

2017 ECONOMIC IMPACT OF THE **MADISON COUNTY** TRAVEL INDUSTRY

TRAVEL & TOURISM IS A BIG DEAL

A banner year. 2017 was the *highest economic impact year* for travel to Huntsville/Madison County...ever!



Every household in
Huntsville/Madison County
**SAVES MORE THAN
\$836 IN TAXES** as a result
of travel expenditures.



2017 economic impact of travel

\$1.3 BILLION

in Madison County alone.



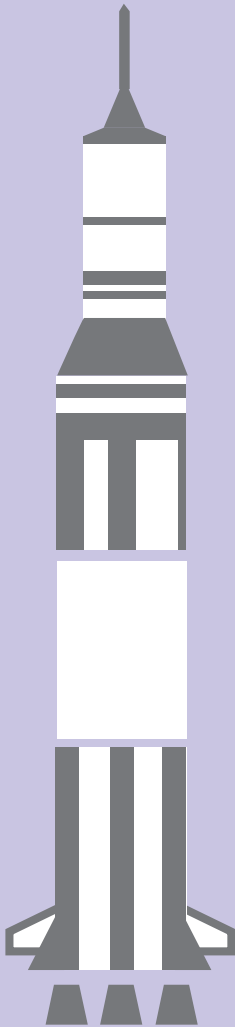
16,465

Madison County jobs.



3,157,712

Estimated number of visitors
to Madison County in 2017.



HUNTSVILLE/ MADISON COUNTY TRAVEL INDUSTRY ECONOMIC IMPACT*

% increase over 2016 numbers

Number of Visitors3.16 million 2.8%

Economic Impact.....\$1.3 billion 9.2%

Most Visited Counties in Alabama

1. Baldwin County
2. Jefferson County
3. Mobile County
- 4. Madison County**
5. Montgomery County

**Figures are from the Travel Economic Impact 2017 Report
by the Alabama Tourism Department*



Huntsville/Madison County Convention & Visitors Bureau
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