

Franklin County Travel Snapshot (2024)

Values represent the direct impact for both domestic and international travel

Direct Visitor Economic Impact

Spending	\$68,259,100
Employment	497
Labor Income	\$16,990,700
State Taxes	\$3,875,900
Local Taxes	\$2,837,600

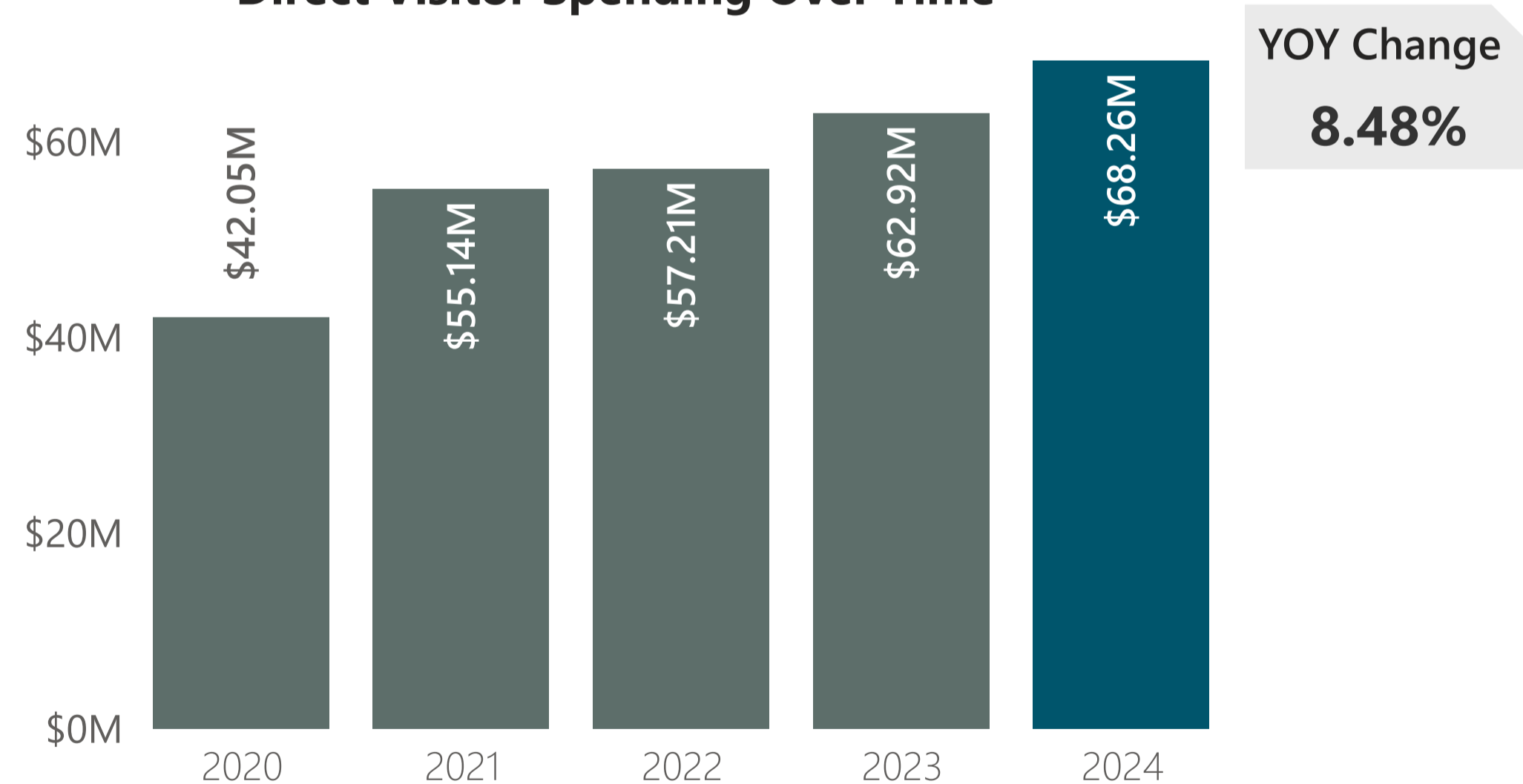
34
County Rank
2024 visitor spending ranking compared to all 95 counties.
Previous Rank: 36

Daily Tourism Impact

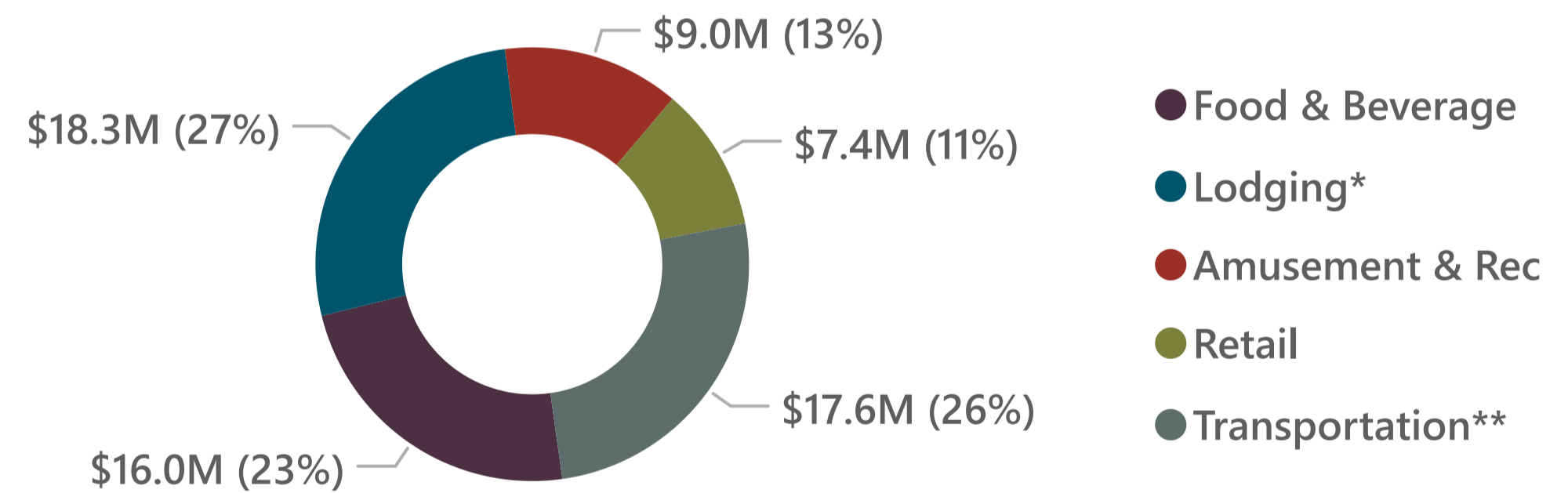
On an average day, visitor spending generated:

- \$187,011** in daily expenditures
- \$46,550** in daily labor income
- \$10,619** in daily state tax collections
- \$7,774** in daily local tax collections

Direct Visitor Spending Over Time



Direct Visitor Spending by Industry



This economic impact report attributes 10.20% of retail and non-retail sales in Franklin 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.**

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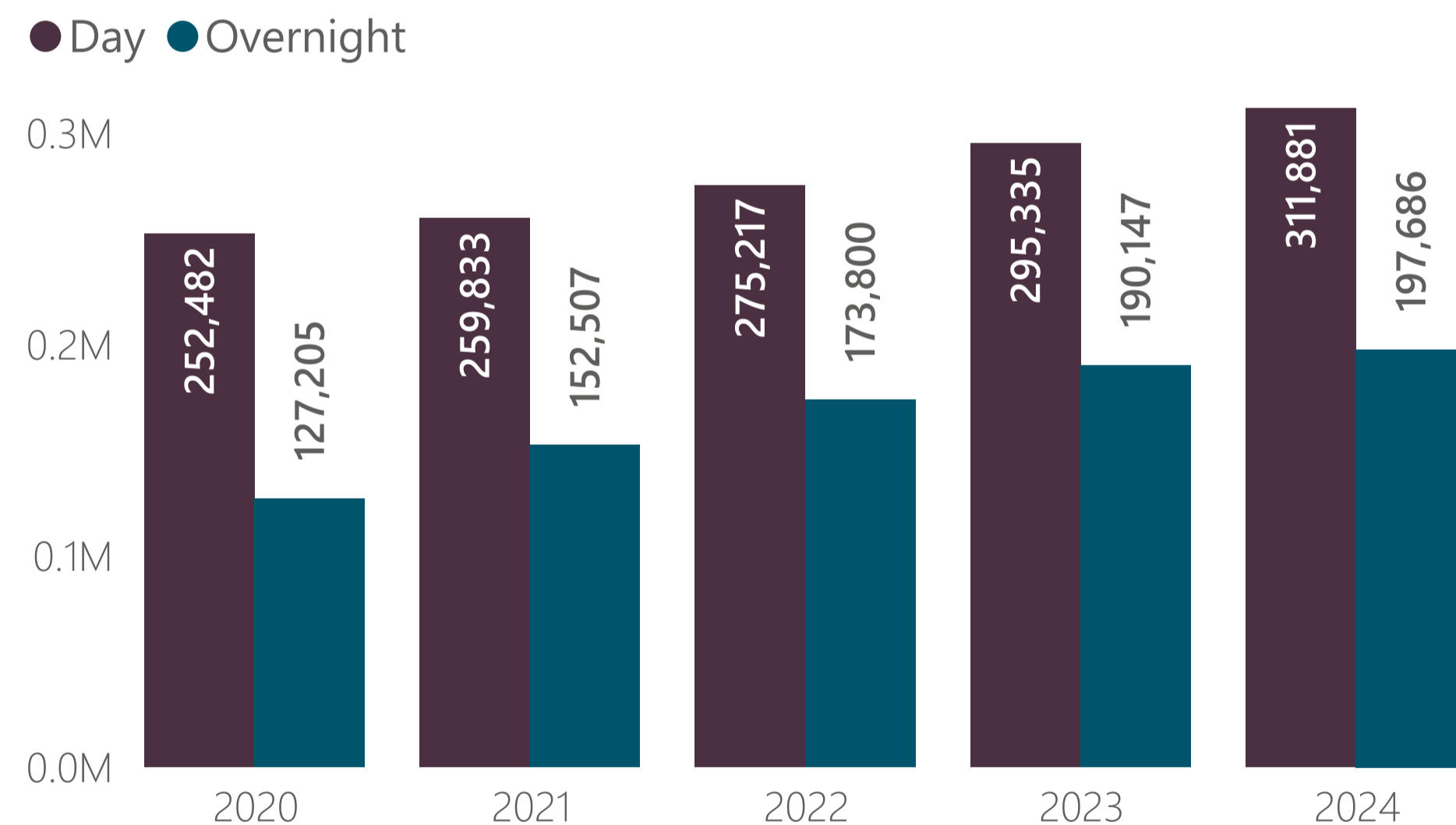
Who counts as a visitor?

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



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.

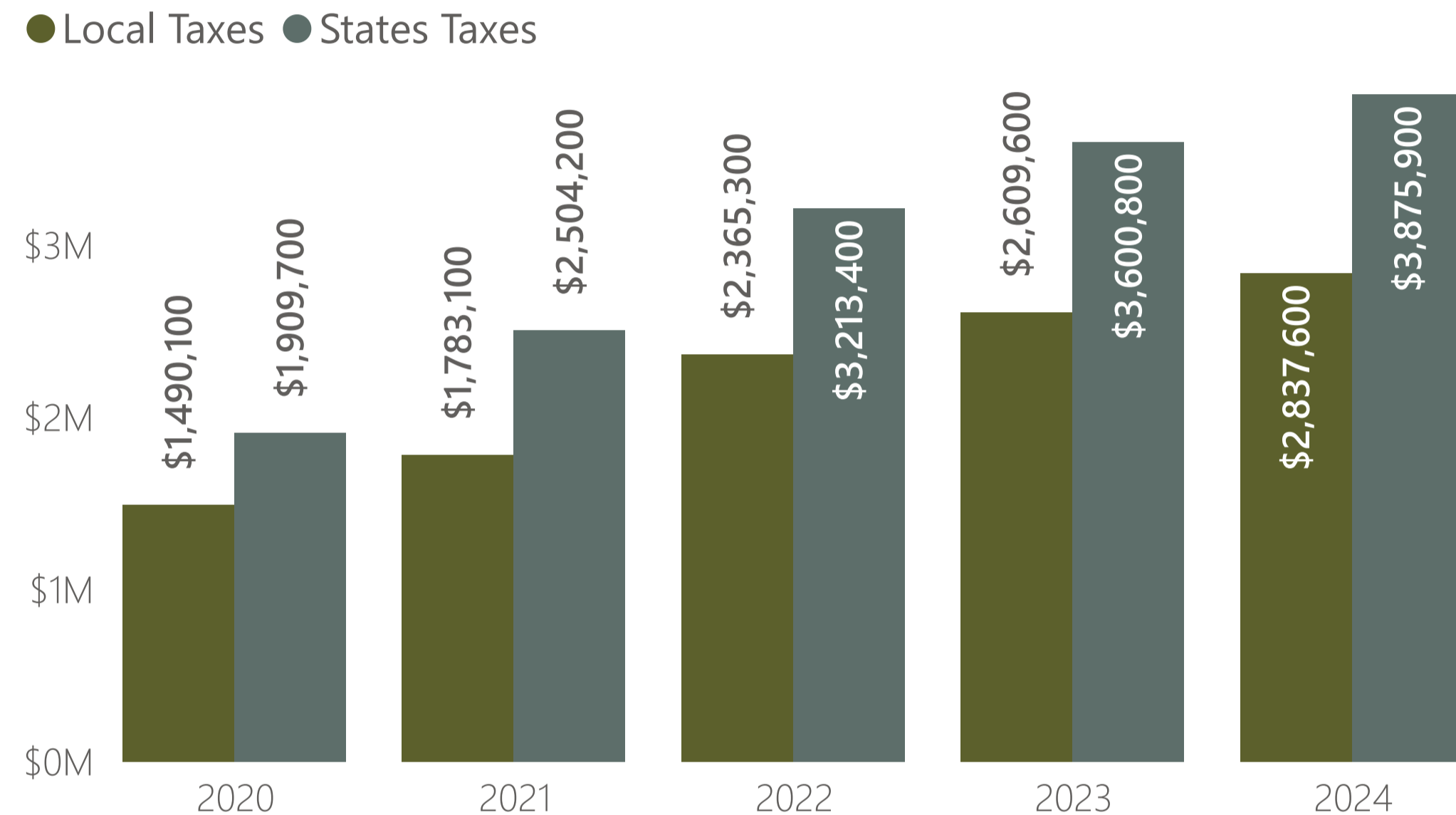
ABOUT THIS REPORT

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, Zartico, Placer.AI, and Tourism Economics. This report should not be compared with versions published before 2020 due to the changes in model and vendor.

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



Tax Savings per Household

In **2024**, visitors to **Franklin County** generated **\$393** in tax savings per household through state and local tax collections.

Statewide AVG savings per household: \$1,174

*Based on 2023 American Community Survey 5-year estimated households: 17K