



# The Economic Impact of Hospitality & Tourism on the State of Tennessee

*Study prepared for the Tennessee Department of Tourist Development by the U.S. Travel Association.*

## AT A GLANCE <sup>1</sup>

### In 2012, tourist activity in Tennessee...

- Generated **\$16.2 Billion** in direct tourist spending
- Generated **146,200 jobs**
- Produced **\$3.3 Billion** in worker income & paychecks
- Created **\$451 Million** in local county taxes
- Created **\$785.7 Million** in State tax revenue

### On an average day in 2012 in Tennessee, tourists spent **\$42.7 million** in the following businesses: <sup>1</sup>

- **\$13.2 million** in restaurants, groceries, & drinking places
- **\$13.4 million** on transportation (air, car, taxi, gas, rentals, etc.)
- **\$7.2 million** on hotels & lodging (motels, cabins, campgrounds, vacation homes/condos, bed & breakfast inns, etc.)
- **\$4.4 million** on retail trade (gifts, clothes, incidental retail, etc.)
- **\$4.5 million** on entertainment & recreation (parks, museums, historical sites, amusements, performing arts/shows, golf, fishing, water sports, theme parks, spectator sports, etc.)

## DID YOU KNOW?

- On an average day in Tennessee, tourist spending generated **\$3.38 million** in daily state & local taxes. <sup>1</sup>
- On average, each household in Tennessee pays **\$440 less** in state & local taxes as a result of taxes generated by tourist activity in Tennessee. <sup>2</sup>

County	Direct Tourist Spending in 2012	State and Local Taxes in 2012
Anderson	\$114.69 million	\$9.02 million
Bedford	\$25.08 million	\$2.35 million
Benton	\$22.99 million	\$3.76 million
Bledsoe	\$3.31 million	\$0.70 million
Blount	\$312.01 million	\$26.85 million
Bradley	\$122.70 million	\$9.74 million
Campbell	\$47.64 million	\$5.08 million
Cannon	\$3.87 million	\$0.50 million
Carroll	\$17.66 million	\$1.66 million
Carter	\$33.10 million	\$3.95 million
Cheatham	\$19.23 million	\$1.71 million
Chester	\$10.35 million	\$0.93 million
Claiborne	\$16.25 million	\$2.10 million
Clay	\$6.86 million	\$0.96 million
Cocke	\$39.66 million	\$3.95 million
Coffee	\$76.09 million	\$6.25 million
Crockett	\$8.44 million	\$0.84 million
Cumberland	\$104.83 million	\$10.08 million
Davidson	\$4,606.77 million	\$332.40 million
Decatur	\$11.88 million	\$2.72 million
DeKalb	\$39.34 million	\$7.28 million
Dickson	\$54.06 million	\$4.35 million
Dyer	\$49.63 million	\$4.02 million
Fayette	\$8.24 million	\$0.91 million
Fentress	\$11.67 million	\$1.44 million
Franklin	\$19.58 million	\$2.04 million
Gibson	\$42.93 million	\$3.85 million
Giles	\$22.02 million	\$2.23 million
Grainger	\$14.24 million	\$1.05 million
Greene	\$80.78 million	\$6.81 million
Grundy	\$8.29 million	\$1.92 million
Hamblen	\$80.35 million	\$6.41 million
Hamilton	\$916.61 million	\$70.35 million
Hancock	\$1.21 million	\$0.32 million
Hardeman	\$22.27 million	\$2.51 million
Hardin	\$37.24 million	\$5.25 million
Hawkins	\$35.62 million	\$3.90 million
Haywood	\$14.13 million	\$1.41 million
Henderson	\$23.14 million	\$2.06 million
Henry	\$53.66 million	\$9.74 million
Hickman	\$7.21 million	\$1.08 million
Houston	\$5.77 million	\$0.94 million
Humphreys	\$31.28 million	\$3.65 million
Jackson	\$2.19 million	\$0.40 million
Jefferson	\$51.41 million	\$6.67 million
Johnson	\$9.56 million	\$1.26 million
Knox	\$904.76 million	\$66.72 million
Lake	\$10.37 million	\$1.34 million
Lauderdale	\$16.67 million	\$2.25 million
Lawrence	\$38.38 million	\$3.24 million
Lewis	\$5.69 million	\$0.59 million
Lincoln	\$20.92 million	\$1.88 million
Loudon	\$51.93 million	\$4.29 million

County	Direct Tourist Spending in 2012	State and Local Taxes in 2012
McMinn	\$39.72 million	\$3.26 million
McNairy	\$10.72 million	\$1.18 million
Macon	\$6.92 million	\$0.75 million
Madison	\$173.73 million	\$13.50 million
Marion	\$30.40 million	\$2.81 million
Marshall	\$21.39 million	\$1.80 million
Maury	\$100.98 million	\$7.90 million
Meigs	\$6.99 million	\$1.29 million
Monroe	\$37.34 million	\$4.59 million
Montgomery	\$199.06 million	\$15.43 million
Moore	\$1.57 million	\$0.17 million
Morgan	\$4.62 million	\$0.84 million
Obion	\$49.08 million	\$4.23 million
Overton	\$6.91 million	\$0.82 million
Perry	\$6.35 million	\$1.97 million
Pickett	\$7.41 million	\$1.43 million
Polk	\$26.71 million	\$3.70 million
Putnam	\$106.26 million	\$8.17 million
Rhea	\$29.90 million	\$3.65 million
Roane	\$62.50 million	\$6.74 million
Robertson	\$42.95 million	\$3.73 million
Rutherford	\$272.88 million	\$21.31 million
Scott	\$10.51 million	\$1.18 million
Sequatchie	\$6.24 million	\$0.80 million
Sevier	\$1,699.94 million	\$140.27 million
Shelby	\$3,133.68 million	\$222.17 million
Smith	\$10.66 million	\$1.07 million
Stewart	\$7.74 million	\$1.56 million
Sullivan	\$314.80 million	\$24.88 million
Sumner	\$114.97 million	\$9.25 million
Tipton	\$30.58 million	\$2.78 million
Trousdale	\$3.77 million	\$0.34 million
Unicoi	\$8.26 million	\$1.10 million
Union	\$6.31 million	\$1.28 million
Van Buren	\$8.61 million	\$1.36 million
Warren	\$22.39 million	\$2.15 million
Washington	\$215.97 million	\$17.15 million
Wayne	\$10.43 million	\$1.25 million
Weakley	\$17.42 million	\$1.57 million
White	\$19.87 million	\$2.05 million
Williamson	\$358.22 million	\$27.15 million
Wilson	\$121.18 million	\$10.34 million

### Sources

[1] TN Dept. of Tourist Development; "The Economic Impact of Travel on Tennessee Counties, 2012." Study prepared by the U.S. Travel Association. Available online: <http://www.tnvacation.com>.

[2] Dr. Steve Morse, Director, Hospitality & Tourism Program, College of Business, Western Carolina University, Cullowhee, NC: "Tennessee Tourism Tax Relief Per Household, 2012" based data from "The Economic Impact of Travel on Tennessee Counties, 2012" and from the U.S. Census Bureau.