Lewis County Travel Snapshot (2022)

Values represent the direct impact for both domestic and international travel

Direct Visitor Economic Impact

Spending
$5,077,600

Employment
34

State Taxes
$292,600

Labor Income
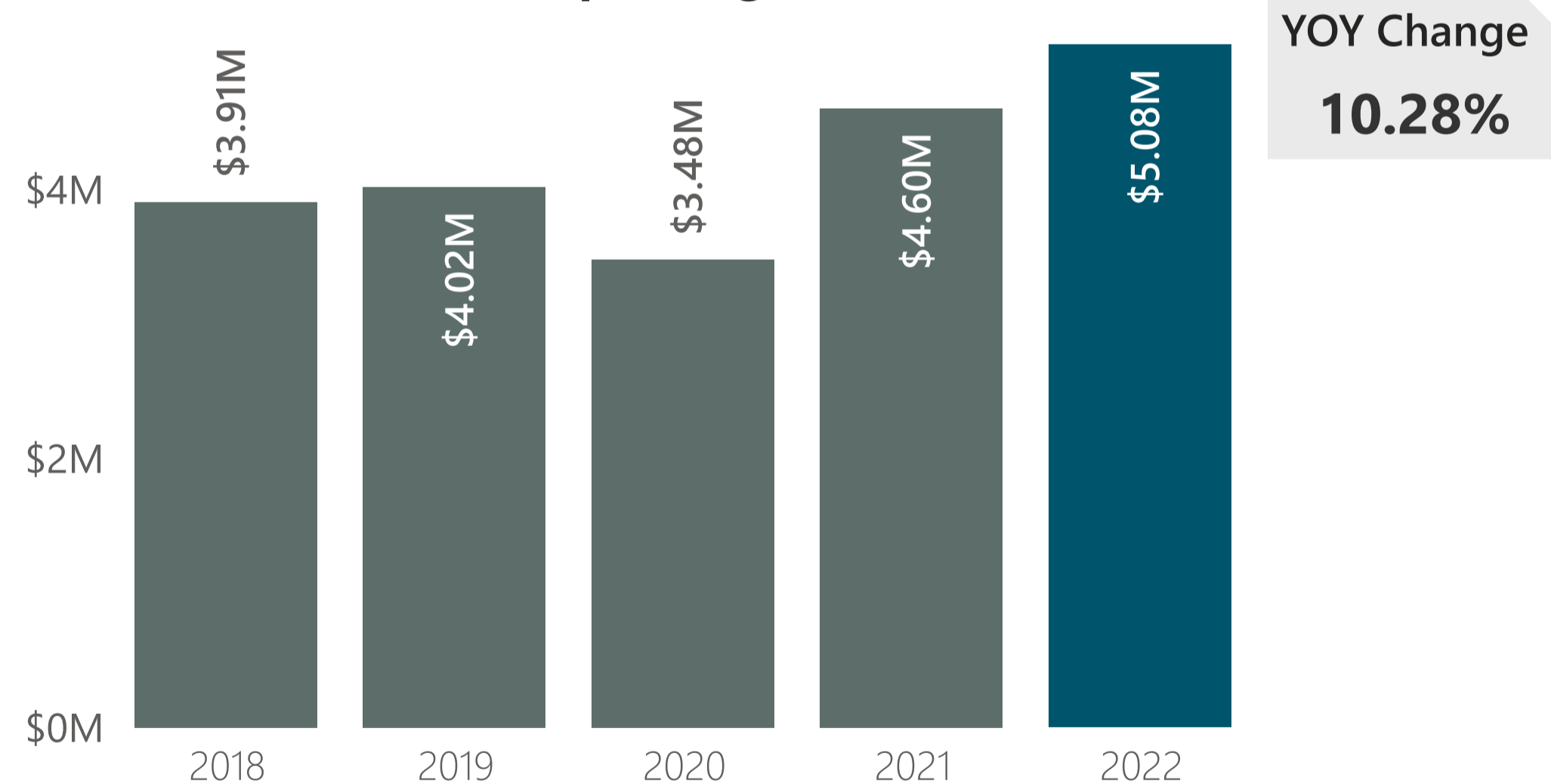**$775,300**

Local Taxes
$257,900

88
County Rank

2022 visitor spending ranking compared to all 95 counties.
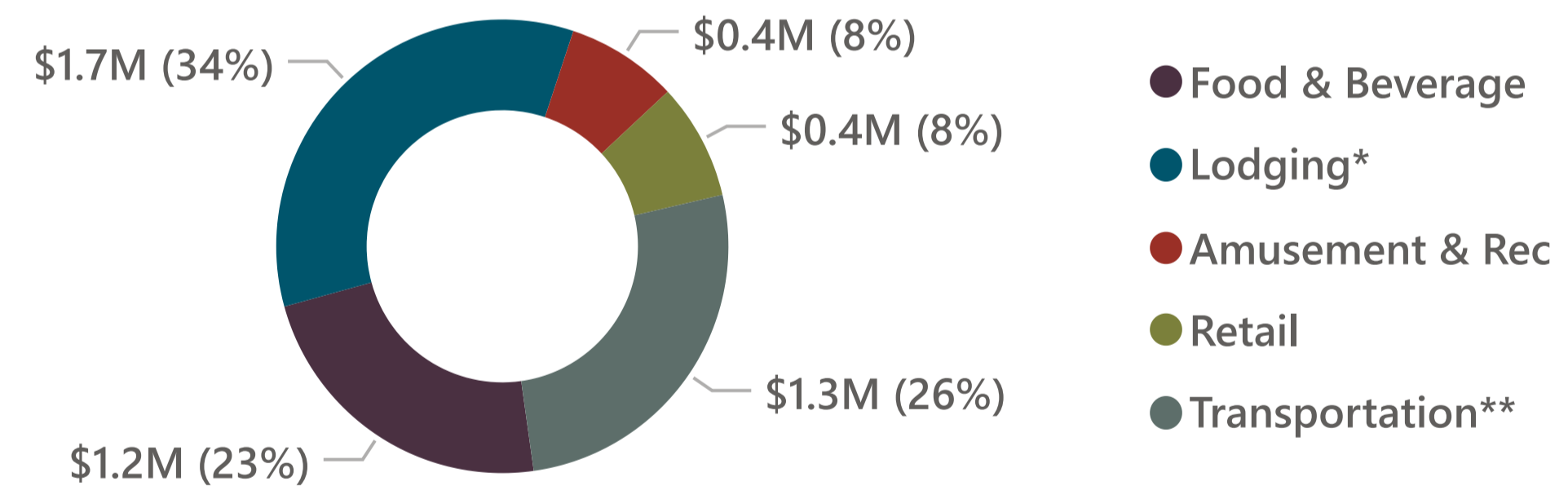Previous Rank: 88

Daily Tourism Impact

On an average day, visitor spending generated:

$13,911 in daily expenditures

$2,124 in daily labor income

$802 in daily state tax collections

$707 in daily local tax collections

Direct Visitor Spending Over Time

$3.91M — 2018
$4.02M — 2019
$3.48M — 2020
$4.60M — 2021
$5.08M — 2022

YOY Change
10.28%

$4M
$2M
$0M

Direct Visitor Spending by Industry

$1.7M (34%)
$0.4M (8%)
$0.4M (8%)
$1.3M (26%)
$1.2M (23%)

- Food & Beverage
- Lodging*
- Amusement & Rec
- Retail
- Transportation**

This economic impact report attributes 1.0% of retail and non-retail sales in Lewis County to travel and tourism.

* A small portion of Lodging comes from second home spending

** Transportation includes both ground and air transportation

What is "direct visitor spending" and why does it matter?

Direct visitor spending are those dollars that a visitor exchanges with businesses in the five categories shown in the pie chart (below). It does not include indirect spending (ex: B2B purchases) or induced spending (ex: employee wages spent in the local economy). Visitor spending injects real money into the local economy and generates taxes for local and state government budgets.
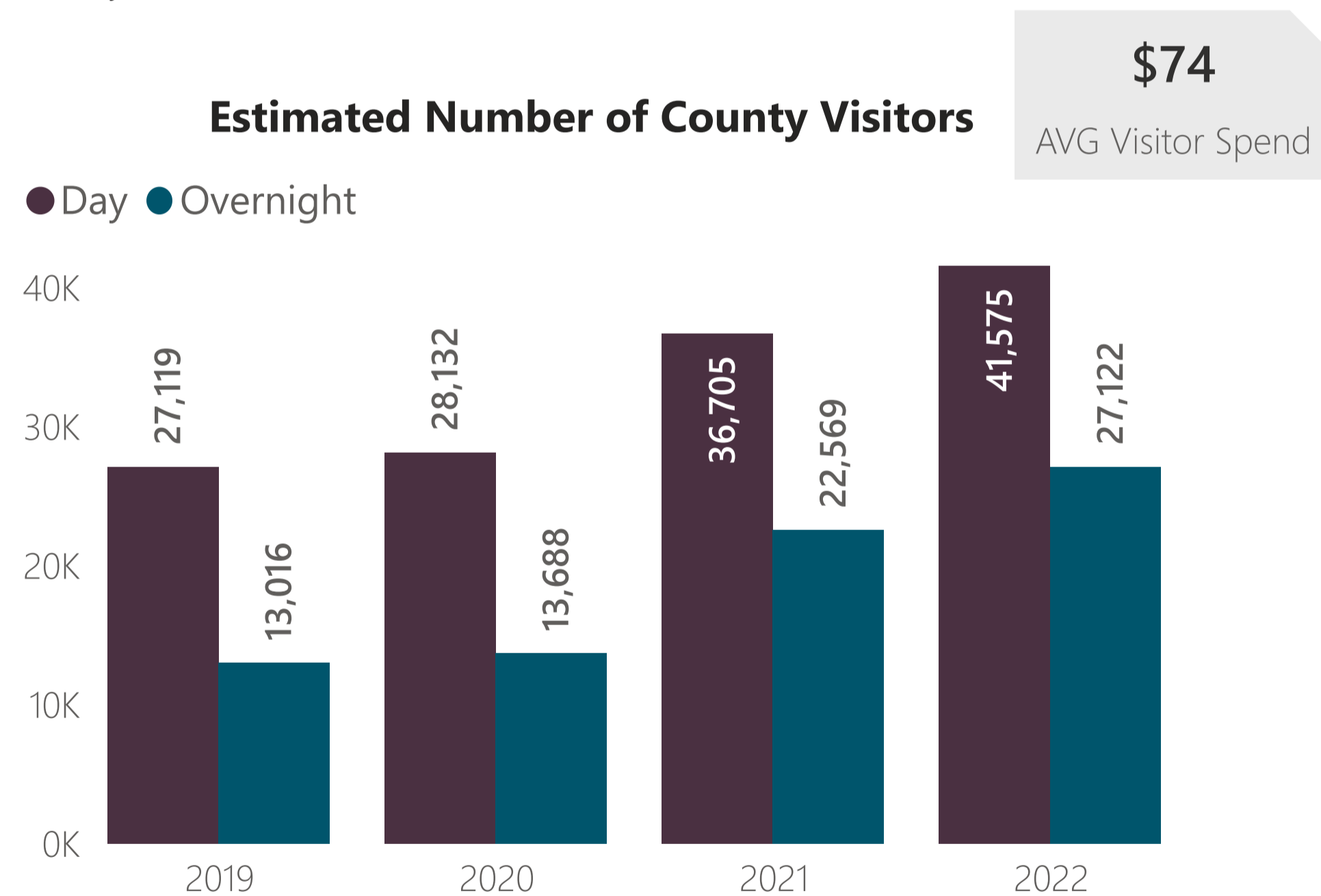
Lewis County Travel Snapshot (2022)

Who counts as a visitor?

Someone who completes any journey for business or pleasure, outside their normal community and not part of a normal routine.

- Day visitor: one whose trip involved travel >50 miles from home, spending time in destination market, and returning home to sleep.

- Overnight visitor: one who spent one or more nights in a lodging facility, short-term rental, the home of friends/family, etc.

Below is a modeled estimate of county visitation illustrating how visitors to this county factor into the overall state visitor totals.

Estimated Number of County Visitors

● Day ● Overnight

Year	Day	Overnight
2019	27,119	13,016
2020	28,132	13,688
2021	36,705	22,569
2022	41,575	27,122

$74
AVG Visitor Spend

How do visitors help this community?

Visitor spending produced state and local tax collections; reducing the burden on residents to support infrastructure, education, health and safety services, etc.

State and Local Tax Collections from Visitor Spending

● Local Taxes ● State Taxes

Year	Local Taxes	State Taxes
2019	$162,100	$174,800
2020	$144,600	$157,600
2021	$179,500	$224,600
2022	$257,900	$292,600

In **2022**, visitors to **Lewis County** generated **$114** in tax savings per household through state and local tax collections.

Statewide AVG savings per household: $1,103

*Based on 2021 American Community Survey 5-year estimates

Note: Local DMOs may publish their own visitation numbers. Do not compare this visitation data to other state, national, or local models. Methods, assumptions, and data inputs may vary.

Note: Tax calculations were refined in 2022 to capture occupancy and sales tax impacts at the city, county, and state levels. Exercise caution with YOY calculations.
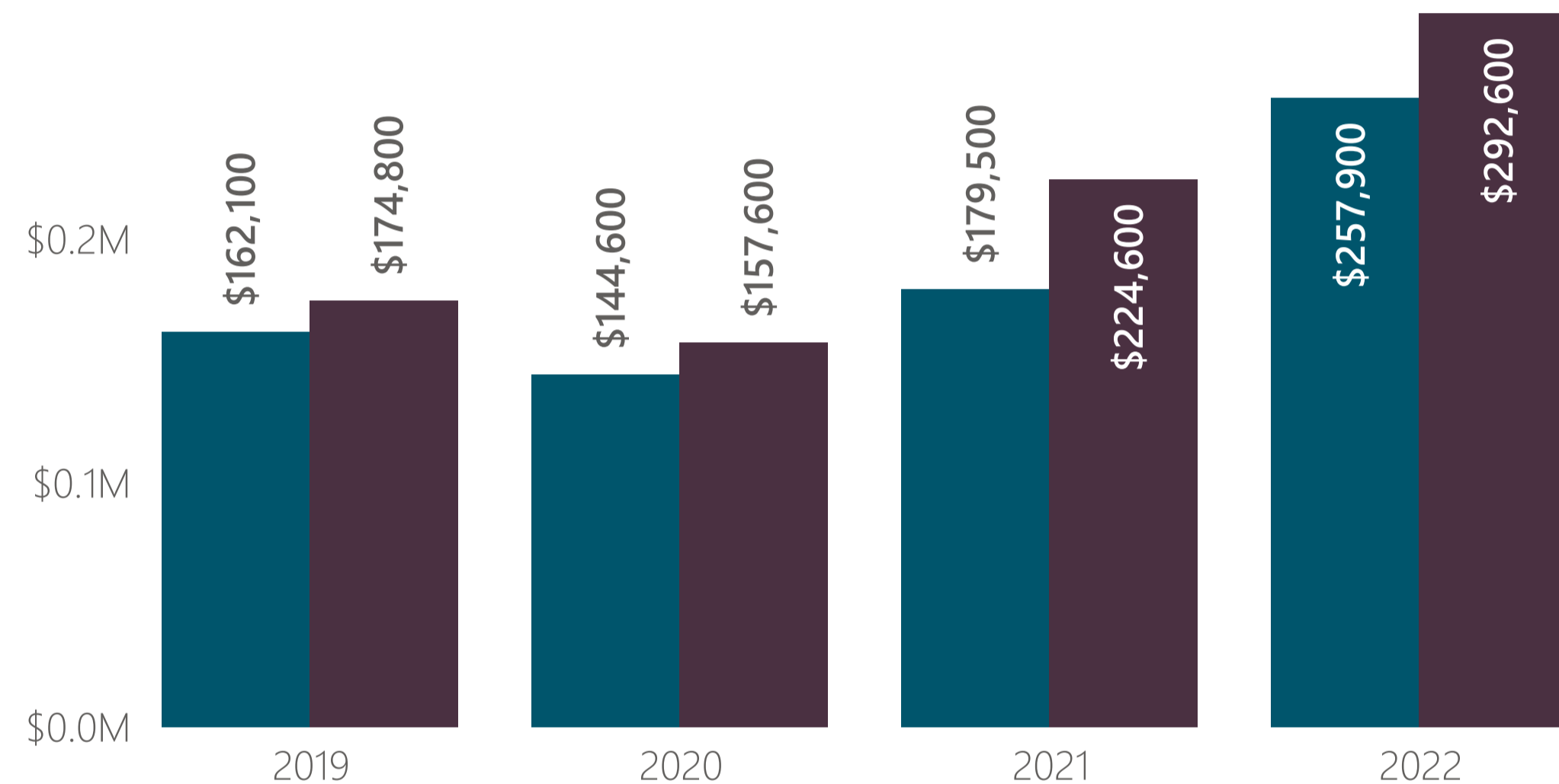
ABOUT THIS REPORT

Economic impact and visitation are modeled using data from Smith Travel Research, AirDNA, Arrivalist, TN Dept.of Revenue, TN Dept. of Tourist Development, US Bureau of Economic Analysis, US Bureau of Labor Statistics, US Census Bureau, Longwoods International, Visa Data Insights, and Tourism Economics. This report should not be compared with versions published before 2020 due to the changes in model and vendor.