

JOHNSON COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Johnson County

- Rank **#71** out of 95 counties by EI
- Generated **\$9.96 MILLION** in direct tourism expenditures
- Generated **70** jobs
- Produced **\$1.91 MILLION** in payroll
- Created **\$780,000** in local tax revenue
- Created **\$590,000** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$195.47** less in local and state taxes
- Each household pays **\$111.29** less in local county taxes
- Each household pays **\$84.18** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$27,288** in daily expenditures
- Produced **\$5,233** in daily payroll
- Created **\$2,137** daily in local tax revenues
- Created **\$1,616** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Johnson Co. household would pay \$195.47 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/johnsoncountytennessee/HSD410215>