

# COFFEE COUNTY TRAVEL SNAPSHOT

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



### BY THE NUMBERS

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

- Rank **#21** out of 95 counties by EI
- Generated **\$90.40 MILLION** in direct tourism expenditures
- Generated **790** jobs
- Produced **\$18.27 MILLION** in payroll
- Created **\$2.43 MILLION** in local tax revenue
- Created **\$5.51 MILLION** in state tax revenue

### PER HOUSEHOLD

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

- Each household pays **\$375.07** less in local and state taxes
- Each household pays **\$114.79** less in local county taxes
- Each household pays **\$260.28** less in state taxes

### ON AN AVERAGE DAY

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

- Generated **\$247,671** in daily expenditures
- Produced **\$50,051** in daily payroll
- Created **\$6,658** daily in local tax revenues
- Created **\$15,096** daily in state tax revenues

### IN OTHER WORDS....

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

- *Each Coffee Co. household would pay \$375.07 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/coffeecountytennessee/HSD410215>