

UNICOI COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Unicoi County

- Rank **#74** out of 95 counties by EI
- Generated **\$8.85 MILLION** in direct tourism expenditures
- Generated **80** jobs
- Produced **\$2.01 MILLION** in payroll
- Created **\$740,000** in local tax revenue
- Created **\$500,000** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$166.95** less in local and state taxes
- Each household pays **\$99.63** less in local county taxes
- Each household pays **\$67.32** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$24,247** in daily expenditures
- Produced **\$5,507** in daily payroll
- Created **\$2,027** daily in local tax revenues
- Created **\$1,370** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Unicoi Co. household would pay \$166.95 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/unicoicountytennessee/HSD410215>