

HOUSTON COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Houston County

- Rank **#88** out of 95 counties by EI
- Generated **\$5.92 MILLION** in direct tourism expenditures
- Generated **40** jobs
- Produced **\$950,000** in payroll
- Created **\$660,000** in local tax revenue
- Created **\$350,000** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$311.07** less in local and state taxes
- Each household pays **\$203.27** less in local county taxes
- Each household pays **\$107.80** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$16,219** in daily expenditures
- Produced **\$2,602** in daily payroll
- Created **\$1,808** daily in local tax revenues
- Created **\$959** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Houston Co. household would pay \$311.07 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/houstoncountytennessee/HSD410215>