

# RUTHERFORD COUNTY TRAVEL SNAPSHOT

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

## BY THE NUMBERS

### 2014 Economic Impact (EI) of Tourism in Rutherford County

- **Ranks #9** out of 95 counties by EI
- Generated **\$307.47 MILLION** in direct tourism expenditures
- Generated **2,290** jobs
- Produced **\$45.76 MILLION** in payroll
- Created **\$6.53 MILLION** in local tax revenue
- Created **\$17.93 MILLION** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$252.86** less in local and state taxes
- Each household pays **\$67.50** less in local county taxes
- Each household pays **\$185.35** less in state taxes

## ON AN AVERAGE DAY

### On An Average Day In 2014, Tourist Spending in Rutherford County

- Generated **\$842,383** in daily expenditures
- Produced **\$125,369** in daily payroll
- Created **\$17,890** daily in local tax revenues
- Created **\$49,123** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Rutherford Co. household would pay \$252.86 more in taxes*

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