



2017

**ECONOMIC IMPACT OF TRAVEL
ON TENNESSEE COUNTIES**

AUGUST 2018

Tennessee Department of Tourist Development
Source: U.S. Travel Association



ECONOMIC IMPACT

of Travel on Tennessee in 2017

**Total economic impact includes domestic and international travel. Source: U.S. Travel Association.

\$20.77 BILLION

Travel Expenditures

6.3% INCREASE

Higher than the national growth of travel expenditures of **5.2%**.

184,300

Employment

3.1% INCREASE

National growth of travel related employment is **2.5%**.

\$4.67 BILLION

Payroll

7.3% INCREASE

Higher than the national growth of travel related payroll of **4.3%**.

\$1.83 BILLION

State & Local Tax Revenue

7.6% INCREASE

Higher than the national growth of travel related state tax revenues of **4.6%**.



RECORD SETTING

Tourism generated more than **\$1 billion** in state tax revenues for the second straight year.

RECORD SETTING

For the 12th consecutive year, tourism generated more than **\$1 billion** in state and local taxes.

ALL 95 COUNTIES

Every Tennessee county saw an **increase** in the economic impact of tourism.

ALL 95 COUNTIES

All counties saw more than **\$1 million** in the economic impact of tourism.

20 COUNTIES

Saw more than **\$100 million** in the economic impact of tourism.

2017 ECONOMIC IMPACT OF DOMESTIC TRAVEL ON TENNESSEE COUNTIES

County level data includes domestic travel only. Source: U.S. Travel Association.

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
ANDERSON	\$128.44	\$25.08	1.06	\$7.89	\$2.77
BEDFORD	28.85	5.80	0.22	1.72	1.13
BENTON	27.14	4.54	0.16	1.68	2.91
BLED SOE	3.42	0.51	0.02	0.20	0.55
BLOUNT	377.95	100.48	3.50	20.98	13.03
BRADLEY	141.91	17.52	1.03	8.90	3.03
CAMPBELL	58.82	11.70	0.49	3.48	3.06
CANNON	4.26	0.46	0.01	0.26	0.30
CARROLL	20.15	3.08	0.12	1.20	0.77
CARTER	39.47	6.26	0.22	2.44	2.49
CHEATHAM	23.77	4.62	0.16	1.40	0.81
CHESTER	11.69	1.29	0.04	0.74	0.37
CLAIBORNE	19.93	3.60	0.14	1.18	1.50
CLAY	7.09	1.68	0.05	0.40	0.62
COCKE	47.45	9.99	0.46	2.82	2.12
COFFEE	95.07	19.36	0.80	5.73	2.51
CROCKETT	9.18	1.55	0.07	0.54	0.40
CUMBERLAND	121.54	28.56	1.07	7.10	5.11
DAVIDSON	6,505.39	1,649.73	68.32	328.74	166.64
DECATUR	13.63	1.89	0.05	0.78	2.43
DEKALB	48.02	10.53	0.34	2.83	6.33
DICKSON	70.03	14.31	0.63	4.22	1.72
DYER	62.85	11.66	0.49	3.92	1.48
FAYETTE	9.34	1.39	0.05	0.55	0.51
FENTRESS	12.71	2.17	0.09	0.75	0.86
FRANKLIN	23.23	4.32	0.15	1.44	1.09
GIBSON	47.12	6.28	0.23	3.06	1.41
GILES	25.40	4.23	0.17	1.59	1.10
GRAINGER	16.71	2.79	0.09	0.97	0.32
GREENE	91.71	16.77	0.64	5.69	2.46
GRUNDY	8.81	1.13	0.02	0.53	1.57
HAMBLEN	100.44	10.86	0.56	6.29	2.22
HAMILTON	1,112.61	208.57	8.84	65.89	24.81
HANCOCK	1.28	0.16	0.01	0.07	0.27
HARDEMAN	25.86	4.16	0.16	1.56	1.48
HARDIN	42.55	7.82	0.25	2.56	3.64
HAWKINS	38.95	6.68	0.26	2.26	2.16
HAYWOOD	15.55	2.55	0.09	0.93	0.69
HENDERSON	27.82	4.34	0.17	1.71	0.89
HENRY	57.26	10.82	0.34	3.38	7.35
HICKMAN	8.64	1.35	0.05	0.51	0.83
HOUSTON	6.13	0.99	0.04	0.36	0.67
HUMPHREYS	36.31	7.53	0.29	1.96	2.40
JACKSON	2.36	0.35	0.01	0.15	0.29
JEFFERSON	61.55	12.73	0.46	3.81	4.52
JOHNSON	10.09	1.95	0.07	0.59	0.78
KNOX	1,097.85	215.84	10.24	57.94	26.18

LAKE	11.10	2.40	0.11	0.64	0.83
LAUDERDALE	17.65	2.57	0.09	1.05	1.42
LAWRENCE	41.15	6.56	0.24	2.53	1.13
LEWIS	6.71	1.13	0.05	0.39	0.32
LINCOLN	23.59	3.70	0.15	1.48	0.75
LOUDON	56.99	11.10	0.46	3.52	1.45
MCMINN	45.59	7.94	0.33	2.81	1.13
MCNAIRY	11.80	1.80	0.06	0.69	0.66
MACON	7.91	1.30	0.05	0.47	0.42
MADISON	209.14	44.42	1.90	12.67	4.51
MARION	38.20	7.66	0.31	2.32	1.39
MARSHALL	23.92	4.74	0.17	1.48	0.63
MAURY	134.09	21.65	0.87	8.32	2.81
MEIGS	7.68	1.48	0.04	0.45	1.01
MONROE	41.42	8.22	0.32	2.46	2.82
MONTGOMERY	224.27	44.08	1.81	14.18	4.30
MOORE*	6.61	0.99	0.05	0.46	0.16
MORGAN	5.02	0.60	0.01	0.30	0.64
OBION	53.51	10.22	0.40	3.24	1.62
OVERTON	8.07	1.37	0.05	0.50	0.51
PERRY	7.09	0.99	0.02	0.38	1.87
PICKETT	7.65	1.77	0.06	0.43	1.08
POLK	30.11	7.74	0.26	1.65	2.64
PUTNAM	132.03	24.89	1.06	8.09	2.70
RHEA	36.40	7.19	0.27	2.15	2.44
ROANE	69.82	12.22	0.49	4.25	3.64
ROBERTSON	56.89	9.11	0.35	3.75	1.53
RUTHERFORD	351.45	65.73	2.79	21.69	7.55
SCOTT	11.97	1.87	0.08	0.68	0.71
SEQUATCHIE	6.90	1.09	0.03	0.41	0.51
SEVIER	2,276.46	590.93	24.04	129.86	66.56
SHELBY	3,503.13	742.84	23.14	174.68	98.49
SMITH	11.92	1.63	0.06	0.73	0.52
STEWART	8.68	1.17	0.03	0.51	1.30
SULLIVAN	386.70	109.95	3.51	21.49	10.63
SUMNER	148.63	26.49	1.11	9.30	3.42
TIPTON	34.75	5.38	0.22	2.24	1.13
TROUSDALE	4.14	0.53	0.03	0.25	0.14
UNICOI	9.27	2.12	0.08	0.52	0.76
UNION	6.89	1.25	0.03	0.40	1.03
VAN BUREN	9.71	2.34	0.07	0.55	1.02
WARREN	25.45	4.37	0.16	1.53	1.02
WASHINGTON	257.54	34.83	1.95	15.44	6.01
WAYNE	11.17	2.05	0.07	0.67	0.71
WEAKLEY	20.48	3.30	0.13	1.24	0.69
WHITE	22.18	2.68	0.09	1.36	1.05
WILLIAMSON	452.59	89.30	3.63	27.38	9.31
WILSON	162.02	33.35	1.31	9.79	4.82

*Increase in Moore County impact numbers reflect additional revenue from changes in distillery tour pricing and employment dedicated to visitation. This also created a smaller adjustment for 2016.

Domestic Total	\$19,782.81	\$4,441.0	175.3	\$1,075.10	\$572.40
International**	988.3	231.3	9.1		
State Total	\$20,771.1	\$4,672.4	184.3		

**Total domestic and international tax revenue: \$1,830.00.

2016 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE COUNTIES

County level data includes domestic travel only. Source: U.S. Travel Association.

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
ANDERSON	\$120.67	\$23.38	1.03	\$7.51	\$2.65
BEDFORD	28.09	5.61	0.23	1.69	1.12
BENTON	25.52	4.24	0.16	1.60	2.78
BLEDSE	3.36	0.50	0.02	0.20	0.55
BLOUNT	357.07	94.18	3.41	20.05	12.53
BRADLEY	134.51	16.47	1.01	8.54	2.92
CAMPBELL	57.09	11.27	0.49	3.42	3.02
CANNON	4.05	0.43	0.01	0.25	0.29
CARROLL	18.92	2.87	0.12	1.14	0.74
CARTER	37.14	5.85	0.21	2.32	2.38
CHEATHAM	22.76	4.39	0.16	1.36	0.79
CHESTER	10.90	1.19	0.04	0.70	0.35
CLAIBORNE	18.46	3.31	0.14	1.10	1.41
CLAY	6.94	1.63	0.05	0.40	0.62
COCKE	47.22	9.87	0.47	2.84	2.14
COFFEE	90.40	18.27	0.79	5.51	2.43
CROCKETT	9.00	1.51	0.07	0.54	0.40
CUMBERLAND	113.53	26.47	1.04	6.71	4.86
DAVIDSON	5,996.51	1,508.71	65.05	306.64	156.41
DECATUR	12.63	1.74	0.05	0.74	2.29
DEKALB	44.99	9.78	0.32	2.69	6.04
DICKSON	65.77	13.33	0.61	4.01	1.65
DYER	57.75	10.63	0.46	3.65	1.39
FAYETTE	8.68	1.28	0.04	0.52	0.49
FENTRESS	12.48	2.11	0.09	0.75	0.86
FRANKLIN	22.55	4.16	0.15	1.42	1.08
GIBSON	44.39	5.87	0.23	2.92	1.35
GILES	23.95	3.96	0.16	1.52	1.06
GRAINGER	15.35	2.54	0.08	0.90	0.30
GREENE	87.09	15.80	0.63	5.46	2.37
GRUNDY	8.73	1.11	0.02	0.53	1.58
HAMBLE	93.20	10.00	0.54	5.90	2.10
HAMILTON	1,060.35	197.20	8.70	63.55	24.08
HANCOCK	1.21	0.15	0.01	0.07	0.26
HARDEMAN	24.70	3.94	0.16	1.51	1.44
HARDIN	40.94	7.47	0.25	2.49	3.57
HAWKINS	38.52	6.56	0.27	2.26	2.17
HAYWOOD	14.89	2.42	0.09	0.90	0.67
HENDERSON	26.29	4.07	0.17	1.64	0.86
HENRY	56.03	10.50	0.34	3.35	7.32
HICKMAN	8.13	1.26	0.05	0.49	0.80
HOUSTON	5.92	0.95	0.04	0.35	0.66
HUMPHREYS	35.67	7.34	0.30	1.94	2.40
JACKSON	2.30	0.34	0.01	0.14	0.29
JEFFERSON	59.77	12.26	0.46	3.74	4.47
JOHNSON	9.96	1.91	0.07	0.59	0.78
KNOX	1,056.16	206.01	10.18	56.40	25.64

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (\$ Millions)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
LAKE	10.32	2.22	0.10	0.61	0.79
LAUDERDALE	17.38	2.51	0.09	1.04	1.42
LAWRENCE	39.91	6.31	0.24	2.48	1.12
LEWIS	6.18	1.04	0.05	0.37	0.30
LINCOLN	23.41	3.65	0.15	1.49	0.76
LOUDON	55.45	10.71	0.46	3.47	1.43
MCMINN	44.56	7.70	0.33	2.78	1.13
MCNAIRY	11.68	1.76	0.06	0.69	0.67
MACON	7.64	1.24	0.05	0.46	0.41
MADISON	202.82	42.74	1.91	12.43	4.46
MARION	35.57	7.08	0.30	2.19	1.32
MARSHALL	22.61	4.45	0.17	1.42	0.61
MAURY	123.34	19.76	0.83	7.75	2.63
MEIGS	7.49	1.43	0.04	0.44	1.00
MONROE	38.82	7.64	0.31	2.33	2.69
MONTGOMERY	211.16	41.18	1.76	13.51	4.12
MOORE*	4.76	0.70	0.04	0.33	0.12
MORGAN	4.86	0.58	0.01	0.30	0.63
OBION	53.39	10.11	0.41	3.27	1.64
OVERTON	7.72	1.30	0.05	0.48	0.50
PERRY	6.82	0.95	0.02	0.37	1.83
PICKETT	7.39	1.70	0.06	0.42	1.07
POLK	29.53	7.53	0.26	1.64	2.64
PUTNAM	123.06	23.02	1.02	7.63	2.56
RHEA	34.14	6.69	0.27	2.04	2.33
ROANE	67.49	11.72	0.49	4.15	3.58
ROBERTSON	51.98	8.25	0.33	3.47	1.43
RUTHERFORD	331.89	61.58	2.72	20.73	7.26
SCOTT	11.45	1.78	0.08	0.66	0.69
SEQUATCHIE	6.53	1.02	0.03	0.39	0.49
SEVIER	2,217.08	570.98	24.18	127.98	66.01
SHELBY	3,335.38	701.70	22.76	168.30	95.48
SMITH	11.79	1.60	0.06	0.73	0.53
STEWART	8.28	1.11	0.03	0.49	1.26
SULLIVAN	371.44	104.78	3.49	20.89	10.40
SUMNER	142.32	25.17	1.10	9.02	3.33
TIPTON	32.67	5.02	0.21	2.13	1.08
TROUSDALE	4.03	0.52	0.03	0.25	0.14
UNICOI	8.85	2.01	0.08	0.50	0.74
UNION	6.59	1.19	0.03	0.39	1.00
VAN BUREN	9.54	2.28	0.07	0.55	1.02
WARREN	23.80	4.06	0.16	1.44	0.98
WASHINGTON	245.91	32.99	1.93	14.92	5.85
WAYNE	10.81	1.97	0.07	0.65	0.70
WEAKLEY	19.78	3.16	0.13	1.22	0.68
WHITE	20.70	2.48	0.08	1.28	1.00
WILLIAMSON	427.25	83.64	3.54	26.15	8.95
WILSON	151.46	30.93	1.26	9.26	4.58

*Increase in Moore County impact numbers reflect additional revenue from changes in distillery tour pricing and employment dedicated to visitation.

State Total	\$18,687.60	\$4,158.74	170.81	\$1,028.44	\$551.73
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2017 PERCENT CHANGE FROM 2016

County level data includes domestic travel only. Source: U.S. Travel Association.

County	Expenditures (Percent)	Payroll (Percent)	Employment (Percent)	State Tax Receipts (Percent)	Local Tax Receipts (Percent)
ANDERSON	6.4%	7.3%	3.0%	5.2%	4.5%
BEDFORD	2.7%	3.5%	-0.6%	1.5%	0.9%
BENTON	6.4%	7.2%	3.0%	5.1%	4.5%
BLED SOE	1.7%	2.5%	-1.6%	0.5%	-0.2%
BLOUNT	5.8%	6.7%	2.5%	4.6%	4.0%
BRADLEY	5.5%	6.3%	2.1%	4.3%	3.6%
CAMPBELL	3.0%	3.8%	-0.3%	1.8%	1.2%
CANNON	5.0%	5.9%	1.7%	3.8%	3.1%
CARROLL	6.5%	7.3%	3.1%	5.2%	4.6%
CARTER	6.3%	7.1%	2.9%	5.0%	4.4%
CHEATHAM	4.4%	5.3%	1.1%	3.2%	2.6%
CHESTER	7.2%	8.1%	3.8%	6.0%	5.3%
CLAIBORNE	7.9%	8.8%	4.5%	6.7%	6.0%
CLAY	2.1%	2.9%	-1.1%	0.9%	0.3%
COCKE	0.5%	1.3%	-2.7%	-0.7%	-1.3%
COFFEE	5.2%	6.0%	1.8%	3.9%	3.3%
CROCKETT	2.0%	2.8%	-1.2%	0.8%	0.2%
CUMBERLAND	7.1%	7.9%	3.6%	5.8%	5.1%
DAVIDSON	8.5%	9.3%	5.0%	7.2%	6.5%
DECATUR	7.9%	8.8%	4.5%	6.6%	6.0%
DEKALB	6.7%	7.6%	3.3%	5.5%	4.8%
DICKSON	6.5%	7.3%	3.1%	5.2%	4.6%
DYER	8.8%	9.7%	5.4%	7.5%	6.9%
FAYETTE	7.7%	8.5%	4.2%	6.4%	5.7%
FENTRESS	1.9%	2.7%	-1.4%	0.7%	0.0%
FRANKLIN	3.0%	3.8%	-0.3%	1.8%	1.2%
GIBSON	6.2%	7.0%	2.8%	4.9%	4.3%
GILES	6.1%	6.9%	2.7%	4.8%	4.2%
GRAINGER	8.9%	9.7%	5.4%	7.6%	6.9%
GREENE	5.3%	6.1%	1.9%	4.1%	3.4%
GRUNDY	0.9%	1.7%	-2.4%	-0.3%	-0.9%
HAMBLEN	7.8%	8.6%	4.3%	6.5%	5.8%
HAMILTON	4.9%	5.8%	1.6%	3.7%	3.1%
HANCOCK	5.5%	6.4%	2.2%	4.3%	3.6%
HARDEMAN	4.7%	5.5%	1.4%	3.5%	2.8%
HARDIN	3.9%	4.8%	0.6%	2.7%	2.1%
HAWKINS	1.1%	1.9%	-2.1%	-0.1%	-0.7%
HAYWOOD	4.4%	5.3%	1.1%	3.2%	2.6%
HENDERSON	5.8%	6.7%	2.5%	4.6%	3.9%
HENRY	2.2%	3.0%	-1.1%	1.0%	0.4%
HICKMAN	6.3%	7.1%	2.9%	5.0%	4.4%
HOUSTON	3.4%	4.3%	0.2%	2.2%	1.6%
HUMPHREYS	1.8%	2.6%	-1.4%	0.6%	0.0%
JACKSON	2.5%	3.3%	-0.8%	1.3%	0.7%
JEFFERSON	3.0%	3.8%	-0.3%	1.8%	1.1%
JOHNSON	1.3%	2.1%	-1.9%	0.1%	-0.5%
KNOX	3.9%	4.8%	0.6%	2.7%	2.1%

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (\$ Millions)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
LAKE	7.5%	8.4%	4.1%	6.3%	5.6%
LAUDERDALE	1.6%	2.4%	-1.7%	0.4%	-0.3%
LAWRENCE	3.1%	3.9%	-0.2%	1.9%	1.3%
LEWIS	8.6%	9.5%	5.2%	7.3%	6.7%
LINCOLN	0.8%	1.6%	-2.5%	-0.4%	-1.0%
LOUDON	2.8%	3.6%	-0.5%	1.6%	0.9%
MCMINN	2.3%	3.1%	-1.0%	1.1%	0.5%
MCNAIRY	1.0%	1.8%	-2.2%	-0.2%	-0.8%
MACON	3.5%	4.4%	0.2%	2.3%	1.7%
MADISON	3.1%	3.9%	-0.2%	1.9%	1.3%
MARION	7.4%	8.3%	4.0%	6.1%	5.5%
MARSHALL	5.8%	6.6%	2.4%	4.5%	3.9%
MAURY	8.7%	9.6%	5.2%	7.4%	6.8%
MEIGS	2.5%	3.4%	-0.7%	1.3%	0.7%
MONROE	6.7%	7.6%	3.3%	5.5%	4.8%
MONTGOMERY	6.2%	7.1%	2.8%	5.0%	4.3%
MOORE*	38.8%	40.6%	38.5%	37.7%	34.8%
MORGAN	3.2%	4.1%	-0.0%	2.0%	1.4%
OBION	0.2%	1.0%	-3.0%	-0.9%	-1.6%
OVERTON	4.5%	5.4%	1.2%	3.3%	2.7%
PERRY	4.1%	4.9%	0.8%	2.8%	2.2%
PICKETT	3.5%	4.3%	0.2%	2.3%	1.7%
POLK	2.0%	2.8%	-1.3%	0.8%	0.2%
PUTNAM	7.3%	8.1%	3.9%	6.0%	5.4%
RHEA	6.6%	7.5%	3.2%	5.4%	4.7%
ROANE	3.5%	4.3%	0.2%	2.2%	1.6%
ROBERTSON	9.5%	10.3%	6.0%	8.2%	7.5%
RUTHERFORD	5.9%	6.7%	2.5%	4.6%	4.0%
SCOTT	4.5%	5.3%	1.1%	3.2%	2.6%
SEQUATCHIE	5.6%	6.5%	2.3%	4.4%	3.7%
SEVIER	2.7%	3.5%	-0.6%	1.5%	0.8%
SHELBY	5.0%	5.9%	1.7%	3.8%	3.1%
SMITH	1.1%	1.9%	-2.2%	-0.1%	-0.7%
STEWART	4.9%	5.7%	1.5%	3.6%	3.0%
SULLIVAN	4.1%	4.9%	0.8%	2.9%	2.2%
SUMNER	4.4%	5.3%	1.1%	3.2%	2.6%
TIPTON	6.4%	7.2%	3.0%	5.1%	4.5%
TROUSDALE	2.7%	3.5%	-0.6%	1.5%	0.9%
UNICOI	4.8%	5.6%	1.5%	3.6%	2.9%
UNION	4.5%	5.3%	1.2%	3.3%	2.6%
VAN BUREN	1.8%	2.6%	-1.5%	0.6%	0.0%
WARREN	6.9%	7.8%	3.5%	5.6%	5.0%
WASHINGTON	4.7%	5.6%	1.4%	3.5%	2.9%
WAYNE	3.4%	4.2%	0.1%	2.2%	1.5%
WEAKLEY	3.6%	4.4%	0.3%	2.3%	1.7%
WHITE	7.1%	8.0%	3.7%	5.9%	5.2%
WILLIAMSON	5.9%	6.8%	2.6%	4.7%	4.0%
WILSON	7.0%	7.8%	3.6%	5.7%	5.1%

*Increase in Moore County impact numbers reflect additional revenue from changes in distillery tour pricing and employment dedicated to visitation.

State Total	5.9%	6.8%	2.6%	4.5%	3.7%
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