Bradley County, TN

Hotel, Restaurant, and Travel Industries: Economic Profile and Business Trends, 2006

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Report prepared by:

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Report also available on web site at: http://utk.edu/tourism

With support from:

Dr. Bob Rider, Dean
College of Education, Health, and Human Sciences

Dr. Nancy Fair, Head
Department of Retail, Hospitality, and Tourism Management

About this report:

The purpose of this county level report is to examine the direct business activity in the hotel, restaurant, and travel sectors of the local economy generated from all consumer spending. This report is not an economic impact report of tourist spending and multiplier impacts on jobs and revenues. For a county economic impact report from tourist spending see the publication The Economic Impact of Travel on Tennessee Counties from the Tennessee Department of Tourist Development at http://www.tennessee.gov/tourdev/reports.html.

1. Bradley County employment & number of establishments for Hotel, Restaurant, and Travel industries, 2005

2. Bradley County ranking of Hotel, Restaurant, and Travel Industry employment to other county industries, 2005

3. Bradley County tax revenues generated, 2004 - 2005 for:
   - Restaurant & Drinking Places
   - Hotel & Lodging
   - Arts, Entertainment, & Recreation

4. Bradley County employment and number of establishments by quarter & year, 2003 - 2005 for:
   - Restaurant & Drinking Places
   - Hotel & Lodging
   - Arts, Entertainment & Recreation

5. Bradley County Gross Sales by Month, 2004 - 2006 for:
   - Restaurant & Drinking Places
   - Hotel & Lodging
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BRADLEY COUNTY, TN
Importance of the Hotel, Restaurant & Travel Industry to the
Bradley County Economy

Bradley County Employment and Number of Establishments in the Hotel, Restaurant, & Tourism Sectors, 2005

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Sector/Sub-Sector</th>
<th># of Employees</th>
<th># of Establishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>721</td>
<td>Accommodations</td>
<td>263</td>
<td>23</td>
</tr>
<tr>
<td>722</td>
<td>Food Services and Drinking Places</td>
<td>2,522</td>
<td>108</td>
</tr>
<tr>
<td>7221</td>
<td>Full-Service Restaurants</td>
<td>ND</td>
<td>51</td>
</tr>
<tr>
<td>7222</td>
<td>Limited-Service Eating Places</td>
<td>ND</td>
<td>55</td>
</tr>
<tr>
<td>7223</td>
<td>Special Food Services</td>
<td>ND</td>
<td>2</td>
</tr>
<tr>
<td>7224</td>
<td>Drinking Places (Alcoholic Beverages)</td>
<td>ND</td>
<td></td>
</tr>
<tr>
<td>71</td>
<td>Arts, Entertainment, and Recreation</td>
<td>191</td>
<td>17</td>
</tr>
<tr>
<td>7111</td>
<td>Performing Arts Companies</td>
<td>ND</td>
<td>2</td>
</tr>
<tr>
<td>7112</td>
<td>Spectator Sports</td>
<td>ND</td>
<td>1</td>
</tr>
<tr>
<td>7113</td>
<td>Performing Arts and Sports Promoters</td>
<td>NC</td>
<td>NC</td>
</tr>
<tr>
<td>7114</td>
<td>Agents and Managers for Public Figures</td>
<td>ND</td>
<td>1</td>
</tr>
<tr>
<td>7115</td>
<td>Independent Artists/ Writers/ Performers</td>
<td>NC</td>
<td>ND</td>
</tr>
<tr>
<td>712</td>
<td>Museums, Parks and Historical Sites</td>
<td>NC</td>
<td>ND</td>
</tr>
<tr>
<td>713</td>
<td>Amusement, Gambling &amp; Recreation</td>
<td>184</td>
<td>13</td>
</tr>
<tr>
<td>481</td>
<td>Air transportation</td>
<td>ND</td>
<td>2</td>
</tr>
<tr>
<td>4853</td>
<td>Taxi and Limousine Service</td>
<td>NC</td>
<td>NC</td>
</tr>
<tr>
<td>4855</td>
<td>Charter bus industry</td>
<td>ND</td>
<td>1</td>
</tr>
<tr>
<td>487</td>
<td>Scenic and Sightseeing Transportation</td>
<td>NC</td>
<td>NC</td>
</tr>
<tr>
<td>5615</td>
<td>Travel Arrangement and Reservation Services</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>56192</td>
<td>Convention and Trade Show Organizers</td>
<td>NC</td>
<td>NC</td>
</tr>
</tbody>
</table>

Total: Hotel, Restaurant, & Tourism Sector 2,991 154

Source: TN Dept. of Labor and Workforce Development; U.S. Dept. of Labor, Bureau of Labor Statistics, and Tourism Institute, University of Tennessee

Total: Hotel, Restaurant, & Tourism Sector = Summation of North American Industry Classification System (NAICS) codes 71, 721, 722, 481, 4853, 4855, 487, 5615, & 56192

NC = Not Calculable, the data does not exist or it is zero
ND = Not Disclosable
Bradley County, TN
Ranking of Hotel, Restaurant & Travel Industries by Employment Relative to Other Industries, 2005

Bradley Co. Rank of Industries by Percent Employment Compared to Tennessee, 2005

<table>
<thead>
<tr>
<th>County Industry Rank</th>
<th>Industry</th>
<th>Bradley County</th>
<th>Tennessee Statewide</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Manufacturing</td>
<td>30.61%</td>
<td>16.00%</td>
</tr>
<tr>
<td>2</td>
<td>Trade, Transportation, and Utilities</td>
<td>20.74%</td>
<td>24.44%</td>
</tr>
<tr>
<td>3</td>
<td>Professional and Business Services</td>
<td>13.47%</td>
<td>12.15%</td>
</tr>
<tr>
<td>4</td>
<td>Education and Health Services</td>
<td>12.48%</td>
<td>20.82%</td>
</tr>
<tr>
<td>5</td>
<td><strong>Hotel, Restaurant, and Travel</strong></td>
<td><strong>9.16%</strong></td>
<td><strong>10.78%</strong></td>
</tr>
<tr>
<td>6</td>
<td>Financial Activities</td>
<td>4.59%</td>
<td>5.60%</td>
</tr>
<tr>
<td>7</td>
<td>Construction</td>
<td>4.33%</td>
<td>5.00%</td>
</tr>
<tr>
<td>8</td>
<td>Other Services</td>
<td>3.51%</td>
<td>2.79%</td>
</tr>
<tr>
<td>9</td>
<td>Information</td>
<td>0.71%</td>
<td>1.96%</td>
</tr>
<tr>
<td>10</td>
<td>Natural Resources and Mining</td>
<td>0.38%</td>
<td>0.39%</td>
</tr>
<tr>
<td>11</td>
<td>Unclassified</td>
<td>0.02%</td>
<td>0.07%</td>
</tr>
</tbody>
</table>

Source: TN Dept. of Labor and Workforce Development; U.S. Dept. of Labor, Bureau of Labor Statistics, and Tourism Institute, University of Tennessee
NC = Not Calculable, the data does not exist or it is zero
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BRADLEY COUNTY, TN
County Tax Revenues Generated, 2004-2005
Hotel & Lodging, Restaurant, & Arts, Entertainment, Recreation

BRADLEY COUNTY, TN
County Tax Revenues Generated, 2004-2005
Hotel & Lodging, Restaurant, & Arts, Entertainment, Recreation

<table>
<thead>
<tr>
<th>Industry</th>
<th>County Tax Rate</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant &amp; Drinking</td>
<td>2.25%</td>
<td>2,445,631</td>
<td>2,550,153</td>
</tr>
<tr>
<td>Hotel &amp; Lodging</td>
<td>2.25% *</td>
<td>286,210</td>
<td>275,589</td>
</tr>
<tr>
<td>Arts, Entertainment, &amp; Recreation</td>
<td>2.25%</td>
<td>131,399</td>
<td>129,786</td>
</tr>
<tr>
<td><strong>Total County Taxes Generated</strong></td>
<td><strong>$2,863,240</strong></td>
<td><strong>$2,955,528</strong></td>
<td></td>
</tr>
</tbody>
</table>

* Tax Rate Hotel & Lodging = County Hotel-Motel Tax (0.00%) plus County Sales Tax (2.25%)

Source: TN Dept. of Labor and Workforce Development, TN Dept. of Revenue, and Tourism Institute, University of Tennessee
BRADLEY COUNTY, TN
Restaurant & Dining Establishments
Employment & Number of Establishments, 2003-2006

Source: TN Dept. of Labor & Workforce Development; U.S. Dept. of Labor, Bureau of Labor Statistics; Tourism Institute, University of Tennessee

Bradley County Average Number of Employees in Food Services and Drinking Places Sector by Quarter, 2004-2006

Bradley County Average Number of Establishments in Food Services and Drinking Places Sector, 2003-2005
BRADLEY COUNTY, TN
Hotel & Lodging
Employment & Number of Establishments, 2003-2006

Bradley County Average Number of Employees in Accommodations Sector by Quarter, 2004-2006

Source: TN Dept. of Labor & Workforce Development; U.S. Dept. of Labor, Bureau of Labor Statistics; Tourism Institute, University of Tennessee

Bradley County Average Number of Establishments in Accommodations Sector by Quarter, 2004-2006

Bradley County Average Number of Employees in Accommodation Sector, 2003-2005

Bradley County Average Number of Establishments in Accommodation Sector, 2003-2005
BRADLEY COUNTY, TN
Arts, Entertainment, & Recreation
Employment & Number of Establishments, 2003-2006

Bradley County Average Number of Employees in Arts, Entertainment, and Recreation Sector by Quarter, 2004-2006

Source: TN Dept. of Labor & Workforce Development; U.S. Dept. of Labor, Bureau of Labor Statistics; Tourism Institute, University of Tennessee
BRADLEY COUNTY, TN
Restaurant & Drinking, Hotel & Lodging, & Arts, Entertainment, & Recreation
Gross Sales by Month, 2004-2006

Source: TN Dept. of Revenue; Tourism Institute, University of Tennessee

Gross Sales Reports Definitions

**Gross Sales:** the total amount of money received in sales by a business in a specified period of time before any deductions for costs, raw materials, taxation or other costs of production.

**Restaurants & Drinking Places:** retail establishments selling prepared food and drinks for consumption on the premises including full-service restaurants, limited-service restaurants, caterers, and lunch counters. Also includes establishments selling beverage alcohol, in-plant food contractors as well as leased eating and drinking concessions in hotels, sports arenas, and other amusement places.

**Hotels & Lodging:** establishments engaged in providing lodging services including hotels, motels, bed and breakfast inns, RV parks and recreational camps, and rooming and boarding houses.

**Arts, Entertainment & Recreation:** establishments primarily engaged in amusement, recreation, entertainment services. Includes spectator sports, performing arts companies, museums, art and museums places, parks and historical sites.

**Data Source:** Tennessee Department of Revenue