

RHEA COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Rhea County

- Rank **#43** out of 95 counties by EI
- Generated **\$34.14 MILLION** in direct tourism expenditures
- Generated **270** jobs
- Produced **\$6.69 MILLION** in payroll
- Created **\$2.33 MILLION** in local tax revenue
- Created **\$2.04 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$348.36** less in local and state taxes
- Each household pays **\$185.74** less in local county taxes
- Each household pays **\$162.62** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$93,534** in daily expenditures
- Produced **\$18,329** in daily payroll
- Created **\$6,384** daily in local tax revenues
- Created **\$5,589** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Rhea Co. household would pay \$348.36 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 <http://quickfacts.census.gov/>
<https://www.census.gov/quickfacts/fact/table/rheacountytennessee/HS0410215>