

# COCKE COUNTY TRAVEL SNAPSHOT

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



### BY THE NUMBERS

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

- Rank **#32** out of 95 counties by EI
- Generated **\$47.22 MILLION** in direct tourism expenditures
- Generated **470** jobs
- Produced **\$9.87 MILLION** in payroll
- Created **\$2.14 MILLION** in local tax revenue
- Created **\$2.84 MILLION** in state tax revenue

### PER HOUSEHOLD

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

- Each household pays **\$338.55** less in local and state taxes
- Each household pays **\$145.48** less in local county taxes
- Each household pays **\$193.07** less in state taxes

### ON AN AVERAGE DAY

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

- Generated **\$129,370** in daily expenditures
- Produced **\$27,041** in daily payroll
- Created **\$5,863** daily in local tax revenues
- Created **\$7,781** daily in state tax revenues

### IN OTHER WORDS....

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

- *Each Cocke Co. household would pay \$338.55 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 <http://quickfacts.census.gov/>