

The SOUNDTRACK of AMERICA  
MADE IN  
**TENNESSEE**  
☆☆☆

# 2019 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE



**AUGUST 2020**

Tennessee Department of Tourist Development



# 2019 ECONOMIC IMPACT of Travel on Tennessee

Total Economic Impact includes domestic and international travel | Source: U.S. Travel Association

## \$23.27B

Travel Expenditures

↑ 5.7% INCREASE

63% GREATER than the national growth rate of 3.5%.

## \$1.92B

State & Local Tax Revenues

↑ 5.9% INCREASE

Higher than the national growth rate of 4.6%.

Travel generated over **\$75 MILLION** in NEW state tax dollars, approximately half of which directly supports **public education.**

## \$5.22B

Payroll

↑ 4.4% INCREASE

Higher than the national growth rate of 1.8%.

## 195,000

Employment

↑ 2.8% INCREASE

Higher than the national growth rate of 1.2%.

Travel-generated tax revenue reduces the average Tennessee household's state & local tax burden by **\$748 ANNUALLY.\***

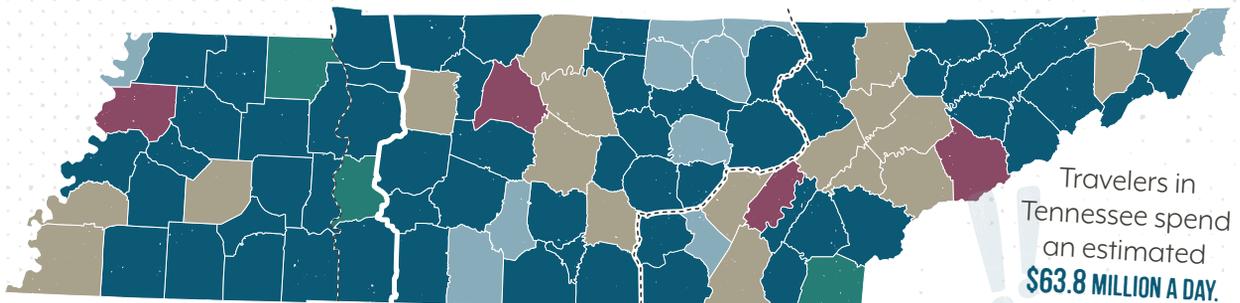


While international travel spending in the U.S. declined -1.8%, **INTERNATIONAL TRAVEL SPENDING IN TENNESSEE INCREASED 4.8%.**

\*Source: U.S. Census Bureau 2018 American Community Survey

## 92 COUNTIES SAW AN INCREASE IN DOMESTIC TRAVEL SPENDING

See pages 6–15 for complete county-level data.



Travelers in Tennessee spend an estimated **\$63.8 MILLION A DAY.**

--- Grand Divisions, Map highlights Division Manager territory

Colored by % Increase: ■ Less than 0% ■ 0% to 2% ■ 2% to 4% ■ 4% to 6% ■ Greater than 6%



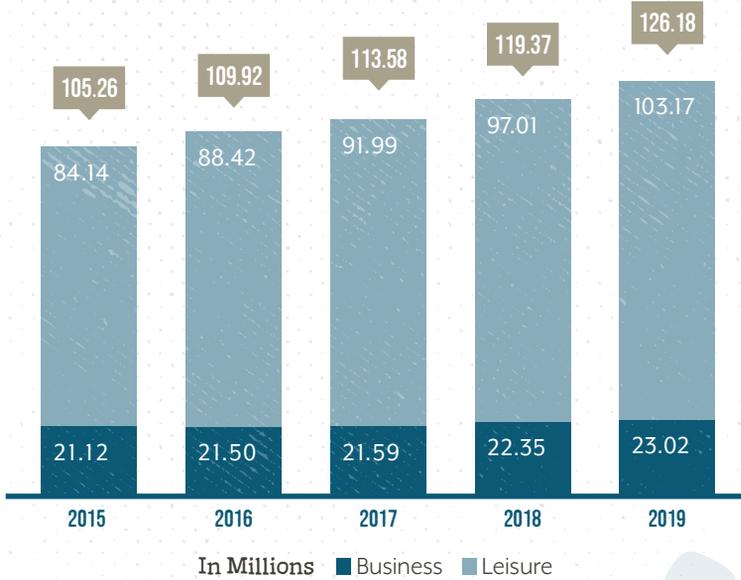
# 2019 VISITATION

Source: D.K. Shifflet & Associates

## 126.18M DOMESTIC PERSON-STAYS\*

Up 5.7% in 2019, **nearly double** the national growth rate of 2.9%.

### TENNESSEE PERSON-STAYS\* VOLUME



Overall Leisure  
Visitor Satisfaction:

# 8.69/10

Higher than the  
national average.

# \$401

Average Party Per Trip  
Spending in Tennessee\*

### RECORD SETTING

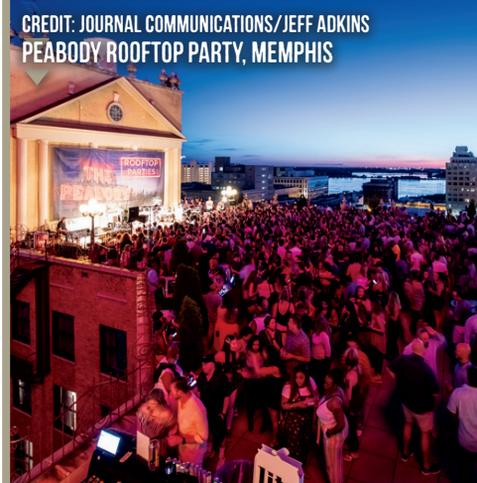
# 81.8%

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

↑ **6.3% INCREASE**



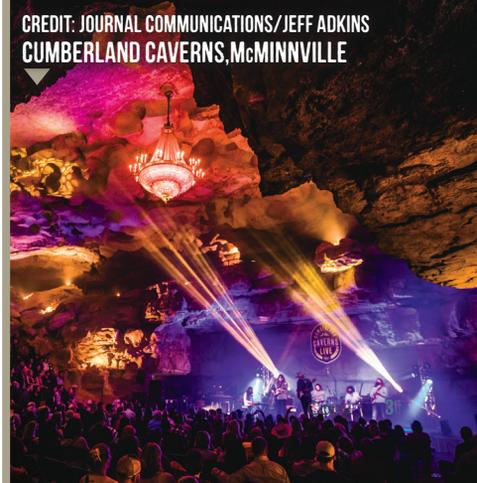
2019 NFL DRAFT, NASHVILLE  
CREDIT: NASHVILLE CONVENTION & VISITORS CORP



CREDIT: JOURNAL COMMUNICATIONS/JEFF ADKINS  
PEABODY ROOFTOP PARTY, MEMPHIS



DOLLYWOOD, PIGEON FORGE  
CREDIT: JOURNAL COMMUNICATIONS/NATHAN LAMBRECHT



CREDIT: JOURNAL COMMUNICATIONS/JEFF ADKINS  
CUMBERLAND CAVERNS, McMINNVILLE

\* The number of non-unique individuals that visited Tennessee, regardless of how long they stayed.



# 2019 ECONOMIC IMPACT of Travel on Tennessee by Industry

Source: U.S. Travel Association, Department of Revenue, Department of Labor and Workforce Development

## ALL INDUSTRIES EXPERIENCED AN INCREASE IN SPENDING IN 2019

Source: U.S. Travel Association



SECTOR	EXPENDITURES	% CHANGE
PUBLIC TRANSPORTATION	\$1,958.8 M	6.8%
AUTO TRANSPORTATION	\$3,626.7 M	3.4%
LODGING	\$4,995.6 M	7.5%
FOOD SERVICE	\$6,843.0 M	5.8%
ENTERTAINMENT & RECREATION	\$2,461.8 M	5.1%
GENERAL RETAIL TRADE	\$2,295.7 M	5.4%
INTERNATIONAL	\$1,091.6 M	4.8%

### Hotel Room Demand

## UP 4.8%

More than double national growth rate of **2.0%**.

### Air Passengers in Tennessee

## UP 12.5%

Nearly triple the national growth rate of **4.3%**

## LEISURE & HOSPITALITY

The Tennessee Departments of Revenue and Labor & Workforce Development provide data (CY 2019/2018) on the leisure and hospitality industry which includes arts, entertainment, recreation, accommodation, and food services.



Leisure & Hospitality employees make up **11.2%** of total nonfarm employment.

## 349,000

Total Employees

## 11,400

New Jobs

# 1 HIGHEST INDUSTRY GROWTH



Leisure & Hospitality sales and use tax collections make up **16.1%** of total sales and use tax collections.

## \$1.33B

State Tax Revenue

## \$85.8M

New Tax Dollars

⬆️ **6.4% INCREASE**



# 2019 ECONOMIC IMPACT of Travel on Tennessee by Industry

Total Economic Impact includes domestic and international travel | Source: U.S. Travel Association

	2018 (\$ Millions)	2019 (\$ Millions)	2019/2018 (% Change)
<b>TRAVEL EXPENDITURES</b>			
PUBLIC TRANSPORTATION	\$1,833.9	\$1,958.8	6.8%
AUTO TRANSPORTATION	\$3,508.8	\$3,626.7	3.4%
LODGING	\$4,645.6	\$4,995.6	7.5%
FOOD SERVICE	\$6,469.4	\$6,843.0	5.8%
ENTERTAINMENT & RECREATION	\$2,341.6	\$2,461.8	5.1%
GENERAL RETAIL TRADE	\$2,177.2	\$2,295.7	5.4%
<b>DOMESTIC</b>	<b>\$20,976.5</b>	<b>\$22,181.5</b>	<b>5.7%</b>
<b>INTERNATIONAL</b>	<b>\$1,041.4</b>	<b>\$1,091.6</b>	<b>4.8%</b>
<b>TOTAL</b>	<b>\$22,017.9</b>	<b>\$23,273.2</b>	<b>5.7%</b>

	(\$ Millions)	(\$ Millions)	(% Change)
<b>PAYROLL INCOME GENERATED</b>			
PUBLIC TRANSPORTATION	\$583.3	\$586.0	0.5%
AUTO TRANSPORTATION	\$180.8	\$188.3	4.1%
LODGING	\$932.2	\$987.4	5.9%
FOOD SERVICE	\$1,676.5	\$1,771.0	5.6%
ENTERTAINMENT & RECREATION	\$909.0	\$937.9	3.2%
GENERAL RETAIL TRADE	\$349.7	\$351.1	0.4%
TRAVEL PLANNING	\$118.0	\$140.0	18.7%
<b>DOMESTIC</b>	<b>\$4,749.6</b>	<b>\$4,961.7</b>	<b>4.5%</b>
<b>INTERNATIONAL</b>	<b>\$246.9</b>	<b>\$254.6</b>	<b>3.1%</b>
<b>TOTAL</b>	<b>\$4,996.4</b>	<b>\$5,216.3</b>	<b>4.4%</b>

	(Thousands)	(Thousands)	(% Change)
<b>EMPLOYMENT GENERATED</b>			
PUBLIC TRANSPORTATION	10.3	10.9	6.0%
AUTO TRANSPORTATION	5.4	5.5	1.9%
LODGING	33.9	34.9	3.0%
FOOD SERVICE	90.3	92.1	2.0%
ENTERTAINMENT & RECREATION	24.4	25.5	4.4%
GENERAL RETAIL TRADE	13.9	14.1	1.2%
TRAVEL PLANNING	2.2	2.5	15.2%
<b>DOMESTIC</b>	<b>180.5</b>	<b>185.5</b>	<b>2.8%</b>
<b>INTERNATIONAL</b>	<b>9.3</b>	<b>9.5</b>	<b>1.6%</b>
<b>TOTAL</b>	<b>189.8</b>	<b>195.0</b>	<b>2.8%</b>

	(\$ Millions)	(\$ Millions)	(% Change)
<b>TAX REVENUE GENERATED</b>			
FEDERAL	\$1,721.0	\$1,817.7	5.6%
STATE	\$1,123.4	\$1,195.4	6.4%
LOCAL	\$596.5	\$625.9	4.9%
<b>DOMESTIC</b>	<b>\$3,440.9</b>	<b>\$3,639.0</b>	<b>5.8%</b>
<b>INTERNATIONAL</b>	<b>\$200.2</b>	<b>\$208.6</b>	<b>4.2%</b>
<b>TOTAL</b>	<b>\$3,641.1</b>	<b>\$3,847.6</b>	<b>5.7%</b>



# 2019 ECONOMIC IMPACT of Travel on Tennessee

Total Economic Impact includes domestic and international travel | Source: U.S. Travel Association

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>ANDERSON</b>					
2019	\$144.68	\$27.81	1.12	\$8.83	\$3.06
2018	\$136.92	\$26.71	1.09	\$8.29	\$2.91
% CHANGE	5.66%	4.15%	2.52%	6.41%	5.17%
<b>BEDFORD</b>					
2019	\$31.09	\$6.16	0.23	\$1.84	\$1.19
2018	\$30.11	\$6.05	0.23	\$1.77	\$1.16
% CHANGE	3.27%	1.79%	0.20%	4.00%	2.79%
<b>BENTON</b>					
2019	\$29.04	\$4.78	0.16	\$1.78	\$3.05
2018	\$28.12	\$4.70	0.16	\$1.72	\$2.97
% CHANGE	3.27%	1.79%	0.20%	4.00%	2.79%
<b>BLEDSON</b>					
2019	\$3.64	\$0.54	0.02	\$0.21	\$0.57
2018	\$3.48	\$0.52	0.02	\$0.20	\$0.55
% CHANGE	4.85%	3.34%	1.73%	5.59%	4.36%
<b>BLOUNT</b>					
2019	\$425.55	\$112.99	3.69	\$23.45	\$14.38
2018	\$407.85	\$109.86	3.65	\$22.31	\$13.85
% CHANGE	4.34%	2.85%	1.24%	5.08%	3.86%
<b>BRADLEY</b>					
2019	\$152.95	\$18.59	1.05	\$9.52	\$3.20
2018	\$148.46	\$18.30	1.05	\$9.18	\$3.12
% CHANGE	3.03%	1.55%	-0.03%	3.76%	2.55%
<b>CAMPBELL</b>					
2019	\$63.56	\$12.45	0.50	\$3.74	\$3.24
2018	\$60.87	\$12.09	0.49	\$3.55	\$3.12
% CHANGE	4.43%	2.93%	1.32%	5.17%	3.94%
<b>CANNON</b>					
2019	\$4.54	\$0.48	0.01	\$0.28	\$0.31
2018	\$4.44	\$0.48	0.01	\$0.27	\$0.31
% CHANGE	2.16%	1.04%	-0.88%	2.88%	1.68%
<b>CARROLL</b>					
2019	\$21.73	\$3.27	0.12	\$1.28	\$0.81
2018	\$21.07	\$3.22	0.12	\$1.24	\$0.79
% CHANGE	3.15%	1.67%	0.08%	3.88%	2.67%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>CARTER</b>					
2019	\$42.17	\$6.59	0.22	\$2.59	\$2.60
2018	\$40.94	\$6.49	0.22	\$2.49	\$2.54
% CHANGE	3.01%	1.53%	-0.05%	3.74%	2.53%
<b>CHEATHAM</b>					
2019	\$24.79	\$4.75	0.16	\$1.45	\$0.83
2018	\$24.00	\$4.66	0.15	\$1.40	\$0.81
% CHANGE	3.27%	1.79%	0.21%	4.01%	2.79%
<b>CHESTER</b>					
2019	\$12.46	\$1.36	0.04	\$0.78	\$0.39
2018	\$12.21	\$1.35	0.04	\$0.76	\$0.38
% CHANGE	2.06%	0.89%	-0.98%	2.78%	1.58%
<b>CLAIBORNE</b>					
2019	\$21.83	\$3.88	0.15	\$1.28	\$1.61
2018	\$21.14	\$3.81	0.15	\$1.23	\$1.57
% CHANGE	3.26%	1.78%	0.19%	4.00%	2.78%
<b>CLAY</b>					
2019	\$7.44	\$1.74	0.05	\$0.42	\$0.64
2018	\$7.31	\$1.73	0.05	\$0.41	\$0.63
% CHANGE	1.75%	0.83%	-1.27%	2.48%	1.41%
<b>COCKE</b>					
2019	\$52.62	\$10.91	0.48	\$3.10	\$2.30
2018	\$50.98	\$10.72	0.48	\$2.98	\$2.24
% CHANGE	3.22%	1.74%	0.16%	3.96%	2.74%
<b>COFFEE</b>					
2019	\$104.46	\$20.94	0.82	\$6.25	\$2.71
2018	\$100.23	\$20.39	0.82	\$5.95	\$2.61
% CHANGE	4.22%	2.72%	1.12%	4.96%	3.73%
<b>CROCKETT</b>					
2019	\$9.75	\$1.62	0.07	\$0.57	\$0.42
2018	\$9.52	\$1.61	0.07	\$0.56	\$0.41
% CHANGE	2.41%	0.95%	-0.63%	3.14%	1.94%
<b>CUMBERLAND</b>					
2019	\$132.10	\$30.56	1.10	\$7.66	\$5.45
2018	\$127.80	\$29.99	1.09	\$7.36	\$5.29
% CHANGE	3.37%	1.88%	0.29%	4.10%	2.88%
<b>DAVIDSON</b>					
2019	\$7,524.26	\$1,902.76	74.44	\$377.42	\$189.01
2018	\$6,961.35	\$1,786.00	71.14	\$346.72	\$175.69
% CHANGE	8.09%	6.54%	4.64%	8.86%	7.58%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>DECATUR</b>					
2019	\$14.50	\$1.98	0.05	\$0.83	\$2.53
2018	\$14.15	\$1.96	0.05	\$0.80	\$2.48
% CHANGE	2.49%	1.02%	-0.56%	3.22%	2.01%
<b>DEKALB</b>					
2019	\$51.20	\$11.05	0.34	\$3.00	\$6.62
2018	\$49.54	\$10.85	0.33	\$2.88	\$6.44
% CHANGE	3.35%	1.87%	0.28%	4.08%	2.87%
<b>DICKSON</b>					
2019	\$77.45	\$15.58	0.66	\$4.64	\$1.87
2018	\$74.09	\$15.11	0.65	\$4.40	\$1.79
% CHANGE	4.54%	3.04%	1.44%	5.29%	4.06%
<b>DYER</b>					
2019	\$68.14	\$12.44	0.49	\$4.22	\$1.57
2018	\$64.18	\$11.89	0.48	\$3.95	\$1.49
% CHANGE	6.17%	4.64%	3.01%	6.92%	5.67%
<b>FAYETTE</b>					
2019	\$10.11	\$1.48	0.05	\$0.59	\$0.55
2018	\$9.79	\$1.45	0.05	\$0.57	\$0.53
% CHANGE	3.34%	1.86%	0.27%	4.07%	2.86%
<b>FENTRESS</b>					
2019	\$13.32	\$2.24	0.09	\$0.79	\$0.89
2018	\$13.02	\$2.22	0.09	\$0.76	\$0.87
% CHANGE	2.26%	0.80%	-0.78%	2.99%	1.79%
<b>FRANKLIN</b>					
2019	\$25.67	\$4.70	0.16	\$1.58	\$1.18
2018	\$24.71	\$4.59	0.16	\$1.51	\$1.14
% CHANGE	3.86%	2.37%	0.78%	4.60%	3.38%
<b>GIBSON</b>					
2019	\$51.45	\$6.75	0.24	\$3.32	\$1.51
2018	\$49.87	\$6.64	0.24	\$3.19	\$1.47
% CHANGE	3.19%	1.71%	0.12%	3.92%	2.71%
<b>GILES</b>					
2019	\$26.18	\$4.30	0.16	\$1.63	\$1.11
2018	\$25.69	\$4.27	0.16	\$1.59	\$1.10
% CHANGE	1.90%	0.66%	-1.13%	2.63%	1.43%
<b>GRAINGER</b>					
2019	\$18.01	\$2.96	0.09	\$1.03	\$0.34
2018	\$17.39	\$2.90	0.09	\$0.99	\$0.33
% CHANGE	3.59%	2.10%	0.51%	4.33%	3.11%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>GREENE</b>					
2019	\$96.77	\$17.42	0.63	\$5.96	\$2.54
2018	\$94.09	\$17.18	0.64	\$5.75	\$2.48
% CHANGE	2.86%	1.38%	-0.20%	3.59%	2.38%
<b>GRUNDY</b>					
2019	\$9.39	\$1.18	0.02	\$0.56	\$1.64
2018	\$9.15	\$1.17	0.02	\$0.54	\$1.60
% CHANGE	2.55%	1.08%	-0.50%	3.28%	2.07%
<b>HAMBLEN</b>					
2019	\$109.33	\$11.65	0.57	\$6.79	\$2.37
2018	\$106.65	\$11.53	0.58	\$6.58	\$2.32
% CHANGE	2.52%	1.05%	-0.53%	3.25%	2.04%
<b>HAMILTON</b>					
2019	\$1,219.79	\$226.85	9.11	\$71.71	\$26.67
2018	\$1,165.45	\$219.90	8.97	\$68.03	\$25.61
% CHANGE	4.66%	3.16%	1.55%	5.41%	4.18%
<b>HANCOCK</b>					
2019	\$1.35	\$0.17	0.01	\$0.08	\$0.28
2018	\$1.33	\$0.17	0.01	\$0.08	\$0.27
% CHANGE	2.00%	0.81%	-1.03%	2.73%	1.53%
<b>HARDEMAN</b>					
2019	\$27.87	\$4.41	0.16	\$1.67	\$1.57
2018	\$26.89	\$4.32	0.16	\$1.60	\$1.52
% CHANGE	3.65%	2.16%	0.57%	4.38%	3.16%
<b>HARDIN</b>					
2019	\$45.23	\$8.19	0.25	\$2.70	\$3.80
2018	\$43.78	\$8.04	0.25	\$2.59	\$3.69
% CHANGE	3.31%	1.83%	0.24%	4.05%	2.83%
<b>HAWKINS</b>					
2019	\$40.37	\$6.82	0.25	\$2.33	\$2.19
2018	\$39.08	\$6.70	0.25	\$2.24	\$2.13
% CHANGE	3.30%	1.82%	0.23%	4.04%	2.82%
<b>HAYWOOD</b>					
2019	\$16.58	\$2.67	0.09	\$0.98	\$0.72
2018	\$16.09	\$2.63	0.09	\$0.95	\$0.70
% CHANGE	3.01%	1.54%	-0.05%	3.75%	2.53%
<b>HENDERSON</b>					
2019	\$30.61	\$4.70	0.18	\$1.87	\$0.96
2018	\$29.54	\$4.60	0.18	\$1.79	\$0.93
% CHANGE	3.64%	2.16%	0.56%	4.38%	3.16%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>HENRY</b>					
2019	\$57.69	\$10.73	0.32	\$3.39	\$7.21
2018	\$58.57	\$11.05	0.33	\$3.41	\$7.40
% CHANGE	-1.51%	-2.92%	-4.44%	-0.57%	-2.56%
<b>HICKMAN</b>					
2019	\$9.03	\$1.39	0.05	\$0.53	\$0.85
2018	\$8.83	\$1.38	0.05	\$0.52	\$0.84
% CHANGE	2.26%	0.80%	-0.77%	2.99%	1.79%
<b>HOUSTON</b>					
2019	\$6.47	\$1.03	0.04	\$0.38	\$0.69
2018	\$6.25	\$1.01	0.04	\$0.36	\$0.67
% CHANGE	3.50%	2.02%	0.43%	4.24%	3.02%
<b>HUMPHREYS</b>					
2019	\$39.01	\$7.96	0.29	\$2.09	\$2.53
2018	\$37.81	\$7.83	0.29	\$2.01	\$2.46
% CHANGE	3.17%	1.69%	0.11%	3.91%	2.69%
<b>JACKSON</b>					
2019	\$2.45	\$0.36	0.01	\$0.15	\$0.30
2018	\$2.42	\$0.36	0.01	\$0.15	\$0.29
% CHANGE	1.28%	-0.18%	-1.73%	1.60%	0.80%
<b>JEFFERSON</b>					
2019	\$66.18	\$13.47	0.47	\$4.06	\$4.76
2018	\$64.42	\$13.30	0.47	\$3.93	\$4.66
% CHANGE	2.73%	1.26%	-0.32%	3.46%	2.25%
<b>JOHNSON</b>					
2019	\$10.31	\$1.97	0.06	\$0.59	\$0.78
2018	\$10.13	\$1.95	0.06	\$0.58	\$0.77
% CHANGE	1.72%	0.78%	-1.30%	2.44%	1.25%
<b>KNOX</b>					
2019	\$1,222.45	\$239.98	10.70	\$64.04	\$28.59
2018	\$1,174.09	\$233.84	10.59	\$61.07	\$27.58
% CHANGE	4.12%	2.63%	1.03%	4.86%	3.63%
<b>LAKE</b>					
2019	\$11.51	\$2.46	0.10	\$0.66	\$0.85
2018	\$11.33	\$2.44	0.11	\$0.65	\$0.84
% CHANGE	1.60%	0.92%	-1.42%	2.32%	1.13%
<b>LAUDERDALE</b>					
2019	\$18.38	\$2.65	0.09	\$1.08	\$1.45
2018	\$17.99	\$2.62	0.09	\$1.05	\$1.42
% CHANGE	2.16%	1.05%	-0.87%	2.89%	1.69%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>LAWRENCE</b>					
2019	\$44.85	\$7.03	0.24	\$2.74	\$1.21
2018	\$43.54	\$6.93	0.24	\$2.64	\$1.18
% CHANGE	3.00%	1.52%	-0.06%	3.73%	2.52%
<b>LEWIS</b>					
2019	\$7.14	\$1.19	0.05	\$0.42	\$0.34
2018	\$6.97	\$1.18	0.05	\$0.40	\$0.33
% CHANGE	2.44%	0.97%	-0.60%	3.17%	1.96%
<b>LINCOLN</b>					
2019	\$25.19	\$3.89	0.15	\$1.57	\$0.79
2018	\$24.32	\$3.81	0.15	\$1.50	\$0.77
% CHANGE	3.55%	2.07%	0.48%	4.29%	3.07%
<b>LOUDON</b>					
2019	\$63.92	\$12.26	0.48	\$3.92	\$1.59
2018	\$60.91	\$11.85	0.47	\$3.71	\$1.52
% CHANGE	4.93%	3.43%	1.82%	5.68%	4.45%
<b>MCMINN</b>					
2019	\$49.94	\$8.56	0.34	\$3.05	\$1.22
2018	\$48.35	\$8.41	0.34	\$2.94	\$1.18
% CHANGE	3.29%	1.81%	0.22%	4.03%	2.81%
<b>MCNAIRY</b>					
2019	\$12.43	\$1.87	0.06	\$0.72	\$0.68
2018	\$12.18	\$1.85	0.06	\$0.70	\$0.67
% CHANGE	2.03%	0.96%	-1.00%	2.76%	1.56%
<b>MACON</b>					
2019	\$8.44	\$1.36	0.05	\$0.49	\$0.44
2018	\$8.18	\$1.34	0.05	\$0.48	\$0.43
% CHANGE	3.19%	1.71%	0.13%	3.93%	2.71%
<b>MADISON</b>					
2019	\$226.55	\$47.28	1.93	\$13.62	\$4.80
2018	\$214.83	\$45.49	1.89	\$12.82	\$4.57
% CHANGE	5.46%	3.95%	2.32%	6.21%	4.97%
<b>MARION</b>					
2019	\$41.92	\$8.28	0.32	\$2.53	\$1.50
2018	\$40.62	\$8.14	0.32	\$2.44	\$1.46
% CHANGE	3.20%	1.72%	0.13%	3.93%	2.72%
<b>MARSHALL</b>					
2019	\$24.95	\$4.89	0.17	\$1.53	\$0.65
2018	\$24.51	\$4.85	0.17	\$1.50	\$0.64
% CHANGE	1.81%	0.79%	-1.22%	2.53%	1.33%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>MAURY</b>					
2019	\$143.27	\$22.77	0.88	\$8.83	\$2.94
2018	\$138.87	\$22.39	0.88	\$8.50	\$2.87
% CHANGE	3.17%	1.69%	0.10%	3.90%	2.69%
<b>MEIGS</b>					
2019	\$7.97	\$1.51	0.04	\$0.46	\$1.03
2018	\$7.76	\$1.49	0.04	\$0.45	\$1.00
% CHANGE	2.80%	1.33%	-0.25%	3.54%	2.32%
<b>MONROE</b>					
2019	\$43.28	\$8.46	0.31	\$2.55	\$2.89
2018	\$41.86	\$8.30	0.31	\$2.45	\$2.81
% CHANGE	3.40%	1.91%	0.32%	4.13%	2.91%
<b>MONTGOMERY</b>					
2019	\$254.42	\$49.23	1.91	\$15.97	\$4.78
2018	\$244.72	\$48.04	1.90	\$15.25	\$4.62
% CHANGE	3.97%	2.48%	0.88%	4.71%	3.48%
<b>MOORE</b>					
2019	\$7.08	\$1.04	0.05	\$0.49	\$0.17
2018	\$6.92	\$1.04	0.05	\$0.47	\$0.17
% CHANGE	2.32%	0.86%	-0.72%	3.05%	1.85%
<b>MORGAN</b>					
2019	\$5.33	\$0.63	0.01	\$0.32	\$0.67
2018	\$5.21	\$0.62	0.01	\$0.31	\$0.66
% CHANGE	2.28%	0.82%	-0.76%	3.01%	1.81%
<b>OBION</b>					
2019	\$58.36	\$10.97	0.41	\$3.51	\$1.73
2018	\$56.26	\$10.73	0.41	\$3.36	\$1.68
% CHANGE	3.74%	2.25%	0.65%	4.48%	3.25%
<b>OVERTON</b>					
2019	\$8.43	\$1.40	0.05	\$0.51	\$0.52
2018	\$8.40	\$1.42	0.05	\$0.51	\$0.52
% CHANGE	0.32%	-1.11%	-2.66%	0.73%	-0.19%
<b>PERRY</b>					
2019	\$7.03	\$0.97	0.02	\$0.38	\$1.79
2018	\$7.16	\$1.00	0.02	\$0.38	\$1.86
% CHANGE	-1.77%	-3.18%	-4.69%	-0.75%	-3.35%
<b>PICKETT</b>					
2019	\$8.15	\$1.86	0.06	\$0.45	\$1.14
2018	\$8.02	\$1.86	0.06	\$0.44	\$1.12
% CHANGE	1.51%	0.05%	-1.51%	1.79%	1.34%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>POLK</b>					
2019	\$30.06	\$7.60	0.24	\$1.64	\$2.58
2018	\$30.42	\$7.80	0.25	\$1.64	\$2.63
% CHANGE	-1.17%	-2.59%	-4.11%	-0.37%	-2.12%
<b>PUTNAM</b>					
2019	\$145.45	\$26.99	1.09	\$8.84	\$2.92
2018	\$140.15	\$26.39	1.08	\$8.46	\$2.82
% CHANGE	3.78%	2.29%	0.70%	4.52%	3.30%
<b>RHEA</b>					
2019	\$42.39	\$8.24	0.30	\$2.49	\$2.79
2018	\$39.73	\$7.84	0.29	\$2.32	\$2.63
% CHANGE	6.69%	5.17%	3.52%	7.45%	6.20%
<b>ROANE</b>					
2019	\$74.23	\$12.79	0.49	\$4.48	\$3.80
2018	\$71.32	\$12.47	0.48	\$4.27	\$3.66
% CHANGE	4.07%	2.58%	0.98%	4.81%	3.59%
<b>ROBERTSON</b>					
2019	\$61.86	\$9.75	0.36	\$4.05	\$1.64
2018	\$60.06	\$9.60	0.36	\$3.90	\$1.60
% CHANGE	3.00%	1.52%	-0.06%	3.73%	2.52%
<b>RUTHERFORD</b>					
2019	\$385.22	\$70.92	2.87	\$23.60	\$8.12
2018	\$367.60	\$68.66	2.82	\$22.36	\$7.78
% CHANGE	4.79%	3.29%	1.68%	5.54%	4.31%
<b>SCOTT</b>					
2019	\$12.60	\$1.94	0.08	\$0.71	\$0.73
2018	\$12.24	\$1.91	0.08	\$0.68	\$0.72
% CHANGE	2.94%	1.47%	-0.12%	3.68%	2.46%
<b>SEQUATCHIE</b>					
2019	\$7.30	\$1.13	0.03	\$0.42	\$0.53
2018	\$7.22	\$1.14	0.03	\$0.42	\$0.53
% CHANGE	1.07%	-0.38%	-1.94%	1.43%	0.71%
<b>SEVIER</b>					
2019	\$2,623.99	\$672.02	25.84	\$148.58	\$75.24
2018	\$2,457.95	\$638.65	24.94	\$138.20	\$70.81
% CHANGE	6.76%	5.23%	3.58%	7.52%	6.26%
<b>SHELBY</b>					
2019	\$3,812.49	\$803.30	23.67	\$188.71	\$105.12
2018	\$3,652.27	\$780.73	23.37	\$179.50	\$101.17
% CHANGE	4.39%	2.89%	1.29%	5.13%	3.90%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>SMITH</b>					
2019	\$12.84	\$1.73	0.06	\$0.78	\$0.55
2018	\$12.44	\$1.70	0.06	\$0.75	\$0.54
% CHANGE	3.21%	1.73%	0.15%	3.95%	2.73%
<b>STEWART</b>					
2019	\$9.31	\$1.24	0.03	\$0.54	\$1.36
2018	\$8.98	\$1.21	0.03	\$0.52	\$1.32
% CHANGE	3.61%	2.13%	0.54%	4.35%	3.13%
<b>SULLIVAN</b>					
2019	\$427.36	\$121.07	3.64	\$23.58	\$11.52
2018	\$410.06	\$117.86	3.60	\$22.46	\$11.11
% CHANGE	4.22%	2.72%	1.12%	4.96%	3.73%
<b>SUMNER</b>					
2019	\$165.03	\$28.96	1.15	\$10.26	\$3.72
2018	\$157.99	\$28.12	1.14	\$9.75	\$3.58
% CHANGE	4.46%	2.96%	1.35%	5.20%	3.97%
<b>TIPTON</b>					
2019	\$38.93	\$5.93	0.23	\$2.49	\$1.24
2018	\$37.21	\$5.75	0.22	\$2.37	\$1.19
% CHANGE	4.61%	3.11%	1.50%	5.35%	4.12%
<b>TROUSDALE</b>					
2019	\$4.33	\$0.55	0.02	\$0.26	\$0.14
2018	\$4.23	\$0.54	0.02	\$0.26	\$0.14
% CHANGE	2.47%	1.00%	-0.58%	3.20%	1.99%
<b>UNICOI</b>					
2019	\$9.74	\$2.20	0.08	\$0.54	\$0.78
2018	\$9.51	\$2.18	0.08	\$0.53	\$0.77
% CHANGE	2.41%	0.94%	-0.63%	3.14%	1.93%
<b>UNION</b>					
2019	\$7.26	\$1.30	0.03	\$0.42	\$1.06
2018	\$7.03	\$1.28	0.03	\$0.40	\$1.03
% CHANGE	3.23%	1.75%	0.17%	3.97%	2.75%
<b>VAN BUREN</b>					
2019	\$10.02	\$2.38	0.07	\$0.57	\$1.04
2018	\$9.80	\$2.36	0.07	\$0.55	\$1.02
% CHANGE	2.29%	0.83%	-0.75%	3.02%	1.82%
<b>WARREN</b>					
2019	\$27.49	\$4.65	0.16	\$1.64	\$1.08
2018	\$26.64	\$4.57	0.16	\$1.57	\$1.06
% CHANGE	3.20%	1.72%	0.13%	3.93%	2.72%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>WASHINGTON</b>					
2019	\$283.55	\$37.98	2.02	\$16.87	\$6.49
2018	\$272.55	\$37.04	2.00	\$16.10	\$6.27
% CHANGE	4.03%	2.54%	0.94%	4.78%	3.55%

<b>WAYNE</b>					
2019	\$11.61	\$2.11	0.07	\$0.69	\$0.73
2018	\$11.37	\$2.09	0.07	\$0.67	\$0.72
% CHANGE	2.16%	0.94%	-0.87%	2.89%	1.69%

<b>WEAKLEY</b>					
2019	\$22.35	\$3.54	0.13	\$1.35	\$0.74
2018	\$21.69	\$3.49	0.13	\$1.30	\$0.72
% CHANGE	3.00%	1.53%	-0.06%	3.74%	2.52%

<b>WHITE</b>					
2019	\$23.79	\$2.83	0.09	\$1.44	\$1.11
2018	\$23.49	\$2.83	0.09	\$1.42	\$1.10
% CHANGE	1.26%	-0.19%	-1.75%	1.58%	0.94%

<b>WILLIAMSON</b>					
2019	\$497.20	\$96.57	3.74	\$29.85	\$10.03
2018	\$479.58	\$94.51	3.71	\$28.59	\$9.72
% CHANGE	3.67%	2.19%	0.59%	4.41%	3.19%

<b>WILSON</b>					
2019	\$181.02	\$36.80	1.37	\$10.86	\$5.28
2018	\$172.25	\$35.52	1.34	\$10.26	\$5.04
% CHANGE	5.09%	3.59%	1.97%	5.84%	4.60%

	EXPENDITURES (\$ Millions)	PAYROLL (\$ Millions)	EMPLOYMENT (Thousands)	STATE TAX RECEIPTS (\$ Millions)	LOCAL TAX RECEIPTS (\$ Millions)
<b>DOMESTIC TOTAL</b>					
2019	\$22,181.52	\$4,961.69	185.54	\$1,195.41	\$625.90
2018	\$20,976.49	\$4,749.57	180.45	\$1,123.39	\$596.50
% CHANGE	5.74%	4.47%	2.82%	6.41%	4.93%

<b>INTERNATIONAL TOTAL</b>					
2019	\$1,091.63	\$254.63	9.45	\$62.60	\$35.60
2018	\$1,041.40	\$246.88	9.30	\$59.60	\$33.90
% CHANGE	4.82%	3.14%	1.60%	5.03%	5.01%

<b>GRAND TOTAL</b>					
2019	\$23,273.15	\$5,216.32	194.99	\$1,258.01	\$661.50
2018	\$22,017.89	\$4,996.45	189.76	\$1,182.99	\$630.40
% CHANGE	5.70%	4.40%	2.76%	6.34%	4.93%



# 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**

Longitude West 86 from Greenwich  
Published by A. Finley Hulst