Marshall County, TN
2006 Tourism Economic Fact Sheet

Yearly 2006 tourist activity in the county

• Generated $20.18 million in direct tourist spending
• Produced $3.65 million in worker income & paychecks
• Created $530,000 in local county tax revenues
• Created $1.24 million in State tax revenue
• Generated 169 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 $530,000 in local tax revenues, which is enough tax revenue to contribute 4.37% 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 $55,298 broken down into the following areas:

Tourists spent:
• $17,695 daily in restaurants, drinking places and grocery stores
• $15,926 daily on transportation (air, car/truck, bus, taxi, gas, car rentals)
• $9,456 daily on hotels & lodging (includes motels, campgrounds, vacation homes/condos, bed & breakfast)
• $6,249 daily on retail trade (gifts, clothes, souvenirs, incidental retail)
• $5,972 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 $143 less in local and state taxes
• Each household pays $43 less in local county taxes
• Each household pays $100 less in State taxes
Source: [2], [4]

Also on an average day in 2006, tourist spending in the county

• Created $1,445 daily in local county tax revenues
• Created $3,392 daily in State tax revenues
• Generated $9,992 daily in worker paychecks Source: [1], [2]

Sources
[1]  TN Dept. of Tourist Development; “The Economic Impact of Travel on Tennessee Coun-
ties - 2006.” Nashville, TN; Web: www.tnvacation.com
[2]  Tourism Institute, University of Tennessee - Knoxville; Dr. Steve Morse; Web: www.utk.edu/tourism