

MORGAN COUNTY TRAVEL SNAPSHOT

Economic Impact of Travel on Tennessee 2020

Tourism Economics is a new vendor for this report. Economic impacts for all counties for the past 5 years have been adjusted.

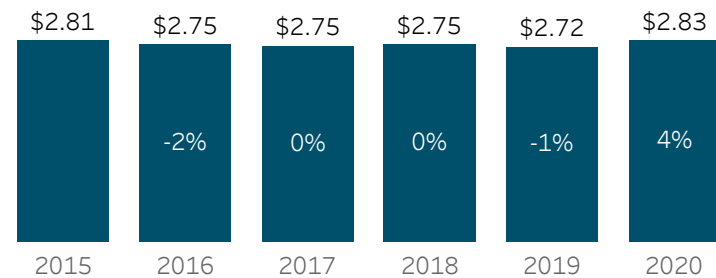
2020 ECONOMIC IMPACT

Direct economic impact and percent change over 2019

Direct Visitor Spending (\$millions)	Direct Labor Income (\$millions)	Direct Employment (thousands)	Direct State Taxes (\$millions)	Direct Local Taxes (\$millions)
\$2.83	\$0.38	0.01	\$0.06	\$0.10
4%	0%	-1%	7%	11%

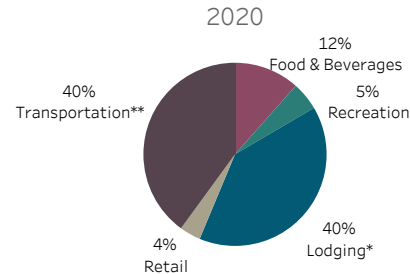
VISITOR SPENDING OVER TIME

Annual visitor spending (\$ millions) and year-over-year percent change



VISITOR SPENDING BY INDUSTRY

Percent of total visitor spending by industry



VISITOR SPENDING BY INDUSTRY OVER TIME

Annual visitor spending (\$ millions) by industry

	2015	2016	2017	2018	2019	2020
Food & Beverages	\$0.21	\$0.22	\$0.25	\$0.26	\$0.29	\$0.33
Recreation	\$0.09	\$0.10	\$0.11	\$0.12	\$0.13	\$0.14
Lodging*	\$1.47	\$1.42	\$1.29	\$1.16	\$1.09	\$1.12
Retail	\$0.09	\$0.09	\$0.10	\$0.10	\$0.10	\$0.11
Transportation**	\$0.96	\$0.92	\$0.99	\$1.10	\$1.10	\$1.13
Total	\$2.81	\$2.75	\$2.75	\$2.75	\$2.72	\$2.83

*Lodging includes 2nd home spending

**Transportation includes both ground and air transportation

Source: USTA, Tourism Economics. US Census Bureau. County Snapshots by TN Department of Tourist Development, 8/24/21. Values represent the direct impact of spending, labor income, employment, and taxes for both domestic and international travel. In the transition to Tourism Economics, all counties have experienced an adjustment in overall impact and/or ranking.

This report should not be compared with previously published documents due to the changes in vendor and model.

IMPACT PER DAY

On an average day in 2020, visitor spending in Morgan County generated:

- \$7,720 in daily expenditures
- \$1,050 in daily labor income
- \$175 in daily state taxes
- \$267 in daily local taxes

IMPACT PER HOUSEHOLD

As a result of taxes generated by tourist activity in Morgan county, each household pays:

- \$21 less in state and local taxes
- \$8 less in state taxes
- \$13 less in local taxes

IN OTHER WORDS...

If it were not for state and local taxes generated by tourism, each Morgan County household would pay \$21 more in state and local taxes.

RANKING

In 2020, Morgan County ranked **90** of 95 counties in visitor spending, compared to **90** in 2019.

