,653	-1.4%	16.7%
FOOD & BEVERAGES	\$5,200,262	\$5,125,092	-1.4%	39.6%
RETAIL	\$5,980,357	\$5,593,733	-6.5%	32.4%
RECREATION	\$3,799,668	\$3,569,839	-6.0%	22.9%
TRANSPORTATION	\$97,768	\$93,437	-4.4%	21.9%
LABOR INCOME	\$1,972,042	\$1,971,254	0.0%	21.5%
EMPLOYMENT	100	99	-1.4%	-0.6%
STATE TAXES	\$1,118,923	\$1,070,700		
LOCAL TAXES	\$244,456	\$241,813		
TAX SAVINGS PER HOUSEHOLD	\$517	\$479		
MORGAN				
SPENDING	\$7,005,228	\$7,457,933	6.5%	107.8%
LODGING	\$2,024,141	\$2,170,854	7.2%	86.6%
FOOD & BEVERAGES	\$918,969	\$1,035,087	12.6%	211.9%
RETAIL	\$315,618	\$346,916	9.9%	53.9%
RECREATION	\$1,835,947	\$1,903,433	3.7%	148.9%
TRANSPORTATION	\$1,910,553	\$2,001,643	4.8%	81.4%
LABOR INCOME	\$982,062	\$1,009,291	2.8%	55.9%
EMPLOYMENT	39	38	-2.1%	23.1%
STATE TAXES	\$294,475	\$311,627		
LOCAL TAXES	\$221,664	\$236,076		
TAX SAVINGS PER HOUSEHOLD	\$72	\$76		
OBION				
SPENDING	\$80,089,072	\$82,763,803	3.3%	40.7%
LODGING	\$15,397,161	\$15,831,290	2.8%	69.7%
FOOD & BEVERAGES	\$24,414,698	\$25,644,913	5.0%	53.1%
RETAIL	\$8,464,566	\$9,044,161	6.8%	16.5%
RECREATION	\$8,212,693	\$8,693,785	5.9%	40.4%
TRANSPORTATION	\$23,599,955	\$23,549,653	-0.2%	25.4%
LABOR INCOME	\$17,543,231	\$18,072,400	3.0%	35.2%
EMPLOYMENT	635	639	0.6%	6.3%
STATE TAXES	\$4,684,029	\$4,826,001		
LOCAL TAXES	\$2,899,517	\$2,985,822		
TAX SAVINGS PER HOUSEHOLD	\$606	\$624		
OVERTON				
SPENDING	\$8,345,787	\$9,044,353	8.4%	59.2%
LODGING	\$3,095,127	\$3,392,683	9.6%	100.9%
FOOD & BEVERAGES	\$1,832,129	\$2,006,789	9.5%	67.7%
RETAIL	\$590,228	\$621,635	5.3%	29.6%
RECREATION	\$557,677	\$604,724	8.4%	22.4%
TRANSPORTATION	\$2,270,626	\$2,418,522	6.5%	32.7%
LABOR INCOME	\$1,596,736	\$1,698,617	6.4%	37.9%
EMPLOYMENT	67	69	1.8%	10.1%
STATE TAXES	\$439,753	\$474,448		
LOCAL TAXES	\$479,178	\$506,346		
TAX SAVINGS PER HOUSEHOLD	\$102	\$108		

	2024	2025	% Change Over 2024	% Change Over 2018
PERRY				
SPENDING	\$8,474,804	\$7,951,043	-6.2%	51.1%
LODGING	\$3,413,667	\$3,248,555	-4.8%	97.6%
FOOD & BEVERAGES	\$1,883,936	\$1,745,694	-7.3%	45.6%
RETAIL	\$465,186	\$442,559	-4.9%	-20.2%
RECREATION	\$486,435	\$459,736	-5.5%	42.2%
TRANSPORTATION	\$2,225,580	\$2,054,499	-7.7%	33.2%
LABOR INCOME	\$1,225,241	\$1,233,187	0.6%	48.0%
EMPLOYMENT	62	61	-1.3%	8.9%
STATE TAXES	\$319,923	\$301,448		
LOCAL TAXES	\$365,415	\$345,115		
TAX SAVINGS PER HOUSEHOLD	\$225	\$179		
PICKETT				
SPENDING	\$12,468,161	\$12,641,852	1.4%	1.2%
LODGING	\$4,012,240	\$4,148,908	3.4%	14.9%
FOOD & BEVERAGES	\$3,564,304	\$3,609,476	1.3%	0.5%
RETAIL	\$869,205	\$860,729	-1.0%	0.3%
RECREATION	\$1,114,812	\$1,204,441	8.0%	5.6%
TRANSPORTATION	\$2,907,599	\$2,818,298	-3.1%	-14.6%
LABOR INCOME	\$2,927,043	\$3,074,365	5.0%	17.0%
EMPLOYMENT	117	119	1.6%	-10.3%
STATE TAXES	\$663,900	\$673,993		
LOCAL TAXES	\$512,766	\$526,074		
TAX SAVINGS PER HOUSEHOLD	\$559	\$554		
POLK				
SPENDING	\$33,111,462	\$34,260,942	3.5%	29.7%
LODGING	\$8,679,296	\$8,799,794	1.4%	42.0%
FOOD & BEVERAGES	\$8,527,355	\$8,981,657	5.3%	51.1%
RETAIL	\$2,548,602	\$2,702,220	6.0%	12.2%
RECREATION	\$5,163,042	\$5,387,330	4.3%	7.0%
TRANSPORTATION	\$8,193,167	\$8,389,940	2.4%	22.7%
LABOR INCOME	\$7,432,154	\$7,798,211	4.9%	31.7%
EMPLOYMENT	294	297	1.1%	-3.9%
STATE TAXES	\$1,871,697	\$1,934,371		
LOCAL TAXES	\$1,234,609	\$1,269,705		
TAX SAVINGS PER HOUSEHOLD	\$435	\$432		
PUTNAM				
SPENDING	\$181,101,199	\$188,392,227	4.0%	28.5%
LODGING	\$39,452,494	\$40,008,761	1.4%	38.2%
FOOD & BEVERAGES	\$58,250,895	\$61,976,379	6.4%	31.5%
RETAIL	\$21,907,027	\$22,783,470	4.0%	11.2%
RECREATION	\$18,884,221	\$20,131,738	6.6%	50.7%
TRANSPORTATION	\$42,606,562	\$43,491,878	2.1%	18.6%
LABOR INCOME	\$45,992,569	\$47,962,913	4.3%	42.0%
EMPLOYMENT	1,611	1,638	1.7%	3.7%
STATE TAXES	\$11,269,375	\$11,695,138		
LOCAL TAXES	\$7,520,484	\$7,743,599		
TAX SAVINGS PER HOUSEHOLD	\$568	\$579		

	2024	2025	% Change Over 2024	% Change Over 2018
RHEA				
SPENDING	\$43,852,179	\$40,556,953	-7.5%	7.2%
LODGING	\$10,322,585	\$8,760,820	-15.1%	3.7%
FOOD & BEVERAGES	\$13,523,615	\$12,959,135	-4.2%	23.0%
RETAIL	\$3,356,997	\$3,167,401	-5.6%	1.4%
RECREATION	\$4,368,973	\$4,260,370	-2.5%	8.2%
TRANSPORTATION	\$12,280,008	\$11,409,228	-7.1%	-3.1%
LABOR INCOME	\$10,571,673	\$10,850,468	2.6%	38.9%
EMPLOYMENT	378	376	-0.6%	-3.3%
STATE TAXES	\$2,464,004	\$2,298,623		
LOCAL TAXES	\$1,894,551	\$1,754,936		
TAX SAVINGS PER HOUSEHOLD	\$329	\$301		
ROANE				
SPENDING	\$76,086,706	\$82,459,488	8.4%	50.7%
LODGING	\$19,718,092	\$21,532,295	9.2%	75.8%
FOOD & BEVERAGES	\$22,282,458	\$24,779,818	11.2%	54.7%
RETAIL	\$6,224,944	\$6,404,719	2.9%	25.3%
RECREATION	\$7,772,245	\$8,792,664	13.1%	48.3%
TRANSPORTATION	\$20,088,966	\$20,949,992	4.3%	35.8%
LABOR INCOME	\$16,990,026	\$17,972,717	5.8%	44.9%
EMPLOYMENT	646	661	2.4%	19.7%
STATE TAXES	\$4,402,647	\$4,746,612		
LOCAL TAXES	\$3,445,243	\$3,707,444		
TAX SAVINGS PER HOUSEHOLD	\$348	\$371		
ROBERTSON				
SPENDING	\$71,370,830	\$68,072,561	-4.6%	3.6%
LODGING	\$15,314,933	\$13,611,016	-11.1%	-1.4%
FOOD & BEVERAGES	\$20,187,473	\$19,796,081	-1.9%	15.7%
RETAIL	\$7,189,820	\$6,975,839	-3.0%	-2.6%
RECREATION	\$6,919,260	\$7,044,964	1.8%	8.1%
TRANSPORTATION	\$21,759,344	\$20,644,661	-5.1%	-2.3%
LABOR INCOME	\$18,301,215	\$18,696,184	2.2%	25.3%
EMPLOYMENT	555	550	-0.9%	-6.2%
STATE TAXES	\$4,196,129	\$4,022,989		
LOCAL TAXES	\$2,858,852	\$2,717,678		
TAX SAVINGS PER HOUSEHOLD	\$254	\$239		
RUTHERFORD				
SPENDING	\$787,645,118	\$804,462,487	2.1%	45.1%
LODGING	\$171,479,008	\$172,715,596	0.7%	61.9%
FOOD & BEVERAGES	\$239,760,133	\$255,092,438	6.4%	42.4%
RETAIL	\$79,782,578	\$82,281,680	3.1%	8.6%
RECREATION	\$62,820,773	\$67,163,743	6.9%	25.3%
TRANSPORTATION	\$233,802,626	\$227,209,030	-2.8%	63.0%
LABOR INCOME	\$215,052,935	\$222,602,843	3.5%	39.3%
EMPLOYMENT	5,277	5,359	1.6%	1.5%
STATE TAXES	\$46,765,300	\$47,705,375		
LOCAL TAXES	\$30,526,133	\$31,151,363		
TAX SAVINGS PER HOUSEHOLD	\$614	\$609		

	2024	2025	% Change Over 2024	% Change Over 2018
SCOTT				
SPENDING	\$14,745,404	\$14,668,330	-0.5%	16.0%
LODGING	\$3,862,070	\$3,721,809	-3.6%	4.1%
FOOD & BEVERAGES	\$3,384,307	\$3,456,002	2.1%	26.1%
RETAIL	\$794,773	\$802,729	1.0%	15.5%
RECREATION	\$1,353,874	\$1,408,400	4.0%	15.3%
TRANSPORTATION	\$5,350,381	\$5,279,390	-1.3%	19.7%
LABOR INCOME	\$3,202,140	\$3,293,165	2.8%	26.6%
EMPLOYMENT	147	146	-0.5%	7.0%
STATE TAXES	\$764,687	\$761,478		
LOCAL TAXES	\$645,611	\$640,358		
TAX SAVINGS PER HOUSEHOLD	\$163	\$160		
SEQUATCHIE				
SPENDING	\$7,125,027	\$6,917,196	-2.9%	33.0%
LODGING	\$1,692,172	\$1,534,246	-9.3%	28.2%
FOOD & BEVERAGES	\$957,430	\$950,281	-0.7%	55.1%
RETAIL	\$359,192	\$356,517	-0.7%	35.8%
RECREATION	\$330,213	\$341,783	3.5%	25.7%
TRANSPORTATION	\$3,786,021	\$3,734,368	-1.4%	30.8%
LABOR INCOME	\$1,069,702	\$1,064,861	-0.5%	37.9%
EMPLOYMENT	34	33	-0.6%	14.4%
STATE TAXES	\$283,719	\$275,439		
LOCAL TAXES	\$290,602	\$280,771		
TAX SAVINGS PER HOUSEHOLD	\$94	\$90		
SEVIER				
SPENDING	\$3,964,231,200	\$4,090,908,818	3.2%	57.8%
LODGING	\$1,506,744,479	\$1,530,651,042	1.6%	81.1%
FOOD & BEVERAGES	\$741,041,634	\$784,217,977	5.8%	44.6%
RETAIL	\$465,480,466	\$482,110,336	3.6%	34.5%
RECREATION	\$665,670,993	\$706,406,028	6.1%	59.5%
TRANSPORTATION	\$585,293,628	\$587,523,435	0.4%	45.8%
LABOR INCOME	\$1,103,915,914	\$1,137,151,219	3.0%	56.2%
EMPLOYMENT	26,927	27,052	0.5%	19.0%
STATE TAXES	\$251,693,926	\$259,050,167		
LOCAL TAXES	\$187,210,059	\$191,787,055		
TAX SAVINGS PER HOUSEHOLD	\$11,191	\$11,175		
SHELBY				
SPENDING	\$4,234,677,548	\$4,176,792,505	-1.4%	16.4%
LODGING	\$698,474,012	\$653,689,560	-6.4%	7.9%
FOOD & BEVERAGES	\$1,429,580,751	\$1,431,716,844	0.1%	28.8%
RETAIL	\$514,218,189	\$504,774,113	-1.8%	0.2%
RECREATION	\$629,888,103	\$645,129,753	2.4%	28.5%
TRANSPORTATION	\$962,516,492	\$941,482,235	-2.2%	8.7%
LABOR INCOME	\$1,268,625,588	\$1,294,975,704	2.1%	15.9%
EMPLOYMENT	28,412	28,229	-0.6%	-8.4%
STATE TAXES	\$263,023,481	\$259,688,139		
LOCAL TAXES	\$154,613,176	\$151,763,914		
TAX SAVINGS PER HOUSEHOLD	\$1,158	\$1,134		

	2024	2025	% Change Over 2024	% Change Over 2018
SMITH				
SPENDING	\$10,557,652	\$10,579,840	0.2%	3.9%
LODGING	\$2,942,895	\$2,944,598	0.1%	1.4%
FOOD & BEVERAGES	\$2,142,462	\$2,242,893	4.7%	22.9%
RETAIL	\$821,583	\$828,109	0.8%	16.9%
RECREATION	\$873,694	\$865,166	-1.0%	4.5%
TRANSPORTATION	\$3,777,018	\$3,699,075	-2.1%	-5.4%
LABOR INCOME	\$2,077,949	\$2,127,927	2.4%	29.1%
EMPLOYMENT	82	81	-0.8%	-4.5%
STATE TAXES	\$502,324	\$503,229		
LOCAL TAXES	\$521,988	\$533,501		
TAX SAVINGS PER HOUSEHOLD	\$134	\$131		
STEWART				
SPENDING	\$6,801,049	\$7,622,607	12.1%	52.1%
LODGING	\$2,868,243	\$3,222,891	12.4%	80.7%
FOOD & BEVERAGES	\$966,617	\$1,086,520	12.4%	52.1%
RETAIL	\$330,499	\$391,003	18.3%	24.3%
RECREATION	\$427,556	\$445,568	4.2%	36.8%
TRANSPORTATION	\$2,208,134	\$2,476,625	12.2%	32.1%
LABOR INCOME	\$1,287,973	\$1,307,541	1.5%	39.3%
EMPLOYMENT	46	47	2.3%	11.3%
STATE TAXES	\$237,267	\$262,702		
LOCAL TAXES	\$311,320	\$345,571		
TAX SAVINGS PER HOUSEHOLD	\$106	\$114		
SULLIVAN				
SPENDING	\$364,512,426	\$393,304,036	7.9%	33.9%
LODGING	\$75,261,240	\$81,347,127	8.1%	54.5%
FOOD & BEVERAGES	\$116,439,135	\$129,516,167	11.2%	39.2%
RETAIL	\$47,676,886	\$51,147,633	7.3%	24.8%
RECREATION	\$42,056,949	\$44,666,173	6.2%	23.3%
TRANSPORTATION	\$83,078,216	\$86,626,938	4.3%	22.3%
LABOR INCOME	\$88,112,030	\$92,769,646	5.3%	27.4%
EMPLOYMENT	2,704	2,771	2.5%	-3.0%
STATE TAXES	\$22,578,755	\$24,238,252		
LOCAL TAXES	\$14,906,251	\$15,928,123		
TAX SAVINGS PER HOUSEHOLD	\$548	\$583		
SUMNER				
SPENDING	\$221,007,312	\$243,327,081	10.1%	41.2%
LODGING	\$33,249,491	\$36,470,191	9.7%	61.9%
FOOD & BEVERAGES	\$76,350,069	\$86,695,018	13.5%	61.6%
RETAIL	\$25,723,864	\$28,444,672	10.6%	20.4%
RECREATION	\$31,146,810	\$34,097,630	9.5%	23.7%
TRANSPORTATION	\$54,537,079	\$57,619,569	5.7%	28.3%
LABOR INCOME	\$56,188,168	\$59,828,874	6.5%	43.2%
EMPLOYMENT	1,589	1,653	4.1%	7.8%
STATE TAXES	\$13,621,116	\$14,905,274		
LOCAL TAXES	\$8,843,394	\$9,516,993		
TAX SAVINGS PER HOUSEHOLD	\$293	\$311		

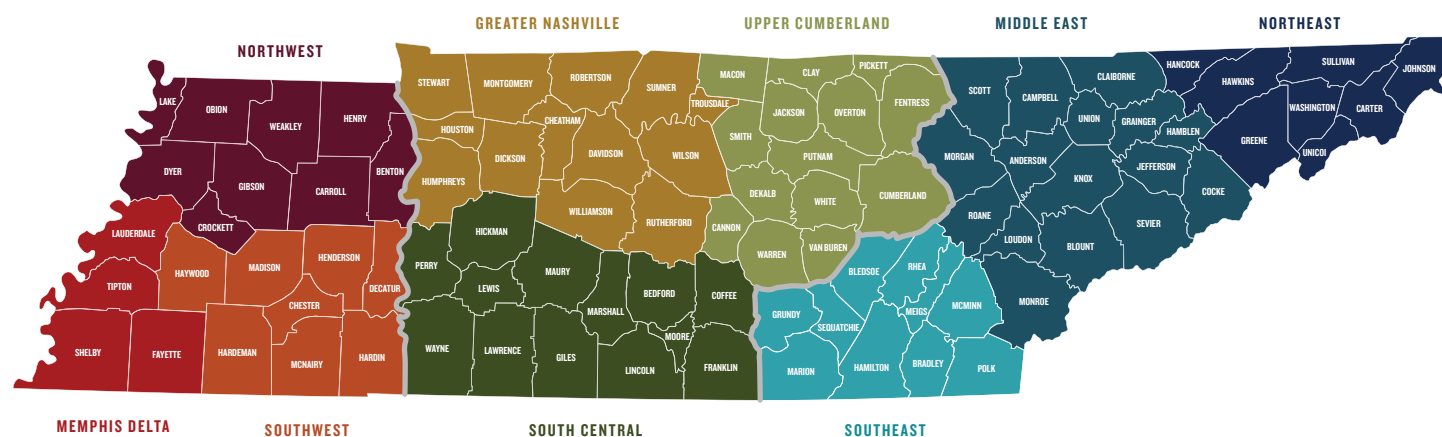
	2024	2025	% Change Over 2024	% Change Over 2018
TIPTON				
SPENDING	\$20,089,207	\$18,397,851	-8.4%	12.2%
LODGING	\$4,629,907	\$3,745,014	-19.1%	24.6%
FOOD & BEVERAGES	\$5,733,645	\$5,309,819	-7.4%	20.0%
RETAIL	\$2,254,053	\$2,060,445	-8.6%	-3.2%
RECREATION	\$2,008,427	\$2,038,773	1.5%	14.6%
TRANSPORTATION	\$5,463,174	\$5,243,799	-4.0%	3.7%
LABOR INCOME	\$4,009,677	\$4,126,388	2.9%	26.2%
EMPLOYMENT	166	165	-0.5%	1.6%
STATE TAXES	\$1,201,567	\$1,111,985		
LOCAL TAXES	\$975,846	\$887,953		
TAX SAVINGS PER HOUSEHOLD	\$97	\$88		
TROUSDALE				
SPENDING	\$9,137,927	\$10,470,559	14.6%	40.0%
LODGING	\$213,681	\$234,107	9.6%	-25.4%
FOOD & BEVERAGES	\$3,515,953	\$4,007,979	14.0%	62.1%
RETAIL	\$1,576,534	\$1,919,830	21.8%	68.0%
RECREATION	\$905,713	\$971,275	7.2%	23.7%
TRANSPORTATION	\$2,926,046	\$3,337,367	14.1%	20.6%
LABOR INCOME	\$1,871,902	\$2,055,244	9.8%	38.6%
EMPLOYMENT	65	68	5.7%	9.7%
STATE TAXES	\$531,818	\$604,979		
LOCAL TAXES	\$245,967	\$279,428		
TAX SAVINGS PER HOUSEHOLD	\$213	\$239		
UNICOI				
SPENDING	\$18,105,959	\$18,144,632	0.2%	12.3%
LODGING	\$3,798,821	\$3,805,519	0.2%	15.1%
FOOD & BEVERAGES	\$6,400,740	\$6,359,114	-0.7%	17.4%
RETAIL	\$2,143,716	\$2,202,884	2.8%	5.1%
RECREATION	\$1,315,100	\$1,286,328	-2.2%	13.2%
TRANSPORTATION	\$4,447,581	\$4,490,787	1.0%	6.8%
LABOR INCOME	\$3,708,377	\$3,798,158	2.4%	23.7%
EMPLOYMENT	155	154	-1.0%	-9.0%
STATE TAXES	\$1,100,047	\$1,101,991		
LOCAL TAXES	\$752,690	\$764,277		
TAX SAVINGS PER HOUSEHOLD	\$237	\$239		
UNION				
SPENDING	\$32,839,286	\$34,112,236	3.9%	68.9%
LODGING	\$10,482,481	\$10,727,489	2.3%	107.8%
FOOD & BEVERAGES	\$7,382,845	\$7,826,521	6.0%	89.4%
RETAIL	\$1,246,651	\$1,347,421	8.1%	-17.8%
RECREATION	\$4,040,953	\$4,359,463	7.9%	110.5%
TRANSPORTATION	\$9,686,357	\$9,851,342	1.7%	37.1%
LABOR INCOME	\$6,613,963	\$6,900,300	4.3%	58.0%
EMPLOYMENT	254	257	1.0%	31.4%
STATE TAXES	\$1,722,803	\$1,785,715		
LOCAL TAXES	\$1,362,522	\$1,398,586		
TAX SAVINGS PER HOUSEHOLD	\$397	\$402		

	2024	2025	% Change Over 2024	% Change Over 2018
VAN BUREN				
SPENDING	\$37,580,650	\$39,203,427	4.3%	86.6%
LODGING	\$12,045,672	\$12,593,502	4.5%	119.7%
FOOD & BEVERAGES	\$7,349,865	\$7,560,167	2.9%	48.2%
RETAIL	\$5,873,599	\$6,412,522	9.2%	64.0%
RECREATION	\$6,441,166	\$6,615,330	2.7%	139.3%
TRANSPORTATION	\$5,870,348	\$6,021,906	2.6%	71.8%
LABOR INCOME	\$3,875,558	\$4,033,377	4.1%	55.6%
EMPLOYMENT	136	138	1.0%	14.7%
STATE TAXES	\$2,409,234	\$2,506,181		
LOCAL TAXES	\$1,399,475	\$1,462,762		
TAX SAVINGS PER HOUSEHOLD	\$1,547	\$1,545		
WARREN				
SPENDING	\$21,734,847	\$23,013,621	5.9%	35.7%
LODGING	\$4,874,066	\$5,104,652	4.7%	104.7%
FOOD & BEVERAGES	\$5,404,992	\$5,945,315	10.0%	45.8%
RETAIL	\$1,725,129	\$1,837,271	6.5%	12.5%
RECREATION	\$2,153,866	\$2,317,991	7.6%	29.3%
TRANSPORTATION	\$7,576,795	\$7,808,392	3.1%	12.1%
LABOR INCOME	\$3,613,224	\$3,846,451	6.5%	31.2%
EMPLOYMENT	134	139	3.3%	7.1%
STATE TAXES	\$1,165,385	\$1,231,424		
LOCAL TAXES	\$981,617	\$1,027,448		
TAX SAVINGS PER HOUSEHOLD	\$133	\$139		
WASHINGTON				
SPENDING	\$348,320,425	\$388,910,558	11.7%	38.5%
LODGING	\$60,909,442	\$69,454,180	14.0%	43.7%
FOOD & BEVERAGES	\$135,027,017	\$154,526,257	14.4%	51.3%
RETAIL	\$50,007,875	\$55,953,987	11.9%	29.0%
RECREATION	\$36,566,983	\$39,328,331	7.6%	17.5%
TRANSPORTATION	\$65,809,108	\$69,647,802	5.8%	29.9%
LABOR INCOME	\$88,820,741	\$94,454,707	6.3%	25.7%
EMPLOYMENT	2,950	3,052	3.5%	-1.3%
STATE TAXES	\$22,682,364	\$25,142,067		
LOCAL TAXES	\$12,927,793	\$14,291,053		
TAX SAVINGS PER HOUSEHOLD	\$633	\$695		
WAYNE				
SPENDING	\$10,764,502	\$10,399,496	-3.4%	18.2%
LODGING	\$2,982,007	\$2,780,228	-6.8%	5.3%
FOOD & BEVERAGES	\$2,777,288	\$2,745,712	-1.1%	46.3%
RETAIL	\$891,327	\$843,963	-5.3%	4.3%
RECREATION	\$1,078,077	\$1,082,291	0.4%	27.2%
TRANSPORTATION	\$3,035,803	\$2,947,301	-2.9%	12.5%
LABOR INCOME	\$2,875,341	\$2,951,482	2.6%	21.9%
EMPLOYMENT	107	106	-0.7%	-0.5%
STATE TAXES	\$591,177	\$573,163		
LOCAL TAXES	\$548,490	\$524,761		
TAX SAVINGS PER HOUSEHOLD	\$199	\$184		

	2024	2025	% Change Over 2024	% Change Over 2018
WEAKLEY				
SPENDING	\$27,886,592	\$29,023,548	4.1%	18.9%
LODGING	\$5,258,868	\$5,326,028	1.3%	19.6%
FOOD & BEVERAGES	\$8,396,166	\$9,047,089	7.8%	34.9%
RETAIL	\$3,254,771	\$3,361,334	3.3%	30.5%
RECREATION	\$2,959,109	\$3,137,663	6.0%	16.3%
TRANSPORTATION	\$8,017,678	\$8,151,435	1.7%	2.2%
LABOR INCOME	\$6,581,167	\$6,987,595	6.2%	34.6%
EMPLOYMENT	241	249	2.9%	-0.1%
STATE TAXES	\$1,649,468	\$1,715,774		
LOCAL TAXES	\$1,132,718	\$1,162,166		
TAX SAVINGS PER HOUSEHOLD	\$210	\$215		
WHITE				
SPENDING	\$14,531,340	\$15,301,174	5.3%	50.7%
LODGING	\$2,095,651	\$2,173,141	3.7%	65.0%
FOOD & BEVERAGES	\$5,529,625	\$6,014,529	8.8%	48.2%
RETAIL	\$291,110	\$312,473	7.3%	42.3%
RECREATION	\$766,815	\$839,703	9.5%	54.2%
TRANSPORTATION	\$5,848,139	\$5,961,328	1.9%	48.4%
LABOR INCOME	\$3,403,807	\$3,618,919	6.3%	45.6%
EMPLOYMENT	154	159	3.0%	14.1%
STATE TAXES	\$726,500	\$763,755		
LOCAL TAXES	\$574,173	\$592,324		
TAX SAVINGS PER HOUSEHOLD	\$118	\$121		
WILLIAMSON				
SPENDING	\$1,366,224,373	\$1,384,371,691	1.3%	27.6%
LODGING	\$310,009,517	\$301,361,569	-2.8%	33.7%
FOOD & BEVERAGES	\$482,505,704	\$498,819,295	3.4%	33.5%
RETAIL	\$175,652,263	\$177,923,167	1.3%	17.7%
RECREATION	\$205,510,291	\$216,511,065	5.4%	29.0%
TRANSPORTATION	\$192,546,598	\$189,756,594	-1.4%	13.4%
LABOR INCOME	\$383,438,528	\$403,761,372	5.3%	36.2%
EMPLOYMENT	9,001	9,180	2.0%	1.8%
STATE TAXES	\$92,007,760	\$93,362,003		
LOCAL TAXES	\$55,989,346	\$56,150,465		
TAX SAVINGS PER HOUSEHOLD	\$1,631	\$1,621		
WILSON				
SPENDING	\$370,760,997	\$380,634,452	2.7%	39.3%
LODGING	\$92,402,236	\$92,112,286	-0.3%	78.4%
FOOD & BEVERAGES	\$121,194,856	\$126,468,597	4.4%	41.7%
RETAIL	\$42,610,726	\$44,222,918	3.8%	17.8%
RECREATION	\$39,291,400	\$41,794,827	6.4%	39.2%
TRANSPORTATION	\$75,261,779	\$76,035,824	1.0%	17.3%
LABOR INCOME	\$85,529,122	\$86,378,497	1.0%	46.5%
EMPLOYMENT	2,554	2,504	-2.0%	7.0%
STATE TAXES	\$23,639,184	\$24,161,764		
LOCAL TAXES	\$14,641,879	\$14,862,472		
TAX SAVINGS PER HOUSEHOLD	\$676	\$660		

NINE TOURISM REGIONS

Nine regional tourism organizations operate across Tennessee pursuant to Tennessee Code Annotated § 4-3-2207. These tourism regional destination marketing organizations align along same boundaries as Development Districts. They strengthen regional connectivity and support their communities through development, education, support and tourism promotion.

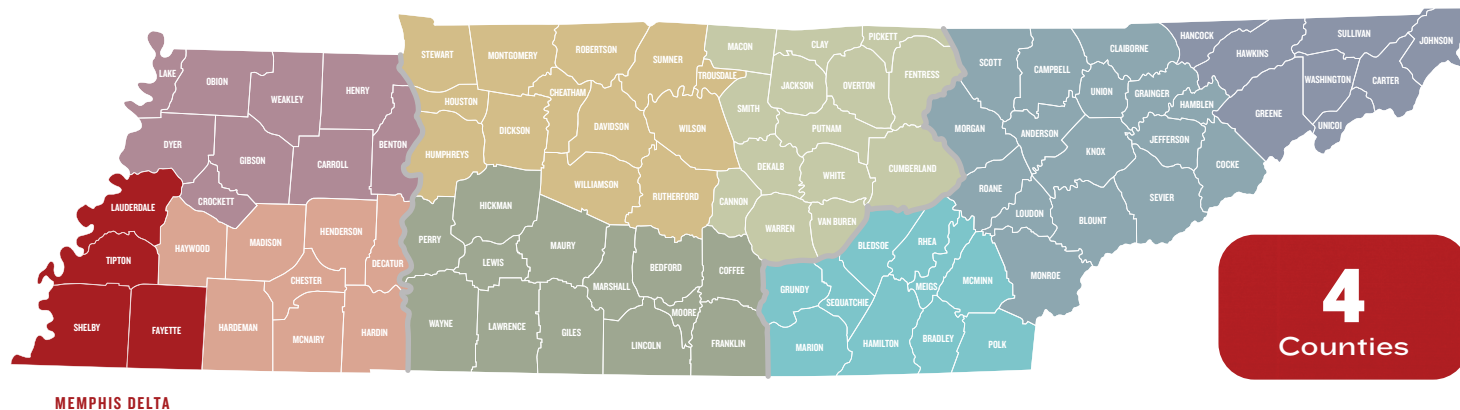


Region	2018 Visitor Spend	2024 Visitor Spend	2025 Visitor Spend	% Change over 2018	% Change over YOY
GREATER NASHVILLE	\$10,110,996,089	\$14,683,416,211	\$15,165,897,564	50.0%	3.3%
MEMPHIS DELTA	\$3,620,117,856	\$4,274,744,273	\$4,213,793,002	16.4%	-1.4%
MIDDLE EAST	\$5,371,993,973	\$7,618,347,757	\$7,889,464,359	46.9%	3.6%
NORTHEAST	\$743,684,983	\$927,182,515	\$1,009,706,301	35.8%	8.9%
NORTHWEST	\$254,043,526	\$317,242,369	\$328,595,759	29.3%	3.6%
SOUTH CENTRAL	\$423,626,215	\$545,964,997	\$548,267,941	29.4%	0.4%
SOUTHEAST	\$1,853,837,008	\$2,261,366,386	\$2,339,961,557	26.2%	3.5%
SOUTHWEST	\$400,074,156	\$497,563,925	\$482,714,754	20.7%	-3.0%
UPPER CUMBERLAND	\$416,254,637	\$536,309,238	\$549,357,113	32.0%	2.4%

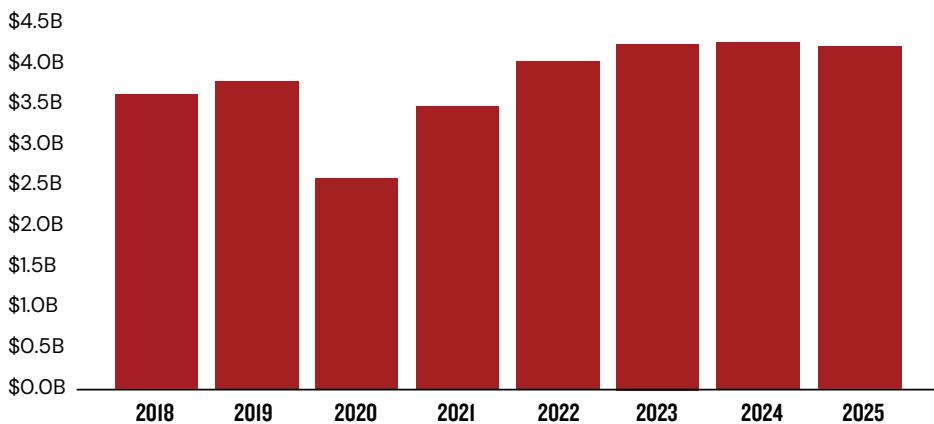
LEARN MORE IN THE REGIONAL SNAPSHOT REPORTS.



MEMPHIS DELTA



REGION DIRECT VISITOR SPENDING



\$1,008
Average Region
Household Savings

\$4.2B
Direct Visitor Spending
↓ -1.4% YOY

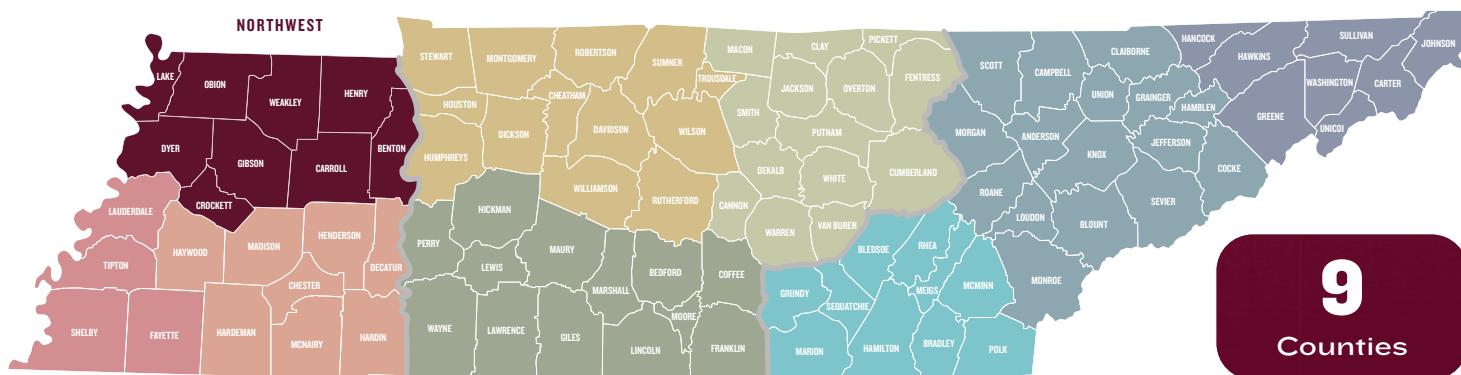
Portion of Statewide Direct
Visitor Spending **13.0%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
77	FAYETTE	\$9,935,239	\$57
82	LAUDERDALE	\$8,667,408	\$101
2	SHELBY	\$4,176,792,505	\$1,134
60	TIPTON	\$18,397,851	\$88

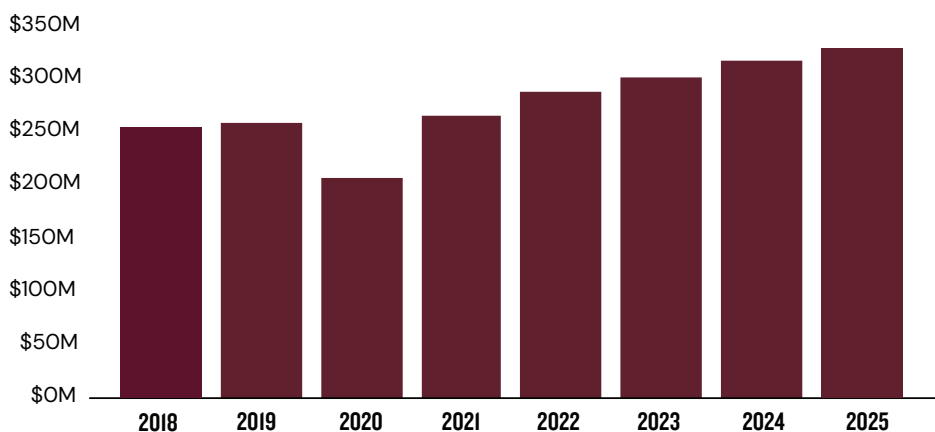
MIDSOUTH DEVELOPMENT DISTRICT
SARAH FARRELL
Region@midsouthdd.org
901-729-2871

TDTD DIVISION MANAGER
SHERRI MCCARTER
Sherri.McCarter@tn.gov
731-225-0053

NORTHWEST



REGION DIRECT VISITOR SPENDING



\$305
Average Region
Household Savings

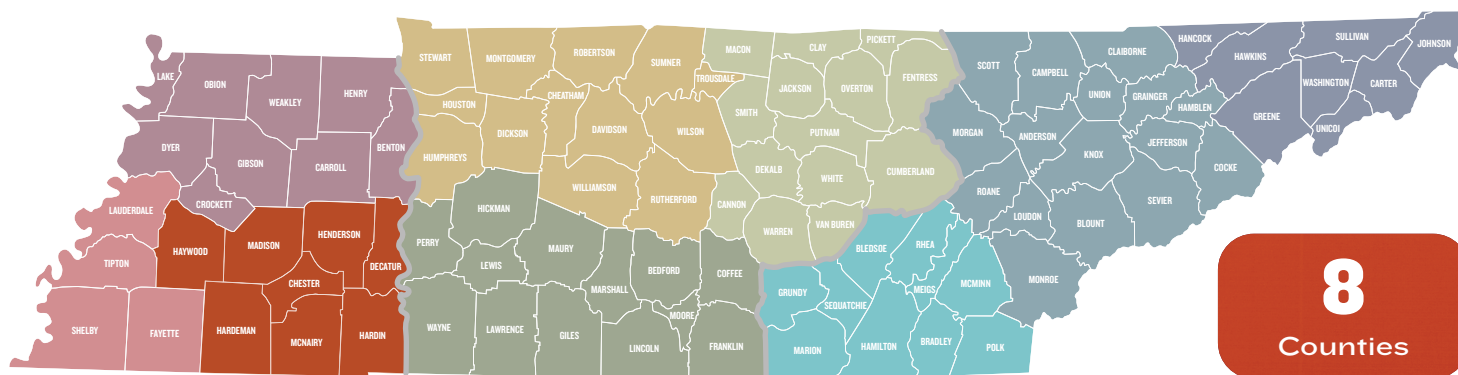
\$328.6M
Direct Visitor Spending
↑ +3.6% YOY

Portion of Statewide Direct
Visitor Spending **1.0%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
62	BENTON	\$16,808,787	\$210
72	CARROLL	\$10,500,345	\$87
93	CROCKETT	\$3,357,180	\$53
28	DYER	\$79,582,833	\$485
54	GIBSON	\$25,008,490	\$109
30	HENRY	\$74,916,432	\$531
88	LAKE	\$6,634,341	\$361
26	OBION	\$82,763,803	\$624
49	WEAKLEY	\$29,023,548	\$215

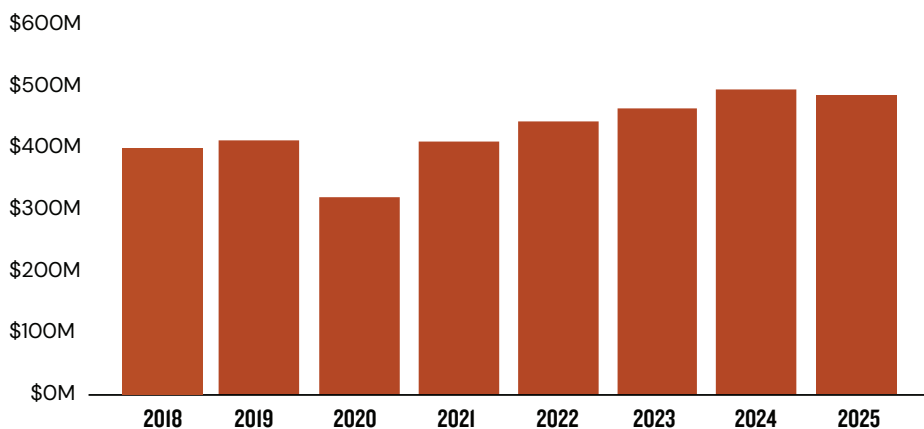
NORTHWEST TN TOURISM
KASEY MUENCH
Kasey@nwtntourism.com
731-697-5367

TDTD DIVISION MANAGER
SHERRI MCCARTER
Sherri.McCarter@tn.gov
731-225-0053



SOUTHWEST

REGION DIRECT VISITOR SPENDING



\$497
Average Region
Household Savings

\$482.7M
Direct Visitor Spending
↓ -3.0% YOY

Portion of Statewide Direct
Visitor Spending **1.5%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
83	CHESTER	\$8,235,905	\$130
80	DECATUR	\$9,507,493	\$185
66	HARDEMAN	\$14,141,757	\$130
39	HARDIN	\$50,581,257	\$444
57	HAYWOOD	\$22,900,587	\$306
47	HENDERSON	\$30,881,707	\$263
13	MADISON	\$336,700,649	\$884
79	MCNAIRY	\$9,765,399	\$102

**SOUTHWEST TENNESSEE
TOURISM ASSOCIATION
MARTY MARBRY
Info@visitswtenn.com
901-412-3582**

**TDTD DIVISION MANAGER
SHERRI MCCARTER
Sherri.McCarter@tn.gov
731-225-0053**



Year	Projected New Jobs (in billions)
2018	10.0
2019	10.5
2020	6.5
2021	10.0
2022	13.0
2023	14.0
2024	14.5
2025	15.0

\$1,816
Average Region
Household Savings

\$15.2B
Direct Visitor Spending
↑ +3.3% YOY

Portion of Statewide Direct
Visitor Spending **46.6%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
43	CHEATHAM	\$38,099,012	\$227
1	DAVIDSON	\$11,619,548,125	\$3,674
25	DICKSON	\$104,673,863	\$454
76	HOUSTON	\$9,960,041	\$254
38	HUMPHREYS	\$53,046,693	\$659
9	MONTGOMERY	\$441,608,393	\$510
34	ROBERTSON	\$68,072,561	\$239
7	RUTHERFORD	\$804,462,487	\$609
85	STEWART	\$7,622,607	\$114
14	SUMNER	\$243,327,081	\$311
73	TROUSDALE	\$10,470,559	\$239
6	WILLIAMSON	\$1,384,371,691	\$1,621
12	WILSON	\$380,634,452	\$660

GREATER NASHVILLE REGIONAL COUNCIL
AMY NAPOLI
Anapoli@gnrc.org
615-880-3542

TDTD DIVISION MANAGER
ASHLEY DEROSSETT
Ashley.DeRossett@tn.gov
615-454-0196

Stewart, Houston & Humphreys County

Stewart, Houston & Humphreys County

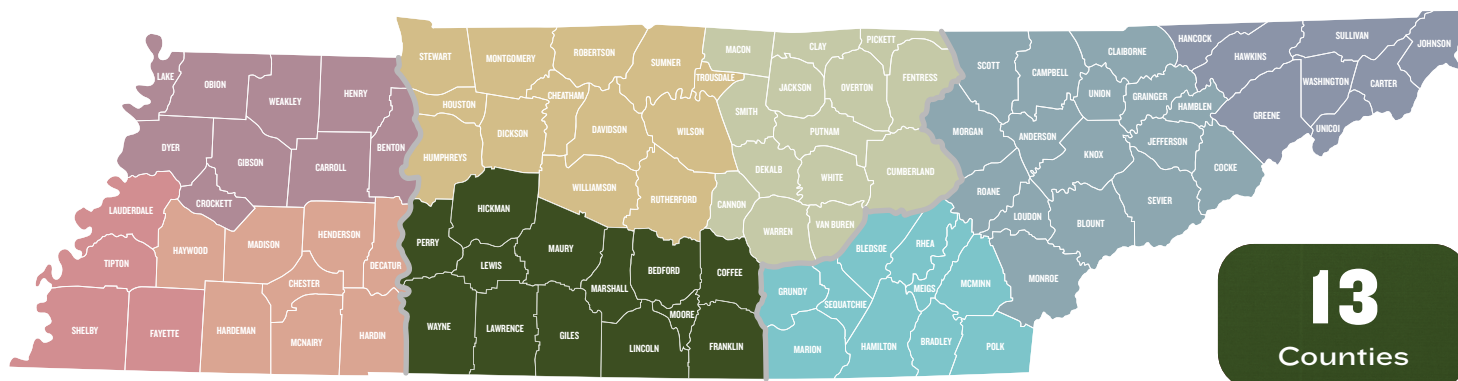
TDTD DIVISION MANAGER

SHERRI MCCARTER

Sherri.McCarter@tn.gov

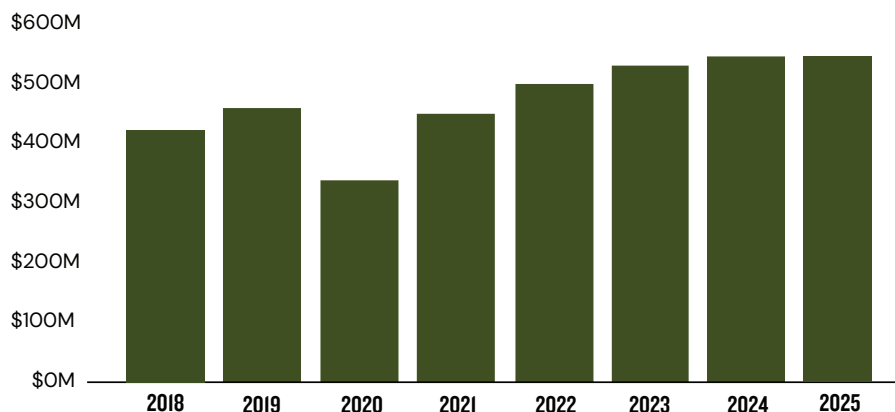
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SOUTH CENTRAL



SOUTH CENTRAL

REGION DIRECT VISITOR SPENDING



\$288
Average Region
Household Savings

\$548.3M
Direct Visitor Spending
↑ +0.4% YOY

Portion of Statewide Direct
Visitor Spending **1.7%**

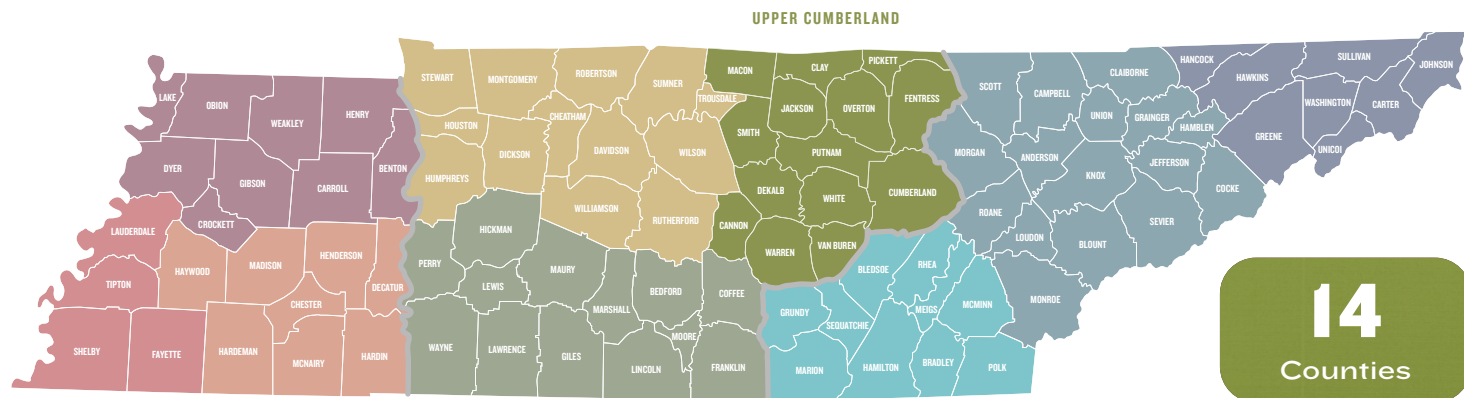
Rank	Region	Direct Visitor Spending	Tax Savings/Household
50	BEDFORD	\$27,998,484	\$145
19	COFFEE	\$145,846,678	\$605
33	FRANKLIN	\$71,513,990	\$399
52	GILES	\$26,968,018	\$206
69	HICKMAN	\$11,696,614	\$116
46	LAWRENCE	\$33,576,502	\$204
91	LEWIS	\$4,233,585	\$89
48	LINCOLN	\$29,645,153	\$189
51	MARSHALL	\$27,296,019	\$211
20	MAURY	\$136,256,606	\$328
64	MOORE	\$14,885,754	\$479
84	PERRY	\$7,951,043	\$179
74	WAYNE	\$10,399,496	\$184

SOUTH CENTRAL TN TOURISM ASSOCIATION
RYAN FRENCH
Ryan@experiencetn.com
931-273-6639

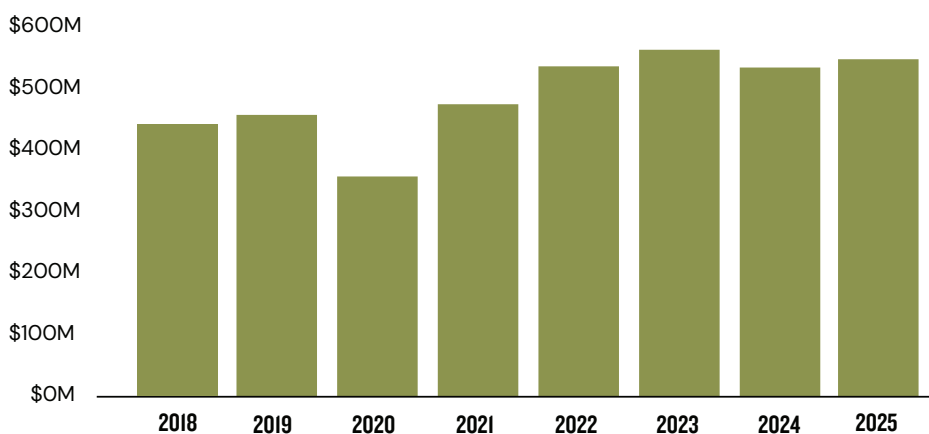
TDTD DIVISION MANAGER
ASHLEY DEROSSETT
Ashley.DeRossett@tn.gov
615-454-0196

Perry & Wayne County
TDTD DIVISION MANAGER
SHERRI MCCARTER
Sherri.McCarter@tn.gov
731-225-0053

UPPER CUMBERLAND



REGION DIRECT VISITOR SPENDING



\$387
Average Region
Household Savings

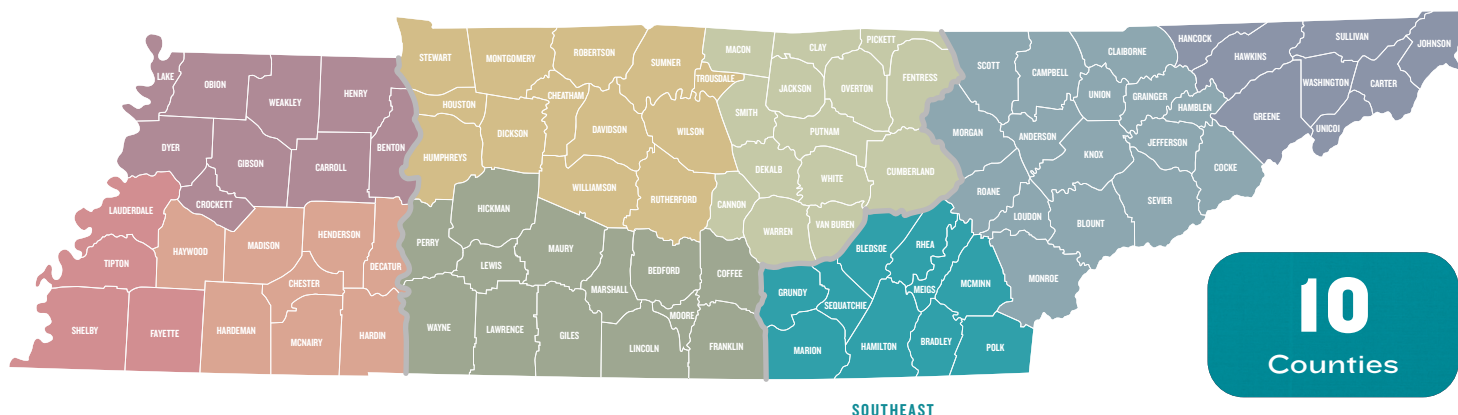
\$549.4M
Direct Visitor Spending
↑ +2.4% YOY

Portion of Statewide Direct
Visitor Spending **1.7%**

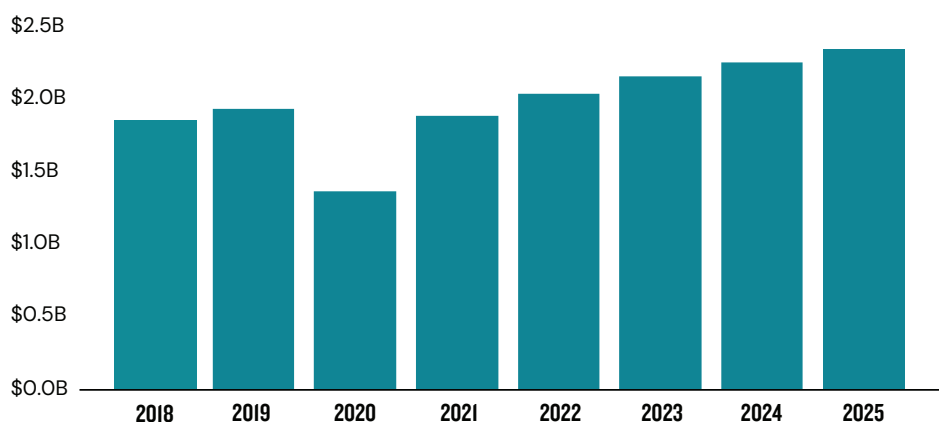
Rank	Region	Direct Visitor Spending	Tax Savings/Household
95	CANNON	\$1,616,504	\$20
89	CLAY	\$5,181,108	\$133
18	CUMBERLAND	\$180,268,138	\$756
42	DEKALB	\$38,896,212	\$441
78	FENTRESS	\$9,823,525	\$118
92	JACKSON	\$3,936,938	\$68
70	MACON	\$11,458,195	\$123
81	OVERTON	\$9,044,353	\$108
67	PICKETT	\$12,641,852	\$554
17	PUTNAM	\$188,392,227	\$579
71	SMITH	\$10,579,840	\$131
41	VAN BUREN	\$39,203,427	\$1,545
56	WARREN	\$23,013,621	\$139
63	WHITE	\$15,301,174	\$121

UPPER CUMBERLAND TOURISM ASSOCIATION
BILLIE DAVIS
UCTourism@gmail.com
931-261-6912

TDTD DIVISION MANAGER
ASHLEY DEROSSETT
Ashley.DeRossett@tn.gov
615-454-0196



REGION DIRECT VISITOR SPENDING



\$875
Average Region
Household Savings

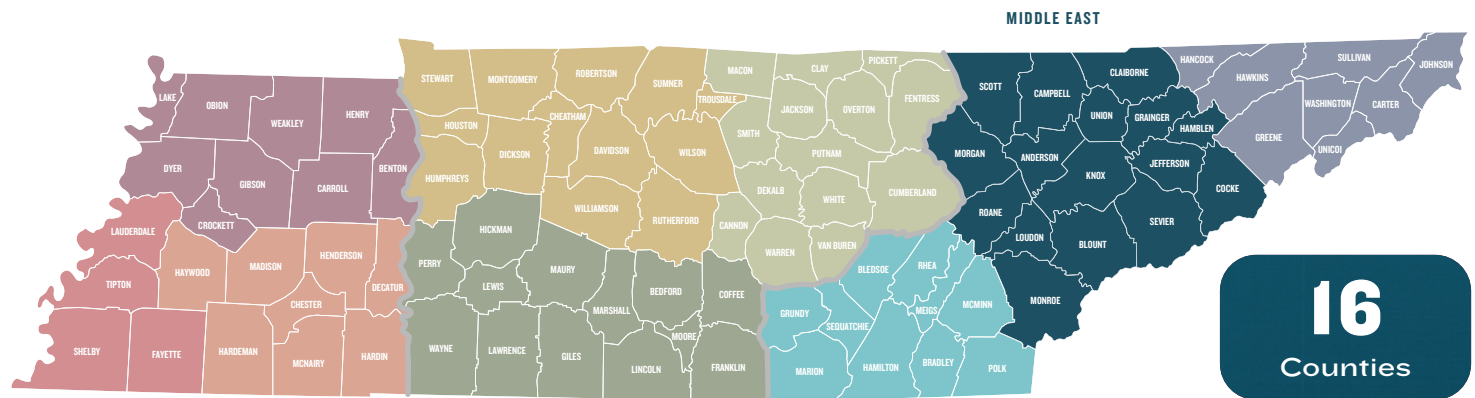
\$2.3B
Direct Visitor Spending
↑ +3.5% YOY

Portion of Statewide Direct
Visitor Spending **7.2%**

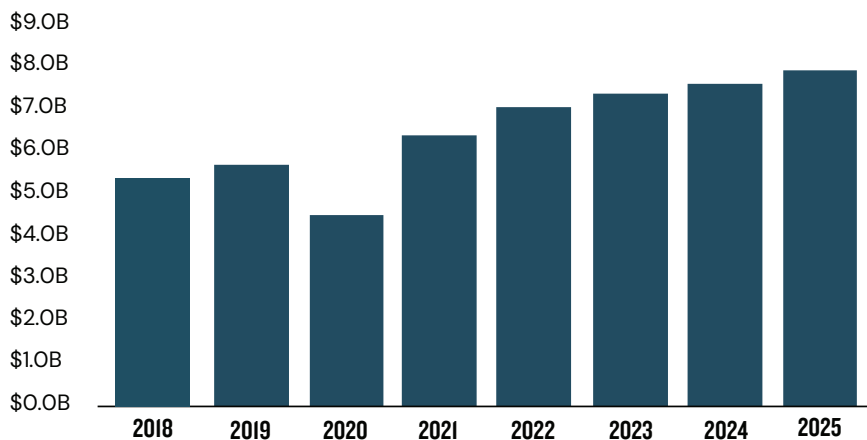
Rank	Region	Direct Visitor Spending	Tax Savings/Household
90	BLEDSON	\$4,956,525	\$96
16	BRADLEY	\$203,438,798	\$477
58	GRUNDY	\$19,027,056	\$360
5	HAMILTON	\$1,878,113,288	\$1,251
36	MARION	\$63,327,425	\$518
29	MCMINN	\$77,272,943	\$367
68	MEIGS	\$12,090,431	\$212
44	POLK	\$34,260,942	\$432
40	RHEA	\$40,556,953	\$301
87	SEQUATCHIE	\$6,917,196	\$90

**SOUTHEAST TENNESSEE
TOURISM ASSOCIATION
AMY ANDERSON
AAnderson@sedev.org
423-424-4222**

**TDTD DIVISION MANAGER
BRENT LAMBERT
Brent.Lambert@tn.gov
865-335-9142**



REGION DIRECT VISITOR SPENDING



\$1,573
Average Region
Household Savings

\$7.9B
Direct Visitor Spending
↑ +3.6% YOY

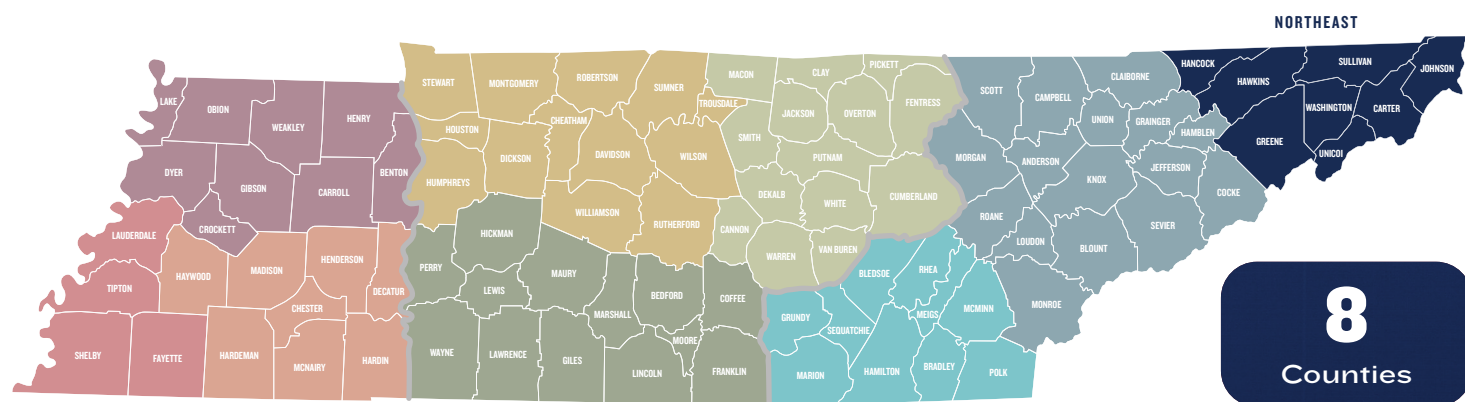
Portion of Statewide Direct
Visitor Spending **24.3%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
15	ANDERSON	\$207,073,999	\$629
8	BLOUNT	\$644,218,846	\$1,092
22	CAMPBELL	\$119,367,155	\$584
55	CLAIBORNE	\$23,779,839	\$172
32	COCKE	\$74,494,728	\$474
53	GRAINGER	\$25,099,166	\$243
24	HAMBLEN	\$107,626,268	\$423
31	JEFFERSON	\$74,551,452	\$336
4	KNOX	\$2,208,345,965	\$1,100
23	LOUDON	\$110,967,498	\$455
35	MONROE	\$64,332,640	\$307
86	MORGAN	\$7,457,933	\$76
27	ROANE	\$82,459,488	\$371
65	SCOTT	\$14,668,330	\$160
3	SEVIER	\$4,090,908,818	\$11,175
45	UNION	\$34,112,236	\$402

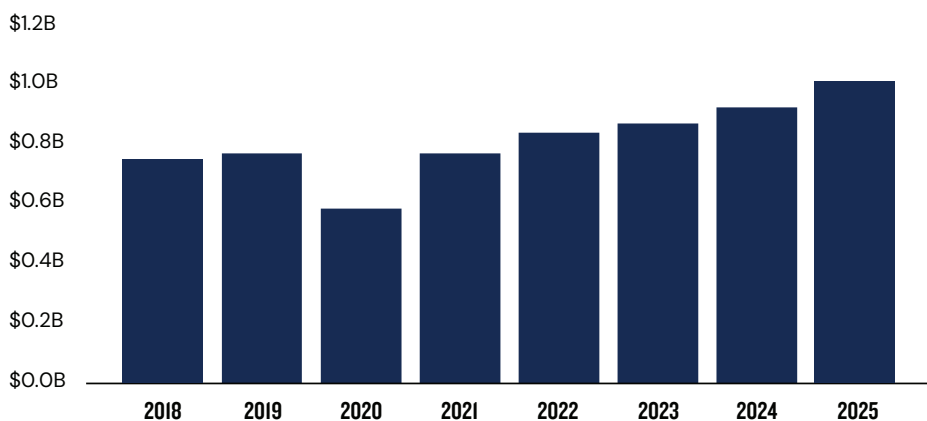
**MIDDLE EAST TENNESSEE
TOURISM COUNCIL
JULIE GRAHAM
9Lakes.EastTN@gmail.com
865-585-0811**

**TDTD DIVISION MANAGER
BRENT LAMBERT
Brent.Lambert@tn.gov
865-335-9142**

NORTHEAST



REGION DIRECT VISITOR SPENDING



\$455
Average Region
Household Savings

FIRST-TIME EVER!
\$1.0B
Direct Visitor Spending
↑ +8.9% YOY

Portion of Statewide Direct
Visitor Spending **3.1%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
37	CARTER	\$58,359,526	\$208
21	GREENE	\$120,559,320	\$384
94	HANCOCK	\$1,818,190	\$65
75	HAWKINS	\$10,034,312	\$38
59	JOHNSON	\$18,575,726	\$217
10	SULLIVAN	\$393,304,036	\$583
61	UNICOI	\$18,144,632	\$239
11	WASHINGTON	\$388,910,558	\$695

**NORTHEAST TENNESSEE
TOURISM ASSOCIATION
ALICIA PHELPS**
Alicia@northeasttennessee.org
423-262-0238

**TDTD DIVISION MANAGER
BRENT LAMBERT**
Brent.Lambert@tn.gov
865-335-9142

TAX SAVINGS PER HOUSEHOLD BY COUNTY

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

The table below illustrates the average household tax savings generated by visitor spending. By contributing to local tax revenues, visitors reduce the need for city, county, and state governments to collect the same amount from residents to sustain essential services.

County	2024 Tax Savings/ Household	2025 Tax Savings/ Household	County	2024 Tax Savings/ Household	2025 Tax Savings/ Household
ANDERSON	\$624	\$629	FENTRESS	\$113	\$118
BEDFORD	\$154	\$145	FRANKLIN	\$393	\$399
BENTON	\$213	\$210	GIBSON	\$118	\$109
BLEDSON	\$88	\$96	GILES	\$211	\$206
BLOUNT	\$1,063	\$1,092	GRAINGER	\$247	\$243
BRADLEY	\$469	\$477	GREENE	\$370	\$384
CAMPBELL	\$593	\$584	GRUNDY	\$347	\$360
CANNON	\$19	\$20	HAMBLIN	\$416	\$423
CARROLL	\$96	\$87	HAMILTON	\$1,232	\$1,251
CARTER	\$193	\$208	HANCOCK	\$67	\$65
CHEATHAM	\$235	\$227	HARDEMAN	\$136	\$130
CHESTER	\$147	\$130	HARDIN	\$443	\$444
CLAIBORNE	\$189	\$172	HAWKINS	\$37	\$38
CLAY	\$150	\$133	HAYWOOD	\$337	\$306
COCKE	\$465	\$474	HENDERSON	\$270	\$263
COFFEE	\$614	\$605	HENRY	\$504	\$531
CROCKETT	\$54	\$53	HICKMAN	\$113	\$116
CUMBERLAND	\$766	\$756	HOUSTON	\$224	\$254
DAVIDSON	\$3,678	\$3,674	HUMPHREYS	\$708	\$659
DECATUR	\$197	\$185	JACKSON	\$74	\$68
DEKALB	\$456	\$441	JEFFERSON	\$338	\$336
DICKSON	\$473	\$454	JOHNSON	\$209	\$217
DYER	\$453	\$485	KNOX	\$1,084	\$1,100
FAYETTE	\$62	\$57	LAKE	\$384	\$361

County	2024 Tax Savings/ Household	2025 Tax Savings/ Household	County	2024 Tax Savings/ Household	2025 Tax Savings/ Household
LAUDERDALE	\$111	\$101	ROANE	\$348	\$371
LAWRENCE	\$200	\$204	ROBERTSON	\$254	\$239
LEWIS	\$96	\$89	RUTHERFORD	\$614	\$609
LINCOLN	\$195	\$189	SCOTT	\$163	\$160
LOUDON	\$441	\$455	SEQUATCHIE	\$94	\$90
MACON	\$133	\$123	SEVIER	\$11,191	\$11,175
MADISON	\$928	\$884	SHELBY	\$1,158	\$1,134
MARION	\$537	\$518	SMITH	\$134	\$131
MARSHALL	\$207	\$211	STEWART	\$106	\$114
MAURY	\$339	\$328	SULLIVAN	\$548	\$583
MCMINN	\$360	\$367	SUMNER	\$293	\$311
MCNAIRY	\$89	\$102	TIPTON	\$97	\$88
MEIGS	\$206	\$212	TROUSDALE	\$213	\$239
MONROE	\$317	\$307	UNICOI	\$237	\$239
MONTGOMERY	\$507	\$510	UNION	\$397	\$402
MOORE	\$517	\$479	VAN BUREN	\$1,547	\$1,545
MORGAN	\$72	\$76	WARREN	\$133	\$139
OBION	\$606	\$624	WASHINGTON	\$633	\$695
OVERTON	\$102	\$108	WAYNE	\$199	\$184
PERRY	\$225	\$179	WEAKLEY	\$210	\$215
PICKETT	\$559	\$554	WHITE	\$118	\$121
POLK	\$435	\$432	WILLIAMSON	\$1,631	\$1,621
PUTNAM	\$568	\$579	WILSON	\$676	\$660
RHEA	\$329	\$301			

2025 AVERAGE VISITOR SPEND (DAY/OVERNIGHT)

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

County	Day Spend	Overnight Spend	AVG Day	AVG Overnight	County	Day Spend	Overnight Spend	AVG Day	AVG Overnight
ANDERSON	\$82,462,477	\$124,611,522	\$97	\$263	HENDERSON	\$12,757,172	\$18,124,535	\$72	\$212
BEDFORD	\$12,279,713	\$15,718,771	\$106	\$257	HENRY	\$27,174,407	\$47,742,026	\$88	\$243
BENTON	\$6,041,763	\$10,767,024	\$57	\$186	HICKMAN	\$4,233,771	\$7,462,842	\$68	\$200
BLEDSON	\$1,920,618	\$3,035,906	\$86	\$222	HOUSTON	\$3,484,689	\$6,475,352	\$92	\$305
BLOUNT	\$188,677,826	\$455,541,020	\$73	\$238	HUMPHREYS	\$20,068,859	\$32,977,834	\$80	\$247
BRADLEY	\$84,315,124	\$119,123,675	\$104	\$259	JACKSON	\$913,461	\$3,023,478	\$33	\$150
CAMPBELL	\$48,726,635	\$70,640,520	\$88	\$254	JEFFERSON	\$26,526,054	\$48,025,398	\$57	\$176
CANNON	\$522,844	\$1,093,660	\$68	\$300	JOHNSON	\$7,458,721	\$11,117,005	\$115	\$349
CARROLL	\$4,628,152	\$5,872,193	\$61	\$157	KNOX	\$922,467,264	\$1,285,878,701	\$127	\$288
CARTER	\$25,315,611	\$33,043,916	\$122	\$233	LAKE	\$2,352,653	\$4,281,688	\$57	\$154
CHEATHAM	\$14,375,498	\$23,723,514	\$61	\$180	LAUDERDALE	\$3,705,800	\$4,961,608	\$93	\$211
CHESTER	\$3,046,620	\$5,189,284	\$53	\$152	LAWRENCE	\$13,418,066	\$20,158,436	\$86	\$216
CLAIBORNE	\$10,155,505	\$13,624,334	\$102	\$249	LEWIS	\$1,467,964	\$2,765,621	\$43	\$129
CLAY	\$1,858,061	\$3,323,047	\$45	\$148	LINCOLN	\$13,183,134	\$16,462,019	\$117	\$294
COCKE	\$25,859,107	\$48,635,621	\$60	\$178	LOUDON	\$46,000,445	\$64,967,053	\$101	\$249
COFFEE	\$59,165,249	\$86,681,429	\$97	\$266	MACON	\$31,401,140	\$45,871,803	\$115	\$308
CROCKETT	\$1,376,055	\$1,981,125	\$41	\$150	MADISON	\$3,582,063	\$6,183,336	\$30	\$83
CUMBERLAND	\$78,376,108	\$101,892,030	\$74	\$153	MARION	\$5,332,278	\$6,125,916	\$39	\$76
DAVIDSON	\$1,797,702,872	\$9,821,845,253	\$307	\$848	MARSHALL	\$145,299,791	\$191,400,857	\$156	\$316
DECATUR	\$2,751,331	\$6,756,162	\$47	\$185	MAURY	\$25,228,113	\$38,099,312	\$68	\$177
DEKALB	\$12,616,645	\$26,279,568	\$58	\$196	MCMINN	\$10,617,814	\$16,678,205	\$52	\$130
DICKSON	\$44,186,974	\$60,486,888	\$108	\$271	MENAPPE	\$56,130,142	\$80,126,464	\$113	\$291
DYER	\$35,563,877	\$44,018,956	\$138	\$432	MEIGS	\$4,472,909	\$7,617,522	\$75	\$225
FAYETTE	\$4,027,005	\$5,908,234	\$45	\$139	MONROE	\$27,993,468	\$36,339,172	\$119	\$286
FENTRESS	\$3,472,862	\$6,350,663	\$67	\$207	MONTGOMERY	\$182,317,848	\$259,290,545	\$106	\$241
FRANKLIN	\$27,410,054	\$44,103,935	\$85	\$221	MOORE	\$7,292,756	\$7,592,998	\$141	\$171
GIBSON	\$11,824,753	\$13,183,737	\$123	\$313	MORGAN	\$2,739,676	\$4,718,257	\$73	\$168
GILES	\$11,477,797	\$15,490,221	\$105	\$305	OBION	\$34,704,595	\$48,059,207	\$118	\$292
GRAINGER	\$8,853,787	\$16,245,379	\$62	\$198	OVERTON	\$2,891,266	\$6,153,087	\$39	\$128
GREENE	\$51,216,221	\$69,343,099	\$107	\$272	PERRY	\$2,389,856	\$5,561,187	\$69	\$237
GRUNDY	\$6,050,686	\$12,976,370	\$45	\$150	PICKETT	\$4,249,219	\$8,392,633	\$68	\$202
HAMBLETON	\$47,698,772	\$59,927,495	\$139	\$308	POLK	\$13,259,201	\$21,001,741	\$90	\$231
HAMILTON	\$751,039,385	\$1,127,073,903	\$108	\$252	PUTNAM	\$76,595,539	\$111,796,688	\$95	\$225
HANCOCK	\$670,072	\$1,148,118	\$216	\$439	RHEA	\$16,756,788	\$23,800,165	\$99	\$241
HARDEMAN	\$5,839,288	\$8,302,470	\$100	\$309	ROANE	\$31,911,541	\$50,547,946	\$92	\$248
HARDIN	\$17,390,536	\$33,190,721	\$74	\$202	ROBERTSON	\$28,912,208	\$39,160,353	\$85	\$206
HAWKINS	\$3,407,599	\$6,626,713	\$42	\$149	RUTHERFORD	\$325,644,697	\$478,817,790	\$99	\$245
HAYWOOD	\$9,815,017	\$13,085,569	\$94	\$236	SCOTT	\$5,836,033	\$8,832,297	\$70	\$209



County	Day Spend	Overnight Spend	AVG Day	AVG Overnight
SEQUATCHIE	\$2,848,336	\$4,068,860	\$76	\$279
SEVIER	\$1,572,561,773	\$2,518,347,045	\$67	\$134
SHELBY	\$1,530,432,561	\$2,646,359,944	\$341	\$457
SMITH	\$3,978,219	\$6,601,621	\$60	\$177
STEWART	\$2,336,518	\$5,286,090	\$41	\$163
SULLIVAN	\$163,210,848	\$230,093,188	\$121	\$277
SUMNER	\$105,904,233	\$137,422,847	\$132	\$277
TIPTON	\$8,009,696	\$10,388,154	\$68	\$163
TROUSDALE	\$5,427,783	\$5,042,776	\$125	\$243
UNICOI	\$7,452,291	\$10,692,341	\$102	\$255

County	Day Spend	Overnight Spend	AVG Day	AVG Overnight
UNION	\$12,088,025	\$22,024,211	\$75	\$231
VAN BUREN	\$13,798,607	\$25,404,820	\$73	\$188
WARREN	\$9,329,239	\$13,684,382	\$85	\$230
WASHINGTON	\$164,091,536	\$224,819,022	\$146	\$298
WAYNE	\$4,013,299	\$6,386,197	\$68	\$185
WEAKLEY	\$12,535,383	\$16,488,165	\$101	\$224
WHITE	\$6,838,078	\$8,463,096	\$99	\$239
WILLIAMSON	\$459,921,869	\$924,449,822	\$87	\$261
WILSON	\$148,778,924	\$231,855,528	\$85	\$205

HOW TO READ AND USE THIS DATA

This model estimates average day and overnight visitor spend and trip volumes for all 95 Tennessee counties. The goal is to provide every community a consistent, comparable and side-by-side view of how visitor activity shows up locally, along with how it compares across the state. Localized research efforts remain the gold standard for understanding community-specific tourism impact. Those results should always be considered primary.

CAVEATS & CONTEXT

- These are modeled estimates, designed to create comparability across all 95 counties within a 50-state framework.
- Localized visitor studies and tax analyses may produce different or more refined numbers for individual counties.
- The Department defers to county and community research teams on their locally reported figures.
- Communities should not use these estimates as a replacement for intercept surveys when analyzing event impacts.
- Profiles shown here are descriptive, not prescriptive — they highlight broad patterns rather than definitive labels.

UNDERSTANDING COUNTY VISITOR ECOSYSTEM

Certain trends become apparent when analyzing the county-level data. These trends can be useful to understand the current state of visitation to a community:

High Spend / High Volume (Overnight AVG: \$250–\$320 | Day AVG: \$95–\$130+)

Counties with larger visitor volumes and higher average per-visitor spending.

High Spend / Low Volume (Overnight AVG: \$300–\$450+ | Day AVG: \$120–\$200+)

Counties with smaller, boutique, niche visitor volumes but higher average spend per trip.

Low Spend / High Volume (Overnight AVG: \$180–\$250 | Day AVG: \$70–\$105)

Counties with larger visitor volumes but lower average spend per visitor.

Low Spend / Low Volume (Overnight AVG: \$120–\$190 | Day AVG: \$40–\$70)

Counties with both smaller visitor volumes and lower average per-visitor spending.

Middle Range / Transitional (Overnight AVG: \$200–\$270 | Day AVG: \$80–\$110)

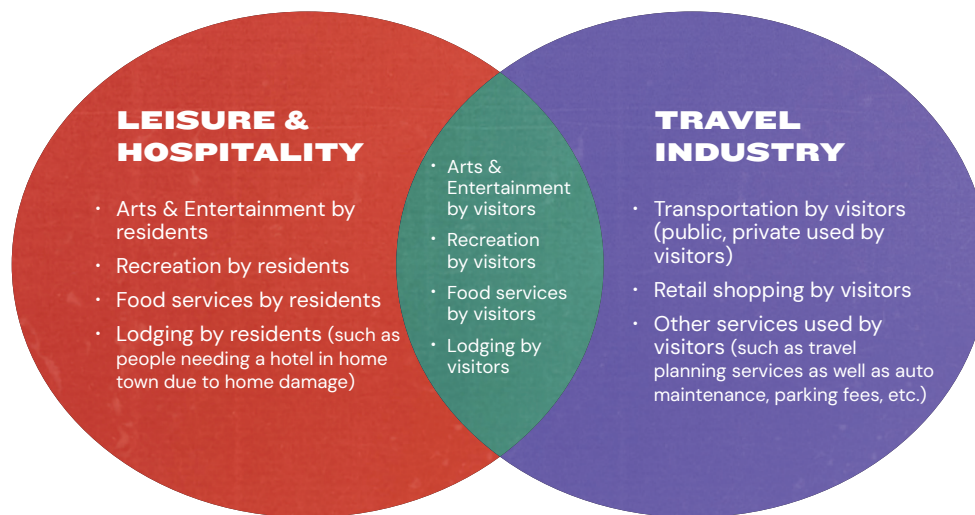
Counties with moderate spend and moderate volumes, sitting between the extremes.

HOW CAN YOU TEST THE ACCURACY OF ECONOMIC IMPACT NUMBERS?

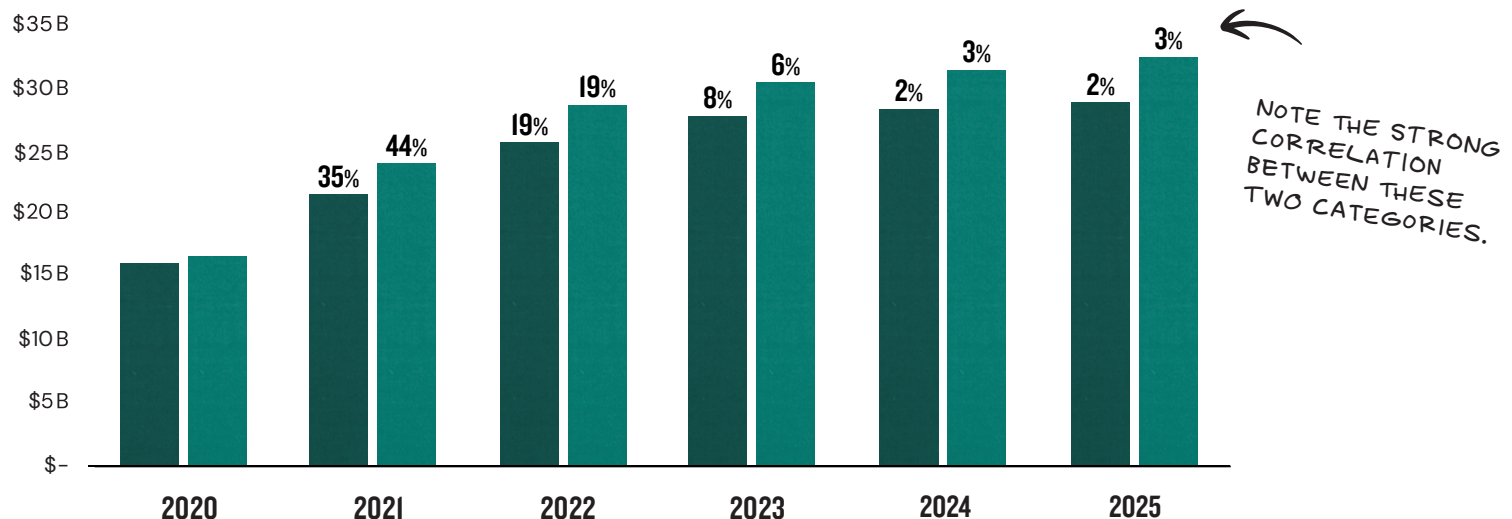
Economic impact numbers are only useful if they are grounded in the real world. The Department of Tourist Development works with the Department of Revenue and the Department of Labor & Workforce Development to monitor performance of the "Leisure & Hospitality" supersector.

OVERLAP OF TRAVEL INDUSTRY AND LEISURE & HOSPITALITY

This report's economic impacts show the crucial role visitors play in our economy. The **purple** area reflects the broader travel industry, while the **green** area highlights the overlap between the travel industry and the Leisure & Hospitality **(red)** super sector.



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



2025 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE

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

2025 LEISURE & HOSPITALITY DATA



\$29B

Gross Taxable Sales

Sales attributed to L&H industry

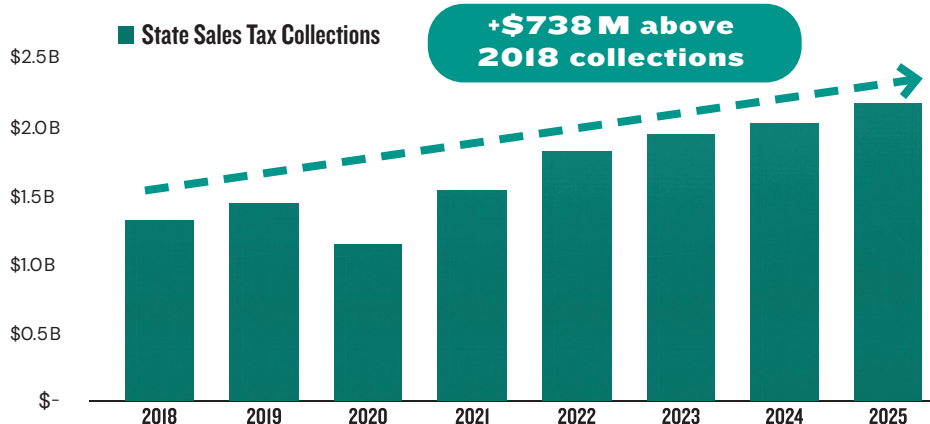
Leisure & Hospitality accounted for 14.3% of total state sales tax collections in 2025.

\$2B

Sales & Use Tax Collections

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

LEISURE & HOSPITALITY SALES TAXES



2025 LABOR & WORKFORCE UPDATE



CURRENT EMPLOYMENT STATISTICS (CYOY), UNADJUSTED ANNUAL AVERAGES (THOUSANDS)

INDUSTRY	ANNUAL 2019	ANNUAL 2020	ANNUAL 2021	ANNUAL 2022	ANNUAL 2023	ANNUAL 2024	ANNUAL 2025	CHANGE FROM 2024 - 2025		CHANGE FROM 2019 - 2025	
LEISURE AND HOSPITALITY	347.4	293.4	314.5	344.1	362.4	367.8	367.3	-0.5	-0.1%	19.9	5.7%
Arts, Entertainment & Recreation	42.2	33.7	37.4	43.5	47.8	50.6	51.5	0.9	1.8%	9.3	22.0%
Accommodation & Food Services	305.1	259.7	277.2	300.6	314.6	317.2	315.8	-1.4	-0.4%	10.7	3.5%
Accommodation	39.6	29.1	31.2	36.5	37.7	37.8	37.1	-0.7	-1.9%	-2.5	-6.3%
Food Services & Drinking Places	265.6	230.7	246.0	264.1	276.9	279.4	278.7	-0.7	-0.3%	13.1	4.9%
TOTAL NONFARM	3,125.9	3,008.1	3,106.8	3,248.3	3,329.0	3,367.3	3,367.0	-0.3	0.0%	241.1	7.7%

367.3K

Industry Jobs

↓ **-0.5% YOY DECREASE**

Average monthly employment

"Data highlights several major industries that dominate the employer landscape....[with **accommodation and food services**] comprising about 7.7% of the total, pointing to Tennessee's robust tourism and hospitality sector."

"Projections of employment to 2032 expect the four industry sectors with the most jobs will be healthcare and social assistance, manufacturing, retail trade, and **accommodation and food services**."

Source: "Tennessee Economy 2024-2025" Report

TENNESSEE CAPTURING GREATER SHARE OF OVERALL VISITOR SPENDING

Tennessee has retained substantial gains since 2018 even as U.S. overall visitor spending has grown. Tennessee now captures 2.39% of all nationwide visitor spending; a growth rate of 15% over that time.



Chart above: Tennessee's \$32.53B represents 2.39% of the \$1.36 Trillion US travel industry.

Source: US Travel Association

Travel is essential to driving economic growth and job creation in states, destinations and communities across America and it is indispensable to our nation's global competitiveness. **In 2025, travelers in the United States directly spent \$1.36 trillion, which produced an economic output of \$3 trillion and supported more than 15 million American jobs.**

Visit ustravel.org for the latest economic data.

FOR MORE INFORMATION, VISIT
IMPACT.USTRAVEL.ORG

TENNESSEE’S UNRIVALED PERFORMANCE

A look at how Tennessee stacks up against the other 50 states:

TENNESSEE

IS THE ONLY STATE
TO CLIMB FOUR SPOTS IN
THE NATIONAL RANKINGS
2018-2024

TN

#15 - #11

+4

NC

#11 - #8

+3

WI

#26 - #23

+3

UT

#31 - #28

+3

AR

#36 - #33

+3

IN

#27 - #25

+2

TENNESSEE

RANKED
4TH
IN
HOUSEHOLD
SAVINGS

STATE	2024 HOUSEHOLD SAVINGS
HAWAII	\$3,176
NEVADA	\$2,666
NEW YORK	\$1,295
TENNESSEE	\$1,174
NORTH DAKOTA	\$1,165
FLORIDA	\$1,017

TOP 11 STATES NATIONALLY BASED ON 2024 RANKINGS

STATE	2024 DIRECT VISITOR SPEND	CHANGE OVER 2018
CALIFORNIA	\$157B	1%
FLORIDA	\$143B	32%
NEW YORK	\$109B	23%
TEXAS	\$93B	15%
NEVADA	\$63B	42%
ILLINOIS	\$48B	10%
GEORGIA	\$42B	26%
NORTH CAROLINA	\$37B	33%
VIRGINIA	\$35B	25%
PENNSYLVANIA	\$33B	12%
TENNESSEE	\$32B	37%

2025 rankings will become available in Spring 2027 when US Travel Assoc releases the next 50 state analysis.

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.

TERM	DESCRIPTION
SPENDING	
LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds and short-term rentals. This includes food, entertainment, and other services provided by these 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/RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
GROUND TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses and gasoline purchases.
AIR TRANSPORT	Where applicable, the local share of air transportation spending.
SECOND HOMES	Where applicable, spending associated with 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 discrete group of tourism related sectors (e.g. recreation, transportation, lodging).
EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
LABOR INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
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.

FOR THE FULL REPORT

2025 TOURISM ECONOMICS STATEWIDE REPORT:

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



QUESTIONS? Email the TDTD Research team at TDTD.Research@tn.gov.

Josh Gibson

Chief of Analytics & Strategy
Josh.Gibson@tn.gov
615-236-5597

Kathryn Daniel

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

This note documents the figures on the *Why Tourism Matters* pages (2 and 3) and how each was derived. The headline figures come from **administrative** sources: the Tennessee Dept. of Education Annual Statistical Report (ASR), Dept. of Revenue collections, and the state budget. One figure, the visitor share of sales, is a **modeled estimate**, and the page labels it that way.

FIGURE 1 · PAGE 2: TENNESSEE IS A SALES-TAX STATE

WHY SALES TAX AND VISITORS MATTER

Page 2 sets up the argument: Tennessee funds public services largely through sales tax, and visitors are a major contributor. Its figures:

CLAIM ON THE PAGE	VALUE	SOURCE/BASIS
Sales tax as a share of state tax collections (FY25)	66.7%	TN Dept. of Revenue (FY2025 collections)
Sales tax per \$1,000 of taxable spending, TN vs. peers	TN \$96; NC/FL \$70, PA \$63, VA \$58	Tax Foundation (combined state + local; modeled average)
State and local income tax	None	Hall tax on investment income fully repealed 2021; no tax on wages
State property tax	None	Property tax is levied by local governments only
State-and-local tax burden, per capita	2nd lowest	TN Business Redbook (2026)

The \$96 and the peer figures are the same Tax Foundation modeled averages used on the education page: combined state and local sales tax on \$1,000 of taxable spending. They are directional, not per-transaction amounts. The 66.7% is sales tax as a share of **tax collections**, not of total state revenue, which also includes federal funds and non-tax fees.

FIGURE 2 · THE VISITOR'S SALES-TAX DOLLAR

WHERE \$96 OF VISITOR SALES TAX GOES: \$43.10 TO K-12

Every \$1,000 of taxable visitor spending generates about \$96 in combined state and local sales tax: roughly \$70 state (7.0% rate) and \$26 local (~2.6% effective statewide average; Tax Foundation). The 7.0% rate fits most visitor spending, which concentrates in full-rate categories such as lodging, dining, retail, and attractions. Grocery food is taxed at a lower state rate, but it is a small share of visitor purchases. Each channel carries a dedication to education.

STATE CHANNEL

$\$70.00 \times 43\%$ (K-12's share of state sales tax) = **\$30.10** to the statewide K-12 formula (TISA)

LOCAL CHANNEL

$\$26.00 \times 50\%$ statutory school earmark = **\$13.00** to local schools (TCA §67-6-712)

TOTAL TO K-12

$\$30.10 + \$13.00 = \textbf{\$43.10}$ — about **45% of the \$96**

The 43% state K-12 share is the one derived figure, built from two published FY2024–25 budget numbers:

- 56.9% — the Education Fund's share of state sales tax (\$8,181.2M of \$14,388.3M; "Distribution of Revised Estimated Revenue by Fund," FY25).
- 75.2% — K-12's share of non-lottery state education appropriations (\$7,223.3M of \$9,602.2M, K-12 vs. higher education).

$0.569 \times 0.752 \approx 0.428 \rightarrow 43\%$. The remaining **\$52.90** of the \$96 funds other public services and **higher education** (~\$10 of it is the higher-ed share of the Education Fund).

A budget-based estimate. Tennessee does not tag individual Education Fund sales tax dollars as K-12 or higher education, so the 43% is a proportional allocation from the budget rather than a figure the state reports directly. It is the assumption the \$43.10 rests on. The 50% "local channel", by contrast, is set in statute.

WHY TOURISM MATTERS - METHODOLOGY

FIGURE 3 · LOCAL SALES TAX IS NOW THE LARGEST LOCAL SOURCE

49.6% VS. 47.1%: LOCAL SALES TAX OVER PROPERTY TAX

Shares of **total local revenue for K-12** (ASR Table 16, FY2025). Local-option sales tax (49.6%) and property tax (47.1%) together are about 97% of local K-12 revenue; the remaining ~3% is PILOT, other statutory local taxes, city appropriations, and licenses.

CLAIM ON THE PAGE	VALUE	SOURCE
Local sales tax vs. property tax, share of local K-12 revenue (FY25)	49.6% / 47.1%	ASR Table 16
Local sales-tax share, FY2019 → FY2025 (property led in FY19: 54.4%)	41.7% → 49.6%	ASR Table 16, FY19 & FY25
Systems where local sales tax exceeds property tax	69 of 142	ASR Table 16
Systems where sales tax is more than half of local K-12 revenue	55 of 142	ASR Table 16
Statewide local-option sales tax to K-12 (FY25)	≈\$2.5B	ASR Table 16 (\$2,516,015,402)

Definitions. "142" is the number of school systems with local tax revenue (three charter/ASD-type entities excluded). The **55 are counted within the 69**, not in addition to them. The 69 count is a direct sales-vs-property comparison, so it does not depend on the denominator.

The crossover is a real trend. Local sales tax rose steadily from 41.7% (FY19) to 49.6% (FY25), passing property tax around FY24. It is a smooth multi-year shift rather than a sudden one-year jump.

FIGURE 4 · THE VISITOR SHARE

≈16% OF TAXABLE SALES FROM VISITORS

"An estimated 16% of Tennessee's taxable sales comes from visitor spending" is derived by dividing direct visitor spending by the state's total **retail and non-retail sales** for CY 2025. The retail and non-retail sales figure is published by the Dept. of Revenue; direct visitor spending comes from the Economic Impact of Travel study (Tourism Economics). Because the visitor-spending numerator is itself a **modeled estimate**, the 16% is an estimate rather than an administrative count, and it is the only estimated figure on the education page. Every local-tax figure above is administrative.

How the two channels reach schools. The local channel stays in the community where the visitor spent. The state channel flows into the statewide K-12 formula (TISA) where it is distributed by student count and need, and it is not credited back to the county where the sale occurred. The benefit is real in aggregate across the state, but it should not be read as a county-by-county multiplier.

NOTE:

HOTEL/MOTEL OCCUPANCY TAXES BRING ADDITIONAL VALUE

As illustrated on the bottom left of page 10, hotel/motel taxes are separate, additional taxes that visitors pay. The \$96 analysis is sales tax only, meaning there is an additional tax opportunity for the portion of the trip related to the overnight stay. Every county, and over 130 cities, charge visitors this additional tax for nights spend in hotels, campgrounds, short-term rentals, etc. Statewide this produces over \$400 million annually in additional visitor value.

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.



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