Cocke County, TN
2006 Tourism Economic Fact Sheet

Yearly 2006 tourist activity in the county
• Generated $35.38 million in direct tourist spending
• Produced $7.11 million in worker income & paychecks
• Created $1.55 million in local county tax revenues
• Created $2.03 million in State tax revenue
• Generated 423 jobs Source: [1]

Tourism impacts on 2006 county education funding
Funding for county school systems and education comes from four revenue sources: local-county, state, federal & bonds.
• Tourism activity in the county generated $1.55 million in local tax revenues, which is enough tax revenue to contribute 16.29% of the local county portion of the school system’s education budget. Source: [1], [2], [3]

Daily 2006 tourists activity in the county
On an average day in the county, tourists spent $96,921 broken down into the following areas:

Tourists spent:
• $31,015 daily in restaurants, drinking places and grocery stores
• $27,913 daily on transportation (air, car/truck, bus, taxi, gas, car rentals)
• $16,573 daily on hotels & lodging (includes motels, campgrounds, vacation homes/condos, bed & breakfast)
• $10,952 daily on retail trade (includes gifts, clothes, souvenirs, incidental retail)
• $10,467 daily on entertainment & recreation (includes parks, museums, historical sites, amusements, performing arts/shows, golf, fishing, water sports, spectator sports, theme parks) Source: [1], [2]

2006 Tourism tax impacts on county households
As a result of taxes generated by tourist activity in the county:
• Each household pays $218 less in local and state taxes
• Each household pays $95 less in local county taxes
• Each household pays $124 less in State taxes Source: [2], [4]

Also on an average day in 2006, tourist spending in the county
• Created $4,258 daily in local county tax revenues
• Created $5,566 daily in State tax revenues
• Generated $19,470 daily in worker paychecks Source: [1], [2]

Sources
[2] Tourism Institute, University of Tennessee - Knoxville; Dr. Steve Morse; Web: www.utk.edu/tourism

Tourism Institute, University of Tennessee - Knoxville
Dr. Steve Morse, Director & Economist; Ph: (865) 974-6249
E-mail: smorse@utk.edu; Web site: www.utk.edu/tourism