

MARSHALL COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Marshall County

- Rank **#54** out of 95 counties by EI
- Generated **\$22.61 MILLION** in direct tourism expenditures
- Generated **170** jobs
- Produced **\$4.45 MILLION** in payroll
- Created **\$610,000** in local tax revenue
- Created **\$1.42 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$169.62** less in local and state taxes
- Each household pays **\$50.97** less in local county taxes
- Each household pays **\$118.65** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$61,945** in daily expenditures
- Produced **\$12,192** in daily payroll
- Created **\$1,671** daily in local tax revenues
- Created **\$3,890** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Marshall Co. household would pay \$169.62 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/marshallcountytennessee/HSD410215>