

# COFFEE COUNTY TRAVEL SNAPSHOT

## Economic Impact of Travel on Tennessee 2021

Due to changes in vendor, economic impacts for the state all counties for the past 10 years were adjusted in 2020.

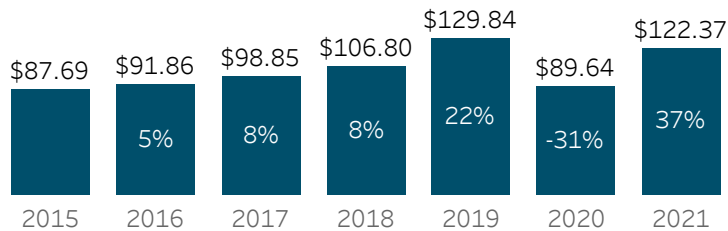
## 2021 ECONOMIC IMPACT – COFFEE

Direct economic impact and percent change over 2020

| Direct Visitor Spending<br>(\$millions) | Direct Labor Income<br>(\$millions) | Direct Employment<br>(thousands) | Direct State Taxes<br>(\$millions) | Direct Local Taxes<br>(\$millions) |
|---|-------------------------------------|----------------------------------|------------------------------------|------------------------------------|
| \$122.37                                | \$27.44                             | 0.86                             | \$5.54                             | \$3.74                             |

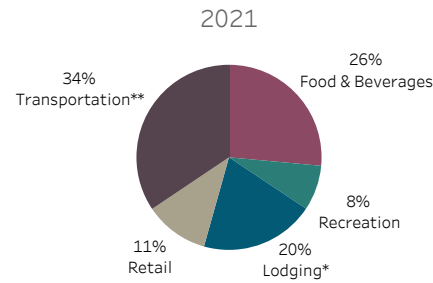
## VISITOR SPENDING OVER TIME

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           | 2021            |
|--------------------|----------------|----------------|----------------|-----------------|-----------------|----------------|-----------------|
| Food & Beverages   | \$26.12        | \$27.03        | \$28.49        | \$30.11         | \$31.80         | \$23.84        | \$32.39         |
| Recreation         | \$8.63         | \$9.10         | \$9.62         | \$10.72         | \$11.81         | \$7.26         | \$9.68          |
| Lodging*           | \$19.11        | \$20.48        | \$22.52        | \$24.55         | \$26.32         | \$16.19        | \$24.46         |
| Retail             | \$10.90        | \$12.12        | \$12.67        | \$13.53         | \$14.14         | \$11.32        | \$13.75         |
| Transportation**   | \$22.93        | \$23.14        | \$25.55        | \$27.88         | \$45.77         | \$31.03        | \$42.10         |
| <b>Grand Total</b> | <b>\$87.69</b> | <b>\$91.86</b> | <b>\$98.85</b> | <b>\$106.80</b> | <b>\$129.84</b> | <b>\$89.64</b> | <b>\$122.37</b> |

\*Lodging includes 2nd home spending

\*\*Transportation includes both ground and air transportation

Source: Tourism Economics. US Census Bureau. County Snapshots by TN Department of Tourist Development.

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 versions published before 2020 due to the changes in vendor and model.**

## IMPACT PER DAY

On an average day in 2021, visitor spending in Coffee County generated:

**\$335,271** in daily expenditures

**\$75,186** in daily labor income

**\$15,164** in daily state taxes

**\$10,256** in daily local taxes

## IMPACT PER HOUSEHOLD

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

**\$421** less in state and local taxes

**\$251** less in state taxes

**\$170** less in local taxes

## IN OTHER WORDS...

If it were not for state and local taxes generated by tourism, each Coffee County household would pay **\$421** more in state and local taxes.

## RANKING

In 2021, Coffee County ranked  
**19**  
of 95 counties in visitor spending,  
compared to 19 in 2020.

