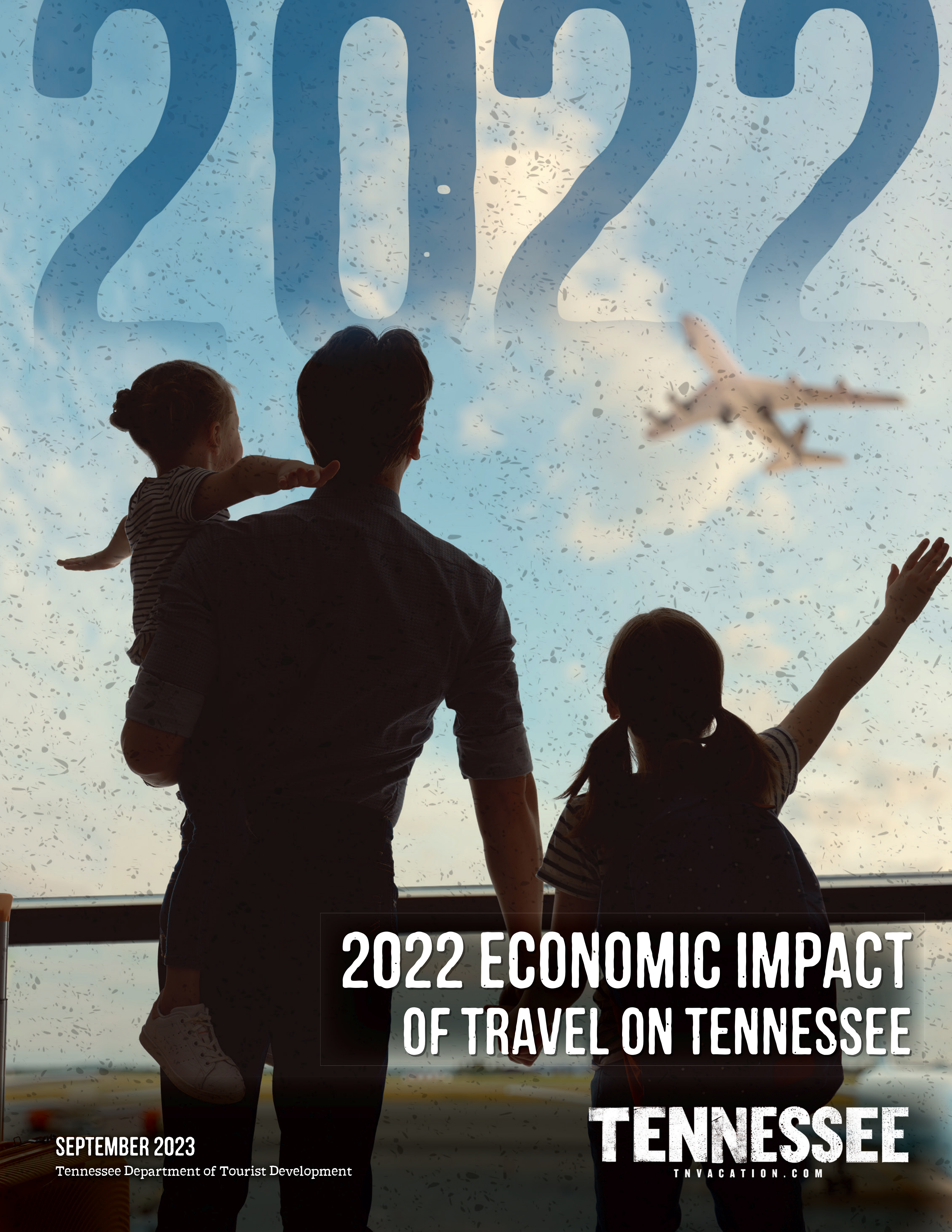


2022

2022 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE

TENNESSEE
TNVACATION.COM

SEPTEMBER 2023
Tennessee Department of Tourist Development

Newfound Gap in the Great Smoky Mountains National Park

TENNESSEE TOURISM IS SOARING HIGH...

This report is a testament to the strength, resilience and determination of Tennessee's tourism industry. The data in this book underscores the truth that Tennessee thrives when tourism thrives. Not only has this industry recovered from the pandemic, but this report highlights how Tennessee tourism has taken off and achieved record growth. It is our privilege to showcase these numbers and express our gratitude to the partners, attractions, elected officials, and visitors who made 2022 a record year for Tennessee.

A LETTER FROM COMMISSIONER...

Greetings,

Tennessee Tourism is thriving. As the numbers roll in for Tennessee tourism in 2022, I am filled with gratitude for our great state and the efforts of our industry in bringing more visitors to enjoy all the Volunteer State has to offer.

Tennessee has much to celebrate with year-over-year increases in direct visitor spending, domestic and international visitors, as well as direct labor income, among many others. From the largest cities to our most rural towns, there's no doubt that Tennessee has earned its place as the second fastest-growing state in the nation over the last five years.

I hope you experience the excitement and appreciation I felt diving into this incredible report. I know each of our tourism, leisure and hospitality partners worked hard to make this past year incredibly successful. The 2022 year further cemented "Tourism is REAL money."

Blessings,

Commissioner Mark Ezell
Tennessee Department of Tourist Development

CONTENTS

METHODOLOGY & GLOSSARY Page 34

FOR MORE INFORMATION

This report is a snapshot of research and insights for calendar year 2022. Dive deeper into the data and methodology using the online tools at **INDUSTRY.TNVACATION.COM**.

INDUSTRY.TNVACATION.COM HIGHLIGHTS

2022 Tourism Economics Statewide Report: Explore the full impacts of tourism and the methodology of Tourism Economics for the analysis.

Interactive Dashboard: View, analyze and sort economic impact data for all 95 counties.

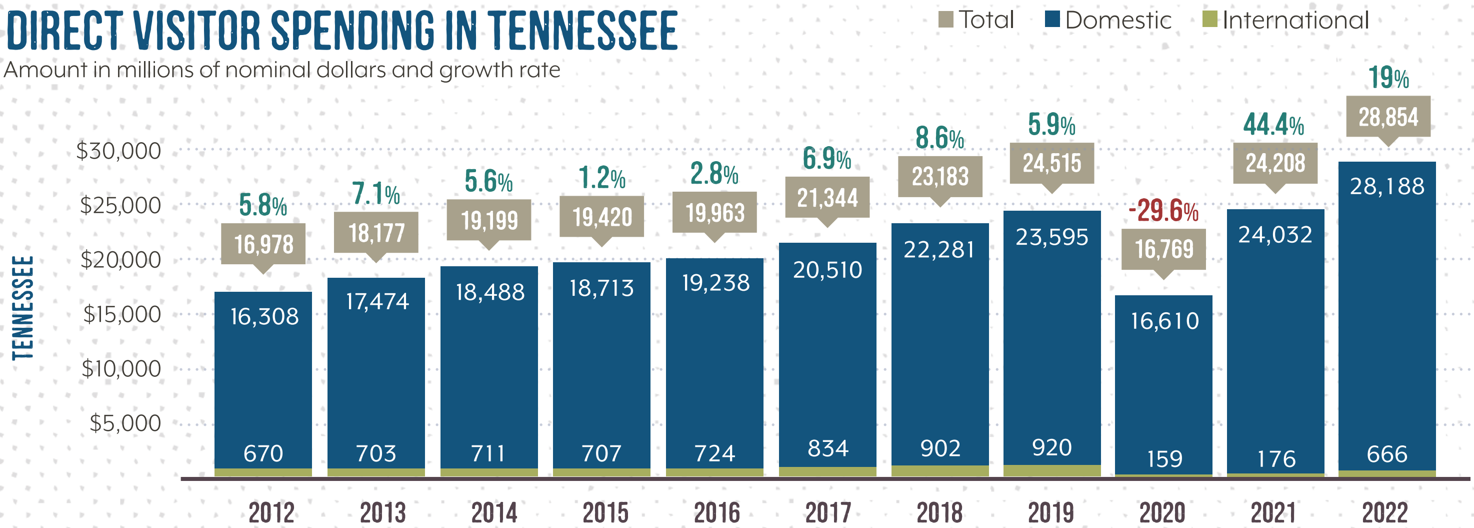
Visitor Profile: Explore the characteristics of Tennessee visitors based on the updated Longwoods International visitor survey.

2022 ECONOMIC IMPACT of Travel on Tennessee

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

DIRECT VISITOR SPENDING IN TENNESSEE

Amount in millions of nominal dollars and growth rate



Travelers in Tennesse spend an estimated **$79 MILLION PER DAY.**

(Accounting for 15% of Tennessee's retail and non-retail sales in 2022.)

All percent change calculations are over 2021, unless otherwise noted.

185,591
Direct Employment
+15% INCREASE
Visitor spending supports 1 out of every 24 jobs in the state

HIGHEST EVER
$28.9B
Direct Visitor Spending
+19% INCREASE
Up $4.6B+ over 2021

$670M
International Visitor Spending
+278% INCREASE
72% recovered compared to 2019*
*pre-pandemic & record year

$1,100
ANNUAL TAX SAVINGS PER HOUSEHOLD
Taxes on direct visitor spending reduce the burden on community residents to fund infrastructure, education, health and safety services.

141M
Domestic & International Visitors
+10.5% YOY INCREASE

$2.9B
Direct State & Local Tax Revenue
Includes $1.5B in state sales tax collections

Total retail and non-retail sales data provided by TN Dept of Revenue.

2022 ECONOMIC IMPACT of Travel on Tennessee

Sources: USTA, Tourism Economics

NATIONAL RANKING - VISITOR SPENDING

US Travel Association released preliminary national visitor spending rankings in Spring 2023. Tennessee achieved the highest ranking ever in 2021, and maintained that ranking in 2022. This is despite the lack of beaches and casinos prevalent in the Top 15.

TOP 15 STATES FOR VISITOR SPENDING

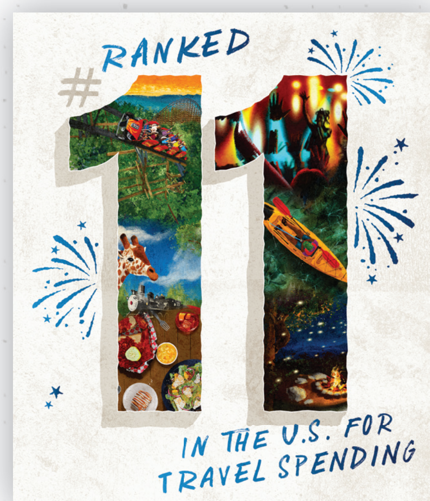
BEACHES
CASINOS

1. CALIFORNIA
2. FLORIDA
3. NEW YORK
4. TEXAS
5. NEVADA
6. ILLINOIS
7. GEORGIA
8. NORTH CAROLINA
9. VIRGINIA
10. PENNSYLVANIA

HIGHEST EVER

11. TENNESSEE

12. HAWAII
13. NEW JERSEY
14. MASSACHUSETTS
15. MICHIGAN



NO BEACHES OR CASINOS!

- FASTEST GROWING IN TOP 40 SINCE 2018
- HIGHEST RANK EVER

OVERNIGHT VISITOR IMPACT in Tennessee

$475M
State Sales & Use Taxes (7%)

$173M
Local Options Taxes (AVG 2.55%)

$349M
Occupancy Taxes

41.1M
Hotel & Short-Term Rental Nights Sold
Sources: AirDNA & STR

$165.41 ADR
Combined hotel and short-term rental average daily rate
Sources: Tourism Economics Symphony Platform AirDNA & STR

29%
YOY increase in lodging spending

Overnight visitors spent an average of $317 dollars; compared to $111 per day visitor.
Sources: Tourism Economics, Longwoods International

3.2 avg nights spent in TN.

2022 VISITOR VOLUME

Sources: Longwoods International, STR, AirDNA, Tourism Economics

NARRATIVE ON VISITATION & SPENDING TRENDS

Tennessee invested in a new visitor profile for 2022; working with Tourism Economics and Longwoods International to establish state-level visitor count and per-visitor spending for 2022, and new benchmark data going back to 2018. Statewide domestic visitation was based on the Longwoods Travel USA ® survey; sampling 5,281 overnight visitors and 2,339 day visitors to Tennessee. International visitation was based on Tourism Economic analysis. Visitation was cross-checked with short-term rental and hotel overnight accommodation as well as credit card spending data.

TENNESSEE VISITOR VOLUME AND SPENDING, BY MARKET

Amounts in millions of visitors

	2018	2019	2020	2021	2022
TOTAL VISITORS	**129.41**	**134.18**	**100.81**	**127.55**	**140.93**
DOMESTIC	128.58	133.33	100.63	127.41	140.31
INTERNATIONAL	0.82	0.85	0.18	0.14	0.62
PER VISITOR SPENDING	**$178**	**$181**	**$164**	**$188**	**$203**
DOMESTIC	$172	$175	$163	$187	$199
INTERNATIONAL	$1,097	$1,089	$873	$1,237	$1,068

TENNESSEE VISITOR VOLUME, BY SEGMENT (DOMESTIC ONLY)

Amounts in millions of visitors

	2018	2019	2020	2021	2022
TOTAL VISITORS	**128.58**	**133.33**	**100.63**	**127.41**	**140.31**
DAY	72.62	75.62	60.20	71.37	76.86
OVERNIGHT	55.96	57.71	40.43	56.04	63.45
TOTAL VISITORS	**128.58**	**133.33**	**100.63**	**127.41**	**140.31**
BUSINESS	15.55	16.15	10.04	12.36	14.87
LEISURE	113.04	117.18	90.59	115.05	125.43

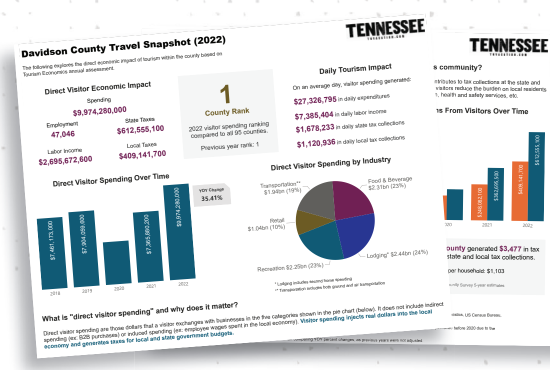
TENNESSEE VISITOR SPENDING BY SEGMENT

Amounts in $ billions

	2018	2019	2020	2021	2022
TOTAL VISITORS	**$23.18**	**$24.52**	**$16.77**	**$24.21**	**$28.85**
DAY	$7.14	$7.44	$5.41	$7.37	$8.53
OVERNIGHT	$16.04	$17.07	$11.35	$16.84	$20.32

Visitor Profile: Explore the characteristics of Tennessee visitors based on the updated Longwoods International visitor survey.

INDUSTRY.TNVACATION.COM



County Snapshots: Printable, county-level one-pagers analyzing the local impact of visitors. The 2022 documents include county-level visitor volume analysis conducted in partnership with Tourism Economics.

INDUSTRY.TNVACATION.COM

2022 LEISURE & HOSPITALITY INDUSTRY

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

TN

344K
Industry Jobs
+9% INCREASE OVER 2021
Average monthly employment

$1.76B
Sales & Use Tax Collections
+18% INCREASE OVER 2021
Actual state sales & use tax collections by L&H industry

$25.7B
Gross Taxable Sales
+18% INCREASE OVER 2021
Sales attributed to L&H industry

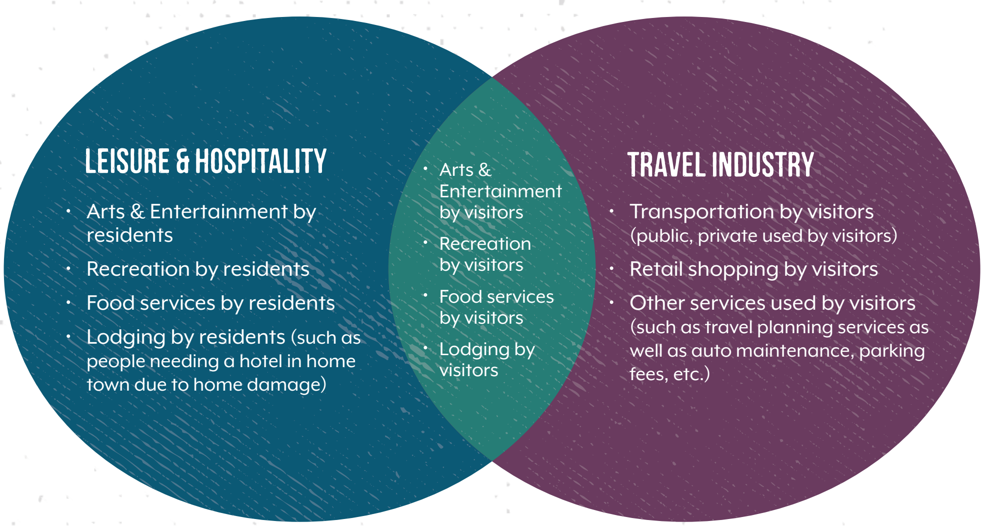
LEISURE & HOSPITALITY INDUSTRY

	2019	2020	2021	2022
EMPLOYMENT (THOUSANDS)	347	293	315	344
SALES & USE TAX COLLECTIONS ($ MILLIONS)	$1,389	$1,102	$1,524	$1,760
GROSS TAXABLE SALES ($ BILLIONS)	$19.85	$15.74	$21.77	$25.68

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

WORKFORCE & REVENUE

This section focuses on the Leisure & Hospitality (L&H) industry as defined by the Bureau of Labor Statistics. Tourist Development works with the Department of Revenue to analyze sales tax and gross sales receipts from comparable categories on a quarterly basis. The revenue and sales tax performance of the three L&H industries (at 100% of sales) historically follow trends in the overall economic impact data. The Tourism Economics report incorporates data as inputs into the model; considering a portion of the three L&H categories in addition to portions of additional industry categories. The data above counterbalances and supports documentation for the validity of the analysis provided on previous pages.



Learn more about which industries are used in this analysis, as well as the direct/indirect/induced impacts in the full statewide report.

INDUSTRY.TNVACATION.COM

2022 ECONOMIC IMPACT of Travel on Tennessee by Industry

Sources: USTA, Tourism Economics

	2021	2022	% CHANGE
VISITOR SPENDING			
DOMESTIC	$24,032,063,381	$28,187,750,284	17.3%
LODGING	$5,246,591,612	$6,597,681,639	25.8%
GROUND TRANSPORTATION*	$4,872,730,302	$5,655,078,685	16.1%
FOOD & BEVERAGES	$6,865,472,475	$7,682,114,823	11.9%
RETAIL	$2,943,043,821	$3,045,028,387	3.5%
RECREATION	$3,449,853,953	$4,422,284,267	28.2%
SECOND HOMES	$201,353,266	$205,628,376	2.1%
AIR TRANSPORTATION	$453,017,951	$579,934,104	28.0%
INTERNATIONAL	$176,210,000	$665,940,000	277.9%
TOTAL	$24,208,273,381	$28,853,690,284	19.2%
LABOR INCOME GENERATED			
DOMESTIC	$6,410,864,603	$7,544,853,026	17.7%
LODGING	$1,457,679,855	$1,903,076,892	30.6%
GROUND TRANSPORTATION*	$1,058,363,862	$1,173,428,183	10.9%
FOOD & BEVERAGES	$2,037,335,860	$2,264,085,388	11.1%
RETAIL	$558,772,742	$583,495,364	4.4%
RECREATION	$1,134,040,460	$1,425,787,099	25.7%
AIR TRANSPORTATION	$164,671,823	$194,980,098	18.4%
INTERNATIONAL	$91,975,767	$179,965,851	95.7%
TOTAL	$6,502,840,370	$7,724,818,878	18.8%
EMPLOYMENT GENERATED (THOUSANDS)			
DOMESTIC	159,346	181,995	14.2%
LODGING	34,048	42,147	23.8%
GROUND TRANSPORTATION*	14,649	15,691	7.1%
FOOD & BEVERAGES	70,370	77,801	10.6%
RETAIL	16,484	17,142	4.0%
RECREATION	21,784	26,869	23.3%
AIR TRANSPORTATION	2,010	2,343	16.6%
INTERNATIONAL	2,151	3,597	67.2%
TOTAL	161,497	185,591	14.9%
TAX REVENUE GENERATED			
DOMESTIC	$3,415,216,209	$4,582,331,529	
FEDERAL	$1,474,119,394	$1,736,781,358	
STATE	$1,166,654,664	$1,706,291,233	
LOCAL	$774,442,150	$1,139,258,937	
INTERNATIONAL	$114,184,215	$180,000,135	
TOTAL	$3,529,400,424	$4,762,331,664	

Local and state tax calculations were refined in 2022. Please exercise caution when comparing YOY percent changes, as previous years were not adjusted.

*Transportation within destination

2022 ECONOMIC IMPACT of Travel on Tennessee by County

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

All metrics include the impact of both domestic and international travel spending. Travel spending includes an industry breakdown. Please note that this data will not match reports prior to 2020.

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.**

Find your county snapshots here.

Local and state tax calculations were refined in 2022. Please exercise caution when comparing YOY percent changes, as previous years were not adjusted.

	2021	2022	% CHANGE
ANDERSON			
SPENDING	$159,342,800	$180,849,200	13.5%
LODGING	$33,576,100	$41,796,000	24.5%
FOOD & BEVERAGES	$43,083,000	$46,487,200	7.9%
RETAIL	$18,038,400	$19,038,900	5.5%
RECREATION	$13,435,300	$15,285,000	13.8%
TRANSPORTATION	$51,210,000	$58,242,100	13.7%
LABOR INCOME	$39,085,700	$44,139,200	12.9%
EMPLOYMENT	1,323	1,492	12.8%
STATE TAXES	$7,408,700	$10,428,400	
LOCAL TAXES	$5,460,300	$7,472,200	
SAVINGS PER HOUSEHOLD	$417	$578	
BEDFORD			
SPENDING	$24,889,200	$27,637,100	11.0%
LODGING	$3,727,100	$4,638,400	24.5%
FOOD & BEVERAGES	$7,347,200	$7,975,300	8.5%
RETAIL	$2,884,300	$3,007,600	4.3%
RECREATION	$2,531,500	$2,810,400	11.0%
TRANSPORTATION	$8,399,100	$9,205,500	9.6%
LABOR INCOME	$6,524,500	$7,264,300	11.3%
EMPLOYMENT	215	226	5.1%
STATE TAXES	$1,069,800	$1,557,400	
LOCAL TAXES	$962,600	$1,191,600	
SAVINGS PER HOUSEHOLD	$116	$154	
BENTON			
SPENDING	$14,574,200	$15,509,300	6.4%
LODGING	$4,564,100	$4,778,900	4.7%
FOOD & BEVERAGES	$2,941,200	$3,094,900	5.2%
RETAIL	$640,800	$665,700	3.9%
RECREATION	$1,084,600	$1,145,900	5.7%
TRANSPORTATION	$5,343,500	$5,823,900	9.0%
LABOR INCOME	$2,696,600	$2,846,700	5.6%
EMPLOYMENT	117	123	5.1%
STATE TAXES	$521,700	$686,700	
LOCAL TAXES	$516,100	$650,700	
SAVINGS PER HOUSEHOLD	$153	$205	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
BLEDSOE			
SPENDING	$3,912,400	$3,981,900	1.8%
LODGING	$1,043,800	$971,400	-6.9%
FOOD & BEVERAGES	$1,394,800	$1,434,200	2.8%
RETAIL	$230,800	$235,400	2.0%
RECREATION	$290,300	$321,000	10.6%
TRANSPORTATION	$952,700	$1,019,900	7.1%
LABOR INCOME	$700,500	$711,200	1.5%
EMPLOYMENT	26	26	0.0%
STATE TAXES	$153,900	$204,600	
LOCAL TAXES	$160,700	$181,800	
TAX SAVINGS PER HOUSEHOLD	$65	$79	
BLOUNT			
SPENDING	$476,677,800	$543,933,400	14.1%
LODGING	$124,617,700	$161,142,800	29.3%
FOOD & BEVERAGES	$118,106,300	$128,941,100	9.2%
RETAIL	$45,615,300	$46,264,200	1.4%
RECREATION	$42,466,700	$46,144,300	8.7%
TRANSPORTATION	$145,871,800	$161,441,000	10.7%
LABOR INCOME	$175,055,600	$200,246,600	14.4%
EMPLOYMENT	4,145	4,668	12.6%
STATE TAXES	$21,625,100	$29,937,100	
LOCAL TAXES	$14,218,800	$21,722,400	
TAX SAVINGS PER HOUSEHOLD	$699	$987	
BRADLEY			
SPENDING	$168,733,500	$178,524,400	5.8%
LODGING	$32,268,600	$35,652,800	10.5%
FOOD & BEVERAGES	$47,341,300	$47,961,900	1.3%
RETAIL	$20,330,800	$20,011,900	-1.6%
RECREATION	$13,307,400	$14,663,600	10.2%
TRANSPORTATION	$55,485,300	$60,234,200	8.6%
LABOR INCOME	$40,393,900	$42,510,600	5.2%
EMPLOYMENT	1,489	1,565	5.1%
STATE TAXES	$7,779,000	$10,227,900	
LOCAL TAXES	$5,256,900	$7,313,100	
TAX SAVINGS PER HOUSEHOLD	$320	$428	
CAMPBELL			
SPENDING	$105,952,900	$113,133,000	6.8%
LODGING	$22,415,500	$24,968,300	11.4%
FOOD & BEVERAGES	$18,870,900	$19,236,400	1.9%
RETAIL	$5,965,700	$6,077,100	1.9%
RECREATION	$16,514,200	$18,195,800	10.2%
TRANSPORTATION	$42,186,500	$44,655,400	5.9%
LABOR INCOME	$17,318,900	$18,461,500	6.6%
EMPLOYMENT	610	650	6.6%
STATE TAXES	$4,192,500	$5,583,600	
LOCAL TAXES	$2,735,000	$3,689,300	
TAX SAVINGS PER HOUSEHOLD	$421	$589	

	2021	2022	% CHANGE
CANNON			
SPENDING	$1,049,200	$1,258,300	19.9%
LODGING	$300,800	$400,800	33.2%
FOOD & BEVERAGES	$114,600	$134,700	17.5%
RETAIL	$47,900	$48,800	1.9%
RECREATION	$44,800	$49,300	10.0%
TRANSPORTATION	$541,000	$624,600	15.5%
LABOR INCOME	$185,900	$221,500	19.2%
EMPLOYMENT	6	8	33.3%
STATE TAXES	$26,500	$44,100	
LOCAL TAXES	$32,500	$45,700	
TAX SAVINGS PER HOUSEHOLD	$11	$16	
CARROLL			
SPENDING	$9,472,200	$9,898,800	4.5%
LODGING	$1,849,700	$1,834,100	-0.8%
FOOD & BEVERAGES	$2,683,000	$2,823,100	5.2%
RETAIL	$929,500	$933,100	0.4%
RECREATION	$380,300	$445,300	17.1%
TRANSPORTATION	$3,629,700	$3,863,200	6.4%
LABOR INCOME	$1,873,000	$1,956,600	4.5%
EMPLOYMENT	80	82	2.5%
STATE TAXES	$383,200	$510,700	
LOCAL TAXES	$349,000	$424,500	
TAX SAVINGS PER HOUSEHOLD	$67	$85	
CARTER			
SPENDING	$50,189,200	$55,212,900	10.0%
LODGING	$7,926,100	$9,028,900	13.9%
FOOD & BEVERAGES	$13,352,900	$14,416,000	8.0%
RETAIL	$3,974,400	$3,918,900	-1.4%
RECREATION	$8,056,600	$8,708,200	8.1%
TRANSPORTATION	$16,879,200	$19,140,900	13.4%
LABOR INCOME	$9,849,600	$10,809,500	9.7%
EMPLOYMENT	345	366	6.1%
STATE TAXES	$1,997,900	$2,886,100	
LOCAL TAXES	$1,485,600	$1,834,300	
TAX SAVINGS PER HOUSEHOLD	$145	$200	
CHEATHAM			
SPENDING	$28,175,300	$35,582,400	26.3%
LODGING	$6,735,900	$10,625,000	57.7%
FOOD & BEVERAGES	$4,811,800	$5,565,100	15.7%
RETAIL	$1,464,800	$1,531,200	4.5%
RECREATION	$5,210,800	$6,498,100	24.7%
TRANSPORTATION	$9,951,900	$11,363,000	14.2%
LABOR INCOME	$5,296,400	$6,632,300	25.2%
EMPLOYMENT	145	176	21.4%
STATE TAXES	$1,223,100	$1,928,500	
LOCAL TAXES	$905,500	$1,453,600	
TAX SAVINGS PER HOUSEHOLD	$139	$220	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
CHESTER			
SPENDING	$7,639,200	$8,293,600	8.6%
LODGING	$2,202,000	$2,538,100	15.3%
FOOD & BEVERAGES	$1,600,600	$1,634,200	2.1%
RETAIL	$624,000	$645,700	3.5%
RECREATION	$642,400	$717,600	11.7%
TRANSPORTATION	$2,570,200	$2,757,900	7.3%
LABOR INCOME	$1,798,500	$1,939,200	7.8%
EMPLOYMENT	72	76	5.6%
STATE TAXES	$329,900	$434,900	
LOCAL TAXES	$292,500	$393,300	
TAX SAVINGS PER HOUSEHOLD	$104	$136	
CLAIBORNE			
SPENDING	$21,889,800	$22,953,800	4.9%
LODGING	$4,068,500	$4,506,600	10.8%
FOOD & BEVERAGES	$7,277,800	$7,365,100	1.2%
RETAIL	$2,106,700	$2,162,700	2.7%
RECREATION	$1,697,500	$1,817,600	7.1%
TRANSPORTATION	$6,739,300	$7,101,700	5.4%
LABOR INCOME	$4,691,000	$4,986,800	6.3%
EMPLOYMENT	173	182	5.2%
STATE TAXES	$958,000	$1,298,600	
LOCAL TAXES	$768,800	$939,300	
TAX SAVINGS PER HOUSEHOLD	$127	$167	
CLAY			
SPENDING	$4,757,200	$5,479,100	15.2%
LODGING	$1,532,300	$1,815,000	18.4%
FOOD & BEVERAGES	$892,700	$1,006,900	12.8%
RETAIL	$423,000	$441,200	4.3%
RECREATION	$136,400	$151,300	10.9%
TRANSPORTATION	$1,772,900	$2,064,700	16.5%
LABOR INCOME	$818,200	$925,700	13.1%
EMPLOYMENT	30	33	10.0%
STATE TAXES	$156,000	$236,700	
LOCAL TAXES	$174,200	$226,400	
TAX SAVINGS PER HOUSEHOLD	$104	$156	
COCKE			
SPENDING	$61,522,200	$66,524,100	8.1%
LODGING	$19,528,300	$22,114,800	13.2%
FOOD & BEVERAGES	$12,756,500	$13,106,700	2.7%
RETAIL	$5,233,200	$5,159,400	-1.4%
RECREATION	$6,206,100	$6,589,400	6.2%
TRANSPORTATION	$17,798,000	$19,553,800	9.9%
LABOR INCOME	$15,442,200	$16,614,500	7.6%
EMPLOYMENT	431	452	4.9%
STATE TAXES	$2,935,400	$3,732,700	
LOCAL TAXES	$1,891,600	$2,697,500	
TAX SAVINGS PER HOUSEHOLD	$341	$448	

	2021	2022	% CHANGE
COFFEE			
SPENDING	$122,373,900	$137,939,300	12.7%
LODGING	$24,462,400	$30,448,500	24.5%
FOOD & BEVERAGES	$32,387,200	$34,914,600	7.8%
RETAIL	$13,745,100	$13,517,300	-1.7%
RECREATION	$9,675,000	$10,992,300	13.6%
TRANSPORTATION	$42,104,200	$48,066,600	14.2%
LABOR INCOME	$27,442,900	$30,862,600	12.5%
EMPLOYMENT	857	919	7.2%
STATE TAXES	$5,535,000	$7,742,600	
LOCAL TAXES	$3,743,600	$5,240,300	
TAX SAVINGS PER HOUSEHOLD	$421	$579	
CROCKETT			
SPENDING	$2,871,800	$3,016,100	5.0%
LODGING	$673,900	$668,100	-0.9%
FOOD & BEVERAGES	$355,500	$368,300	3.6%
RETAIL	$126,800	$128,000	0.9%
RECREATION	$149,100	$154,800	3.8%
TRANSPORTATION	$1,566,500	$1,696,900	8.3%
LABOR INCOME	$480,100	$497,000	3.5%
EMPLOYMENT	21	22	4.8%
STATE TAXES	$92,200	$116,800	
LOCAL TAXES	$118,900	$142,600	
TAX SAVINGS PER HOUSEHOLD	$37	$48	
CUMBERLAND			
SPENDING	$170,091,900	$200,507,600	17.9%
LODGING	$49,579,900	$62,304,500	25.7%
FOOD & BEVERAGES	$49,681,900	$54,166,300	9.0%
RETAIL	$15,033,300	$15,683,300	4.3%
RECREATION	$17,354,800	$18,802,800	8.3%
TRANSPORTATION	$38,442,000	$49,550,700	28.9%
LABOR INCOME	$31,955,000	$36,906,900	15.5%
EMPLOYMENT	999	1,114	11.5%
STATE TAXES	$8,635,200	$12,068,300	
LOCAL TAXES	$5,046,700	$7,693,100	
TAX SAVINGS PER HOUSEHOLD	$518	$745	
DAVIDSON			
SPENDING	$7,365,880,200	$9,974,280,000	35.4%
LODGING	$1,588,778,800	$2,436,643,300	53.4%
FOOD & BEVERAGES	$1,814,231,900	$2,309,791,900	27.3%
RETAIL	$903,920,000	$1,040,499,200	15.1%
RECREATION	$1,537,043,400	$2,250,275,000	46.4%
TRANSPORTATION	$1,521,906,000	$1,937,070,600	27.3%
LABOR INCOME	$2,018,363,200	$2,695,672,600	33.6%
EMPLOYMENT	36,097	47,046	30.3%
STATE TAXES	$362,695,500	$612,555,100	
LOCAL TAXES	$248,082,100	$409,141,700	
TAX SAVINGS PER HOUSEHOLD	$2,112	$3,477	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
DECATUR			
SPENDING	$8,621,800	$9,454,200	9.7%
LODGING	$3,543,100	$4,015,500	13.3%
FOOD & BEVERAGES	$1,102,200	$1,142,200	3.6%
RETAIL	$453,300	$461,200	1.7%
RECREATION	$620,900	$693,200	11.6%
TRANSPORTATION	$2,902,200	$3,142,000	8.3%
LABOR INCOME	$1,189,000	$1,303,700	9.6%
EMPLOYMENT	48	52	8.3%
STATE TAXES	$261,400	$356,500	
LOCAL TAXES	$363,100	$475,100	
TAX SAVINGS PER HOUSEHOLD	$135	$190	
DEKALB			
SPENDING	$32,000,200	$35,167,300	9.9%
LODGING	$11,894,800	$13,665,700	14.9%
FOOD & BEVERAGES	$4,997,600	$5,160,200	3.3%
RETAIL	$1,083,200	$1,119,000	3.3%
RECREATION	$5,188,400	$5,559,500	7.2%
TRANSPORTATION	$8,836,100	$9,662,900	9.4%
LABOR INCOME	$6,767,600	$7,415,600	9.6%
EMPLOYMENT	202	215	6.4%
STATE TAXES	$1,402,200	$1,809,000	
LOCAL TAXES	$1,100,500	$1,572,600	
TAX SAVINGS PER HOUSEHOLD	$322	$421	
DICKSON			
SPENDING	$82,044,100	$97,305,200	18.6%
LODGING	$13,354,500	$18,925,700	41.7%
FOOD & BEVERAGES	$26,617,500	$29,753,600	11.8%
RETAIL	$9,173,800	$9,351,500	1.9%
RECREATION	$4,806,600	$5,597,900	16.5%
TRANSPORTATION	$28,091,800	$33,676,400	19.9%
LABOR INCOME	$16,214,100	$19,275,000	18.9%
EMPLOYMENT	571	661	15.8%
STATE TAXES	$3,647,800	$5,525,300	
LOCAL TAXES	$2,431,600	$3,562,300	
TAX SAVINGS PER HOUSEHOLD	$311	$462	
DYER			
SPENDING	$66,317,200	$68,721,900	3.6%
LODGING	$9,332,400	$9,280,600	-0.6%
FOOD & BEVERAGES	$20,125,800	$20,698,800	2.8%
RETAIL	$7,247,700	$7,389,200	2.0%
RECREATION	$4,095,700	$4,418,000	7.9%
TRANSPORTATION	$25,515,600	$26,935,300	5.6%
LABOR INCOME	$17,624,700	$18,208,000	3.3%
EMPLOYMENT	616	632	2.6%
STATE TAXES	$2,791,200	$3,741,700	
LOCAL TAXES	$1,955,700	$2,376,100	
TAX SAVINGS PER HOUSEHOLD	$311	$417	

	2021	2022	% CHANGE
FAYETTE			
SPENDING	$7,812,800	$8,259,400	5.7%
LODGING	$1,860,400	$1,980,300	6.4%
FOOD & BEVERAGES	$1,681,600	$1,757,900	4.5%
RETAIL	$378,200	$372,800	-1.4%
RECREATION	$604,300	$638,300	5.6%
TRANSPORTATION	$3,288,300	$3,510,100	6.7%
LABOR INCOME	$1,832,000	$1,932,200	5.5%
EMPLOYMENT	51	53	3.9%
STATE TAXES	$281,500	$370,600	
LOCAL TAXES	$356,900	$457,100	
TAX SAVINGS PER HOUSEHOLD	$40	$52	
FENTRESS			
SPENDING	$7,880,900	$8,292,200	5.2%
LODGING	$2,424,300	$2,525,100	4.2%
FOOD & BEVERAGES	$1,631,100	$1,664,200	2.0%
RETAIL	$617,300	$618,600	0.2%
RECREATION	$610,700	$658,100	7.8%
TRANSPORTATION	$2,597,500	$2,826,300	8.8%
LABOR INCOME	$1,376,000	$1,440,700	4.7%
EMPLOYMENT	62	64	3.2%
STATE TAXES	$299,300	$387,200	
LOCAL TAXES	$311,800	$390,100	
TAX SAVINGS PER HOUSEHOLD	$83	$104	
FRANKLIN			
SPENDING	$55,141,800	$57,208,800	3.7%
LODGING	$14,103,200	$15,366,000	9.0%
FOOD & BEVERAGES	$12,646,100	$12,734,300	0.7%
RETAIL	$6,395,000	$6,254,900	-2.2%
RECREATION	$6,740,400	$7,123,500	5.7%
TRANSPORTATION	$15,257,100	$15,730,100	3.1%
LABOR INCOME	$14,216,700	$14,459,300	1.7%
EMPLOYMENT	446	452	1.3%
STATE TAXES	$2,504,200	$3,213,400	
LOCAL TAXES	$1,783,100	$2,365,300	
TAX SAVINGS PER HOUSEHOLD	$260	$339	
GIBSON			
SPENDING	$22,230,000	$23,407,000	5.3%
LODGING	$2,753,900	$2,943,900	6.9%
FOOD & BEVERAGES	$6,146,400	$6,193,000	0.8%
RETAIL	$2,175,500	$2,160,700	-0.7%
RECREATION	$1,139,900	$1,231,100	8.0%
TRANSPORTATION	$10,014,400	$10,878,300	8.6%
LABOR INCOME	$4,397,000	$4,602,100	4.7%
EMPLOYMENT	182	189	3.8%
STATE TAXES	$855,700	$1,168,200	
LOCAL TAXES	$766,200	$891,600	
TAX SAVINGS PER HOUSEHOLD	$83	$106	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
GILES			
SPENDING	$23,991,000	$25,885,300	7.9%
LODGING	$4,666,900	$5,156,100	10.5%
FOOD & BEVERAGES	$6,322,800	$6,604,100	4.4%
RETAIL	$2,231,300	$2,299,000	3.0%
RECREATION	$958,200	$1,065,500	11.2%
TRANSPORTATION	$9,811,900	$10,760,500	9.7%
LABOR INCOME	$5,090,500	$5,412,500	6.3%
EMPLOYMENT	187	197	5.3%
STATE TAXES	$962,200	$1,319,100	
LOCAL TAXES	$832,000	$1,013,200	
TAX SAVINGS PER HOUSEHOLD	$153	$205	
GRAINGER			
SPENDING	$23,817,800	$25,104,900	5.4%
LODGING	$8,126,200	$8,516,100	4.8%
FOOD & BEVERAGES	$4,317,600	$4,336,400	0.4%
RETAIL	$1,798,800	$1,803,100	0.2%
RECREATION	$1,326,400	$1,425,100	7.4%
TRANSPORTATION	$8,248,900	$9,024,200	9.4%
LABOR INCOME	$3,534,600	$3,689,000	4.4%
EMPLOYMENT	130	132	1.5%
STATE TAXES	$987,000	$1,203,000	
LOCAL TAXES	$783,400	$1,081,800	
TAX SAVINGS PER HOUSEHOLD	$194	$245	
GREENE			
SPENDING	$94,926,600	$102,926,100	8.4%
LODGING	$18,155,000	$20,405,000	12.4%
FOOD & BEVERAGES	$21,993,200	$22,581,700	2.7%
RETAIL	$9,911,200	$10,198,900	2.9%
RECREATION	$11,942,600	$13,384,000	12.1%
TRANSPORTATION	$32,924,500	$36,356,500	10.4%
LABOR INCOME	$22,470,200	$24,369,600	8.5%
EMPLOYMENT	740	799	8.0%
STATE TAXES	$4,077,600	$5,556,300	
LOCAL TAXES	$2,915,700	$3,693,100	
TAX SAVINGS PER HOUSEHOLD	$254	$337	
GRUNDY			
SPENDING	$12,183,600	$14,239,400	16.9%
LODGING	$4,337,500	$5,433,500	25.3%
FOOD & BEVERAGES	$2,221,100	$2,451,200	10.4%
RETAIL	$725,000	$772,700	6.6%
RECREATION	$1,518,200	$1,697,800	11.8%
TRANSPORTATION	$3,381,800	$3,884,200	14.9%
LABOR INCOME	$2,446,900	$2,825,400	15.5%
EMPLOYMENT	93	105	12.9%
STATE TAXES	$538,700	$750,200	
LOCAL TAXES	$403,400	$620,500	
TAX SAVINGS PER HOUSEHOLD	$191	$284	

	2021	2022	% CHANGE
HAMBLEN			
SPENDING	$90,930,300	$96,815,800	6.5%
LODGING	$14,511,400	$15,680,200	8.1%
FOOD & BEVERAGES	$35,263,800	$36,225,600	2.7%
RETAIL	$11,625,600	$11,580,300	-0.4%
RECREATION	$6,032,000	$6,758,900	12.1%
TRANSPORTATION	$23,497,600	$26,570,800	13.1%
LABOR INCOME	$21,379,800	$22,680,400	6.1%
EMPLOYMENT	781	811	3.8%
STATE TAXES	$4,421,500	$5,996,100	
LOCAL TAXES	$3,051,100	$3,811,500	
TAX SAVINGS PER HOUSEHOLD	$305	$401	
HAMILTON			
SPENDING	$1,510,481,700	$1,628,952,100	7.8%
LODGING	$331,485,400	$376,322,400	13.5%
FOOD & BEVERAGES	$511,272,900	$527,679,700	3.2%
RETAIL	$168,899,000	$169,257,400	0.2%
RECREATION	$154,348,800	$172,445,300	11.7%
TRANSPORTATION	$344,475,600	$383,247,300	11.3%
LABOR INCOME	$401,985,100	$430,508,500	7.1%
EMPLOYMENT	11,615	12,345	6.3%
STATE TAXES	$76,480,900	$102,037,000	
LOCAL TAXES	$46,337,300	$65,742,100	
TAX SAVINGS PER HOUSEHOLD	$828	$1,138	
HANCOCK			
SPENDING	$1,285,800	$1,314,600	2.2%
LODGING	$401,600	$419,000	4.3%
FOOD & BEVERAGES	$511,400	$514,600	0.6%
RETAIL	$260,500	$261,000	0.2%
RECREATION	$19,600	$20,900	6.6%
TRANSPORTATION	$92,800	$99,200	6.9%
LABOR INCOME	$312,000	$319,100	2.3%
EMPLOYMENT	13	13	0.0%
STATE TAXES	$50,600	$71,200	
LOCAL TAXES	$58,800	$67,500	
TAX SAVINGS PER HOUSEHOLD	$40	$49	
HARDEMAN			
SPENDING	$12,529,100	$13,165,400	5.1%
LODGING	$2,547,900	$2,571,200	0.9%
FOOD & BEVERAGES	$2,322,600	$2,418,300	4.1%
RETAIL	$932,700	$939,300	0.7%
RECREATION	$652,600	$698,900	7.1%
TRANSPORTATION	$6,073,300	$6,537,700	7.6%
LABOR INCOME	$2,442,200	$2,590,000	6.1%
EMPLOYMENT	83	87	4.8%
STATE TAXES	$439,500	$582,300	
LOCAL TAXES	$427,200	$501,700	
TAX SAVINGS PER HOUSEHOLD	$94	$120	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
HARDIN			
SPENDING	$40,967,600	$45,186,900	10.3%
LODGING	$12,754,700	$14,961,300	17.3%
FOOD & BEVERAGES	$10,907,900	$11,179,100	2.5%
RETAIL	$4,317,100	$4,404,500	2.0%
RECREATION	$3,077,600	$3,367,300	9.4%
TRANSPORTATION	$9,910,200	$11,274,600	13.8%
LABOR INCOME	$7,815,200	$8,477,400	8.5%
EMPLOYMENT	310	326	5.2%
STATE TAXES	$1,754,300	$2,398,600	
LOCAL TAXES	$1,418,300	$1,948,000	
TAX SAVINGS PER HOUSEHOLD	$315	$403	
HAWKINS			
SPENDING	$9,355,400	$9,856,500	5.4%
LODGING	$3,192,100	$3,419,300	7.1%
FOOD & BEVERAGES	$1,245,100	$1,260,800	1.3%
RETAIL	$500,200	$510,600	2.1%
RECREATION	$919,900	$1,009,000	9.7%
TRANSPORTATION	$3,498,200	$3,656,800	4.5%
LABOR INCOME	$1,483,600	$1,561,400	5.2%
EMPLOYMENT	60	61	1.7%
STATE TAXES	$293,700	$389,200	
LOCAL TAXES	$390,100	$482,600	
TAX SAVINGS PER HOUSEHOLD	$29	$38	
HAYWOOD			
SPENDING	$17,074,100	$19,432,400	13.8%
LODGING	$3,327,200	$4,386,500	31.8%
FOOD & BEVERAGES	$4,731,700	$5,317,600	12.4%
RETAIL	$1,662,000	$1,670,300	0.5%
RECREATION	$1,233,400	$1,311,100	6.3%
TRANSPORTATION	$6,119,800	$6,746,800	10.2%
LABOR INCOME	$3,338,900	$3,812,100	14.2%
EMPLOYMENT	153	165	7.8%
STATE TAXES	$734,300	$1,069,600	
LOCAL TAXES	$541,700	$776,600	
TAX SAVINGS PER HOUSEHOLD	$179	$259	
HENDERSON			
SPENDING	$24,527,600	$28,009,800	14.2%
LODGING	$4,996,500	$6,826,200	36.6%
FOOD & BEVERAGES	$5,634,600	$6,234,400	10.6%
RETAIL	$2,375,900	$2,444,300	2.9%
RECREATION	$1,075,100	$1,193,900	11.1%
TRANSPORTATION	$10,445,500	$11,311,000	8.3%
LABOR INCOME	$4,861,000	$5,504,900	13.2%
EMPLOYMENT	186	198	6.5%
STATE TAXES	$1,004,900	$1,462,900	
LOCAL TAXES	$797,600	$1,127,700	
TAX SAVINGS PER HOUSEHOLD	$165	$239	

	2021	2022	% CHANGE
HENRY			
SPENDING	$52,936,000	$60,018,600	13.4%
LODGING	$14,052,100	$16,563,400	17.9%
FOOD & BEVERAGES	$14,427,800	$15,204,700	5.4%
RETAIL	$6,016,300	$6,399,200	6.4%
RECREATION	$4,246,900	$4,877,700	14.9%
TRANSPORTATION	$14,192,900	$16,973,700	19.6%
LABOR INCOME	$9,049,400	$10,271,300	13.5%
EMPLOYMENT	382	411	7.6%
STATE TAXES	$2,336,600	$3,287,400	
LOCAL TAXES	$1,753,300	$2,408,800	
TAX SAVINGS PER HOUSEHOLD	$310	$440	
HICKMAN			
SPENDING	$8,433,100	$8,666,700	2.8%
LODGING	$2,644,000	$2,630,500	-0.5%
FOOD & BEVERAGES	$1,629,600	$1,677,200	2.9%
RETAIL	$557,900	$562,200	0.8%
RECREATION	$774,900	$799,100	3.1%
TRANSPORTATION	$2,826,600	$2,997,700	6.1%
LABOR INCOME	$1,292,000	$1,320,200	2.2%
EMPLOYMENT	48	49	2.1%
STATE TAXES	$337,300	$413,000	
LOCAL TAXES	$316,100	$406,400	
TAX SAVINGS PER HOUSEHOLD	$75	$94	
HOUSTON			
SPENDING	$7,418,800	$7,727,400	4.2%
LODGING	$2,442,300	$2,524,200	3.4%
FOOD & BEVERAGES	$1,593,800	$1,593,500	0.0%
RETAIL	$303,900	$306,200	0.8%
RECREATION	$786,300	$849,100	8.0%
TRANSPORTATION	$2,292,400	$2,454,300	7.1%
LABOR INCOME	$1,338,100	$1,395,000	4.3%
EMPLOYMENT	67	69	3.0%
STATE TAXES	$272,800	$353,200	
LOCAL TAXES	$254,200	$315,600	
TAX SAVINGS PER HOUSEHOLD	$181	$234	
HUMPHREYS			
SPENDING	$45,593,600	$47,960,800	5.2%
LODGING	$11,829,100	$12,841,400	8.6%
FOOD & BEVERAGES	$10,117,100	$10,173,500	0.6%
RETAIL	$3,345,800	$3,441,100	2.8%
RECREATION	$2,862,900	$2,964,800	3.6%
TRANSPORTATION	$17,438,800	$18,540,000	6.3%
LABOR INCOME	$7,882,400	$8,299,200	5.3%
EMPLOYMENT	280	289	3.2%
STATE TAXES	$1,917,600	$2,441,100	
LOCAL TAXES	$1,332,200	$1,821,400	
TAX SAVINGS PER HOUSEHOLD	$473	$637	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
JACKSON			
SPENDING	$3,413,700	$4,030,300	18.1%
LODGING	$1,862,200	$2,281,700	22.5%
FOOD & BEVERAGES	$327,200	$375,100	14.6%
RETAIL	$122,400	$124,600	1.8%
RECREATION	$159,400	$180,700	13.4%
TRANSPORTATION	$942,500	$1,068,100	13.3%
LABOR INCOME	$418,900	$491,200	17.3%
EMPLOYMENT	17	19	11.8%
STATE TAXES	$110,100	$161,000	
LOCAL TAXES	$95,500	$155,200	
TAX SAVINGS PER HOUSEHOLD	$45	$70	
JEFFERSON			
SPENDING	$62,286,100	$72,317,900	16.1%
LODGING	$17,830,600	$22,611,800	26.8%
FOOD & BEVERAGES	$15,914,200	$17,405,100	9.4%
RETAIL	$5,273,600	$5,835,300	10.7%
RECREATION	$5,199,300	$5,973,500	14.9%
TRANSPORTATION	$18,068,500	$20,492,200	13.4%
LABOR INCOME	$12,024,600	$13,646,400	13.5%
EMPLOYMENT	414	459	10.9%
STATE TAXES	$2,713,900	$3,930,900	
LOCAL TAXES	$2,091,300	$3,035,000	
TAX SAVINGS PER HOUSEHOLD	$240	$341	
JOHNSON			
SPENDING	$15,771,600	$18,169,800	15.2%
LODGING	$3,477,100	$4,114,700	18.3%
FOOD & BEVERAGES	$4,542,800	$4,997,600	10.0%
RETAIL	$910,900	$967,100	6.2%
RECREATION	$445,400	$512,700	15.1%
TRANSPORTATION	$6,395,500	$7,577,700	18.5%
LABOR INCOME	$2,617,800	$3,023,900	15.5%
EMPLOYMENT	95	104	9.5%
STATE TAXES	$569,100	$860,900	
LOCAL TAXES	$521,900	$655,600	
TAX SAVINGS PER HOUSEHOLD	$156	$221	
KNOX			
SPENDING	$1,651,968,400	$1,878,483,900	13.7%
LODGING	$280,302,700	$355,570,600	26.9%
FOOD & BEVERAGES	$598,451,500	$669,512,400	11.9%
RETAIL	$237,688,100	$238,548,300	0.4%
RECREATION	$139,249,900	$155,203,400	11.5%
TRANSPORTATION	$396,276,200	$459,649,200	16.0%
LABOR INCOME	$429,806,000	$483,187,200	12.4%
EMPLOYMENT	12,630	14,170	12.2%
STATE TAXES	$81,463,700	$118,519,200	
LOCAL TAXES	$49,934,600	$69,379,900	
TAX SAVINGS PER HOUSEHOLD	$693	$978	

	2021	2022	% CHANGE
LAKE			
SPENDING	$7,428,300	$7,564,500	1.8%
LODGING	$2,572,400	$2,595,600	0.9%
FOOD & BEVERAGES	$2,199,300	$2,235,200	1.6%
RETAIL	$470,000	$464,400	-1.2%
RECREATION	$1,127,300	$1,171,200	3.9%
TRANSPORTATION	$1,059,300	$1,098,100	3.7%
LABOR INCOME	$1,786,400	$1,822,400	2.0%
EMPLOYMENT	72	72	0.0%
STATE TAXES	$402,500	$483,800	
LOCAL TAXES	$254,400	$346,700	
TAX SAVINGS PER HOUSEHOLD	$303	$401	
LAUDERDALE			
SPENDING	$7,653,000	$8,152,700	6.5%
LODGING	$1,423,500	$1,689,200	18.7%
FOOD & BEVERAGES	$2,724,600	$2,777,600	1.9%
RETAIL	$905,100	$901,900	-0.4%
RECREATION	$501,400	$535,700	6.8%
TRANSPORTATION	$2,098,500	$2,248,300	7.1%
LABOR INCOME	$2,030,000	$2,162,300	6.5%
EMPLOYMENT	88	92	4.5%
STATE TAXES	$330,900	$460,400	
LOCAL TAXES	$329,500	$425,000	
TAX SAVINGS PER HOUSEHOLD	$69	$97	
LAWRENCE			
SPENDING	$25,809,000	$28,672,000	11.1%
LODGING	$5,142,300	$6,445,800	25.3%
FOOD & BEVERAGES	$8,645,700	$8,933,400	3.3%
RETAIL	$3,476,600	$3,574,300	2.8%
RECREATION	$1,668,400	$1,798,700	7.8%
TRANSPORTATION	$6,875,800	$7,919,800	15.2%
LABOR INCOME	$6,460,700	$7,103,900	10.0%
EMPLOYMENT	244	254	4.1%
STATE TAXES	$1,227,700	$1,721,800	
LOCAL TAXES	$937,900	$1,209,700	
TAX SAVINGS PER HOUSEHOLD	$134	$178	
LEWIS			
SPENDING	$4,604,200	$5,077,600	10.3%
LODGING	$1,477,300	$1,745,300	18.1%
FOOD & BEVERAGES	$1,138,100	$1,164,900	2.4%
RETAIL	$405,000	$420,900	3.9%
RECREATION	$385,100	$404,800	5.1%
TRANSPORTATION	$1,198,800	$1,341,800	11.9%
LABOR INCOME	$708,700	$775,300	9.4%
EMPLOYMENT	33	34	3.0%
STATE TAXES	$224,600	$292,600	
LOCAL TAXES	$179,500	$257,900	
TAX SAVINGS PER HOUSEHOLD	$84	$114	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
LINCOLN			
SPENDING	$27,086,300	$29,751,500	9.8%
LODGING	$4,544,100	$5,162,800	13.6%
FOOD & BEVERAGES	$7,303,200	$7,599,700	4.1%
RETAIL	$3,724,400	$3,846,100	3.3%
RECREATION	$2,139,200	$2,613,000	22.1%
TRANSPORTATION	$9,375,400	$10,529,900	12.3%
LABOR INCOME	$5,906,600	$6,419,100	8.7%
EMPLOYMENT	234	252	7.7%
STATE TAXES	$1,174,200	$1,645,900	
LOCAL TAXES	$898,100	$1,113,500	
TAX SAVINGS PER HOUSEHOLD	$150	$197	
LOUDON			
SPENDING	$84,423,700	$93,287,500	10.5%
LODGING	$16,264,200	$20,196,100	24.2%
FOOD & BEVERAGES	$33,492,400	$34,302,200	2.4%
RETAIL	$3,833,500	$3,858,400	0.6%
RECREATION	$7,942,800	$9,055,400	14.0%
TRANSPORTATION	$22,890,800	$25,875,300	13.0%
LABOR INCOME	$23,459,900	$26,025,000	10.9%
EMPLOYMENT	807	873	8.2%
STATE TAXES	$3,949,700	$5,508,700	
LOCAL TAXES	$2,656,000	$3,714,400	
TAX SAVINGS PER HOUSEHOLD	$315	$423	
MCMINN			
SPENDING	$67,559,800	$72,209,800	6.9%
LODGING	$14,124,400	$16,756,800	18.6%
FOOD & BEVERAGES	$18,363,700	$18,493,900	0.7%
RETAIL	$7,587,400	$7,696,700	1.4%
RECREATION	$6,038,800	$6,271,900	3.9%
TRANSPORTATION	$21,445,500	$22,990,500	7.2%
LABOR INCOME	$14,648,700	$15,696,500	7.2%
EMPLOYMENT	562	593	5.5%
STATE TAXES	$3,113,500	$4,140,100	
LOCAL TAXES	$2,171,300	$3,025,600	
TAX SAVINGS PER HOUSEHOLD	$250	$339	
MCNAIRY			
SPENDING	$8,099,800	$8,767,500	8.2%
LODGING	$2,196,600	$2,580,200	17.5%
FOOD & BEVERAGES	$2,438,800	$2,511,900	3.0%
RETAIL	$544,500	$549,600	0.9%
RECREATION	$668,600	$741,000	10.8%
TRANSPORTATION	$2,251,200	$2,384,800	5.9%
LABOR INCOME	$1,667,700	$1,789,600	7.3%
EMPLOYMENT	77	82	6.5%
STATE TAXES	$329,300	$451,700	
LOCAL TAXES	$323,600	$436,700	
TAX SAVINGS PER HOUSEHOLD	$66	$90	

	2021	2022	% CHANGE
MACON			
SPENDING	$11,418,900	$12,155,600	6.5%
LODGING	$1,356,500	$1,392,600	2.7%
FOOD & BEVERAGES	$4,908,600	$5,165,000	5.2%
RETAIL	$1,999,400	$1,984,200	-0.8%
RECREATION	$357,400	$380,200	6.4%
TRANSPORTATION	$2,796,900	$3,233,600	15.6%
LABOR INCOME	$3,046,400	$3,222,200	5.8%
EMPLOYMENT	136	140	2.9%
STATE TAXES	$529,700	$749,500	
LOCAL TAXES	$377,700	$456,700	
TAX SAVINGS PER HOUSEHOLD	$99	$130	
MADISON			
SPENDING	$292,341,700	$312,524,600	6.9%
LODGING	$51,599,800	$58,505,400	13.4%
FOOD & BEVERAGES	$114,267,600	$118,784,300	4.0%
RETAIL	$40,295,400	$39,868,000	-1.1%
RECREATION	$22,913,400	$24,484,100	6.9%
TRANSPORTATION	$63,265,500	$70,882,800	12.0%
LABOR INCOME	$70,876,100	$76,140,200	7.4%
EMPLOYMENT	2,562	2,729	6.5%
STATE TAXES	$14,854,100	$20,169,800	
LOCAL TAXES	$9,053,200	$12,433,900	
TAX SAVINGS PER HOUSEHOLD	$625	$842	
MARION			
SPENDING	$55,774,800	$60,834,600	9.1%
LODGING	$11,918,700	$14,422,800	21.0%
FOOD & BEVERAGES	$18,976,900	$19,640,900	3.5%
RETAIL	$4,935,000	$4,987,800	1.1%
RECREATION	$4,056,400	$4,266,400	5.2%
TRANSPORTATION	$15,887,800	$17,516,800	10.3%
LABOR INCOME	$10,738,300	$11,451,500	6.6%
EMPLOYMENT	411	438	6.6%
STATE TAXES	$2,620,400	$3,581,900	
LOCAL TAXES	$1,596,700	$2,231,300	
TAX SAVINGS PER HOUSEHOLD	$369	$496	
MARSHALL			
SPENDING	$22,209,000	$24,250,300	9.2%
LODGING	$4,844,100	$6,056,600	25.0%
FOOD & BEVERAGES	$6,717,600	$6,747,300	0.4%
RETAIL	$2,318,800	$2,300,900	-0.8%
RECREATION	$2,385,800	$2,748,200	15.2%
TRANSPORTATION	$5,942,700	$6,397,300	7.6%
LABOR INCOME	$6,392,600	$6,958,000	8.8%
EMPLOYMENT	228	242	6.1%
STATE TAXES	$1,049,400	$1,437,400	
LOCAL TAXES	$835,800	$1,095,600	
TAX SAVINGS PER HOUSEHOLD	$152	$199	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
MAURY			
SPENDING	$109,550,300	$126,770,700	15.7%
LODGING	$20,849,700	$28,869,300	38.5%
FOOD & BEVERAGES	$29,039,600	$30,073,500	3.6%
RETAIL	$11,313,400	$11,295,500	-0.2%
RECREATION	$11,619,800	$14,575,300	25.4%
TRANSPORTATION	$36,727,800	$41,957,100	14.2%
LABOR INCOME	$26,951,100	$31,139,500	15.5%
EMPLOYMENT	829	913	10.1%
STATE TAXES	$4,936,600	$7,138,500	
LOCAL TAXES	$3,787,400	$5,625,600	
TAX SAVINGS PER HOUSEHOLD	$248	$331	
MEIGS			
SPENDING	$9,432,900	$10,479,600	11.1%
LODGING	$2,511,400	$2,968,300	18.2%
FOOD & BEVERAGES	$2,559,400	$2,742,800	7.2%
RETAIL	$712,900	$742,900	4.2%
RECREATION	$550,000	$675,400	22.8%
TRANSPORTATION	$3,099,200	$3,350,100	8.1%
LABOR INCOME	$1,478,000	$1,625,800	10.0%
EMPLOYMENT	63	69	9.5%
STATE TAXES	$358,700	$519,000	
LOCAL TAXES	$323,500	$427,100	
TAX SAVINGS PER HOUSEHOLD	$134	$184	
MONROE			
SPENDING	$60,076,200	$63,636,900	5.9%
LODGING	$11,442,500	$12,320,300	7.7%
FOOD & BEVERAGES	$18,910,200	$19,072,000	0.9%
RETAIL	$5,316,700	$5,418,300	1.9%
RECREATION	$6,824,400	$7,438,100	9.0%
TRANSPORTATION	$17,582,300	$19,388,200	10.3%
LABOR INCOME	$11,858,500	$12,271,000	3.5%
EMPLOYMENT	496	512	3.2%
STATE TAXES	$2,626,300	$3,542,800	
LOCAL TAXES	$1,863,400	$2,362,400	
TAX SAVINGS PER HOUSEHOLD	$241	$318	
MONTGOMERY			
SPENDING	$340,518,300	$371,351,700	9.1%
LODGING	$65,587,000	$76,946,900	17.3%
FOOD & BEVERAGES	$121,049,900	$126,608,200	4.6%
RETAIL	$47,638,000	$49,581,000	4.1%
RECREATION	$28,589,400	$31,838,800	11.4%
TRANSPORTATION	$77,653,900	$86,376,800	11.2%
LABOR INCOME	$90,456,400	$98,500,100	8.9%
EMPLOYMENT	3,386	3,639	7.5%
STATE TAXES	$17,197,000	$23,667,800	
LOCAL TAXES	$10,247,200	$13,941,700	
TAX SAVINGS PER HOUSEHOLD	$368	$486	

	2021	2022	% CHANGE
MOORE			
SPENDING	$822,000	$942,800	14.7%
LODGING	$360,800	$421,100	16.7%
FOOD & BEVERAGES	$121,500	$131,700	8.4%
RETAIL	$80,600	$84,000	4.2%
RECREATION	$185,700	$220,500	18.7%
TRANSPORTATION	$73,400	$85,500	16.5%
LABOR INCOME	$124,300	$142,800	14.9%
EMPLOYMENT	6	6	0.0%
STATE TAXES	$30,600	$45,500	
LOCAL TAXES	$40,500	$53,000	
TAX SAVINGS PER HOUSEHOLD	$27	$40	
MORGAN			
SPENDING	$3,766,100	$4,463,900	18.5%
LODGING	$1,404,700	$1,706,100	21.5%
FOOD & BEVERAGES	$496,400	$597,600	20.4%
RETAIL	$121,800	$124,300	2.1%
RECREATION	$214,700	$237,300	10.5%
TRANSPORTATION	$1,528,400	$1,798,500	17.7%
LABOR INCOME	$453,800	$533,000	17.5%
EMPLOYMENT	15	17	13.3%
STATE TAXES	$99,200	$156,100	
LOCAL TAXES	$117,600	$164,300	
TAX SAVINGS PER HOUSEHOLD	$29	$45	
OBION			
SPENDING	$66,930,200	$74,462,300	11.3%
LODGING	$12,902,600	$14,595,400	13.1%
FOOD & BEVERAGES	$20,375,700	$21,219,500	4.1%
RETAIL	$7,607,500	$7,546,100	-0.8%
RECREATION	$6,126,600	$7,588,700	23.9%
TRANSPORTATION	$19,917,800	$23,512,500	18.0%
LABOR INCOME	$14,592,300	$16,203,900	11.0%
EMPLOYMENT	563	610	8.3%
STATE TAXES	$3,135,100	$4,307,400	
LOCAL TAXES	$1,920,500	$2,653,500	
TAX SAVINGS PER HOUSEHOLD	$400	$556	
OVERTON			
SPENDING	$6,798,900	$7,268,900	6.9%
LODGING	$2,233,600	$2,486,000	11.3%
FOOD & BEVERAGES	$1,589,900	$1,609,300	1.2%
RETAIL	$501,000	$515,100	2.8%
RECREATION	$462,000	$491,800	6.5%
TRANSPORTATION	$2,012,400	$2,166,700	7.7%
LABOR INCOME	$1,360,700	$1,446,500	6.3%
EMPLOYMENT	61	64	4.9%
STATE TAXES	$310,700	$387,300	
LOCAL TAXES	$284,600	$419,600	
TAX SAVINGS PER HOUSEHOLD	$66	$92	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
PERRY			
SPENDING	$5,839,600	$6,506,400	11.4%
LODGING	$2,163,900	$2,514,400	16.2%
FOOD & BEVERAGES	$1,439,800	$1,487,100	3.3%
RETAIL	$340,900	$345,800	1.4%
RECREATION	$321,200	$354,200	10.3%
TRANSPORTATION	$1,573,700	$1,804,900	14.7%
LABOR INCOME	$943,100	$1,040,600	10.3%
EMPLOYMENT	54	59	9.3%
STATE TAXES	$176,400	$256,100	
LOCAL TAXES	$235,500	$304,000	
TAX SAVINGS PER HOUSEHOLD	$141	$184	
PICKETT			
SPENDING	$12,661,600	$13,282,100	4.9%
LODGING	$3,865,800	$4,122,000	6.6%
FOOD & BEVERAGES	$3,766,800	$3,774,400	0.2%
RETAIL	$862,800	$873,500	1.2%
RECREATION	$1,100,500	$1,195,600	8.6%
TRANSPORTATION	$3,065,600	$3,316,700	8.2%
LABOR INCOME	$2,709,300	$2,856,200	5.4%
EMPLOYMENT	116	121	4.3%
STATE TAXES	$549,800	$709,200	
LOCAL TAXES	$398,000	$527,800	
TAX SAVINGS PER HOUSEHOLD	$429	$572	
POLK			
SPENDING	$25,703,200	$29,387,600	14.3%
LODGING	$6,156,100	$7,692,500	25.0%
FOOD & BEVERAGES	$6,826,600	$7,490,300	9.7%
RETAIL	$2,191,100	$2,190,700	0.0%
RECREATION	$4,259,100	$4,677,700	9.8%
TRANSPORTATION	$6,270,300	$7,336,400	17.0%
LABOR INCOME	$5,984,700	$6,749,600	12.8%
EMPLOYMENT	248	276	11.3%
STATE TAXES	$1,174,600	$1,679,000	
LOCAL TAXES	$736,600	$1,071,800	
TAX SAVINGS PER HOUSEHOLD	$257	$393	
PUTNAM			
SPENDING	$158,673,400	$173,479,000	9.3%
LODGING	$32,972,600	$39,609,800	20.1%
FOOD & BEVERAGES	$51,696,200	$53,500,500	3.5%
RETAIL	$20,620,700	$20,702,200	0.4%
RECREATION	$14,480,500	$16,259,600	12.3%
TRANSPORTATION	$38,903,400	$43,406,900	11.6%
LABOR INCOME	$38,793,100	$42,536,300	9.6%
EMPLOYMENT	1,427	1,552	8.8%
STATE TAXES	$7,871,700	$10,734,000	
LOCAL TAXES	$5,042,400	$7,048,600	
TAX SAVINGS PER HOUSEHOLD	$406	$557	

	2021	2022	% CHANGE
RHEA			
SPENDING	$37,040,300	$41,728,900	12.7%
LODGING	$8,110,600	$10,035,500	23.7%
FOOD & BEVERAGES	$11,860,000	$12,515,100	5.5%
RETAIL	$3,035,600	$3,090,600	1.8%
RECREATION	$3,547,100	$3,986,000	12.4%
TRANSPORTATION	$10,487,000	$12,101,800	15.4%
LABOR INCOME	$8,884,000	$9,927,800	11.7%
EMPLOYMENT	335	368	9.9%
STATE TAXES	$1,652,300	$2,351,900	
LOCAL TAXES	$1,292,500	$1,744,800	
TAX SAVINGS PER HOUSEHOLD	$239	$321	
ROANE			
SPENDING	$64,515,700	$70,806,900	9.8%
LODGING	$15,857,500	$18,363,600	15.8%
FOOD & BEVERAGES	$19,188,400	$20,114,000	4.8%
RETAIL	$5,469,600	$5,796,700	6.0%
RECREATION	$5,921,600	$6,669,200	12.6%
TRANSPORTATION	$18,078,500	$19,863,400	9.9%
LABOR INCOME	$13,654,500	$14,993,900	9.8%
EMPLOYMENT	548	602	9.9%
STATE TAXES	$2,976,600	$4,064,800	
LOCAL TAXES	$2,367,000	$3,133,000	
TAX SAVINGS PER HOUSEHOLD	$247	$331	
ROBERTSON			
SPENDING	$65,058,800	$73,928,500	13.6%
LODGING	$13,668,700	$17,441,700	27.6%
FOOD & BEVERAGES	$18,022,700	$19,742,800	9.5%
RETAIL	$7,067,400	$7,266,600	2.8%
RECREATION	$5,732,400	$6,753,000	17.8%
TRANSPORTATION	$20,567,700	$22,724,400	10.5%
LABOR INCOME	$15,071,000	$17,002,700	12.8%
EMPLOYMENT	513	548	6.8%
STATE TAXES	$3,001,700	$4,292,700	
LOCAL TAXES	$2,237,200	$2,871,200	
TAX SAVINGS PER HOUSEHOLD	$201	$270	
RUTHERFORD			
SPENDING	$634,800,200	$744,714,000	17.3%
LODGING	$125,197,400	$165,497,500	32.2%
FOOD & BEVERAGES	$199,478,900	$219,595,400	10.1%
RETAIL	$71,193,900	$74,466,100	4.6%
RECREATION	$51,936,500	$57,215,900	10.2%
TRANSPORTATION	$186,993,500	$227,939,000	21.9%
LABOR INCOME	$166,322,200	$195,392,200	17.5%
EMPLOYMENT	4,537	5,083	12.0%
STATE TAXES	$30,236,800	$44,000,800	
LOCAL TAXES	$20,060,300	$28,076,900	
TAX SAVINGS PER HOUSEHOLD	$436	$606	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
SCOTT			
SPENDING	$13,471,300	$14,126,500	4.9%
LODGING	$3,672,400	$3,833,400	4.4%
FOOD & BEVERAGES	$2,973,400	$3,051,600	2.6%
RETAIL	$724,200	$731,400	1.0%
RECREATION	$1,177,500	$1,274,200	8.2%
TRANSPORTATION	$4,923,800	$5,235,800	6.3%
LABOR INCOME	$2,668,500	$2,802,300	5.0%
EMPLOYMENT	133	139	4.5%
STATE TAXES	$571,400	$723,100	
LOCAL TAXES	$469,700	$600,000	
TAX SAVINGS PER HOUSEHOLD	$121	$155	
SEQUATCHIE			
SPENDING	$5,711,100	$6,808,800	19.2%
LODGING	$1,353,000	$1,668,000	23.3%
FOOD & BEVERAGES	$744,000	$847,100	13.9%
RETAIL	$296,500	$319,800	7.9%
RECREATION	$262,500	$314,500	19.8%
TRANSPORTATION	$3,055,200	$3,659,300	19.8%
LABOR INCOME	$863,900	$1,016,400	17.7%
EMPLOYMENT	28	32	14.3%
STATE TAXES	$179,400	$270,100	
LOCAL TAXES	$194,200	$261,600	
TAX SAVINGS PER HOUSEHOLD	$67	$91	
SEVIER			
SPENDING	$3,442,958,900	$3,765,066,300	9.4%
LODGING	$1,352,197,400	$1,446,481,100	7.0%
FOOD & BEVERAGES	$677,799,900	$711,635,300	5.0%
RETAIL	$421,170,000	$437,876,600	4.0%
RECREATION	$500,894,000	$598,059,100	19.4%
TRANSPORTATION	$490,897,700	$571,014,200	16.3%
LABOR INCOME	$918,803,800	$1,010,229,900	10.0%
EMPLOYMENT	23,716	25,950	9.4%
STATE TAXES	$195,164,400	$241,941,400	
LOCAL TAXES	$117,355,700	$173,864,200	
TAX SAVINGS PER HOUSEHOLD	$8,226	$11,294	
SHELBY			
SPENDING	$3,460,909,800	$4,016,268,400	16.0%
LODGING	$544,278,000	$669,565,000	23.0%
FOOD & BEVERAGES	$1,164,819,500	$1,333,278,300	14.5%
RETAIL	$466,877,000	$490,621,100	5.1%
RECREATION	$458,640,500	$566,116,600	23.4%
TRANSPORTATION	$826,294,800	$956,687,500	15.8%
LABOR INCOME	$1,038,558,800	$1,208,293,100	16.3%
EMPLOYMENT	23,945	27,745	15.9%
STATE TAXES	$166,412,800	$248,238,200	
LOCAL TAXES	$109,739,600	$143,610,700	
TAX SAVINGS PER HOUSEHOLD	$774	$1,105	

	2021	2022	% CHANGE
SMITH			
SPENDING	$10,131,300	$10,660,400	5.2%
LODGING	$3,131,400	$3,151,700	0.6%
FOOD & BEVERAGES	$1,967,500	$2,045,600	4.0%
RETAIL	$727,200	$742,100	2.0%
RECREATION	$772,200	$835,300	8.2%
TRANSPORTATION	$3,533,000	$3,885,600	10.0%
LABOR INCOME	$1,814,100	$1,890,900	4.2%
EMPLOYMENT	78	79	1.3%
STATE TAXES	$388,600	$498,500	
LOCAL TAXES	$417,000	$506,500	
TAX SAVINGS PER HOUSEHOLD	$105	$134	
STEWART			
SPENDING	$5,518,000	$6,167,700	11.8%
LODGING	$2,236,100	$2,617,500	17.1%
FOOD & BEVERAGES	$812,400	$881,100	8.5%
RETAIL	$314,300	$319,800	1.7%
RECREATION	$337,200	$368,400	9.3%
TRANSPORTATION	$1,818,000	$1,981,000	9.0%
LABOR INCOME	$1,089,200	$1,206,500	10.8%
EMPLOYMENT	41	44	7.3%
STATE TAXES	$152,500	$219,700	
LOCAL TAXES	$210,600	$280,600	
TAX SAVINGS PER HOUSEHOLD	$69	$98	
SULLIVAN			
SPENDING	$303,084,600	$329,912,000	8.9%
LODGING	$56,846,900	$68,027,900	19.7%
FOOD & BEVERAGES	$100,704,400	$104,633,000	3.9%
RETAIL	$42,480,800	$42,216,900	-0.6%
RECREATION	$31,892,500	$36,403,600	14.1%
TRANSPORTATION	$71,160,100	$78,630,700	10.5%
LABOR INCOME	$74,375,800	$80,214,100	7.8%
EMPLOYMENT	2,405	2,581	7.3%
STATE TAXES	$14,779,100	$20,438,000	
LOCAL TAXES	$9,850,400	$13,156,200	
TAX SAVINGS PER HOUSEHOLD	$370	$501	
SUMNER			
SPENDING	$176,450,900	$194,189,600	10.1%
LODGING	$23,645,400	$29,860,100	26.3%
FOOD & BEVERAGES	$62,063,500	$65,093,500	4.9%
RETAIL	$21,817,000	$22,048,300	1.1%
RECREATION	$24,376,600	$26,993,400	10.7%
TRANSPORTATION	$44,548,400	$50,194,300	12.7%
LABOR INCOME	$45,621,700	$50,071,800	9.8%
EMPLOYMENT	1,363	1,469	7.8%
STATE TAXES	$8,253,500	$11,848,200	
LOCAL TAXES	$6,089,800	$7,942,000	
TAX SAVINGS PER HOUSEHOLD	$209	$272	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
TIPTON			
SPENDING	$17,020,200	$18,293,500	7.5%
LODGING	$3,630,400	$4,158,700	14.6%
FOOD & BEVERAGES	$4,963,200	$5,033,200	1.4%
RETAIL	$1,960,100	$1,979,600	1.0%
RECREATION	$1,562,800	$1,732,700	10.9%
TRANSPORTATION	$4,903,700	$5,389,300	9.9%
LABOR INCOME	$3,414,700	$3,677,500	7.7%
EMPLOYMENT	148	159	7.4%
STATE TAXES	$812,100	$1,078,800	
LOCAL TAXES	$655,100	$879,500	
TAX SAVINGS PER HOUSEHOLD	$68	$90	
TROUSDALE			
SPENDING	$7,645,000	$8,343,200	9.1%
LODGING	$263,700	$246,500	-6.5%
FOOD & BEVERAGES	$2,809,300	$3,132,400	11.5%
RETAIL	$1,200,900	$1,229,500	2.4%
RECREATION	$764,300	$834,200	9.1%
TRANSPORTATION	$2,606,700	$2,900,600	11.3%
LABOR INCOME	$1,517,300	$1,661,700	9.5%
EMPLOYMENT	57	60	5.3%
STATE TAXES	$303,100	$472,400	
LOCAL TAXES	$220,000	$231,800	
TAX SAVINGS PER HOUSEHOLD	$154	$210	
UNICOI			
SPENDING	$16,715,600	$18,089,200	8.2%
LODGING	$3,386,200	$3,932,800	16.1%
FOOD & BEVERAGES	$5,971,200	$6,149,900	3.0%
RETAIL	$2,180,900	$2,241,600	2.8%
RECREATION	$1,121,600	$1,291,200	15.1%
TRANSPORTATION	$4,055,800	$4,473,700	10.3%
LABOR INCOME	$3,281,800	$3,580,400	9.1%
EMPLOYMENT	143	155	8.4%
STATE TAXES	$797,000	$1,103,600	
LOCAL TAXES	$573,000	$715,000	
TAX SAVINGS PER HOUSEHOLD	$178	$240	
UNION			
SPENDING	$30,483,900	$34,213,400	12.2%
LODGING	$9,337,200	$11,356,600	21.6%
FOOD & BEVERAGES	$6,952,900	$7,475,500	7.5%
RETAIL	$1,252,400	$1,291,300	3.1%
RECREATION	$3,544,300	$3,733,600	5.3%
TRANSPORTATION	$9,397,000	$10,356,400	10.2%
LABOR INCOME	$5,641,500	$6,361,900	12.8%
EMPLOYMENT	230	250	8.7%
STATE TAXES	$1,375,300	$1,848,200	
LOCAL TAXES	$886,000	$1,362,800	
TAX SAVINGS PER HOUSEHOLD	$303	$433	

	2021	2022	% CHANGE
VAN BUREN			
SPENDING	$28,319,300	$33,889,000	19.7%
LODGING	$8,108,500	$10,909,400	34.5%
FOOD & BEVERAGES	$5,955,200	$6,266,300	5.2%
RETAIL	$4,935,100	$5,495,400	11.4%
RECREATION	$4,653,100	$5,776,100	24.1%
TRANSPORTATION	$4,667,300	$5,441,800	16.6%
LABOR INCOME	$3,075,000	$3,557,800	15.7%
EMPLOYMENT	119	132	10.9%
STATE TAXES	$1,512,900	$2,185,200	
LOCAL TAXES	$757,300	$1,215,000	
TAX SAVINGS PER HOUSEHOLD	$1,013	$1,410	
WARREN			
SPENDING	$17,357,200	$19,691,100	13.4%
LODGING	$3,207,800	$4,303,900	34.2%
FOOD & BEVERAGES	$4,403,600	$4,690,200	6.5%
RETAIL	$1,522,400	$1,555,100	2.1%
RECREATION	$1,607,600	$1,809,200	12.5%
TRANSPORTATION	$6,615,800	$7,332,600	10.8%
LABOR INCOME	$3,054,500	$3,477,100	13.8%
EMPLOYMENT	120	129	7.5%
STATE TAXES	$715,800	$1,042,700	
LOCAL TAXES	$650,300	$858,600	
TAX SAVINGS PER HOUSEHOLD	$88	$120	
WASHINGTON			
SPENDING	$281,372,200	$305,683,000	8.6%
LODGING	$47,698,900	$53,290,300	11.7%
FOOD & BEVERAGES	$112,614,100	$116,922,500	3.8%
RETAIL	$42,433,500	$43,734,500	3.1%
RECREATION	$26,477,000	$31,866,600	20.4%
TRANSPORTATION	$52,148,800	$59,869,200	14.8%
LABOR INCOME	$74,644,500	$81,342,000	9.0%
EMPLOYMENT	2,580	2,800	8.5%
STATE TAXES	$14,305,800	$19,964,300	
LOCAL TAXES	$9,019,500	$11,215,500	
TAX SAVINGS PER HOUSEHOLD	$427	$568	
WAYNE			
SPENDING	$9,104,100	$9,222,500	1.3%
LODGING	$2,652,500	$2,480,000	-6.5%
FOOD & BEVERAGES	$2,242,500	$2,303,000	2.7%
RETAIL	$787,800	$795,000	0.9%
RECREATION	$861,600	$926,100	7.5%
TRANSPORTATION	$2,559,700	$2,718,300	6.2%
LABOR INCOME	$2,543,000	$2,583,200	1.6%
EMPLOYMENT	100	101	1.0%
STATE TAXES	$426,800	$511,200	
LOCAL TAXES	$345,700	$466,100	
TAX SAVINGS PER HOUSEHOLD	$135	$172	

Sources: USTA , Tourism Economics

	2021	2022	% CHANGE
WEAKLEY			
SPENDING	$22,986,400	$25,633,200	11.5%
LODGING	$3,894,900	$4,855,400	24.7%
FOOD & BEVERAGES	$7,376,300	$7,694,500	4.3%
RETAIL	$2,694,000	$2,900,200	7.7%
RECREATION	$2,394,300	$2,738,700	14.4%
TRANSPORTATION	$6,626,900	$7,444,400	12.3%
LABOR INCOME	$5,524,600	$6,112,200	10.6%
EMPLOYMENT	222	236	6.3%
STATE TAXES	$1,064,700	$1,518,900	
LOCAL TAXES	$777,200	$1,015,600	
TAX SAVINGS PER HOUSEHOLD	$136	$192	
WHITE			
SPENDING	$11,077,800	$12,562,100	13.4%
LODGING	$1,378,500	$1,796,500	30.3%
FOOD & BEVERAGES	$4,415,000	$4,690,000	6.2%
RETAIL	$228,800	$241,800	5.7%
RECREATION	$550,500	$638,900	16.1%
TRANSPORTATION	$4,505,100	$5,194,900	15.3%
LABOR INCOME	$2,672,500	$3,025,100	13.2%
EMPLOYMENT	132	144	9.1%
STATE TAXES	$410,700	$627,600	
LOCAL TAXES	$386,600	$495,600	
TAX SAVINGS PER HOUSEHOLD	$78	$109	
WILLIAMSON			
SPENDING	$1,044,413,700	$1,195,800,400	14.5%
LODGING	$200,113,000	$277,265,300	38.6%
FOOD & BEVERAGES	$395,527,600	$421,629,600	6.6%
RETAIL	$146,657,800	$150,997,900	3.0%
RECREATION	$149,057,300	$170,496,900	14.4%
TRANSPORTATION	$153,058,100	$175,410,700	14.6%
LABOR INCOME	$295,814,900	$338,085,000	14.3%
EMPLOYMENT	7,543	8,379	11.1%
STATE TAXES	$55,306,400	$80,511,700	
LOCAL TAXES	$34,702,300	$49,297,000	
TAX SAVINGS PER HOUSEHOLD	$1,111	$1,522	
WILSON			
SPENDING	$295,010,300	$352,016,700	19.3%
LODGING	$65,175,100	$92,079,500	41.3%
FOOD & BEVERAGES	$99,982,900	$111,043,700	11.1%
RETAIL	$35,605,800	$37,370,700	5.0%
RECREATION	$29,971,200	$36,230,000	20.9%
TRANSPORTATION	$64,275,400	$75,292,800	17.1%
LABOR INCOME	$65,323,200	$77,475,600	18.6%
EMPLOYMENT	2,099	2,412	14.9%
STATE TAXES	$14,921,000	$22,293,300	
LOCAL TAXES	$9,243,800	$13,774,500	
TAX SAVINGS PER HOUSEHOLD	$471	$681	

2022 COUNTY RANKINGS

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

The following summarizes direct visitor spending by county (desc.); noting the annual changes in relative ranking among Tennessee's 95 counties.

RANK	COUNTY	DIRECT VISITOR SPENDING $$	POSITION CHANGE
1	DAVIDSON	$9,974,280,000	0
2	SHELBY	$4,016,268,400	0
3	SEVIER	$3,765,066,300	0
4	KNOX	$1,878,483,900	0
5	HAMILTON	$1,628,952,100	0
6	WILLIAMSON	$1,195,800,400	0
7	RUTHERFORD	$744,714,000	0
8	BLOUNT	$543,933,400	0
9	MONTGOMERY	$371,351,700	0
10	WILSON	$352,016,700	1
11	SULLIVAN	$329,912,000	-1
12	MADISON	$312,524,600	0
13	WASHINGTON	$305,683,000	0
14	CUMBERLAND	$200,507,600	1
15	SUMNER	$194,189,600	-1
16	ANDERSON	$180,849,200	1
17	BRADLEY	$178,524,400	-1
18	PUTNAM	$173,479,000	0
19	COFFEE	$137,939,300	0
20	MAURY	$126,770,700	0
21	CAMPBELL	$113,133,000	0
22	GREENE	$102,926,100	0
23	DICKSON	$97,305,200	2
24	HAMBLEN	$96,815,800	-1

RANK	COUNTY	DIRECT VISITOR SPENDING $$	POSITION CHANGE
25	LOUDON	$93,287,500	-1
26	OBION	$74,462,300	1
27	ROBERTSON	$73,928,500	2
28	JEFFERSON	$72,317,900	3
29	MCMINN	$72,209,800	-3
30	ROANE	$70,806,900	0
31	DYER	$68,721,900	-3
32	COCKE	$66,524,100	0
33	MONROE	$63,636,900	0
34	MARION	$60,834,600	0
35	HENRY	$60,018,600	1
36	FRANKLIN	$57,208,800	-1
37	CARTER	$55,212,900	0
38	HUMPHREYS	$47,960,800	0
39	HARDIN	$45,186,900	0
40	RHEA	$41,728,900	0
41	CHEATHAM	$35,582,400	3
42	DEKALB	$35,167,300	-1
43	UNION	$34,213,400	-1
44	VAN BUREN	$33,889,000	-1
45	LINCOLN	$29,751,500	0
46	POLK	$29,387,600	1
47	LAWRENCE	$28,672,000	-1
48	HENDERSON	$28,009,800	1

2022 COUNTY RANKINGS CONT.

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

RANK	COUNTY	DIRECT VISITOR SPENDING $$	POSITION CHANGE
49	BEDFORD	$27,637,100	-1
50	GILES	$25,885,300	0
51	WEAKLEY	$25,633,200	1
52	GRAINGER	$25,104,900	-1
53	MARSHALL	$24,250,300	1
54	GIBSON	$23,407,000	-1
55	CLAIBORNE	$22,953,800	0
56	WARREN	$19,691,100	0
57	HAYWOOD	$19,432,400	0
58	TIPTON	$18,293,500	0
59	JOHNSON	$18,169,800	1
60	UNICOI	$18,089,200	-1
61	BENTON	$15,509,300	0
62	GRUNDY	$14,239,400	3
63	SCOTT	$14,126,500	-1
64	PICKETT	$13,282,100	-1
65	HARDEMAN	$13,165,400	-1
66	WHITE	$12,562,100	1
67	MACON	$12,155,600	-1
68	SMITH	$10,660,400	0
69	MEIGS	$10,479,600	1
70	CARROLL	$9,898,800	-1
71	HAWKINS	$9,856,500	0
72	DECATUR	$9,454,200	1

RANK	COUNTY	DIRECT VISITOR SPENDING $$	POSITION CHANGE
73	WAYNE	$9,222,500	-1
74	MCNAIRY	$8,767,500	1
75	HICKMAN	$8,666,700	-1
76	TROUSDALE	$8,343,200	3
77	CHESTER	$8,293,600	3
78	FENTRESS	$8,292,200	-2
79	FAYETTE	$8,259,400	-2
80	LAUDERDALE	$8,152,700	-2
81	HOUSTON	$7,727,400	1
82	LAKE	$7,564,500	-1
83	OVERTON	$7,268,900	0
84	SEQUATCHIE	$6,808,800	1
85	PERRY	$6,506,400	-1
86	STEWART	$6,167,700	0
87	CLAY	$5,479,100	0
88	LEWIS	$5,077,600	0
89	MORGAN	$4,463,900	1
90	JACKSON	$4,030,300	1
91	BLEDSOE	$3,981,900	-2
92	CROCKETT	$3,016,100	0
93	HANCOCK	$1,314,600	0
94	CANNON	$1,258,300	0
95	MOORE	$942,800	0

Local and state tax calculations were refined in 2022. Please exercise caution when comparing YOY percent changes, as previous years were not adjusted.

METHODOLOGY & GLOSSARY

Sources: 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, including short term rentals. This includes food and other services provided by hotels, rentals 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 visitor 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, buses, and the local share of air transportation spending.
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.

Questions?

Josh Gibson
Director of Research
Josh.Gibson@tn.gov
615-236-5597

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.

TN Department of Tourist Development

Department of Tourist Development. Authorization No. 326180. August 2023. This public document was promulgated at a cost of $2.44 per copy.