

THE SOUNDTRACK OF AMERICA
MADE IN
TENNESSEE
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2021 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE

AUGUST 2022

Tennessee Department of Tourist Development



2021 ECONOMIC IMPACT of Travel on Tennessee

Total direct economic impact includes domestic and international travel | Source: USTA, Tourism Economics

\$24.2B

Visitor Spending

⬆️ +44% INCREASE

Outperformed the national recovery of 35.7%

HIGHEST EVER

Domestic Visitor Spending:

\$24,032

102% OF 2019 LEVELS

\$1.9B

State & Local Tax Revenue

⬆️ +40% INCREASE

Outperformed the national recovery of 24%

161,500

Employment

⬆️ +8% INCREASE

Was outperformed by the national recovery of 12%

Total Travel Spending in 2021

RECOVERED TO 99%

of record-year 2019 levels

HIGHEST EVER

Travel-generated tax revenue lowered the average Tennessee household's state and local tax burden by

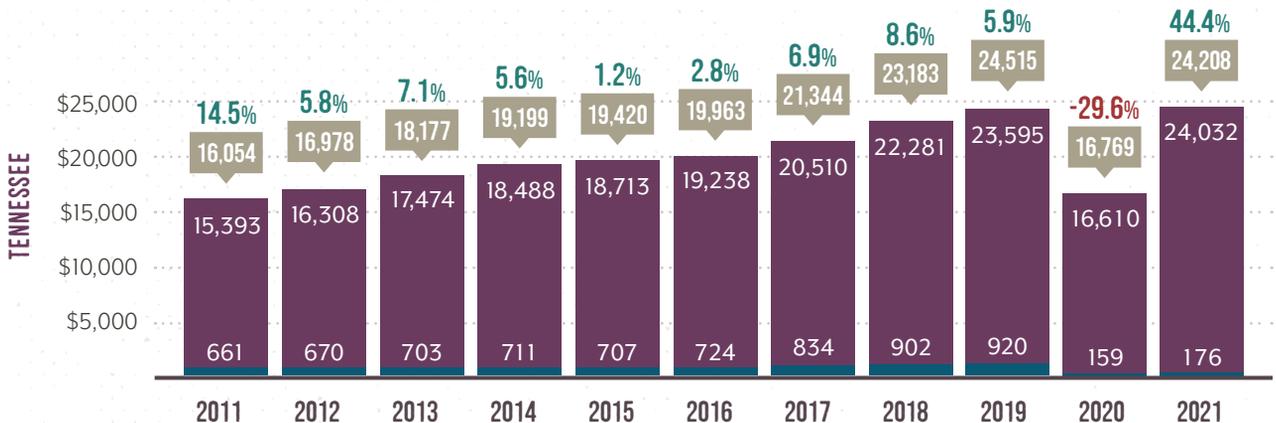
\$755.41 ANNUALLY.

All percent change calculations are over 2019, unless otherwise noted.

VISITOR SPENDING IN TENNESSEE

■ Total ■ Domestic ■ International

Amount in millions of nominal dollars and growth rate



Travelers in Tennessee spend an estimated **\$66 MILLION PER DAY.**



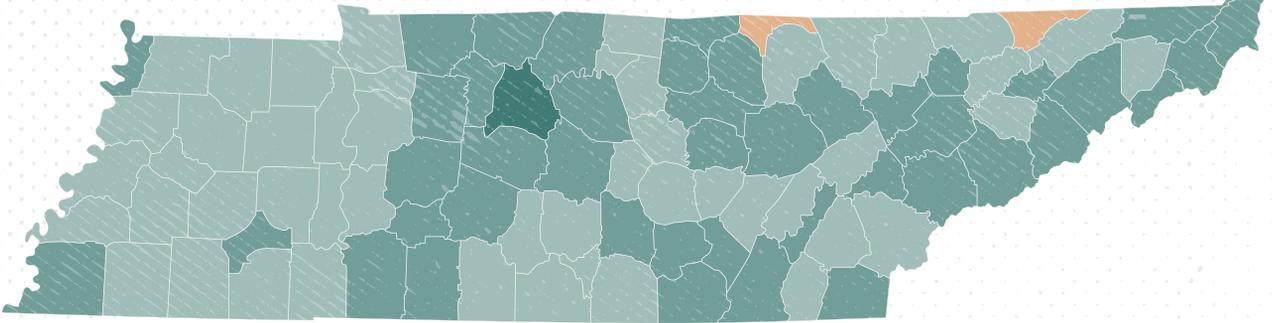
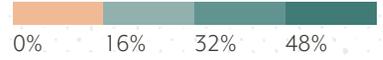
All percent change calculations are over 2019, unless otherwise noted.



2021 ECONOMIC IMPACT of Travel on Tennessee

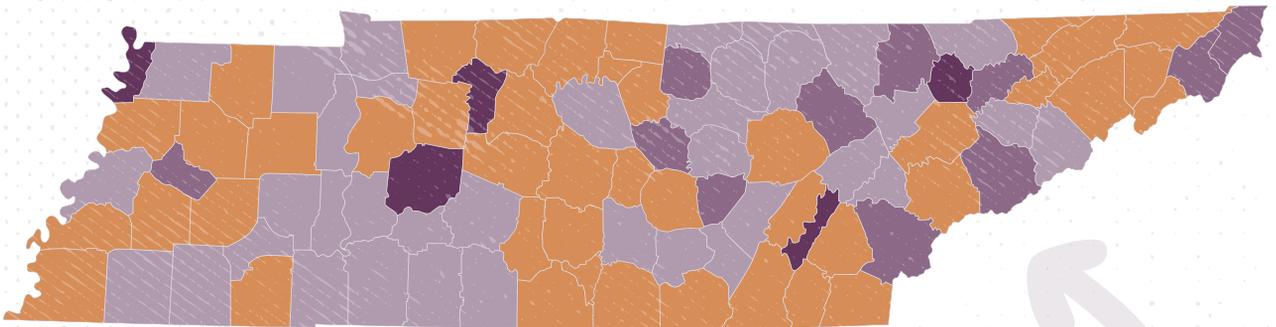
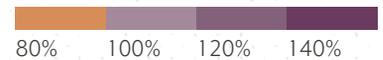
Source: USTA, Tourism Economics

GROWTH RATE OVER 2020



Visitor Spending
INCREASED
FOR ALL 95 COUNTIES OVER 2020

VISITOR SPENDING RELATIVE TO 2019



51 COUNTIES
were fully recovered & exceeded
their 2019 visitor spending record.



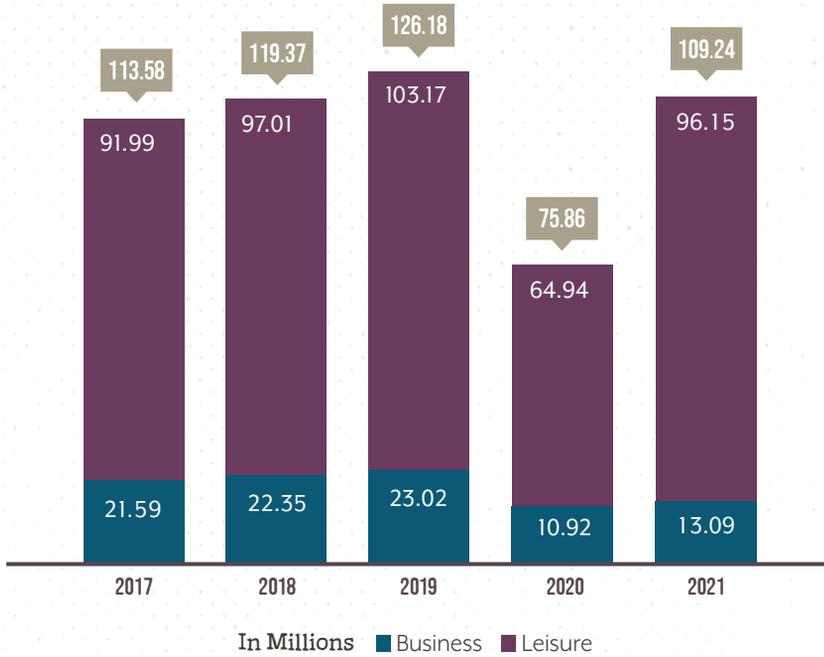
2021 VISITATION

Source: MMGY Global, D.K. Shifflet & Associates, Arrivalist

109.24M DOMESTIC PERSON-STAYS*

Up 44% compared to 2020.

TENNESSEE PERSON-STAYS* VOLUME



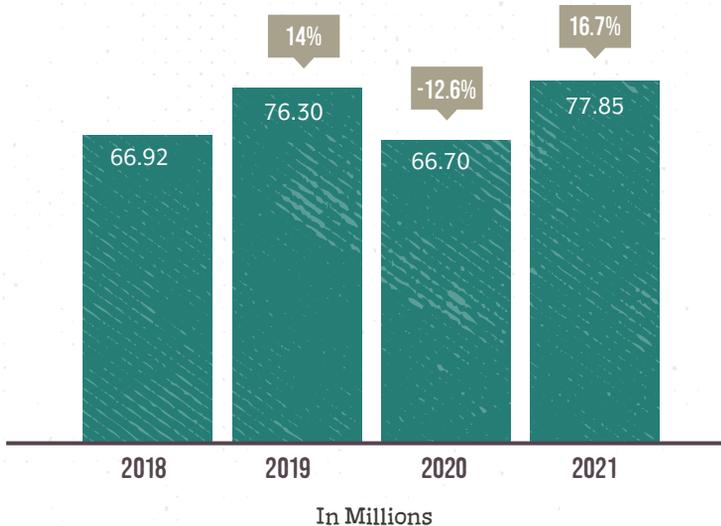
While **leisure** travel increased by **48%** over and **business** travel increased by **19.8%** over 2020.

88%

of person-stays* were **leisure travelers**.

Person - Stays: Total number of people or visitors that traveled to your destination, which includes Day-Trips of over 50 miles one-way or overnight trips.

TENNESSEE ARRIVALS



77.85M

Arrivals in 2021

⬆️ +16.7% INCREASE

Compared to 2020

Arrivals Criteria

- They traveled at least 50 miles from their home (home can be both TN residents as well as out-of-state residents)
- They spent a minimum of 5 hours within the state of TN
- They spent majority of trip time in TN



LEISURE & HOSPITALITY INDUSTRY

Source: TN Department of Revenue and Department of Labor & Workforce Development



317K

Jobs

↑ **+8% INCREASE**
OVER 2020

91% of 2019 levels

\$1.52B

Sales & Use Tax Collections

↑ **+38% INCREASE**
OVER 2020

110% of 2019 levels

\$21.77B

Gross Taxable Sales

↑ **+38% INCREASE**
OVER 2020

110% of 2019 levels

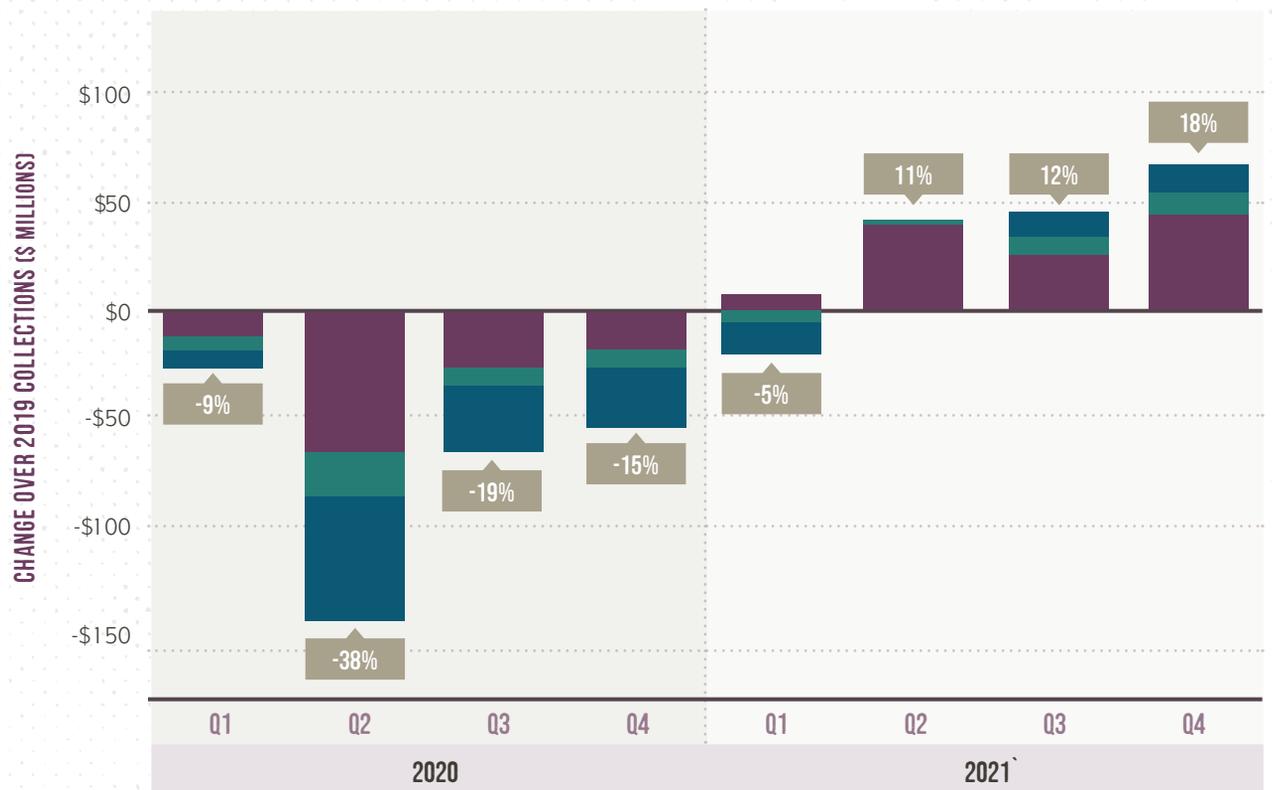
LEISURE & HOSPITALITY INDUSTRY			
	2019	2020	2021
EMPLOYMENT (THOUSANDS)	347	293	317
SALES & USE TAX COLLECTIONS (\$ MILLIONS)	\$1,389	\$1,102	\$1,524
GROSS TAXABLE SALES (\$ BILLIONS)	\$19.85	\$15.74	\$21.77

LEISURE & HOSPITALITY SALES & USE TAX COLLECTIONS

Change and percent change over 2019 collections, quarterly.

- Accommodations
- Arts, Entertainment, & Recreation
- Food Services & Drinking Places

Since April 2021, **Leisure & Hospitality Revenues** have recovered to **RECORD LEVELS** & outpaced inflation.





LEISURE & HOSPITALITY INDUSTRY

Source: Department of Labor & Workforce Development

TN

L&H EMPLOYMENT VS TOTAL NONFARM EMPLOYMENT IN TENNESSEE

Percent of 2019 Employment, Monthly, Not Seasonally Adjusted

■ L&H Employment
■ Total Nonfarm Employment



Since February 2022, **Leisure & Hospitality Employment** has returned to pre-pandemic levels but still struggles to keep up with travel demand.

After falling to roughly 60% of pre-pandemic levels in April 2020, L&H employment recovered its losses by February 2022. While jobs in the overall economy are up 4% over pre-pandemic levels, as of June 2022, L&H is up by 2%, an equivalent 7 thousand more jobs than 2019.

L&H EMPLOYMENT IN TENNESSEE BY INDUSTRY

Percent of 2019 Employment, Monthly, Not Seasonally Adjusted

■ Accommodations
■ Arts, Entertainment, & Recreation
■ Food Services & Drinking Places
■ Leisure & Hospitality

While Food & Beverage employment—which is also supported by local spending—was 2.2% above pre-pandemic levels in June, Arts, Entertainment & Recreation was up 12% and Accommodation was down -7%.





LEISURE & HOSPITALITY INDUSTRY

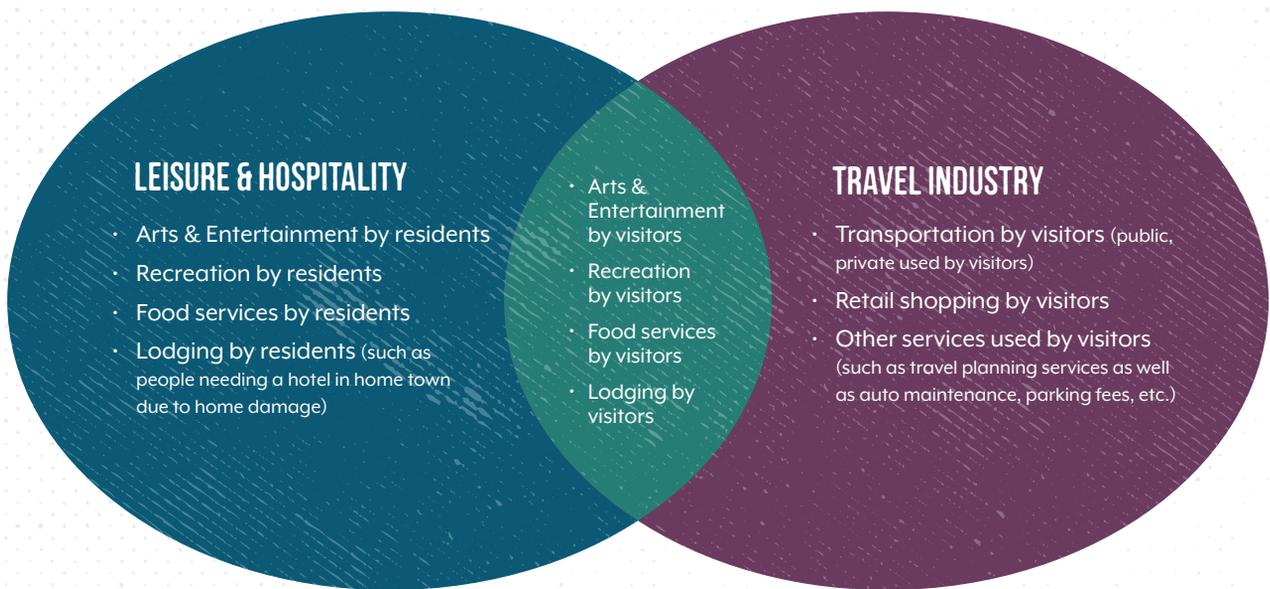
Source: TN Department of Labor & Workforce Development



L&H WAGES IN TENNESSEE

Average Hourly Earnings,
Monthly, Not Seasonally Adjusted

L&H wages have grown significantly since the summer of 2020, from \$14.14 in June 2020 to \$17.71 in June 2022. L&H wages were 20% above 2019 levels in June 2022 (+10% YOY) while overall private sector wages were 15% above 2019 levels (+7% YOY).



This section focuses on the Leisure & Hospitality (L&H) industry as defined by the Bureau of Labor Statistics. We use it as a proxy for the travel industry as they have historically followed similar trends. Since the onset of the pandemic, the travel industry has suffered even greater losses than L&H.

2021 ECONOMIC IMPACT of Travel on Tennessee by Industry

Source: USTA, Tourism Economics

	2020	2021	% CHANGE
VISITOR SPENDING (\$ MILLIONS)			
DOMESTIC	\$16,573.71	\$24,032.06	45%
LODGING	\$2,973.12	\$5,246.59	76%
GROUND TRANSPORTATION*	\$3,732.00	\$4,872.73	30%
FOOD & BEVERAGES	\$4,900.19	\$6,865.47	40%
RETAIL	\$2,295.58	\$2,943.04	28%
RECREATION	\$2,291.47	\$3,449.85	50%
SECOND HOMES	\$191.46	\$201.35	5%
AIR TRANSPORTATION	\$189.90	\$453.02	139%
INTERNATIONAL	\$195.07	\$176.21	11%
TOTAL	\$16,768.78	\$24,208.27	44%

LABOR INCOME GENERATED (\$ MILLIONS)			
DOMESTIC	\$5,432.32	\$6,410.86	18%
LODGING	\$1,209.88	\$1,457.68	20%
GROUND TRANSPORTATION*	\$937.18	\$1,058.36	13%
FOOD & BEVERAGES	\$1,653.19	\$2,037.34	23%
RETAIL	\$487.40	\$558.77	15%
RECREATION	\$1,000.77	\$1,134.04	13%
AIR TRANSPORTATION	\$143.90	\$164.67	14%
INTERNATIONAL	\$83.46	\$6,410.86	18%
TOTAL	\$5,515.78	\$6,502.84	18%

EMPLOYMENT GENERATED (THOUSANDS)			
DOMESTIC	147.78	159.35	8%
LODGING	31.62	34.05	8%
GROUND TRANSPORTATION*	13.88	14.65	6%
FOOD & BEVERAGES	65.67	70.37	7%
RETAIL	14.76	16.48	12%
RECREATION	19.81	21.78	10%
AIR TRANSPORTATION	2.02	2.01	-1%
INTERNATIONAL	2.03	2.15	6%
TOTAL	149.81	161.50	8%

TAX REVENUE GENERATED (\$ MILLIONS)			
DOMESTIC	\$2,608.14	\$3,415.22	31%
FEDERAL	\$1,279.09	\$1,474.12	20%
STATE	\$821.05	\$1,166.65	47%
LOCAL	\$598.68	\$774.44	32%
INTERNATIONAL	\$90.68	\$114.18	26%
TOTAL	\$2,698.82	\$3,529.40	31%

*Transportation within destination



2021 ECONOMIC IMPACT of Travel on Tennessee by County

Total direct economic impact includes domestic and international travel | Source: USTA, Tourism Economics

We are excited to deliver more county impact data than ever before. All metrics now include the impact of both domestic and international travel spending. Travel spending now includes an industry breakdown. Please note that this data will not match previously published reports but will be consistent going forward.



Details on the updated methodology/glossary of terms can be found on the final page of this document. All this data and more is now accessible through an interactive data visualization on [OUR INDUSTRY WEBSITE](#).

	2020	2021	% CHANGE
ANDERSON			
SPENDING (\$ MILLIONS)	\$117.90	\$159.34	35.1%
LODGING	\$23.34	\$33.58	43.8%
FOOD & BEVERAGES	\$32.47	\$43.08	32.7%
RETAIL	\$13.93	\$18.04	29.5%
RECREATION	\$9.72	\$13.44	38.3%
TRANSPORTATION	\$38.44	\$51.21	33.2%
LABOR INCOME (\$ MILLIONS)	\$35.35	\$39.09	10.6%
EMPLOYMENT (THOUSANDS)	1.30	1.32	1.8%
STATE TAXES (\$ MILLIONS)	\$5.48	\$7.41	35.3%
LOCAL TAXES (\$ MILLIONS)	\$4.47	\$5.46	22.0%
BEDFORD			
SPENDING (\$ MILLIONS)	\$20.03	\$24.89	24.3%
LODGING	\$3.07	\$3.73	21.5%
FOOD & BEVERAGES	\$5.90	\$7.35	24.5%
RETAIL	\$2.37	\$2.88	21.7%
RECREATION	\$1.98	\$2.53	27.6%
TRANSPORTATION	\$6.70	\$8.40	25.3%
LABOR INCOME (\$ MILLIONS)	\$5.85	\$6.52	11.6%
EMPLOYMENT (THOUSANDS)	.21	.22	1.8%
STATE TAXES (\$ MILLIONS)	\$0.87	\$1.07	23.3%
LOCAL TAXES (\$ MILLIONS)	\$0.84	\$0.96	14.5%
BENTON			
SPENDING (\$ MILLIONS)	\$11.68	\$14.57	24.8%
LODGING	\$3.96	\$4.56	15.1%
FOOD & BEVERAGES	\$2.41	\$2.94	22.1%
RETAIL	\$0.53	\$0.64	21.0%
RECREATION	\$0.84	\$1.08	28.7%
TRANSPORTATION	\$3.94	\$5.34	35.8%
LABOR INCOME (\$ MILLIONS)	\$2.47	\$2.70	9.1%
EMPLOYMENT (THOUSANDS)	.11	.12	4.0%
STATE TAXES (\$ MILLIONS)	\$0.41	\$0.52	25.8%
LOCAL TAXES (\$ MILLIONS)	\$0.45	\$0.52	14.6%

	2020	2021	% CHANGE
BLED SOE			
SPENDING (\$ MILLIONS)	\$3.00	\$3.91	30.6%
LODGING	\$0.91	\$1.04	14.7%
FOOD & BEVERAGES	\$0.98	\$1.39	42.6%
RETAIL	\$0.19	\$0.23	19.1%
RECREATION	\$0.22	\$0.29	34.1%
TRANSPORTATION	\$0.70	\$0.95	36.8%
LABOR INCOME (\$ MILLIONS)	\$0.61	\$0.70	15.1%
EMPLOYMENT (THOUSANDS)	.02	.03	7.3%
STATE TAXES (\$ MILLIONS)	\$0.11	\$0.15	38.4%
LOCAL TAXES (\$ MILLIONS)	\$0.14	\$0.16	17.7%
BLOUNT			
SPENDING (\$ MILLIONS)	\$337.01	\$476.68	41.4%
LODGING	\$75.22	\$124.62	65.7%
FOOD & BEVERAGES	\$82.02	\$118.11	44.0%
RETAIL	\$37.89	\$45.62	20.4%
RECREATION	\$29.75	\$42.47	42.7%
TRANSPORTATION	\$112.13	\$145.87	30.1%
LABOR INCOME (\$ MILLIONS)	\$153.51	\$175.06	14.0%
EMPLOYMENT (THOUSANDS)	3.97	4.15	4.5%
STATE TAXES (\$ MILLIONS)	\$14.69	\$21.63	47.2%
LOCAL TAXES (\$ MILLIONS)	\$10.85	\$14.22	31.0%
BRADLEY			
SPENDING (\$ MILLIONS)	\$132.15	\$168.73	27.7%
LODGING	\$23.82	\$32.27	35.5%
FOOD & BEVERAGES	\$37.14	\$47.34	27.5%
RETAIL	\$16.71	\$20.33	21.7%
RECREATION	\$9.83	\$13.31	35.4%
TRANSPORTATION	\$44.65	\$55.49	24.3%
LABOR INCOME (\$ MILLIONS)	\$36.75	\$40.39	9.9%
EMPLOYMENT (THOUSANDS)	1.47	1.49	1.2%
STATE TAXES (\$ MILLIONS)	\$6.08	\$7.78	27.9%
LOCAL TAXES (\$ MILLIONS)	\$4.51	\$5.26	16.5%
CAMPBELL			
SPENDING (\$ MILLIONS)	\$82.71	\$105.95	28.1%
LODGING	\$16.44	\$22.42	36.3%
FOOD & BEVERAGES	\$14.81	\$18.87	27.4%
RETAIL	\$5.15	\$5.97	15.8%
RECREATION	\$12.40	\$16.51	33.2%
TRANSPORTATION	\$33.91	\$42.19	24.4%
LABOR INCOME (\$ MILLIONS)	\$14.58	\$17.32	18.8%
EMPLOYMENT (THOUSANDS)	.57	.61	7.7%
STATE TAXES (\$ MILLIONS)	\$3.20	\$4.19	31.0%
LOCAL TAXES (\$ MILLIONS)	\$2.30	\$2.73	19.0%

	2020	2021	% CHANGE
CANNON			
SPENDING (\$ MILLIONS)	\$0.85	\$1.05	23.8%
LODGING	\$0.27	\$0.30	9.8%
FOOD & BEVERAGES	\$0.09	\$0.11	28.4%
RETAIL	\$0.04	\$0.05	18.9%
RECREATION	\$0.03	\$0.04	37.4%
TRANSPORTATION	\$0.41	\$0.54	31.6%
LABOR INCOME (\$ MILLIONS)	\$0.17	\$0.19	10.8%
EMPLOYMENT (THOUSANDS)	.01	.01	4.1%
STATE TAXES (\$ MILLIONS)	\$0.02	\$0.03	32.4%
LOCAL TAXES (\$ MILLIONS)	\$0.03	\$0.03	15.2%
CARROLL			
SPENDING (\$ MILLIONS)	\$7.39	\$9.47	28.2%
LODGING	\$1.44	\$1.85	28.8%
FOOD & BEVERAGES	\$2.20	\$2.68	22.1%
RETAIL	\$0.77	\$0.93	20.4%
RECREATION	\$0.28	\$0.38	35.3%
TRANSPORTATION	\$2.70	\$3.63	34.2%
LABOR INCOME (\$ MILLIONS)	\$1.72	\$1.87	9.2%
EMPLOYMENT (THOUSANDS)	.08	.08	4.7%
STATE TAXES (\$ MILLIONS)	\$0.30	\$0.38	28.6%
LOCAL TAXES (\$ MILLIONS)	\$0.30	\$0.35	14.6%
CARTER			
SPENDING (\$ MILLIONS)	\$37.76	\$50.19	32.9%
LODGING	\$6.29	\$7.93	26.1%
FOOD & BEVERAGES	\$9.88	\$13.35	35.2%
RETAIL	\$3.07	\$3.97	29.5%
RECREATION	\$6.55	\$8.06	23.0%
TRANSPORTATION	\$11.97	\$16.88	41.0%
LABOR INCOME (\$ MILLIONS)	\$8.52	\$9.85	15.6%
EMPLOYMENT (THOUSANDS)	.32	.34	8.8%
STATE TAXES (\$ MILLIONS)	\$1.50	\$2.00	33.6%
LOCAL TAXES (\$ MILLIONS)	\$1.25	\$1.49	18.8%
CHEATHAM			
SPENDING (\$ MILLIONS)	\$19.41	\$28.18	45.1%
LODGING	\$3.68	\$6.74	83.0%
FOOD & BEVERAGES	\$3.16	\$4.81	52.3%
RETAIL	\$1.16	\$1.46	25.9%
RECREATION	\$3.83	\$5.21	36.1%
TRANSPORTATION	\$7.58	\$9.95	31.3%
LABOR INCOME (\$ MILLIONS)	\$4.20	\$5.30	26.2%
EMPLOYMENT (THOUSANDS)	.12	.15	16.5%
STATE TAXES (\$ MILLIONS)	\$0.78	\$1.22	55.9%
LOCAL TAXES (\$ MILLIONS)	\$0.68	\$0.91	33.0%

	2020	2021	% CHANGE
CHESTER			
SPENDING (\$ MILLIONS)	\$5.73	\$7.64	33.2%
LODGING	\$1.69	\$2.20	30.5%
FOOD & BEVERAGES	\$1.28	\$1.60	25.5%
RETAIL	\$0.50	\$0.62	25.6%
RECREATION	\$0.47	\$0.64	35.4%
TRANSPORTATION	\$1.80	\$2.57	42.8%
LABOR INCOME (\$ MILLIONS)	\$1.52	\$1.80	18.7%
EMPLOYMENT (THOUSANDS)	.07	.07	8.9%
STATE TAXES (\$ MILLIONS)	\$0.25	\$0.33	32.6%
LOCAL TAXES (\$ MILLIONS)	\$0.24	\$0.29	19.5%
CLAIBORNE			
SPENDING (\$ MILLIONS)	\$16.74	\$21.89	30.7%
LODGING	\$2.95	\$4.07	37.9%
FOOD & BEVERAGES	\$5.32	\$7.28	36.7%
RETAIL	\$1.65	\$2.11	28.0%
RECREATION	\$1.28	\$1.70	32.2%
TRANSPORTATION	\$5.54	\$6.74	21.7%
LABOR INCOME (\$ MILLIONS)	\$4.12	\$4.69	13.8%
EMPLOYMENT (THOUSANDS)	.17	.17	4.0%
STATE TAXES (\$ MILLIONS)	\$0.70	\$0.96	36.5%
LOCAL TAXES (\$ MILLIONS)	\$0.64	\$0.77	20.1%
CLAY			
SPENDING (\$ MILLIONS)	\$3.41	\$4.76	39.4%
LODGING	\$1.12	\$1.53	37.0%
FOOD & BEVERAGES	\$0.65	\$0.89	38.2%
RETAIL	\$0.32	\$0.42	32.4%
RECREATION	\$0.10	\$0.14	36.9%
TRANSPORTATION	\$1.23	\$1.77	44.4%
LABOR INCOME (\$ MILLIONS)	\$0.70	\$0.82	16.6%
EMPLOYMENT (THOUSANDS)	.03	.03	10.5%
STATE TAXES (\$ MILLIONS)	\$0.10	\$0.16	60.4%
LOCAL TAXES (\$ MILLIONS)	\$0.14	\$0.17	25.9%
COCKE			
SPENDING (\$ MILLIONS)	\$44.09	\$61.52	39.5%
LODGING	\$13.07	\$19.53	49.4%
FOOD & BEVERAGES	\$9.89	\$12.76	28.9%
RETAIL	\$4.53	\$5.23	15.6%
RECREATION	\$4.16	\$6.21	49.3%
TRANSPORTATION	\$12.44	\$17.80	43.1%
LABOR INCOME (\$ MILLIONS)	\$13.13	\$15.44	17.6%
EMPLOYMENT (THOUSANDS)	.41	.43	4.9%
STATE TAXES (\$ MILLIONS)	\$2.08	\$2.94	41.0%
LOCAL TAXES (\$ MILLIONS)	\$1.48	\$1.89	28.0%

	2020	2021	% CHANGE
COFFEE			
SPENDING (\$ MILLIONS)	\$89.64	\$122.37	36.5%
LODGING	\$16.19	\$24.46	51.1%
FOOD & BEVERAGES	\$23.84	\$32.39	35.8%
RETAIL	\$11.32	\$13.75	21.5%
RECREATION	\$7.26	\$9.68	33.3%
TRANSPORTATION	\$31.03	\$42.10	35.7%
LABOR INCOME (\$ MILLIONS)	\$25.23	\$27.44	8.8%
EMPLOYMENT (THOUSANDS)	.83	.86	3.2%
STATE TAXES (\$ MILLIONS)	\$4.04	\$5.54	37.1%
LOCAL TAXES (\$ MILLIONS)	\$3.05	\$3.74	22.9%
CROCKETT			
SPENDING (\$ MILLIONS)	\$2.21	\$2.87	30.1%
LODGING	\$0.54	\$0.67	25.7%
FOOD & BEVERAGES	\$0.28	\$0.36	24.8%
RETAIL	\$0.11	\$0.13	16.3%
RECREATION	\$0.13	\$0.15	17.2%
TRANSPORTATION	\$1.15	\$1.57	36.1%
LABOR INCOME (\$ MILLIONS)	\$0.43	\$0.48	11.5%
EMPLOYMENT (THOUSANDS)	.02	.02	2.2%
STATE TAXES (\$ MILLIONS)	\$0.07	\$0.09	29.8%
LOCAL TAXES (\$ MILLIONS)	\$0.11	\$0.12	11.1%
CUMBERLAND			
SPENDING (\$ MILLIONS)	\$123.96	\$170.09	37.2%
LODGING	\$31.65	\$49.58	56.6%
FOOD & BEVERAGES	\$35.23	\$49.68	41.0%
RETAIL	\$13.00	\$15.03	15.7%
RECREATION	\$13.37	\$17.35	29.8%
TRANSPORTATION	\$30.71	\$38.44	25.2%
LABOR INCOME (\$ MILLIONS)	\$28.21	\$31.95	13.3%
EMPLOYMENT (THOUSANDS)	.96	1.0	3.6%
STATE TAXES (\$ MILLIONS)	\$6.06	\$8.64	42.6%
LOCAL TAXES (\$ MILLIONS)	\$3.92	\$5.05	28.7%
DAVIDSON			
SPENDING (\$ MILLIONS)	\$4,486.08	\$7,365.88	64.2%
LODGING	\$723.93	\$1,588.78	119.5%
FOOD & BEVERAGES	\$1,082.14	\$1,814.23	67.7%
RETAIL	\$645.30	\$903.92	40.1%
RECREATION	\$947.14	\$1,537.04	62.3%
TRANSPORTATION	\$1,087.58	\$1,521.91	39.9%
LABOR INCOME (\$ MILLIONS)	\$1,605.71	\$2,018.36	25.7%
EMPLOYMENT (THOUSANDS)	31.50	36.10	14.6%
STATE TAXES (\$ MILLIONS)	\$211.71	\$362.70	71.3%
LOCAL TAXES (\$ MILLIONS)	\$168.31	\$248.08	47.4%

	2020	2021	% CHANGE
DECATUR			
SPENDING (\$ MILLIONS)	\$6.80	\$8.62	26.7%
LODGING	\$2.91	\$3.54	21.9%
FOOD & BEVERAGES	\$0.84	\$1.10	31.5%
RETAIL	\$0.38	\$0.45	18.8%
RECREATION	\$0.45	\$0.62	39.4%
TRANSPORTATION	\$2.23	\$2.90	30.1%
LABOR INCOME (\$ MILLIONS)	\$1.07	\$1.19	11.4%
EMPLOYMENT (THOUSANDS)	.05	.05	5.8%
STATE TAXES (\$ MILLIONS)	\$0.19	\$0.26	38.3%
LOCAL TAXES (\$ MILLIONS)	\$0.31	\$0.36	17.8%
DEKALB			
SPENDING (\$ MILLIONS)	\$24.65	\$32.00	29.8%
LODGING	\$8.69	\$11.89	37.0%
FOOD & BEVERAGES	\$3.73	\$5.00	34.0%
RETAIL	\$0.98	\$1.08	10.2%
RECREATION	\$4.53	\$5.19	14.5%
TRANSPORTATION	\$6.72	\$8.84	31.4%
LABOR INCOME (\$ MILLIONS)	\$5.62	\$6.77	20.3%
EMPLOYMENT (THOUSANDS)	.18	.20	11.6%
STATE TAXES (\$ MILLIONS)	\$1.03	\$1.40	36.7%
LOCAL TAXES (\$ MILLIONS)	\$0.90	\$1.10	21.8%
DICKSON			
SPENDING (\$ MILLIONS)	\$61.37	\$82.04	33.7%
LODGING	\$8.47	\$13.35	57.7%
FOOD & BEVERAGES	\$21.00	\$26.62	26.8%
RETAIL	\$8.04	\$9.17	14.1%
RECREATION	\$3.59	\$4.81	34.0%
TRANSPORTATION	\$20.28	\$28.09	38.5%
LABOR INCOME (\$ MILLIONS)	\$15.07	\$16.21	7.6%
EMPLOYMENT (THOUSANDS)	.57	.57	1.0%
STATE TAXES (\$ MILLIONS)	\$2.74	\$3.65	33.0%
LOCAL TAXES (\$ MILLIONS)	\$2.00	\$2.43	21.6%
DYER			
SPENDING (\$ MILLIONS)	\$50.91	\$66.32	30.3%
LODGING	\$6.68	\$9.33	39.6%
FOOD & BEVERAGES	\$15.90	\$20.13	26.5%
RETAIL	\$6.09	\$7.25	19.0%
RECREATION	\$2.58	\$4.10	58.6%
TRANSPORTATION	\$19.65	\$25.52	29.8%
LABOR INCOME (\$ MILLIONS)	\$15.95	\$17.62	10.5%
EMPLOYMENT (THOUSANDS)	.59	.62	4.9%
STATE TAXES (\$ MILLIONS)	\$2.15	\$2.79	29.7%
LOCAL TAXES (\$ MILLIONS)	\$1.65	\$1.96	18.4%

	2020	2021	% CHANGE
FAYETTE			
SPENDING (\$ MILLIONS)	\$6.06	\$7.81	29.0%
LODGING	\$1.51	\$1.86	22.9%
FOOD & BEVERAGES	\$1.28	\$1.68	30.9%
RETAIL	\$0.28	\$0.38	36.7%
RECREATION	\$0.46	\$0.60	30.0%
TRANSPORTATION	\$2.52	\$3.29	30.6%
LABOR INCOME (\$ MILLIONS)	\$1.58	\$1.83	15.8%
EMPLOYMENT (THOUSANDS)	.05	.05	6.9%
STATE TAXES (\$ MILLIONS)	\$0.21	\$0.28	33.2%
LOCAL TAXES (\$ MILLIONS)	\$0.31	\$0.36	16.3%
FENTRESS			
SPENDING (\$ MILLIONS)	\$6.06	\$7.88	30.1%
LODGING	\$1.80	\$2.42	34.4%
FOOD & BEVERAGES	\$1.29	\$1.63	26.3%
RETAIL	\$0.52	\$0.62	18.9%
RECREATION	\$0.42	\$0.61	44.1%
TRANSPORTATION	\$2.02	\$2.60	28.6%
LABOR INCOME (\$ MILLIONS)	\$1.19	\$1.38	15.4%
EMPLOYMENT (THOUSANDS)	.06	.06	3.5%
STATE TAXES (\$ MILLIONS)	\$0.21	\$0.30	40.2%
LOCAL TAXES (\$ MILLIONS)	\$0.26	\$0.31	19.5%
FRANKLIN			
SPENDING (\$ MILLIONS)	\$42.05	\$55.14	31.1%
LODGING	\$10.76	\$14.10	31.0%
FOOD & BEVERAGES	\$9.86	\$12.65	28.3%
RETAIL	\$5.40	\$6.40	18.4%
RECREATION	\$4.58	\$6.74	47.2%
TRANSPORTATION	\$11.44	\$15.26	33.3%
LABOR INCOME (\$ MILLIONS)	\$12.65	\$14.22	12.4%
EMPLOYMENT (THOUSANDS)	.43	.45	2.9%
STATE TAXES (\$ MILLIONS)	\$1.91	\$2.50	31.1%
LOCAL TAXES (\$ MILLIONS)	\$1.49	\$1.78	19.6%
GIBSON			
SPENDING (\$ MILLIONS)	\$17.67	\$22.23	25.8%
LODGING	\$2.16	\$2.75	27.7%
FOOD & BEVERAGES	\$4.88	\$6.15	26.0%
RETAIL	\$1.89	\$2.18	15.1%
RECREATION	\$0.90	\$1.14	27.4%
TRANSPORTATION	\$7.86	\$10.01	27.5%
LABOR INCOME (\$ MILLIONS)	\$4.12	\$4.40	6.8%
EMPLOYMENT (THOUSANDS)	.18	.18	1.1%
STATE TAXES (\$ MILLIONS)	\$0.68	\$0.86	25.3%
LOCAL TAXES (\$ MILLIONS)	\$0.68	\$0.77	13.3%

	2020	2021	% CHANGE
GILES			
SPENDING (\$ MILLIONS)	\$18.94	\$23.99	26.7%
LODGING	\$3.69	\$4.67	26.5%
FOOD & BEVERAGES	\$4.84	\$6.32	30.6%
RETAIL	\$1.79	\$2.23	24.3%
RECREATION	\$0.71	\$0.96	34.8%
TRANSPORTATION	\$7.90	\$9.81	24.1%
LABOR INCOME (\$ MILLIONS)	\$4.37	\$5.09	16.6%
EMPLOYMENT (THOUSANDS)	.18	.19	3.9%
STATE TAXES (\$ MILLIONS)	\$0.74	\$0.96	30.4%
LOCAL TAXES (\$ MILLIONS)	\$0.72	\$0.83	15.6%
GRAINGER			
SPENDING (\$ MILLIONS)	\$20.36	\$23.82	17.0%
LODGING	\$6.96	\$8.13	16.8%
FOOD & BEVERAGES	\$4.28	\$4.32	0.9%
RETAIL	\$1.68	\$1.80	7.0%
RECREATION	\$1.10	\$1.33	20.8%
TRANSPORTATION	\$6.35	\$8.25	29.9%
LABOR INCOME (\$ MILLIONS)	\$3.15	\$3.53	12.2%
EMPLOYMENT (THOUSANDS)	.13	.13	2.8%
STATE TAXES (\$ MILLIONS)	\$0.88	\$0.99	12.5%
LOCAL TAXES (\$ MILLIONS)	\$0.71	\$0.78	10.2%
GREENE			
SPENDING (\$ MILLIONS)	\$67.98	\$94.93	39.6%
LODGING	\$12.78	\$18.16	42.0%
FOOD & BEVERAGES	\$16.22	\$21.99	35.6%
RETAIL	\$7.35	\$9.91	34.8%
RECREATION	\$8.02	\$11.94	49.0%
TRANSPORTATION	\$23.60	\$32.92	39.5%
LABOR INCOME (\$ MILLIONS)	\$19.85	\$22.47	13.2%
EMPLOYMENT (THOUSANDS)	.70	.74	5.3%
STATE TAXES (\$ MILLIONS)	\$2.91	\$4.08	40.3%
LOCAL TAXES (\$ MILLIONS)	\$2.34	\$2.92	24.4%
GRUNDY			
SPENDING (\$ MILLIONS)	\$8.56	\$12.18	42.3%
LODGING	\$2.57	\$4.34	68.7%
FOOD & BEVERAGES	\$1.77	\$2.22	25.2%
RETAIL	\$0.59	\$0.72	22.0%
RECREATION	\$1.09	\$1.52	39.5%
TRANSPORTATION	\$2.54	\$3.38	33.3%
LABOR INCOME (\$ MILLIONS)	\$2.16	\$2.45	13.2%
EMPLOYMENT (THOUSANDS)	.09	.09	6.6%
STATE TAXES (\$ MILLIONS)	\$0.35	\$0.54	54.7%
LOCAL TAXES (\$ MILLIONS)	\$0.30	\$0.40	33.7%

	2020	2021	% CHANGE
HAMBLEN			
SPENDING (\$ MILLIONS)	\$67.97	\$90.93	33.8%
LODGING	\$9.28	\$14.51	56.4%
FOOD & BEVERAGES	\$25.86	\$35.26	36.3%
RETAIL	\$9.65	\$11.63	20.5%
RECREATION	\$4.52	\$6.03	33.3%
TRANSPORTATION	\$18.65	\$23.50	26.0%
LABOR INCOME (\$ MILLIONS)	\$19.60	\$21.38	9.1%
EMPLOYMENT (THOUSANDS)	.77	.78	1.9%
STATE TAXES (\$ MILLIONS)	\$3.25	\$4.42	36.2%
LOCAL TAXES (\$ MILLIONS)	\$2.51	\$3.05	21.6%
HAMILTON			
SPENDING (\$ MILLIONS)	\$1,076.25	\$1,510.48	40.3%
LODGING	\$208.19	\$331.49	59.2%
FOOD & BEVERAGES	\$363.45	\$511.27	40.7%
RETAIL	\$141.66	\$168.90	19.2%
RECREATION	\$114.59	\$154.35	34.7%
TRANSPORTATION	\$248.37	\$344.48	38.7%
LABOR INCOME (\$ MILLIONS)	\$332.66	\$401.99	20.8%
EMPLOYMENT (THOUSANDS)	10.66	11.62	8.9%
STATE TAXES (\$ MILLIONS)	\$54.27	\$76.48	40.9%
LOCAL TAXES (\$ MILLIONS)	\$36.22	\$46.34	27.9%
HANCOCK			
SPENDING (\$ MILLIONS)	\$1.17	\$1.29	9.5%
LODGING	\$0.37	\$0.40	8.6%
FOOD & BEVERAGES	\$0.48	\$0.51	6.3%
RETAIL	\$0.22	\$0.26	17.1%
RECREATION	\$0.02	\$0.02	29.9%
TRANSPORTATION	\$0.09	\$0.09	7.0%
LABOR INCOME (\$ MILLIONS)	\$0.29	\$0.31	8.0%
EMPLOYMENT (THOUSANDS)	.01	.01	1.2%
STATE TAXES (\$ MILLIONS)	\$0.05	\$0.05	11.1%
LOCAL TAXES (\$ MILLIONS)	\$0.05	\$0.06	8.3%
HARDEMAN			
SPENDING (\$ MILLIONS)	\$10.54	\$12.53	18.9%
LODGING	\$2.30	\$2.55	10.7%
FOOD & BEVERAGES	\$1.99	\$2.32	16.8%
RETAIL	\$0.79	\$0.93	18.4%
RECREATION	\$0.50	\$0.65	31.2%
TRANSPORTATION	\$4.96	\$6.07	22.4%
LABOR INCOME (\$ MILLIONS)	\$2.16	\$2.44	13.2%
EMPLOYMENT (THOUSANDS)	.08	.08	1.6%
STATE TAXES (\$ MILLIONS)	\$0.37	\$0.44	18.1%
LOCAL TAXES (\$ MILLIONS)	\$0.40	\$0.43	6.9%

	2020	2021	% CHANGE
HARDIN			
SPENDING (\$ MILLIONS)	\$31.81	\$40.97	28.8%
LODGING	\$10.08	\$12.75	26.5%
FOOD & BEVERAGES	\$8.72	\$10.91	25.1%
RETAIL	\$3.77	\$4.32	14.6%
RECREATION	\$2.38	\$3.08	29.3%
TRANSPORTATION	\$6.86	\$9.91	44.5%
LABOR INCOME (\$ MILLIONS)	\$7.10	\$7.82	10.1%
EMPLOYMENT (THOUSANDS)	.30	.31	2.6%
STATE TAXES (\$ MILLIONS)	\$1.35	\$1.75	30.2%
LOCAL TAXES (\$ MILLIONS)	\$1.20	\$1.42	18.0%
HAWKINS			
SPENDING (\$ MILLIONS)	\$7.44	\$9.36	25.7%
LODGING	\$2.59	\$3.19	23.1%
FOOD & BEVERAGES	\$0.98	\$1.25	27.2%
RETAIL	\$0.42	\$0.50	19.1%
RECREATION	\$0.68	\$0.92	34.9%
TRANSPORTATION	\$2.77	\$3.50	26.4%
LABOR INCOME (\$ MILLIONS)	\$1.31	\$1.48	13.0%
EMPLOYMENT (THOUSANDS)	.06	.06	2.8%
STATE TAXES (\$ MILLIONS)	\$0.21	\$0.29	40.6%
LOCAL TAXES (\$ MILLIONS)	\$0.33	\$0.39	16.8%
HAYWOOD			
SPENDING (\$ MILLIONS)	\$13.84	\$17.07	23.3%
LODGING	\$2.52	\$3.33	32.0%
FOOD & BEVERAGES	\$3.81	\$4.73	24.1%
RETAIL	\$1.38	\$1.66	20.6%
RECREATION	\$0.95	\$1.23	29.4%
TRANSPORTATION	\$5.18	\$6.12	18.2%
LABOR INCOME (\$ MILLIONS)	\$3.05	\$3.34	9.3%
EMPLOYMENT (THOUSANDS)	.15	.15	1.3%
STATE TAXES (\$ MILLIONS)	\$0.58	\$0.73	25.6%
LOCAL TAXES (\$ MILLIONS)	\$0.47	\$0.54	15.0%
HENDERSON			
SPENDING (\$ MILLIONS)	\$18.99	\$24.53	29.1%
LODGING	\$3.17	\$5.00	57.9%
FOOD & BEVERAGES	\$4.58	\$5.63	23.0%
RETAIL	\$1.95	\$2.38	21.6%
RECREATION	\$0.77	\$1.08	38.9%
TRANSPORTATION	\$8.52	\$10.45	22.7%
LABOR INCOME (\$ MILLIONS)	\$4.33	\$4.86	12.3%
EMPLOYMENT (THOUSANDS)	.18	.19	1.1%
STATE TAXES (\$ MILLIONS)	\$0.75	\$1.00	34.7%
LOCAL TAXES (\$ MILLIONS)	\$0.65	\$0.80	22.3%

	2020	2021	% CHANGE
HENRY			
SPENDING (\$ MILLIONS)	\$41.39	\$52.94	27.9%
LODGING	\$11.36	\$14.05	23.7%
FOOD & BEVERAGES	\$11.44	\$14.43	26.1%
RETAIL	\$4.74	\$6.02	26.9%
RECREATION	\$3.06	\$4.25	38.9%
TRANSPORTATION	\$10.79	\$14.19	31.5%
LABOR INCOME (\$ MILLIONS)	\$8.17	\$9.05	10.7%
EMPLOYMENT (THOUSANDS)	.38	.38	1.3%
STATE TAXES (\$ MILLIONS)	\$1.82	\$2.34	28.2%
LOCAL TAXES (\$ MILLIONS)	\$1.49	\$1.75	17.8%
HICKMAN			
SPENDING (\$ MILLIONS)	\$6.34	\$8.43	33.1%
LODGING	\$1.86	\$2.64	42.2%
FOOD & BEVERAGES	\$1.22	\$1.63	33.8%
RETAIL	\$0.49	\$0.56	13.7%
RECREATION	\$0.57	\$0.77	37.1%
TRANSPORTATION	\$2.20	\$2.83	28.4%
LABOR INCOME (\$ MILLIONS)	\$1.18	\$1.29	9.8%
EMPLOYMENT (THOUSANDS)	.05	.05	2.6%
STATE TAXES (\$ MILLIONS)	\$0.24	\$0.34	39.4%
LOCAL TAXES (\$ MILLIONS)	\$0.26	\$0.32	23.3%
HOUSTON			
SPENDING (\$ MILLIONS)	\$5.72	\$7.42	29.7%
LODGING	\$2.02	\$2.44	20.9%
FOOD & BEVERAGES	\$1.19	\$1.59	33.7%
RETAIL	\$0.26	\$0.30	17.7%
RECREATION	\$0.56	\$0.79	40.3%
TRANSPORTATION	\$1.69	\$2.29	35.8%
LABOR INCOME (\$ MILLIONS)	\$1.19	\$1.34	12.4%
EMPLOYMENT (THOUSANDS)	.06	.07	4.4%
STATE TAXES (\$ MILLIONS)	\$0.20	\$0.27	33.5%
LOCAL TAXES (\$ MILLIONS)	\$0.21	\$0.25	18.5%
HUMPHREYS			
SPENDING (\$ MILLIONS)	\$36.66	\$45.59	24.4%
LODGING	\$8.31	\$11.83	42.3%
FOOD & BEVERAGES	\$7.87	\$10.12	28.6%
RETAIL	\$2.88	\$3.35	16.2%
RECREATION	\$2.19	\$2.86	30.7%
TRANSPORTATION	\$15.41	\$17.44	13.2%
LABOR INCOME (\$ MILLIONS)	\$7.17	\$7.88	9.9%
EMPLOYMENT (THOUSANDS)	.28	.28	0.9%
STATE TAXES (\$ MILLIONS)	\$1.46	\$1.92	31.8%
LOCAL TAXES (\$ MILLIONS)	\$1.13	\$1.33	18.4%

	2020	2021	% CHANGE
JACKSON			
SPENDING (\$ MILLIONS)	\$2.46	\$3.41	39.0%
LODGING	\$1.32	\$1.86	40.9%
FOOD & BEVERAGES	\$0.25	\$0.33	31.0%
RETAIL	\$0.10	\$0.12	18.8%
RECREATION	\$0.10	\$0.16	52.8%
TRANSPORTATION	\$0.68	\$0.94	39.1%
LABOR INCOME (\$ MILLIONS)	\$0.36	\$0.42	16.3%
EMPLOYMENT (THOUSANDS)	.02	.02	8.7%
STATE TAXES (\$ MILLIONS)	\$0.06	\$0.11	89.3%
LOCAL TAXES (\$ MILLIONS)	\$0.09	\$0.10	6.6%
JEFFERSON			
SPENDING (\$ MILLIONS)	\$50.06	\$62.29	24.4%
LODGING	\$14.29	\$17.83	24.8%
FOOD & BEVERAGES	\$12.64	\$15.91	25.9%
RETAIL	\$4.31	\$5.27	22.2%
RECREATION	\$4.07	\$5.20	27.8%
TRANSPORTATION	\$14.75	\$18.07	22.5%
LABOR INCOME (\$ MILLIONS)	\$10.47	\$12.02	14.9%
EMPLOYMENT (THOUSANDS)	.40	.41	2.9%
STATE TAXES (\$ MILLIONS)	\$2.16	\$2.71	25.8%
LOCAL TAXES (\$ MILLIONS)	\$1.80	\$2.09	16.2%
JOHNSON			
SPENDING (\$ MILLIONS)	\$11.83	\$15.77	33.3%
LODGING	\$2.74	\$3.48	26.8%
FOOD & BEVERAGES	\$3.44	\$4.54	32.2%
RETAIL	\$0.74	\$0.91	22.9%
RECREATION	\$0.31	\$0.45	42.5%
TRANSPORTATION	\$4.60	\$6.40	38.9%
LABOR INCOME (\$ MILLIONS)	\$2.23	\$2.62	17.3%
EMPLOYMENT (THOUSANDS)	.08	.10	13.0%
STATE TAXES (\$ MILLIONS)	\$0.42	\$0.57	36.9%
LOCAL TAXES (\$ MILLIONS)	\$0.44	\$0.52	19.5%
KNOX			
SPENDING (\$ MILLIONS)	\$1,165.56	\$1,651.97	41.7%
LODGING	\$168.71	\$280.30	66.1%
FOOD & BEVERAGES	\$418.85	\$598.45	42.9%
RETAIL	\$191.82	\$237.69	23.9%
RECREATION	\$103.00	\$139.25	35.2%
TRANSPORTATION	\$283.18	\$396.28	39.9%
LABOR INCOME (\$ MILLIONS)	\$362.25	\$429.81	18.6%
EMPLOYMENT (THOUSANDS)	11.68	12.63	8.2%
STATE TAXES (\$ MILLIONS)	\$57.11	\$81.46	42.6%
LOCAL TAXES (\$ MILLIONS)	\$38.79	\$49.93	28.7%

	2020	2021	% CHANGE
LAKE			
SPENDING (\$ MILLIONS)	\$5.38	\$7.43	38.1%
LODGING	\$1.71	\$2.57	50.6%
FOOD & BEVERAGES	\$1.67	\$2.20	31.9%
RETAIL	\$0.41	\$0.47	16.1%
RECREATION	\$0.80	\$1.13	41.5%
TRANSPORTATION	\$0.80	\$1.06	31.9%
LABOR INCOME (\$ MILLIONS)	\$1.58	\$1.79	13.3%
EMPLOYMENT (THOUSANDS)	.07	.07	4.5%
STATE TAXES (\$ MILLIONS)	\$0.29	\$0.40	40.6%
LOCAL TAXES (\$ MILLIONS)	\$0.20	\$0.25	26.7%
LAUDERDALE			
SPENDING (\$ MILLIONS)	\$6.14	\$7.65	24.6%
LODGING	\$1.11	\$1.42	28.0%
FOOD & BEVERAGES	\$2.17	\$2.72	25.4%
RETAIL	\$0.80	\$0.91	12.9%
RECREATION	\$0.38	\$0.50	31.1%
TRANSPORTATION	\$1.67	\$2.10	25.4%
LABOR INCOME (\$ MILLIONS)	\$1.83	\$2.03	10.7%
EMPLOYMENT (THOUSANDS)	.09	.09	1.2%
STATE TAXES (\$ MILLIONS)	\$0.26	\$0.33	26.6%
LOCAL TAXES (\$ MILLIONS)	\$0.29	\$0.33	13.6%
LAWRENCE			
SPENDING (\$ MILLIONS)	\$19.42	\$25.81	32.9%
LODGING	\$3.13	\$5.14	64.4%
FOOD & BEVERAGES	\$6.96	\$8.65	24.1%
RETAIL	\$2.71	\$3.48	28.5%
RECREATION	\$1.24	\$1.67	35.0%
TRANSPORTATION	\$5.39	\$6.88	27.6%
LABOR INCOME (\$ MILLIONS)	\$5.45	\$6.46	18.5%
EMPLOYMENT (THOUSANDS)	.22	.24	8.9%
STATE TAXES (\$ MILLIONS)	\$0.90	\$1.23	36.9%
LOCAL TAXES (\$ MILLIONS)	\$0.77	\$0.94	22.0%
LEWIS			
SPENDING (\$ MILLIONS)	\$3.48	\$4.60	32.4%
LODGING	\$0.96	\$1.48	53.5%
FOOD & BEVERAGES	\$0.84	\$1.14	35.7%
RETAIL	\$0.31	\$0.41	29.7%
RECREATION	\$0.31	\$0.39	26.1%
TRANSPORTATION	\$1.06	\$1.20	13.2%
LABOR INCOME (\$ MILLIONS)	\$0.65	\$0.71	8.9%
EMPLOYMENT (THOUSANDS)	.03	.03	2.3%
STATE TAXES (\$ MILLIONS)	\$0.16	\$0.22	42.5%
LOCAL TAXES (\$ MILLIONS)	\$0.14	\$0.18	24.2%

	2020	2021	% CHANGE
LINCOLN			
SPENDING (\$ MILLIONS)	\$21.78	\$27.09	24.3%
LODGING	\$3.93	\$4.54	15.7%
FOOD & BEVERAGES	\$5.68	\$7.30	28.7%
RETAIL	\$3.20	\$3.72	16.5%
RECREATION	\$1.72	\$2.14	24.5%
TRANSPORTATION	\$7.26	\$9.38	29.1%
LABOR INCOME (\$ MILLIONS)	\$5.27	\$5.91	12.1%
EMPLOYMENT (THOUSANDS)	.23	.23	0.4%
STATE TAXES (\$ MILLIONS)	\$0.96	\$1.17	22.4%
LOCAL TAXES (\$ MILLIONS)	\$0.79	\$0.90	14.2%
LOUDON			
SPENDING (\$ MILLIONS)	\$62.73	\$84.42	34.6%
LODGING	\$11.59	\$16.26	40.3%
FOOD & BEVERAGES	\$25.90	\$33.49	29.3%
RETAIL	\$3.18	\$3.83	20.7%
RECREATION	\$5.64	\$7.94	40.7%
TRANSPORTATION	\$16.42	\$22.89	39.4%
LABOR INCOME (\$ MILLIONS)	\$20.50	\$23.46	14.4%
EMPLOYMENT (THOUSANDS)	.79	.81	2.3%
STATE TAXES (\$ MILLIONS)	\$2.97	\$3.95	32.9%
LOCAL TAXES (\$ MILLIONS)	\$2.18	\$2.66	21.8%
MCMINN			
SPENDING (\$ MILLIONS)	\$53.58	\$67.56	26.1%
LODGING	\$10.24	\$14.12	37.9%
FOOD & BEVERAGES	\$14.21	\$18.36	29.2%
RETAIL	\$6.41	\$7.59	18.5%
RECREATION	\$4.54	\$6.04	33.0%
TRANSPORTATION	\$18.18	\$21.45	18.0%
LABOR INCOME (\$ MILLIONS)	\$13.48	\$14.65	8.6%
EMPLOYMENT (THOUSANDS)	.56	.56	1.0%
STATE TAXES (\$ MILLIONS)	\$2.43	\$3.11	28.3%
LOCAL TAXES (\$ MILLIONS)	\$1.86	\$2.17	16.7%
MCNAIRY			
SPENDING (\$ MILLIONS)	\$6.66	\$8.10	21.6%
LODGING	\$1.83	\$2.20	19.9%
FOOD & BEVERAGES	\$2.00	\$2.44	22.2%
RETAIL	\$0.46	\$0.54	17.9%
RECREATION	\$0.50	\$0.67	34.4%
TRANSPORTATION	\$1.88	\$2.25	19.9%
LABOR INCOME (\$ MILLIONS)	\$1.47	\$1.67	13.6%
EMPLOYMENT (THOUSANDS)	.08	.08	1.2%
STATE TAXES (\$ MILLIONS)	\$0.27	\$0.33	24.0%
LOCAL TAXES (\$ MILLIONS)	\$0.29	\$0.32	13.1%

	2020	2021	% CHANGE
MACON			
SPENDING (\$ MILLIONS)	\$9.50	\$11.42	20.2%
LODGING	\$1.03	\$1.36	31.7%
FOOD & BEVERAGES	\$4.19	\$4.91	17.2%
RETAIL	\$1.59	\$2.00	25.5%
RECREATION	\$0.28	\$0.36	29.1%
TRANSPORTATION	\$2.42	\$2.80	15.7%
LABOR INCOME (\$ MILLIONS)	\$2.79	\$3.05	9.2%
EMPLOYMENT (THOUSANDS)	.13	.14	3.5%
STATE TAXES (\$ MILLIONS)	\$0.44	\$0.53	21.6%
LOCAL TAXES (\$ MILLIONS)	\$0.34	\$0.38	11.8%
MADISON			
SPENDING (\$ MILLIONS)	\$227.46	\$292.34	28.5%
LODGING	\$38.24	\$51.60	34.9%
FOOD & BEVERAGES	\$90.30	\$114.27	26.5%
RETAIL	\$33.71	\$40.30	19.5%
RECREATION	\$17.31	\$22.91	32.4%
TRANSPORTATION	\$47.91	\$63.27	32.1%
LABOR INCOME (\$ MILLIONS)	\$64.55	\$70.88	9.8%
EMPLOYMENT (THOUSANDS)	2.54	2.56	1.1%
STATE TAXES (\$ MILLIONS)	\$11.71	\$14.85	26.9%
LOCAL TAXES (\$ MILLIONS)	\$7.70	\$9.05	17.6%
MARION			
SPENDING (\$ MILLIONS)	\$41.86	\$55.77	33.3%
LODGING	\$7.79	\$11.92	53.0%
FOOD & BEVERAGES	\$14.64	\$18.98	29.6%
RETAIL	\$4.27	\$4.94	15.4%
RECREATION	\$2.90	\$4.06	39.7%
TRANSPORTATION	\$12.25	\$15.89	29.7%
LABOR INCOME (\$ MILLIONS)	\$9.28	\$10.74	15.7%
EMPLOYMENT (THOUSANDS)	.40	.41	3.9%
STATE TAXES (\$ MILLIONS)	\$1.94	\$2.62	35.3%
LOCAL TAXES (\$ MILLIONS)	\$1.29	\$1.60	24.0%
MARSHALL			
SPENDING (\$ MILLIONS)	\$17.36	\$22.21	27.9%
LODGING	\$3.45	\$4.84	40.3%
FOOD & BEVERAGES	\$5.26	\$6.72	27.6%
RETAIL	\$1.80	\$2.32	28.7%
RECREATION	\$1.83	\$2.39	30.6%
TRANSPORTATION	\$5.02	\$5.94	18.4%
LABOR INCOME (\$ MILLIONS)	\$5.64	\$6.39	13.3%
EMPLOYMENT (THOUSANDS)	.22	.23	5.6%
STATE TAXES (\$ MILLIONS)	\$0.80	\$1.05	31.7%
LOCAL TAXES (\$ MILLIONS)	\$0.71	\$0.84	18.5%

	2020	2021	% CHANGE
MAURY			
SPENDING (\$ MILLIONS)	\$79.42	\$109.55	37.9%
LODGING	\$13.34	\$20.85	56.3%
FOOD & BEVERAGES	\$22.33	\$29.04	30.0%
RETAIL	\$9.33	\$11.31	21.2%
RECREATION	\$7.88	\$11.62	47.5%
TRANSPORTATION	\$26.53	\$36.73	38.4%
LABOR INCOME (\$ MILLIONS)	\$22.71	\$26.95	18.7%
EMPLOYMENT (THOUSANDS)	.78	.83	6.3%
STATE TAXES (\$ MILLIONS)	\$3.58	\$4.94	37.9%
LOCAL TAXES (\$ MILLIONS)	\$3.06	\$3.79	23.7%
MEIGS			
SPENDING (\$ MILLIONS)	\$6.80	\$9.43	38.7%
LODGING	\$1.80	\$2.51	39.7%
FOOD & BEVERAGES	\$1.69	\$2.56	51.5%
RETAIL	\$0.59	\$0.71	19.9%
RECREATION	\$0.37	\$0.55	49.7%
TRANSPORTATION	\$2.35	\$3.10	31.8%
LABOR INCOME (\$ MILLIONS)	\$1.25	\$1.48	18.7%
EMPLOYMENT (THOUSANDS)	.06	.06	10.2%
STATE TAXES (\$ MILLIONS)	\$0.23	\$0.36	53.9%
LOCAL TAXES (\$ MILLIONS)	\$0.25	\$0.32	27.0%
MONROE			
SPENDING (\$ MILLIONS)	\$47.25	\$60.08	27.1%
LODGING	\$9.88	\$11.44	15.8%
FOOD & BEVERAGES	\$13.77	\$18.91	37.3%
RETAIL	\$4.76	\$5.32	11.7%
RECREATION	\$5.57	\$6.82	22.6%
TRANSPORTATION	\$13.27	\$17.58	32.5%
LABOR INCOME (\$ MILLIONS)	\$10.46	\$11.86	13.4%
EMPLOYMENT (THOUSANDS)	.47	.50	6.1%
STATE TAXES (\$ MILLIONS)	\$2.09	\$2.63	25.5%
LOCAL TAXES (\$ MILLIONS)	\$1.61	\$1.86	15.8%
MONTGOMERY			
SPENDING (\$ MILLIONS)	\$252.14	\$340.52	35.1%
LODGING	\$44.95	\$65.59	45.9%
FOOD & BEVERAGES	\$90.51	\$121.05	33.7%
RETAIL	\$36.81	\$47.64	29.4%
RECREATION	\$20.56	\$28.59	39.1%
TRANSPORTATION	\$59.31	\$77.65	30.9%
LABOR INCOME (\$ MILLIONS)	\$81.46	\$90.46	11.0%
EMPLOYMENT (THOUSANDS)	3.30	3.39	2.7%
STATE TAXES (\$ MILLIONS)	\$12.71	\$17.20	35.3%
LOCAL TAXES (\$ MILLIONS)	\$8.32	\$10.25	23.1%

	2020	2021	% CHANGE
MOORE			
SPENDING (\$ MILLIONS)	\$0.67	\$0.82	22.1%
LODGING	\$0.35	\$0.36	3.9%
FOOD & BEVERAGES	\$0.09	\$0.12	35.0%
RETAIL	\$0.06	\$0.08	46.1%
RECREATION	\$0.13	\$0.19	45.1%
TRANSPORTATION	\$0.05	\$0.07	39.1%
LABOR INCOME (\$ MILLIONS)	\$0.11	\$0.12	15.3%
EMPLOYMENT (THOUSANDS)	.01	.01	6.4%
STATE TAXES (\$ MILLIONS)	\$0.02	\$0.03	39.3%
LOCAL TAXES (\$ MILLIONS)	\$0.04	\$0.04	11.8%
MORGAN			
SPENDING (\$ MILLIONS)	\$2.83	\$3.77	33.3%
LODGING	\$1.12	\$1.40	25.0%
FOOD & BEVERAGES	\$0.33	\$0.50	52.3%
RETAIL	\$0.11	\$0.12	16.0%
RECREATION	\$0.14	\$0.21	51.7%
TRANSPORTATION	\$1.13	\$1.53	35.4%
LABOR INCOME (\$ MILLIONS)	\$0.38	\$0.45	18.1%
EMPLOYMENT (THOUSANDS)	.01	.01	8.7%
STATE TAXES (\$ MILLIONS)	\$0.06	\$0.10	55.0%
LOCAL TAXES (\$ MILLIONS)	\$0.10	\$0.12	20.2%
OBION			
SPENDING (\$ MILLIONS)	\$52.09	\$66.93	28.5%
LODGING	\$9.47	\$12.90	36.2%
FOOD & BEVERAGES	\$15.88	\$20.38	28.3%
RETAIL	\$6.60	\$7.61	15.3%
RECREATION	\$4.67	\$6.13	31.2%
TRANSPORTATION	\$15.46	\$19.92	28.8%
LABOR INCOME (\$ MILLIONS)	\$13.21	\$14.59	10.5%
EMPLOYMENT (THOUSANDS)	.55	.56	2.8%
STATE TAXES (\$ MILLIONS)	\$2.46	\$3.14	27.7%
LOCAL TAXES (\$ MILLIONS)	\$1.63	\$1.92	18.1%
OVERTON			
SPENDING (\$ MILLIONS)	\$4.97	\$6.80	36.7%
LODGING	\$1.56	\$2.23	43.3%
FOOD & BEVERAGES	\$1.15	\$1.59	38.4%
RETAIL	\$0.42	\$0.50	19.9%
RECREATION	\$0.32	\$0.46	43.4%
TRANSPORTATION	\$1.53	\$2.01	31.8%
LABOR INCOME (\$ MILLIONS)	\$1.21	\$1.36	12.7%
EMPLOYMENT (THOUSANDS)	.06	.06	6.9%
STATE TAXES (\$ MILLIONS)	\$0.22	\$0.31	41.3%
LOCAL TAXES (\$ MILLIONS)	\$0.23	\$0.28	23.0%

	2020	2021	% CHANGE
PERRY			
SPENDING (\$ MILLIONS)	\$4.56	\$5.84	28.0%
LODGING	\$1.75	\$2.16	23.6%
FOOD & BEVERAGES	\$1.15	\$1.44	25.4%
RETAIL	\$0.28	\$0.34	20.9%
RECREATION	\$0.24	\$0.32	35.8%
TRANSPORTATION	\$1.15	\$1.57	37.4%
LABOR INCOME (\$ MILLIONS)	\$0.82	\$0.94	15.4%
EMPLOYMENT (THOUSANDS)	.05	.05	5.9%
STATE TAXES (\$ MILLIONS)	\$0.13	\$0.18	32.3%
LOCAL TAXES (\$ MILLIONS)	\$0.20	\$0.24	19.8%
PICKETT			
SPENDING (\$ MILLIONS)	\$11.03	\$12.66	14.8%
LODGING	\$3.53	\$3.87	9.5%
FOOD & BEVERAGES	\$3.40	\$3.77	10.7%
RETAIL	\$0.80	\$0.86	7.9%
RECREATION	\$0.87	\$1.10	25.9%
TRANSPORTATION	\$2.42	\$3.07	26.7%
LABOR INCOME (\$ MILLIONS)	\$2.48	\$2.71	9.0%
EMPLOYMENT (THOUSANDS)	.11	.12	2.9%
STATE TAXES (\$ MILLIONS)	\$0.50	\$0.55	10.8%
LOCAL TAXES (\$ MILLIONS)	\$0.37	\$0.40	7.3%
POLK			
SPENDING (\$ MILLIONS)	\$18.04	\$25.70	42.5%
LODGING	\$4.04	\$6.16	52.3%
FOOD & BEVERAGES	\$4.70	\$6.83	45.3%
RETAIL	\$1.76	\$2.19	24.2%
RECREATION	\$3.20	\$4.26	33.0%
TRANSPORTATION	\$4.33	\$6.27	45.0%
LABOR INCOME (\$ MILLIONS)	\$5.31	\$5.98	12.8%
EMPLOYMENT (THOUSANDS)	.24	.25	2.3%
STATE TAXES (\$ MILLIONS)	\$0.81	\$1.17	45.7%
LOCAL TAXES (\$ MILLIONS)	\$0.56	\$0.74	30.4%
PUTNAM			
SPENDING (\$ MILLIONS)	\$119.15	\$158.67	33.2%
LODGING	\$22.49	\$32.97	46.6%
FOOD & BEVERAGES	\$39.82	\$51.70	29.8%
RETAIL	\$16.64	\$20.62	23.9%
RECREATION	\$10.57	\$14.48	37.0%
TRANSPORTATION	\$29.62	\$38.90	31.3%
LABOR INCOME (\$ MILLIONS)	\$34.14	\$38.79	13.6%
EMPLOYMENT (THOUSANDS)	1.37	1.43	4.0%
STATE TAXES (\$ MILLIONS)	\$5.91	\$7.87	33.3%
LOCAL TAXES (\$ MILLIONS)	\$4.13	\$5.04	22.0%

	2020	2021	% CHANGE
RHEA			
SPENDING (\$ MILLIONS)	\$28.81	\$37.04	28.6%
LODGING	\$6.24	\$8.11	30.0%
FOOD & BEVERAGES	\$9.30	\$11.86	27.6%
RETAIL	\$2.66	\$3.04	14.2%
RECREATION	\$2.73	\$3.55	29.8%
TRANSPORTATION	\$7.88	\$10.49	33.0%
LABOR INCOME (\$ MILLIONS)	\$7.86	\$8.88	13.0%
EMPLOYMENT (THOUSANDS)	.33	.34	1.1%
STATE TAXES (\$ MILLIONS)	\$1.28	\$1.65	28.7%
LOCAL TAXES (\$ MILLIONS)	\$1.09	\$1.29	18.6%
ROANE			
SPENDING (\$ MILLIONS)	\$51.42	\$64.52	25.5%
LODGING	\$12.57	\$15.86	26.2%
FOOD & BEVERAGES	\$15.22	\$19.19	26.0%
RETAIL	\$4.41	\$5.47	24.1%
RECREATION	\$4.52	\$5.92	31.1%
TRANSPORTATION	\$14.70	\$18.08	23.0%
LABOR INCOME (\$ MILLIONS)	\$12.81	\$13.65	6.6%
EMPLOYMENT (THOUSANDS)	.54	.55	1.6%
STATE TAXES (\$ MILLIONS)	\$2.36	\$2.98	26.3%
LOCAL TAXES (\$ MILLIONS)	\$2.07	\$2.37	14.3%
ROBERTSON			
SPENDING (\$ MILLIONS)	\$49.22	\$65.06	32.2%
LODGING	\$9.37	\$13.67	45.9%
FOOD & BEVERAGES	\$13.46	\$18.02	33.9%
RETAIL	\$5.60	\$7.07	26.2%
RECREATION	\$4.23	\$5.73	35.4%
TRANSPORTATION	\$16.55	\$20.57	24.3%
LABOR INCOME (\$ MILLIONS)	\$13.71	\$15.07	10.0%
EMPLOYMENT (THOUSANDS)	.51	.51	1.5%
STATE TAXES (\$ MILLIONS)	\$2.21	\$3.00	35.6%
LOCAL TAXES (\$ MILLIONS)	\$1.85	\$2.24	20.9%
RUTHERFORD			
SPENDING (\$ MILLIONS)	\$472.24	\$634.80	34.4%
LODGING	\$85.75	\$125.20	46.0%
FOOD & BEVERAGES	\$156.02	\$199.48	27.9%
RETAIL	\$59.21	\$71.19	20.2%
RECREATION	\$38.87	\$51.94	33.6%
TRANSPORTATION	\$132.40	\$186.99	41.2%
LABOR INCOME (\$ MILLIONS)	\$154.46	\$166.32	7.7%
EMPLOYMENT (THOUSANDS)	4.51	4.54	0.5%
STATE TAXES (\$ MILLIONS)	\$22.91	\$30.24	32.0%
LOCAL TAXES (\$ MILLIONS)	\$16.57	\$20.06	21.1%

	2020	2021	% CHANGE
SCOTT			
SPENDING (\$ MILLIONS)	\$10.55	\$13.47	27.6%
LODGING	\$2.95	\$3.67	24.5%
FOOD & BEVERAGES	\$2.44	\$2.97	21.9%
RETAIL	\$0.59	\$0.72	22.0%
RECREATION	\$0.90	\$1.18	31.5%
TRANSPORTATION	\$3.68	\$4.92	34.0%
LABOR INCOME (\$ MILLIONS)	\$2.46	\$2.67	8.4%
EMPLOYMENT (THOUSANDS)	.13	.13	4.1%
STATE TAXES (\$ MILLIONS)	\$0.45	\$0.57	26.5%
LOCAL TAXES (\$ MILLIONS)	\$0.41	\$0.47	15.6%
SEQUATCHIE			
SPENDING (\$ MILLIONS)	\$4.27	\$5.71	33.7%
LODGING	\$1.06	\$1.35	27.0%
FOOD & BEVERAGES	\$0.57	\$0.74	30.7%
RETAIL	\$0.23	\$0.30	29.2%
RECREATION	\$0.22	\$0.26	17.8%
TRANSPORTATION	\$2.19	\$3.06	39.8%
LABOR INCOME (\$ MILLIONS)	\$0.75	\$0.86	14.5%
EMPLOYMENT (THOUSANDS)	.03	.03	3.7%
STATE TAXES (\$ MILLIONS)	\$0.13	\$0.18	35.9%
LOCAL TAXES (\$ MILLIONS)	\$0.16	\$0.19	18.9%
SEVIER			
SPENDING (\$ MILLIONS)	\$2,382.23	\$3,442.96	44.5%
LODGING	\$842.34	\$1,352.20	60.5%
FOOD & BEVERAGES	\$528.19	\$677.80	28.3%
RETAIL	\$325.59	\$421.17	29.4%
RECREATION	\$339.04	\$500.89	47.7%
TRANSPORTATION	\$347.07	\$490.90	41.4%
LABOR INCOME (\$ MILLIONS)	\$754.29	\$918.80	21.8%
EMPLOYMENT (THOUSANDS)	20.96	23.72	13.1%
STATE TAXES (\$ MILLIONS)	\$134.13	\$195.16	45.5%
LOCAL TAXES (\$ MILLIONS)	\$87.65	\$117.36	33.9%
SHELBY			
SPENDING (\$ MILLIONS)	\$2,572.31	\$3,460.91	34.5%
LODGING	\$329.98	\$544.28	64.9%
FOOD & BEVERAGES	\$911.90	\$1,164.82	27.7%
RETAIL	\$388.37	\$466.88	20.2%
RECREATION	\$317.41	\$458.64	44.5%
TRANSPORTATION	\$624.65	\$826.29	32.3%
LABOR INCOME (\$ MILLIONS)	\$959.71	\$1,038.56	8.2%
EMPLOYMENT (THOUSANDS)	23.35	23.95	2.5%
STATE TAXES (\$ MILLIONS)	\$123.76	\$166.41	34.5%
LOCAL TAXES (\$ MILLIONS)	\$89.72	\$109.74	22.3%

	2020	2021	% CHANGE
SMITH			
SPENDING (\$ MILLIONS)	\$8.54	\$10.13	18.6%
LODGING	\$2.70	\$3.13	15.8%
FOOD & BEVERAGES	\$1.61	\$1.97	22.1%
RETAIL	\$0.61	\$0.73	19.1%
RECREATION	\$0.59	\$0.77	31.5%
TRANSPORTATION	\$3.03	\$3.53	16.7%
LABOR INCOME (\$ MILLIONS)	\$1.68	\$1.81	7.8%
EMPLOYMENT (THOUSANDS)	.08	.08	3.5%
STATE TAXES (\$ MILLIONS)	\$0.31	\$0.39	23.9%
LOCAL TAXES (\$ MILLIONS)	\$0.38	\$0.42	10.8%
STEWART			
SPENDING (\$ MILLIONS)	\$4.56	\$5.52	21.0%
LODGING	\$1.93	\$2.24	15.8%
FOOD & BEVERAGES	\$0.68	\$0.81	18.7%
RETAIL	\$0.26	\$0.31	18.8%
RECREATION	\$0.25	\$0.34	32.7%
TRANSPORTATION	\$1.42	\$1.82	27.7%
LABOR INCOME (\$ MILLIONS)	\$0.99	\$1.09	10.4%
EMPLOYMENT (THOUSANDS)	.04	.04	2.4%
STATE TAXES (\$ MILLIONS)	\$0.13	\$0.15	21.5%
LOCAL TAXES (\$ MILLIONS)	\$0.20	\$0.21	7.8%
SULLIVAN			
SPENDING (\$ MILLIONS)	\$227.46	\$303.08	33.2%
LODGING	\$36.65	\$56.85	55.1%
FOOD & BEVERAGES	\$79.73	\$100.70	26.3%
RETAIL	\$34.14	\$42.48	24.4%
RECREATION	\$21.97	\$31.89	45.2%
TRANSPORTATION	\$54.98	\$71.16	29.4%
LABOR INCOME (\$ MILLIONS)	\$66.67	\$74.38	11.6%
EMPLOYMENT (THOUSANDS)	2.31	2.40	4.0%
STATE TAXES (\$ MILLIONS)	\$10.97	\$14.78	34.7%
LOCAL TAXES (\$ MILLIONS)	\$8.07	\$9.85	22.0%
SUMNER			
SPENDING (\$ MILLIONS)	\$130.90	\$176.45	34.8%
LODGING	\$14.60	\$23.65	61.9%
FOOD & BEVERAGES	\$47.82	\$62.06	29.8%
RETAIL	\$18.16	\$21.82	20.2%
RECREATION	\$17.11	\$24.38	42.5%
TRANSPORTATION	\$33.21	\$44.55	34.1%
LABOR INCOME (\$ MILLIONS)	\$38.92	\$45.62	17.2%
EMPLOYMENT (THOUSANDS)	1.28	1.36	6.3%
STATE TAXES (\$ MILLIONS)	\$6.11	\$8.25	35.1%
LOCAL TAXES (\$ MILLIONS)	\$4.99	\$6.09	22.1%

	2020	2021	% CHANGE
TIPTON			
SPENDING (\$ MILLIONS)	\$13.23	\$17.02	28.6%
LODGING	\$2.56	\$3.63	41.5%
FOOD & BEVERAGES	\$3.98	\$4.96	24.8%
RETAIL	\$1.71	\$1.96	14.7%
RECREATION	\$1.19	\$1.56	31.5%
TRANSPORTATION	\$3.79	\$4.90	29.3%
LABOR INCOME (\$ MILLIONS)	\$3.02	\$3.41	13.2%
EMPLOYMENT (THOUSANDS)	.14	.15	2.7%
STATE TAXES (\$ MILLIONS)	\$0.63	\$0.81	28.2%
LOCAL TAXES (\$ MILLIONS)	\$0.56	\$0.66	17.4%
TROUSDALE			
SPENDING (\$ MILLIONS)	\$6.16	\$7.64	24.2%
LODGING	\$0.29	\$0.26	-8.6%
FOOD & BEVERAGES	\$2.23	\$2.81	26.0%
RETAIL	\$0.96	\$1.20	25.5%
RECREATION	\$0.58	\$0.76	32.6%
TRANSPORTATION	\$2.11	\$2.61	23.8%
LABOR INCOME (\$ MILLIONS)	\$1.40	\$1.52	8.6%
EMPLOYMENT (THOUSANDS)	.06	.06	2.7%
STATE TAXES (\$ MILLIONS)	\$0.24	\$0.30	25.4%
LOCAL TAXES (\$ MILLIONS)	\$0.20	\$0.22	11.8%
UNICOI			
SPENDING (\$ MILLIONS)	\$12.40	\$16.72	34.8%
LODGING	\$2.32	\$3.39	45.7%
FOOD & BEVERAGES	\$4.43	\$5.97	34.8%
RETAIL	\$1.73	\$2.18	26.2%
RECREATION	\$0.76	\$1.12	46.8%
TRANSPORTATION	\$3.15	\$4.06	28.6%
LABOR INCOME (\$ MILLIONS)	\$2.81	\$3.28	16.6%
EMPLOYMENT (THOUSANDS)	.13	.14	7.0%
STATE TAXES (\$ MILLIONS)	\$0.57	\$0.80	39.0%
LOCAL TAXES (\$ MILLIONS)	\$0.47	\$0.57	22.9%
UNION			
SPENDING (\$ MILLIONS)	\$21.31	\$30.48	43.1%
LODGING	\$6.15	\$9.34	51.9%
FOOD & BEVERAGES	\$4.57	\$6.95	52.2%
RETAIL	\$1.02	\$1.25	23.2%
RECREATION	\$2.30	\$3.54	54.3%
TRANSPORTATION	\$7.28	\$9.40	29.1%
LABOR INCOME (\$ MILLIONS)	\$4.65	\$5.64	21.5%
EMPLOYMENT (THOUSANDS)	.20	.23	14.2%
STATE TAXES (\$ MILLIONS)	\$0.91	\$1.38	51.1%
LOCAL TAXES (\$ MILLIONS)	\$0.67	\$0.89	33.2%

	2020	2021	% CHANGE
VAN BUREN			
SPENDING (\$ MILLIONS)	\$22.49	\$28.32	25.9%
LODGING	\$6.34	\$8.11	27.9%
FOOD & BEVERAGES	\$5.54	\$5.96	7.5%
RETAIL	\$3.93	\$4.94	25.7%
RECREATION	\$3.16	\$4.65	47.2%
TRANSPORTATION	\$3.52	\$4.67	32.7%
LABOR INCOME (\$ MILLIONS)	\$2.73	\$3.08	12.8%
EMPLOYMENT (THOUSANDS)	.12	.12	2.3%
STATE TAXES (\$ MILLIONS)	\$1.23	\$1.51	23.3%
LOCAL TAXES (\$ MILLIONS)	\$0.65	\$0.76	16.2%
WARREN			
SPENDING (\$ MILLIONS)	\$13.53	\$17.36	28.3%
LODGING	\$2.35	\$3.21	36.6%
FOOD & BEVERAGES	\$3.52	\$4.40	25.0%
RETAIL	\$1.31	\$1.52	16.0%
RECREATION	\$1.17	\$1.61	37.4%
TRANSPORTATION	\$5.17	\$6.62	27.8%
LABOR INCOME (\$ MILLIONS)	\$2.79	\$3.05	9.5%
EMPLOYMENT (THOUSANDS)	.11	.12	5.5%
STATE TAXES (\$ MILLIONS)	\$0.55	\$0.72	29.9%
LOCAL TAXES (\$ MILLIONS)	\$0.56	\$0.65	15.5%
WASHINGTON			
SPENDING (\$ MILLIONS)	\$215.85	\$281.37	30.4%
LODGING	\$34.53	\$47.70	38.2%
FOOD & BEVERAGES	\$85.75	\$112.61	31.3%
RETAIL	\$35.75	\$42.43	18.7%
RECREATION	\$18.68	\$26.48	41.7%
TRANSPORTATION	\$41.14	\$52.15	26.8%
LABOR INCOME (\$ MILLIONS)	\$64.92	\$74.64	15.0%
EMPLOYMENT (THOUSANDS)	2.46	2.58	4.8%
STATE TAXES (\$ MILLIONS)	\$10.95	\$14.31	30.6%
LOCAL TAXES (\$ MILLIONS)	\$7.56	\$9.02	19.4%
WAYNE			
SPENDING (\$ MILLIONS)	\$6.87	\$9.10	32.6%
LODGING	\$1.88	\$2.65	41.5%
FOOD & BEVERAGES	\$1.75	\$2.24	28.4%
RETAIL	\$0.67	\$0.79	17.9%
RECREATION	\$0.64	\$0.86	35.0%
TRANSPORTATION	\$1.94	\$2.56	32.2%
LABOR INCOME (\$ MILLIONS)	\$2.30	\$2.54	10.5%
EMPLOYMENT (THOUSANDS)	.10	.10	3.5%
STATE TAXES (\$ MILLIONS)	\$0.32	\$0.43	33.9%
LOCAL TAXES (\$ MILLIONS)	\$0.29	\$0.35	19.9%

	2020	2021	% CHANGE
WEAKLEY			
SPENDING (\$ MILLIONS)	\$17.84	\$22.99	28.9%
LODGING	\$2.91	\$3.89	33.8%
FOOD & BEVERAGES	\$5.88	\$7.38	25.5%
RETAIL	\$2.16	\$2.69	24.6%
RECREATION	\$1.71	\$2.39	39.7%
TRANSPORTATION	\$5.17	\$6.63	28.1%
LABOR INCOME (\$ MILLIONS)	\$4.89	\$5.52	13.1%
EMPLOYMENT (THOUSANDS)	.21	.22	4.1%
STATE TAXES (\$ MILLIONS)	\$0.83	\$1.06	28.5%
LOCAL TAXES (\$ MILLIONS)	\$0.67	\$0.78	16.4%
WHITE			
SPENDING (\$ MILLIONS)	\$8.31	\$11.08	33.3%
LODGING	\$0.99	\$1.38	39.3%
FOOD & BEVERAGES	\$3.51	\$4.41	25.8%
RETAIL	\$0.19	\$0.23	22.9%
RECREATION	\$0.37	\$0.55	47.0%
TRANSPORTATION	\$3.25	\$4.51	38.5%
LABOR INCOME (\$ MILLIONS)	\$2.28	\$2.67	17.0%
EMPLOYMENT (THOUSANDS)	.12	.13	5.7%
STATE TAXES (\$ MILLIONS)	\$0.31	\$0.41	33.0%
LOCAL TAXES (\$ MILLIONS)	\$0.33	\$0.39	18.8%
WILLIAMSON			
SPENDING (\$ MILLIONS)	\$775.97	\$1,044.41	34.6%
LODGING	\$117.61	\$200.11	70.2%
FOOD & BEVERAGES	\$302.24	\$395.53	30.9%
RETAIL	\$121.36	\$146.66	20.8%
RECREATION	\$107.73	\$149.06	38.4%
TRANSPORTATION	\$127.03	\$153.06	20.5%
LABOR INCOME (\$ MILLIONS)	\$253.59	\$295.81	16.7%
EMPLOYMENT (THOUSANDS)	7.18	7.54	5.0%
STATE TAXES (\$ MILLIONS)	\$40.31	\$55.31	37.2%
LOCAL TAXES (\$ MILLIONS)	\$27.75	\$34.70	25.0%
WILSON			
SPENDING (\$ MILLIONS)	\$216.79	\$295.01	36.1%
LODGING	\$42.09	\$65.18	54.9%
FOOD & BEVERAGES	\$77.38	\$99.98	29.2%
RETAIL	\$29.57	\$35.61	20.4%
RECREATION	\$19.46	\$29.97	54.0%
TRANSPORTATION	\$48.30	\$64.28	33.1%
LABOR INCOME (\$ MILLIONS)	\$56.98	\$65.32	14.6%
EMPLOYMENT (THOUSANDS)	2.02	2.10	4.1%
STATE TAXES (\$ MILLIONS)	\$10.90	\$14.92	36.9%
LOCAL TAXES (\$ MILLIONS)	\$7.35	\$9.24	25.7%



METHODOLOGY & GLOSSARY

Source: USTA, Tourism Economics

To quantify the economic significance of the tourism sector in Tennessee, Tourism Economics has prepared a comprehensive model using multiple primary and secondary data sources to quantify the economic impacts arising from visitor spending using impact modeling. Impact modeling is based on an IMPLAN Input-Output (I-O) model for Tennessee. The results of this study show the scope of the travel sector in terms of direct visitor spending, as well as total economic impacts, including employment, household income, and tax impacts.

For the full report, visit: INDUSTRY.TNVACATION.COM/INDUSTRY/RESEARCH

TERM	DESCRIPTION
SPENDING	
LODGING	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels and similar establishments.
FOOD AND BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
RECREATION	Includes visitors spending within the arts, entertainment and recreation sub-sector.
SHOPPING	Includes visitor spending in all retail sub-sectors within the local economy.
LOCAL TRANSPORT	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, and buses.
SERVICE STATIONS	Visitor spending on gasoline.
SECOND HOMES	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.
IMPACTS	
DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g., recreation, transportation, lodging).
INDIRECT IMPACT	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
EMPLOYMENT	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
LABOR INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
VALUE ADDED (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
LOCAL TAXES	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
STATE TAXES	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

MISSION

To increase the state's economic viability and support the growth of tourism in all 95 counties by inspiring travel, developing programs and enhancing industry partnerships which drive job creation, tax revenue and new investments, thereby enriching the quality of life for every Tennessean.



Tennessee Department of Tourist Development.
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