Trousdale County, TN

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

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   - Restaurant & Drinking Places
   - Hotel & Lodging

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Report prepared by:

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Department of Retail, Hospitality & Tourism Management
Hotel, Restaurant & Tourism Management Program
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Report also available on web site at: http://utk.edu/tourism

With support from:

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Dr. Nancy Fair, Head
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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.
# TROUSDALE COUNTY, TN
## Importance of the Hotel, Restaurant & Travel Industry to the Trousdale County Economy

Trousdale County Employment and Number of Establishments in the Hotel, Restaurant, & Travel 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>72</td>
<td>Accommodations and Food Services</td>
<td>10</td>
<td>107</td>
</tr>
<tr>
<td>7221</td>
<td>Full-Service Restaurants</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>7222</td>
<td>Limited-Service Eating Places</td>
<td>4</td>
<td>66</td>
</tr>
<tr>
<td>7223</td>
<td>Special Food Services</td>
<td>ND</td>
<td>ND</td>
</tr>
<tr>
<td>7224</td>
<td>Drinking Places (Alcoholic Beverages)</td>
<td>ND</td>
<td>ND</td>
</tr>
<tr>
<td>71</td>
<td>Arts, Entertainment, and Recreation</td>
<td>NC</td>
<td>NC</td>
</tr>
<tr>
<td>481</td>
<td>Air transportation</td>
<td>NC</td>
<td>NC</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>ND</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>NC</td>
<td>NC</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, & Travel Sector: 10 employees, 107 establishments

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, 72, 481, 4853, 4855, 487, 5615, & 56192

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

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

<table>
<thead>
<tr>
<th>County Industry Rank</th>
<th>Industry</th>
<th>Trousdale County</th>
<th>Tennessee Statewide</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trade, Transportation, and Utilities</td>
<td>24.64%</td>
<td>24.44%</td>
</tr>
<tr>
<td>2</td>
<td>Manufacturing</td>
<td>23.88%</td>
<td>16.00%</td>
</tr>
<tr>
<td>3</td>
<td>Education and Health Services</td>
<td>22.93%</td>
<td>20.82%</td>
</tr>
<tr>
<td>4</td>
<td>Hotel, Restaurant, and Travel</td>
<td><strong>10.28%</strong></td>
<td><strong>10.78%</strong></td>
</tr>
<tr>
<td>5</td>
<td>Professional and Business Services</td>
<td>6.66%</td>
<td>12.15%</td>
</tr>
<tr>
<td>6</td>
<td>Financial Activities</td>
<td>5.99%</td>
<td>5.60%</td>
</tr>
<tr>
<td>7</td>
<td>Construction</td>
<td>3.52%</td>
<td>5.00%</td>
</tr>
<tr>
<td>8</td>
<td>Information</td>
<td>ND</td>
<td>1.96%</td>
</tr>
<tr>
<td>9</td>
<td>Other Services</td>
<td>ND</td>
<td>2.79%</td>
</tr>
<tr>
<td>10</td>
<td>Natural Resources and Mining</td>
<td>NC</td>
<td>0.39%</td>
</tr>
<tr>
<td>11</td>
<td>Unclassified</td>
<td>NC</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
ND = Not Disclosable
## TROUSDALE COUNTY, TN
County Tax Revenues Generated, 2004-2005
Restaurant & Drinking

<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>87,685</td>
<td>85,919</td>
</tr>
<tr>
<td>Total County Taxes Generated</td>
<td></td>
<td>$87,685</td>
<td>$85,919</td>
</tr>
</tbody>
</table>

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

Hotel & Lodging, and Restaurant & Drinking Establishments, by Qtr., 2004-2006

Average # of Establishments

Year
1st Qtr. 2nd Qtr. 3rd Qtr. 4th Qtr. 1st Qtr. 2nd Qtr. 3rd Qtr. 4th Qtr. 1st Qtr.
2004 2005 2006

Hotel & Lodging, and Restaurant & Drinking Establishments, Number of Employees, by Qtr., 2004-2006

Average # of Employees

Year
1st Qtr. 2nd Qtr. 3rd Qtr. 4th Qtr. 1st Qtr. 2nd Qtr. 3rd Qtr. 4th Qtr. 1st Qtr.
2004 2005 2006

Hotel & Lodging, and Restaurant & Drinking Establishments, Number of Employees, 2003-2005

Average # of Employees

Year
2003 2004 2005

Hotel & Lodging, and Restaurant & Drinking Establishments, 2003-2005

Average # of Establishments

Year
2003 2004 2005

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

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TROUSDALE COUNTY, TN
Restaurant & Drinking
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