

HOUSTON COUNTY TRAVEL SNAPSHOT

Facts About a Leading Industry That's More Than Just Fun

BY THE NUMBERS

2014 Economic Impact of Tourism in Houston County

- Generated **\$6.14 MILLION** in direct tourism expenditures
- Generated **40** jobs
- Produced **\$880,000** in payroll
- Created **\$660,000** in local tax revenue
- Created **\$340,000** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$292.14** less in local and state taxes
- Each household pays **\$192.81** less in local county taxes
- Each household pays **\$99.32** in state taxes

ON AN AVERAGE DAY

On An Average Day In 2014, Tourist Spending in Houston County

- Generated **\$16,821** in daily expenditures
- Produced **\$2,410** in daily payroll
- Created **\$1,726** daily in local tax revenues
- Created **\$931** daily in state tax revenues

IN OTHER WORDS...

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

- *Each Houston Co. household would pay \$292.14 more in taxes*

Sources: 2014 Economic Impact of Travel on Tennessee Counties Report
www.tnvacation.com/industry; U.S. Census Bureau Quick Facts by County
<http://quickfacts.census.gov/>