

Northeast Tennessee
There's More.



2016 Travel Snapshots

SULLIVAN COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Sullivan County

- Rank #7 out of 95 counties by EI
- Generated **\$371.44 MILLION** in direct tourism expenditures
- Generated 3,490 jobs
- Produced **\$104.78 MILLION** in payroll
- Created **\$10.40 MILLION** in local tax revenue
- Created **\$20.89 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$471.09** less in local and state taxes
- Each household pays **\$156.58** less in local county taxes
- Each household pays **\$314.51** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$1,017,644** in daily expenditures
- Produced **\$287,069** in daily payroll
- Created **\$28,493** daily in local tax revenues
- Created **\$57,233** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Sullivan Co. household would pay \$471.09 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/sullivancountytennessee/HSD410215>

WASHINGTON COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Washington County

- Rank #10 out of 95 counties by EI
- Generated **\$245.91 MILLION** in direct tourism expenditures
- Generated **1,930 jobs**
- Produced **\$32.99 MILLION** in payroll
- Created **\$5.85 MILLION** in local tax revenue
- Created **\$14.92 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$394.59** less in local and state taxes
- Each household pays **\$111.14** less in local county taxes
- Each household pays **\$283.45** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$673,726** in daily expenditures
- Produced **\$90,384** in daily payroll
- Created **\$16,027** daily in local tax revenues
- Created **\$40,877** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Washington Co. household would pay \$394.59 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/washingtoncountytennessee/HSD410215>

GREENE COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Greene County

- Rank #22 out of 95 counties by EI
- Generated **\$87.09 MILLION** in direct tourism expenditures
- Generated **630 jobs**
- Produced **\$15.08 MILLION** in payroll
- Created **\$2.37 MILLION** in local tax revenue
- Created **\$5.30 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$273.34** less in local and state taxes
- Each household pays **\$84.46** less in local county taxes
- Each household pays **\$188.88** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$238,603** in daily expenditures
- Produced **\$41,315** in daily payroll
- Created **\$6,493** daily in local tax revenues
- Created **\$14,521** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Greene Co. household would pay \$273.34 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/greencountytennessee/HSD410215>

HAWKINS COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Hawkins County

- Rank #39 out of 95 counties by EI
- Generated **\$38.52 MILLION** in direct tourism expenditures
- Generated 270 jobs
- Produced **\$6.56 MILLION** in payroll
- Created **\$2.17 MILLION** in local tax revenue
- Created **\$2.26 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$191.23** less in local and state taxes
- Each household pays **\$93.67** less in local county taxes
- Each household pays **\$97.56** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$105,534** in daily expenditures
- Produced **\$17,973** in daily payroll
- Created **\$5,945** daily in local tax revenues
- Created **\$6,192** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Hawkins Co. household would pay \$191.23 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/hawkinscountytennessee/HSD410215>

CARTER COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Carter County

- Rank #40 out of 95 counties by EI
- Generated **\$37.14 MILLION** in direct tourism expenditures
- Generated **210 jobs**
- Produced **\$5.85 MILLION** in payroll
- Created **\$2.38 MILLION** in local tax revenue
- Created **\$2.32 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$196.71** less in local and state taxes
- Each household pays **\$99.61** less in local county taxes
- Each household pays **\$97.10** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$101,753** in daily expenditures
- Produced **\$16,027** in daily payroll
- Created **\$6,521** daily in local tax revenues
- Created **\$6,356** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Carter Co. household would pay **\$196.71** more in taxes*

Sources: 2016 Economic Impact of Travel on Tennessee Counties Report
www.travelvacation.com/industry/
U.S. Census Bureau Quick Facts by County
<https://www.census.gov/quickfacts/fact/table/cartercountytennessee/PST045216>

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>

UNICOI COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Unicoi County

- Rank #74 out of 95 counties by EI
- Generated **\$8.85 MILLION** in direct tourism expenditures
- Generated **80 jobs**
- Produced **\$2.01 MILLION** in payroll
- Created **\$740,000** in local tax revenue
- Created **\$500,000** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$166.95** less in local and state taxes
- Each household pays **\$99.63** less in local county taxes
- Each household pays **\$67.32** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$24,247** in daily expenditures
- Produced **\$5,507** in daily payroll
- Created **\$2,027** daily in local tax revenues
- Created **\$1,370** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Unicoi Co. household would pay \$166.95 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/unicoicountytennessee/HSD410215>

HANCOCK COUNTY TRAVEL SNAPSHOT

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



BY THE NUMBERS

2016 Economic Impact (EI) of Tourism in Hancock County

- Rank #95 out of 95 counties by EI
- Generated **\$1.21 MILLION** in direct tourism expenditures
- Generated **10 jobs**
- Produced **\$150,000** in payroll
- Created **\$260,000** in local tax revenue
- Created **\$70,000** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$119.83** less in local and state taxes
- Each household pays **\$94.41** less in local county taxes
- Each household pays **\$25.42** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$3,315** in daily expenditures
- Produced **\$411** in daily payroll
- Created **\$712** daily in local tax revenues
- Created **\$192** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Hancock Co. household would pay \$119.83 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/hancockcountytennessee/HSD410215>