



2019 ECONOMIC IMPACT of Travel on Tennessee

Total Economic Impact includes domestic and international travel | Source: U.S. Travel Association

\$23.27B

Travel Expenditures

↑ 5.7% INCREASE

63% GREATER than the national growth rate of 3.5%.

\$1.92B

State & Local Tax Revenues

↑ 5.9% INCREASE

Higher than the national growth rate of 4.6%.

Travel generated over **\$75 MILLION** in NEW state tax dollars, approximately half of which directly supports **public education.**

\$5.22B

Payroll

↑ 4.4% INCREASE

Higher than the national growth rate of 1.8%.

195,000

Employment

↑ 2.8% INCREASE

Higher than the national growth rate of 1.2%.

Travel-generated tax revenue reduces the average Tennessee household's state & local tax burden by **\$748 ANNUALLY.***

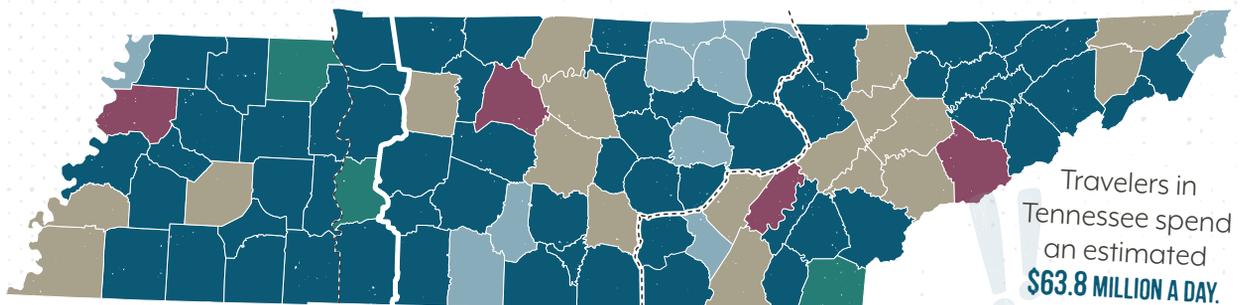


While international travel spending in the U.S. declined -1.8%, **INTERNATIONAL TRAVEL SPENDING IN TENNESSEE INCREASED 4.8%.**

*Source: U.S. Census Bureau 2018 American Community Survey

92 COUNTIES SAW AN INCREASE IN DOMESTIC TRAVEL SPENDING

See pages 6-15 for complete county-level data.



--- Grand Divisions, Map highlights Division Manager territory

Colored by % Increase: ■ Less than 0% ■ 0% to 2% ■ 2% to 4% ■ 4% to 6% ■ Greater than 6%



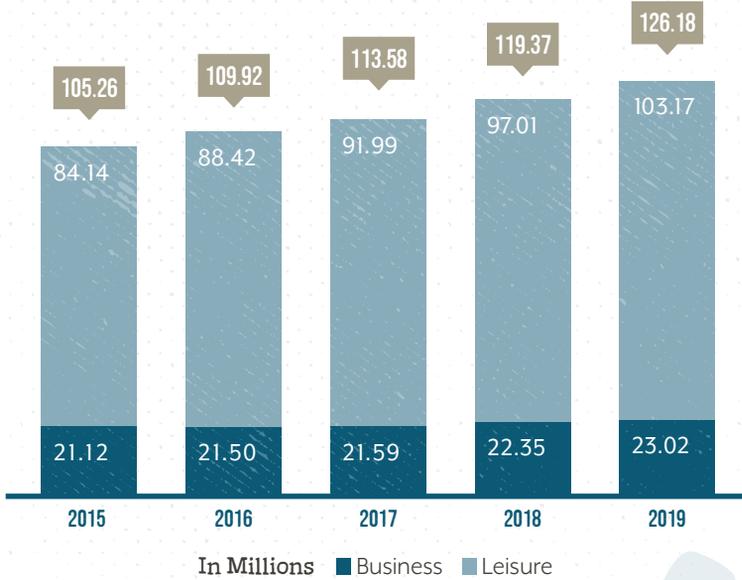
2019 VISITATION

Source: D.K. Shifflet & Associates

126.18M DOMESTIC PERSON-STAYS*

Up 5.7% in 2019, **nearly double** the national growth rate of 2.9%.

TENNESSEE PERSON-STAYS* VOLUME



Overall Leisure Visitor Satisfaction:

8.69/10

Higher than the national average.

\$401

Average Party Per Trip Spending in Tennessee*

RECORD SETTING

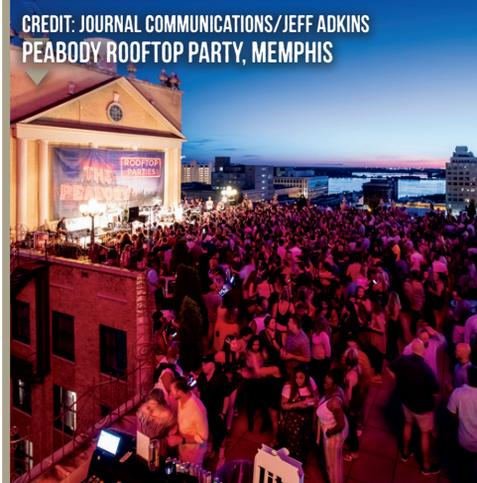
81.8%

of person-stays* were **leisure travelers**

↑ **6.3% INCREASE**



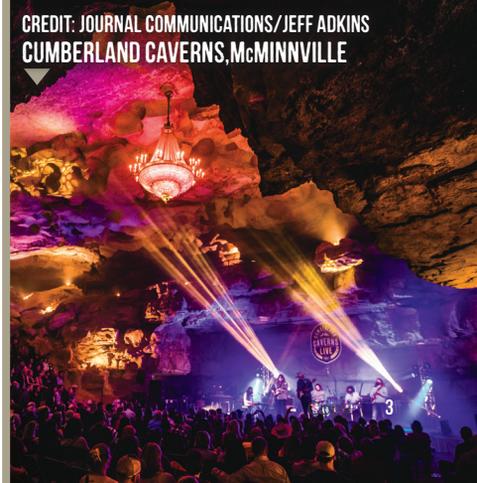
2019 NFL DRAFT, NASHVILLE
CREDIT: NASHVILLE CONVENTION & VISITORS CORP



CREDIT: JOURNAL COMMUNICATIONS/JEFF ADKINS
PEABODY ROOFTOP PARTY, MEMPHIS



DOLLYWOOD, PIGEON FORGE
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CREDIT: JOURNAL COMMUNICATIONS/JEFF ADKINS
CUMBERLAND CAVERNS, McMINNVILLE

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