

MADISON COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Madison County

- Rank **#12** out of 95 counties by EI
- Generated **\$202.82 MILLION** in direct tourism expenditures
- Generated **1,901** jobs
- Produced **\$42.74 MILLION** in payroll
- Created **\$4.46 MILLION** in local tax revenue
- Created **\$12.43 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$459.40** less in local and state taxes
- Each household pays **\$121.31** less in local county taxes
- Each household pays **\$338.09** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$555,671** in daily expenditures
- Produced **\$117,096** in daily payroll
- Created **\$12,219** daily in local tax revenues
- Created **\$34,055** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Madison Co. household would pay \$459.40 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/madisoncountytennessee/HSD410215>