Johnson County, TN  
2006 Tourism Economic Fact Sheet

Yearly 2006 tourist activity in the county
- Generated $8.54 million in direct tourist spending
- Produced $1.56 million in worker income & paychecks
- Created $650,000 in local county tax revenues
- Created $480,000 in State tax revenue
- Generated 68 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 $650,000 in local tax revenues, which is enough tax revenue to contribute 16.13% 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 $23,404 broken down into the following areas:

Tourists spent:
- $7,489 daily in restaurants, drinking places and grocery stores
- $16,740 daily on transportation (air, car/truck, bus, taxi, gas, car rentals)
- $4,002 daily on hotels & lodging (includes motels, campgrounds, vacation homes/condos, bed & breakfast)
- $2,645 daily on retail trade (gifts, clothes, souvenirs, incidental retail)
- $2,528 daily on entertainment & recreation (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 $134 less in local and state taxes
- Each household pays $77 less in local county taxes
- Each household pays $57 less in State taxes
Source: [2], [4]

Also on an average day in 2006, tourist spending in the county
- Created $1,779 daily in local county tax revenues
- Created $1,328 daily in State tax revenues
- Generated $4,283 daily in worker paychecks Source: [1], [2]

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