

POLK COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Polk County

- Rank **#45** out of 95 counties by EI
- Generated **\$29.53 MILLION** in direct tourism expenditures
- Generated **260** jobs
- Produced **\$7.53 MILLION** in payroll
- Created **\$2.64 MILLION** in local tax revenue
- Created **\$1.64 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$634.56** less in local and state taxes
- Each household pays **\$391.41** less in local county taxes
- Each household pays **\$243.15** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$80,904** in daily expenditures
- Produced **\$20,630** in daily payroll
- Created **\$7,233** daily in local tax revenues
- Created **\$4,493** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Polk Co. household would pay \$634.56 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/polkcourtynennessee/HS0410215>