

WILSON COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Wilson County

- Rank **#13** out of 95 counties by EI
- Generated **\$151.46 MILLION** in direct tourism expenditures
- Generated **1,260** jobs
- Produced **\$30.93 MILLION** in payroll
- Created **\$4.58 MILLION** in local tax revenue
- Created **\$9.26 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$310.82** less in local and state taxes
- Each household pays **\$102.86** less in local county taxes
- Each household pays **\$207.96** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$414,959** in daily expenditures
- Produced **\$84,740** in daily payroll
- Created **\$12,548** daily in local tax revenues
- Created **\$25,370** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Wilson Co. household would pay **\$310.82 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/wilsoncountytennessee/HSD410215>