

# WILLIAMSON COUNTY TRAVEL SNAPSHOT

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



### BY THE NUMBERS

#### 2016 Economic Impact (EI) of Tourism in Williamson County

- Rank **#6** out of 95 counties by EI
- Generated **\$427.25 MILLION** in direct tourism expenditures
- Generated **3,540** jobs
- Produced **\$83.64 MILLION** in payroll
- Created **\$8.95 MILLION** in local tax revenue
- Created **\$26.15 MILLION** in state tax revenue

### PER HOUSEHOLD

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

- Each household pays **\$505.20** less in local and state taxes
- Each household pays **\$128.82** less in local county taxes
- Each household pays **\$376.38** less in state taxes

### ON AN AVERAGE DAY

#### On An Average Day In 2016, Tourist Spending in Williamson County

- Generated **\$1,170,548** in daily expenditures
- Produced **\$229,151** in daily payroll
- Created **\$24,521** daily in local tax revenues
- Created **\$71,644** daily in state tax revenues

### IN OTHER WORDS....

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

- *Each Williamson Co. household would pay \$505.20 more in taxes*

Sources: 2016 Economic Impact of Travel on Tennessee Counties Report  
[www.tnvacation.com/industry](http://www.tnvacation.com/industry);  
U.S. Census Bureau Quick Facts by County  
<https://www.census.gov/quickfacts/fact/table/williamsoncountytennesse/HSD410215>