

2024

2024

ECONOMIC IMPACT OF TRAVEL ON TENNESSEE

TENNESSEE
SOUNDS PERFECT



A LETTER FROM COMMISSIONER...

Greetings,

We are deeply grateful for the resiliency and dedication of our partners across Tennessee. Because of your hard work, 2024 marked another year of remarkable accomplishments for our industry.

Tennessee generated a record \$31.66 billion in direct visitor spending statewide – up 36% in the past seven years, more than double the national growth rate. Tourism continues to drive sales tax revenue from non-Tennessee residents, helping us keep taxes low for the more than seven million Tennesseans who call this state home.

This progress came even as communities across our state faced severe weather – from winter storms and tornadoes to the devastating impact of Hurricane Helene in East Tennessee. In those difficult moments, our industry once again showed the strength and resiliency that define Tennessee.

Through the dedication of partners in every county, our tourism economy not only endured but continued to grow. With the financial commitments of Governor Lee and the General Assembly, TDTD secured its largest budget in history, ensuring we are well positioned for continued success in the years ahead.

Thank you for your continued partnership. Together, we'll build on this momentum into 2025 and beyond.

Blessings,



Mark F. Ezell

COMMISSIONER MARK EZELL
Tennessee Department
of Tourist Development



Bill Lee

BILL LEE
Governor of
Tennessee

CONTENTS

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

02	WHY TOURISM MATTERS
03	THE VALUE OF A VISITOR
04	2024 TOURISM HIGHLIGHTS
05	COUNTY MAP AND MARKETSHARE
06	WHO TRAVELS TO TN
08	2024 VISITOR VOLUME
09	2024 ECONOMIC IMPACT OF TRAVEL BY INDUSTRY
10	2024 COUNTY RANKINGS BY DIRECT VISITOR SPENDING
12	ALPHABETICAL COUNTY-LEVEL DATA
36	REGIONS IN REVIEW
46	TAX SAVINGS PER HOUSEHOLD BY COUNTY
48	2024 AVERAGE VISITOR SPEND (DAY/OVERNIGHT)
50	METHODOLOGY & GLOSSARY
51	APPENDIX
	<ul style="list-style-type: none">• LEISURE & HOSPITALITY INDUSTRY• NATIONAL DATA

FOR MORE INFORMATION

This report is a snapshot of research and insights for calendar year 2024.

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

2024

Economic Impact of Visitors to Tennessee

TOURISM
ECONOMICS



2024 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.



COMPASS
Longwoods

Travel USA Visitor Profile Overnight Visitation

2024

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



TENNESSEE IS A SALES TAX STATE ...

In fact, **63.6% of state tax collections in FY24 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

... KEEPING TAXES LOW FOR TENNESSEE RESIDENTS.

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

**NO STATE
INCOME TAX**

**NO STATE
PROPERTY TAX**

**3RD
LOWEST
TAX BURDEN
(PER CAPITA)**

Source: TaxFoundation.org

WHY OTHERS BELIEVE THAT TOURISM MATTERS



RURAL COMMUNITIES

"Rural America cannot sustain itself without tourism, plain and simple. And, it is so, so important that we're looking long term into the future of what our rural communities are going to look like. And for us to be able to maintain the quality of life that we're living and to sustain the smaller communities, it's going to take outside dollars coming in and boosting the economy."

– **Caroline Partin, Executive Director, Obion County Tourism**



MAJOR EVENTS

"The events we host bring millions of dollars into the region, filling hotels, restaurants and shops. This impact wouldn't be possible without strong state investment in tourism."

– **Jerry Caldwell, Executive VP & General Manager, Bristol Motor Speedway**



DESTINATION MARKETING ORGANIZATION

"Tourism is incredibly valuable ... because not only does it bring in people's dollars from outside of our community, which goes into primarily our small businesses and helps that part of our economy thrive. It also generates tax dollars that then go back to the state and local levels that offset taxes that our residents would otherwise have to pay."

– **Frank Lett, President & Chief Tourism Officer, Visit Kingsport**



SMALL BUSINESS PERSPECTIVE

"Tourism is real economic development. Tourism is real money ... it can have a real positive impact on not only the people that are visiting, but the people that live here and that work here, and that support families here and that pay taxes here."

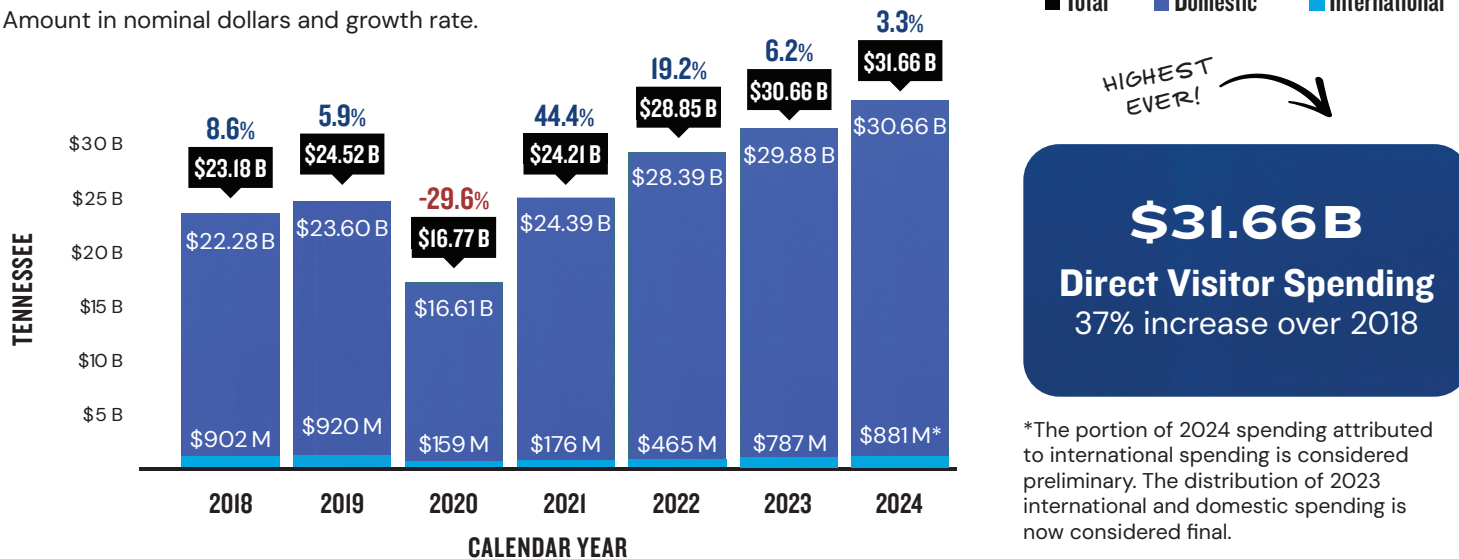
– **Brooks Shaw, President, Old Country Store & Casey Jones Village**

2024 TOURISM HIGHLIGHTS

Sources: USTA, Tourism Economics

DIRECT VISITOR SPENDING IN TENNESSEE

Amount in nominal dollars and growth rate.



Travelers in Tennessee spend an estimated **\$87 Million Per Day.**

Accounting for 16% of Tennessee's retail and non-retail sales in 2024.

194,820

Direct Employment
↑ +2% INCREASE

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

\$881M*

International
Visitor Spending

↑ +12% YOY INCREASE

\$3.3B

Direct State &
Local Tax Revenue

Includes \$1.9B in state
sales tax collections

\$1,174

Annual Tax Savings Per Household

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

147M

Domestic &
International Visits

↑ +1.6% YOY INCREASE

*The portion of 2024 spending attributed to international spending is considered preliminary. The distribution of 2023 international and domestic spending is now considered final.

TENNESSEE GROWTH OUTPACES THE NATION

Since 2018, Tennessee has more than 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.

2018-2024

TENNESSEE
+36.6%
GROWTH
DIRECT VISITOR SPEND
OVER 2018

VS

U.S. AVG
+17.4 %
GROWTH
DIRECT VISITOR SPEND
OVER 2018

EXPLORE
MORE ABOUT
TENNESSEE'S
NATIONAL
PERFORMANCE
ON PAGE 54.

What Does This Mean?

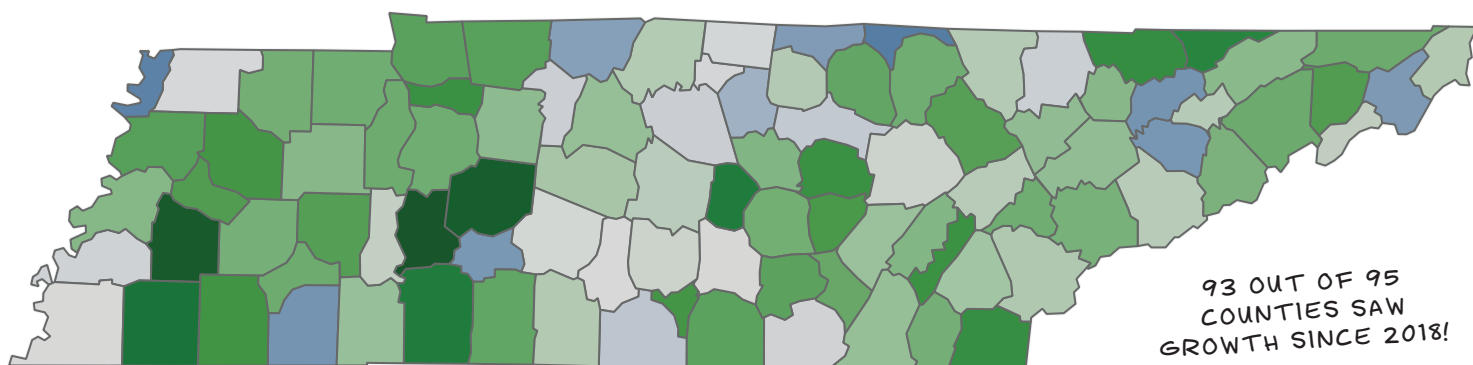
If Tennessee's tourism growth had **only matched** the national average, the state would have lost
\$22B in cumulative visitor spending.

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

GROWTH RATE BY COUNTY

Direct Visitor Spending % Change YOY

-9.32%  20.03%



93 OUT OF 95
COUNTIES SAW
GROWTH SINCE 2018!

74 out of 95 counties saw **POSITIVE** growth in 2024

OVERNIGHT VISITORS

SAMPLE: 5,298

OVERNIGHT TRIP: Any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.

2024 U.S. OVERNIGHT TRIPS



2024 TENNESSEE OVERNIGHT TRIPS



Tennessee attracts more visitors who are swayed by advertising efforts.

TOP 7 ACCOMMODATIONS

	2023	2024
HOTEL	44%	45%
HOME OF FRIENDS/RELATIVES	20%	18%
MOTEL	13%	12%
RENTED HOME/CONDO/APARTMENT	7%	9%
RENTED COTTAGE/CABIN	9%	8%
RESORT HOTEL	8%	7%
BED & BREAKFAST	5%	6%

TOP 5 STATE ORIGINS OF TRIP

	2023	2024
TENNESSEE	22%	22%
GEORGIA	6%	6%
KENTUCKY	7%	6%
OHIO	5%	6%
FLORIDA	6%	5%

85%

ARE REPEAT VISITORS TO TENNESSEE

58%

HAD VISITED TENNESSEE BEFORE IN THE PAST 12 MONTHS

78%

ARE FROM OUT-OF-STATE

TN TRIP ACTIVITIES BY SUPER CATEGORY

ENTERTAINMENT	69%
OUTDOOR	48%
CULTURAL	35%
OTHER	27%
SPORTING	20%
BUSINESS	15%

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

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

Activity	% Trips Participating in Activity**		
Super Categories*	TDTD Brand Pillar	Tennessee Visitors (2024)	U.S. Norm Visitors
Entertainment Activities	Live Entertainment	69	62
Cultural Activities	History & Culture	35	31
Sub Categories			
Dining	Eat & Drink	44	37
Shopping	—	34	26
Sightseeing	Outdoors/History & Culture	30	20
Landmark/Historic Site	History & Culture	18	13
Museum	History & Culture/ Kid-Friendly	15	12
Local Parks/Playgrounds	Outdoors/Kid-Friendly	13	10
Live Performances	Live Entertainment	15	9
Theme Park	Kid-Friendly/Live Entertainment	12	9
Hiking/Backpacking	Outdoors	11	8
National/State Parks	Outdoors/Kid-Friendly	13	8
Nature Tours/Wildlife Viewing/Birding	Outdoors	11	8
Winery/Brewery/Distillery Tour	Live Entertainment/ Eat & Drink	12	8
Aquarium	Kid-Friendly/Live Entertainment	10	6

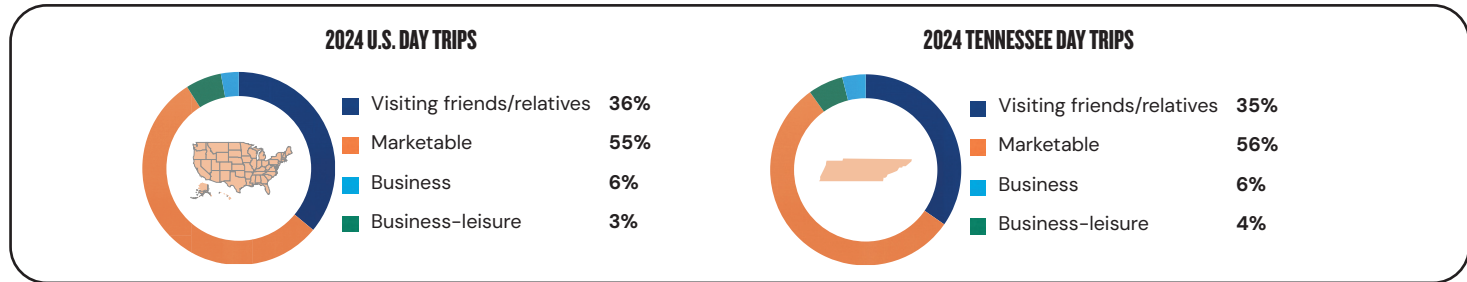
*Contains multiple sub-categories

**Rounded to nearest whole percent

DAY VISITORS

SAMPLE: 2,585

DAY TRIP: Any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.



Trip Activities Where Tennessee Outpaces U.S. Norm by ≥ 2 Percentage Points			
Activity		% Trips Participating in Activity**	
Super Categories*	TDTD Brand Pillar	Tennessee Visitors (2024)	U.S. Norm Visitors
Entertainment Activities	Live Entertainment	57	52
Sub Categories			
Dining	Eat & Drink	32	29
Shopping	—	26	21
Sightseeing	Outdoors/History & Culture	18	13
Local Parks/Playgrounds	Outdoors/Kid-Friendly	8	7
Theme Park	Kid-Friendly/Live Entertainment	8	6
National/State Parks	Outdoors/Kid-Friendly	8	5
Winery/Brewery/Distillery Tour	Live Entertainment/Eat & Drink	7	5
Aquarium	Kid-Friendly/Live Entertainment	6	4

*Contains multiple sub-categories
**Rounded to nearest whole percent

TOP 5 STATE ORIGINS OF TRIP			
		2023	2024
	TENNESSEE	42%	35%
	KENTUCKY	8%	8%
	GEORGIA	6%	6%
	ALABAMA	6%	6%
	NORTH CAROLINA	5%	4%

65%
 OF TN DOMESTIC DAY VISITORS ARE
 FROM OUT-OF-STATE.

This means even more out-of-state visitors came to TN for day trips in 2024 compared to 2023.

Travel USA Visitor Profile

Overnight Visitation

2024

VISITOR PROFILE:

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

TN TRIP ACTIVITIES BY SUPER CATEGORY		
	ENTERTAINMENT	57%
	OUTDOOR	33%
	CULTURAL	23%
	OTHER	21%
	SPORTING	15%
	BUSINESS	12%

NARRATIVE ON VISITATION & SPENDING TRENDS

Tennessee partnered with Tourism Economics and Longwoods International to establish state-level visitor count and per-visitor spending for 2024. Statewide domestic visitation was based on the Longwoods Travel USA® survey; sampling 5,298 overnight visitors and 2,585 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					
	2020	2021	2022	2023	2024		2020	2021	2022	2023	2024
TOTAL VISITORS	100.81	127.55	140.93	144.35	146.70	TOTAL VISITORS	100.81	127.55	140.72	144.35	146.70
DOMESTIC	100.63	127.41	140.31	143.71	146.01	DAY	60.20	71.37	76.86	78.85	81.10
INTERNATIONAL	0.18	0.14	0.62	0.64	0.69	OVERNIGHT	40.61	56.18	63.86	65.50	65.50
PER VISITOR SPENDING	\$166	\$190	\$205	\$212	\$216	PER VISITOR SPENDING	\$166	\$190	\$205	\$212	\$216
DOMESTIC	\$165	\$189	\$202	\$208	\$211	DAY	\$90	\$103	\$111	\$115	\$118
INTERNATIONAL	\$873	\$1,237	\$746	\$1,176	\$1,278	OVERNIGHT	\$280	\$300	\$318	\$329	\$337

OVERNIGHT VISITOR IMPACT

\$490M

STATE SALES & USE TAXES (7%)

\$178.6M

LOCAL OPTIONS TAXES (AVG 2.55%)

\$410M

OCCUPANCY TAXES

Estimates based on \$7B in taxable lodging spend.

41.8M

(-0.2% YOY)

Hotel & short-term rental nights sold

Sources: CoStar/STR, AirDNA

\$174 ADR

(+4% YOY)

Combined hotel and short-term rental average daily rate

Sources: Tourism Economics Symphony Platform, AirDNA & STR

+1.4%

YOY growth in lodging spending

Source: Tourism Economics 2023 Economic Impact

\$337

avg. overnight visitor spend

Sources: Tourism Economics, Longwoods International

\$118

avg. day visitor spend

3.5 avg. nights spent in TN

Source: Longwoods International

2024 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE BY INDUSTRY

Sources: USTA, Tourism Economics

	2023	2024	% CHANGE OVER 2023	% CHANGE OVER 2018
DIRECT VISITOR SPENDING				
DOMESTIC	\$29,875,444,208	\$30,781,097,672	3.0%	38.1%
LODGING	\$6,943,946,999	\$7,005,257,716	0.9%	
GROUND TRANSPORTATION*	\$5,771,885,503	\$5,882,213,536	1.9%	
FOOD & BEVERAGES	\$8,216,524,825	\$8,549,369,170	4.1%	
RETAIL	\$3,213,196,549	\$3,356,454,060	4.5%	
RECREATION	\$4,872,046,754	\$5,075,260,017	4.2%	
SECOND HOMES	\$216,361,971	\$223,994,121	3.5%	
AIR TRANSPORTATION	\$641,481,606	\$688,549,053	7.3%	
INTERNATIONAL	\$786,600,000	\$881,040,000	12.0%	-2.3%
TOTAL	\$30,662,044,208	\$31,662,137,672	3.3%	36.6%

LABOR INCOME GENERATED

DOMESTIC	\$7,930,745,650	\$8,335,185,538	5.1%	35.7%
LODGING	\$2,013,510,392	\$2,092,740,976	3.9%	
GROUND TRANSPORTATION*	\$1,190,195,314	\$1,259,860,576	5.9%	
FOOD & BEVERAGES	\$2,385,948,138	\$2,492,758,381	4.5%	
RETAIL	\$600,023,685	\$630,212,911	5.0%	
RECREATION	\$1,532,663,551	\$1,622,632,240	5.9%	
AIR TRANSPORTATION	\$208,404,568	\$236,980,454	13.7%	
INTERNATIONAL	\$202,460,173	\$230,928,440	14.1%	-13.4%
TOTAL	\$8,133,205,823	\$8,566,113,978	5.3%	33.7%

EMPLOYMENT GENERATED (THOUSANDS)

DOMESTIC	187,034	189,755	1.5%	4.5%
LODGING	43,416	43,359	-0.1%	
GROUND TRANSPORTATION*	15,796	16,006	1.3%	
FOOD & BEVERAGES	79,903	81,242	1.7%	
RETAIL	17,310	17,424	0.7%	
RECREATION	28,115	29,068	3.4%	
AIR TRANSPORTATION	2,493	2,656	6.5%	
INTERNATIONAL	4,599	5,065	10.1%	-37.2%
TOTAL	191,633	194,820	1.7%	2.7%

TAX REVENUE GENERATED

DOMESTIC	\$4,902,110,075.35	\$5,084,063,901.91	3.7%	54.7%**
FEDERAL	\$1,841,961,307.94	\$1,931,252,386.06	4.8%	
STATE	\$1,836,488,460.85	\$1,886,406,474.90	2.7%	
LOCAL	\$1,223,660,306.56	\$1,266,405,040.95	3.5%	
INTERNATIONAL	\$168,329,436.92	\$180,178,262.57	7.0%	19.3%**
TOTAL	\$5,070,439,512.27	\$5,264,242,164.48	3.8%	53.2%**

*Transportation within destination.

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

2024 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	\$11,224,032,854	0	25	HAMBLEN	\$103,957,338	-2
2	SHELBY	\$4,234,677,548	0	26	OBION	\$80,089,072	0
3	SEVIER	\$3,929,693,370	0	27	MCMINN	\$76,758,336	3
4	KNOX	\$2,126,389,188	0	28	ROANE	\$76,086,706	1
5	HAMILTON	\$1,805,792,822	0	29	DYER	\$74,718,679	2
6	WILLIAMSON	\$1,366,224,373	0	30	JEFFERSON	\$73,525,570	-3
7	RUTHERFORD	\$787,645,118	0	31	ROBERTSON	\$71,370,830	-3
8	BLOUNT	\$610,888,263	0	32	COCKE	\$71,185,132	0
9	MONTGOMERY	\$419,550,868	0	33	HENRY	\$69,382,730	0
10	WILSON	\$370,760,997	0	34	FRANKLIN	\$68,259,088	2
11	SULLIVAN	\$364,512,426	0	35	MONROE	\$64,789,964	0
12	MADISON	\$348,798,681	0	36	MARION	\$63,964,411	-2
13	WASHINGTON	\$348,320,425	0	37	HUMPHREYS	\$54,250,051	1
14	SUMNER	\$221,007,312	0	38	CARTER	\$53,312,687	-1
15	CUMBERLAND	\$212,393,327	0	39	HARDIN	\$49,403,736	0
16	ANDERSON	\$199,289,871	0	40	RHEA	\$43,852,179	0
17	BRADLEY	\$196,579,043	0	41	DEKALB	\$39,539,392	1
18	PUTNAM	\$181,101,199	0	42	CHEATHAM	\$38,660,602	-1
19	COFFEE	\$146,124,855	0	43	VAN BUREN	\$37,580,650	0
20	MAURY	\$137,395,158	0	44	POLK	\$33,111,462	3
21	CAMPBELL	\$118,197,718	0	45	UNION	\$32,839,286	-1
22	GREENE	\$114,196,315	0	46	LAWRENCE	\$32,356,943	0
23	DICKSON	\$105,776,883	1	47	HENDERSON	\$31,652,720	1
24	LOUDON	\$104,112,845	1	48	LINCOLN	\$29,915,722	-3

Rank	County	Direct Visitor Spending	Position Change
49	BEDFORD	\$28,825,947	0
50	WEAKLEY	\$27,886,592	2
51	GIBSON	\$26,850,226	3
52	GILES	\$26,846,229	-1
53	MARSHALL	\$25,963,433	0
54	CLAIBORNE	\$25,781,000	1
55	HAYWOOD	\$25,338,649	1
56	GRAINGER	\$25,323,044	-6
57	WARREN	\$21,734,847	0
58	TIPTON	\$20,089,207	0
59	UNICOI	\$18,105,959	0
60	GRUNDY	\$18,058,365	1
61	JOHNSON	\$17,528,810	-1
62	BENTON	\$16,743,244	0
63	MOORE	\$15,588,807	1
64	HARDEMAN	\$14,875,770	2
65	SCOTT	\$14,745,404	-2
66	WHITE	\$14,531,340	1
67	PICKETT	\$12,468,161	-2
68	MACON	\$12,214,323	0
69	MEIGS	\$11,750,727	2
70	CARROLL	\$11,291,221	0
71	HICKMAN	\$11,062,072	3
72	WAYNE	\$10,764,502	1

Rank	County	Direct Visitor Spending	Position Change
73	SMITH	\$10,557,652	-4
74	FAYETTE	\$10,488,267	2
75	DECATUR	\$9,879,926	-3
76	LAUDERDALE	\$9,489,252	1
77	HAWKINS	\$9,371,966	2
78	CHESTER	\$9,234,378	3
79	FENTRESS	\$9,222,943	1
80	TROUSDALE	\$9,137,927	-5
81	PERRY	\$8,474,804	4
82	MCNAIRY	\$8,380,066	-4
83	OVERTON	\$8,345,787	-1
84	HOUSTON	\$8,197,348	0
85	SEQUATCHIE	\$7,125,027	1
86	MORGAN	\$7,005,228	1
87	LAKE	\$6,853,413	-4
88	STEWART	\$6,801,049	0
89	CLAY	\$5,406,060	0
90	LEWIS	\$4,387,437	0
91	BLED SOE	\$4,374,015	0
92	JACKSON	\$4,242,285	0
93	CROCKETT	\$3,427,193	0
94	HANCOCK	\$1,833,928	0
95	CANNON	\$1,509,100	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 50 for category details.

Please note that this data will not match reports prior to 2020. Additionally, a couple of county figures may differ for 2023 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.

2024 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 for 2023 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.

Details on the updated methodology/glossary of terms can be found on page 50 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.



	2023	2024	% Change Over 2023	% Change Over 2018
ANDERSON				
SPENDING	\$190,762,500	\$199,289,871	4.5%	34.1%
LODGING	\$44,597,700	\$46,417,255	4.1%	62.5%
FOOD & BEVERAGES	\$50,201,100	\$53,009,776	5.6%	34.0%
RETAIL	\$19,924,500	\$21,210,655	6.5%	20.3%
RECREATION	\$17,139,100	\$19,082,245	11.3%	31.0%
TRANSPORTATION	\$58,899,900	\$59,569,939	1.1%	23.4%
LABOR INCOME	\$45,383,800	\$47,776,790	5.3%	31.7%
EMPLOYMENT	1,525	1,540	1.0%	0.4%
STATE TAXES	\$11,158,400	\$11,592,558		
LOCAL TAXES	\$8,027,300	\$8,424,808		
TAX SAVINGS PER HOUSEHOLD	\$613	\$624		
BEDFORD				
SPENDING	\$28,583,000	\$28,825,947	0.8%	8.4%
LODGING	\$4,761,400	\$4,747,576	-0.3%	3.1%
FOOD & BEVERAGES	\$8,475,600	\$8,897,205	5.0%	19.0%
RETAIL	\$3,020,700	\$3,029,968	0.3%	-4.9%
RECREATION	\$3,073,600	\$3,289,405	7.0%	14.1%
TRANSPORTATION	\$9,251,700	\$8,861,793	-4.2%	4.9%
LABOR INCOME	\$7,532,300	\$7,896,764	4.8%	30.5%
EMPLOYMENT	233	235	1.1%	-4.3%
STATE TAXES	\$1,632,200	\$1,642,366		
LOCAL TAXES	\$1,257,300	\$1,284,983		
TAX SAVINGS PER HOUSEHOLD	\$156	\$154		
BENTON				
SPENDING	\$15,637,800	\$16,743,244	7.1%	19.8%
LODGING	\$4,887,800	\$5,063,581	3.6%	14.4%
FOOD & BEVERAGES	\$3,187,400	\$3,398,301	6.6%	28.4%
RETAIL	\$669,100	\$717,177	7.2%	12.6%
RECREATION	\$1,265,100	\$1,373,482	8.6%	14.5%
TRANSPORTATION	\$5,628,300	\$6,190,702	10.0%	22.0%
LABOR INCOME	\$2,854,500	\$3,100,992	8.6%	14.1%
EMPLOYMENT	127	131	2.8%	-10.7%
STATE TAXES	\$702,400	\$748,470		
LOCAL TAXES	\$681,900	\$729,558		
TAX SAVINGS PER HOUSEHOLD	\$206	\$213		

	2023	2024	% Change Over 2023	% Change Over 2018
BLED SOE				
SPENDING	\$4,210,400	\$4,374,015	3.9%	27.3%
LODGING	\$1,075,700	\$1,134,321	5.4%	13.4%
FOOD & BEVERAGES	\$1,534,700	\$1,609,486	4.9%	60.8%
RETAIL	\$247,200	\$257,488	4.2%	22.2%
RECREATION	\$336,300	\$360,772	7.3%	39.5%
TRANSPORTATION	\$1,016,500	\$1,011,948	-0.4%	4.8%
LABOR INCOME	\$752,700	\$783,376	4.1%	31.6%
EMPLOYMENT	27	28	3.4%	6.9%
STATE TAXES	\$216,100	\$223,169		
LOCAL TAXES	\$191,400	\$198,626		
TAX SAVINGS PER HOUSEHOLD	\$84	\$88		
BLOUNT				
SPENDING	\$576,085,300	\$610,888,263	6.0%	30.0%
LODGING	\$169,671,600	\$174,146,005	2.6%	54.0%
FOOD & BEVERAGES	\$137,635,600	\$146,196,338	6.2%	33.4%
RETAIL	\$47,906,600	\$51,132,032	6.7%	10.9%
RECREATION	\$49,617,300	\$51,672,710	4.1%	18.6%
TRANSPORTATION	\$171,254,300	\$187,741,178	9.6%	19.2%
LABOR INCOME	\$210,926,700	\$218,810,129	3.7%	37.6%
EMPLOYMENT	4,843	4,952	2.2%	5.1%
STATE TAXES	\$31,678,500	\$33,303,911		
LOCAL TAXES	\$23,295,100	\$24,583,751		
TAX SAVINGS PER HOUSEHOLD	\$1,028	\$1,063		
BRADLEY				
SPENDING	\$184,654,600	\$196,579,043	6.5%	14.0%
LODGING	\$37,466,600	\$39,770,656	6.1%	16.1%
FOOD & BEVERAGES	\$50,715,800	\$54,917,859	8.3%	17.6%
RETAIL	\$20,695,500	\$22,695,079	9.7%	13.9%
RECREATION	\$15,494,800	\$16,803,754	8.4%	20.6%
TRANSPORTATION	\$60,281,800	\$62,391,694	3.5%	8.2%
LABOR INCOME	\$43,518,300	\$46,753,409	7.4%	23.1%
EMPLOYMENT	1,595	1,647	3.3%	-5.5%
STATE TAXES	\$10,717,700	\$11,348,376		
LOCAL TAXES	\$7,763,300	\$8,304,914		
TAX SAVINGS PER HOUSEHOLD	\$447	\$469		
CAMPBELL				
SPENDING	\$119,287,400	\$118,197,718	-0.9%	49.6%
LODGING	\$26,467,100	\$25,507,956	-3.6%	70.8%
FOOD & BEVERAGES	\$20,504,000	\$20,662,910	0.8%	60.7%
RETAIL	\$6,694,100	\$7,045,711	5.3%	40.3%
RECREATION	\$20,055,600	\$20,118,543	0.3%	90.5%
TRANSPORTATION	\$45,566,400	\$44,862,598	-1.5%	25.9%
LABOR INCOME	\$19,406,700	\$19,979,751	3.0%	46.0%
EMPLOYMENT	673	673	-0.1%	18.5%
STATE TAXES	\$5,989,400	\$5,921,071		
LOCAL TAXES	\$3,973,700	\$3,982,967		
TAX SAVINGS PER HOUSEHOLD	\$613	\$593		

	2023	2024	% Change Over 2023	% Change Over 2018
CANNON				
SPENDING	\$1,322,300	\$1,509,100	14.1%	45.8%
LODGING	\$444,100	\$526,542	18.6%	64.8%
FOOD & BEVERAGES	\$144,800	\$160,045	10.5%	55.9%
RETAIL	\$54,100	\$61,585	13.8%	22.1%
RECREATION	\$55,100	\$66,065	19.9%	39.3%
TRANSPORTATION	\$624,200	\$694,864	11.3%	35.0%
LABOR INCOME	\$224,500	\$254,604	13.4%	43.1%
EMPLOYMENT	8	9	10.9%	29.0%
STATE TAXES	\$46,400	\$52,607		
LOCAL TAXES	\$48,500	\$54,184		
TAX SAVINGS PER HOUSEHOLD	\$16	\$19		
CARROLL				
SPENDING	\$10,741,100	\$11,291,221	5.1%	21.3%
LODGING	\$2,012,200	\$2,089,605	3.8%	4.9%
FOOD & BEVERAGES	\$3,176,600	\$3,384,782	6.6%	37.5%
RETAIL	\$1,018,800	\$1,097,655	7.7%	14.4%
RECREATION	\$494,900	\$555,887	12.3%	31.6%
TRANSPORTATION	\$4,038,700	\$4,163,292	3.1%	19.8%
LABOR INCOME	\$2,066,500	\$2,201,194	6.5%	14.1%
EMPLOYMENT	86	88	2.2%	-10.7%
STATE TAXES	\$567,600	\$593,698		
LOCAL TAXES	\$459,900	\$484,664		
TAX SAVINGS PER HOUSEHOLD	\$93	\$96		
CARTER				
SPENDING	\$56,811,300	\$53,312,687	-6.2%	48.4%
LODGING	\$9,212,200	\$8,394,227	-8.9%	43.1%
FOOD & BEVERAGES	\$14,868,300	\$14,374,695	-3.3%	61.8%
RETAIL	\$4,070,500	\$4,154,043	2.1%	40.5%
RECREATION	\$9,271,200	\$8,471,514	-8.6%	44.3%
TRANSPORTATION	\$19,389,100	\$17,918,208	-7.6%	45.0%
LABOR INCOME	\$11,237,500	\$11,649,310	3.7%	41.9%
EMPLOYMENT	376	379	1.0%	22.8%
STATE TAXES	\$2,995,100	\$2,823,278		
LOCAL TAXES	\$1,924,900	\$1,844,217		
TAX SAVINGS PER HOUSEHOLD	\$206	\$193		
CHEATHAM				
SPENDING	\$38,991,000	\$38,660,602	-0.8%	120.4%
LODGING	\$11,895,000	\$11,346,127	-4.6%	275.2%
FOOD & BEVERAGES	\$6,352,600	\$6,455,132	1.6%	125.8%
RETAIL	\$1,653,600	\$1,684,608	1.9%	49.4%
RECREATION	\$7,383,300	\$7,486,920	1.4%	133.5%
TRANSPORTATION	\$11,706,500	\$11,687,813	-0.2%	59.6%
LABOR INCOME	\$7,038,300	\$7,254,882	3.1%	80.2%
EMPLOYMENT	186	189	1.5%	49.2%
STATE TAXES	\$2,158,500	\$2,135,369		
LOCAL TAXES	\$1,619,400	\$1,604,921		
TAX SAVINGS PER HOUSEHOLD	\$241	\$235		

	2023	2024	% Change Over 2023	% Change Over 2018
CHESTER				
SPENDING	\$8,625,800	\$9,234,378	7.1%	31.0%
LODGING	\$2,694,300	\$2,886,551	7.1%	51.5%
FOOD & BEVERAGES	\$1,711,200	\$1,888,285	10.3%	29.3%
RETAIL	\$675,500	\$754,117	11.6%	21.8%
RECREATION	\$782,100	\$855,983	9.4%	27.2%
TRANSPORTATION	\$2,762,700	\$2,849,441	3.1%	19.2%
LABOR INCOME	\$1,981,200	\$2,160,368	9.0%	39.2%
EMPLOYMENT	78	81	4.0%	8.3%
STATE TAXES	\$454,300	\$484,183		
LOCAL TAXES	\$416,800	\$444,680		
TAX SAVINGS PER HOUSEHOLD	\$143	\$147		
CLAIBORNE				
SPENDING	\$23,055,200	\$25,781,000	11.8%	40.8%
LODGING	\$4,540,600	\$5,113,793	12.6%	88.4%
FOOD & BEVERAGES	\$7,634,700	\$8,560,437	12.1%	57.7%
RETAIL	\$2,086,300	\$2,348,029	12.5%	26.1%
RECREATION	\$1,820,100	\$2,031,617	11.6%	17.0%
TRANSPORTATION	\$6,973,500	\$7,727,125	10.8%	17.7%
LABOR INCOME	\$5,008,000	\$5,415,955	8.1%	33.0%
EMPLOYMENT	183	194	5.5%	8.7%
STATE TAXES	\$1,318,400	\$1,459,947		
LOCAL TAXES	\$978,900	\$1,085,148		
TAX SAVINGS PER HOUSEHOLD	\$170	\$189		
CLAY				
SPENDING	\$5,743,300	\$5,406,060	-5.9%	21.3%
LODGING	\$1,843,600	\$1,703,674	-7.6%	59.4%
FOOD & BEVERAGES	\$1,113,800	\$1,058,454	-5.0%	23.9%
RETAIL	\$473,700	\$469,962	-0.8%	13.2%
RECREATION	\$173,300	\$178,383	2.9%	25.4%
TRANSPORTATION	\$2,138,900	\$1,995,588	-6.7%	0.9%
LABOR INCOME	\$976,100	\$994,702	1.9%	22.1%
EMPLOYMENT	36	35	-3.4%	5.1%
STATE TAXES	\$256,500	\$241,980		
LOCAL TAXES	\$242,700	\$239,215		
TAX SAVINGS PER HOUSEHOLD	\$164	\$150		
COCKE				
SPENDING	\$67,198,600	\$71,185,132	5.9%	23.3%
LODGING	\$22,140,100	\$23,898,831	7.9%	58.1%
FOOD & BEVERAGES	\$13,394,900	\$14,469,555	8.0%	20.9%
RETAIL	\$5,428,400	\$5,940,552	9.4%	7.3%
RECREATION	\$6,951,900	\$7,359,244	5.9%	17.3%
TRANSPORTATION	\$19,283,400	\$19,516,950	1.2%	3.6%
LABOR INCOME	\$17,216,700	\$18,004,642	4.6%	39.1%
EMPLOYMENT	452	460	1.8%	-0.1%
STATE TAXES	\$3,808,000	\$4,002,950		
LOCAL TAXES	\$2,817,500	\$3,025,607		
TAX SAVINGS PER HOUSEHOLD	\$455	\$465		

	2023	2024	% Change Over 2023	% Change Over 2018
COFFEE				
SPENDING	\$145,787,800	\$146,124,855	0.2%	36.8%
LODGING	\$32,184,700	\$31,515,804	-2.1%	28.4%
FOOD & BEVERAGES	\$37,020,000	\$37,555,607	1.4%	24.7%
RETAIL	\$14,813,200	\$15,367,003	3.7%	13.6%
RECREATION	\$12,545,400	\$13,064,164	4.1%	21.8%
TRANSPORTATION	\$49,224,500	\$48,622,276	-1.2%	74.4%
LABOR INCOME	\$32,571,300	\$34,003,926	4.4%	34.7%
EMPLOYMENT	941	948	0.7%	-3.5%
STATE TAXES	\$8,284,500	\$8,286,802		
LOCAL TAXES	\$5,618,700	\$5,701,261		
TAX SAVINGS PER HOUSEHOLD	\$613	\$614		
CROCKETT				
SPENDING	\$3,130,200	\$3,427,193	9.5%	61.5%
LODGING	\$696,600	\$754,561	8.3%	53.8%
FOOD & BEVERAGES	\$396,500	\$431,337	8.8%	67.0%
RETAIL	\$133,100	\$143,653	7.9%	30.2%
RECREATION	\$164,900	\$178,534	8.3%	50.4%
TRANSPORTATION	\$1,739,100	\$1,919,107	10.4%	67.8%
LABOR INCOME	\$513,000	\$548,079	6.8%	35.8%
EMPLOYMENT	22	23	3.0%	11.8%
STATE TAXES	\$123,400	\$133,889		
LOCAL TAXES	\$151,300	\$163,913		
TAX SAVINGS PER HOUSEHOLD	\$51	\$54		
CUMBERLAND				
SPENDING	\$210,616,400	\$212,393,327	0.8%	26.2%
LODGING	\$64,232,700	\$63,749,310	-0.8%	36.4%
FOOD & BEVERAGES	\$56,736,000	\$58,393,432	2.9%	30.4%
RETAIL	\$16,294,600	\$16,484,382	1.2%	-0.9%
RECREATION	\$21,242,200	\$22,326,030	5.1%	18.4%
TRANSPORTATION	\$52,111,000	\$51,440,172	-1.3%	24.5%
LABOR INCOME	\$39,603,800	\$40,020,475	1.1%	25.3%
EMPLOYMENT	1,160	1,171	1.0%	0.2%
STATE TAXES	\$12,687,800	\$12,716,497		
LOCAL TAXES	\$8,178,400	\$8,304,404		
TAX SAVINGS PER HOUSEHOLD	\$775	\$766		
DAVIDSON				
SPENDING	\$10,775,145,600	\$11,224,032,854	4.2%	50.4%
LODGING	\$2,639,368,500	\$2,696,119,370	2.2%	52.5%
FOOD & BEVERAGES	\$2,520,272,300	\$2,636,497,952	4.6%	53.1%
RETAIL	\$1,112,634,700	\$1,180,883,710	6.1%	42.3%
RECREATION	\$2,485,253,300	\$2,618,950,036	5.4%	67.2%
TRANSPORTATION	\$2,017,616,800	\$2,091,581,786	3.7%	32.8%
LABOR INCOME	\$2,843,231,700	\$3,082,237,570	8.4%	42.1%
EMPLOYMENT	48,953	49,920	2.0%	7.1%
STATE TAXES	\$666,647,500	\$692,945,693		
LOCAL TAXES	\$444,447,300	\$464,123,717		
TAX SAVINGS PER HOUSEHOLD	\$3,671	\$3,678		

	2023	2024	% Change Over 2023	% Change Over 2018
DECATUR				
SPENDING	\$9,744,800	\$9,879,926	1.4%	20.4%
LODGING	\$4,209,000	\$4,353,110	3.4%	38.0%
FOOD & BEVERAGES	\$1,187,900	\$1,223,503	3.0%	19.9%
RETAIL	\$458,300	\$458,039	-0.1%	1.6%
RECREATION	\$752,600	\$789,186	4.9%	27.7%
TRANSPORTATION	\$3,137,000	\$3,056,089	-2.6%	3.1%
LABOR INCOME	\$1,346,000	\$1,377,139	2.3%	24.4%
EMPLOYMENT	54	54	0.4%	4.9%
STATE TAXES	\$365,400	\$368,457		
LOCAL TAXES	\$498,200	\$506,575		
TAX SAVINGS PER HOUSEHOLD	\$198	\$197		
DEKALB				
SPENDING	\$37,459,000	\$39,539,392	5.6%	70.5%
LODGING	\$14,529,700	\$15,184,714	4.5%	89.4%
FOOD & BEVERAGES	\$5,497,800	\$5,888,906	7.1%	61.6%
RETAIL	\$1,170,100	\$1,272,001	8.7%	32.2%
RECREATION	\$6,259,400	\$6,827,454	9.1%	64.1%
TRANSPORTATION	\$10,001,900	\$10,366,318	3.6%	61.8%
LABOR INCOME	\$7,857,400	\$8,145,905	3.7%	50.3%
EMPLOYMENT	225	227	1.1%	23.7%
STATE TAXES	\$1,956,500	\$2,048,219		
LOCAL TAXES	\$1,710,500	\$1,828,417		
TAX SAVINGS PER HOUSEHOLD	\$439	\$456		
DICKSON				
SPENDING	\$100,978,600	\$105,776,883	4.8%	34.6%
LODGING	\$19,683,600	\$20,425,900	3.8%	87.3%
FOOD & BEVERAGES	\$31,416,000	\$33,282,850	5.9%	40.8%
RETAIL	\$9,694,500	\$10,470,921	8.0%	7.0%
RECREATION	\$6,055,000	\$6,602,200	9.0%	34.6%
TRANSPORTATION	\$34,129,500	\$34,995,012	2.5%	19.3%
LABOR INCOME	\$20,270,100	\$21,463,539	5.9%	34.0%
EMPLOYMENT	675	687	1.7%	4.1%
STATE TAXES	\$5,794,800	\$6,038,551		
LOCAL TAXES	\$3,773,000	\$3,934,300		
TAX SAVINGS PER HOUSEHOLD	\$471	\$473		
DYER				
SPENDING	\$68,623,100	\$74,718,679	8.9%	16.8%
LODGING	\$9,290,900	\$10,144,107	9.2%	3.9%
FOOD & BEVERAGES	\$21,091,900	\$23,513,528	11.5%	33.2%
RETAIL	\$7,371,400	\$7,991,336	8.4%	9.8%
RECREATION	\$4,394,000	\$4,566,127	3.9%	26.4%
TRANSPORTATION	\$26,474,900	\$28,503,581	7.7%	11.1%
LABOR INCOME	\$18,297,000	\$19,697,157	7.7%	23.3%
EMPLOYMENT	628	652	3.8%	0.0%
STATE TAXES	\$3,775,200	\$4,079,681		
LOCAL TAXES	\$2,464,500	\$2,667,789		
TAX SAVINGS PER HOUSEHOLD	\$426	\$453		

Sources: USTA, Tourism Economics

	2023	2024	% Change Over 2023	% Change Over 2018
--	------	------	--------------------	--------------------

FAYETTE

SPENDING	\$9,077,700	\$10,488,267	15.5%	51.4%
LODGING	\$2,148,600	\$2,435,785	13.4%	71.3%
FOOD & BEVERAGES	\$1,965,400	\$2,251,908	14.6%	73.4%
RETAIL	\$412,200	\$479,707	16.4%	52.0%
RECREATION	\$724,500	\$854,475	17.9%	43.8%
TRANSPORTATION	\$3,826,900	\$4,466,392	16.7%	35.4%
LABOR INCOME	\$2,119,300	\$2,337,477	10.3%	54.7%
EMPLOYMENT	55	59	8.0%	14.9%
STATE TAXES	\$415,600	\$474,863		
LOCAL TAXES	\$493,300	\$558,585		
TAX SAVINGS PER HOUSEHOLD	\$55	\$62		

FENTRESS

SPENDING	\$8,634,200	\$9,222,943	6.8%	43.4%
LODGING	\$2,664,400	\$2,803,638	5.2%	68.1%
FOOD & BEVERAGES	\$1,760,800	\$1,886,543	7.1%	50.7%
RETAIL	\$663,300	\$735,633	10.9%	27.0%
RECREATION	\$692,600	\$753,325	8.8%	33.1%
TRANSPORTATION	\$2,853,200	\$3,043,804	6.7%	28.6%
LABOR INCOME	\$1,464,300	\$1,531,892	4.6%	32.7%
EMPLOYMENT	65	66	1.3%	10.7%
STATE TAXES	\$408,700	\$432,914		
LOCAL TAXES	\$414,500	\$439,866		
TAX SAVINGS PER HOUSEHOLD	\$108	\$113		

FRANKLIN

SPENDING	\$62,922,900	\$68,259,088	8.5%	11.8%
LODGING	\$17,037,300	\$18,300,394	7.4%	6.2%
FOOD & BEVERAGES	\$14,361,100	\$15,972,168	11.2%	28.6%
RETAIL	\$6,744,300	\$7,354,035	9.0%	12.3%
RECREATION	\$8,373,200	\$9,021,088	7.7%	22.0%
TRANSPORTATION	\$16,407,000	\$17,611,402	7.3%	0.9%
LABOR INCOME	\$15,878,300	\$16,990,723	7.0%	15.7%
EMPLOYMENT	478	497	4.1%	-5.9%
STATE TAXES	\$3,600,800	\$3,875,873		
LOCAL TAXES	\$2,609,600	\$2,837,620		
TAX SAVINGS PER HOUSEHOLD	\$370	\$393		

GIBSON

SPENDING	\$24,305,600	\$26,850,226	10.5%	19.5%
LODGING	\$3,013,300	\$3,294,711	9.3%	19.2%
FOOD & BEVERAGES	\$6,507,600	\$7,166,711	10.1%	27.9%
RETAIL	\$2,236,000	\$2,428,021	8.6%	3.7%
RECREATION	\$1,309,300	\$1,425,617	8.9%	10.8%
TRANSPORTATION	\$11,239,300	\$12,535,166	11.5%	19.7%
LABOR INCOME	\$4,768,800	\$5,114,358	7.2%	25.7%
EMPLOYMENT	192	199	3.6%	2.6%
STATE TAXES	\$1,223,400	\$1,338,882		
LOCAL TAXES	\$939,400	\$1,027,691		
TAX SAVINGS PER HOUSEHOLD	\$108	\$118		

	2023	2024	% Change Over 2023	% Change Over 2018
GILES				
SPENDING	\$26,234,100	\$26,846,229	2.3%	15.1%
LODGING	\$5,206,400	\$5,222,702	0.3%	31.9%
FOOD & BEVERAGES	\$6,833,600	\$6,948,433	1.7%	31.7%
RETAIL	\$2,341,100	\$2,371,369	1.3%	8.4%
RECREATION	\$1,033,500	\$1,119,014	8.3%	-30.2%
TRANSPORTATION	\$10,819,500	\$11,184,710	3.4%	8.7%
LABOR INCOME	\$5,537,800	\$5,771,811	4.2%	25.9%
EMPLOYMENT	198	197	-0.4%	-2.5%
STATE TAXES	\$1,352,400	\$1,377,803		
LOCAL TAXES	\$1,062,800	\$1,094,447		
TAX SAVINGS PER HOUSEHOLD	\$212	\$211		
GRAINGER				
SPENDING	\$27,143,700	\$25,323,044	-6.7%	34.9%
LODGING	\$9,374,900	\$8,380,093	-10.6%	42.8%
FOOD & BEVERAGES	\$5,009,300	\$4,930,664	-1.6%	31.6%
RETAIL	\$1,942,700	\$1,915,178	-1.4%	19.7%
RECREATION	\$1,655,900	\$1,600,381	-3.4%	2.3%
TRANSPORTATION	\$9,160,900	\$8,496,728	-7.3%	41.8%
LABOR INCOME	\$3,810,300	\$3,970,177	4.2%	33.0%
EMPLOYMENT	135	136	0.5%	8.3%
STATE TAXES	\$1,329,200	\$1,247,199		
LOCAL TAXES	\$1,177,500	\$1,113,466		
TAX SAVINGS PER HOUSEHOLD	\$267	\$247		
GREENE				
SPENDING	\$106,579,000	\$114,196,315	7.1%	19.7%
LODGING	\$21,372,300	\$22,511,430	5.3%	28.6%
FOOD & BEVERAGES	\$23,341,600	\$25,255,219	8.2%	30.1%
RETAIL	\$10,733,700	\$11,567,403	7.8%	30.8%
RECREATION	\$14,278,500	\$15,872,950	11.2%	8.3%
TRANSPORTATION	\$36,853,000	\$38,989,313	5.8%	11.5%
LABOR INCOME	\$24,991,400	\$26,699,387	6.8%	11.4%
EMPLOYMENT	818	853	4.2%	-0.9%
STATE TAXES	\$5,817,400	\$6,191,772		
LOCAL TAXES	\$3,927,700	\$4,199,270		
TAX SAVINGS PER HOUSEHOLD	\$351	\$370		
GRUNDY				
SPENDING	\$16,642,700	\$18,058,365	8.5%	84.4%
LODGING	\$6,556,400	\$7,155,356	9.1%	173.4%
FOOD & BEVERAGES	\$2,907,200	\$3,206,740	10.3%	74.5%
RETAIL	\$920,000	\$1,003,607	9.1%	43.9%
RECREATION	\$2,027,400	\$2,154,930	6.3%	61.3%
TRANSPORTATION	\$4,231,700	\$4,537,731	7.2%	37.2%
LABOR INCOME	\$3,114,300	\$3,333,074	7.0%	48.9%
EMPLOYMENT	115	117	1.2%	17.1%
STATE TAXES	\$906,100	\$975,516		
LOCAL TAXES	\$731,600	\$798,082		
TAX SAVINGS PER HOUSEHOLD	\$330	\$347		

	2023	2024	% Change Over 2023	% Change Over 2018
HAMBLEN				
SPENDING	\$101,801,100	\$103,957,338	2.1%	14.5%
LODGING	\$16,654,800	\$16,555,699	-0.6%	24.0%
FOOD & BEVERAGES	\$39,130,600	\$40,866,686	4.4%	27.3%
RETAIL	\$12,211,100	\$12,725,160	4.2%	1.8%
RECREATION	\$7,443,600	\$7,809,962	4.9%	10.3%
TRANSPORTATION	\$26,361,100	\$25,999,831	-1.4%	1.0%
LABOR INCOME	\$23,565,000	\$24,630,382	4.5%	15.8%
EMPLOYMENT	830	841	1.3%	-7.7%
STATE TAXES	\$6,415,700	\$6,526,051		
LOCAL TAXES	\$4,070,300	\$4,183,426		
TAX SAVINGS PER HOUSEHOLD	\$416	\$416		
HAMILTON				
SPENDING	\$1,732,526,000	\$1,805,792,822	4.2%	22.7%
LODGING	\$390,233,100	\$401,980,977	3.0%	32.2%
FOOD & BEVERAGES	\$574,387,300	\$603,628,721	5.1%	27.3%
RETAIL	\$178,558,300	\$187,158,423	4.8%	-2.1%
RECREATION	\$190,076,000	\$199,451,116	4.9%	21.1%
TRANSPORTATION	\$399,271,400	\$413,573,586	3.6%	22.5%
LABOR INCOME	\$452,576,300	\$474,068,712	4.7%	29.4%
EMPLOYMENT	12,770	13,061	2.3%	-4.5%
STATE TAXES	\$109,302,600	\$113,261,840		
LOCAL TAXES	\$70,069,800	\$73,141,524		
TAX SAVINGS PER HOUSEHOLD	\$1,205	\$1,232		
HANCOCK				
SPENDING	\$1,624,300	\$1,833,928	12.9%	36.1%
LODGING	\$463,500	\$517,655	11.7%	21.7%
FOOD & BEVERAGES	\$687,700	\$766,310	11.4%	47.2%
RETAIL	\$329,300	\$385,630	17.1%	48.7%
RECREATION	\$28,700	\$33,932	18.2%	46.4%
TRANSPORTATION	\$115,100	\$130,400	13.3%	9.5%
LABOR INCOME	\$370,600	\$376,796	1.7%	21.4%
EMPLOYMENT	15	15	1.1%	0.0%
STATE TAXES	\$93,600	\$103,922		
LOCAL TAXES	\$74,900	\$81,328		
TAX SAVINGS PER HOUSEHOLD	\$60	\$67		
HARDEMAN				
SPENDING	\$13,441,300	\$14,875,770	10.7%	39.3%
LODGING	\$2,630,600	\$2,943,724	11.9%	25.9%
FOOD & BEVERAGES	\$2,517,700	\$2,790,224	10.8%	62.1%
RETAIL	\$964,700	\$1,103,519	14.4%	41.7%
RECREATION	\$711,100	\$780,441	9.8%	-5.4%
TRANSPORTATION	\$6,617,200	\$7,257,862	9.7%	44.7%
LABOR INCOME	\$2,642,500	\$2,804,393	6.1%	35.5%
EMPLOYMENT	89	91	2.4%	11.6%
STATE TAXES	\$600,500	\$657,527		
LOCAL TAXES	\$527,300	\$573,946		
TAX SAVINGS PER HOUSEHOLD	\$125	\$136		

	2023	2024	% Change Over 2023	% Change Over 2018
HARDIN				
SPENDING	\$47,464,200	\$49,403,736	4.1%	26.4%
LODGING	\$15,997,800	\$16,627,609	3.9%	40.1%
FOOD & BEVERAGES	\$11,996,200	\$12,470,525	4.0%	34.9%
RETAIL	\$4,593,400	\$4,865,570	5.9%	8.7%
RECREATION	\$3,643,700	\$3,738,622	2.6%	1.4%
TRANSPORTATION	\$11,233,100	\$11,701,410	4.2%	19.1%
LABOR INCOME	\$8,800,900	\$9,214,608	4.7%	31.2%
EMPLOYMENT	335	339	1.1%	2.1%
STATE TAXES	\$2,547,400	\$2,636,324		
LOCAL TAXES	\$2,082,500	\$2,165,328		
TAX SAVINGS PER HOUSEHOLD	\$425	\$443		
HAWKINS				
SPENDING	\$8,930,200	\$9,371,966	4.9%	2.9%
LODGING	\$3,161,800	\$3,267,267	3.3%	8.7%
FOOD & BEVERAGES	\$1,154,400	\$1,257,859	9.0%	2.3%
RETAIL	\$446,400	\$489,152	9.6%	1.3%
RECREATION	\$834,300	\$936,711	12.3%	-0.2%
TRANSPORTATION	\$3,333,300	\$3,420,977	2.6%	-0.8%
LABOR INCOME	\$1,535,300	\$1,599,299	4.2%	18.0%
EMPLOYMENT	60	61	3.0%	-11.2%
STATE TAXES	\$339,500	\$353,768		
LOCAL TAXES	\$479,500	\$500,718		
TAX SAVINGS PER HOUSEHOLD	\$36	\$37		
HAYWOOD				
SPENDING	\$21,209,800	\$25,338,649	19.5%	49.3%
LODGING	\$4,881,300	\$5,976,243	22.4%	86.1%
FOOD & BEVERAGES	\$6,052,700	\$7,203,302	19.0%	67.0%
RETAIL	\$1,790,500	\$2,112,266	18.0%	24.8%
RECREATION	\$1,494,000	\$1,783,721	19.4%	34.0%
TRANSPORTATION	\$6,991,300	\$8,263,118	18.2%	28.7%
LABOR INCOME	\$4,137,000	\$4,542,681	9.8%	47.6%
EMPLOYMENT	174	184	5.8%	8.8%
STATE TAXES	\$1,193,900	\$1,405,321		
LOCAL TAXES	\$853,300	\$1,010,790		
TAX SAVINGS PER HOUSEHOLD	\$284	\$337		
HENDERSON				
SPENDING	\$29,005,100	\$31,652,720	9.1%	36.1%
LODGING	\$7,155,000	\$7,640,012	6.8%	113.1%
FOOD & BEVERAGES	\$6,603,200	\$7,205,816	9.1%	36.8%
RETAIL	\$2,512,000	\$2,574,263	2.5%	3.7%
RECREATION	\$1,222,700	\$1,228,115	0.4%	-8.4%
TRANSPORTATION	\$11,512,100	\$13,004,515	13.0%	22.9%
LABOR INCOME	\$5,601,700	\$6,137,140	9.6%	41.5%
EMPLOYMENT	203	206	1.7%	4.5%
STATE TAXES	\$1,525,400	\$1,654,823		
LOCAL TAXES	\$1,194,400	\$1,295,039		
TAX SAVINGS PER HOUSEHOLD	\$253	\$270		

	2023	2024	% Change Over 2023	% Change Over 2018
--	------	------	--------------------	--------------------

HENRY

SPENDING	\$64,973,400	\$69,382,730	6.8%	29.5%
LODGING	\$18,448,400	\$19,468,088	5.5%	57.1%
FOOD & BEVERAGES	\$16,881,500	\$18,246,254	8.1%	40.0%
RETAIL	\$6,901,900	\$7,542,948	9.3%	22.0%
RECREATION	\$5,117,200	\$5,612,833	9.7%	-33.1%
TRANSPORTATION	\$17,624,500	\$18,512,607	5.0%	36.3%
LABOR INCOME	\$10,576,400	\$11,198,426	5.9%	21.5%
EMPLOYMENT	427	439	2.9%	1.1%
STATE TAXES	\$3,621,500	\$3,839,329		
LOCAL TAXES	\$2,645,400	\$2,809,684		
TAX SAVINGS PER HOUSEHOLD	\$477	\$504		

HICKMAN

SPENDING	\$9,299,500	\$11,062,072	19.0%	97.1%
LODGING	\$2,855,200	\$3,350,647	17.4%	118.7%
FOOD & BEVERAGES	\$1,816,000	\$2,149,999	18.4%	106.9%
RETAIL	\$579,500	\$663,840	14.6%	28.7%
RECREATION	\$912,800	\$1,150,698	26.1%	128.2%
TRANSPORTATION	\$3,136,000	\$3,746,888	19.5%	85.4%
LABOR INCOME	\$1,387,500	\$1,526,288	10.0%	40.3%
EMPLOYMENT	50	53	5.6%	12.0%
STATE TAXES	\$449,000	\$526,537		
LOCAL TAXES	\$438,700	\$511,086		
TAX SAVINGS PER HOUSEHOLD	\$100	\$113		

HOUSTON

SPENDING	\$7,371,500	\$8,197,348	11.2%	22.5%
LODGING	\$2,387,200	\$2,534,770	6.2%	32.8%
FOOD & BEVERAGES	\$1,508,400	\$1,677,824	11.2%	34.1%
RETAIL	\$291,300	\$323,829	11.2%	-36.0%
RECREATION	\$804,200	\$940,761	17.0%	30.7%
TRANSPORTATION	\$2,380,500	\$2,720,164	14.3%	18.0%
LABOR INCOME	\$1,392,600	\$1,500,784	7.8%	28.0%
EMPLOYMENT	68	69	1.3%	2.1%
STATE TAXES	\$333,200	\$366,970		
LOCAL TAXES	\$318,100	\$346,008		
TAX SAVINGS PER HOUSEHOLD	\$215	\$224		

HUMPHREYS

SPENDING	\$50,804,900	\$54,250,051	6.8%	21.7%
LODGING	\$13,599,200	\$14,378,387	5.7%	45.0%
FOOD & BEVERAGES	\$10,881,100	\$11,467,893	5.4%	33.1%
RETAIL	\$3,641,300	\$3,919,218	7.6%	19.7%
RECREATION	\$3,357,700	\$3,711,063	10.5%	12.1%
TRANSPORTATION	\$19,325,600	\$20,773,490	7.5%	6.8%
LABOR INCOME	\$8,840,200	\$9,299,568	5.2%	31.7%
EMPLOYMENT	298	303	1.9%	-3.0%
STATE TAXES	\$2,610,800	\$2,765,847		
LOCAL TAXES	\$1,957,100	\$2,091,047		
TAX SAVINGS PER HOUSEHOLD	\$680	\$708		

	2023	2024	% Change Over 2023	% Change Over 2018
JACKSON				
SPENDING	\$4,147,200	\$4,242,285	2.3%	67.0%
LODGING	\$2,377,600	\$2,357,554	-0.8%	87.1%
FOOD & BEVERAGES	\$392,300	\$442,316	12.7%	59.1%
RETAIL	\$131,400	\$141,558	7.7%	19.4%
RECREATION	\$190,100	\$209,014	9.9%	49.8%
TRANSPORTATION	\$1,055,800	\$1,091,843	3.4%	46.7%
LABOR INCOME	\$503,400	\$534,569	6.2%	58.3%
EMPLOYMENT	19	19	1.6%	17.5%
STATE TAXES	\$169,900	\$173,380		
LOCAL TAXES	\$168,200	\$175,242		
TAX SAVINGS PER HOUSEHOLD	\$74	\$74		
JEFFERSON				
SPENDING	\$78,583,500	\$73,525,570	-6.4%	29.8%
LODGING	\$24,774,100	\$22,647,291	-8.6%	68.8%
FOOD & BEVERAGES	\$18,782,300	\$17,755,982	-5.5%	32.2%
RETAIL	\$6,333,800	\$6,358,423	0.4%	20.0%
RECREATION	\$6,979,000	\$6,747,450	-3.3%	16.7%
TRANSPORTATION	\$21,714,200	\$20,016,424	-7.8%	7.0%
LABOR INCOME	\$14,823,500	\$14,883,626	0.4%	36.9%
EMPLOYMENT	479	473	-1.2%	3.0%
STATE TAXES	\$4,310,700	\$4,038,196		
LOCAL TAXES	\$3,316,500	\$3,168,476		
TAX SAVINGS PER HOUSEHOLD	\$366	\$338		
JOHNSON				
SPENDING	\$17,125,500	\$17,528,810	2.4%	57.2%
LODGING	\$3,751,500	\$3,781,617	0.8%	49.9%
FOOD & BEVERAGES	\$4,710,200	\$4,896,539	4.0%	62.0%
RETAIL	\$909,100	\$965,599	6.2%	32.2%
RECREATION	\$524,000	\$543,206	3.7%	38.4%
TRANSPORTATION	\$7,230,800	\$7,341,849	1.5%	63.8%
LABOR INCOME	\$3,049,500	\$3,255,587	6.8%	54.3%
EMPLOYMENT	103	104	1.0%	22.6%
STATE TAXES	\$806,400	\$823,839		
LOCAL TAXES	\$654,100	\$673,065		
TAX SAVINGS PER HOUSEHOLD	\$212	\$209		
KNOX				
SPENDING	\$2,037,960,900	\$2,126,389,188	4.3%	30.7%
LODGING	\$392,821,300	\$403,094,085	2.6%	63.5%
FOOD & BEVERAGES	\$732,166,000	\$769,883,790	5.2%	42.9%
RETAIL	\$257,662,500	\$274,903,446	6.7%	16.5%
RECREATION	\$175,141,600	\$184,123,089	5.1%	24.7%
TRANSPORTATION	\$480,169,500	\$494,384,779	3.0%	7.9%
LABOR INCOME	\$514,104,100	\$542,271,960	5.5%	28.4%
EMPLOYMENT	14,723	15,042	2.2%	1.5%
STATE TAXES	\$129,871,800	\$134,801,587		
LOCAL TAXES	\$75,679,600	\$79,142,008		
TAX SAVINGS PER HOUSEHOLD	\$1,055	\$1,084		

	2023	2024	% Change Over 2023	% Change Over 2018
LAKE				
SPENDING	\$7,513,200	\$6,853,413	-8.8%	27.5%
LODGING	\$2,610,100	\$2,241,734	-14.1%	38.4%
FOOD & BEVERAGES	\$2,212,800	\$2,089,488	-5.6%	36.6%
RETAIL	\$464,800	\$449,748	-3.2%	-32.0%
RECREATION	\$1,152,100	\$1,095,689	-4.9%	43.9%
TRANSPORTATION	\$1,073,400	\$976,754	-9.0%	21.4%
LABOR INCOME	\$1,854,000	\$1,903,890	2.7%	21.4%
EMPLOYMENT	70	70	-0.5%	-4.4%
STATE TAXES	\$481,500	\$442,119		
LOCAL TAXES	\$359,300	\$333,404		
TAX SAVINGS PER HOUSEHOLD	\$418	\$384		
LAUDERDALE				
SPENDING	\$9,011,700	\$9,489,252	5.3%	34.1%
LODGING	\$1,914,100	\$2,016,046	5.3%	60.6%
FOOD & BEVERAGES	\$3,141,200	\$3,320,771	5.7%	42.1%
RETAIL	\$974,500	\$1,070,841	9.9%	7.1%
RECREATION	\$616,800	\$657,938	6.7%	44.2%
TRANSPORTATION	\$2,365,100	\$2,423,656	2.5%	19.6%
LABOR INCOME	\$2,279,100	\$2,400,061	5.3%	31.6%
EMPLOYMENT	97	99	2.1%	4.6%
STATE TAXES	\$516,800	\$540,770		
LOCAL TAXES	\$460,300	\$480,051		
TAX SAVINGS PER HOUSEHOLD	\$107	\$111		
LAWRENCE				
SPENDING	\$29,973,800	\$32,356,943	8.0%	33.7%
LODGING	\$6,693,900	\$7,209,233	7.7%	105.3%
FOOD & BEVERAGES	\$9,435,200	\$10,291,066	9.1%	29.3%
RETAIL	\$3,846,100	\$4,260,858	10.8%	22.9%
RECREATION	\$1,918,400	\$2,013,788	5.0%	15.2%
TRANSPORTATION	\$8,080,200	\$8,581,998	6.2%	14.1%
LABOR INCOME	\$7,431,400	\$8,025,925	8.0%	29.9%
EMPLOYMENT	260	266	2.5%	-4.2%
STATE TAXES	\$1,821,000	\$1,953,422		
LOCAL TAXES	\$1,286,100	\$1,384,358		
TAX SAVINGS PER HOUSEHOLD	\$188	\$200		
LEWIS				
SPENDING	\$4,684,100	\$4,387,437	-6.3%	12.3%
LODGING	\$1,573,100	\$1,441,180	-8.4%	35.4%
FOOD & BEVERAGES	\$1,070,200	\$1,050,896	-1.8%	23.6%
RETAIL	\$393,600	\$391,937	-0.4%	-0.7%
RECREATION	\$389,800	\$358,305	-8.1%	-7.9%
TRANSPORTATION	\$1,257,300	\$1,145,119	-8.9%	-5.2%
LABOR INCOME	\$782,400	\$805,041	2.9%	27.4%
EMPLOYMENT	33	33	-0.4%	0.3%
STATE TAXES	\$267,100	\$251,165		
LOCAL TAXES	\$253,700	\$242,998		
TAX SAVINGS PER HOUSEHOLD	\$103	\$96		

	2023	2024	% Change Over 2023	% Change Over 2018
LINCOLN				
SPENDING	\$30,424,800	\$29,915,722	-1.7%	20.4%
LODGING	\$5,300,800	\$5,124,417	-3.3%	12.5%
FOOD & BEVERAGES	\$7,945,100	\$7,958,920	0.2%	28.2%
RETAIL	\$3,893,100	\$3,904,680	0.3%	42.4%
RECREATION	\$2,754,600	\$2,785,498	1.1%	15.8%
TRANSPORTATION	\$10,531,100	\$10,142,207	-3.7%	13.4%
LABOR INCOME	\$6,540,400	\$6,628,694	1.3%	32.7%
EMPLOYMENT	258	254	-1.5%	1.3%
STATE TAXES	\$1,704,700	\$1,670,872		
LOCAL TAXES	\$1,173,200	\$1,179,782		
TAX SAVINGS PER HOUSEHOLD	\$201	\$195		
LOUDON				
SPENDING	\$97,501,600	\$104,112,845	6.8%	31.4%
LODGING	\$21,295,800	\$22,275,076	4.6%	67.7%
FOOD & BEVERAGES	\$36,078,600	\$39,763,868	10.2%	33.8%
RETAIL	\$4,034,700	\$4,185,753	3.7%	7.3%
RECREATION	\$9,454,300	\$10,525,630	11.3%	18.1%
TRANSPORTATION	\$26,638,200	\$27,362,519	2.7%	16.9%
LABOR INCOME	\$27,256,000	\$28,987,996	6.4%	36.7%
EMPLOYMENT	896	923	2.9%	2.6%
STATE TAXES	\$5,786,400	\$6,137,074		
LOCAL TAXES	\$3,942,000	\$4,193,951		
TAX SAVINGS PER HOUSEHOLD	\$433	\$441		
MACON				
SPENDING	\$12,247,100	\$12,214,323	-0.3%	-2.4%
LODGING	\$1,445,300	\$1,432,966	-0.9%	12.4%
FOOD & BEVERAGES	\$5,237,200	\$5,261,166	0.5%	9.2%
RETAIL	\$1,984,700	\$2,025,398	2.1%	-32.4%
RECREATION	\$388,800	\$387,215	-0.4%	-4.5%
TRANSPORTATION	\$3,191,100	\$3,107,578	-2.6%	2.8%
LABOR INCOME	\$3,343,100	\$3,485,663	4.3%	16.8%
EMPLOYMENT	141	141	-0.5%	-8.3%
STATE TAXES	\$757,000	\$753,761		
LOCAL TAXES	\$472,400	\$469,025		
TAX SAVINGS PER HOUSEHOLD	\$134	\$133		
MADISON				
SPENDING	\$327,853,700	\$348,798,681	6.4%	21.6%
LODGING	\$61,769,400	\$65,371,429	5.8%	44.5%
FOOD & BEVERAGES	\$126,581,500	\$135,175,768	6.8%	27.7%
RETAIL	\$41,880,200	\$45,034,942	7.5%	6.0%
RECREATION	\$26,270,700	\$28,947,569	10.2%	10.2%
TRANSPORTATION	\$71,351,800	\$74,268,973	4.1%	11.0%
LABOR INCOME	\$79,950,200	\$83,829,221	4.9%	27.2%
EMPLOYMENT	2,800	2,878	2.8%	-5.8%
STATE TAXES	\$21,386,600	\$22,574,742		
LOCAL TAXES	\$13,243,800	\$14,112,272		
TAX SAVINGS PER HOUSEHOLD	\$884	\$928		

	2023	2024	% Change Over 2023	% Change Over 2018
MARION				
SPENDING	\$64,328,400	\$63,964,411	-0.6%	18.2%
LODGING	\$15,403,800	\$15,007,282	-2.6%	35.1%
FOOD & BEVERAGES	\$21,036,200	\$20,934,346	-0.5%	22.9%
RETAIL	\$5,163,600	\$5,333,837	3.3%	-0.7%
RECREATION	\$4,645,800	\$4,618,218	-0.6%	13.6%
TRANSPORTATION	\$18,078,900	\$18,070,727	0.0%	9.1%
LABOR INCOME	\$12,247,000	\$12,437,521	1.6%	16.9%
EMPLOYMENT	446	443	-0.7%	-7.7%
STATE TAXES	\$3,821,200	\$3,783,914		
LOCAL TAXES	\$2,400,500	\$2,407,411		
TAX SAVINGS PER HOUSEHOLD	\$532	\$537		
MARSHALL				
SPENDING	\$25,965,800	\$25,963,433	0.0%	18.8%
LODGING	\$6,468,200	\$6,270,597	-3.1%	47.9%
FOOD & BEVERAGES	\$7,268,000	\$7,492,712	3.1%	27.0%
RETAIL	\$2,406,300	\$2,440,753	1.4%	-1.5%
RECREATION	\$3,128,100	\$3,068,635	-1.9%	4.9%
TRANSPORTATION	\$6,695,300	\$6,690,736	-0.1%	5.9%
LABOR INCOME	\$7,551,600	\$7,910,380	4.8%	30.6%
EMPLOYMENT	253	261	2.9%	-3.1%
STATE TAXES	\$1,555,100	\$1,552,812		
LOCAL TAXES	\$1,183,100	\$1,195,254		
TAX SAVINGS PER HOUSEHOLD	\$210	\$207		
MAURY				
SPENDING	\$136,859,400	\$137,395,158	0.4%	37.3%
LODGING	\$31,548,200	\$31,228,724	-1.0%	59.1%
FOOD & BEVERAGES	\$33,255,200	\$34,363,844	3.3%	36.2%
RETAIL	\$12,013,100	\$12,529,451	4.3%	18.4%
RECREATION	\$16,791,700	\$16,373,595	-2.5%	50.5%
TRANSPORTATION	\$43,251,200	\$42,899,545	-0.8%	27.1%
LABOR INCOME	\$34,284,500	\$33,818,593	-1.4%	52.1%
EMPLOYMENT	955	956	0.1%	5.1%
STATE TAXES	\$7,826,400	\$7,793,095		
LOCAL TAXES	\$6,104,400	\$6,182,500		
TAX SAVINGS PER HOUSEHOLD	\$352	\$339		
MCMINN				
SPENDING	\$74,294,800	\$76,758,336	3.3%	15.4%
LODGING	\$17,325,500	\$17,742,161	2.4%	31.7%
FOOD & BEVERAGES	\$19,239,300	\$20,215,704	5.1%	23.8%
RETAIL	\$7,920,400	\$8,394,147	6.0%	11.2%
RECREATION	\$6,683,100	\$7,067,488	5.8%	4.4%
TRANSPORTATION	\$23,126,400	\$23,338,837	0.9%	4.2%
LABOR INCOME	\$16,347,500	\$17,122,777	4.7%	27.5%
EMPLOYMENT	606	612	1.0%	-4.9%
STATE TAXES	\$4,293,600	\$4,414,203		
LOCAL TAXES	\$3,192,000	\$3,322,321		
TAX SAVINGS PER HOUSEHOLD	\$353	\$360		

	2023	2024	% Change Over 2023	% Change Over 2018
MCNAIRY				
SPENDING	\$8,984,800	\$8,380,066	-6.7%	4.3%
LODGING	\$2,677,200	\$2,491,900	-6.9%	15.2%
FOOD & BEVERAGES	\$2,591,600	\$2,472,726	-4.6%	11.6%
RETAIL	\$560,800	\$539,091	-3.9%	-4.6%
RECREATION	\$798,000	\$762,284	-4.5%	10.9%
TRANSPORTATION	\$2,357,300	\$2,114,065	-10.3%	-12.0%
LABOR INCOME	\$1,844,300	\$1,845,880	0.1%	23.9%
EMPLOYMENT	83	81	-2.8%	-5.7%
STATE TAXES	\$464,700	\$433,961		
LOCAL TAXES	\$457,600	\$440,150		
TAX SAVINGS PER HOUSEHOLD	\$95	\$89		
MEIGS				
SPENDING	\$10,580,300	\$11,750,727	11.1%	76.5%
LODGING	\$3,048,900	\$3,333,419	9.3%	86.5%
FOOD & BEVERAGES	\$2,821,000	\$3,110,819	10.3%	95.1%
RETAIL	\$770,400	\$825,417	7.1%	34.8%
RECREATION	\$684,500	\$760,560	11.1%	120.6%
TRANSPORTATION	\$3,255,600	\$3,720,512	14.3%	60.5%
LABOR INCOME	\$1,615,900	\$1,723,718	6.7%	43.3%
EMPLOYMENT	68	71	4.1%	21.8%
STATE TAXES	\$529,600	\$582,024		
LOCAL TAXES	\$446,700	\$505,102		
TAX SAVINGS PER HOUSEHOLD	\$188	\$206		
MONROE				
SPENDING	\$63,182,100	\$64,789,964	2.5%	52.0%
LODGING	\$12,254,600	\$12,273,859	0.2%	40.5%
FOOD & BEVERAGES	\$19,063,800	\$19,908,238	4.4%	64.1%
RETAIL	\$5,343,500	\$5,586,837	4.6%	21.2%
RECREATION	\$7,583,800	\$8,015,282	5.7%	89.5%
TRANSPORTATION	\$18,936,500	\$19,005,747	0.4%	47.2%
LABOR INCOME	\$12,539,200	\$12,941,038	3.2%	41.8%
EMPLOYMENT	515	526	2.3%	17.6%
STATE TAXES	\$3,534,700	\$3,604,096		
LOCAL TAXES	\$2,436,200	\$2,505,501		
TAX SAVINGS PER HOUSEHOLD	\$315	\$317		
MONTGOMERY				
SPENDING	\$385,628,800	\$419,550,868	8.8%	23.8%
LODGING	\$79,693,600	\$86,159,941	8.1%	30.0%
FOOD & BEVERAGES	\$133,133,700	\$145,840,205	9.5%	28.2%
RETAIL	\$50,945,400	\$55,558,595	9.1%	12.6%
RECREATION	\$33,989,400	\$37,724,278	11.0%	21.1%
TRANSPORTATION	\$87,866,700	\$94,267,848	7.3%	20.3%
LABOR INCOME	\$101,706,000	\$108,715,409	6.9%	23.2%
EMPLOYMENT	3,708	3,823	3.1%	-2.1%
STATE TAXES	\$24,743,400	\$26,700,618		
LOCAL TAXES	\$14,747,800	\$16,077,782		
TAX SAVINGS PER HOUSEHOLD	\$491	\$507		

	2023	2024	% Change Over 2023	% Change Over 2018
MOORE				
SPENDING	\$14,093,823	\$15,588,807	10.6%	37.9%
LODGING	\$468,174	\$510,753	9.1%	18.3%
FOOD & BEVERAGES	\$4,879,321	\$5,200,262	6.6%	41.7%
RETAIL	\$5,213,862	\$5,980,357	14.7%	41.6%
RECREATION	\$3,446,172	\$3,799,668	10.3%	30.8%
TRANSPORTATION	\$86,294	\$97,768	13.3%	27.5%
LABOR INCOME	\$1,839,691	\$1,972,042	7.2%	21.6%
EMPLOYMENT	96	100	4.2%	0.9%
STATE TAXES	\$1,021,351	\$1,118,923		
LOCAL TAXES	\$226,422	\$244,456		
TAX SAVINGS PER HOUSEHOLD	\$488	\$517		
MORGAN				
SPENDING	\$6,426,262	\$7,005,228	9.0%	95.2%
LODGING	\$1,847,039	\$2,024,141	9.6%	74.0%
FOOD & BEVERAGES	\$832,724	\$918,969	10.4%	176.9%
RETAIL	\$292,557	\$315,618	7.9%	40.1%
RECREATION	\$1,638,099	\$1,835,947	12.1%	140.1%
TRANSPORTATION	\$1,815,842	\$1,910,553	5.2%	73.1%
LABOR INCOME	\$943,972	\$982,062	4.0%	51.6%
EMPLOYMENT	38	39	2.3%	25.7%
STATE TAXES	\$273,159	\$294,475		
LOCAL TAXES	\$206,724	\$221,664		
TAX SAVINGS PER HOUSEHOLD	\$68	\$72		
OBION				
SPENDING	\$80,218,900	\$80,089,072	-0.2%	36.2%
LODGING	\$16,143,600	\$15,397,161	-4.6%	65.0%
FOOD & BEVERAGES	\$23,221,100	\$24,414,698	5.1%	45.8%
RETAIL	\$8,117,100	\$8,464,566	4.3%	9.0%
RECREATION	\$8,331,000	\$8,212,693	-1.4%	32.6%
TRANSPORTATION	\$24,406,100	\$23,599,955	-3.3%	25.7%
LABOR INCOME	\$16,940,600	\$17,543,231	3.6%	31.3%
EMPLOYMENT	632	635	0.6%	5.6%
STATE TAXES	\$4,703,300	\$4,684,029		
LOCAL TAXES	\$2,895,900	\$2,899,517		
TAX SAVINGS PER HOUSEHOLD	\$606	\$606		
OVERTON				
SPENDING	\$7,735,000	\$8,345,787	7.9%	46.9%
LODGING	\$2,785,400	\$3,095,127	11.1%	83.3%
FOOD & BEVERAGES	\$1,717,100	\$1,832,129	6.7%	53.1%
RETAIL	\$541,600	\$590,228	9.0%	23.1%
RECREATION	\$518,600	\$557,677	7.5%	12.9%
TRANSPORTATION	\$2,172,200	\$2,270,626	4.5%	24.6%
LABOR INCOME	\$1,519,700	\$1,596,736	5.1%	29.6%
EMPLOYMENT	66	67	2.1%	8.1%
STATE TAXES	\$411,300	\$439,753		
LOCAL TAXES	\$449,200	\$479,178		
TAX SAVINGS PER HOUSEHOLD	\$98	\$102		

	2023	2024	% Change Over 2023	% Change Over 2018
PERRY				
SPENDING	\$7,060,400	\$8,474,804	20.0%	61.0%
LODGING	\$2,913,100	\$3,413,667	17.2%	107.6%
FOOD & BEVERAGES	\$1,580,000	\$1,883,936	19.2%	57.2%
RETAIL	\$375,200	\$465,186	24.0%	-16.1%
RECREATION	\$378,800	\$486,435	28.4%	50.5%
TRANSPORTATION	\$1,813,300	\$2,225,580	22.7%	44.3%
LABOR INCOME	\$1,129,000	\$1,225,241	8.5%	47.1%
EMPLOYMENT	59	62	5.0%	10.3%
STATE TAXES	\$270,900	\$319,923		
LOCAL TAXES	\$321,000	\$365,415		
TAX SAVINGS PER HOUSEHOLD	\$200	\$225		
PICKETT				
SPENDING	\$13,750,000	\$12,468,161	-9.3%	-0.2%
LODGING	\$4,403,500	\$4,012,240	-8.9%	11.1%
FOOD & BEVERAGES	\$3,844,600	\$3,564,304	-7.3%	-0.7%
RETAIL	\$897,100	\$869,205	-3.1%	1.3%
RECREATION	\$1,275,100	\$1,114,812	-12.6%	-2.2%
TRANSPORTATION	\$3,329,700	\$2,907,599	-12.7%	-11.8%
LABOR INCOME	\$2,993,800	\$2,927,043	-2.2%	11.4%
EMPLOYMENT	121	117	-4.0%	-11.7%
STATE TAXES	\$730,900	\$663,900		
LOCAL TAXES	\$556,800	\$512,766		
TAX SAVINGS PER HOUSEHOLD	\$584	\$559		
POLK				
SPENDING	\$29,658,900	\$33,111,462	11.6%	25.3%
LODGING	\$7,770,500	\$8,679,296	11.7%	40.1%
FOOD & BEVERAGES	\$7,586,700	\$8,527,355	12.4%	43.5%
RETAIL	\$2,206,300	\$2,548,602	15.5%	5.9%
RECREATION	\$4,800,100	\$5,163,042	7.6%	2.5%
TRANSPORTATION	\$7,295,300	\$8,193,167	12.3%	19.8%
LABOR INCOME	\$7,115,200	\$7,432,154	4.5%	25.5%
EMPLOYMENT	288	294	2.1%	-4.9%
STATE TAXES	\$1,698,600	\$1,871,697		
LOCAL TAXES	\$1,112,800	\$1,234,609		
TAX SAVINGS PER HOUSEHOLD	\$396	\$435		
PUTNAM				
SPENDING	\$183,617,300	\$181,101,199	-1.4%	23.5%
LODGING	\$41,880,800	\$39,452,494	-5.8%	36.3%
FOOD & BEVERAGES	\$57,378,000	\$58,250,895	1.5%	23.6%
RETAIL	\$21,711,700	\$21,907,027	0.9%	6.9%
RECREATION	\$18,034,000	\$18,884,221	4.7%	41.3%
TRANSPORTATION	\$44,612,700	\$42,606,562	-4.5%	16.2%
LABOR INCOME	\$45,404,700	\$45,992,569	1.3%	36.2%
EMPLOYMENT	1,615	1,611	-0.3%	2.0%
STATE TAXES	\$11,466,500	\$11,269,375		
LOCAL TAXES	\$7,555,500	\$7,520,484		
TAX SAVINGS PER HOUSEHOLD	\$581	\$568		

	2023	2024	% Change Over 2023	% Change Over 2018
RHEA				
SPENDING	\$41,577,200	\$43,852,179	5.5%	15.9%
LODGING	\$9,911,700	\$10,322,585	4.1%	22.2%
FOOD & BEVERAGES	\$12,520,900	\$13,523,615	8.0%	28.3%
RETAIL	\$3,139,200	\$3,356,997	6.9%	7.5%
RECREATION	\$4,124,000	\$4,368,973	5.9%	11.0%
TRANSPORTATION	\$11,881,400	\$12,280,008	3.4%	4.3%
LABOR INCOME	\$10,022,700	\$10,571,673	5.5%	35.4%
EMPLOYMENT	370	378	2.3%	-2.7%
STATE TAXES	\$2,351,100	\$2,464,004		
LOCAL TAXES	\$1,798,000	\$1,894,551		
TAX SAVINGS PER HOUSEHOLD	\$326	\$329		
ROANE				
SPENDING	\$74,556,500	\$76,086,706	2.1%	39.0%
LODGING	\$19,504,500	\$19,718,092	1.1%	61.0%
FOOD & BEVERAGES	\$21,279,600	\$22,282,458	4.7%	39.1%
RETAIL	\$6,158,800	\$6,224,944	1.1%	21.8%
RECREATION	\$7,284,800	\$7,772,245	6.7%	31.1%
TRANSPORTATION	\$20,328,700	\$20,088,966	-1.2%	30.3%
LABOR INCOME	\$16,061,700	\$16,990,026	5.8%	37.0%
EMPLOYMENT	628	646	2.8%	16.9%
STATE TAXES	\$4,325,200	\$4,402,647		
LOCAL TAXES	\$3,356,000	\$3,445,243		
TAX SAVINGS PER HOUSEHOLD	\$350	\$348		
ROBERTSON				
SPENDING	\$75,426,700	\$71,370,830	-5.4%	8.6%
LODGING	\$17,386,500	\$15,314,933	-11.9%	10.9%
FOOD & BEVERAGES	\$20,598,300	\$20,187,473	-2.0%	18.0%
RETAIL	\$7,397,700	\$7,189,820	-2.8%	0.4%
RECREATION	\$7,199,100	\$6,919,260	-3.9%	6.2%
TRANSPORTATION	\$22,845,000	\$21,759,344	-4.8%	3.0%
LABOR INCOME	\$17,740,400	\$18,301,215	3.2%	22.6%
EMPLOYMENT	560	555	-1.0%	-5.4%
STATE TAXES	\$4,421,300	\$4,196,129		
LOCAL TAXES	\$3,002,400	\$2,858,852		
TAX SAVINGS PER HOUSEHOLD	\$273	\$254		
RUTHERFORD				
SPENDING	\$772,865,400	\$787,645,118	1.9%	42.0%
LODGING	\$171,690,700	\$171,479,008	-0.1%	60.7%
FOOD & BEVERAGES	\$230,637,900	\$239,760,133	4.0%	33.9%
RETAIL	\$77,414,600	\$79,782,578	3.1%	5.3%
RECREATION	\$60,788,700	\$62,820,773	3.3%	17.2%
TRANSPORTATION	\$232,333,500	\$233,802,626	0.6%	67.8%
LABOR INCOME	\$203,779,700	\$215,052,935	5.5%	34.6%
EMPLOYMENT	5,196	5,277	1.6%	-0.1%
STATE TAXES	\$46,010,100	\$46,765,300		
LOCAL TAXES	\$29,764,500	\$30,526,133		
TAX SAVINGS PER HOUSEHOLD	\$619	\$614		

	2023	2024	% Change Over 2023	% Change Over 2018
SCOTT				
SPENDING	\$14,421,800	\$14,745,404	2.2%	16.6%
LODGING	\$3,904,800	\$3,862,070	-1.1%	8.0%
FOOD & BEVERAGES	\$3,205,700	\$3,384,307	5.6%	23.5%
RETAIL	\$733,100	\$794,773	8.4%	14.4%
RECREATION	\$1,350,100	\$1,353,874	0.3%	10.8%
TRANSPORTATION	\$5,228,100	\$5,350,381	2.3%	21.3%
LABOR INCOME	\$2,893,700	\$3,202,140	10.7%	23.1%
EMPLOYMENT	142	147	3.4%	7.5%
STATE TAXES	\$746,300	\$764,687		
LOCAL TAXES	\$630,700	\$645,611		
TAX SAVINGS PER HOUSEHOLD	\$160	\$163		
SEQUATCHIE				
SPENDING	\$6,622,100	\$7,125,027	7.6%	37.0%
LODGING	\$1,604,200	\$1,692,172	5.5%	41.4%
FOOD & BEVERAGES	\$840,200	\$957,430	14.0%	56.3%
RETAIL	\$317,700	\$359,192	13.1%	36.8%
RECREATION	\$309,800	\$330,213	6.6%	21.4%
TRANSPORTATION	\$3,550,100	\$3,786,021	6.6%	32.6%
LABOR INCOME	\$1,001,600	\$1,069,702	6.8%	38.5%
EMPLOYMENT	32	34	6.3%	15.1%
STATE TAXES	\$265,600	\$283,719		
LOCAL TAXES	\$270,000	\$290,602		
TAX SAVINGS PER HOUSEHOLD	\$90	\$94		
SEVIER				
SPENDING	\$3,851,460,800	\$3,929,693,370	2.0%	53.1%
LODGING	\$1,460,237,900	\$1,472,206,649	0.8%	79.6%
FOOD & BEVERAGES	\$720,153,600	\$741,041,634	2.9%	36.6%
RETAIL	\$444,275,500	\$465,480,466	4.8%	29.8%
RECREATION	\$646,281,600	\$665,670,993	3.0%	50.3%
TRANSPORTATION	\$580,512,200	\$585,293,628	0.8%	45.3%
LABOR INCOME	\$1,064,625,500	\$1,103,915,914	3.7%	51.6%
EMPLOYMENT	26,564	26,927	1.4%	18.4%
STATE TAXES	\$247,836,400	\$251,693,926		
LOCAL TAXES	\$182,429,300	\$187,210,059		
TAX SAVINGS PER HOUSEHOLD	\$11,266	\$11,191		
SHELBY				
SPENDING	\$4,228,966,400	\$4,234,677,548	0.1%	18.0%
LODGING	\$712,055,800	\$698,474,012	-1.9%	15.3%
FOOD & BEVERAGES	\$1,416,959,800	\$1,429,580,751	0.9%	28.6%
RETAIL	\$511,233,100	\$514,218,189	0.6%	2.1%
RECREATION	\$619,898,600	\$629,888,103	1.6%	25.4%
TRANSPORTATION	\$968,819,100	\$962,516,492	-0.7%	11.1%
LABOR INCOME	\$1,251,787,100	\$1,268,625,588	1.3%	13.5%
EMPLOYMENT	28,354	28,412	0.2%	-7.8%
STATE TAXES	\$264,011,400	\$263,023,481		
LOCAL TAXES	\$153,398,200	\$154,613,176		
TAX SAVINGS PER HOUSEHOLD	\$1,166	\$1,158		

	2023	2024	% Change Over 2023	% Change Over 2018
SMITH				
SPENDING	\$10,964,200	\$10,557,652	-3.7%	3.7%
LODGING	\$3,177,800	\$2,942,895	-7.4%	1.3%
FOOD & BEVERAGES	\$2,166,500	\$2,142,462	-1.1%	17.4%
RETAIL	\$796,500	\$821,583	3.1%	16.0%
RECREATION	\$846,700	\$873,694	3.2%	5.5%
TRANSPORTATION	\$3,976,800	\$3,777,018	-5.0%	-3.5%
LABOR INCOME	\$2,028,700	\$2,077,949	2.4%	26.1%
EMPLOYMENT	82	82	-0.1%	-3.7%
STATE TAXES	\$521,500	\$502,324		
LOCAL TAXES	\$534,700	\$521,988		
TAX SAVINGS PER HOUSEHOLD	\$138	\$134		
STEWART				
SPENDING	\$6,262,700	\$6,801,049	8.6%	35.7%
LODGING	\$2,720,500	\$2,868,243	5.4%	60.8%
FOOD & BEVERAGES	\$893,600	\$966,617	8.2%	35.3%
RETAIL	\$311,800	\$330,499	6.0%	5.0%
RECREATION	\$371,100	\$427,556	15.2%	31.2%
TRANSPORTATION	\$1,965,700	\$2,208,134	12.3%	17.8%
LABOR INCOME	\$1,208,200	\$1,287,973	6.6%	37.3%
EMPLOYMENT	45	46	1.5%	8.9%
STATE TAXES	\$220,300	\$237,267		
LOCAL TAXES	\$292,600	\$311,320		
TAX SAVINGS PER HOUSEHOLD	\$102	\$106		
SULLIVAN				
SPENDING	\$340,057,800	\$364,512,426	7.2%	24.1%
LODGING	\$70,119,200	\$75,261,240	7.3%	42.9%
FOOD & BEVERAGES	\$108,560,100	\$116,439,135	7.3%	25.2%
RETAIL	\$43,697,300	\$47,676,886	9.1%	16.3%
RECREATION	\$38,247,100	\$42,056,949	10.0%	16.1%
TRANSPORTATION	\$79,434,100	\$83,078,216	4.6%	17.3%
LABOR INCOME	\$82,753,800	\$88,112,030	6.5%	21.0%
EMPLOYMENT	2,638	2,704	2.5%	-5.4%
STATE TAXES	\$21,213,100	\$22,578,755		
LOCAL TAXES	\$13,860,500	\$14,906,251		
TAX SAVINGS PER HOUSEHOLD	\$519	\$548		
SUMNER				
SPENDING	\$216,113,000	\$221,007,312	2.3%	28.3%
LODGING	\$34,024,300	\$33,249,491	-2.3%	47.6%
FOOD & BEVERAGES	\$73,616,900	\$76,350,069	3.7%	42.3%
RETAIL	\$24,707,500	\$25,723,864	4.1%	8.9%
RECREATION	\$30,525,200	\$31,146,810	2.0%	13.0%
TRANSPORTATION	\$53,239,100	\$54,537,079	2.4%	21.5%
LABOR INCOME	\$53,634,800	\$56,188,168	4.8%	34.5%
EMPLOYMENT	1,550	1,589	2.5%	3.6%
STATE TAXES	\$13,370,400	\$13,621,116		
LOCAL TAXES	\$8,703,300	\$8,843,394		
TAX SAVINGS PER HOUSEHOLD	\$295	\$293		

	2023	2024	% Change Over 2023	% Change Over 2018
TIPTON				
SPENDING	\$20,208,900	\$20,089,207	-0.6%	22.5%
LODGING	\$4,783,200	\$4,629,907	-3.2%	54.0%
FOOD & BEVERAGES	\$5,606,400	\$5,733,645	2.3%	29.6%
RETAIL	\$2,200,200	\$2,254,053	2.4%	5.9%
RECREATION	\$1,973,100	\$2,008,427	1.8%	12.9%
TRANSPORTATION	\$5,646,000	\$5,463,174	-3.2%	8.0%
LABOR INCOME	\$3,879,100	\$4,009,677	3.4%	22.6%
EMPLOYMENT	165	166	0.7%	2.1%
STATE TAXES	\$1,211,400	\$1,201,567		
LOCAL TAXES	\$970,300	\$975,846		
TAX SAVINGS PER HOUSEHOLD	\$98	\$97		
TROUSDALE				
SPENDING	\$9,167,500	\$9,137,927	-0.3%	22.2%
LODGING	\$231,300	\$213,681	-7.6%	-31.9%
FOOD & BEVERAGES	\$3,511,400	\$3,515,953	0.1%	42.2%
RETAIL	\$1,454,900	\$1,576,534	8.4%	37.9%
RECREATION	\$946,900	\$905,713	-4.3%	15.4%
TRANSPORTATION	\$3,023,000	\$2,926,046	-3.2%	5.7%
LABOR INCOME	\$1,769,100	\$1,871,902	5.8%	26.3%
EMPLOYMENT	62	65	3.7%	3.7%
STATE TAXES	\$533,500	\$531,818		
LOCAL TAXES	\$248,600	\$245,967		
TAX SAVINGS PER HOUSEHOLD	\$220	\$213		
UNICOI				
SPENDING	\$17,832,700	\$18,105,959	1.5%	12.0%
LODGING	\$3,853,100	\$3,798,821	-1.4%	14.9%
FOOD & BEVERAGES	\$6,170,500	\$6,400,740	3.7%	18.2%
RETAIL	\$2,113,100	\$2,143,716	1.4%	2.3%
RECREATION	\$1,268,200	\$1,315,100	3.7%	15.8%
TRANSPORTATION	\$4,427,700	\$4,447,581	0.4%	5.8%
LABOR INCOME	\$3,714,000	\$3,708,377	-0.2%	20.8%
EMPLOYMENT	158	155	-1.6%	-8.0%
STATE TAXES	\$1,092,200	\$1,100,047		
LOCAL TAXES	\$735,600	\$752,690		
TAX SAVINGS PER HOUSEHOLD	\$239	\$237		
UNION				
SPENDING	\$31,226,100	\$32,839,286	5.2%	62.6%
LODGING	\$9,904,500	\$10,482,481	5.8%	103.0%
FOOD & BEVERAGES	\$6,846,400	\$7,382,845	7.8%	78.7%
RETAIL	\$1,158,000	\$1,246,651	7.7%	-24.0%
RECREATION	\$3,642,600	\$4,040,953	10.9%	95.1%
TRANSPORTATION	\$9,674,700	\$9,686,357	0.1%	34.8%
LABOR INCOME	\$6,352,700	\$6,613,963	4.1%	51.4%
EMPLOYMENT	247	254	3.0%	30.1%
STATE TAXES	\$1,650,300	\$1,722,803		
LOCAL TAXES	\$1,289,600	\$1,362,522		
TAX SAVINGS PER HOUSEHOLD	\$389	\$397		

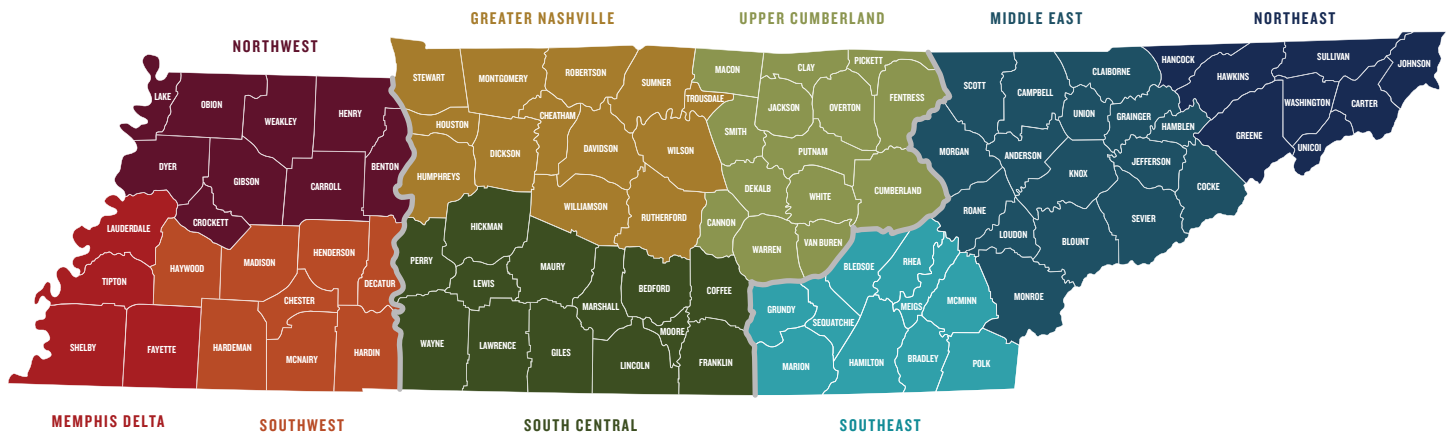
Sources: USTA, Tourism Economics

	2023	2024	% Change Over 2023	% Change Over 2018
VAN BUREN				
SPENDING	\$34,117,100	\$37,580,650	10.2%	78.8%
LODGING	\$10,899,600	\$12,045,672	10.5%	110.1%
FOOD & BEVERAGES	\$6,416,000	\$7,349,865	14.6%	44.1%
RETAIL	\$5,484,500	\$5,873,599	7.1%	50.3%
RECREATION	\$5,893,600	\$6,441,166	9.3%	133.0%
TRANSPORTATION	\$5,423,400	\$5,870,348	8.2%	67.5%
LABOR INCOME	\$3,635,200	\$3,875,558	6.6%	49.5%
EMPLOYMENT	133	136	2.5%	13.6%
STATE TAXES	\$2,208,500	\$2,409,234		
LOCAL TAXES	\$1,260,700	\$1,399,475		
TAX SAVINGS PER HOUSEHOLD	\$1,425	\$1,547		
WARREN				
SPENDING	\$20,384,100	\$21,734,847	6.6%	28.1%
LODGING	\$4,546,700	\$4,874,066	7.2%	95.5%
FOOD & BEVERAGES	\$4,980,700	\$5,404,992	8.5%	32.6%
RETAIL	\$1,651,900	\$1,725,129	4.4%	5.6%
RECREATION	\$1,973,100	\$2,153,866	9.2%	20.2%
TRANSPORTATION	\$7,231,800	\$7,576,795	4.8%	8.8%
LABOR INCOME	\$3,485,900	\$3,613,224	3.7%	23.2%
EMPLOYMENT	131	134	2.5%	3.7%
STATE TAXES	\$1,103,100	\$1,165,385		
LOCAL TAXES	\$916,100	\$981,617		
TAX SAVINGS PER HOUSEHOLD	\$127	\$133		
WASHINGTON				
SPENDING	\$318,174,300	\$348,320,425	9.5%	24.0%
LODGING	\$55,094,800	\$60,909,442	10.6%	26.0%
FOOD & BEVERAGES	\$123,436,200	\$135,027,017	9.4%	32.2%
RETAIL	\$44,975,900	\$50,007,875	11.2%	15.3%
RECREATION	\$33,893,500	\$36,566,983	7.9%	9.3%
TRANSPORTATION	\$60,773,900	\$65,809,108	8.3%	22.8%
LABOR INCOME	\$85,294,300	\$88,820,741	4.1%	18.2%
EMPLOYMENT	2,866	2,950	2.9%	-4.6%
STATE TAXES	\$20,957,900	\$22,682,364		
LOCAL TAXES	\$11,865,400	\$12,927,793		
TAX SAVINGS PER HOUSEHOLD	\$590	\$633		
WAYNE				
SPENDING	\$9,431,100	\$10,764,502	14.1%	22.4%
LODGING	\$2,584,600	\$2,982,007	15.4%	12.9%
FOOD & BEVERAGES	\$2,383,500	\$2,777,288	16.5%	48.0%
RETAIL	\$805,600	\$891,327	10.6%	10.1%
RECREATION	\$944,700	\$1,078,077	14.1%	26.7%
TRANSPORTATION	\$2,712,800	\$3,035,803	11.9%	15.9%
LABOR INCOME	\$2,662,200	\$2,875,341	8.0%	18.8%
EMPLOYMENT	102	107	4.9%	0.3%
STATE TAXES	\$524,200	\$591,177		
LOCAL TAXES	\$489,400	\$548,490		
TAX SAVINGS PER HOUSEHOLD	\$176	\$199		

	2023	2024	% Change Over 2023	% Change Over 2018
WEAKLEY				
SPENDING	\$26,179,400	\$27,886,592	6.5%	14.2%
LODGING	\$4,923,200	\$5,258,868	6.8%	18.1%
FOOD & BEVERAGES	\$7,896,900	\$8,396,166	6.3%	25.2%
RETAIL	\$2,983,300	\$3,254,771	9.1%	26.4%
RECREATION	\$2,861,500	\$2,959,109	3.4%	9.6%
TRANSPORTATION	\$7,514,500	\$8,017,678	6.7%	0.5%
LABOR INCOME	\$6,235,700	\$6,581,167	5.5%	26.8%
EMPLOYMENT	237	241	2.1%	-3.0%
STATE TAXES	\$1,559,900	\$1,649,468		
LOCAL TAXES	\$1,062,100	\$1,132,718		
TAX SAVINGS PER HOUSEHOLD	\$200	\$210		
WHITE				
SPENDING	\$13,064,600	\$14,531,340	11.2%	43.1%
LODGING	\$1,892,900	\$2,095,651	10.7%	59.1%
FOOD & BEVERAGES	\$4,967,600	\$5,529,625	11.3%	36.3%
RETAIL	\$252,100	\$291,110	15.5%	32.5%
RECREATION	\$657,700	\$766,815	16.6%	40.8%
TRANSPORTATION	\$5,294,300	\$5,848,139	10.5%	45.6%
LABOR INCOME	\$3,219,200	\$3,403,807	5.7%	36.9%
EMPLOYMENT	146	154	5.6%	10.7%
STATE TAXES	\$660,700	\$726,500		
LOCAL TAXES	\$522,600	\$574,173		
TAX SAVINGS PER HOUSEHOLD	\$110	\$118		
WILLIAMSON				
SPENDING	\$1,326,098,700	\$1,366,224,373	3.0%	25.9%
LODGING	\$309,317,500	\$310,009,517	0.2%	37.5%
FOOD & BEVERAGES	\$466,026,800	\$482,505,704	3.5%	29.2%
RETAIL	\$166,786,900	\$175,652,263	5.3%	16.2%
RECREATION	\$198,615,700	\$205,510,291	3.5%	22.4%
TRANSPORTATION	\$185,351,900	\$192,546,598	3.9%	15.1%
LABOR INCOME	\$372,029,700	\$383,438,528	3.1%	29.4%
EMPLOYMENT	8,825	9,001	2.0%	-0.2%
STATE TAXES	\$89,871,300	\$92,007,760		
LOCAL TAXES	\$54,362,400	\$55,989,346		
TAX SAVINGS PER HOUSEHOLD	\$1,635	\$1,631		
WILSON				
SPENDING	\$374,267,100	\$370,760,997	-0.9%	35.7%
LODGING	\$97,987,100	\$92,402,236	-5.7%	79.0%
FOOD & BEVERAGES	\$119,869,600	\$121,194,856	1.1%	35.8%
RETAIL	\$39,888,700	\$42,610,726	6.8%	13.5%
RECREATION	\$38,775,300	\$39,291,400	1.3%	30.8%
TRANSPORTATION	\$77,746,400	\$75,261,779	-3.2%	16.1%
LABOR INCOME	\$82,526,500	\$85,529,122	3.6%	45.1%
EMPLOYMENT	2,510	2,554	1.8%	9.1%
STATE TAXES	\$23,899,900	\$23,639,184		
LOCAL TAXES	\$14,845,400	\$14,641,879		
TAX SAVINGS PER HOUSEHOLD	\$704	\$676		

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 similar boundaries as Development Districts. They strengthen regional connectivity and support their communities through development, education, support and tourism promotion.

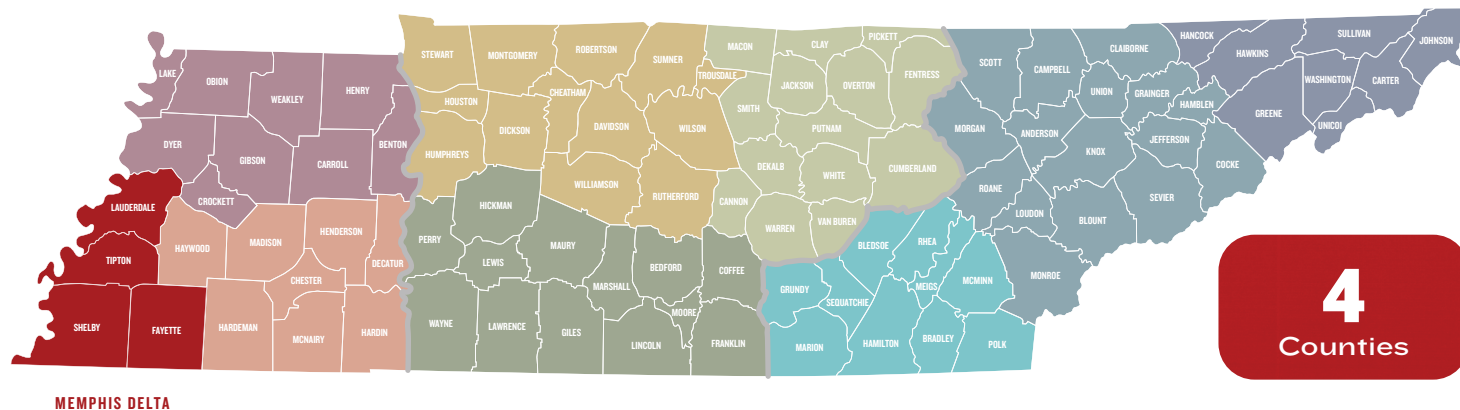


Region	2018 Visitor Spend	2023 Visitor Spend	2024 Visitor Spend	% Change over 2018	% Change over 2023
GREATER NASHVILLE	\$10,110,996,089	\$14,139,121,483	\$14,683,416,211	45.2%	3.8%
MEMPHIS DELTA	\$3,620,117,856	\$4,267,264,626	\$4,274,744,273	18.1%	0.2%
MIDDLE EAST	\$5,346,674,937	\$7,360,653,242	\$7,583,809,927	41.8%	3.0%
NORTHEAST	\$743,684,983	\$867,135,148	\$927,182,515	24.7%	6.9%
NORTHWEST	\$254,043,526	\$301,322,566	\$317,242,369	24.9%	5.3%
SOUTH CENTRAL	\$423,626,215	\$531,320,650	\$545,964,997	28.9%	2.8%
SOUTHEAST	\$1,853,837,008	\$2,165,095,342	\$2,261,366,386	22.0%	4.4%
SOUTHWEST	\$400,074,156	\$466,329,452	\$497,563,925	24.4%	6.7%
UPPER CUMBERLAND	\$441,573,673	\$563,801,698	\$570,847,068	29.3%	1.2%

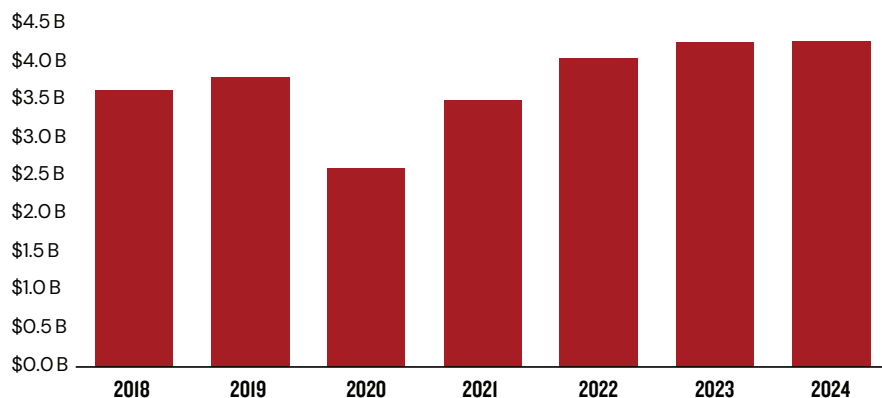
LEARN MORE IN THE REGIONAL SNAPSHOT REPORTS.



MEMPHIS DELTA



REGION DIRECT VISITOR SPENDING



\$1,031
Average Region
Household Savings

\$4.3B
Direct Visitor Spending
↑ +0.18% YOY

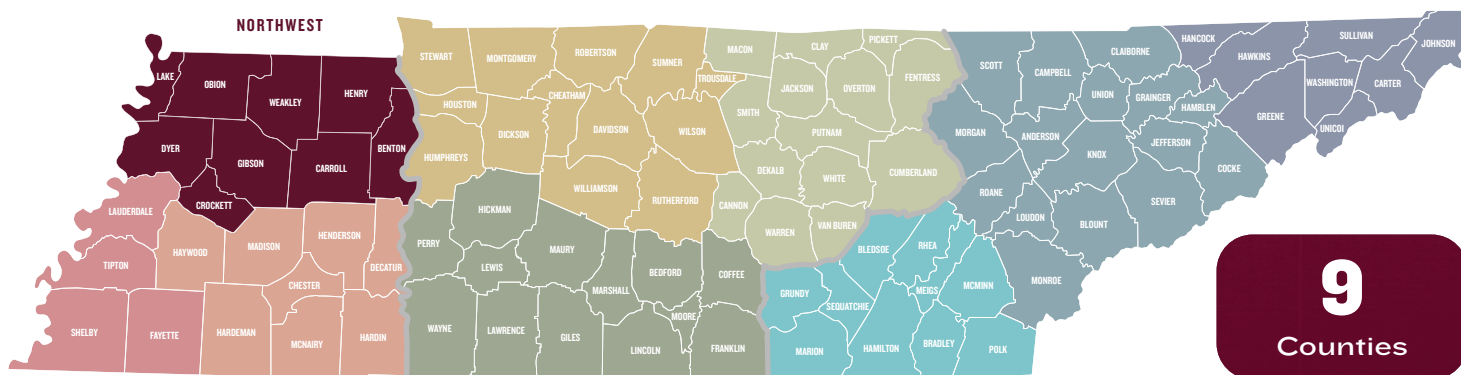
Portion of Statewide Direct
Visitor Spending **13.50%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
74	FAYETTE	\$10,488,267	\$62
76	LAUDERDALE	\$9,489,252	\$111
2	SHELBY	\$4,234,677,548	\$1,158
58	TIPTON	\$20,089,207	\$97

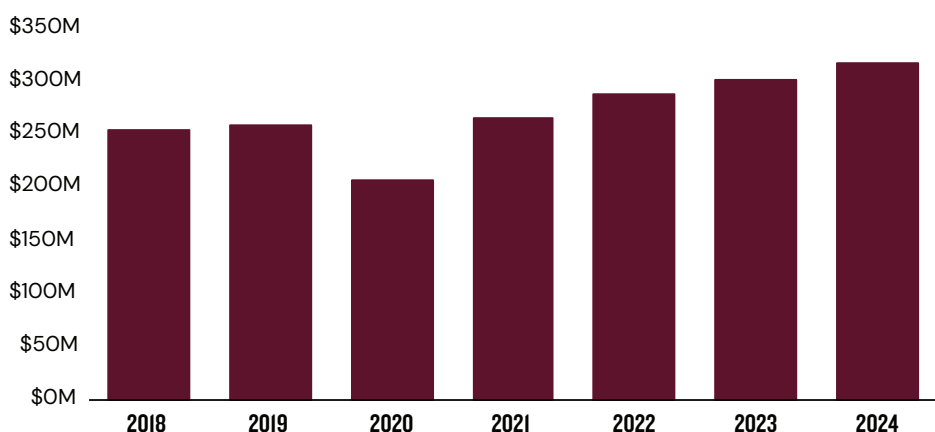
MIDSOUTH DEVELOPMENT DISTRICT
region@midsouthddd.org
901-729-2871

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

NORTHWEST



REGION DIRECT VISITOR SPENDING



\$299
Average Region
Household Savings

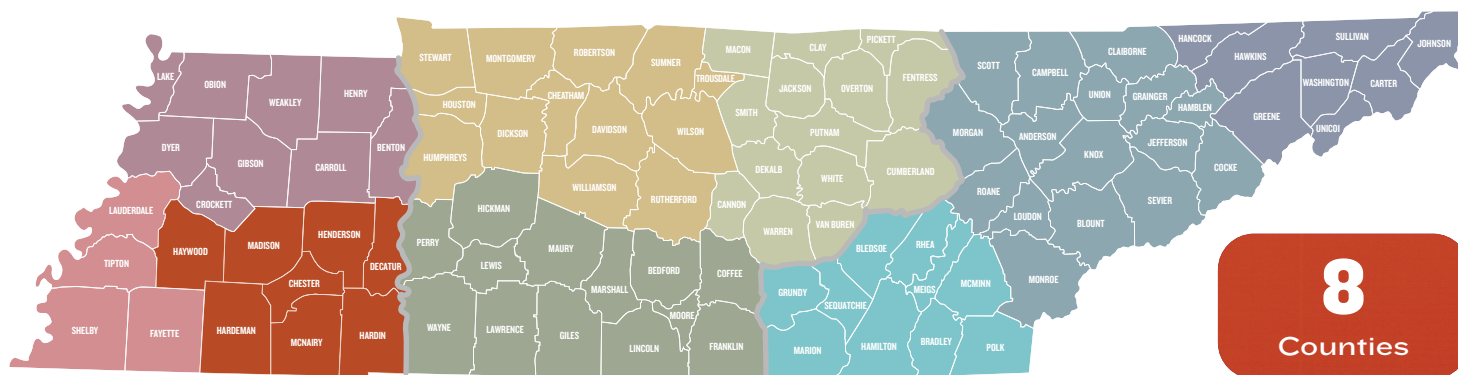
\$317.2M
Direct Visitor Spending
↑ +5.28% YOY

Portion of Statewide Direct
Visitor Spending **1.00%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
62	BENTON	\$16,743,244	\$213
70	CARROLL	\$11,291,221	\$96
93	CROCKETT	\$3,427,193	\$54
29	DYER	\$74,718,679	\$453
51	GIBSON	\$26,850,226	\$118
33	HENRY	\$69,382,730	\$504
87	LAKE	\$6,853,413	\$384
26	OBION	\$80,089,072	\$606
50	WEAKLEY	\$27,886,592	\$210

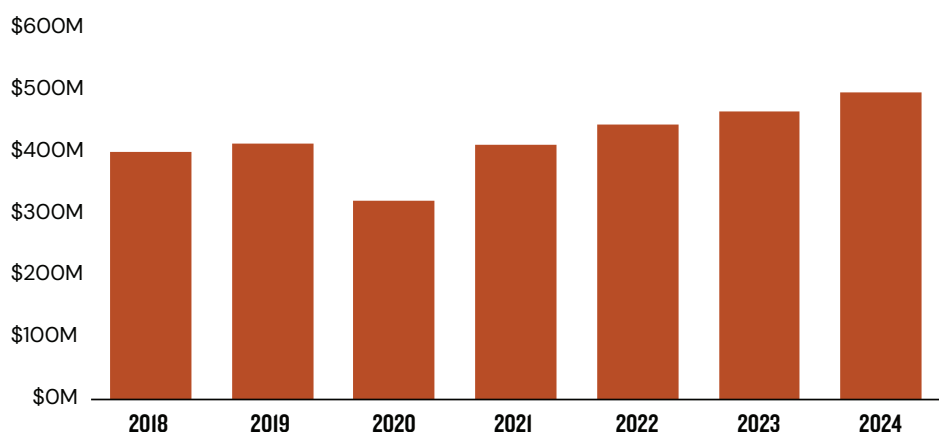
NORTHWEST TN TOURISM
kasey@nwtntourism.com
731-697-5367

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



SOUTHWEST

REGION DIRECT VISITOR SPENDING



\$518
Average Region
Household Savings

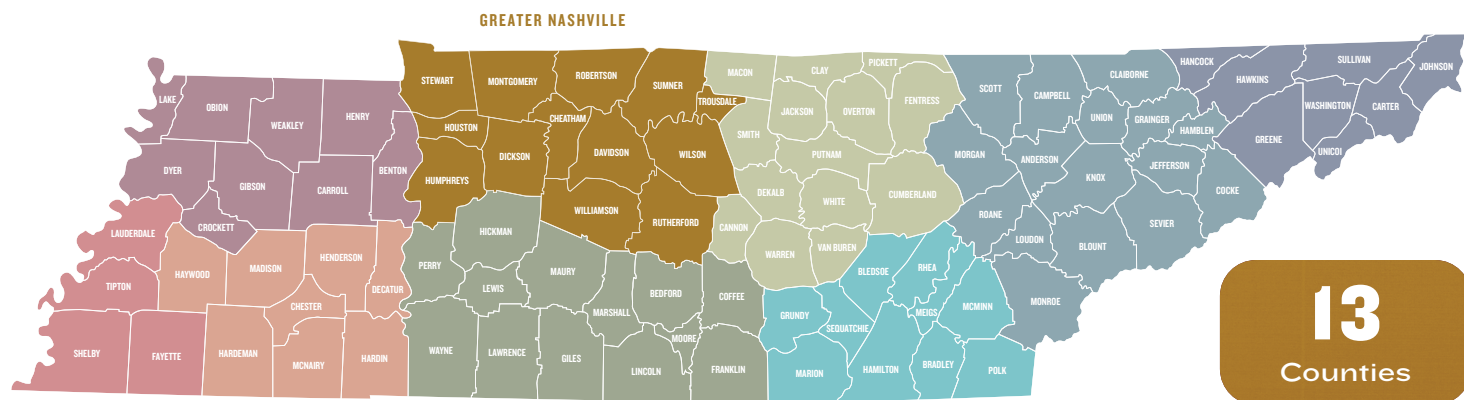
\$497.6M
Direct Visitor Spending
↑ +6.7% YOY

Portion of Statewide Direct
Visitor Spending **1.57%**

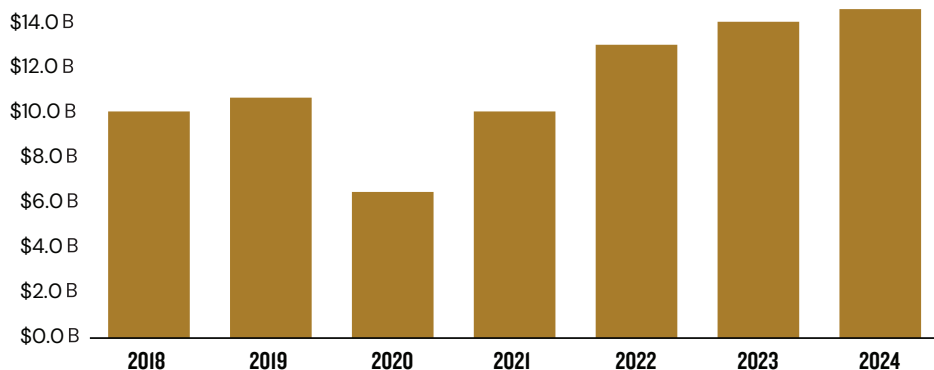
Rank	Region	Direct Visitor Spending	Tax Savings/Household
78	CHESTER	\$9,234,378	\$147
75	DECATUR	\$9,879,926	\$197
64	HARDEMAN	\$14,875,770	\$136
39	HARDIN	\$49,403,736	\$443
55	HAYWOOD	\$25,338,649	\$337
47	HENDERSON	\$31,652,720	\$270
12	MADISON	\$348,798,681	\$928
82	MCNAIRY	\$8,380,066	\$89

**SOUTHWEST TENNESSEE
TOURISM ASSOCIATION**
info@visitswtenn.com
731-616-7474

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



REGION DIRECT VISITOR SPENDING



\$1,818
Average Region
Household Savings

\$14.7B
Direct Visitor Spending
↑ +3.85% YOY

Portion of Statewide Direct
Visitor Spending **46.38%**

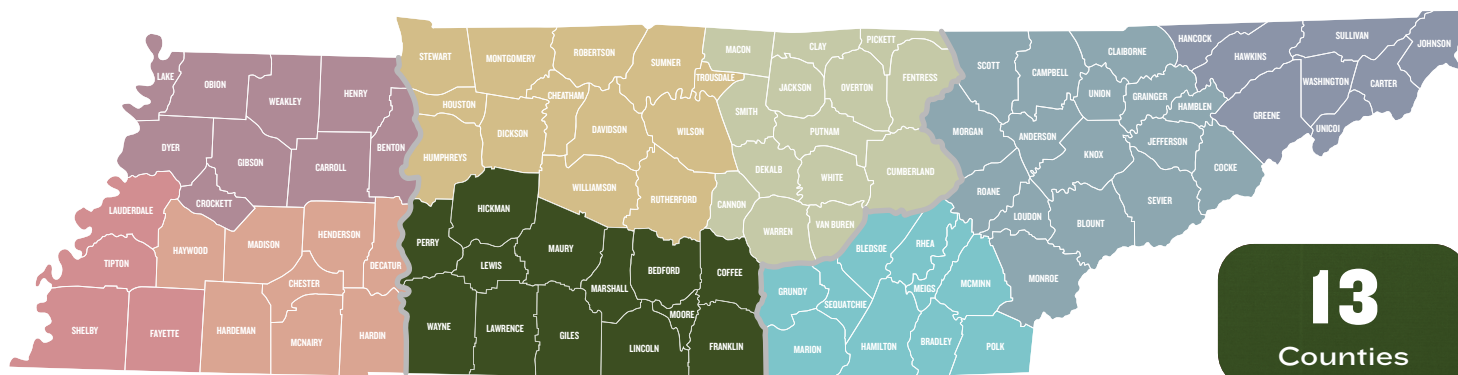
Rank	Region	Direct Visitor Spending	Tax Savings/Household
42	CHEATHAM	\$38,660,602	\$235
1	DAVIDSON	\$11,224,032,854	\$3,678
23	DICKSON	\$105,776,883	\$473
84	HOUSTON	\$8,197,348	\$224
37	HUMPHREYS	\$54,250,051	\$708
9	MONTGOMERY	\$419,550,868	\$507
31	ROBERTSON	\$71,370,830	\$254
7	RUTHERFORD	\$787,645,118	\$614
88	STEWART	\$6,801,049	\$106
14	SUMNER	\$221,007,312	\$293
80	TROUSDALE	\$9,137,927	\$213
6	WILLIAMSON	\$1,366,224,373	\$1,631
10	WILSON	\$370,760,997	\$676

GREATER NASHVILLE REGIONAL COUNCIL
anapoli@gnrc.org
615-880-3542

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

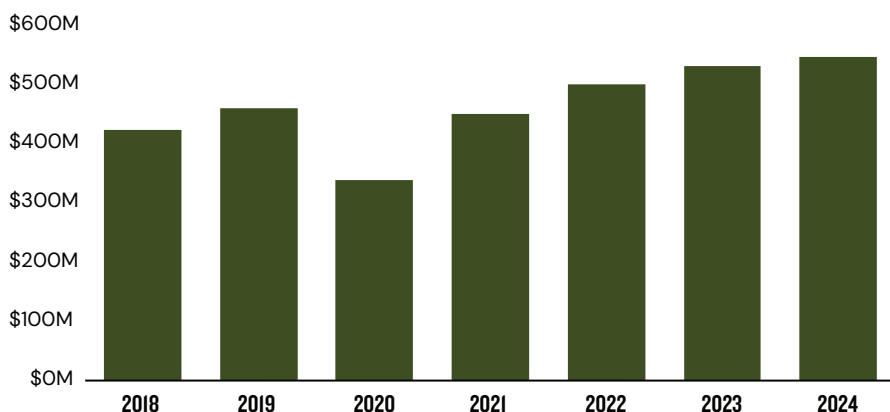
Stewart, Houston & Humphreys County
TDTD DIVISION MANAGER
SHERRI MCCARTER
Sherri.McCarter@tn.gov
731-225-0053

SOUTH CENTRAL



SOUTH CENTRAL

REGION DIRECT VISITOR SPENDING



\$295
Average Region
Household Savings

\$546M
Direct Visitor Spending
↑ +5.35% YOY

Portion of Statewide Direct
Visitor Spending **1.72%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
49	BEDFORD	\$28,825,947	\$154
19	COFFEE	\$146,124,855	\$614
34	FRANKLIN	\$68,259,088	\$393
52	GILES	\$26,846,229	\$211
71	HICKMAN	\$11,062,072	\$113
46	LAWRENCE	\$32,356,943	\$200
90	LEWIS	\$4,387,437	\$96
48	LINCOLN	\$29,915,722	\$195
53	MARSHALL	\$25,963,433	\$207
20	MAURY	\$137,395,158	\$339
63	MOORE	\$15,588,807	\$517
81	PERRY	\$8,474,804	\$225
72	WAYNE	\$10,764,502	\$199

SOUTH CENTRAL TN TOURISM ASSOCIATION
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



Year	Number of Employees (Millions)
2018	440
2019	450
2020	350
2021	470
2022	530
2023	550
2024	560

\$386
Average Region
Household Savings

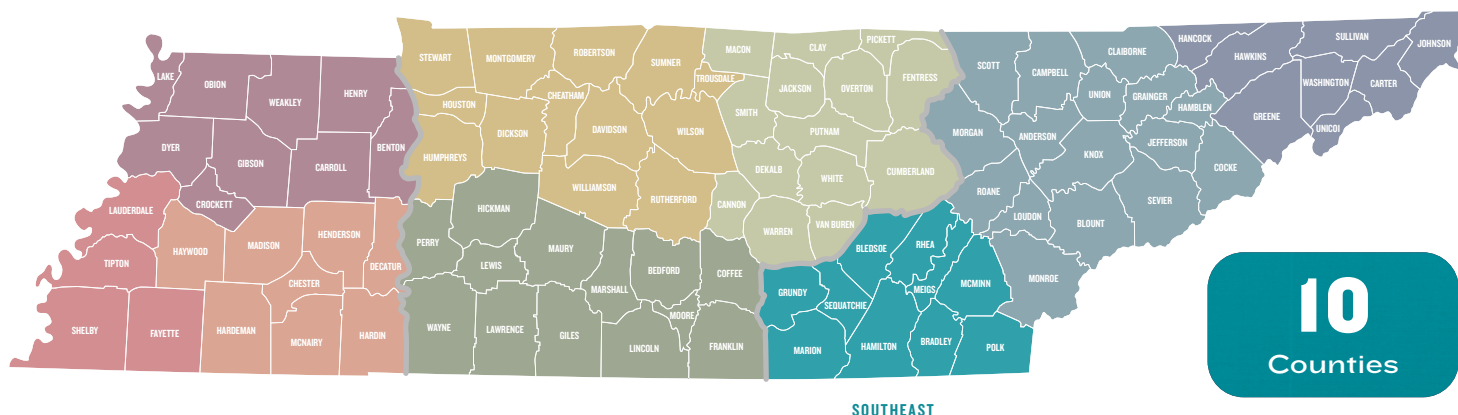
\$570.8M
Direct Visitor Spending
↑ +1.25% YOY

Portion of Statewide Direct
Visitor Spending **1.80%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
95	CANNON	\$1,509,100	\$19
89	CLAY	\$5,406,060	\$150
15	CUMBERLAND	\$212,393,327	\$766
41	DEKALB	\$39,539,392	\$456
79	FENTRESS	\$9,222,943	\$113
92	JACKSON	\$4,242,285	\$74
68	MACON	\$12,214,323	\$133
83	OVERTON	\$8,345,787	\$102
67	PICKETT	\$12,468,161	\$559
18	PUTNAM	\$181,101,199	\$568
73	SMITH	\$10,557,652	\$134
43	VAN BUREN	\$37,580,650	\$1,547
57	WARREN	\$21,734,847	\$133
66	WHITE	\$14,531,340	\$118

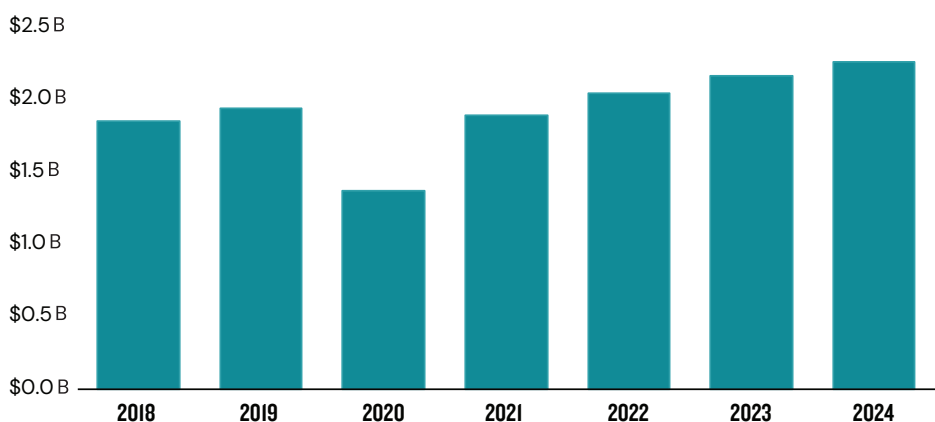
UPPER CUMBERLAND TOURISM ASSOCIATION
uctourism@gmail.com
931-261-6912

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



SOUTHEAST

REGION DIRECT VISITOR SPENDING



\$863
Average Region
Household Savings

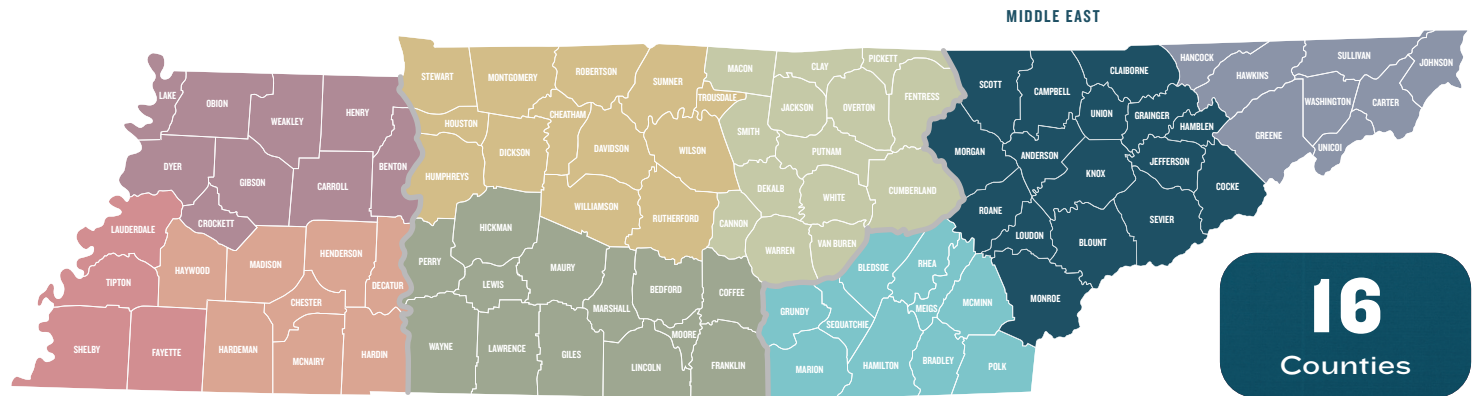
\$2.3B
Direct Visitor Spending
↑ +4.45% YOY

Portion of Statewide Direct
Visitor Spending **7.14%**

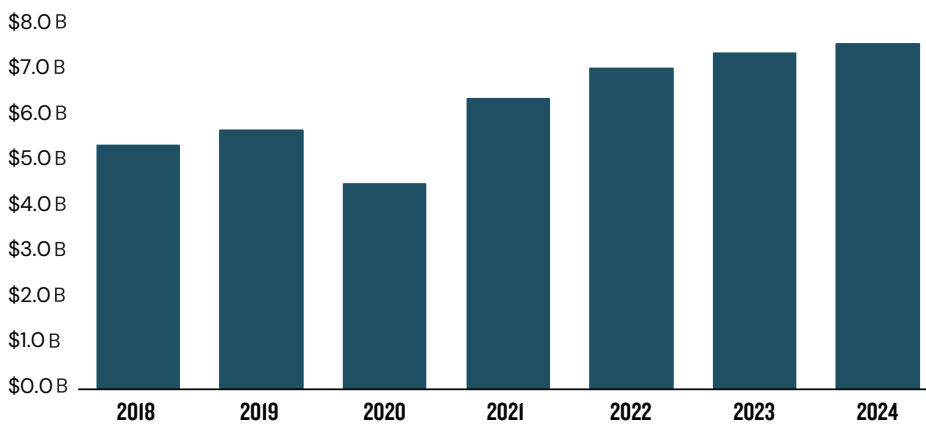
Rank	Region	Direct Visitor Spending	Tax Savings/Household
91	BLEDSON	\$4,374,015	\$88
17	BRADLEY	\$196,579,043	\$469
60	GRUNDY	\$18,058,365	\$347
5	HAMILTON	\$1,805,792,822	\$1,232
36	MARION	\$63,964,411	\$537
27	MCMINN	\$76,758,336	\$360
69	MEIGS	\$11,750,727	\$206
44	POLK	\$33,111,462	\$435
40	RHEA	\$43,852,179	\$329
85	SEQUATCHIE	\$7,125,027	\$94

**SOUTHEAST TENNESSEE
TOURISM ASSOCIATION**
aanderson@sedev.org
423-424-4222

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



REGION DIRECT VISITOR SPENDING



\$1,556
Average Region
Household Savings

\$7.6B
Direct Visitor Spending
↑ +3.06% YOY

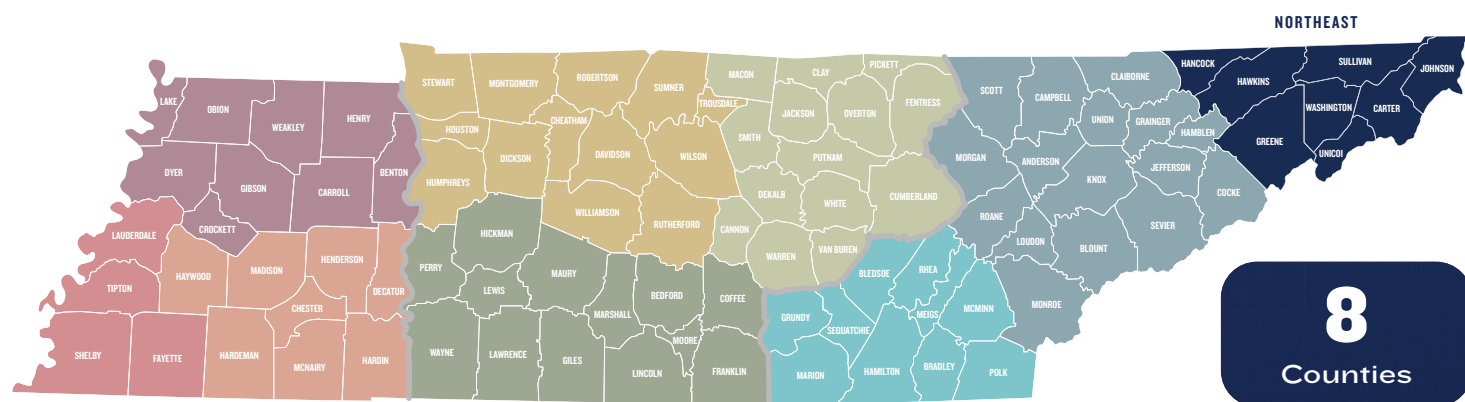
Portion of Statewide Direct
Visitor Spending **23.95%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
16	ANDERSON	\$199,289,871	\$624
8	BLOUNT	\$610,888,263	\$1,063
21	CAMPBELL	\$118,197,718	\$593
54	CLAIBORNE	\$25,781,000	\$189
32	COCKE	\$71,185,132	\$465
56	GRAINGER	\$25,323,044	\$247
25	HAMBLEN	\$103,957,338	\$416
30	JEFFERSON	\$73,525,570	\$338
4	KNOX	\$2,126,389,188	\$1,084
24	LOUDON	\$104,112,845	\$441
35	MONROE	\$64,789,964	\$317
86	MORGAN	\$7,005,228	\$72
28	ROANE	\$76,086,706	\$348
65	SCOTT	\$14,745,404	\$163
3	SEVIER	\$3,929,693,370	\$11,191
45	UNION	\$32,839,286	\$397

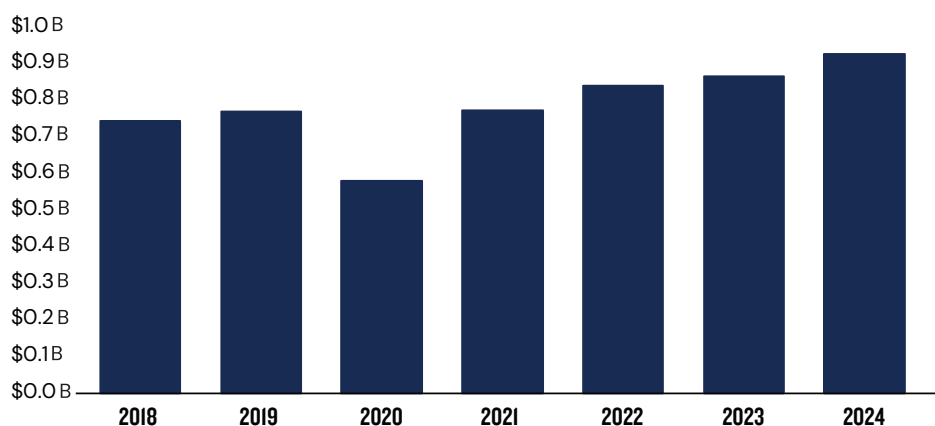
**MIDDLE EAST TENNESSEE
TOURISM COUNCIL**
9lakes.easttn@gmail.com
865-585-0811

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

NORTHEAST



REGION DIRECT VISITOR SPENDING



\$425
Average Region
Household Savings

\$927.2M
Direct Visitor Spending
↑ +6.92% YOY

Portion of Statewide Direct
Visitor Spending **2.93%**

Rank	Region	Direct Visitor Spending	Tax Savings/Household
38	CARTER	\$53,312,687	\$193
22	GREENE	\$114,196,315	\$370
94	HANCOCK	\$1,833,928	\$67
77	HAWKINS	\$9,371,966	\$37
61	JOHNSON	\$17,528,810	\$209
11	SULLIVAN	\$364,512,426	\$548
59	UNICOI	\$18,105,959	\$237
13	WASHINGTON	\$348,320,425	\$633

**NORTHEAST TENNESSEE
TOURISM ASSOCIATION**
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	2023 Tax Savings/ Household	2024 Tax Savings/ Household	County	2023 Tax Savings/ Household	2024 Tax Savings/ Household
ANDERSON	\$613	\$624	FENTRESS	\$108	\$113
BEDFORD	\$156	\$154	FRANKLIN	\$370	\$393
BENTON	\$206	\$213	GIBSON	\$108	\$118
BLEDSE	\$84	\$88	GILES	\$212	\$211
BLOUNT	\$1,028	\$1,063	GRAINGER	\$267	\$247
BRADLEY	\$447	\$469	GREENE	\$351	\$370
CAMPBELL	\$613	\$593	GRUNDY	\$330	\$347
CANNON	\$16	\$19	HAMBLIN	\$416	\$416
CARROLL	\$93	\$96	HAMILTON	\$1,205	\$1,232
CARTER	\$206	\$193	HANCOCK	\$60	\$67
CHEATHAM	\$241	\$235	HARDEMAN	\$125	\$136
CHESTER	\$143	\$147	HARDIN	\$425	\$443
CLAIBORNE	\$170	\$189	HAWKINS	\$36	\$37
CLAY	\$164	\$150	HAYWOOD	\$284	\$337
COCKE	\$455	\$465	HENDERSON	\$253	\$270
COFFEE	\$613	\$614	HENRY	\$477	\$504
CROCKETT	\$51	\$54	HICKMAN	\$100	\$113
CUMBERLAND	\$775	\$766	HOUSTON	\$215	\$224
DAVIDSON	\$3,671	\$3,678	HUMPHREYS	\$680	\$708
DECATUR	\$198	\$197	JACKSON	\$74	\$74
DEKALB	\$439	\$456	JEFFERSON	\$366	\$338
DICKSON	\$471	\$473	JOHNSON	\$212	\$209
DYER	\$426	\$453	KNOX	\$1,055	\$1,084
FAYETTE	\$55	\$62	LAKE	\$418	\$384



County	2023 Tax Savings/ Household	2024 Tax Savings/ Household	County	2023 Tax Savings/ Household	2024 Tax Savings/ Household
LAUDERDALE	\$107	\$111	ROANE	\$350	\$348
LAWRENCE	\$188	\$200	ROBERTSON	\$273	\$254
LEWIS	\$103	\$96	RUTHERFORD	\$619	\$614
LINCOLN	\$201	\$195	SCOTT	\$160	\$163
LOUDON	\$433	\$441	SEQUATCHIE	\$90	\$94
MACON	\$134	\$133	SEVIER	\$11,266	\$11,191
MADISON	\$884	\$928	SHELBY	\$1,166	\$1,158
MARION	\$532	\$537	SMITH	\$138	\$134
MARSHALL	\$210	\$207	STEWART	\$102	\$106
MAURY	\$352	\$339	SULLIVAN	\$519	\$548
MCMINN	\$353	\$360	SUMNER	\$295	\$293
MCNAIRY	\$95	\$89	TIPTON	\$98	\$97
MEIGS	\$188	\$206	TROUSDALE	\$220	\$213
MONROE	\$315	\$317	UNICOI	\$239	\$237
MONTGOMERY	\$491	\$507	UNION	\$389	\$397
MOORE	\$488	\$517	VAN BUREN	\$1,425	\$1,547
MORGAN	\$68	\$72	WARREN	\$127	\$133
OBION	\$606	\$606	WASHINGTON	\$590	\$633
OVERTON	\$98	\$102	WAYNE	\$176	\$199
PERRY	\$200	\$225	WEAKLEY	\$200	\$210
PICKETT	\$584	\$559	WHITE	\$110	\$118
POLK	\$396	\$435	WILLIAMSON	\$1,635	\$1,631
PUTNAM	\$581	\$568	WILSON	\$704	\$676
RHEA	\$326	\$329			

2024 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	\$79,216,281	\$120,073,590	\$97	\$257	HENDERSON	\$12,443,023	\$19,209,697	\$70	\$214
BEDFORD	\$12,477,048	\$16,348,899	\$106	\$253	HENRY	\$25,865,014	\$43,517,716	\$86	\$242
BENTON	\$6,052,225	\$10,691,019	\$56	\$182	HICKMAN	\$3,995,944	\$7,066,128	\$65	\$194
BLEDSON	\$1,678,760	\$2,695,254	\$82	\$214	HOUSTON	\$2,934,262	\$5,263,086	\$87	\$291
BLOUNT	\$178,029,753	\$432,858,510	\$71	\$231	HUMPHREYS	\$20,660,894	\$33,589,157	\$80	\$245
BRADLEY	\$81,255,738	\$115,323,305	\$101	\$256	JACKSON	\$976,639	\$3,265,646	\$32	\$152
CAMPBELL	\$48,030,435	\$70,167,283	\$86	\$249	JEFFERSON	\$26,364,356	\$47,161,214	\$57	\$173
CANNON	\$509,147	\$999,954	\$68	\$286	JOHNSON	\$7,123,588	\$10,405,222	\$111	\$339
CARROLL	\$4,768,139	\$6,523,082	\$60	\$152	KNOX	\$888,135,746	\$1,238,253,441	\$125	\$281
CARTER	\$23,276,068	\$30,036,619	\$122	\$233	LAKE	\$2,389,702	\$4,463,710	\$57	\$158
CHEATHAM	\$14,153,948	\$24,506,654	\$60	\$179	LAUDERDALE	\$3,872,503	\$5,616,749	\$94	\$218
CHESTER	\$3,289,348	\$5,945,030	\$54	\$163	LAWRENCE	\$13,031,164	\$19,325,779	\$85	\$210
CLAIBORNE	\$10,709,435	\$15,071,566	\$98	\$248	LEWIS	\$1,526,706	\$2,860,731	\$42	\$127
CLAY	\$1,918,521	\$3,487,539	\$44	\$146	LINCOLN	\$12,846,480	\$17,069,242	\$114	\$294
COCKE	\$24,503,047	\$46,682,085	\$59	\$178	LOUDON	\$42,407,096	\$61,705,749	\$97	\$239
COFFEE	\$59,388,680	\$86,736,176	\$96	\$264	MACON	\$5,586,736	\$6,627,587	\$38	\$77
CROCKETT	\$1,384,917	\$2,042,275	\$39	\$144	MADISON	\$146,867,722	\$201,930,959	\$152	\$320
CUMBERLAND	\$77,025,085	\$135,368,242	\$72	\$200	MARION	\$25,368,845	\$38,595,566	\$68	\$175
DAVIDSON	\$1,737,662,775	\$9,486,370,080	\$308	\$840	MARSHALL	\$10,204,530	\$15,758,902	\$52	\$129
DECATUR	\$2,863,913	\$7,016,013	\$47	\$185	MAURY	\$55,013,843	\$82,381,315	\$111	\$296
DEKALB	\$12,620,227	\$26,919,166	\$58	\$191	MCMINN	\$30,581,291	\$46,177,045	\$111	\$304
DICKSON	\$44,227,591	\$61,549,292	\$108	\$269	MENAPPE	\$3,051,158	\$5,328,907	\$29	\$80
DYER	\$33,461,568	\$41,257,111	\$134	\$412	MEIGS	\$4,361,722	\$7,389,005	\$72	\$217
FAYETTE	\$4,172,674	\$6,315,593	\$43	\$135	MONROE	\$27,213,052	\$37,576,911	\$115	\$282
FENTRESS	\$3,326,387	\$5,896,556	\$67	\$199	MONTGOMERY	\$172,758,143	\$246,792,724	\$106	\$240
FRANKLIN	\$25,887,841	\$42,371,247	\$83	\$214	MOORE	\$7,813,220	\$7,775,587	\$140	\$168
GIBSON	\$12,206,112	\$14,644,114	\$120	\$314	MORGAN	\$2,581,124	\$4,424,104	\$71	\$162
GILES	\$11,204,985	\$15,641,244	\$100	\$297	OBION	\$33,522,371	\$46,566,701	\$117	\$285
GRAINGER	\$8,779,581	\$16,543,463	\$61	\$195	OVERTON	\$2,720,812	\$5,624,974	\$39	\$124
GREENE	\$47,509,723	\$66,686,592	\$102	\$259	PERRY	\$2,622,605	\$5,852,199	\$70	\$232
GRUNDY	\$5,649,775	\$12,408,590	\$44	\$150	PICKETT	\$4,381,731	\$8,086,431	\$68	\$196
HAMBLIN	\$45,290,209	\$58,667,128	\$134	\$299	POLK	\$12,660,379	\$20,451,083	\$87	\$223
HAMILTON	\$725,664,277	\$1,080,128,545	\$107	\$248	PUTNAM	\$73,400,220	\$107,700,979	\$93	\$218
HANCOCK	\$682,073	\$1,151,855	\$216	\$439	RHEA	\$17,374,529	\$26,477,650	\$99	\$246
HARDEMAN	\$6,183,006	\$8,692,764	\$97	\$300	ROANE	\$29,209,364	\$46,877,341	\$90	\$236
HARDIN	\$16,984,094	\$32,419,642	\$74	\$201	ROBERTSON	\$29,047,319	\$42,323,511	\$82	\$207
HAWKINS	\$3,163,363	\$6,208,603	\$41	\$144	RUTHERFORD	\$316,393,396	\$471,251,723	\$99	\$245
HAYWOOD	\$10,033,307	\$15,305,343	\$92	\$242	SCOTT	\$5,639,579	\$9,105,825	\$68	\$206



County	Day Spend	Overnight Spend	AVG Day	AVG Overnight
SEQUATCHIE	\$2,815,223	\$4,309,803	\$74	\$277
SEVIER	\$1,523,432,509	\$2,406,260,861	\$67	\$133
SHELBY	\$1,500,807,723	\$2,733,869,824	\$333	\$455
SMITH	\$3,945,852	\$6,611,800	\$60	\$175
STEWART	\$2,037,921	\$4,763,129	\$40	\$159
SULLIVAN	\$149,885,597	\$214,626,829	\$118	\$268
SUMNER	\$97,293,268	\$123,714,044	\$131	\$280
TIPTON	\$8,010,776	\$12,078,431	\$65	\$162
TROUSDALE	\$4,624,410	\$4,513,517	\$120	\$232
UNICOI	\$7,413,743	\$10,692,216	\$101	\$252

County	Day Spend	Overnight Spend	AVG Day	AVG Overnight
UNION	\$11,584,959	\$21,254,327	\$72	\$225
VAN BUREN	\$13,231,840	\$24,348,810	\$71	\$184
WARREN	\$8,737,002	\$12,997,845	\$84	\$226
WASHINGTON	\$148,932,031	\$199,388,394	\$146	\$291
WAYNE	\$4,032,771	\$6,731,731	\$66	\$185
WEAKLEY	\$11,725,345	\$16,161,247	\$98	\$218
WHITE	\$6,443,986	\$8,087,354	\$96	\$232
WILLIAMSON	\$431,921,395	\$934,302,978	\$84	\$255
WILSON	\$144,241,306	\$226,519,691	\$85	\$205

HOW TO READ AND USE THIS DATA

For the first time, 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.
- 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.

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.
LOCAL 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

2024 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 Moore

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

APPENDIX

52 | LEISURE & HOSPITALITY INDUSTRY

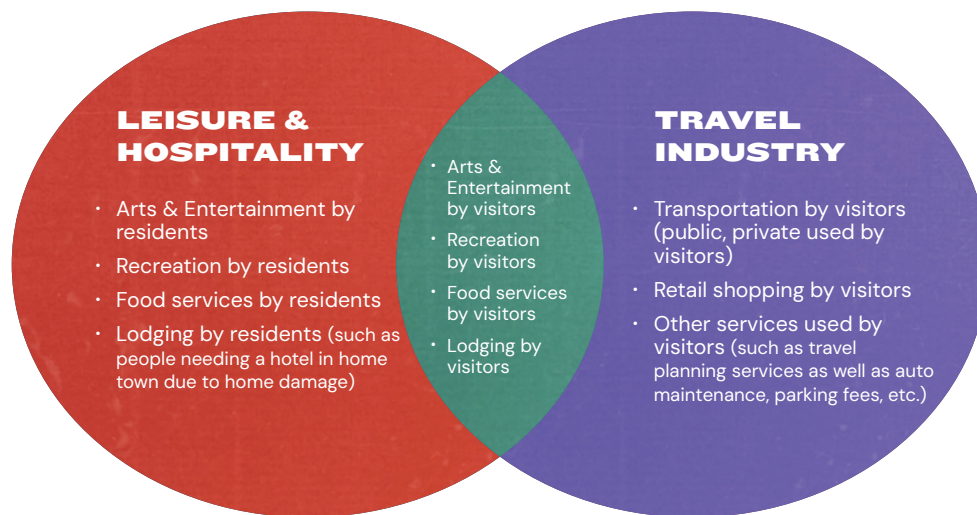
54 | NATIONAL DATA

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.

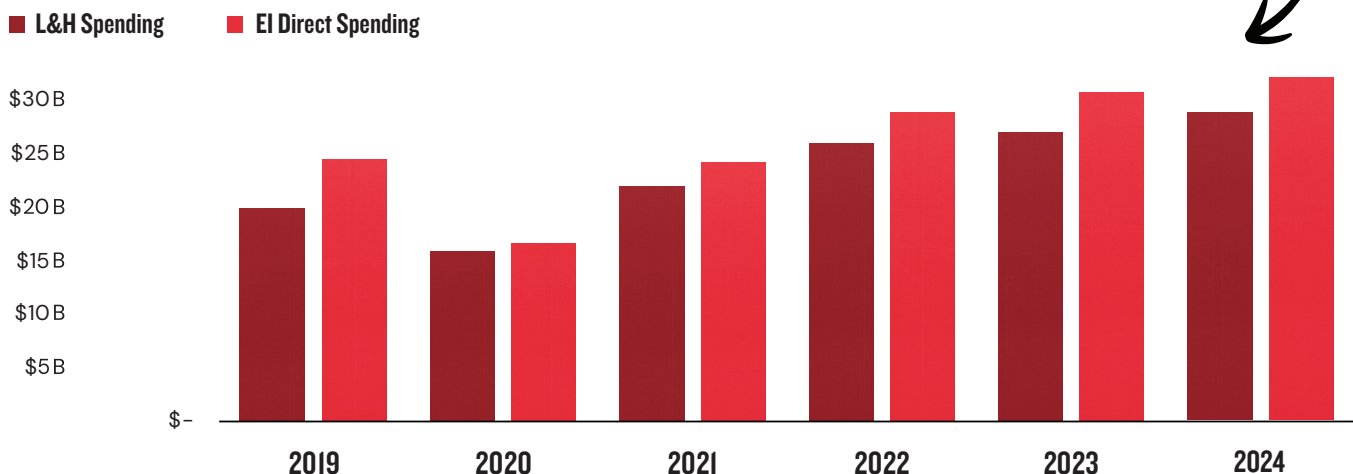
OVERLAP OF TRAVEL INDUSTRY AND LEISURE & HOSPITALITY

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

NOTE THE STRONG CORRELATION BETWEEN THESE TWO CATEGORIES.



2024 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE

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

2024 LEISURE & HOSPITALITY DATA



\$28.4B

Gross Taxable Sales

Sales attributed to L&H industry

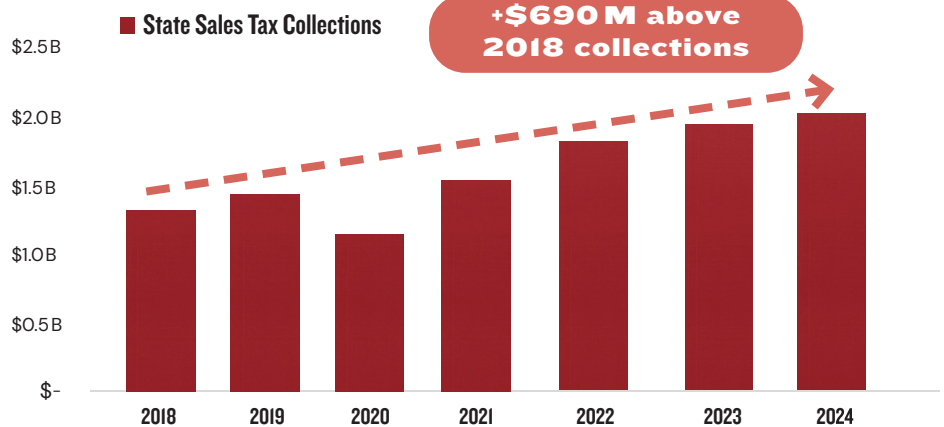
This is equal to 14% of retail and non-retail sales in Tennessee in 2024.

\$1.98B

Sales & Use Tax Collections

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

LEISURE & HOSPITALITY SALES TAXES



2024 LABOR & WORKFORCE UPDATE



367.9K

Industry Jobs

↑ +1.5% YOY INCREASE

Average monthly employment

CURRENT EMPLOYMENT STATISTICS (CYOY), UNADJUSTED ANNUAL AVERAGES

NAICS	INDUSTRY	2023 AVG	2024 AVG	NET CHG	PCT CHG
71	Arts, Entertainment & Recreation	47.8K	50.5K	2.7K	5.6%
721	Accommodation	37.7K	37.5K	-0.2K	-0.5%
722	Food Services and Drinking Places	276.9K	279.8K	2.9K	1.0%

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

Arts, Entertainment & Recreation

3RD

Highest Sector for New Job Growth

Projected by 2032

Source: "Tennessee Economy 2023–2024" Report

"Within the leisure and hospitality sector, accommodation and food services was one of the top five industries adding the most jobs in 2018–2023; the arts, entertainment, and recreation industry grew more than twice as fast as the state average growth rate of 7.6 percent. Leisure and hospitality continued its growth as the second-fastest growing industry in 2022–2023."

Source: "Tennessee Economy 2023–2024" 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 2.35% of all nationwide visitor spending; a growth rate of 13% over that time.

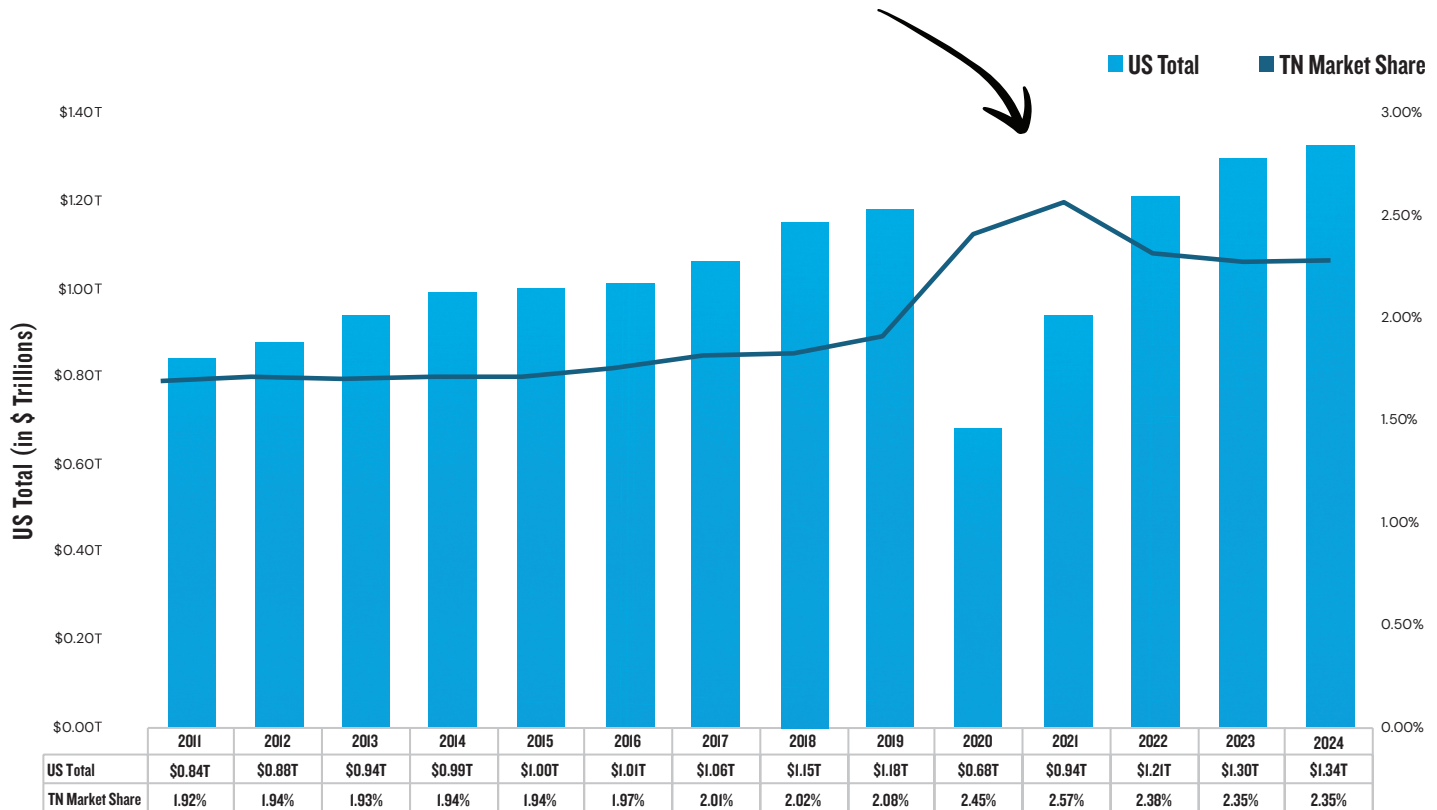


Chart above: Tennessee's \$31.66B represents 2.35% of the \$1.34 Trillion US travel industry.

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 2024, travelers in the United States directly spent \$1.3 trillion, which produced an economic output of \$2.9 trillion and supported more than 15 million American jobs.**

Visit ustravel.org for the latest economic data.

FOR MORE INFORMATION, VISIT
IMPACT.USTRAVEL.ORG

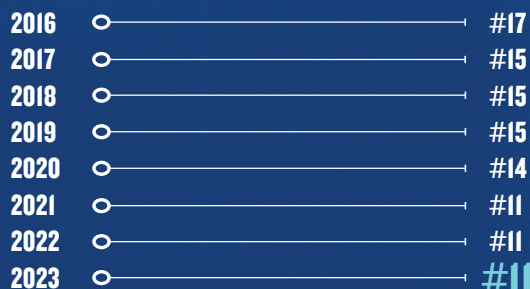
TENNESSEE'S UNRIVALED PERFORMANCE

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

TENNESSEE

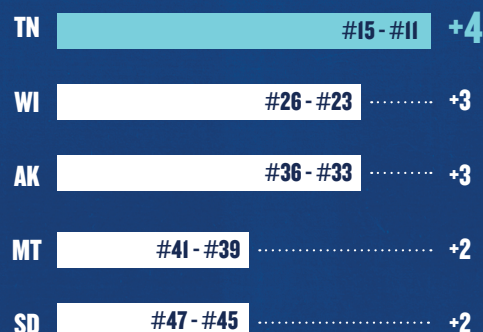
IS THE **#2 FASTEST GROWING STATE*** SINCE 2018 & **#1 WITHOUT A BEACH OR CASINO**

*TRAILING ONLY NEVADA



TENNESSEE

IS THE **ONLY STATE** TO CLIMB **FOUR SPOTS** IN THE NATIONAL RANKINGS 2018-2023



TOP 11 STATES NATIONALLY BASED ON 2023 RANKINGS

STATE	2023 DIRECT VISITOR SPEND	CHANGE OVER 2018
CALIFORNIA	\$154 B	-2%
FLORIDA	\$140 B	28%
NEW YORK	\$102 B	15%
TEXAS	\$90 B	12%
NEVADA	\$59 B	34%
ILLINOIS	\$47 B	7%
GEORGIA	\$40 B	22%
NORTH CAROLINA	\$36 B	29%
VIRGINIA	\$33 B	19%
PENNSYLVANIA	\$32 B	7%
TENNESSEE	\$31 B	32%

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.

