

SULLIVAN COUNTY TRAVEL SNAPSHOT

FACTS ABOUT A LEADING INDUSTRY THAT'S MORE THAN JUST FUN



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Sullivan County

- Rank **#7** out of 95 counties by EI
- Generated **\$371.44 MILLION** in direct tourism expenditures
- Generated **3,490** jobs
- Produced **\$104.78 MILLION** in payroll
- Created **\$10.40 MILLION** in local tax revenue
- Created **\$20.89 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$471.09** less in local and state taxes
- Each household pays **\$156.58** less in local county taxes
- Each household pays **\$314.51** less in state taxes

ON AN AVERAGE DAY

On An Average Day In 2016, Tourist Spending in Sullivan County

- Generated **\$1,017,644** in daily expenditures
- Produced **\$287,069** in daily payroll
- Created **\$28,493** daily in local tax revenues
- Created **\$57,233** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Sullivan Co. household would pay \$471.09 more in taxes*

Sources: 2016 Economic Impact of Travel on Tennessee Counties Report
www.tnvacation.com/industry;
U.S. Census Bureau Quick Facts by County
<https://www.census.gov/quickfacts/fact/table/sullivancountytennessee/HSD410215>