

The SOUNDTRACK of AMERICA
MADE IN
TENNESSEE
☆☆☆

2020 ECONOMIC IMPACT OF TRAVEL ON TENNESSEE

AUGUST 2021

Tennessee Department of Tourist Development

\$ 2020 ECONOMIC IMPACT of Travel on Tennessee

Total direct economic impact includes domestic and international travel | Source: USTA, Tourism Economics

\$16.8B

Visitor Spending

⬇️ -31.6% DECREASE

Outperformed the national decline of -42%

\$1.4B

State & Local Tax Revenue

⬇️ -30.4% DECREASE

Outperformed the national decline of -31%

\$9.1B

Tourism GDP

⬇️ -26.1% DECREASE

Despite the COVID-19 pandemic, travel-generated tax revenue lowered the average Tennessee household's state and local tax burden by **\$550 ANNUALLY**.

149,800

Employment

⬇️ -23.1% DECREASE

Outperformed the national decline of -34%

\$5.5B

Labor Income

⬇️ -17.6% DECREASE

Outperformed the national decline of -32%

All percent change calculations are over 2019.



LEISURE & HOSPITALITY INDUSTRY

Source: TN Department of Revenue and Department of Labor & Workforce Development

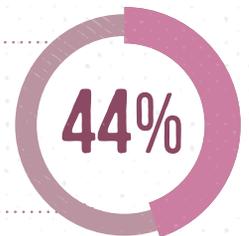


-\$4.1B

Decline in gross taxable sales to Tennessee leisure & hospitality businesses



Leisure & Hospitality industry employment represents **44% OF NET JOBS LOST IN 2020.**



LEISURE & HOSPITALITY INDUSTRY

	2019	2020	CHANGE	% CHANGE
SALES & USE TAX COLLECTIONS (\$ MILLIONS)	\$1,388.8	\$1,100.2	-\$288.6	-20.8%
ARTS, ENTERTAINMENT, & RECREATION	\$127.7	\$87.9	-\$39.8	-31.1%
ACCOMMODATION	\$287.5	\$169.5	-\$118.0	-41.0%
FOOD SERVICES & DRINKING PLACES	\$973.6	\$842.8	-\$130.8	-13.4%
EMPLOYMENT (THOUSANDS)	347.2	292.6	-54.6	-15.7%
ARTS, ENTERTAINMENT, & RECREATION	42.1	34.0	-8.1	-19.2%
ACCOMMODATION	39.6	28.9	-10.7	-27.0%
FOOD SERVICES & DRINKING PLACES	265.5	229.7	-35.8	-13.5%

All percent change calculations are over 2019.



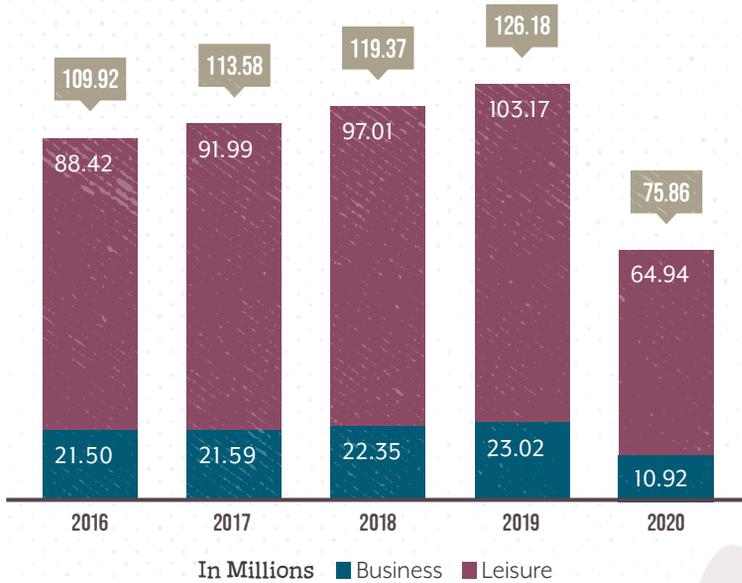
2020 VISITATION

Source: MMGY Global, D.K. Shifflet & Associates

75.86M DOMESTIC PERSON-STAYS*

Down -39.9% in 2020, compared to a national decline of -39.5%.

TENNESSEE PERSON-STAYS* VOLUME



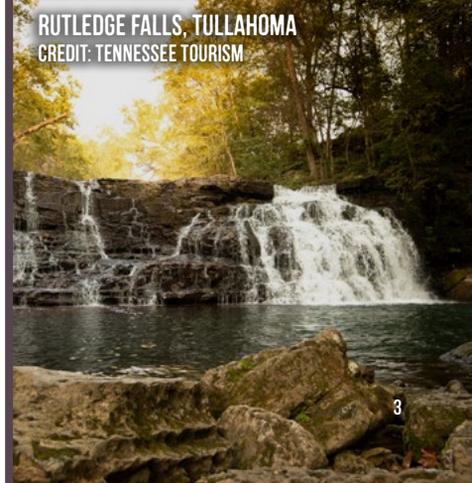
SOAKY MOUNTAIN WATERPARK, SEVIERVILLE
CREDIT: SOAKY MOUNTAIN WATERPARK



BIG HILL POND STATE PARK, POCAHONTAS
CREDIT: TENNESSEE TOURISM/KATIE KAUSS



WARRIORS' PATH STATE PARK, KINGSPORT
CREDIT: TENNESSEE TOURISM/KATIE KAUSS



RUTLEDGE FALLS, TULLAHOMA
CREDIT: TENNESSEE TOURISM

HIGHEST EVER

Overall Leisure Visitor Satisfaction:

8.85/10

Higher than the national average of 8.59%.

↑ INCREASE OVER 2019

HIGHEST EVER

Average Length of Stay:

2.44 DAYS

↑ 23% INCREASE OVER 2019

While leisure travel declined by -37.0%, business travel declined by -52.6%.

85.6%

of person-stays* were leisure travelers.

* The number of non-unique individuals that visited Tennessee, regardless of how long they stayed.

\$ 2020 ECONOMIC IMPACT of Travel on Tennessee

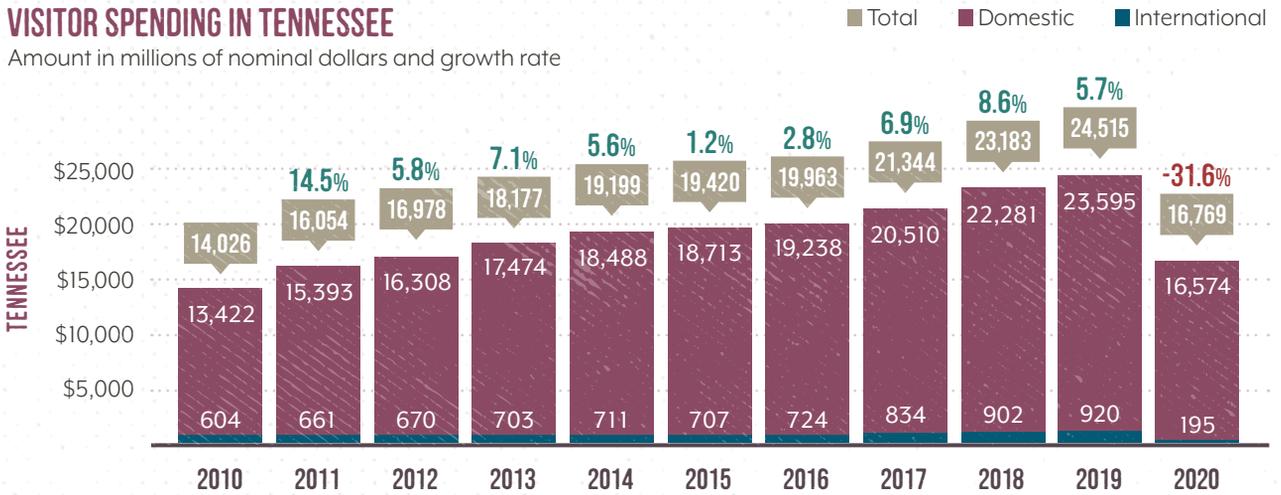
Source: USTA, Tourism Economics

After ten years of growth in the Tennessee travel and tourism industry, the 2020 visitor spending results were severely impacted by the COVID-19 pandemic. Tourism Economics and the U.S. Travel Association estimate that travelers in 2020 spent \$7.7 billion less in Tennessee compared to a year prior, a -31.6% decline. International visitor spending in Tennessee was devastated by border closures which led to an unprecedented -78.7% decline from the previous year.

However, travel did happen in 2020. Travel shifted away from business and solo travel to longer, leisure-oriented trips with family. This supported travel to and within the state of Tennessee, and visitors spent \$16.8 billion in 2020.

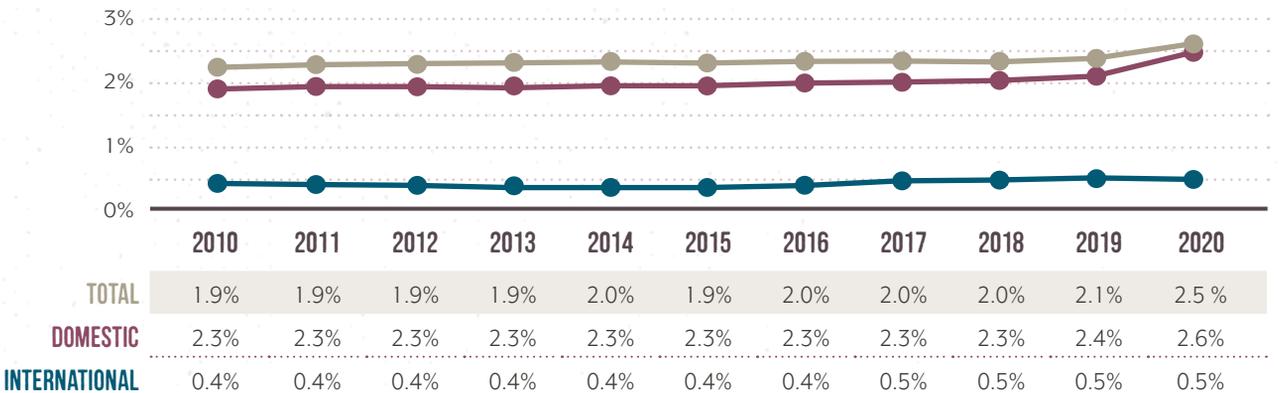
VISITOR SPENDING IN TENNESSEE

Amount in millions of nominal dollars and growth rate



TENNESSEE MARKET SHARE

Tennessee's share of total visitor spending in the US



Tennessee's strong outdoor assets and compelling rural destinations gave it an edge against other states. **Tennessee's market share** of all travel spending in the United States **INCREASED TO 2.5%**.

\$ 2020 ECONOMIC IMPACT of Travel on Tennessee

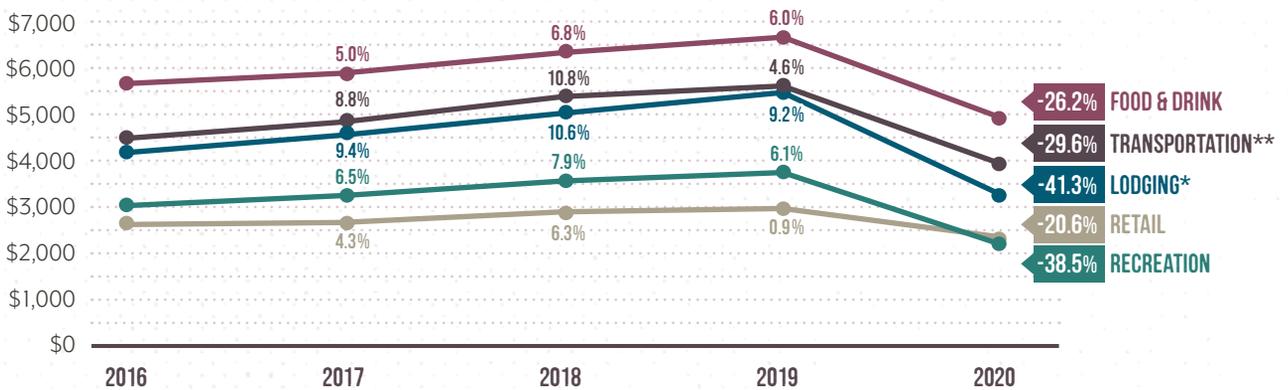
Source: USTA, Tourism Economics

Industry segments with more reliance on leisure visitors – retail and food and beverages – were the least affected by travel declines. Lodging spending was hit particularly hard by the pandemic as lower prices and fewer rooms rented led to a decline of -41.3% in lodging spending. Recreation was the next hardest hit category, a result of widespread closures & restrictions. Lower gas prices coupled with less spending on car rentals and the severe decline in air travel resulted in a -29.6% decline in transportation spending.

VISITOR SPENDING IN TENNESSEE

Amount in millions of dollars and year-over-year growth rates

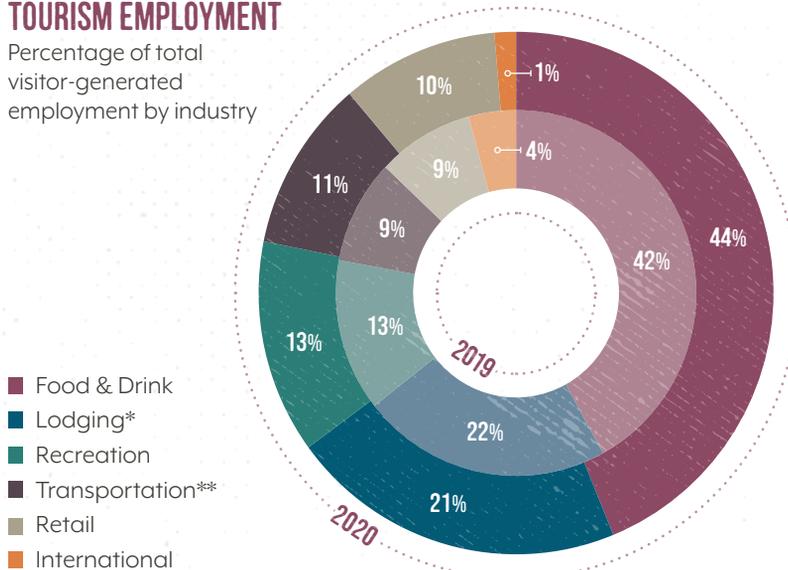
*Lodging includes 2nd home spending
**Transportation includes both ground and air transportation



Despite the pandemic, tourism was the fourth largest employment sector in 2020. Visitor-generated employment is a significant part of our key industries. Nearly the entire lodging industry, as well as 27% of food and beverage and 17% of recreation employment, is supported by visitor spending.

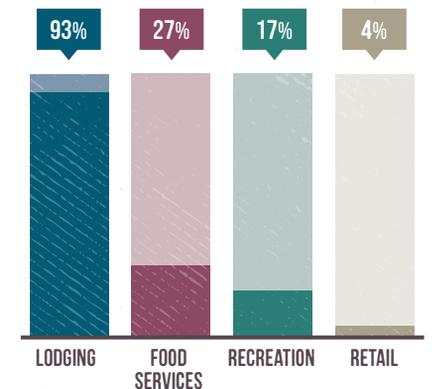
TOURISM EMPLOYMENT

Percentage of total visitor-generated employment by industry



TOURISM EMPLOYMENT INTENSITY

Percentage of each industry employment supported by tourism spending



Source: BEA; BLS; USTA; Tourism Economics

\$ 2020 ECONOMIC IMPACT of Travel on Tennessee by Industry

Source: USTA, Tourism Economics

	2020	2019	% CHANGE
VISITOR SPENDING (\$ MILLIONS)			
DOMESTIC	\$16,573.71	\$23,595.00	-29.8%
LODGING	\$2,973.12	\$4,996.82	-40.5%
GROUND TRANSPORTATION*	\$3,732.00	\$4,976.69	-25.0%
FOOD & BEVERAGES	\$4,900.19	\$6,511.86	-24.7%
RETAIL	\$2,295.58	\$2,750.69	-16.5%
RECREATION	\$2,291.47	\$3,660.88	-37.4%
SECOND HOMES	\$191.46	\$190.20	0.7%
AIR TRANSPORTATION	\$189.90	\$507.86	-62.6%
INTERNATIONAL	\$195.07	\$920.17	-78.8%
TOTAL	\$16,768.78	\$24,515.17	-31.6%

LABOR INCOME GENERATED (\$ MILLIONS)			
DOMESTIC	\$5,432.32	\$6,412.95	-15.3%
LODGING	\$1,209.88	\$1,581.61	-23.5%
GROUND TRANSPORTATION*	\$937.18	\$1,024.25	-8.5%
FOOD & BEVERAGES	\$1,653.19	\$1,929.48	-14.3%
RETAIL	\$487.40	\$514.44	-5.3%
RECREATION	\$1,000.77	\$1,193.52	-16.1%
AIR TRANSPORTATION	\$143.90	\$169.66	-15.2%
INTERNATIONAL	\$83.46	\$278.56	-70.0%
TOTAL	\$5,515.78	\$6,691.52	-17.6%

EMPLOYMENT GENERATED (THOUSANDS)			
DOMESTIC	147.78	186.65	-20.8%
LODGING	31.62	43.71	-27.6%
GROUND TRANSPORTATION*	13.88	15.28	-9.1%
FOOD & BEVERAGES	65.67	81.85	-19.8%
RETAIL	14.76	16.92	-12.7%
RECREATION	19.81	26.27	-24.6%
AIR TRANSPORTATION	2.02	2.63	-23.1%
INTERNATIONAL	2.03	8.29	-75.5%
TOTAL	149.81	194.94	-23.2%

TAX REVENUE GENERATED (\$ MILLIONS)			
DOMESTIC	\$2,608.14	\$3,484.06	-25.1%
FEDERAL	\$1,279.09	\$1,585.90	-19.3%
STATE	\$821.05	\$1,228.39	-33.2%
LOCAL	\$598.68	\$829.93	-27.9%
INTERNATIONAL	\$90.68	\$160.15	-43.4%
TOTAL	\$2,698.82	\$3,644.22	-25.9%

*Transportation within destination



2020 ECONOMIC IMPACT of Travel on Tennessee by County

Total direct economic impact includes domestic and international travel | Source: USTA, Tourism Economics

We are excited to deliver more county impact data than ever before. All metrics now include the impact of both domestic and international travel spending. Travel spending now includes an industry breakdown. Please note that this data will not match previously published reports but will be consistent going forward.



Details on the updated methodology/glossary of terms can be found on the final page of this document. All this data and more historical information is now available on [OUR INDUSTRY WEBSITE](#).



	2020	2019	% CHANGE
ANDERSON			
SPENDING (\$ MILLIONS)	\$117.90	\$158.86	-25.8%
LODGING	\$23.34	\$33.11	-29.5%
FOOD & BEVERAGES	\$32.47	\$41.58	-21.9%
RETAIL	\$13.93	\$18.18	-23.4%
RECREATION	\$9.72	\$15.79	-38.5%
TRANSPORTATION	\$38.44	\$50.19	-23.4%
LABOR INCOME (\$ MILLIONS)	\$35.35	\$37.74	-6.3%
EMPLOYMENT (THOUSANDS)	1.30	1.58	-17.5%
STATE TAXES (\$ MILLIONS)	\$5.48	\$7.66	-28.5%
LOCAL TAXES (\$ MILLIONS)	\$4.47	\$5.66	-20.9%
BEDFORD			
SPENDING (\$ MILLIONS)	\$20.03	\$27.75	-27.8%
LODGING	\$3.07	\$4.99	-38.5%
FOOD & BEVERAGES	\$5.90	\$7.74	-23.7%
RETAIL	\$2.37	\$3.19	-25.6%
RECREATION	\$1.98	\$3.00	-33.9%
TRANSPORTATION	\$6.70	\$8.84	-24.1%
LABOR INCOME (\$ MILLIONS)	\$5.85	\$6.35	-7.9%
EMPLOYMENT (THOUSANDS)	.21	.25	-16.7%
STATE TAXES (\$ MILLIONS)	\$0.87	\$1.25	-30.6%
LOCAL TAXES (\$ MILLIONS)	\$0.84	\$1.11	-24.4%
BENTON			
SPENDING (\$ MILLIONS)	\$11.68	\$14.19	-17.7%
LODGING	\$3.96	\$4.50	-11.8%
FOOD & BEVERAGES	\$2.41	\$2.71	-11.0%
RETAIL	\$0.53	\$0.63	-16.0%
RECREATION	\$0.84	\$1.26	-33.1%
TRANSPORTATION	\$3.94	\$5.10	-22.9%
LABOR INCOME (\$ MILLIONS)	\$2.47	\$2.77	-10.9%
EMPLOYMENT (THOUSANDS)	.11	.14	-20.2%
STATE TAXES (\$ MILLIONS)	\$0.41	\$0.51	-18.7%
LOCAL TAXES (\$ MILLIONS)	\$0.45	\$0.54	-16.3%

	2020	2019	% CHANGE
BLED SOE			
SPENDING (\$ MILLIONS)	\$3.00	\$3.63	-17.6%
LODGING	\$0.91	\$1.04	-12.4%
FOOD & BEVERAGES	\$0.98	\$1.09	-9.8%
RETAIL	\$0.19	\$0.23	-14.9%
RECREATION	\$0.22	\$0.33	-35.1%
TRANSPORTATION	\$0.70	\$0.95	-26.5%
LABOR INCOME (\$ MILLIONS)	\$0.61	\$0.64	-4.8%
EMPLOYMENT (THOUSANDS)	.02	.03	-10.9%
STATE TAXES (\$ MILLIONS)	\$0.11	\$0.14	-18.3%
LOCAL TAXES (\$ MILLIONS)	\$0.14	\$0.17	-17.7%
BLOUNT			
SPENDING (\$ MILLIONS)	\$337.01	\$509.38	-33.8%
LODGING	\$75.22	\$123.64	-39.2%
FOOD & BEVERAGES	\$82.02	\$112.22	-26.9%
RETAIL	\$37.89	\$47.66	-20.5%
RECREATION	\$29.75	\$47.19	-37.0%
TRANSPORTATION	\$112.13	\$178.67	-37.2%
LABOR INCOME (\$ MILLIONS)	\$153.51	\$174.24	-11.9%
EMPLOYMENT (THOUSANDS)	3.97	4.95	-19.9%
STATE TAXES (\$ MILLIONS)	\$14.69	\$20.30	-27.7%
LOCAL TAXES (\$ MILLIONS)	\$10.85	\$14.93	-27.3%
BRADLEY			
SPENDING (\$ MILLIONS)	\$132.15	\$180.44	-26.8%
LODGING	\$23.82	\$36.93	-35.5%
FOOD & BEVERAGES	\$37.14	\$48.61	-23.6%
RETAIL	\$16.71	\$21.12	-20.9%
RECREATION	\$9.83	\$15.04	-34.7%
TRANSPORTATION	\$44.65	\$58.74	-24.0%
LABOR INCOME (\$ MILLIONS)	\$36.75	\$39.35	-6.6%
EMPLOYMENT (THOUSANDS)	1.47	1.77	-17.1%
STATE TAXES (\$ MILLIONS)	\$6.08	\$8.32	-26.9%
LOCAL TAXES (\$ MILLIONS)	\$4.51	\$5.81	-22.3%
CAMPBELL			
SPENDING (\$ MILLIONS)	\$82.71	\$78.62	5.2%
LODGING	\$16.44	\$16.33	0.7%
FOOD & BEVERAGES	\$14.81	\$13.54	9.4%
RETAIL	\$5.15	\$5.08	1.4%
RECREATION	\$12.40	\$11.57	7.1%
TRANSPORTATION	\$33.91	\$32.10	5.6%
LABOR INCOME (\$ MILLIONS)	\$14.58	\$14.00	4.1%
EMPLOYMENT (THOUSANDS)	.57	.56	1.2%
STATE TAXES (\$ MILLIONS)	\$3.20	\$3.05	4.8%
LOCAL TAXES (\$ MILLIONS)	\$2.30	\$2.20	4.3%

	2020	2019	% CHANGE
CANNON			
SPENDING (\$ MILLIONS)	\$0.85	\$1.06	-19.9%
LODGING	\$0.27	\$0.33	-17.5%
FOOD & BEVERAGES	\$0.09	\$0.10	-13.6%
RETAIL	\$0.04	\$0.05	-17.2%
RECREATION	\$0.03	\$0.05	-33.8%
TRANSPORTATION	\$0.41	\$0.52	-21.6%
LABOR INCOME (\$ MILLIONS)	\$0.17	\$0.18	-5.9%
EMPLOYMENT (THOUSANDS)	.01	.01	-7.6%
STATE TAXES (\$ MILLIONS)	\$0.02	\$0.03	-29.3%
LOCAL TAXES (\$ MILLIONS)	\$0.03	\$0.04	-25.0%
CARROLL			
SPENDING (\$ MILLIONS)	\$7.39	\$9.75	-24.2%
LODGING	\$1.44	\$2.03	-29.2%
FOOD & BEVERAGES	\$2.20	\$2.68	-17.9%
RETAIL	\$0.77	\$0.96	-19.6%
RECREATION	\$0.28	\$0.44	-36.2%
TRANSPORTATION	\$2.70	\$3.65	-25.9%
LABOR INCOME (\$ MILLIONS)	\$1.72	\$2.03	-15.6%
EMPLOYMENT (THOUSANDS)	.08	.10	-24.6%
STATE TAXES (\$ MILLIONS)	\$0.30	\$0.40	-26.2%
LOCAL TAXES (\$ MILLIONS)	\$0.30	\$0.39	-22.8%
CARTER			
SPENDING (\$ MILLIONS)	\$37.76	\$36.78	2.7%
LODGING	\$6.29	\$6.16	2.0%
FOOD & BEVERAGES	\$9.88	\$9.77	1.1%
RETAIL	\$3.07	\$3.00	2.4%
RECREATION	\$6.55	\$6.28	4.3%
TRANSPORTATION	\$11.97	\$11.57	3.5%
LABOR INCOME (\$ MILLIONS)	\$8.52	\$8.45	0.8%
EMPLOYMENT (THOUSANDS)	.32	.31	1.1%
STATE TAXES (\$ MILLIONS)	\$1.50	\$1.48	1.3%
LOCAL TAXES (\$ MILLIONS)	\$1.25	\$1.28	-2.4%
CHEATHAM			
SPENDING (\$ MILLIONS)	\$19.41	\$18.14	7.0%
LODGING	\$3.68	\$3.16	16.4%
FOOD & BEVERAGES	\$3.16	\$3.01	5.2%
RETAIL	\$1.16	\$1.13	2.6%
RECREATION	\$3.83	\$3.51	9.1%
TRANSPORTATION	\$7.58	\$7.33	3.4%
LABOR INCOME (\$ MILLIONS)	\$4.20	\$4.07	3.2%
EMPLOYMENT (THOUSANDS)	.12	.13	-1.7%
STATE TAXES (\$ MILLIONS)	\$0.78	\$0.69	13.5%
LOCAL TAXES (\$ MILLIONS)	\$0.68	\$0.67	2.2%

2020

2019

% CHANGE

CHESTER

SPENDING (\$ MILLIONS)	\$5.73	\$7.30	-21.5%
LODGING	\$1.69	\$2.16	-21.9%
FOOD & BEVERAGES	\$1.28	\$1.50	-15.0%
RETAIL	\$0.50	\$0.62	-20.3%
RECREATION	\$0.47	\$0.70	-32.4%
TRANSPORTATION	\$1.80	\$2.32	-22.4%
LABOR INCOME (\$ MILLIONS)	\$1.52	\$1.56	-2.7%
EMPLOYMENT (THOUSANDS)	.07	.07	-10.8%
STATE TAXES (\$ MILLIONS)	\$0.25	\$0.32	-22.7%
LOCAL TAXES (\$ MILLIONS)	\$0.24	\$0.30	-19.1%

CLAIBORNE

SPENDING (\$ MILLIONS)	\$16.74	\$19.15	-12.6%
LODGING	\$2.95	\$2.86	3.0%
FOOD & BEVERAGES	\$5.32	\$5.71	-6.7%
RETAIL	\$1.65	\$1.93	-14.8%
RECREATION	\$1.28	\$1.87	-31.3%
TRANSPORTATION	\$5.54	\$6.77	-18.2%
LABOR INCOME (\$ MILLIONS)	\$4.12	\$4.33	-4.7%
EMPLOYMENT (THOUSANDS)	.17	.18	-10.0%
STATE TAXES (\$ MILLIONS)	\$0.70	\$0.85	-17.6%
LOCAL TAXES (\$ MILLIONS)	\$0.64	\$0.73	-12.1%

CLAY

SPENDING (\$ MILLIONS)	\$3.41	\$4.17	-18.3%
LODGING	\$1.12	\$1.18	-5.5%
FOOD & BEVERAGES	\$0.65	\$0.78	-17.2%
RETAIL	\$0.32	\$0.40	-19.7%
RECREATION	\$0.10	\$0.15	-34.9%
TRANSPORTATION	\$1.23	\$1.66	-26.0%
LABOR INCOME (\$ MILLIONS)	\$0.70	\$0.77	-9.0%
EMPLOYMENT (THOUSANDS)	.03	.03	-10.1%
STATE TAXES (\$ MILLIONS)	\$0.10	\$0.12	-19.9%
LOCAL TAXES (\$ MILLIONS)	\$0.14	\$0.17	-17.4%

COCKE

SPENDING (\$ MILLIONS)	\$44.09	\$61.38	-28.2%
LODGING	\$13.07	\$17.38	-24.8%
FOOD & BEVERAGES	\$9.89	\$12.48	-20.7%
RETAIL	\$4.53	\$5.64	-19.8%
RECREATION	\$4.16	\$6.90	-39.8%
TRANSPORTATION	\$12.44	\$18.98	-34.4%
LABOR INCOME (\$ MILLIONS)	\$13.13	\$14.45	-9.1%
EMPLOYMENT (THOUSANDS)	.41	.48	-15.1%
STATE TAXES (\$ MILLIONS)	\$2.08	\$2.81	-25.9%
LOCAL TAXES (\$ MILLIONS)	\$1.48	\$1.89	-21.9%

	2020	2019	% CHANGE
COFFEE			
SPENDING (\$ MILLIONS)	\$89.64	\$129.84	-31.0%
LODGING	\$16.19	\$26.32	-38.5%
FOOD & BEVERAGES	\$23.84	\$31.80	-25.0%
RETAIL	\$11.32	\$14.14	-20.0%
RECREATION	\$7.26	\$11.81	-38.6%
TRANSPORTATION	\$31.03	\$45.77	-32.2%
LABOR INCOME (\$ MILLIONS)	\$25.23	\$27.55	-8.4%
EMPLOYMENT (THOUSANDS)	.83	1.03	-19.7%
STATE TAXES (\$ MILLIONS)	\$4.04	\$5.98	-32.6%
LOCAL TAXES (\$ MILLIONS)	\$3.05	\$4.08	-25.4%
CROCKETT			
SPENDING (\$ MILLIONS)	\$2.21	\$2.15	2.9%
LODGING	\$0.54	\$0.51	4.7%
FOOD & BEVERAGES	\$0.28	\$0.27	6.3%
RETAIL	\$0.11	\$0.11	1.5%
RECREATION	\$0.13	\$0.13	0.1%
TRANSPORTATION	\$1.15	\$1.13	1.7%
LABOR INCOME (\$ MILLIONS)	\$0.43	\$0.41	4.0%
EMPLOYMENT (THOUSANDS)	.02	.02	-1.4%
STATE TAXES (\$ MILLIONS)	\$0.07	\$0.07	7.1%
LOCAL TAXES (\$ MILLIONS)	\$0.11	\$0.10	8.6%
CUMBERLAND			
SPENDING (\$ MILLIONS)	\$123.96	\$175.02	-29.2%
LODGING	\$31.65	\$49.12	-35.6%
FOOD & BEVERAGES	\$35.23	\$46.61	-24.4%
RETAIL	\$13.00	\$17.28	-24.8%
RECREATION	\$13.37	\$20.71	-35.5%
TRANSPORTATION	\$30.71	\$41.29	-25.6%
LABOR INCOME (\$ MILLIONS)	\$28.21	\$32.98	-14.5%
EMPLOYMENT (THOUSANDS)	.96	1.17	-17.9%
STATE TAXES (\$ MILLIONS)	\$6.06	\$8.13	-25.5%
LOCAL TAXES (\$ MILLIONS)	\$3.92	\$5.28	-25.7%
DAVIDSON			
SPENDING (\$ MILLIONS)	\$4,486.08	\$7,904.06	-43.2%
LODGING	\$723.93	\$1,949.83	-62.9%
FOOD & BEVERAGES	\$1,082.14	\$1,843.50	-41.3%
RETAIL	\$645.30	\$839.15	-23.1%
RECREATION	\$947.14	\$1,628.31	-41.8%
TRANSPORTATION	\$1,087.58	\$1,643.26	-33.8%
LABOR INCOME (\$ MILLIONS)	\$1,605.71	\$2,254.63	-28.8%
EMPLOYMENT (THOUSANDS)	31.50	48.39	-34.9%
STATE TAXES (\$ MILLIONS)	\$211.71	\$407.46	-48.0%
LOCAL TAXES (\$ MILLIONS)	\$168.31	\$281.57	-40.2%

	2020	2019	% CHANGE
DECATUR			
SPENDING (\$ MILLIONS)	\$6.80	\$8.23	-17.3%
LODGING	\$2.91	\$3.32	-12.6%
FOOD & BEVERAGES	\$0.84	\$0.97	-13.6%
RETAIL	\$0.38	\$0.46	-16.2%
RECREATION	\$0.45	\$0.66	-32.4%
TRANSPORTATION	\$2.23	\$2.82	-20.9%
LABOR INCOME (\$ MILLIONS)	\$1.07	\$1.08	-1.7%
EMPLOYMENT (THOUSANDS)	.05	.05	-7.3%
STATE TAXES (\$ MILLIONS)	\$0.19	\$0.25	-25.2%
LOCAL TAXES (\$ MILLIONS)	\$0.31	\$0.38	-18.6%
DEKALB			
SPENDING (\$ MILLIONS)	\$24.65	\$23.78	3.7%
LODGING	\$8.69	\$8.39	3.6%
FOOD & BEVERAGES	\$3.73	\$3.62	3.1%
RETAIL	\$0.98	\$0.97	1.4%
RECREATION	\$4.53	\$4.27	6.1%
TRANSPORTATION	\$6.72	\$6.54	2.8%
LABOR INCOME (\$ MILLIONS)	\$5.62	\$5.47	2.8%
EMPLOYMENT (THOUSANDS)	.18	.18	0.6%
STATE TAXES (\$ MILLIONS)	\$1.03	\$0.93	10.8%
LOCAL TAXES (\$ MILLIONS)	\$0.90	\$0.92	-2.0%
DICKSON			
SPENDING (\$ MILLIONS)	\$61.37	\$83.43	-26.4%
LODGING	\$8.47	\$12.53	-32.4%
FOOD & BEVERAGES	\$21.00	\$25.60	-18.0%
RETAIL	\$8.04	\$10.12	-20.6%
RECREATION	\$3.59	\$5.56	-35.5%
TRANSPORTATION	\$20.28	\$29.61	-31.5%
LABOR INCOME (\$ MILLIONS)	\$15.07	\$16.69	-9.7%
EMPLOYMENT (THOUSANDS)	.57	.69	-17.5%
STATE TAXES (\$ MILLIONS)	\$2.74	\$3.95	-30.6%
LOCAL TAXES (\$ MILLIONS)	\$2.00	\$2.55	-21.4%
DYER			
SPENDING (\$ MILLIONS)	\$50.91	\$66.57	-23.5%
LODGING	\$6.68	\$10.48	-36.2%
FOOD & BEVERAGES	\$15.90	\$19.18	-17.1%
RETAIL	\$6.09	\$7.24	-15.9%
RECREATION	\$2.58	\$3.80	-32.1%
TRANSPORTATION	\$19.65	\$25.87	-24.0%
LABOR INCOME (\$ MILLIONS)	\$15.95	\$16.99	-6.1%
EMPLOYMENT (THOUSANDS)	.59	.68	-13.2%
STATE TAXES (\$ MILLIONS)	\$2.15	\$2.83	-23.8%
LOCAL TAXES (\$ MILLIONS)	\$1.65	\$2.06	-19.8%

	2020	2019	% CHANGE
FAYETTE			
SPENDING (\$ MILLIONS)	\$6.06	\$7.16	-15.4%
LODGING	\$1.51	\$1.55	-2.2%
FOOD & BEVERAGES	\$1.28	\$1.41	-9.1%
RETAIL	\$0.28	\$0.32	-13.9%
RECREATION	\$0.46	\$0.66	-29.6%
TRANSPORTATION	\$2.52	\$3.22	-21.7%
LABOR INCOME (\$ MILLIONS)	\$1.58	\$1.62	-2.3%
EMPLOYMENT (THOUSANDS)	.05	.05	-8.2%
STATE TAXES (\$ MILLIONS)	\$0.21	\$0.24	-13.0%
LOCAL TAXES (\$ MILLIONS)	\$0.31	\$0.37	-16.1%
FENTRESS			
SPENDING (\$ MILLIONS)	\$6.06	\$6.77	-10.5%
LODGING	\$1.80	\$1.77	1.9%
FOOD & BEVERAGES	\$1.29	\$1.32	-2.4%
RETAIL	\$0.52	\$0.57	-9.0%
RECREATION	\$0.42	\$0.61	-30.8%
TRANSPORTATION	\$2.02	\$2.50	-19.1%
LABOR INCOME (\$ MILLIONS)	\$1.19	\$1.21	-1.3%
EMPLOYMENT (THOUSANDS)	.06	.06	-2.7%
STATE TAXES (\$ MILLIONS)	\$0.21	\$0.23	-8.9%
LOCAL TAXES (\$ MILLIONS)	\$0.26	\$0.30	-11.9%
FRANKLIN			
SPENDING (\$ MILLIONS)	\$42.05	\$62.49	-32.7%
LODGING	\$10.76	\$17.12	-37.1%
FOOD & BEVERAGES	\$9.86	\$13.34	-26.1%
RETAIL	\$5.40	\$6.83	-20.9%
RECREATION	\$4.58	\$8.38	-45.4%
TRANSPORTATION	\$11.44	\$16.82	-32.0%
LABOR INCOME (\$ MILLIONS)	\$12.65	\$15.39	-17.8%
EMPLOYMENT (THOUSANDS)	.43	.54	-19.7%
STATE TAXES (\$ MILLIONS)	\$1.91	\$2.89	-33.9%
LOCAL TAXES (\$ MILLIONS)	\$1.49	\$2.07	-28.1%
GIBSON			
SPENDING (\$ MILLIONS)	\$17.67	\$23.65	-25.3%
LODGING	\$2.16	\$2.92	-26.1%
FOOD & BEVERAGES	\$4.88	\$6.05	-19.3%
RETAIL	\$1.89	\$2.37	-20.2%
RECREATION	\$0.90	\$1.36	-34.0%
TRANSPORTATION	\$7.86	\$10.97	-28.4%
LABOR INCOME (\$ MILLIONS)	\$4.12	\$4.26	-3.4%
EMPLOYMENT (THOUSANDS)	.18	.20	-10.6%
STATE TAXES (\$ MILLIONS)	\$0.68	\$0.93	-27.0%
LOCAL TAXES (\$ MILLIONS)	\$0.68	\$0.85	-20.0%

2020

2019

% CHANGE

GILES

SPENDING (\$ MILLIONS)	\$18.94	\$23.14	-18.1%
LODGING	\$3.69	\$3.99	-7.4%
FOOD & BEVERAGES	\$4.84	\$5.44	-11.0%
RETAIL	\$1.79	\$2.21	-18.6%
RECREATION	\$0.71	\$1.04	-31.9%
TRANSPORTATION	\$7.90	\$10.47	-24.5%
LABOR INCOME (\$ MILLIONS)	\$4.37	\$4.60	-5.1%
EMPLOYMENT (THOUSANDS)	.18	.20	-9.8%
STATE TAXES (\$ MILLIONS)	\$0.74	\$0.86	-14.2%
LOCAL TAXES (\$ MILLIONS)	\$0.72	\$0.85	-15.4%

GRAINGER

SPENDING (\$ MILLIONS)	\$20.36	\$18.85	8.0%
LODGING	\$6.96	\$6.17	12.7%
FOOD & BEVERAGES	\$4.28	\$4.01	6.8%
RETAIL	\$1.68	\$1.58	6.3%
RECREATION	\$1.10	\$1.02	7.7%
TRANSPORTATION	\$6.35	\$6.08	4.5%
LABOR INCOME (\$ MILLIONS)	\$3.15	\$2.99	5.2%
EMPLOYMENT (THOUSANDS)	.13	.12	2.5%
STATE TAXES (\$ MILLIONS)	\$0.88	\$0.81	8.1%
LOCAL TAXES (\$ MILLIONS)	\$0.71	\$0.68	4.5%

GREENE

SPENDING (\$ MILLIONS)	\$67.98	\$97.85	-30.5%
LODGING	\$12.78	\$18.71	-31.7%
FOOD & BEVERAGES	\$16.22	\$20.70	-21.6%
RETAIL	\$7.35	\$9.37	-21.5%
RECREATION	\$8.02	\$14.00	-42.7%
TRANSPORTATION	\$23.60	\$35.08	-32.7%
LABOR INCOME (\$ MILLIONS)	\$19.85	\$24.92	-20.4%
EMPLOYMENT (THOUSANDS)	.70	.88	-20.2%
STATE TAXES (\$ MILLIONS)	\$2.91	\$4.04	-28.0%
LOCAL TAXES (\$ MILLIONS)	\$2.34	\$3.14	-25.3%

GRUNDY

SPENDING (\$ MILLIONS)	\$8.56	\$10.61	-19.3%
LODGING	\$2.57	\$2.88	-10.8%
FOOD & BEVERAGES	\$1.77	\$1.94	-8.7%
RETAIL	\$0.59	\$0.72	-17.1%
RECREATION	\$1.09	\$1.73	-37.0%
TRANSPORTATION	\$2.54	\$3.34	-24.2%
LABOR INCOME (\$ MILLIONS)	\$2.16	\$2.34	-7.5%
EMPLOYMENT (THOUSANDS)	.09	.10	-14.9%
STATE TAXES (\$ MILLIONS)	\$0.35	\$0.44	-20.1%
LOCAL TAXES (\$ MILLIONS)	\$0.30	\$0.36	-15.2%

	2020	2019	% CHANGE
HAMBLEN			
SPENDING (\$ MILLIONS)	\$67.97	\$93.60	-27.4%
LODGING	\$9.28	\$14.16	-34.5%
FOOD & BEVERAGES	\$25.86	\$34.30	-24.6%
RETAIL	\$9.65	\$12.38	-22.0%
RECREATION	\$4.52	\$6.99	-35.3%
TRANSPORTATION	\$18.65	\$25.77	-27.6%
LABOR INCOME (\$ MILLIONS)	\$19.60	\$21.72	-9.8%
EMPLOYMENT (THOUSANDS)	.77	.92	-17.1%
STATE TAXES (\$ MILLIONS)	\$3.25	\$4.46	-27.3%
LOCAL TAXES (\$ MILLIONS)	\$2.51	\$3.25	-22.9%
HAMILTON			
SPENDING (\$ MILLIONS)	\$1,076.25	\$1,541.80	-30.2%
LODGING	\$208.19	\$325.97	-36.1%
FOOD & BEVERAGES	\$363.45	\$501.81	-27.6%
RETAIL	\$141.66	\$183.65	-22.9%
RECREATION	\$114.59	\$182.58	-37.2%
TRANSPORTATION	\$248.37	\$347.79	-28.6%
LABOR INCOME (\$ MILLIONS)	\$332.66	\$385.96	-13.8%
EMPLOYMENT (THOUSANDS)	10.66	14.10	-24.4%
STATE TAXES (\$ MILLIONS)	\$54.27	\$78.12	-30.5%
LOCAL TAXES (\$ MILLIONS)	\$36.22	\$48.41	-25.2%
HANCOCK			
SPENDING (\$ MILLIONS)	\$1.17	\$1.36	-13.3%
LODGING	\$0.37	\$0.42	-11.3%
FOOD & BEVERAGES	\$0.48	\$0.54	-10.2%
RETAIL	\$0.22	\$0.26	-15.7%
RECREATION	\$0.02	\$0.02	-35.7%
TRANSPORTATION	\$0.09	\$0.12	-24.9%
LABOR INCOME (\$ MILLIONS)	\$0.29	\$0.30	-4.4%
EMPLOYMENT (THOUSANDS)	.01	.01	-14.6%
STATE TAXES (\$ MILLIONS)	\$0.05	\$0.05	-13.2%
LOCAL TAXES (\$ MILLIONS)	\$0.05	\$0.07	-16.5%
HARDEMAN			
SPENDING (\$ MILLIONS)	\$10.54	\$10.45	0.9%
LODGING	\$2.30	\$2.30	0.2%
FOOD & BEVERAGES	\$1.99	\$1.89	5.4%
RETAIL	\$0.79	\$0.79	0.2%
RECREATION	\$0.50	\$0.54	-7.4%
TRANSPORTATION	\$4.96	\$4.94	0.4%
LABOR INCOME (\$ MILLIONS)	\$2.16	\$2.10	2.7%
EMPLOYMENT (THOUSANDS)	.08	.08	0.2%
STATE TAXES (\$ MILLIONS)	\$0.37	\$0.36	2.6%
LOCAL TAXES (\$ MILLIONS)	\$0.40	\$0.42	-5.2%

2020

2019

% CHANGE

HARDIN

SPENDING (\$ MILLIONS)	\$31.81	\$40.80	-22.0%
LODGING	\$10.08	\$12.54	-19.6%
FOOD & BEVERAGES	\$8.72	\$9.95	-12.4%
RETAIL	\$3.77	\$4.74	-20.5%
RECREATION	\$2.38	\$3.88	-38.6%
TRANSPORTATION	\$6.86	\$9.69	-29.2%
LABOR INCOME (\$ MILLIONS)	\$7.10	\$7.42	-4.3%
EMPLOYMENT (THOUSANDS)	.30	.34	-11.9%
STATE TAXES (\$ MILLIONS)	\$1.35	\$1.84	-26.6%
LOCAL TAXES (\$ MILLIONS)	\$1.20	\$1.49	-19.1%

HAWKINS

SPENDING (\$ MILLIONS)	\$7.44	\$9.40	-20.9%
LODGING	\$2.59	\$3.12	-16.9%
FOOD & BEVERAGES	\$0.98	\$1.19	-17.8%
RETAIL	\$0.42	\$0.49	-15.2%
RECREATION	\$0.68	\$1.03	-33.5%
TRANSPORTATION	\$2.77	\$3.57	-22.5%
LABOR INCOME (\$ MILLIONS)	\$1.31	\$1.38	-4.6%
EMPLOYMENT (THOUSANDS)	.06	.07	-14.7%
STATE TAXES (\$ MILLIONS)	\$0.21	\$0.28	-25.4%
LOCAL TAXES (\$ MILLIONS)	\$0.33	\$0.44	-23.8%

HAYWOOD

SPENDING (\$ MILLIONS)	\$13.84	\$17.80	-22.2%
LODGING	\$2.52	\$3.28	-23.1%
FOOD & BEVERAGES	\$3.81	\$4.70	-18.9%
RETAIL	\$1.38	\$1.70	-18.9%
RECREATION	\$0.95	\$1.51	-37.1%
TRANSPORTATION	\$5.18	\$6.61	-21.7%
LABOR INCOME (\$ MILLIONS)	\$3.05	\$3.27	-6.5%
EMPLOYMENT (THOUSANDS)	.15	.18	-14.0%
STATE TAXES (\$ MILLIONS)	\$0.58	\$0.76	-23.3%
LOCAL TAXES (\$ MILLIONS)	\$0.47	\$0.58	-18.2%

HENDERSON

SPENDING (\$ MILLIONS)	\$18.99	\$24.06	-21.1%
LODGING	\$3.17	\$3.94	-19.6%
FOOD & BEVERAGES	\$4.58	\$5.32	-13.9%
RETAIL	\$1.95	\$2.43	-19.6%
RECREATION	\$0.77	\$1.30	-40.4%
TRANSPORTATION	\$8.52	\$11.06	-23.0%
LABOR INCOME (\$ MILLIONS)	\$4.33	\$4.48	-3.3%
EMPLOYMENT (THOUSANDS)	.18	.20	-7.9%
STATE TAXES (\$ MILLIONS)	\$0.75	\$0.99	-25.0%
LOCAL TAXES (\$ MILLIONS)	\$0.65	\$0.80	-18.3%

	2020	2019	% CHANGE
HENRY			
SPENDING (\$ MILLIONS)	\$41.39	\$51.83	-20.1%
LODGING	\$11.36	\$12.94	-12.2%
FOOD & BEVERAGES	\$11.44	\$13.72	-16.6%
RETAIL	\$4.74	\$6.07	-21.9%
RECREATION	\$3.06	\$5.47	-44.1%
TRANSPORTATION	\$10.79	\$13.64	-20.9%
LABOR INCOME (\$ MILLIONS)	\$8.17	\$9.34	-12.4%
EMPLOYMENT (THOUSANDS)	.38	.44	-13.6%
STATE TAXES (\$ MILLIONS)	\$1.82	\$2.25	-19.0%
LOCAL TAXES (\$ MILLIONS)	\$1.49	\$1.80	-17.5%
HICKMAN			
SPENDING (\$ MILLIONS)	\$6.34	\$6.01	5.4%
LODGING	\$1.86	\$1.75	6.3%
FOOD & BEVERAGES	\$1.22	\$1.13	8.1%
RETAIL	\$0.49	\$0.48	2.5%
RECREATION	\$0.57	\$0.55	2.5%
TRANSPORTATION	\$2.20	\$2.11	4.5%
LABOR INCOME (\$ MILLIONS)	\$1.18	\$1.16	1.2%
EMPLOYMENT (THOUSANDS)	.05	.05	-3.0%
STATE TAXES (\$ MILLIONS)	\$0.24	\$0.23	7.2%
LOCAL TAXES (\$ MILLIONS)	\$0.26	\$0.26	-1.1%
HOUSTON			
SPENDING (\$ MILLIONS)	\$5.72	\$6.75	-15.3%
LODGING	\$2.02	\$2.11	-4.5%
FOOD & BEVERAGES	\$1.19	\$1.36	-12.2%
RETAIL	\$0.26	\$0.31	-15.7%
RECREATION	\$0.56	\$0.80	-30.0%
TRANSPORTATION	\$1.69	\$2.17	-22.2%
LABOR INCOME (\$ MILLIONS)	\$1.19	\$1.19	-0.1%
EMPLOYMENT (THOUSANDS)	.06	.07	-5.4%
STATE TAXES (\$ MILLIONS)	\$0.20	\$0.25	-17.4%
LOCAL TAXES (\$ MILLIONS)	\$0.21	\$0.25	-13.6%
HUMPHREYS			
SPENDING (\$ MILLIONS)	\$36.66	\$47.13	-22.2%
LODGING	\$8.31	\$10.80	-23.0%
FOOD & BEVERAGES	\$7.87	\$9.40	-16.3%
RETAIL	\$2.88	\$3.61	-20.2%
RECREATION	\$2.19	\$3.41	-35.7%
TRANSPORTATION	\$15.41	\$19.91	-22.6%
LABOR INCOME (\$ MILLIONS)	\$7.17	\$7.42	-3.4%
EMPLOYMENT (THOUSANDS)	.28	.32	-13.7%
STATE TAXES (\$ MILLIONS)	\$1.46	\$1.98	-26.6%
LOCAL TAXES (\$ MILLIONS)	\$1.13	\$1.38	-18.5%

2020

2019

% CHANGE

JACKSON

SPENDING (\$ MILLIONS)	\$2.46	\$2.67	-8.0%
LODGING	\$1.32	\$1.32	0.2%
FOOD & BEVERAGES	\$0.25	\$0.27	-6.6%
RETAIL	\$0.10	\$0.12	-12.5%
RECREATION	\$0.10	\$0.14	-24.2%
TRANSPORTATION	\$0.68	\$0.83	-18.3%
LABOR INCOME (\$ MILLIONS)	\$0.36	\$0.35	4.2%
EMPLOYMENT (THOUSANDS)	.02	.02	-5.2%
STATE TAXES (\$ MILLIONS)	\$0.06	\$0.06	-1.8%
LOCAL TAXES (\$ MILLIONS)	\$0.09	\$0.09	0.8%

JEFFERSON

SPENDING (\$ MILLIONS)	\$50.06	\$59.78	-16.3%
LODGING	\$14.29	\$15.07	-5.2%
FOOD & BEVERAGES	\$12.64	\$14.34	-11.8%
RETAIL	\$4.31	\$5.27	-18.1%
RECREATION	\$4.07	\$6.08	-33.1%
TRANSPORTATION	\$14.75	\$19.02	-22.4%
LABOR INCOME (\$ MILLIONS)	\$10.47	\$11.38	-8.0%
EMPLOYMENT (THOUSANDS)	.40	.47	-14.7%
STATE TAXES (\$ MILLIONS)	\$2.16	\$2.48	-12.9%
LOCAL TAXES (\$ MILLIONS)	\$1.80	\$2.06	-12.7%

JOHNSON

SPENDING (\$ MILLIONS)	\$11.83	\$11.54	2.6%
LODGING	\$2.74	\$2.69	2.0%
FOOD & BEVERAGES	\$3.44	\$3.32	3.4%
RETAIL	\$0.74	\$0.73	0.8%
RECREATION	\$0.31	\$0.33	-6.0%
TRANSPORTATION	\$4.60	\$4.46	3.3%
LABOR INCOME (\$ MILLIONS)	\$2.23	\$2.18	2.2%
EMPLOYMENT (THOUSANDS)	.08	.09	-1.3%
STATE TAXES (\$ MILLIONS)	\$0.42	\$0.41	2.1%
LOCAL TAXES (\$ MILLIONS)	\$0.44	\$0.46	-5.4%

KNOX

SPENDING (\$ MILLIONS)	\$1,165.56	\$1,706.04	-31.7%
LODGING	\$168.71	\$267.51	-36.9%
FOOD & BEVERAGES	\$418.85	\$569.93	-26.5%
RETAIL	\$191.82	\$237.63	-19.3%
RECREATION	\$103.00	\$166.34	-38.1%
TRANSPORTATION	\$283.18	\$464.62	-39.1%
LABOR INCOME (\$ MILLIONS)	\$362.25	\$440.72	-17.8%
EMPLOYMENT (THOUSANDS)	11.68	15.21	-23.2%
STATE TAXES (\$ MILLIONS)	\$57.11	\$82.00	-30.4%
LOCAL TAXES (\$ MILLIONS)	\$38.79	\$52.01	-25.4%

	2020	2019	% CHANGE
LAKE			
SPENDING (\$ MILLIONS)	\$5.38	\$5.23	2.9%
LODGING	\$1.71	\$1.63	5.1%
FOOD & BEVERAGES	\$1.67	\$1.60	4.2%
RETAIL	\$0.41	\$0.40	1.3%
RECREATION	\$0.80	\$0.81	-2.0%
TRANSPORTATION	\$0.80	\$0.79	1.7%
LABOR INCOME (\$ MILLIONS)	\$1.58	\$1.55	1.5%
EMPLOYMENT (THOUSANDS)	.07	.07	-0.3%
STATE TAXES (\$ MILLIONS)	\$0.29	\$0.26	9.0%
LOCAL TAXES (\$ MILLIONS)	\$0.20	\$0.20	-1.1%
LAUDERDALE			
SPENDING (\$ MILLIONS)	\$6.14	\$7.40	-17.0%
LODGING	\$1.11	\$1.26	-12.0%
FOOD & BEVERAGES	\$2.17	\$2.48	-12.4%
RETAIL	\$0.80	\$0.98	-18.2%
RECREATION	\$0.38	\$0.59	-35.3%
TRANSPORTATION	\$1.67	\$2.09	-19.8%
LABOR INCOME (\$ MILLIONS)	\$1.83	\$1.92	-4.4%
EMPLOYMENT (THOUSANDS)	.09	.10	-10.0%
STATE TAXES (\$ MILLIONS)	\$0.26	\$0.31	-16.6%
LOCAL TAXES (\$ MILLIONS)	\$0.29	\$0.34	-15.5%
LAWRENCE			
SPENDING (\$ MILLIONS)	\$19.42	\$24.97	-22.2%
LODGING	\$3.13	\$3.75	-16.6%
FOOD & BEVERAGES	\$6.96	\$8.19	-15.0%
RETAIL	\$2.71	\$3.48	-22.3%
RECREATION	\$1.24	\$1.87	-34.0%
TRANSPORTATION	\$5.39	\$7.67	-29.7%
LABOR INCOME (\$ MILLIONS)	\$5.45	\$6.22	-12.3%
EMPLOYMENT (THOUSANDS)	.22	.27	-17.4%
STATE TAXES (\$ MILLIONS)	\$0.90	\$1.15	-22.2%
LOCAL TAXES (\$ MILLIONS)	\$0.77	\$0.93	-17.6%
LEWIS			
SPENDING (\$ MILLIONS)	\$3.48	\$4.02	-13.5%
LODGING	\$0.96	\$1.00	-3.7%
FOOD & BEVERAGES	\$0.84	\$0.92	-8.4%
RETAIL	\$0.31	\$0.36	-13.8%
RECREATION	\$0.31	\$0.43	-28.5%
TRANSPORTATION	\$1.06	\$1.31	-19.4%
LABOR INCOME (\$ MILLIONS)	\$0.65	\$0.66	-0.8%
EMPLOYMENT (THOUSANDS)	.03	.03	-5.8%
STATE TAXES (\$ MILLIONS)	\$0.16	\$0.17	-9.9%
LOCAL TAXES (\$ MILLIONS)	\$0.14	\$0.16	-10.8%

2020

2019

% CHANGE

LINCOLN

SPENDING (\$ MILLIONS)	\$21.78	\$27.68	-21.3%
LODGING	\$3.93	\$5.12	-23.3%
FOOD & BEVERAGES	\$5.68	\$6.95	-18.4%
RETAIL	\$3.20	\$3.85	-17.0%
RECREATION	\$1.72	\$2.54	-32.4%
TRANSPORTATION	\$7.26	\$9.21	-21.2%
LABOR INCOME (\$ MILLIONS)	\$5.27	\$5.42	-2.8%
EMPLOYMENT (THOUSANDS)	.23	.26	-11.7%
STATE TAXES (\$ MILLIONS)	\$0.96	\$1.23	-22.2%
LOCAL TAXES (\$ MILLIONS)	\$0.79	\$0.98	-19.5%

LOUDON

SPENDING (\$ MILLIONS)	\$62.73	\$83.74	-25.1%
LODGING	\$11.59	\$14.43	-19.7%
FOOD & BEVERAGES	\$25.90	\$31.66	-18.2%
RETAIL	\$3.18	\$3.94	-19.4%
RECREATION	\$5.64	\$9.74	-42.1%
TRANSPORTATION	\$16.42	\$23.97	-31.5%
LABOR INCOME (\$ MILLIONS)	\$20.50	\$22.54	-9.0%
EMPLOYMENT (THOUSANDS)	.79	.94	-16.0%
STATE TAXES (\$ MILLIONS)	\$2.97	\$3.97	-25.2%
LOCAL TAXES (\$ MILLIONS)	\$2.18	\$2.68	-18.6%

MCMINN

SPENDING (\$ MILLIONS)	\$53.58	\$69.97	-23.4%
LODGING	\$10.24	\$14.59	-29.8%
FOOD & BEVERAGES	\$14.21	\$17.26	-17.7%
RETAIL	\$6.41	\$7.62	-15.9%
RECREATION	\$4.54	\$6.85	-33.7%
TRANSPORTATION	\$18.18	\$23.65	-23.1%
LABOR INCOME (\$ MILLIONS)	\$13.48	\$14.04	-4.0%
EMPLOYMENT (THOUSANDS)	.56	.66	-16.1%
STATE TAXES (\$ MILLIONS)	\$2.43	\$3.25	-25.4%
LOCAL TAXES (\$ MILLIONS)	\$1.86	\$2.32	-19.8%

MCNAIRY

SPENDING (\$ MILLIONS)	\$6.66	\$8.42	-20.9%
LODGING	\$1.83	\$2.27	-19.4%
FOOD & BEVERAGES	\$2.00	\$2.36	-15.6%
RETAIL	\$0.46	\$0.57	-19.1%
RECREATION	\$0.50	\$0.75	-33.4%
TRANSPORTATION	\$1.88	\$2.47	-23.9%
LABOR INCOME (\$ MILLIONS)	\$1.47	\$1.57	-6.7%
EMPLOYMENT (THOUSANDS)	.08	.09	-11.9%
STATE TAXES (\$ MILLIONS)	\$0.27	\$0.35	-23.5%
LOCAL TAXES (\$ MILLIONS)	\$0.29	\$0.35	-18.4%

	2020	2019	% CHANGE
MACON			
SPENDING (\$ MILLIONS)	\$9.50	\$11.80	-19.5%
LODGING	\$1.03	\$1.33	-22.4%
FOOD & BEVERAGES	\$4.19	\$4.81	-13.0%
RETAIL	\$1.59	\$2.02	-21.0%
RECREATION	\$0.28	\$0.43	-35.9%
TRANSPORTATION	\$2.42	\$3.21	-24.8%
LABOR INCOME (\$ MILLIONS)	\$2.79	\$2.98	-6.5%
EMPLOYMENT (THOUSANDS)	.13	.15	-12.9%
STATE TAXES (\$ MILLIONS)	\$0.44	\$0.54	-19.1%
LOCAL TAXES (\$ MILLIONS)	\$0.34	\$0.40	-16.2%
MADISON			
SPENDING (\$ MILLIONS)	\$227.46	\$297.34	-23.5%
LODGING	\$38.24	\$49.27	-22.4%
FOOD & BEVERAGES	\$90.30	\$111.62	-19.1%
RETAIL	\$33.71	\$42.73	-21.1%
RECREATION	\$17.31	\$28.16	-38.5%
TRANSPORTATION	\$47.91	\$65.56	-26.9%
LABOR INCOME (\$ MILLIONS)	\$64.55	\$68.79	-6.2%
EMPLOYMENT (THOUSANDS)	2.54	3.09	-17.9%
STATE TAXES (\$ MILLIONS)	\$11.71	\$15.37	-23.8%
LOCAL TAXES (\$ MILLIONS)	\$7.70	\$9.40	-18.1%
MARION			
SPENDING (\$ MILLIONS)	\$41.86	\$56.60	-26.0%
LODGING	\$7.79	\$12.12	-35.7%
FOOD & BEVERAGES	\$14.64	\$17.89	-18.2%
RETAIL	\$4.27	\$5.41	-21.0%
RECREATION	\$2.90	\$4.58	-36.5%
TRANSPORTATION	\$12.25	\$16.60	-26.2%
LABOR INCOME (\$ MILLIONS)	\$9.28	\$10.90	-14.8%
EMPLOYMENT (THOUSANDS)	.40	.48	-18.0%
STATE TAXES (\$ MILLIONS)	\$1.94	\$2.74	-29.2%
LOCAL TAXES (\$ MILLIONS)	\$1.29	\$1.67	-22.7%
MARSHALL			
SPENDING (\$ MILLIONS)	\$17.36	\$22.58	-23.1%
LODGING	\$3.45	\$4.52	-23.6%
FOOD & BEVERAGES	\$5.26	\$6.10	-13.7%
RETAIL	\$1.80	\$2.36	-23.6%
RECREATION	\$1.83	\$3.11	-41.3%
TRANSPORTATION	\$5.02	\$6.49	-22.7%
LABOR INCOME (\$ MILLIONS)	\$5.64	\$6.19	-8.8%
EMPLOYMENT (THOUSANDS)	.22	.27	-19.4%
STATE TAXES (\$ MILLIONS)	\$0.80	\$1.07	-25.8%
LOCAL TAXES (\$ MILLIONS)	\$0.71	\$0.88	-20.2%

2020

2019

% CHANGE

MAURY

SPENDING (\$ MILLIONS)	\$79.42	\$106.31	-25.3%
LODGING	\$13.34	\$21.18	-37.0%
FOOD & BEVERAGES	\$22.33	\$26.87	-16.9%
RETAIL	\$9.33	\$11.19	-16.6%
RECREATION	\$7.88	\$12.24	-35.6%
TRANSPORTATION	\$26.53	\$34.84	-23.8%
LABOR INCOME (\$ MILLIONS)	\$22.71	\$23.52	-3.5%
EMPLOYMENT (THOUSANDS)	.78	.93	-15.7%
STATE TAXES (\$ MILLIONS)	\$3.58	\$5.00	-28.3%
LOCAL TAXES (\$ MILLIONS)	\$3.06	\$3.92	-22.0%

MEIGS

SPENDING (\$ MILLIONS)	\$6.80	\$6.74	1.0%
LODGING	\$1.80	\$1.80	-0.3%
FOOD & BEVERAGES	\$1.69	\$1.66	1.7%
RETAIL	\$0.59	\$0.59	1.3%
RECREATION	\$0.37	\$0.37	-0.2%
TRANSPORTATION	\$2.35	\$2.32	1.5%
LABOR INCOME (\$ MILLIONS)	\$1.25	\$1.19	5.1%
EMPLOYMENT (THOUSANDS)	.06	.06	-0.1%
STATE TAXES (\$ MILLIONS)	\$0.23	\$0.23	1.4%
LOCAL TAXES (\$ MILLIONS)	\$0.25	\$0.27	-6.6%

MONROE

SPENDING (\$ MILLIONS)	\$47.25	\$45.41	4.0%
LODGING	\$9.88	\$9.26	6.7%
FOOD & BEVERAGES	\$13.77	\$12.82	7.5%
RETAIL	\$4.76	\$4.64	2.6%
RECREATION	\$5.57	\$5.56	0.2%
TRANSPORTATION	\$13.27	\$13.14	1.0%
LABOR INCOME (\$ MILLIONS)	\$10.46	\$9.69	7.9%
EMPLOYMENT (THOUSANDS)	.47	.46	1.8%
STATE TAXES (\$ MILLIONS)	\$2.09	\$1.97	6.4%
LOCAL TAXES (\$ MILLIONS)	\$1.61	\$1.62	-0.7%

MONTGOMERY

SPENDING (\$ MILLIONS)	\$252.14	\$352.49	-28.5%
LODGING	\$44.95	\$70.58	-36.3%
FOOD & BEVERAGES	\$90.51	\$119.62	-24.3%
RETAIL	\$36.81	\$49.63	-25.8%
RECREATION	\$20.56	\$33.34	-38.3%
TRANSPORTATION	\$59.31	\$79.31	-25.2%
LABOR INCOME (\$ MILLIONS)	\$81.46	\$90.47	-10.0%
EMPLOYMENT (THOUSANDS)	3.30	3.96	-16.7%
STATE TAXES (\$ MILLIONS)	\$12.71	\$17.82	-28.7%
LOCAL TAXES (\$ MILLIONS)	\$8.32	\$10.94	-23.9%

	2020	2019	% CHANGE
MOORE			
SPENDING (\$ MILLIONS)	\$0.67	\$0.88	-23.9%
LODGING	\$0.35	\$0.42	-18.3%
FOOD & BEVERAGES	\$0.09	\$0.10	-13.0%
RETAIL	\$0.06	\$0.07	-19.4%
RECREATION	\$0.13	\$0.21	-40.0%
TRANSPORTATION	\$0.05	\$0.07	-29.1%
LABOR INCOME (\$ MILLIONS)	\$0.11	\$0.14	-20.1%
EMPLOYMENT (THOUSANDS)	.01	.01	-21.0%
STATE TAXES (\$ MILLIONS)	\$0.02	\$0.03	-31.7%
LOCAL TAXES (\$ MILLIONS)	\$0.04	\$0.05	-24.9%
MORGAN			
SPENDING (\$ MILLIONS)	\$2.83	\$2.72	3.8%
LODGING	\$1.12	\$1.09	2.9%
FOOD & BEVERAGES	\$0.33	\$0.29	11.5%
RETAIL	\$0.11	\$0.10	0.6%
RECREATION	\$0.14	\$0.13	5.0%
TRANSPORTATION	\$1.13	\$1.10	2.9%
LABOR INCOME (\$ MILLIONS)	\$0.38	\$0.38	-0.1%
EMPLOYMENT (THOUSANDS)	.01	.01	-1.5%
STATE TAXES (\$ MILLIONS)	\$0.06	\$0.06	7.1%
LOCAL TAXES (\$ MILLIONS)	\$0.10	\$0.09	11.2%
OBION			
SPENDING (\$ MILLIONS)	\$52.09	\$60.81	-14.3%
LODGING	\$9.47	\$9.56	-0.9%
FOOD & BEVERAGES	\$15.88	\$17.52	-9.3%
RETAIL	\$6.60	\$7.79	-15.3%
RECREATION	\$4.67	\$6.62	-29.5%
TRANSPORTATION	\$15.46	\$19.31	-19.9%
LABOR INCOME (\$ MILLIONS)	\$13.21	\$13.32	-0.8%
EMPLOYMENT (THOUSANDS)	.55	.59	-7.6%
STATE TAXES (\$ MILLIONS)	\$2.46	\$2.77	-11.5%
LOCAL TAXES (\$ MILLIONS)	\$1.63	\$1.78	-8.6%
OVERTON			
SPENDING (\$ MILLIONS)	\$4.97	\$5.77	-13.9%
LODGING	\$1.56	\$1.66	-6.4%
FOOD & BEVERAGES	\$1.15	\$1.26	-8.9%
RETAIL	\$0.42	\$0.49	-14.9%
RECREATION	\$0.32	\$0.46	-29.4%
TRANSPORTATION	\$1.53	\$1.90	-19.7%
LABOR INCOME (\$ MILLIONS)	\$1.21	\$1.24	-2.8%
EMPLOYMENT (THOUSANDS)	.06	.06	-5.3%
STATE TAXES (\$ MILLIONS)	\$0.22	\$0.24	-8.3%
LOCAL TAXES (\$ MILLIONS)	\$0.23	\$0.27	-14.5%

	2020	2019	% CHANGE
PERRY			
SPENDING (\$ MILLIONS)	\$4.56	\$5.25	-13.1%
LODGING	\$1.75	\$1.81	-3.1%
FOOD & BEVERAGES	\$1.15	\$1.27	-9.4%
RETAIL	\$0.28	\$0.34	-15.9%
RECREATION	\$0.24	\$0.35	-32.4%
TRANSPORTATION	\$1.15	\$1.49	-23.1%
LABOR INCOME (\$ MILLIONS)	\$0.82	\$0.84	-3.1%
EMPLOYMENT (THOUSANDS)	.05	.06	-8.8%
STATE TAXES (\$ MILLIONS)	\$0.13	\$0.15	-13.4%
LOCAL TAXES (\$ MILLIONS)	\$0.20	\$0.23	-16.2%
PICKETT			
SPENDING (\$ MILLIONS)	\$11.03	\$12.54	-12.1%
LODGING	\$3.53	\$3.62	-2.5%
FOOD & BEVERAGES	\$3.40	\$3.68	-7.6%
RETAIL	\$0.80	\$0.86	-6.7%
RECREATION	\$0.87	\$1.21	-27.5%
TRANSPORTATION	\$2.42	\$3.18	-23.8%
LABOR INCOME (\$ MILLIONS)	\$2.48	\$2.60	-4.5%
EMPLOYMENT (THOUSANDS)	.11	.13	-10.2%
STATE TAXES (\$ MILLIONS)	\$0.50	\$0.55	-9.0%
LOCAL TAXES (\$ MILLIONS)	\$0.37	\$0.41	-8.8%
POLK			
SPENDING (\$ MILLIONS)	\$18.04	\$27.05	-33.3%
LODGING	\$4.04	\$6.52	-38.0%
FOOD & BEVERAGES	\$4.70	\$6.28	-25.2%
RETAIL	\$1.76	\$2.44	-27.6%
RECREATION	\$3.20	\$5.14	-37.7%
TRANSPORTATION	\$4.33	\$6.67	-35.1%
LABOR INCOME (\$ MILLIONS)	\$5.31	\$5.97	-11.0%
EMPLOYMENT (THOUSANDS)	.24	.31	-20.6%
STATE TAXES (\$ MILLIONS)	\$0.81	\$1.25	-35.8%
LOCAL TAXES (\$ MILLIONS)	\$0.56	\$0.79	-28.4%
PUTNAM			
SPENDING (\$ MILLIONS)	\$119.15	\$155.90	-23.6%
LODGING	\$22.49	\$31.48	-28.6%
FOOD & BEVERAGES	\$39.82	\$49.30	-19.2%
RETAIL	\$16.64	\$20.58	-19.1%
RECREATION	\$10.57	\$15.87	-33.4%
TRANSPORTATION	\$29.62	\$38.68	-23.4%
LABOR INCOME (\$ MILLIONS)	\$34.14	\$36.14	-5.5%
EMPLOYMENT (THOUSANDS)	1.37	1.64	-16.2%
STATE TAXES (\$ MILLIONS)	\$5.91	\$7.88	-25.0%
LOCAL TAXES (\$ MILLIONS)	\$4.13	\$5.12	-19.2%

	2020	2019	% CHANGE
RHEA			
SPENDING (\$ MILLIONS)	\$28.81	\$40.49	-28.9%
LODGING	\$6.24	\$9.38	-33.5%
FOOD & BEVERAGES	\$9.30	\$11.44	-18.8%
RETAIL	\$2.66	\$3.42	-22.2%
RECREATION	\$2.73	\$4.35	-37.2%
TRANSPORTATION	\$7.88	\$11.90	-33.8%
LABOR INCOME (\$ MILLIONS)	\$7.86	\$8.37	-6.0%
EMPLOYMENT (THOUSANDS)	.33	.41	-19.0%
STATE TAXES (\$ MILLIONS)	\$1.28	\$1.87	-31.4%
LOCAL TAXES (\$ MILLIONS)	\$1.09	\$1.43	-23.6%
ROANE			
SPENDING (\$ MILLIONS)	\$51.42	\$60.03	-14.4%
LODGING	\$12.57	\$13.22	-4.9%
FOOD & BEVERAGES	\$15.22	\$16.94	-10.1%
RETAIL	\$4.41	\$5.21	-15.4%
RECREATION	\$4.52	\$6.33	-28.7%
TRANSPORTATION	\$14.70	\$18.33	-19.8%
LABOR INCOME (\$ MILLIONS)	\$12.81	\$13.55	-5.5%
EMPLOYMENT (THOUSANDS)	.54	.58	-7.8%
STATE TAXES (\$ MILLIONS)	\$2.36	\$2.69	-12.3%
LOCAL TAXES (\$ MILLIONS)	\$2.07	\$2.32	-10.6%
ROBERTSON			
SPENDING (\$ MILLIONS)	\$49.22	\$68.42	-28.1%
LODGING	\$9.37	\$14.67	-36.2%
FOOD & BEVERAGES	\$13.46	\$17.56	-23.4%
RETAIL	\$5.60	\$7.27	-23.0%
RECREATION	\$4.23	\$6.73	-37.1%
TRANSPORTATION	\$16.55	\$22.19	-25.4%
LABOR INCOME (\$ MILLIONS)	\$13.71	\$15.37	-10.8%
EMPLOYMENT (THOUSANDS)	.51	.59	-14.4%
STATE TAXES (\$ MILLIONS)	\$2.21	\$3.22	-31.3%
LOCAL TAXES (\$ MILLIONS)	\$1.85	\$2.41	-23.2%
RUTHERFORD			
SPENDING (\$ MILLIONS)	\$472.24	\$651.90	-27.6%
LODGING	\$85.75	\$115.50	-25.8%
FOOD & BEVERAGES	\$156.02	\$189.99	-17.9%
RETAIL	\$59.21	\$77.77	-23.9%
RECREATION	\$38.87	\$61.22	-36.5%
TRANSPORTATION	\$132.40	\$207.42	-36.2%
LABOR INCOME (\$ MILLIONS)	\$154.46	\$182.63	-15.4%
EMPLOYMENT (THOUSANDS)	4.51	5.62	-19.6%
STATE TAXES (\$ MILLIONS)	\$22.91	\$30.82	-25.7%
LOCAL TAXES (\$ MILLIONS)	\$16.57	\$21.05	-21.3%

2020

2019

% CHANGE

SCOTT

SPENDING (\$ MILLIONS)	\$10.55	\$12.88	-18.1%
LODGING	\$2.95	\$3.18	-7.2%
FOOD & BEVERAGES	\$2.44	\$2.89	-15.5%
RETAIL	\$0.59	\$0.71	-15.9%
RECREATION	\$0.90	\$1.32	-32.2%
TRANSPORTATION	\$3.68	\$4.79	-23.2%
LABOR INCOME (\$ MILLIONS)	\$2.46	\$2.64	-6.7%
EMPLOYMENT (THOUSANDS)	.13	.14	-6.5%
STATE TAXES (\$ MILLIONS)	\$0.45	\$0.54	-15.7%
LOCAL TAXES (\$ MILLIONS)	\$0.41	\$0.48	-14.8%

SEQUATCHIE

SPENDING (\$ MILLIONS)	\$4.27	\$5.19	-17.7%
LODGING	\$1.06	\$1.12	-4.5%
FOOD & BEVERAGES	\$0.57	\$0.62	-8.7%
RETAIL	\$0.23	\$0.27	-13.9%
RECREATION	\$0.22	\$0.28	-21.5%
TRANSPORTATION	\$2.19	\$2.90	-24.7%
LABOR INCOME (\$ MILLIONS)	\$0.75	\$0.76	-1.0%
EMPLOYMENT (THOUSANDS)	.03	.03	-5.3%
STATE TAXES (\$ MILLIONS)	\$0.13	\$0.15	-14.6%
LOCAL TAXES (\$ MILLIONS)	\$0.16	\$0.19	-13.5%

SEVIER

SPENDING (\$ MILLIONS)	\$2,382.23	\$2,753.69	-13.5%
LODGING	\$842.34	\$904.84	-6.9%
FOOD & BEVERAGES	\$528.19	\$585.99	-9.9%
RETAIL	\$325.59	\$370.55	-12.1%
RECREATION	\$339.04	\$483.28	-29.8%
TRANSPORTATION	\$347.07	\$409.03	-15.1%
LABOR INCOME (\$ MILLIONS)	\$754.29	\$788.96	-4.4%
EMPLOYMENT (THOUSANDS)	20.96	23.75	-11.7%
STATE TAXES (\$ MILLIONS)	\$134.13	\$155.74	-13.9%
LOCAL TAXES (\$ MILLIONS)	\$87.65	\$95.16	-7.9%

SHELBY

SPENDING (\$ MILLIONS)	\$2,572.31	\$3,768.04	-31.7%
LODGING	\$329.98	\$660.68	-50.1%
FOOD & BEVERAGES	\$911.90	\$1,174.52	-22.4%
RETAIL	\$388.37	\$498.04	-22.0%
RECREATION	\$317.41	\$537.73	-41.0%
TRANSPORTATION	\$624.65	\$897.07	-30.4%
LABOR INCOME (\$ MILLIONS)	\$959.71	\$1,134.04	-15.4%
EMPLOYMENT (THOUSANDS)	23.35	31.02	-24.7%
STATE TAXES (\$ MILLIONS)	\$123.76	\$180.94	-31.6%
LOCAL TAXES (\$ MILLIONS)	\$89.72	\$126.30	-29.0%

	2020	2019	% CHANGE
SMITH			
SPENDING (\$ MILLIONS)	\$8.54	\$10.66	-19.9%
LODGING	\$2.70	\$3.08	-12.2%
FOOD & BEVERAGES	\$1.61	\$1.96	-17.8%
RETAIL	\$0.61	\$0.72	-14.7%
RECREATION	\$0.59	\$0.91	-35.3%
TRANSPORTATION	\$3.03	\$4.00	-24.3%
LABOR INCOME (\$ MILLIONS)	\$1.68	\$1.76	-4.6%
EMPLOYMENT (THOUSANDS)	.08	.09	-12.9%
STATE TAXES (\$ MILLIONS)	\$0.31	\$0.39	-20.6%
LOCAL TAXES (\$ MILLIONS)	\$0.38	\$0.46	-18.6%
STEWART			
SPENDING (\$ MILLIONS)	\$4.56	\$5.37	-15.1%
LODGING	\$1.93	\$2.02	-4.3%
FOOD & BEVERAGES	\$0.68	\$0.79	-13.6%
RETAIL	\$0.26	\$0.33	-18.6%
RECREATION	\$0.25	\$0.37	-30.8%
TRANSPORTATION	\$1.42	\$1.86	-23.6%
LABOR INCOME (\$ MILLIONS)	\$0.99	\$1.01	-2.5%
EMPLOYMENT (THOUSANDS)	.04	.04	-10.8%
STATE TAXES (\$ MILLIONS)	\$0.13	\$0.16	-20.8%
LOCAL TAXES (\$ MILLIONS)	\$0.20	\$0.22	-12.0%
SULLIVAN			
SPENDING (\$ MILLIONS)	\$227.46	\$306.73	-25.8%
LODGING	\$36.65	\$56.97	-35.7%
FOOD & BEVERAGES	\$79.73	\$98.61	-19.1%
RETAIL	\$34.14	\$42.58	-19.8%
RECREATION	\$21.97	\$36.65	-40.0%
TRANSPORTATION	\$54.98	\$71.92	-23.6%
LABOR INCOME (\$ MILLIONS)	\$66.67	\$74.95	-11.0%
EMPLOYMENT (THOUSANDS)	2.31	2.93	-21.0%
STATE TAXES (\$ MILLIONS)	\$10.97	\$14.98	-26.8%
LOCAL TAXES (\$ MILLIONS)	\$8.07	\$10.37	-22.2%
SUMNER			
SPENDING (\$ MILLIONS)	\$130.90	\$179.19	-26.9%
LODGING	\$14.60	\$24.65	-40.8%
FOOD & BEVERAGES	\$47.82	\$56.59	-15.5%
RETAIL	\$18.16	\$23.92	-24.1%
RECREATION	\$17.11	\$28.70	-40.4%
TRANSPORTATION	\$33.21	\$45.32	-26.7%
LABOR INCOME (\$ MILLIONS)	\$38.92	\$43.49	-10.5%
EMPLOYMENT (THOUSANDS)	1.28	1.56	-17.6%
STATE TAXES (\$ MILLIONS)	\$6.11	\$8.42	-27.5%
LOCAL TAXES (\$ MILLIONS)	\$4.99	\$6.44	-22.5%

2020

2019

% CHANGE

TIPTON

SPENDING (\$ MILLIONS)	\$13.23	\$17.27	-23.4%
LODGING	\$2.56	\$3.17	-19.0%
FOOD & BEVERAGES	\$3.98	\$4.91	-19.0%
RETAIL	\$1.71	\$2.10	-18.6%
RECREATION	\$1.19	\$1.93	-38.5%
TRANSPORTATION	\$3.79	\$5.16	-26.5%
LABOR INCOME (\$ MILLIONS)	\$3.02	\$3.36	-10.2%
EMPLOYMENT (THOUSANDS)	.14	.17	-13.1%
STATE TAXES (\$ MILLIONS)	\$0.63	\$0.80	-21.1%
LOCAL TAXES (\$ MILLIONS)	\$0.56	\$0.67	-16.3%

TROUSDALE

SPENDING (\$ MILLIONS)	\$6.16	\$7.77	-20.8%
LODGING	\$0.29	\$0.30	-3.4%
FOOD & BEVERAGES	\$2.23	\$2.64	-15.7%
RETAIL	\$0.96	\$1.16	-17.6%
RECREATION	\$0.58	\$0.86	-33.0%
TRANSPORTATION	\$2.11	\$2.81	-25.0%
LABOR INCOME (\$ MILLIONS)	\$1.40	\$1.53	-8.4%
EMPLOYMENT (THOUSANDS)	.06	.06	-12.0%
STATE TAXES (\$ MILLIONS)	\$0.24	\$0.30	-19.8%
LOCAL TAXES (\$ MILLIONS)	\$0.20	\$0.24	-17.2%

UNICOI

SPENDING (\$ MILLIONS)	\$12.40	\$16.95	-26.8%
LODGING	\$2.32	\$3.29	-29.4%
FOOD & BEVERAGES	\$4.43	\$5.58	-20.6%
RETAIL	\$1.73	\$2.19	-21.1%
RECREATION	\$0.76	\$1.20	-36.4%
TRANSPORTATION	\$3.15	\$4.69	-32.7%
LABOR INCOME (\$ MILLIONS)	\$2.81	\$3.12	-9.7%
EMPLOYMENT (THOUSANDS)	.13	.17	-19.1%
STATE TAXES (\$ MILLIONS)	\$0.57	\$0.76	-24.4%
LOCAL TAXES (\$ MILLIONS)	\$0.47	\$0.60	-22.2%

UNION

SPENDING (\$ MILLIONS)	\$21.31	\$20.33	4.8%
LODGING	\$6.15	\$5.64	8.9%
FOOD & BEVERAGES	\$4.57	\$4.33	5.4%
RETAIL	\$1.02	\$0.99	2.5%
RECREATION	\$2.30	\$2.28	0.8%
TRANSPORTATION	\$7.28	\$7.09	2.7%
LABOR INCOME (\$ MILLIONS)	\$4.65	\$4.51	3.1%
EMPLOYMENT (THOUSANDS)	.20	.20	1.5%
STATE TAXES (\$ MILLIONS)	\$0.91	\$0.88	3.1%
LOCAL TAXES (\$ MILLIONS)	\$0.67	\$0.64	4.4%

	2020	2019	% CHANGE
VAN BUREN			
SPENDING (\$ MILLIONS)	\$22.49	\$20.95	7.3%
LODGING	\$6.34	\$5.74	10.5%
FOOD & BEVERAGES	\$5.54	\$5.09	8.8%
RETAIL	\$3.93	\$3.89	0.9%
RECREATION	\$3.16	\$2.83	11.8%
TRANSPORTATION	\$3.52	\$3.40	3.4%
LABOR INCOME (\$ MILLIONS)	\$2.73	\$2.60	4.8%
EMPLOYMENT (THOUSANDS)	.12	.12	-0.9%
STATE TAXES (\$ MILLIONS)	\$1.23	\$1.13	9.0%
LOCAL TAXES (\$ MILLIONS)	\$0.65	\$0.58	12.3%
WARREN			
SPENDING (\$ MILLIONS)	\$13.53	\$17.47	-22.6%
LODGING	\$2.35	\$2.66	-11.8%
FOOD & BEVERAGES	\$3.52	\$4.23	-16.7%
RETAIL	\$1.31	\$1.65	-20.5%
RECREATION	\$1.17	\$1.89	-38.1%
TRANSPORTATION	\$5.17	\$7.04	-26.5%
LABOR INCOME (\$ MILLIONS)	\$2.79	\$3.03	-7.9%
EMPLOYMENT (THOUSANDS)	.11	.13	-12.2%
STATE TAXES (\$ MILLIONS)	\$0.55	\$0.73	-24.6%
LOCAL TAXES (\$ MILLIONS)	\$0.56	\$0.69	-18.6%
WASHINGTON			
SPENDING (\$ MILLIONS)	\$215.85	\$288.59	-25.2%
LODGING	\$34.53	\$52.01	-33.6%
FOOD & BEVERAGES	\$85.75	\$105.45	-18.7%
RETAIL	\$35.75	\$43.76	-18.3%
RECREATION	\$18.68	\$33.47	-44.2%
TRANSPORTATION	\$41.14	\$53.91	-23.7%
LABOR INCOME (\$ MILLIONS)	\$64.92	\$74.99	-13.4%
EMPLOYMENT (THOUSANDS)	2.46	3.07	-19.7%
STATE TAXES (\$ MILLIONS)	\$10.95	\$14.68	-25.4%
LOCAL TAXES (\$ MILLIONS)	\$7.56	\$9.60	-21.3%
WAYNE			
SPENDING (\$ MILLIONS)	\$6.87	\$8.97	-23.5%
LODGING	\$1.88	\$2.68	-30.1%
FOOD & BEVERAGES	\$1.75	\$2.01	-13.2%
RETAIL	\$0.67	\$0.80	-16.2%
RECREATION	\$0.64	\$0.93	-31.3%
TRANSPORTATION	\$1.94	\$2.55	-24.0%
LABOR INCOME (\$ MILLIONS)	\$2.30	\$2.44	-5.7%
EMPLOYMENT (THOUSANDS)	.10	.11	-9.2%
STATE TAXES (\$ MILLIONS)	\$0.32	\$0.40	-19.8%
LOCAL TAXES (\$ MILLIONS)	\$0.29	\$0.36	-19.2%

2020

2019

% CHANGE

WEAKLEY

SPENDING (\$ MILLIONS)	\$17.84	\$24.51	-27.2%
LODGING	\$2.91	\$4.73	-38.5%
FOOD & BEVERAGES	\$5.88	\$7.19	-18.3%
RETAIL	\$2.16	\$2.77	-22.0%
RECREATION	\$1.71	\$2.74	-37.5%
TRANSPORTATION	\$5.17	\$7.07	-26.9%
LABOR INCOME (\$ MILLIONS)	\$4.89	\$5.32	-8.1%
EMPLOYMENT (THOUSANDS)	.21	.25	-15.2%
STATE TAXES (\$ MILLIONS)	\$0.83	\$1.16	-28.6%
LOCAL TAXES (\$ MILLIONS)	\$0.67	\$0.87	-22.8%

WHITE

SPENDING (\$ MILLIONS)	\$8.31	\$10.43	-20.3%
LODGING	\$0.99	\$1.15	-14.2%
FOOD & BEVERAGES	\$3.51	\$4.14	-15.1%
RETAIL	\$0.19	\$0.22	-15.7%
RECREATION	\$0.37	\$0.54	-30.7%
TRANSPORTATION	\$3.25	\$4.38	-25.7%
LABOR INCOME (\$ MILLIONS)	\$2.28	\$2.42	-5.7%
EMPLOYMENT (THOUSANDS)	.12	.14	-8.0%
STATE TAXES (\$ MILLIONS)	\$0.31	\$0.38	-18.6%
LOCAL TAXES (\$ MILLIONS)	\$0.33	\$0.40	-18.1%

WILLIAMSON

SPENDING (\$ MILLIONS)	\$775.97	\$1,126.65	-31.1%
LODGING	\$117.61	\$243.24	-51.6%
FOOD & BEVERAGES	\$302.24	\$380.70	-20.6%
RETAIL	\$121.36	\$156.62	-22.5%
RECREATION	\$107.73	\$175.38	-38.6%
TRANSPORTATION	\$127.03	\$170.72	-25.6%
LABOR INCOME (\$ MILLIONS)	\$253.59	\$306.27	-17.2%
EMPLOYMENT (THOUSANDS)	7.18	9.21	-22.0%
STATE TAXES (\$ MILLIONS)	\$40.31	\$60.02	-32.8%
LOCAL TAXES (\$ MILLIONS)	\$27.75	\$38.45	-27.8%

WILSON

SPENDING (\$ MILLIONS)	\$216.79	\$285.83	-24.2%
LODGING	\$42.09	\$55.43	-24.1%
FOOD & BEVERAGES	\$77.38	\$94.48	-18.1%
RETAIL	\$29.57	\$37.70	-21.6%
RECREATION	\$19.46	\$32.83	-40.7%
TRANSPORTATION	\$48.30	\$65.39	-26.1%
LABOR INCOME (\$ MILLIONS)	\$56.98	\$61.68	-7.6%
EMPLOYMENT (THOUSANDS)	2.02	2.42	-16.7%
STATE TAXES (\$ MILLIONS)	\$10.90	\$14.33	-24.0%
LOCAL TAXES (\$ MILLIONS)	\$7.35	\$9.03	-18.5%



METHODOLOGY & GLOSSARY

Source: USTA, Tourism Economics

Beginning in 2020, the U.S. Travel Association partnered with Tourism Economics to update their state economic impact reporting. Notable changes include revisions to historical data and an expanded county industry analysis. To quantify the economic significance of the tourism sector in Tennessee, Tourism Economics has prepared a comprehensive model using multiple primary and secondary data sources to quantify the economic impacts arising from visitor spending using impact modeling. Impact modeling is based on an IMPLAN Input-Output (I-O) model for Tennessee. The results of this study show the scope of the travel sector in terms of direct visitor spending, as well as total economic impacts.

For the full report, visit: [INDUSTRY.TNVACATION.COM/INDUSTRY/RESEARCH](https://industry.tnvacation.com/industry/research)

TERM	DESCRIPTION
SPENDING	
LODGING	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels and similar establishments.
FOOD AND BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
RECREATION	Includes visitors spending within the arts, entertainment and recreation sub-sector.
SHOPPING	Includes visitor spending in all retail sub-sectors within the local economy.
LOCAL TRANSPORT	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, and buses.
SERVICE STATIONS	Visitor spending on gasoline.
SECOND HOMES	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.
IMPACTS	
DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
INDIRECT IMPACT	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
EMPLOYMENT	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
LABOR INCOME	Income (wages, salaries, proprietor income, and benefits) supported by visitor spending.
VALUE ADDED (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
LOCAL TAXES	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses, and other revenues streams of local governmental authorities – from transportation to sanitation to general government.

MISSION

To increase the state's economic viability and support the growth of tourism in all 95 counties by inspiring travel, developing programs and enhancing industry partnerships which drive job creation, tax revenue and new investments, thereby enriching the quality of life for every Tennessean.



Longitude West of 86
Published by A. T. Jones & Co.