

# WILSON COUNTY TRAVEL SNAPSHOT

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

## BY THE NUMBERS

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

- Ranks **#13** out of 95 counties by EI
- Generated **\$139.03 MILLION** in direct tourism expenditures
- Generated **1,050** jobs
- Produced **\$23.17 MILLION** in payroll
- Created **\$4.09 MILLION** in local tax revenue
- Created **\$7.94 MILLION** in state tax revenue

## PER HOUSEHOLD

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

- Each household pays **\$281.07** less in local and state taxes
- Each household pays **\$95.56** less in local county taxes
- Each household pays **\$185.51** less in state taxes

## ON AN AVERAGE DAY

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

- Generated **\$380,924** in daily expenditures
- Produced **\$63,479** in daily payroll
- Created **\$11,205** daily in local tax revenues
- Created **\$21,753** daily in state tax revenues

## IN OTHER WORDS....

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

- *Each Wilson Co. household would pay \$281.07 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/>