

WILLIAMSON COUNTY TRAVEL SNAPSHOT

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

BY THE NUMBERS

2014 Economic Impact (EI) of Tourism in Williamson County

- Ranks #6 out of 95 counties by EI
- Generated **\$407.45 MILLION** in direct tourism expenditures
- Generated **2,990** jobs
- Produced **\$62.83 MILLION** in payroll
- Created **\$8.29 MILLION** in local tax revenue
- Created **\$23.88 MILLION** in state tax revenue

PER HOUSEHOLD

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

- Each household pays **\$484.75** less in local and state taxes
- Each household pays **\$124.91** less in local county taxes
- Each household pays **\$359.83** less in state taxes

ON AN AVERAGE DAY

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

- Generated **\$1,116,301** in daily expenditures
- Produced **\$172,136** in daily payroll
- Created **\$22,712** daily in local tax revenues
- Created **\$65,424** daily in state tax revenues

IN OTHER WORDS....

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

- *Each Williamson Co. household would pay \$484.75 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/>