

MORGAN COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Morgan County

- Rank **#89** out of 95 counties by EI
- Generated **\$4.86 MILLION** in direct tourism expenditures
- Generated **10** jobs
- Produced **\$580,000** in payroll
- Created **\$630,000** in local tax revenue
- Created **\$300,000** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$126.20** less in local and state taxes
- Each household pays **\$85.49** less in local county taxes
- Each household pays **\$40.71** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$13,315** in daily expenditures
- Produced **\$1,726** in daily payroll
- Created **\$1,698** daily in local tax revenues
- Created **\$822** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Morgan Co. household would pay \$126.20 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/morgancountytennessee/HSD410215>