

# MONROE COUNTY TRAVEL SNAPSHOT

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



### BY THE NUMBERS

#### 2016 Economic Impact (EI) of Tourism in Monroe County

- Rank **#38** out of 95 counties by EI
- Generated **\$38.82 MILLION** in direct tourism expenditures
- Generated **310** jobs
- Produced **\$7.64 MILLION** in payroll
- Created **\$2.69 MILLION** in local tax revenue
- Created **\$2.33 MILLION** in state tax revenue

### PER HOUSEHOLD

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

- Each household pays **\$291.98** less in local and state taxes
- Each household pays **\$156.46** less in local county taxes
- Each household pays **\$135.52** less in state taxes

### ON AN AVERAGE DAY

#### On An Average Day In 2016, Tourist Spending in Monroe County

- Generated **\$106,356** in daily expenditures
- Produced **\$20,932** in daily payroll
- Created **\$7,370** daily in local tax revenues
- Created **\$6,384** daily in state tax revenues

### IN OTHER WORDS....

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

- *Each Monroe Co. household would pay \$291.98 more in taxes*

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