The Economic Impact of Travel on Tennessee Counties 2011

A Study Prepared for the
Tennessee Department of Tourist Development
by the
Research Department of the
U.S. Travel Association
Washington, D.C.
August 2012

PREFACE

This study was conducted by the Research Department of the U.S. Travel Association for the **Tennessee Department of Tourist Development**. The study provides preliminary 2011 and 2010 estimates of domestic and international traveler expenditures in Tennessee, as well as the employment, payroll income, and federal, state and local tax revenue directly generated by these expenditures. Total Impact of travel on output, employment and payroll income (including indirect and induced impact) is also included.

Additionally, this study provides estimates by county for domestic travel expenditures, as well as employment, payroll income, and state and local tax revenue directly generated by domestic travel.

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INTRODUCTION

This report presents preliminary 2011 estimates of the impact of U.S. resident and international traveler spending in Tennessee, as well as the employment, payroll income and tax revenue directly generated by this spending. For the purpose of comparison, 2010 impact data are also included in this report.

All estimates of the economic impact of travel contained in this volume are the product of the U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The TEIM was created to capture the highly complex nature of the U.S. travel industry at national, regional, state and local levels. The TEIM was designed so that economic impact estimates could be compared across all fifty states and the District of Columbia, thereby allowing states and localities to assess their market share nationally, regionally or within the state.

The domestic component of TEIM is based on national surveys conducted by the U.S. Travel Association and other travel-related data developed by the U.S. Travel Association, various federal agencies and national travel organizations each year. A summary of the methodology is provided in Appendix B.

The international traveler expenditure estimates are based on the Office of Travel and Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by the TEIM by incorporating the estimated international travelers' expenditures with the data series utilized to produce the domestic estimates.

U.S. residents traveling in Tennessee include both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day or overnight trips to places 50 miles or more away from home. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

Since additional data relating to travel and its economic impact in 2011 will become available subsequent to this study, U.S. Travel Association reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

Total Impact of Travel

- Total domestic and international travel and tourism output in Tennessee, including direct, indirect and induced output, grew to $25.1 billion in 2011, an 8.6 percent increase from 2010, not adjusted by inflation.

- Total payroll income earned by domestic and international travel-supported employees reached nearly $9.2 billion in 2011, up 4.8 percent from 2010.

- Total employment in Tennessee supported by domestic and international traveler expenditures increased to 282,700 jobs in 2011, up 1.5 percent from 2010.

Direct Impact of Domestic and International Travel

- Domestic and international travelers directly spent $15.4 billion in Tennessee during 2011, an increase of 8.7 percent from 2010, not adjusted by inflation.

- Payroll income, generated directly by domestic and international traveler spending in Tennessee, reached $5.4 billion during 2011, up 4.9 percent from 2010.

- Domestic and international traveler expenditures directly supported 177,800 jobs within Tennessee in 2011, up 1.6 percent from 2010. These jobs in Tennessee comprised 6.7 percent of total non-farm employment in the state during 2011.

- On average, every $86,400 spent in Tennessee by domestic and international travelers supported one job in the state in 2011.

- Domestic and international traveler spending in Tennessee directly generated $3.1 billion in tax revenue for federal, state and local governments in 2011, up 4.4 percent from 2010.

Direct Impact of Domestic Travel

- In 2011, domestic travelers directly spent $14.9 billion in Tennessee, an increase of 8.5 percent from 2010.

- Payroll generated by domestic travel spending reached $5.3 billion in 2011, a 4.8 percent increase from 2010.

- Domestic travel directly supported 173,100 jobs for Tennessee residents, up 1.5 percent from 2010.

- Tax revenue generated by domestic travel for federal, state, and local governments totaled $3.0 billion, up 4.2 percent from 2010.

- Davidson County, including the city of Nashville, received $4.3 billion in domestic traveler expenditures to lead all Tennessee counties during 2011, up 11.9 percent from 2010.

- Seventeen of Tennessee's 95 counties received over $100 million in domestic traveler expenditures in 2011. Domestic traveler spending directly supported one thousand jobs or more in twelve counties during 2011.

TRAVEL IMPACT ON THE U.S. ECONOMY IN 2011

In 2011, the U.S. economy had a year of slow growth and fears of a double-dip recession. Real GDP grew at an annual rate of 1.8 percent in 2011, compared to 2.4 percent in 2010. The deceleration in GDP growth in 2011 was due to slowdowns in export growth and inventory accumulation along with a decline in government spending, which together more than offset accelerations in consumer spending and business fixed investment. Real disposable personal income increased 1.3 percent, slower than the 1.8 percent growth in 2010. In 2011, the nation's employment situation improved for the first time in four years: total non-farm employment increased 1.1 percent and total private industry employment grew a faster 1.7 percent. As a result, the unemployment rate decreased from 9.6 percent in 2010 to 8.9 percent in 2011.

With respect to inflation, the U.S. Consumer Price Index (CPI) rose 3.2 percent in 2011, whereas inflation in the travel industry, measured by the U.S. Travel Association's Travel Price Index (TPI), increased by 6.5 percent in 2011. Travel inflation outpaced overall consumer prices in 2011 primarily due to the sizable increases in motor fuel (26.5%) and airfare (9.3%) prices. Meanwhile, the core CPI (excluding food and energy prices) rose 1.7 percent in 2011, which was a modest increase from the 1 percent rise in 2010. The energy index increased 15.4 percent in 2011 after a 9.5 percent increase in 2010.

The real GDP increased at an annual rate of 2.0 percent in the first quarter of 2012, roughly half the 4.1 percent pace reached in the last quarter in 2011; in the second quarter, economic growth continued to moderate, with real GDP edging up 1.5 percent. The real GDP is forecasted to grow 2.4 percent in 2012 and a mild growth is expected to continue in next few years.

Positive employment growth remains constant, but sluggish. Through the first seven months of 2012, the economy added 151,000 jobs on average per-month, which is slightly less than the 2011 monthly average of 153,000 jobs created. As a consequence of moderate employment growth, the unemployment rate, though lower than at any time since January 2009, hovered around 8.3 percent through the first seven months of 2012. Through June 2012, year to date CPI increased 2.3 percent compared to the first six months of 2011, and is forecasted to increase by 2.6 percent for 2012 overall compared to 2011. The TPI is forecasted to increase 2.9 percent in 2012.

U.S. Travel Volume in 2011

After growing 3.3 percent in 2010, U.S. domestic travel volume measured in person-trips, increased 1.7 percent in 2011 to 2.0 billion person-trips in the year. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home. Domestic person-trips are expected to increase 1.9 percent in 2012.

In 2011, the growth of domestic travel volume slowed down for both business travelers and leisure travelers. Domestic business person-trips increased 1.0 percent to 456.1 million person-trips for 2011, while domestic leisure travel grew by 1.9 percent to 1.5 billion person-trips. In line with the economic recovery, the U.S. Travel Association forecasts that domestic business person-trips will be up 2.2 percent and leisure travel will increase 1.8 percent in 2012.

International inbound travelers to the U.S., including visitors from overseas, Canada, and Mexico, made 62.3 million visits to the U.S. in 2011, up 4.2 percent from 2010. Total international arrivals to the U.S. are expected to increase 5.0 percent to 65.4 million in 2012. Overseas arrivals to the U.S. increased 5.8 percent in 2011. During the year, arrivals from Canada increased 5.3, while Mexican visits decreased 0.4 percent.

Travel Expenditures in 2011

Domestic and international travelers' spending in the U.S. increased 8.8 percent in 2011 to $812.9 billion, not adjusted for inflation. Business travelers spent $248.8 billion while leisure travelers spent $564.1 billion. Measured in chained 2005 dollars, real domestic and international travelers' expenditures increased 3.0 percent in 2011.

Domestic travelers spent $696.7 billion directly in 2011, up 8.2 percent from 2010, before any inflation adjustment. Domestic direct travel expenditures are forecasted to increase 4.8 percent to $730.2 billion in 2012. Real spending by domestic travelers was up 2.8 percent in 2011 adjusted in chained 2005 dollars.

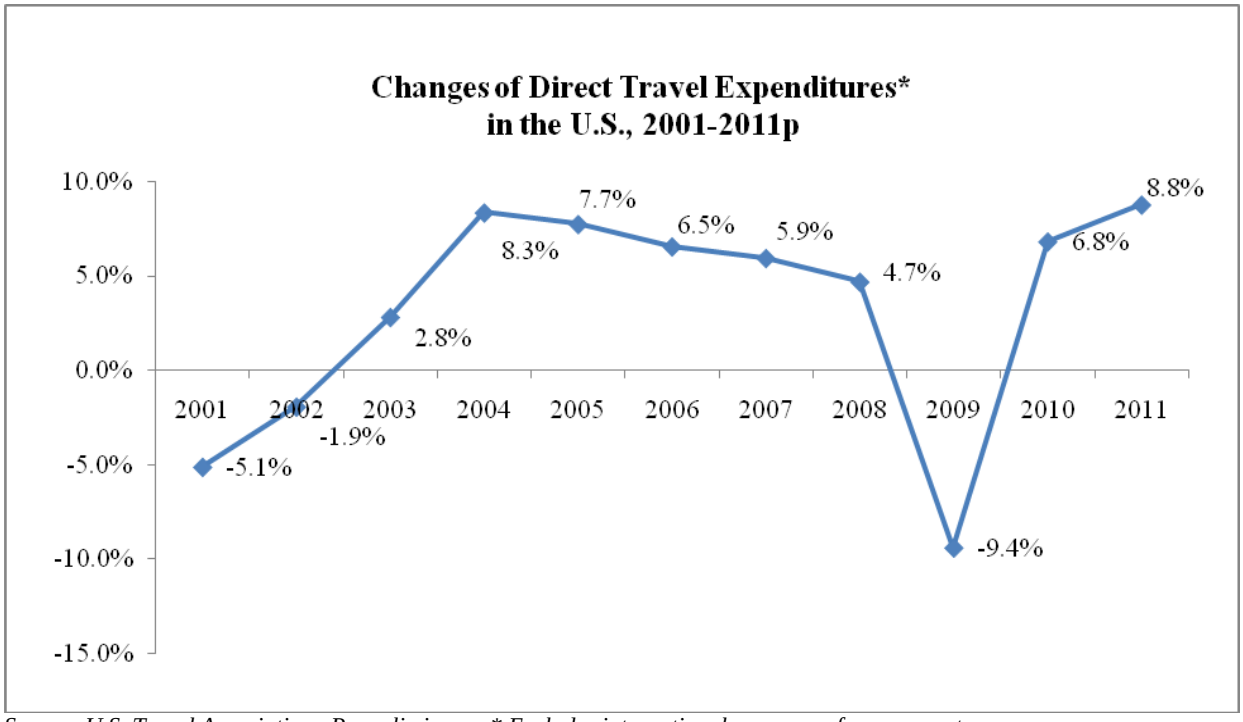
International travelers spent $116.3 billion in the U.S. during 2011, up 12.3 percent from 2010. In addition, international travelers paid a total of $36.6 billion to U.S. air carriers on international passenger fares in 2011, up 18.2 percent from 2010. In total, U.S. travel exports including international travelers spending in the U.S. and international passenger fares totaled $152.7 billion in 2011, accounted for 7.3 percent of U.S. total exports of goods and services. Furthermore, the U.S. travel and tourism industry generated a $43 billion trade surplus in 2011, $11.3 billion more than 2010.

Without these travel exports, the 2011 trade deficit on goods and services would be 27.3 percent larger than its current level. International travelers' expenditure (excluding passenger fares) in the U.S. is expected to continue to increase by 7.4 percent to $124.9 billion in 2012.

Table 1: Travel Expenditures in the U.S., 2010 and 2011

Industry Sector	2010 Travel Spending in The U.S. ($ Billions)	2011p Travel Spending in The U.S. ($ Billions)	% 2011p/2010 Travel Spending in The U.S. (Percent Change)
Domestic Travel			
Public Transportation	$130.4	$142.7	9.4%
Auto Transportation	123.7	145.8	17.9%
Lodging	108.2	116.1	7.3%
Foodservice	159.0	167.5	5.4%
Entertainment/Recreation	74.0	75.6	2.2%
General Retail	48.7	49.1	0.7%
Domestic Total	$643.9	$696.7	8.2%
International Total*	$103.5	$116.3	12.3%
Grand Total	**$747.4**	**$812.9**	**8.8%**

*Source: U.S. Travel Association. P: preliminary. * Excludes international passenger fare payments.*



*Source: U.S. Travel Association. P: preliminary. * Excludes international passenger fare payments.*

Travel Employment in 2011

After two years of declines, travel-generated employment in the U.S. increased 1.9 percent to 7.5 million in 2011. This outpaces growth in both total non-farm employment (1.1%) and total private employment (1.7%) in 2011. The travel-generated jobs accounted for 5.7 percent of total nonfarm employment and 6.9 percent of total private employment in 2011. The job growth in the travel industry accounted for seven percent of the total jobs added in 2011. During the year, the number of jobs in the travel industry was double the number of jobs in construction and real estate industries combined.

International traveler spending supported nearly 1.1 million jobs during 2011, up 5.3 percent from 2010. More than one third of added jobs in travel industry were generated by international traveler spending during 2011.

Table 2: Travel-Generated Employment in the U.S., 2010 and 2011

Industry Sector	2010 Travel-Generated Employment (Thousands)	2011p Travel-Generated Employment (Thousands)	2011p Percent Change Over 2010 (%)
Domestic Travel			
Public Transportation	881.9	884.2	0.3%
Auto Transportation	247.2	249.0	0.7%
Lodging	1,164.6	1,188.4	2.0%
Foodservice	2,534.1	2,579.6	1.8%
Entertainment/Recreation	1,048.8	1,060.6	1.1%
General Retail	316.7	315.3	-0.4%
Travel Planning	156.9	160.7	2.5%
Domestic Total	6,350.2	6,437.9	1.4%
International Total*	1,020.7	1,074.5	5.3%
Grand Total	**7,370.9**	**7,512.4**	**1.9%**

Sources: U.S. Travel Association, BLS
** Excludes jobs generated by international passenger fare payments.*

Table 3: Overall U.S. Economic Developments, 2009-2011

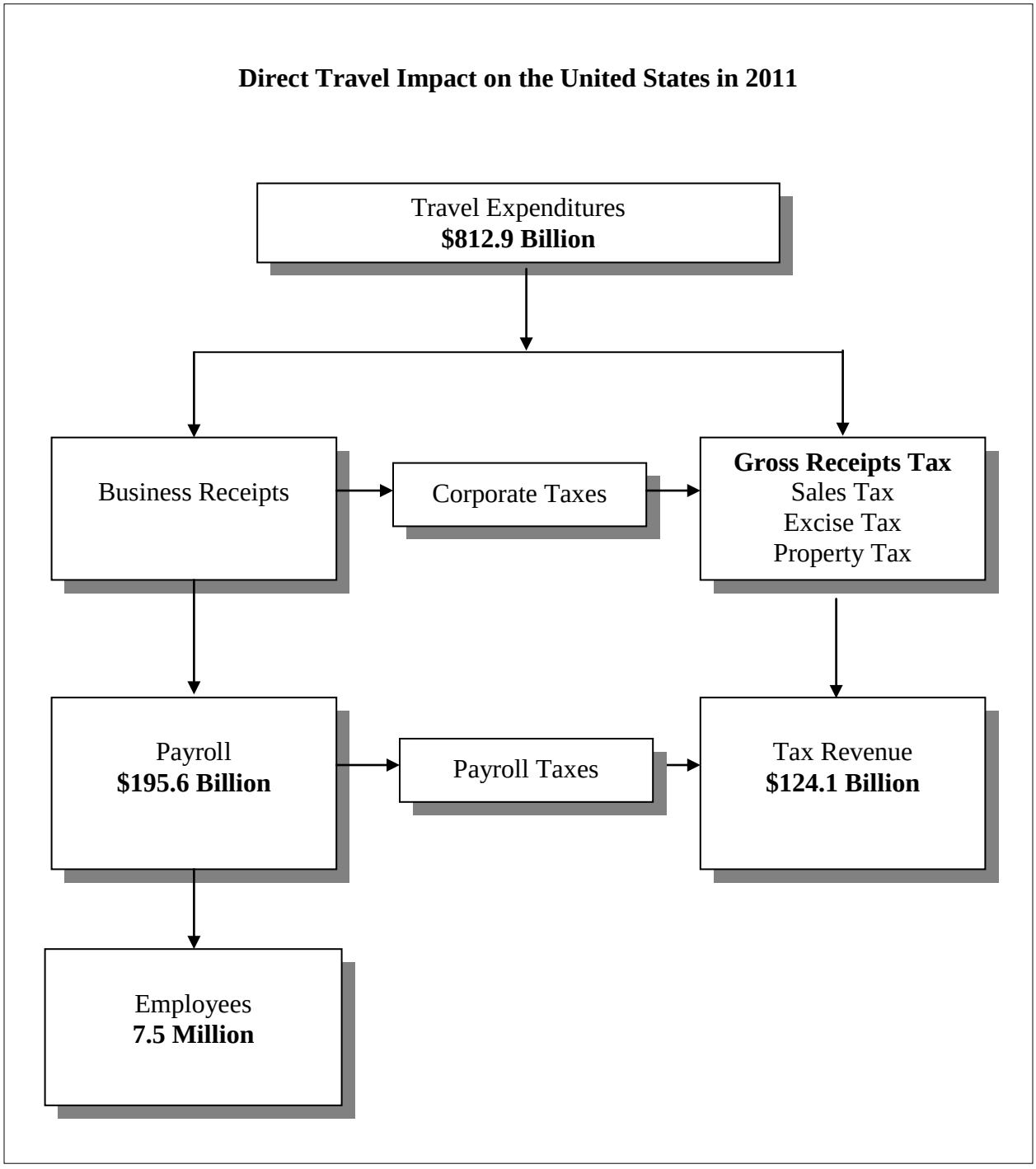
Sector	2009	2010	2011
Nominal gross domestic product ($ Billions)	$13,973.7	$14,498.9	$15,075.7
Real gross domestic product ($ Billions)*	$12,757.9	$13,063.0	$13,299.1
Real disposable personal income ($Billions)*	$9,836.7	$10,016.5	$10,149.7
Real personal consumption expenditures ($ Billions)*	$9,032.6	$9,196.2	$9,428.8
Consumer price index**	214.5	218.1	224.9
Travel Price Index**	241.5	250.7	266.9
Non-farm payroll employment (Millions)	130.8	129.9	131.4
Unemployment rate (%)	9.3	9.6	8.9
Percentage change from previous year			
Nominal gross domestic product	-2.2%	3.8%	4.0%
Real gross domestic product	-3.1%	2.4%	1.8%
Real disposable personal income	-2.8%	1.8%	1.3%
Real personal consumption expenditures	-1.9%	1.8%	2.5%
Consumer price index	-0.4%	1.6%	3.2%
Travel Price Index	-6.3%	3.8%	6.5%
Non-farm payroll employment	-4.4%	-0.7%	1.1%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, U.S. Travel Association
** Chained 2005 dollars*
*** 1982-84=100*

Table 4: U.S. Travel Trends, 2007-2011

Category	2007	2008	2009	2010	2011
Total travel expenditures ($ billions)	$738.0	$772.5	$699.8	$747.4	$812.9
U.S. travelers' expenditures ($ billions)	$640.6	$662.1	$605.6	$643.9	$696.7
International travelers' expenditures In the U.S. ($ billions)*	$97.4	$110.4	$94.2	$103.5	$116.3
Travel price index**	244.0	257.7	241.5	250.7	266.9
Travel-generated employment*** (thousands)	7,699.9	7,723.1	7,397.2	7,370.9	7,512.4
Percentage change from previous year					
Total travel expenditures	5.9%	4.7%	-9.4%	6.8%	8.8%
U.S. travelers' expenditures	4.9%	3.4%	-8.5%	6.3%	8.2%
International travelers' expenditures in the U.S.	13.0%	13.4%	-14.7%	9.9%	12.3%
Travel price index	4.5%	5.6%	-6.3%	3.8%	6.5%
Travel-generated employment	2.1%	0.3%	-4.2%	-0.4%	1.9%

Sources: U.S. Travel Association, BEA and BLS.
** International traveler spending does not include international passenger fares.*
*** 1982-84=100.*
**** Includes employment generated by both domestic and international traveler expenditures.*



Source: U.S. Travel Association, BEA
**Does not include international passenger fare payments and other economic impact generated by these payments.*

TRAVEL IMPACT ON TENNESSEE – 2011

Direct Travel Expenditures

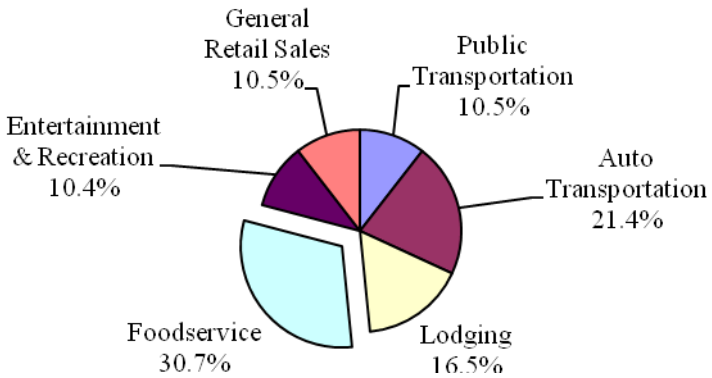
Travel spending in Tennessee by both domestic and international travelers reached nearly $15.4 billion on transportation, lodging, food, entertainment and recreation and general retail trade, up 8.7 percent from 2010.

- In 2011, foodservice, the largest domestic traveler spending sector in Tennessee, reached almost $4.6 billion and accounted for nearly one third (30.7%) of the state total domestic travel expenditures.

- Domestic traveler spending on auto transportation ranked second with nearly $3.2 billion in 2011, up 19.3 percent from 2010, the greatest increase among the six spending categories. This high growth rate partially reflects rising motor fuel prices in 2011.

- Lodging accounted for 16.5 percent of the domestic total at close to $2.5 billion. Smith Travel Research data show that total hotel rooms demand increased 6.3 percent from 2010, while total room revenue increased 10.9 percent.

Direct Domestic Travel Expenditures in Tennessee by Industry Sector, 2011



1. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
2. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
4. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
5. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.
6. Entertainment and recreation sector includes amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Table 5: Direct Travel Expenditures in Tennessee by Industry Sector, 2010-2011

2011 Expenditures

	Domestic ($ Millions)	% of Domestic Total
Domestic Travel		
Public Transportation	$1,567.8	10.5%
Auto Transportation	3,185.2	21.4%
Lodging	2,467.2	16.5%
Foodservice	4,578.5	30.7%
Entertainment & Recreation	1,551.2	10.4%
General Retail Trade	1,559.9	10.5%
Domestic Total	$14,909.8	100.0%
International Total	$450.2	
Grand Total	$15,360.0	

2010 Expenditures

Domestic Travel		
Public Transportation	$1,498.1	10.9%
Auto Transportation	2,669.1	19.4%
Lodging	2,253.3	16.4%
Foodservice	4,344.1	31.6%
Entertainment & Recreation	1,467.1	10.7%
General Retail Trade	1,508.3	11.0%
Domestic Total	$13,740.0	100.0%
International Total	$392.7	
Grand Total	$14,132.7	

Percentage Change 2011 over 2010

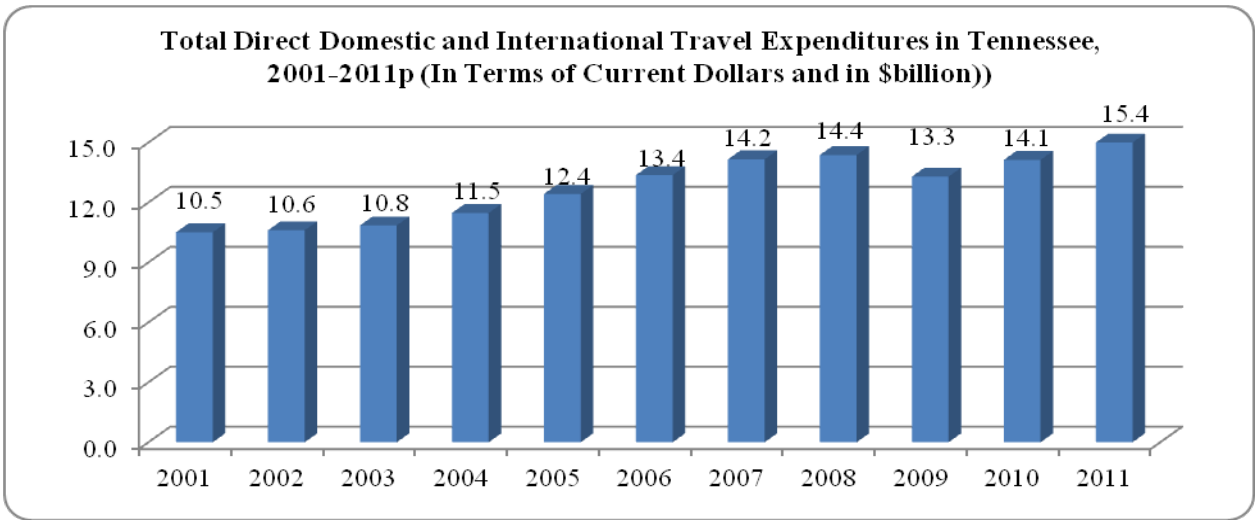
Domestic Travel	
Public Transportation	4.7%
Auto Transportation	19.3%
Lodging	9.5%
Foodservice	5.4%
Entertainment & Recreation	5.7%
General Retail Trade	3.4%
Domestic Total	8.5%
International Total	14.6%
Grand Total	8.7%

Source: U.S. Travel Association, OTTI/ITA

TRAVEL IMPACT ON TENNESSEE – 2011

Direct Travel Expenditure Trends

From 2001 to 2011, total direct travel expenditures in Tennessee increased 46.2 percent, not adjusted by inflation, in line with the nationwide growth during the same period. Due to the 9/11 terrorism attack, total direct travel expenditures in Tennessee decreased 0.6 percent in 2001. The expenditures were back to positive territory in 2002, up 1.0 percent from 2001. From 2003 to 2007, travel spending in Tennessee grew steadily. The economic recession that started in December 2007 slowed traveler spending growth in 2008, up only 1.5 percent. The impact of the recession in general and dramatic falling motor fuel prices in particular caused a 7.5 percent decline in traveler spending in 2009. In 2010, total direct traveler expenditures started to recover; increasing 6.3 percent compared with 2009 and has continued in 2011 with a rebound up 8.7 percent over 2010. The relatively high spending growth in 2011 partially reflects much higher motor fuel prices.



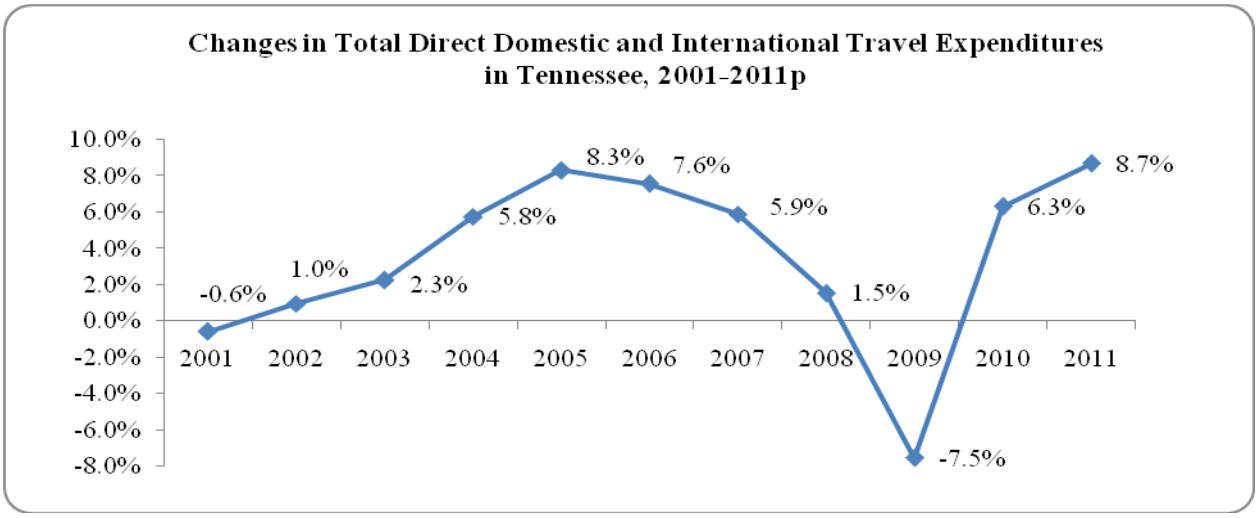


Table 6: Direct Travel Expenditure Trends in Tennessee, 2001-2011

	Domestic Travel Spending			Percent Change From Previous Year	
Year	Tennessee ($ Millions)	U.S. ($ Millions)	Market Share (%)	Tennessee (%)	U.S. (%)
2011p	14,910	696,669	2.14%	8.5%	8.2%
2010	13,740	643,922	2.13%	6.3%	6.3%
2009	12,927	605,583	2.13%	-7.8%	-8.5%
2008	14,024	662,113	2.12%	1.7%	3.4%
2007	13,796	640,646	2.15%	6.1%	4.9%
2006	13,008	610,463	2.13%	7.6%	6.8%
2005	12,084	571,676	2.11%	8.2%	7.6%
2004	11,164	531,436	2.10%	5.5%	7.4%
2003	10,580	494,986	2.14%	2.7%	3.7%
2002	10,298	477,496	2.16%	1.7%	-1.1%
2001	10,126	483,046	2.10%	0.0%	-3.9%

	International Travel Spending			Percent Change From Previous Year	
Year	Tennessee ($ Millions)	U.S. ($ Millions)	Market Share (%)	Tennessee (%)	U.S. (%)
2011p	450	116,279	0.39%	14.6%	12.3%
2010	393	103,505	0.38%	6.8%	9.9%
2009	368	94,191	0.39%	4.1%	-14.7%
2008	353	110,423	0.32%	-2.4%	13.4%
2007	362	97,355	0.37%	0.0%	13.0%
2006	362	86,187	0.42%	5.3%	4.9%
2005	344	82,160	0.42%	10.2%	8.9%
2004	312	75,465	0.41%	15.5%	15.8%
2003	270	65,159	0.41%	-13.2%	-3.3%
2002	311	67,360	0.46%	-18.4%	-7.3%
2001	381	72,638	0.52%	-13.8%	-12.4%

	Total Travel Spending			Percent Change From Previous Year	
Year	Tennessee ($ Millions)	U.S. ($ Millions)	Market Share (%)	Tennessee (%)	U.S. (%)
2011p	15,360	812,948	1.89%	8.7%	8.8%
2010	14,133	747,427	1.89%	6.3%	6.8%
2009	13,295	699,774	1.90%	-7.5%	-9.4%
2008	14,377	772,536	1.86%	1.5%	4.7%
2007	14,158	738,001	1.92%	5.9%	5.9%
2006	13,370	696,650	1.92%	7.6%	6.5%
2005	12,428	653,836	1.90%	8.3%	7.7%
2004	11,475	606,901	1.89%	5.8%	8.3%
2003	10,850	560,145	1.94%	2.3%	2.8%
2002	10,609	544,856	1.95%	1.0%	-1.9%
2001	10,507	555,684	1.89%	-0.6%	-5.1%

Sources: U.S. Travel Association, OTTI/ITA and BEA

TRAVEL IMPACT ON TENNESSEE – 2011

Direct Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving the traveler within the industry sectors from which these travelers purchase goods and services. Each dollar spent on travel generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

- Salary and wages paid by Tennessee travel-related firms and directly attributable to domestic and international traveler spending increased 4.9 percent from 2010 to over $5.4 billion in 2011.

- The public transportation sector, including air couriers, posted the largest payroll generated by domestic travel spending in 2011, with more than $2.8 billion, up 5.6 percent from 2010.

- Payroll generated by domestic traveler spending in the foodservice industry ranked second, totaling $1.0 billion and accounting for 19.8 percent of the state domestic total.

- The travel planning sector reported the largest domestic payroll increase in percentage over 2010, up 18.1 percent, totaling $77.8 million.

Direct Domestic Travel-GeneratedPayroll in Tennessee by Industry Sector, 2011

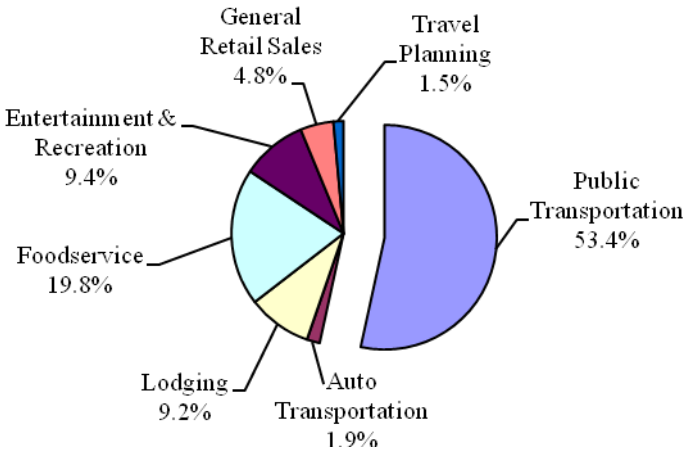


Table 7: Direct Travel-Generated Payroll in Tennessee by Industry Sector, 2010-2011

2011 Payroll	Domestic ($ Millions)	% of Domestic Total
Domestic Travel		
Public Transportation	$2,836.1	53.4%
Auto Transportation	99.8	1.9%
Lodging	490.3	9.2%
Foodservice	1,049.6	19.8%
Entertainment & Recreation	500.9	9.4%
General Retail Trade	253.7	4.8%
Travel Planning *	77.8	1.5%
Domestic Total	$5,308.2	100.0%
International Total	$106.1	
Grand Total	$5,414.3	
2010 Payroll		
Domestic Travel		
Public Transportation	$2,684.9	53.0%
Auto Transportation	99.3	2.0%
Lodging	461.5	9.1%
Foodservice	1,032.5	20.4%
Entertainment & Recreation	472.8	9.3%
General Retail Trade	250.2	4.9%
Travel Planning *	65.9	1.3%
Domestic Total	$5,067.1	100.0%
International Total	$95.9	
Grand Total	$5,163.0	
Percentage Change, 2011 over 2010		
Domestic Travel		
Public Transportation	5.6%	
Auto Transportation	0.6%	
Lodging	6.2%	
Foodservice	1.7%	
Entertainment & Recreation	6.0%	
General Retail Trade	1.4%	
Travel Planning *	18.1%	
Domestic Total	4.8%	
International Total	10.7%	
Grand Total	4.9%	

Source: U.S. Travel Association
*Note: * Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services.*

TRAVEL IMPACT ON TENNESSEE – 2011

Direct Travel-Generated Employment

The most impressive contribution that travel and tourism make to the Tennessee economy is the number of businesses and jobs it supports. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations.

- During 2011, domestic and international traveler spending in Tennessee generated 177,800 jobs, including full-time and seasonal/part-time positions in the state, up 1.6 percent from 2010. On average, every $86,400 spent by domestic and international travelers in Tennessee directly supported one job.

- It is important to note that these domestic and international traveler spending generated jobs composed 6.7 percent of total non-agricultural employment in Tennessee during 2011. Without these jobs, Tennessee's 2011 unemployment rate of 9.2 percent would have been 5.7 percentage points higher, or the equivalent of 14.9 percent of the labor force.

- The foodservice sector, which includes restaurants and other eating and drinking places, provided more jobs than any other industry sector. During 2011, domestic traveler spending in this sector created 70,000 jobs, accounting for 40.4 percent of the state total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on food service contribute to the importance of this sector.

Direct Domestic Travel-Generated Employment in Tennessee by Industry Sector, 2011

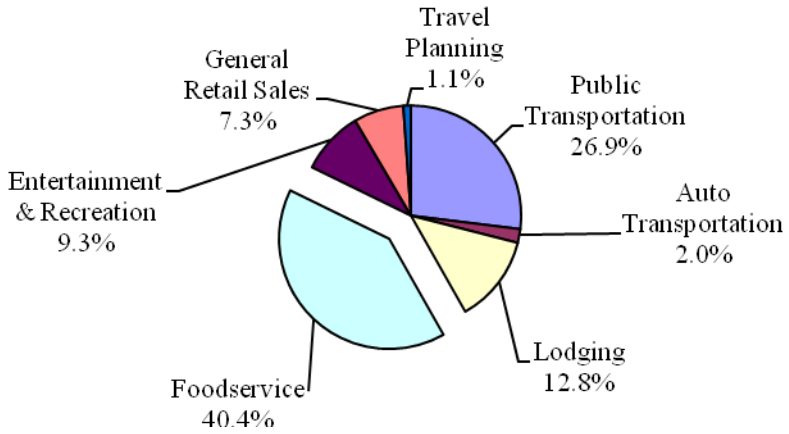


Table 8: Direct Travel-Generated Employment in Tennessee by Industry Sector, 2010-2011

2011 Employment	Domestic (Thousands)	% of Domestic Total
Domestic Travel		
Public Transportation	46.6	26.9%
Auto Transportation	3.5	2.0%
Lodging	22.2	12.8%
Foodservice	70.0	40.4%
Entertainment & Recreation	16.1	9.3%
General Retail Trade	12.7	7.3%
Travel Planning *	1.9	1.1%
Domestic Total	173.1	100.0%
International Total	4.7	
Grand Total	177.8	
2010 Employment		
Domestic Travel		
Public Transportation	46.3	27.2%
Auto Transportation	3.5	2.0%
Lodging	21.5	12.6%
Foodservice	68.9	40.4%
Entertainment & Recreation	15.9	9.3%
General Retail Trade	12.6	7.4%
Travel Planning *	1.8	1.0%
Domestic Total	170.5	100.0%
International Total	4.4	
Grand Total	174.9	
Percentage Change, 2011 over 2010		
Domestic Travel		
Public Transportation	0.7%	
Auto Transportation	0.4%	
Lodging	3.2%	
Foodservice	1.6%	
Entertainment & Recreation	1.5%	
General Retail Trade	0.3%	
Travel Planning *	9.2%	
Domestic Total	1.5%	
International Total	7.2%	
Grand Total	1.6%	

Source: U.S. Travel Association
*Note: * Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.*

TRAVEL IMPACT ON TENNESSEE – 2011

Direct Travel-Generated Tax Revenue

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Tennessee. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

- In 2011, total tax revenue generated by domestic and international traveler spending in Tennessee surpassed $3.1 billion, an increase of 4.4 percent compared to 2010.

- Domestic traveler spending in Tennessee generated over $1.8 billion for the federal government in 2011, up 4.0 percent from 2010. This represents 61.2 percent of all domestic travel-generated tax collections in the state. Each dollar spent by domestic travelers in Tennessee produced 12.4 cents for federal tax coffers.

- Spending by domestic travelers in Tennessee also generated $745.1 million in tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, up 5.0 percent from 2010. This composed 24.7 percent of all domestic travel-generated tax revenue collected in the state for 2011. On average, each travel dollar produced 5.0 cents in state tax receipts.

- Local governments in Tennessee directly benefited from travel as well. During 2011, domestic traveler spending generated $425.9 million in sales and property tax revenue for localities, up 3.8 percent from 2010. This represents 14.1 percent of total domestic travel-generated tax revenue in the state. Each domestic travel dollar produced nearly 2.9 cents for local tax coffers.

Direct Domestic Travel-Generated Tax Revenue in Tennessee by Level of Government, 2011

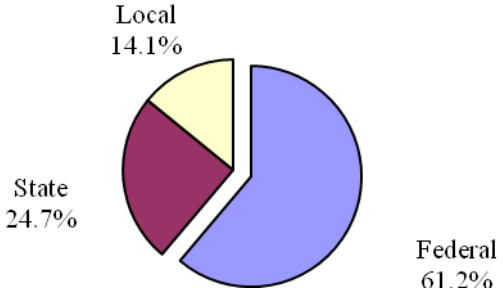


Table 9: Direct Travel-Generated Tax Revenue in Tennessee by Level of Government, 2010-2011

2011 Tax Revenue	Domestic ($ Millions)	% of Domestic Total
Domestic Travel		
Federal	$1,844.7	61.2%
State	745.1	24.7%
Local	425.9	14.1%
Domestic Total	$3,015.6	100.0%
International Total	$85.5	
Grand Total	$3,101.1	
2010 Tax Revenue		
Domestic Travel		
Federal	$1,773.0	61.3%
State	709.9	24.5%
Local	410.2	14.2%
Domestic Total	$2,893.1	100.0%
International Total	$77.6	
Grand Total	$2,970.7	
Percentage Change, 2011 over 2010		
Domestic Travel		
Federal	4.0%	
State	5.0%	
Local	3.8%	
Domestic Total	4.2%	
International Total	10.1%	
Grand Total	4.4%	

Sources: U.S. Travel Association

MULTIPLIER IMPACT OF TRAVEL SPENDING IN TENNESSEE

Travelers in Tennessee produce "secondary" impacts over and above that of their original expenditures previously detailed. These secondary outputs (sales) and earnings (wage and salary income) arise from "indirect" and "induced" spending.

Indirect impact occurs as travel industry business operators, such as restaurants, purchase goods, such as food and beverages, and services, such as electricity and building maintenance, from local suppliers. These purchases generate additional output or sales indirectly.

Induced impact occurs as a result of the employees of businesses, and their suppliers, spending part of their earnings in the area. This spending itself generates sales additional to the indirect impact.

The sum of the indirect and induced effects comprises the total secondary impact of traveler expenditures in the area. The ratio of the sum of primary output generated (travel spending) plus secondary output to initial expenditures alone is commonly termed the sales or output "multiplier."

During the secondary impact process, wage and salary income (earnings) are generated in addition to that produced by the initial travel expenditures as the suppliers employ labor to produce the additional output. The "earnings multiplier" is the ratio of the total primary and secondary earnings generated by the initial travel spending to that spending. Just as additional earnings are created, employment is also generated during the secondary impact process. The "employment multiplier" represents the number of jobs provided, directly and indirectly, for each one million dollars of output or expenditures generated.

Table 10 summarizes the direct, indirect and induced, and total impacts of domestic and international travel spending on the Tennessee economy during 2010 and 2011.

In 2011, the nearly $15.4 billion spent directly by domestic and international travelers in Tennessee generated a total output value of $25.1 billion, an 8.6 percent increase compared with 2010. The ratio of the total output to the initial spending is 1.64, the output multiplier. This indicates that the average travel dollar generated an additional 64 cents in secondary sales for a total impact of $1.64.

In addition to over $5.4 billion in payroll income generated by direct domestic and international travelers' spending, close to $3.8 billion in earnings was produced in secondary impact during 2011. The ratio of total earnings generated to the initial spending is 0.60, the earnings multiplier. Each dollar of domestic and international travelers' expenditures generated 60 cents in total earnings in the Tennessee economy.

Travel produced a total of 282,700 jobs for Tennessee residents, including direct and secondary employment in travel industry and other industries of the Tennessee economy. The ratio of total employment to the initial direct spending is 18, the employment multiplier. This means that every million dollars in domestic and international travel expenditures generated a total of 18 jobs in Tennessee during 2011.

Table 10: Multiplier Impact of Travel Spending in Tennessee, 2010-2011

2011 Multiplier Impact

Impact Measure	Direct Impact	Indirect & Induced Impact	Total Impact
Expenditures ($ millions)	$15,360.0	$9,765.2	$25,125.2
Earnings ($ millions)	$5,414.3	$3,752.5	$9,166.8
Employment (thousands)	177.8	104.9	282.7
2010 Multiplier Impact			
Expenditures ($ millions)	$14,132.7	$9,008.7	$23,141.5
Earnings ($ millions)	$5,163.0	$3,587.8	$8,750.8
Employment (thousands)	174.9	103.5	278.4
Percent Change 2011 over 2010			
Expenditures	8.7%	8.4%	8.6%
Earnings	4.9%	4.6%	4.8%
Employment	1.6%	1.4%	1.5%

Sources: U.S. Department of Commerce, Bureau of Economic Analysis, RIMS II; IMPLAN; U.S. Travel Association

DOMESTIC TRAVEL IMPACT ON TENNESSEE COUNTIES IN 2011

During 2011, travel-related expenditures occurred throughout all ninety-five counties of Tennessee. Domestic travelers spent over $14.9 billion while traveling in Tennessee, up 8.5 percent from 2010. The $14.9 billion of domestic traveler spending in Tennessee directly generated over $5.3 billion in payroll and 173,100 jobs.

Additionally, domestic travel in Tennessee generated $745.1 million in tax revenue for the state treasury and $425.9 million tax revenue for local governments during 2011.

Domestic Travel Impact in Top Five Counties

The top five counties in Tennessee received nearly $10.7 billion in direct domestic travel expenditures, 71.6 percent of the state total. The top five counties also earned more than $4.5 billion in payroll (85.5 percent of the state total) and 139,100 jobs (80.4 percent of the state total) in 2011.

Additionally, domestic travel in the top five counties generated $507.2 million in tax revenue for the state treasury and $274.5 million tax revenue for local governments during 2011.

Davidson County, which includes the city of Nashville, led all counties in 2011. Domestic traveler expenditures in Davidson County registered almost $4.3 billion, accounting for 28.5 percent of the state total. Close to $1.8 billion in payroll income and 56,000 jobs were created in this county.

Shelby County ranked second with almost $3.1 billion in domestic travel spending in 2011, representing 20.5 percent of the state total. The county's payroll income of $1.9 billion was paid to 47,400 workers.

Sevier County posted nearly $1.6 billion in domestic expenditures to rank third. These expenditures generated $364.4 million in payroll as well as 17,800 jobs within the county.

Hamilton County ranked fourth this year with $893.3 million in domestic travel expenditures, nearly $197.8 million in payroll income and 8,500 jobs within the county in 2011.

Knox County received $884.2 million from travelers, 5.9 percent of the state total. This county benefited from $291.8 million in payroll and 9,500 jobs.

Table 11: Domestic Travel Impact in Tennessee - Top 5 Counties, 2010 and 2011

2011 Impact

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
DAVIDSON	$4,255.4	$1,774.3	56.0	$200.8	$106.0
SHELBY	3,053.5	1,910.0	47.4	127.4	83.5
SEVIER	1,582.8	364.4	17.8	85.1	45.0
HAMILTON	893.3	197.8	8.5	49.3	19.2
KNOX	884.2	291.8	9.5	44.6	20.7
Top Five Total	**$10,669.4**	**$4,538.4**	**139.1**	**$507.2**	**$274.5**
State Total	$14,909.8	$5,308.2	173.1	$745.1	$425.9
Share of Top 5 Counties	71.6%	85.5%	80.4%	68.1%	64.4%

2010 Impact

DAVIDSON	$3,803.3	$1,648.6	54.1	$183.3	$98.7
SHELBY	2,900.9	1,859.3	47.4	125.5	82.6
SEVIER	1,532.2	363.7	18.1	82.7	45.4
KNOX	812.4	280.1	9.4	42.9	19.8
HAMILTON	810.1	186.7	8.2	46.2	18.1
Top Five Total	**$9,859.0**	**$4,338.3**	**137.3**	**$480.6**	**$264.6**
State Total	$13,740.0	$5,067.1	170.5	$709.9	$410.2
Share of Top 5 Counties	71.8%	85.6%	80.5%	67.7%	64.5%

Percent Change 2011 Over 2010

DAVIDSON	11.9%	7.6%	3.5%	9.6%	7.5%
SHELBY	5.3%	2.7%	-0.1%	1.5%	1.1%
SEVIER	3.3%	0.2%	-1.8%	2.9%	-0.8%
HAMILTON	10.3%	5.9%	3.0%	6.7%	5.9%
KNOX	8.8%	4.2%	1.1%	3.9%	4.5%
Top Five Total	**8.2%**	**4.6%**	**1.3%**	**5.5%**	**3.7%**
State Total	8.5%	4.8%	1.5%	5.0%	3.8%

Source: U.S. Travel Association

COUNTY TABLES

The following tables list the results of the County Economic Impact Component of the U.S. Travel Association's Travel Economic Impact Model for Tennessee in 2010 and 2011. The estimates presented are for direct domestic traveler expenditures and related economic impact.

Table A shows the counties listed alphabetically, with 2011 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the counties in order of 2011 travel expenditures from highest to lowest.

Table C indicates the percent of the state totals accounted for by each county in 2011.

Table D shows the percent change in 2011 over 2010 estimates for each of the measures of economic impact.

Table E shows the counties, listed alphabetically, with 2010 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table F shows the counties grouped by region with each measure of travel impact in 2011.

Table G indicates the counties grouped by region with 2011 and 2010 travel expenditures, shown with the percent change in 2011 over 2010.

Table H shows the percent change in 2011 over 2010 estimates, with the counties grouped by region.

Table I indicates the counties grouped by region, with 2010 estimates for each measure of travel impact.

Table J shows each measure of travel impact for each region in 2011.

Table K shows each measure of travel impact with 2010 estimates by each region.

Table L indicates the percent change in each measure of travel impact in 2011 over 2010 for each Tennessee region.

2011 Impact of Travel on Tennessee
Table A: Alphabetical by County, 2011

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
ANDERSON	$115.29	$19.54	0.98	$6.63	$2.42
BEDFORD	24.27	4.42	0.19	1.35	0.92
BENTON	22.53	3.60	0.14	1.31	2.35
BLEDSOE	3.30	0.48	0.02	0.18	0.51
BLOUNT	305.28	78.90	2.96	16.03	10.23
BRADLEY	112.12	18.24	0.94	6.55	2.33
CAMPBELL	48.54	8.62	0.42	2.69	2.45
CANNON	3.78	0.37	0.01	0.22	0.26
CARROLL	17.90	2.48	0.11	1.01	0.66
CARTER	31.55	4.42	0.18	1.82	1.93
CHEATHAM	18.92	3.31	0.13	1.05	0.63
CHESTER	10.34	1.06	0.04	0.61	0.32
CLAIBORNE	15.47	2.64	0.12	0.86	1.13
CLAY	6.66	1.48	0.05	0.36	0.57
COCKE	37.12	7.07	0.39	2.07	1.61
COFFEE	70.31	12.44	0.61	3.92	1.81
CROCKETT	8.25	1.30	0.07	0.45	0.35
CUMBERLAND	100.30	21.64	0.93	5.51	4.10
DAVIDSON	4,255.44	1,774.33	55.98	200.79	106.03
DECATUR	11.72	1.57	0.04	0.64	2.03
DEKALB	36.32	7.18	0.26	2.01	4.66
DICKSON	51.01	9.18	0.48	2.88	1.22
DYER	48.40	7.86	0.39	2.80	1.11
FAYETTE	8.12	1.01	0.04	0.45	0.43
FENTRESS	11.63	1.83	0.08	0.66	0.77
FRANKLIN	18.47	2.79	0.12	1.07	0.84
GIBSON	39.77	4.63	0.20	2.39	1.16

2011 Impact of Travel on Tennessee
Table A: Alphabetical by County, 2011 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
GILES	21.99	3.21	0.15	1.28	0.93
GRAINGER	14.53	2.30	0.08	0.80	0.27
GREENE	79.15	12.63	0.56	4.57	2.06
GRUNDY	8.13	0.97	0.02	0.47	1.41
HAMBLEN	78.17	12.59	0.58	4.52	1.68
HAMILTON	893.33	197.78	8.46	49.30	19.21
HANCOCK	1.21	0.14	0.01	0.07	0.25
HARDEMAN	21.62	3.09	0.14	1.22	1.21
HARDIN	35.55	5.91	0.21	2.03	2.96
HAWKINS	36.15	5.49	0.24	2.00	1.95
HAYWOOD	13.46	1.93	0.08	0.76	0.58
HENDERSON	21.44	3.09	0.14	1.23	0.67
HENRY	52.09	8.72	0.31	2.88	6.50
HICKMAN	7.05	1.02	0.04	0.39	0.66
HOUSTON	5.76	0.90	0.04	0.32	0.61
HUMPHREYS	29.73	5.60	0.25	1.54	1.91
JACKSON	2.12	0.30	0.01	0.12	0.25
JEFFERSON	49.47	8.74	0.37	2.84	3.53
JOHNSON	9.73	1.68	0.06	0.54	0.73
KNOX	884.21	291.81	9.52	44.64	20.70
LAKE	10.08	2.13	0.11	0.56	0.74
LAUDERDALE	16.60	2.20	0.09	0.93	1.30
LAWRENCE	36.47	5.28	0.22	2.10	0.97
LEWIS	5.43	0.87	0.05	0.30	0.26
LINCOLN	19.76	2.82	0.13	1.16	0.61
LOUDON	50.09	8.22	0.40	2.90	1.24
MCMINN	38.61	5.71	0.28	2.22	0.93

2011 Impact of Travel on Tennessee
Table A: Alphabetical by County, 2011 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
MCNAIRY	10.54	1.50	0.06	0.58	0.58
MACON	6.75	1.02	0.05	0.38	0.35
MADISON	171.84	32.74	1.64	9.69	3.61
MARION	31.25	5.17	0.25	1.77	1.11
MARSHALL	20.33	3.66	0.15	1.18	0.52
MAURY	92.77	13.05	0.61	5.35	1.89
MEIGS	6.90	1.16	0.03	0.38	0.88
MONROE	38.32	6.65	0.30	2.14	2.54
MONTGOMERY	201.34	33.36	1.60	11.82	3.75
MOORE	1.55	0.22	0.01	0.09	0.08
MORGAN	4.61	0.50	0.01	0.26	0.57
OBION	45.18	7.59	0.35	2.57	1.33
OVERTON	6.82	0.97	0.04	0.39	0.42
PERRY	6.01	0.82	0.02	0.31	1.54
PICKETT	7.09	1.50	0.05	0.38	0.98
POLK	26.94	6.14	0.23	1.41	2.30
PUTNAM	99.09	16.02	0.81	5.65	1.97
RHEA	30.46	5.38	0.24	1.71	1.99
ROANE	64.26	9.80	0.46	3.65	3.26
ROBERTSON	40.00	5.68	0.26	2.40	1.05
RUTHERFORD	252.83	42.04	2.07	14.36	5.29
SCOTT	10.04	1.54	0.07	0.54	0.58
SEQUATCHIE	6.12	0.91	0.03	0.34	0.44
SEVIER	1,582.85	364.45	17.83	85.08	45.02
SHELBY	3,053.53	1,910.04	47.36	127.39	83.50
SMITH	10.09	1.31	0.05	0.58	0.43
STEWART	7.38	0.98	0.03	0.40	1.07

2011 Impact of Travel on Tennessee
Table A: Alphabetical by County, 2011 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
SULLIVAN	312.66	86.32	3.03	16.36	8.36
SUMNER	105.40	17.30	0.84	6.11	2.36
TIPTON	31.29	4.21	0.19	1.84	0.99
TROUSDALE	3.72	0.43	0.02	0.22	0.12
UNICOI	8.13	1.75	0.07	0.44	0.65
UNION	6.16	1.00	0.03	0.34	0.90
VAN BUREN	8.54	1.91	0.07	0.46	0.87
WARREN	21.61	3.39	0.14	1.21	0.85
WASHINGTON	209.37	36.94	1.76	11.81	4.76
WAYNE	10.17	1.73	0.07	0.57	0.63
WEAKLEY	16.95	2.43	0.11	0.96	0.56
WHITE	18.68	2.05	0.08	1.07	0.86
WILLIAMSON	332.40	56.07	2.69	18.43	6.65
WILSON	115.12	20.90	0.94	6.47	3.33
STATE TOTALS	**$14,909.82**	**$5,308.18**	**173.08**	**$745.06**	**$425.86**

2011 Impact of Travel on Tennessee

Table B: Ranking of Counties by Expenditure Levels, 2011

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
DAVIDSON	$4,255.44	$1,774.33	55.98	$200.79	$106.03
SHELBY	3,053.53	1,910.04	47.36	127.39	83.50
SEVIER	1,582.85	364.45	17.83	85.08	45.02
HAMILTON	893.33	197.78	8.46	49.30	19.21
KNOX	884.21	291.81	9.52	44.64	20.70
WILLIAMSON	332.40	56.07	2.69	18.43	6.65
SULLIVAN	312.66	86.32	3.03	16.36	8.36
BLOUNT	305.28	78.90	2.96	16.03	10.23
RUTHERFORD	252.83	42.04	2.07	14.36	5.29
WASHINGTON	209.37	36.94	1.76	11.81	4.76
MONTGOMERY	201.34	33.36	1.60	11.82	3.75
MADISON	171.84	32.74	1.64	9.69	3.61
ANDERSON	115.29	19.54	0.98	6.63	2.42
WILSON	115.12	20.90	0.94	6.47	3.33
BRADLEY	112.12	18.24	0.94	6.55	2.33
SUMNER	105.40	17.30	0.84	6.11	2.36
CUMBERLAND	100.30	21.64	0.93	5.51	4.10
PUTNAM	99.09	16.02	0.81	5.65	1.97
MAURY	92.77	13.05	0.61	5.35	1.89
GREENE	79.15	12.63	0.56	4.57	2.06
HAMBLEN	78.17	12.59	0.58	4.52	1.68
COFFEE	70.31	12.44	0.61	3.92	1.81
ROANE	64.26	9.80	0.46	3.65	3.26
HENRY	52.09	8.72	0.31	2.88	6.50
DICKSON	51.01	9.18	0.48	2.88	1.22
LOUDON	50.09	8.22	0.40	2.90	1.24
JEFFERSON	49.47	8.74	0.37	2.84	3.53

2011 Impact of Travel on Tennessee

Table B: Ranking of Counties by Expenditure Levels, 2011 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
CAMPBELL	48.54	8.62	0.42	2.69	2.45
DYER	48.40	7.86	0.39	2.80	1.11
OBION	45.18	7.59	0.35	2.57	1.33
ROBERTSON	40.00	5.68	0.26	2.40	1.05
GIBSON	39.77	4.63	0.20	2.39	1.16
MCMINN	38.61	5.71	0.28	2.22	0.93
MONROE	38.32	6.65	0.30	2.14	2.54
COCKE	37.12	7.07	0.39	2.07	1.61
LAWRENCE	36.47	5.28	0.22	2.10	0.97
DEKALB	36.32	7.18	0.26	2.01	4.66
HAWKINS	36.15	5.49	0.24	2.00	1.95
HARDIN	35.55	5.91	0.21	2.03	2.96
CARTER	31.55	4.42	0.18	1.82	1.93
TIPTON	31.29	4.21	0.19	1.84	0.99
MARION	31.25	5.17	0.25	1.77	1.11
RHEA	30.46	5.38	0.24	1.71	1.99
HUMPHREYS	29.73	5.60	0.25	1.54	1.91
POLK	26.94	6.14	0.23	1.41	2.30
BEDFORD	24.27	4.42	0.19	1.35	0.92
BENTON	22.53	3.60	0.14	1.31	2.35
GILES	21.99	3.21	0.15	1.28	0.93
HARDEMAN	21.62	3.09	0.14	1.22	1.21
WARREN	21.61	3.39	0.14	1.21	0.85
HENDERSON	21.44	3.09	0.14	1.23	0.67
MARSHALL	20.33	3.66	0.15	1.18	0.52
LINCOLN	19.76	2.82	0.13	1.16	0.61
CHEATHAM	18.92	3.31	0.13	1.05	0.63

2011 Impact of Travel on Tennessee

Table B: Ranking of Counties by Expenditure Levels, 2011 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
WHITE	18.68	2.05	0.08	1.07	0.86
FRANKLIN	18.47	2.79	0.12	1.07	0.84
CARROLL	17.90	2.48	0.11	1.01	0.66
WEAKLEY	16.95	2.43	0.11	0.96	0.56
LAUDERDALE	16.60	2.20	0.09	0.93	1.30
CLAIBORNE	15.47	2.64	0.12	0.86	1.13
GRAINGER	14.53	2.30	0.08	0.80	0.27
HAYWOOD	13.46	1.93	0.08	0.76	0.58
DECATUR	11.72	1.57	0.04	0.64	2.03
FENTRESS	11.63	1.83	0.08	0.66	0.77
MCNAIRY	10.54	1.50	0.06	0.58	0.58
CHESTER	10.34	1.06	0.04	0.61	0.32
WAYNE	10.17	1.73	0.07	0.57	0.63
SMITH	10.09	1.31	0.05	0.58	0.43
LAKE	10.08	2.13	0.11	0.56	0.74
SCOTT	10.04	1.54	0.07	0.54	0.58
JOHNSON	9.73	1.68	0.06	0.54	0.73
VAN BUREN	8.54	1.91	0.07	0.46	0.87
CROCKETT	8.25	1.30	0.07	0.45	0.35
GRUNDY	8.13	0.97	0.02	0.47	1.41
UNICOI	8.13	1.75	0.07	0.44	0.65
FAYETTE	8.12	1.01	0.04	0.45	0.43
STEWART	7.38	0.98	0.03	0.40	1.07
PICKETT	7.09	1.50	0.05	0.38	0.98
HICKMAN	7.05	1.02	0.04	0.39	0.66
MEIGS	6.90	1.16	0.03	0.38	0.88
OVERTON	6.82	0.97	0.04	0.39	0.42

2011 Impact of Travel on Tennessee

Table B: Ranking of Counties by Expenditure Levels, 2011 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
MACON	6.75	1.02	0.05	0.38	0.35
CLAY	6.66	1.48	0.05	0.36	0.57
UNION	6.16	1.00	0.03	0.34	0.90
SEQUATCHIE	6.12	0.91	0.03	0.34	0.44
PERRY	6.01	0.82	0.02	0.31	1.54
HOUSTON	5.76	0.90	0.04	0.32	0.61
LEWIS	5.43	0.87	0.05	0.30	0.26
MORGAN	4.61	0.50	0.01	0.26	0.57
CANNON	3.78	0.37	0.01	0.22	0.26
TROUSDALE	3.72	0.43	0.02	0.22	0.12
BLEDSOE	3.30	0.48	0.02	0.18	0.51
JACKSON	2.12	0.30	0.01	0.12	0.25
MOORE	1.55	0.22	0.01	0.09	0.08
HANCOCK	1.21	0.14	0.01	0.07	0.25
STATE TOTALS	**$14,909.82**	**$5,308.18**	**173.08**	**$745.06**	**$425.86**

2011 Impact of Travel on Tennessee
Table C: Percent Distribution by County, 2011

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
ANDERSON	0.77%	0.37%	0.56%	0.89%	0.57%
BEDFORD	0.16%	0.08%	0.11%	0.18%	0.22%
BENTON	0.15%	0.07%	0.08%	0.18%	0.55%
BLEDSOE	0.02%	0.01%	0.01%	0.02%	0.12%
BLOUNT	2.05%	1.49%	1.71%	2.15%	2.40%
BRADLEY	0.75%	0.34%	0.54%	0.88%	0.55%
CAMPBELL	0.33%	0.16%	0.24%	0.36%	0.58%
CANNON	0.03%	0.01%	0.01%	0.03%	0.06%
CARROLL	0.12%	0.05%	0.07%	0.14%	0.16%
CARTER	0.21%	0.08%	0.10%	0.24%	0.45%
CHEATHAM	0.13%	0.06%	0.08%	0.14%	0.15%
CHESTER	0.07%	0.02%	0.02%	0.08%	0.07%
CLAIBORNE	0.10%	0.05%	0.07%	0.12%	0.27%
CLAY	0.04%	0.03%	0.03%	0.05%	0.13%
COCKE	0.25%	0.13%	0.22%	0.28%	0.38%
COFFEE	0.47%	0.23%	0.35%	0.53%	0.42%
CROCKETT	0.06%	0.02%	0.04%	0.06%	0.08%
CUMBERLAND	0.67%	0.41%	0.54%	0.74%	0.96%
DAVIDSON	28.54%	33.43%	32.34%	26.95%	24.90%
DECATUR	0.08%	0.03%	0.03%	0.09%	0.48%
DEKALB	0.24%	0.14%	0.15%	0.27%	1.09%
DICKSON	0.34%	0.17%	0.28%	0.39%	0.29%
DYER	0.32%	0.15%	0.22%	0.38%	0.26%
FAYETTE	0.05%	0.02%	0.02%	0.06%	0.10%
FENTRESS	0.08%	0.03%	0.05%	0.09%	0.18%
FRANKLIN	0.12%	0.05%	0.07%	0.14%	0.20%
GIBSON	0.27%	0.09%	0.12%	0.32%	0.27%

2011 Impact of Travel on Tennessee
Table C: Percent Distribution by County, 2011 (Continued)

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
GILES	0.15%	0.06%	0.09%	0.17%	0.22%
GRAINGER	0.10%	0.04%	0.05%	0.11%	0.06%
GREENE	0.53%	0.24%	0.32%	0.61%	0.48%
GRUNDY	0.05%	0.02%	0.01%	0.06%	0.33%
HAMBLEN	0.52%	0.24%	0.33%	0.61%	0.39%
HAMILTON	5.99%	3.73%	4.89%	6.62%	4.51%
HANCOCK	0.01%	0.00%	0.01%	0.01%	0.06%
HARDEMAN	0.14%	0.06%	0.08%	0.16%	0.28%
HARDIN	0.24%	0.11%	0.12%	0.27%	0.70%
HAWKINS	0.24%	0.10%	0.14%	0.27%	0.46%
HAYWOOD	0.09%	0.04%	0.05%	0.10%	0.14%
HENDERSON	0.14%	0.06%	0.08%	0.17%	0.16%
HENRY	0.35%	0.16%	0.18%	0.39%	1.53%
HICKMAN	0.05%	0.02%	0.02%	0.05%	0.16%
HOUSTON	0.04%	0.02%	0.02%	0.04%	0.14%
HUMPHREYS	0.20%	0.11%	0.14%	0.21%	0.45%
JACKSON	0.01%	0.01%	0.01%	0.02%	0.06%
JEFFERSON	0.33%	0.16%	0.21%	0.38%	0.83%
JOHNSON	0.07%	0.03%	0.04%	0.07%	0.17%
KNOX	5.93%	5.50%	5.50%	5.99%	4.86%
LAKE	0.07%	0.04%	0.06%	0.07%	0.17%
LAUDERDALE	0.11%	0.04%	0.05%	0.12%	0.30%
LAWRENCE	0.24%	0.10%	0.13%	0.28%	0.23%
LEWIS	0.04%	0.02%	0.03%	0.04%	0.06%
LINCOLN	0.13%	0.05%	0.07%	0.16%	0.14%
LOUDON	0.34%	0.15%	0.23%	0.39%	0.29%
MCMINN	0.26%	0.11%	0.16%	0.30%	0.22%

2011 Impact of Travel on Tennessee
Table C: Percent Distribution by County, 2011 (Continued)

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
MCNAIRY	0.07%	0.03%	0.03%	0.08%	0.14%
MACON	0.05%	0.02%	0.03%	0.05%	0.08%
MADISON	1.15%	0.62%	0.95%	1.30%	0.85%
MARION	0.21%	0.10%	0.14%	0.24%	0.26%
MARSHALL	0.14%	0.07%	0.09%	0.16%	0.12%
MAURY	0.62%	0.25%	0.35%	0.72%	0.44%
MEIGS	0.05%	0.02%	0.02%	0.05%	0.21%
MONROE	0.26%	0.13%	0.17%	0.29%	0.60%
MONTGOMERY	1.35%	0.63%	0.92%	1.59%	0.88%
MOORE	0.01%	0.00%	0.01%	0.01%	0.02%
MORGAN	0.03%	0.01%	0.01%	0.04%	0.13%
OBION	0.30%	0.14%	0.20%	0.34%	0.31%
OVERTON	0.05%	0.02%	0.02%	0.05%	0.10%
PERRY	0.04%	0.02%	0.01%	0.04%	0.36%
PICKETT	0.05%	0.03%	0.03%	0.05%	0.23%
POLK	0.18%	0.12%	0.14%	0.19%	0.54%
PUTNAM	0.66%	0.30%	0.47%	0.76%	0.46%
RHEA	0.20%	0.10%	0.14%	0.23%	0.47%
ROANE	0.43%	0.18%	0.27%	0.49%	0.77%
ROBERTSON	0.27%	0.11%	0.15%	0.32%	0.25%
RUTHERFORD	1.70%	0.79%	1.20%	1.93%	1.24%
SCOTT	0.07%	0.03%	0.04%	0.07%	0.14%
SEQUATCHIE	0.04%	0.02%	0.02%	0.05%	0.10%
SEVIER	10.62%	6.87%	10.30%	11.42%	10.57%
SHELBY	20.48%	35.98%	27.36%	17.10%	19.61%
SMITH	0.07%	0.02%	0.03%	0.08%	0.10%
STEWART	0.05%	0.02%	0.02%	0.05%	0.25%

2011 Impact of Travel on Tennessee
Table C: Percent Distribution by County, 2011 (Continued)

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
SULLIVAN	2.10%	1.63%	1.75%	2.20%	1.96%
SUMNER	0.71%	0.33%	0.48%	0.82%	0.55%
TIPTON	0.21%	0.08%	0.11%	0.25%	0.23%
TROUSDALE	0.02%	0.01%	0.01%	0.03%	0.03%
UNICOI	0.05%	0.03%	0.04%	0.06%	0.15%
UNION	0.04%	0.02%	0.02%	0.05%	0.21%
VAN BUREN	0.06%	0.04%	0.04%	0.06%	0.21%
WARREN	0.14%	0.06%	0.08%	0.16%	0.20%
WASHINGTON	1.40%	0.70%	1.02%	1.59%	1.12%
WAYNE	0.07%	0.03%	0.04%	0.08%	0.15%
WEAKLEY	0.11%	0.05%	0.06%	0.13%	0.13%
WHITE	0.13%	0.04%	0.04%	0.14%	0.20%
WILLIAMSON	2.23%	1.06%	1.56%	2.47%	1.56%
WILSON	0.77%	0.39%	0.54%	0.87%	0.78%
STATE TOTALS	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

2011 Impact of Travel on Tennessee
Table D: Percent Change, 2011 Over 2010

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
ANDERSON	10.01%	6.10%	2.79%	3.80%	5.66%
BEDFORD	5.58%	2.59%	-1.17%	0.51%	1.41%
BENTON	4.96%	1.99%	-1.75%	0.06%	0.81%
BLEDSOE	2.84%	-0.07%	-3.73%	0.80%	-1.22%
BLOUNT	12.60%	9.41%	5.40%	6.53%	8.15%
BRADLEY	13.10%	7.68%	5.49%	8.42%	8.63%
CAMPBELL	4.67%	1.70%	-2.03%	1.29%	0.53%
CANNON	8.33%	5.26%	1.40%	0.89%	4.04%
CARROLL	8.92%	5.57%	2.03%	3.03%	4.61%
CARTER	10.31%	7.19%	3.26%	3.07%	5.95%
CHEATHAM	5.50%	2.83%	-1.07%	2.93%	1.33%
CHESTER	12.68%	8.30%	4.83%	0.12%	8.22%
CLAIBORNE	4.20%	1.25%	-2.47%	1.23%	0.08%
CLAY	2.72%	0.53%	-3.05%	1.17%	-1.34%
COCKE	5.35%	2.37%	-0.99%	1.82%	1.18%
COFFEE	7.41%	3.85%	0.42%	1.70%	3.17%
CROCKETT	6.24%	2.67%	-0.14%	2.74%	2.04%
CUMBERLAND	6.28%	3.27%	-0.52%	2.90%	2.08%
DAVIDSON	11.89%	7.63%	3.49%	9.57%	7.46%
DECATUR	6.84%	3.82%	0.01%	-2.77%	2.62%
DEKALB	4.62%	1.65%	-2.07%	2.72%	0.48%
DICKSON	7.30%	4.26%	0.44%	2.40%	3.06%
DYER	11.01%	5.56%	1.99%	5.26%	6.62%
FAYETTE	3.95%	1.17%	-2.36%	-0.99%	-0.16%
FENTRESS	3.64%	0.71%	-2.99%	0.39%	-0.46%
FRANKLIN	8.15%	5.08%	1.23%	1.72%	3.87%
GIBSON	11.49%	6.13%	2.63%	3.48%	7.08%

2011 Impact of Travel on Tennessee
Table D: Percent Change, 2011 Over 2010 (Continued)

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
GILES	8.71%	5.63%	1.75%	2.77%	4.41%
GRAINGER	5.35%	2.37%	-1.38%	2.73%	1.19%
GREENE	10.53%	4.44%	1.57%	5.47%	6.16%
GRUNDY	8.93%	5.35%	1.26%	2.13%	4.62%
HAMBLEN	8.98%	4.56%	0.87%	0.89%	4.67%
HAMILTON	10.27%	5.93%	3.01%	6.70%	5.91%
HANCOCK	6.66%	3.64%	-0.16%	-0.90%	2.44%
HARDEMAN	8.84%	5.76%	1.88%	0.96%	4.54%
HARDIN	5.07%	2.10%	-1.65%	-0.12%	0.92%
HAWKINS	11.14%	6.57%	3.53%	7.46%	6.75%
HAYWOOD	3.88%	0.93%	-2.77%	-6.07%	-0.23%
HENDERSON	8.18%	5.09%	1.36%	1.07%	3.90%
HENRY	7.21%	2.68%	0.77%	3.10%	2.97%
HICKMAN	3.30%	-1.43%	-5.58%	0.04%	-0.78%
HOUSTON	3.53%	0.60%	-3.09%	1.48%	-0.56%
HUMPHREYS	4.81%	1.84%	-1.89%	2.69%	0.79%
JACKSON	3.01%	0.09%	-3.58%	-1.15%	-1.06%
JEFFERSON	12.83%	8.50%	3.65%	8.83%	8.36%
JOHNSON	7.50%	4.46%	0.63%	4.55%	3.25%
KNOX	8.84%	4.19%	1.11%	3.95%	4.54%
LAKE	1.82%	-1.07%	-4.69%	0.77%	-2.21%
LAUDERDALE	8.26%	4.54%	1.32%	3.31%	3.98%
LAWRENCE	11.13%	5.43%	2.89%	2.35%	6.73%
LEWIS	4.43%	1.47%	-2.25%	0.69%	0.30%
LINCOLN	7.98%	4.92%	1.08%	0.82%	3.71%
LOUDON	10.08%	6.30%	3.04%	5.17%	5.73%
MCMINN	9.78%	6.09%	3.14%	5.33%	5.44%

2011 Impact of Travel on Tennessee
Table D: Percent Change, 2011 Over 2010 (Continued)

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
MCNAIRY	7.90%	4.85%	1.00%	1.02%	3.63%
MACON	6.57%	3.74%	1.34%	2.90%	2.35%
MADISON	8.09%	5.03%	1.17%	3.87%	3.81%
MARION	7.53%	4.49%	0.66%	3.30%	3.28%
MARSHALL	10.00%	6.89%	2.97%	3.81%	5.65%
MAURY	9.56%	4.98%	1.28%	4.44%	5.22%
MEIGS	1.58%	-2.11%	-6.13%	0.42%	-2.43%
MONROE	9.75%	6.03%	2.73%	5.87%	5.40%
MONTGOMERY	12.92%	7.58%	5.37%	6.43%	8.46%
MOORE	0.59%	-2.26%	-5.85%	0.23%	-3.39%
MORGAN	6.82%	3.79%	-0.01%	-0.35%	2.59%
OBION	5.96%	2.96%	-0.82%	1.21%	1.77%
OVERTON	4.99%	2.02%	-1.72%	-3.59%	0.84%
PERRY	1.41%	-1.46%	-5.08%	0.51%	-2.60%
PICKETT	1.25%	-1.62%	-5.23%	0.40%	-2.76%
POLK	3.27%	0.65%	0.65%	2.47%	-0.81%
PUTNAM	8.31%	5.25%	1.39%	3.31%	4.03%
RHEA	8.95%	5.86%	1.98%	4.91%	4.64%
ROANE	8.10%	4.60%	0.81%	2.65%	3.83%
ROBERTSON	11.34%	7.32%	3.64%	3.41%	6.94%
RUTHERFORD	10.61%	6.36%	2.96%	3.73%	6.24%
SCOTT	1.69%	-1.19%	-4.82%	-0.90%	-2.33%
SEQUATCHIE	8.28%	5.21%	1.35%	2.57%	3.99%
SEVIER	3.31%	0.22%	-1.77%	2.86%	-0.78%
SHELBY	5.26%	2.73%	-0.13%	1.54%	1.10%
SMITH	10.27%	7.37%	3.83%	4.02%	5.91%
STEWART	7.53%	4.48%	0.65%	1.24%	3.28%

2011 Impact of Travel on Tennessee
Table D: Percent Change, 2011 Over 2010 (Continued)

County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
SULLIVAN	9.28%	5.37%	1.80%	3.42%	4.96%
SUMNER	10.86%	6.61%	3.79%	5.57%	6.48%
TIPTON	13.81%	8.73%	5.82%	6.82%	9.30%
TROUSDALE	6.93%	3.90%	0.10%	4.97%	2.70%
UNICOI	4.16%	1.21%	-2.51%	-0.69%	0.04%
UNION	2.13%	-1.25%	-3.94%	-1.41%	-1.91%
VAN BUREN	2.90%	-0.01%	-3.68%	1.38%	-1.17%
WARREN	4.67%	1.71%	-2.02%	-1.45%	0.53%
WASHINGTON	7.50%	4.45%	0.62%	2.73%	3.24%
WAYNE	2.13%	-0.76%	-4.40%	-0.39%	-1.91%
WEAKLEY	6.61%	3.60%	-0.20%	0.56%	2.40%
WHITE	11.17%	7.14%	3.89%	-0.70%	6.77%
WILLIAMSON	12.47%	9.35%	5.50%	5.54%	8.02%
WILSON	6.67%	3.65%	-0.16%	0.89%	2.45%
STATE TOTALS	**8.51%**	**4.76%**	**1.50%**	**4.96%**	**3.82%**

2010 Impact of Travel on Tennessee
Table E: Alphabetical by County, 2010

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
ANDERSON	$104.80	$18.42	0.95	$6.39	$2.29
BEDFORD	22.99	4.31	0.20	1.34	0.91
BENTON	21.46	3.53	0.14	1.31	2.33
BLEDSOE	3.21	0.48	0.02	0.18	0.52
BLOUNT	271.11	72.11	2.81	15.05	9.46
BRADLEY	99.14	16.94	0.89	6.04	2.14
CAMPBELL	46.37	8.48	0.43	2.65	2.44
CANNON	3.49	0.35	0.01	0.22	0.25
CARROLL	16.44	2.35	0.11	0.98	0.64
CARTER	28.60	4.13	0.17	1.76	1.82
CHEATHAM	17.93	3.22	0.13	1.02	0.62
CHESTER	9.17	0.98	0.04	0.61	0.29
CLAIBORNE	14.84	2.60	0.13	0.85	1.13
CLAY	6.48	1.47	0.05	0.36	0.58
COCKE	35.23	6.91	0.39	2.03	1.59
COFFEE	65.46	11.98	0.61	3.86	1.75
CROCKETT	7.76	1.27	0.07	0.44	0.35
CUMBERLAND	94.37	20.96	0.94	5.35	4.02
DAVIDSON	3,803.35	1,648.61	54.09	183.26	98.66
DECATUR	10.96	1.51	0.04	0.65	1.98
DEKALB	34.71	7.06	0.27	1.96	4.64
DICKSON	47.54	8.80	0.48	2.81	1.18
DYER	43.60	7.45	0.38	2.66	1.04
FAYETTE	7.81	1.00	0.04	0.46	0.44
FENTRESS	11.22	1.82	0.09	0.65	0.77
FRANKLIN	17.08	2.66	0.11	1.05	0.81
GIBSON	35.68	4.36	0.20	2.31	1.08

2010 Impact of Travel on Tennessee
Table E: Alphabetical by County, 2010 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
GILES	20.23	3.04	0.15	1.25	0.89
GRAINGER	13.80	2.25	0.08	0.78	0.27
GREENE	71.61	12.10	0.55	4.33	1.94
GRUNDY	7.46	0.92	0.02	0.46	1.34
HAMBLEN	71.73	12.04	0.57	4.48	1.61
HAMILTON	810.14	186.71	8.21	46.21	18.14
HANCOCK	1.13	0.14	0.01	0.07	0.24
HARDEMAN	19.86	2.93	0.13	1.21	1.15
HARDIN	33.83	5.79	0.21	2.03	2.93
HAWKINS	32.53	5.15	0.23	1.86	1.82
HAYWOOD	12.96	1.91	0.09	0.80	0.58
HENDERSON	19.82	2.94	0.14	1.22	0.64
HENRY	48.59	8.50	0.31	2.80	6.31
HICKMAN	6.83	1.03	0.04	0.39	0.67
HOUSTON	5.57	0.90	0.04	0.32	0.61
HUMPHREYS	28.36	5.50	0.25	1.50	1.90
JACKSON	2.06	0.30	0.01	0.13	0.26
JEFFERSON	43.85	8.06	0.36	2.61	3.26
JOHNSON	9.05	1.61	0.06	0.52	0.71
KNOX	812.39	280.08	9.42	42.94	19.80
LAKE	9.90	2.15	0.11	0.55	0.75
LAUDERDALE	15.33	2.11	0.09	0.90	1.25
LAWRENCE	32.82	5.01	0.21	2.05	0.91
LEWIS	5.20	0.85	0.05	0.30	0.25
LINCOLN	18.30	2.68	0.13	1.15	0.59
LOUDON	45.50	7.74	0.39	2.75	1.17
MCMINN	35.17	5.38	0.27	2.11	0.88

2010 Impact of Travel on Tennessee
Table E: Alphabetical by County, 2010 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
MCNAIRY	9.77	1.43	0.06	0.57	0.56
MACON	6.34	0.98	0.05	0.37	0.34
MADISON	158.98	31.17	1.63	9.33	3.48
MARION	29.06	4.95	0.25	1.71	1.07
MARSHALL	18.48	3.43	0.14	1.14	0.50
MAURY	84.68	12.43	0.61	5.13	1.80
MEIGS	6.79	1.18	0.04	0.38	0.90
MONROE	34.92	6.27	0.29	2.02	2.41
MONTGOMERY	178.30	31.01	1.52	11.10	3.46
MOORE	1.54	0.22	0.01	0.09	0.08
MORGAN	4.31	0.48	0.01	0.26	0.56
OBION	42.64	7.37	0.35	2.54	1.31
OVERTON	6.50	0.95	0.04	0.40	0.42
PERRY	5.93	0.83	0.02	0.31	1.58
PICKETT	7.00	1.53	0.05	0.38	1.01
POLK	26.08	6.10	0.23	1.37	2.32
PUTNAM	91.49	15.22	0.80	5.46	1.89
RHEA	27.96	5.09	0.23	1.63	1.90
ROANE	59.44	9.36	0.46	3.55	3.14
ROBERTSON	35.92	5.29	0.25	2.32	0.98
RUTHERFORD	228.57	39.53	2.01	13.84	4.98
SCOTT	9.88	1.56	0.08	0.54	0.59
SEQUATCHIE	5.66	0.86	0.03	0.33	0.42
SEVIER	1,532.17	363.66	18.15	82.71	45.37
SHELBY	2,900.95	1,859.25	47.42	125.46	82.60
SMITH	9.15	1.22	0.05	0.56	0.41
STEWART	6.86	0.94	0.03	0.40	1.04

2010 Impact of Travel on Tennessee
Table E: Alphabetical by County, 2010 (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
SULLIVAN	286.12	81.92	2.97	15.82	7.97
SUMNER	95.07	16.23	0.81	5.79	2.21
TIPTON	27.50	3.88	0.18	1.73	0.91
TROUSDALE	3.47	0.42	0.02	0.21	0.12
UNICOI	7.80	1.73	0.07	0.44	0.65
UNION	6.03	1.01	0.03	0.34	0.91
VAN BUREN	8.30	1.91	0.07	0.46	0.89
WARREN	20.64	3.33	0.15	1.23	0.84
WASHINGTON	194.77	35.36	1.75	11.50	4.61
WAYNE	9.96	1.74	0.07	0.58	0.64
WEAKLEY	15.90	2.35	0.11	0.96	0.55
WHITE	16.80	1.91	0.07	1.08	0.81
WILLIAMSON	295.55	51.28	2.55	17.46	6.16
WILSON	107.92	20.17	0.94	6.41	3.25
STATE TOTALS	**$13,740.03**	**$5,067.12**	**170.52**	**$709.86**	**$410.21**

2011 Impact of U.S. Resident Travel on Tennessee
Table F: Alphabetical by Region, 2011

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
NORTHEAST TENNESSEE REGION					
CARTER	$31.55	$4.42	0.18	$1.82	$1.93
GREENE	79.15	12.63	0.56	4.57	2.06
HANCOCK	1.21	0.14	0.01	0.07	0.25
HAWKINS	36.15	5.49	0.24	2.00	1.95
JOHNSON	9.73	1.68	0.06	0.54	0.73
SULLIVAN	312.66	86.32	3.03	16.36	8.36
UNICOI	8.13	1.75	0.07	0.44	0.65
WASHINGTON	209.37	36.94	1.76	11.81	4.76
Total	***$687.95***	***$149.39***	***5.91***	***$37.60***	***$20.68***
EAST TENNESSEE REGION					
ANDERSON	$115.29	$19.54	0.98	$6.63	$2.42
BLOUNT	305.28	78.90	2.96	16.03	10.23
CAMPBELL	48.54	8.62	0.42	2.69	2.45
CLAIBORNE	15.47	2.64	0.12	0.86	1.13
COCKE	37.12	7.07	0.39	2.07	1.61
GRAINGER	14.53	2.30	0.08	0.80	0.27
HAMBLEN	78.17	12.59	0.58	4.52	1.68
JEFFERSON	49.47	8.74	0.37	2.84	3.53
KNOX	884.21	291.81	9.52	44.64	20.70
LOUDON	50.09	8.22	0.40	2.90	1.24
MONROE	38.32	6.65	0.30	2.14	2.54
MORGAN	4.61	0.50	0.01	0.26	0.57
ROANE	64.26	9.80	0.46	3.65	3.26
SCOTT	10.04	1.54	0.07	0.54	0.58
SEVIER	1,582.85	364.45	17.83	85.08	45.02
UNION	6.16	1.00	0.03	0.34	0.90
Total	***$3,304.41***	***$824.38***	***34.52***	***$175.97***	***$98.13***

2011 Impact of U.S. Resident Travel on Tennessee
Table F: Alphabetical by Region, 2011 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
UPPER CUMBERLAND REGION					
CANNON	$3.78	$0.37	0.01	$0.22	$0.26
CLAY	6.66	1.48	0.05	0.36	0.57
CUMBERLAND	100.30	21.64	0.93	5.51	4.10
DEKALB	36.32	7.18	0.26	2.01	4.66
FENTRESS	11.63	1.83	0.08	0.66	0.77
JACKSON	2.12	0.30	0.01	0.12	0.25
MACON	6.75	1.02	0.05	0.38	0.35
OVERTON	6.82	0.97	0.04	0.39	0.42
PICKETT	7.09	1.50	0.05	0.38	0.98
PUTNAM	99.09	16.02	0.81	5.65	1.97
SMITH	10.09	1.31	0.05	0.58	0.43
VAN BUREN	8.54	1.91	0.07	0.46	0.87
WARREN	21.61	3.39	0.14	1.21	0.85
WHITE	18.68	2.05	0.08	1.07	0.86
Total	***$339.48***	***$60.96***	***2.64***	***$19.00***	***$17.33***
SOUTHEAST TENNESSEE REGION					
BLEDSOE	$3.30	$0.48	0.02	$0.18	$0.51
BRADLEY	112.12	18.24	0.94	6.55	2.33
GRUNDY	8.13	0.97	0.02	0.47	1.41
HAMILTON	893.33	197.78	8.46	49.30	19.21
MCMINN	38.61	5.71	0.28	2.22	0.93
MARION	31.25	5.17	0.25	1.77	1.11
MEIGS	6.90	1.16	0.03	0.38	0.88
POLK	26.94	6.14	0.23	1.41	2.30
RHEA	30.46	5.38	0.24	1.71	1.99
SEQUATCHIE	6.12	0.91	0.03	0.34	0.44
Total	***$1,157.16***	***$241.94***	***10.51***	***$64.33***	***$31.11***

2011 Impact of U.S. Resident Travel on Tennessee
Table F: Alphabetical by Region, 2011 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
MID-CUMBERLAND REGION					
CHEATHAM	$18.92	$3.31	0.13	$1.05	$0.63
DAVIDSON	4,255.44	1,774.33	55.98	200.79	106.03
DICKSON	51.01	9.18	0.48	2.88	1.22
HOUSTON	5.76	0.90	0.04	0.32	0.61
HUMPHREYS	29.73	5.60	0.25	1.54	1.91
MONTGOMERY	201.34	33.36	1.60	11.82	3.75
ROBERTSON	40.00	5.68	0.26	2.40	1.05
RUTHERFORD	252.83	42.04	2.07	14.36	5.29
STEWART	7.38	0.98	0.03	0.40	1.07
SUMNER	105.40	17.30	0.84	6.11	2.36
TROUSDALE	3.72	0.43	0.02	0.22	0.12
WILLIAMSON	332.40	56.07	2.69	18.43	6.65
WILSON	115.12	20.90	0.94	6.47	3.33
Total	***$5,419.03***	***$1,970.08***	***65.33***	***$266.79***	***$134.01***
SOUTH CENTRAL TENNESSEE REGION					
BEDFORD	$24.27	$4.42	0.19	$1.35	$0.92
COFFEE	70.31	12.44	0.61	3.92	1.81
FRANKLIN	18.47	2.79	0.12	1.07	0.84
GILES	21.99	3.21	0.15	1.28	0.93
HICKMAN	7.05	1.02	0.04	0.39	0.66
LAWRENCE	36.47	5.28	0.22	2.10	0.97
LEWIS	5.43	0.87	0.05	0.30	0.26
LINCOLN	19.76	2.82	0.13	1.16	0.61
MARSHALL	20.33	3.66	0.15	1.18	0.52
MAURY	92.77	13.05	0.61	5.35	1.89
MOORE	1.55	0.22	0.01	0.09	0.08
PERRY	6.01	0.82	0.02	0.31	1.54
WAYNE	10.17	1.73	0.07	0.57	0.63
Total	***$334.59***	***$52.32***	***2.36***	***$19.08***	***$11.67***

2011 Impact of U.S. Resident Travel on Tennessee
Table F: Alphabetical by Region, 2011 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
NORTHWEST TENNESSEE REGION					
BENTON	$22.53	$3.60	0.14	$1.31	$2.35
CARROLL	17.90	2.48	0.11	1.01	0.66
CROCKETT	8.25	1.30	0.07	0.45	0.35
DYER	48.40	7.86	0.39	2.80	1.11
GIBSON	39.77	4.63	0.20	2.39	1.16
HENRY	52.09	8.72	0.31	2.88	6.50
LAKE	10.08	2.13	0.11	0.56	0.74
OBION	45.18	7.59	0.35	2.57	1.33
WEAKLEY	16.95	2.43	0.11	0.96	0.56
Total	***$261.15***	***$40.75***	***1.79***	***$14.95***	***$14.76***
SOUTHWEST TENNESSEE REGION					
CHESTER	$10.34	$1.06	0.04	$0.61	$0.32
DECATUR	11.72	1.57	0.04	0.64	2.03
HARDEMAN	21.62	3.09	0.14	1.22	1.21
HARDIN	35.55	5.91	0.21	2.03	2.96
HAYWOOD	13.46	1.93	0.08	0.76	0.58
HENDERSON	21.44	3.09	0.14	1.23	0.67
MCNAIRY	10.54	1.50	0.06	0.58	0.58
MADISON	171.84	32.74	1.64	9.69	3.61
Total	***$296.51***	***$50.91***	***2.35***	***$16.75***	***$11.94***
MEMPHIS DELTA REGION					
FAYETTE	$8.12	$1.01	0.04	$0.45	$0.43
LAUDERDALE	16.60	2.20	0.09	0.93	1.30
SHELBY	3053.53	1910.04	47.36	127.39	83.50
TIPTON	31.29	4.21	0.19	1.84	0.99
Total	***$3,109.55***	***$1,917.46***	***47.67***	***$130.61***	***$86.22***
STATE TOTALS	**$14,909.82**	**$5,308.18**	**173.08**	**$745.06**	**$425.86**

2011 Impact of Travel on Tennessee
Table G: Change in Travel Spending from 2010 by Region

Region/County	2011 Travel Expenditures ($ Millions)	2010 Travel Expenditures ($ Millions)	2011/2010 Change (Percent)
NORTHEAST TENNESSEE REGION			
CARTER	$31.55	$28.60	10.3%
GREENE	79.15	71.61	10.5%
HANCOCK	1.21	1.13	6.7%
HAWKINS	36.15	32.53	11.1%
JOHNSON	9.73	9.05	7.5%
SULLIVAN	312.66	286.12	9.3%
UNICOI	8.13	7.80	4.2%
WASHINGTON	209.37	194.77	7.5%
Total	***$687.95***	***$631.60***	***8.9%***
EAST TENNESSEE REGION			
ANDERSON	$115.29	$104.80	10.0%
BLOUNT	305.28	271.11	12.6%
CAMPBELL	48.54	46.37	4.7%
CLAIBORNE	15.47	14.84	4.2%
COCKE	37.12	35.23	5.4%
GRAINGER	14.53	13.80	5.4%
HAMBLEN	78.17	71.73	9.0%
JEFFERSON	49.47	43.85	12.8%
KNOX	884.21	812.39	8.8%
LOUDON	50.09	45.50	10.1%
MONROE	38.32	34.92	9.7%
MORGAN	4.61	4.31	6.8%
ROANE	64.26	59.44	8.1%
SCOTT	10.04	9.88	1.7%
SEVIER	1,582.85	1,532.17	3.3%
UNION	6.16	6.03	2.1%
Total	***$3,304.41***	***$3,106.38***	***6.4%***

2011 Impact of Travel on Tennessee
Table G: Change in Travel Spending from 2010 by Region (Continued)

Region/County	2011 Travel Expenditures ($ Millions)	2010 Travel Expenditures ($ Millions)	2011/2010 Change (Percent)
UPPER CUMBERLAND REGION			
CANNON	$3.78	$3.49	8.3%
CLAY	6.66	6.48	2.7%
CUMBERLAND	100.30	94.37	6.3%
DEKALB	36.32	34.71	4.6%
FENTRESS	11.63	11.22	3.6%
JACKSON	2.12	2.06	3.0%
MACON	6.75	6.34	6.6%
OVERTON	6.82	6.50	5.0%
PICKETT	7.09	7.00	1.2%
PUTNAM	99.09	91.49	8.3%
SMITH	10.09	9.15	10.3%
VAN BUREN	8.54	8.30	2.9%
WARREN	21.61	20.64	4.7%
WHITE	18.68	16.80	11.2%
Total	***$339.48***	***$318.56***	***6.6%***
SOUTHEAST TENNESSEE REGION			
BLEDSOE	$3.30	$3.21	2.8%
BRADLEY	112.12	99.14	13.1%
GRUNDY	8.13	7.46	8.9%
HAMILTON	893.33	810.14	10.3%
MCMINN	38.61	35.17	9.8%
MARION	31.25	29.06	7.5%
MEIGS	6.90	6.79	1.6%
POLK	26.94	26.08	3.3%
RHEA	30.46	27.96	8.9%
SEQUATCHIE	6.12	5.66	8.3%
Total	***$1,157.16***	***$1,050.67***	***10.1%***

2011 Impact of Travel on Tennessee
Table G: Change in Travel Spending from 2010 by Region (Continued)

Region/County	2011 Travel Expenditures ($ Millions)	2010 Travel Expenditures ($ Millions)	2011/2010 Change (Percent)
MID-CUMBERLAND REGION			
CHEATHAM	$18.92	$17.93	5.5%
DAVIDSON	4,255.44	3,803.35	11.9%
DICKSON	51.01	47.54	7.3%
HOUSTON	5.76	5.57	3.5%
HUMPHREYS	29.73	28.36	4.8%
MONTGOMERY	201.34	178.30	12.9%
ROBERTSON	40.00	35.92	11.3%
RUTHERFORD	252.83	228.57	10.6%
STEWART	7.38	6.86	7.5%
SUMNER	105.40	95.07	10.9%
TROUSDALE	3.72	3.47	6.9%
WILLIAMSON	332.40	295.55	12.5%
WILSON	115.12	107.92	6.7%
Total	***$5,419.03***	***$4,854.41***	***11.6%***
SOUTH CENTRAL TENNESSEE REGION			
BEDFORD	$24.27	$22.99	5.6%
COFFEE	70.31	65.46	7.4%
FRANKLIN	18.47	17.08	8.1%
GILES	21.99	20.23	8.7%
HICKMAN	7.05	6.83	3.3%
LAWRENCE	36.47	32.82	11.1%
LEWIS	5.43	5.20	4.4%
LINCOLN	19.76	18.30	8.0%
MARSHALL	20.33	18.48	10.0%
MAURY	92.77	84.68	9.6%
MOORE	1.55	1.54	0.6%
PERRY	6.01	5.93	1.4%
WAYNE	10.17	9.96	2.1%
Total	***$334.59***	***$309.49***	***8.1%***

2011 Impact of Travel on Tennessee
Table G: Change in Travel Spending from 2010 by Region (Continued)

Region/County	2011 Travel Expenditures ($ Millions)	2010 Travel Expenditures ($ Millions)	2011/2010 Change (Percent)
NORTHWEST TENNESSEE REGION			
BENTON	$22.53	$21.46	5.0%
CARROLL	17.90	16.44	8.9%
CROCKETT	8.25	7.76	6.2%
DYER	48.40	43.60	11.0%
GIBSON	39.77	35.68	11.5%
HENRY	52.09	48.59	7.2%
LAKE	10.08	9.90	1.8%
OBION	45.18	42.64	6.0%
WEAKLEY	16.95	15.90	6.6%
Total	***$261.15***	***$241.96***	***7.9%***
SOUTHWEST TENNESSEE REGION			
CHESTER	$10.34	$9.17	12.7%
DECATUR	11.72	10.96	6.8%
HARDEMAN	21.62	19.86	8.8%
HARDIN	35.55	33.83	5.1%
HAYWOOD	13.46	12.96	3.9%
HENDERSON	21.44	19.82	8.2%
MCNAIRY	10.54	9.77	7.9%
MADISON	171.84	158.98	8.1%
Total	***$296.51***	***$275.37***	***7.7%***
MEMPHIS DELTA REGION			
FAYETTE	$8.12	$7.81	3.9%
LAUDERDALE	16.60	15.33	8.3%
SHELBY	3,053.53	2,900.95	5.3%
TIPTON	31.29	27.50	13.8%
Total	***$3,109.55***	***$2,951.59***	***5.4%***
STATE TOTALS	**$14,909.82**	**$13,740.03**	**8.5%**

2011 Impact of Travel on Tennessee
Table H: Percent Change Over 2010 by Region

Region/County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
NORTHEAST TENNESSEE REGION					
CARTER	10.3%	7.2%	3.3%	3.1%	5.9%
GREENE	10.5%	4.4%	1.6%	5.5%	6.2%
HANCOCK	6.7%	3.6%	-0.2%	-0.9%	2.4%
HAWKINS	11.1%	6.6%	3.5%	7.5%	6.7%
JOHNSON	7.5%	4.5%	0.6%	4.5%	3.3%
SULLIVAN	9.3%	5.4%	1.8%	3.4%	5.0%
UNICOI	4.2%	1.2%	-2.5%	-0.7%	0.0%
WASHINGTON	7.5%	4.5%	0.6%	2.7%	3.2%
Total	***8.9%***	***5.1%***	***1.5%***	***3.6%***	***4.7%***
EAST TENNESSEE REGION					
ANDERSON	10.0%	6.1%	2.8%	3.8%	5.7%
BLOUNT	12.6%	9.4%	5.4%	6.5%	8.1%
CAMPBELL	4.7%	1.7%	-2.0%	1.3%	0.5%
CLAIBORNE	4.2%	1.2%	-2.5%	1.2%	0.1%
COCKE	5.4%	2.4%	-1.0%	1.8%	1.2%
GRAINGER	5.4%	2.4%	-1.4%	2.7%	1.2%
HAMBLEN	9.0%	4.6%	0.9%	0.9%	4.7%
JEFFERSON	12.8%	8.5%	3.7%	8.8%	8.4%
KNOX	8.8%	4.2%	1.1%	3.9%	4.5%
LOUDON	10.1%	6.3%	3.0%	5.2%	5.7%
MONROE	9.7%	6.0%	2.7%	5.9%	5.4%
MORGAN	6.8%	3.8%	0.0%	-0.4%	2.6%
ROANE	8.1%	4.6%	0.8%	2.7%	3.8%
SCOTT	1.7%	-1.2%	-4.8%	-0.9%	-2.3%
SEVIER	3.3%	0.2%	-1.8%	2.9%	-0.8%
UNION	2.1%	-1.3%	-3.9%	-1.4%	-1.9%
NORTHEAST TENNESSEE REGION	***6.4%***	***2.9%***	***-0.1%***	***3.5%***	***2.2%***

2011 Impact of Travel on Tennessee
Table H: Percent Change Over 2010 by Region (Continued)

Region/County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
UPPER CUMBERLAND REGION					
CANNON	8.3%	5.3%	1.4%	0.9%	4.0%
CLAY	2.7%	0.5%	-3.1%	1.2%	-1.3%
CUMBERLAND	6.3%	3.3%	-0.5%	2.9%	2.1%
DEKALB	4.6%	1.7%	-2.1%	2.7%	0.5%
FENTRESS	3.6%	0.7%	-3.0%	0.4%	-0.5%
JACKSON	3.0%	0.1%	-3.6%	-1.2%	-1.1%
MACON	6.6%	3.7%	1.3%	2.9%	2.4%
OVERTON	5.0%	2.0%	-1.7%	-3.6%	0.8%
PICKETT	1.2%	-1.6%	-5.2%	0.4%	-2.8%
PUTNAM	8.3%	5.2%	1.4%	3.3%	4.0%
SMITH	10.3%	7.4%	3.8%	4.0%	5.9%
VAN BUREN	2.9%	0.0%	-3.7%	1.4%	-1.2%
WARREN	4.7%	1.7%	-2.0%	-1.4%	0.5%
WHITE	11.2%	7.1%	3.9%	-0.7%	6.8%
Total	***6.6%***	***3.3%***	***-0.3%***	***2.1%***	***1.4%***
SOUTHEAST TENNESSEE REGION					
BLEDSOE	2.8%	-0.1%	-3.7%	0.8%	-1.2%
BRADLEY	13.1%	7.7%	5.5%	8.4%	8.6%
GRUNDY	8.9%	5.4%	1.3%	2.1%	4.6%
HAMILTON	10.3%	5.9%	3.0%	6.7%	5.9%
MCMINN	9.8%	6.1%	3.1%	5.3%	5.4%
MARION	7.5%	4.5%	0.7%	3.3%	3.3%
MEIGS	1.6%	-2.1%	-6.1%	0.4%	-2.4%
POLK	3.3%	0.7%	0.7%	2.5%	-0.8%
RHEA	8.9%	5.9%	2.0%	4.9%	4.6%
SEQUATCHIE	8.3%	5.2%	1.4%	2.6%	4.0%
Total	***10.1%***	***5.8%***	***3.0%***	***6.5%***	***4.9%***

2011 Impact of Travel on Tennessee
Table H: Percent Change Over 2010 by Region (Continued)

Region/County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
MID-CUMBERLAND REGION					
CHEATHAM	5.5%	2.8%	-1.1%	2.9%	1.3%
DAVIDSON	11.9%	7.6%	3.5%	9.6%	7.5%
DICKSON	7.3%	4.3%	0.4%	2.4%	3.1%
HOUSTON	3.5%	0.6%	-3.1%	1.5%	-0.6%
HUMPHREYS	4.8%	1.8%	-1.9%	2.7%	0.8%
MONTGOMERY	12.9%	7.6%	5.4%	6.4%	8.5%
ROBERTSON	11.3%	7.3%	3.6%	3.4%	6.9%
RUTHERFORD	10.6%	6.4%	3.0%	3.7%	6.2%
STEWART	7.5%	4.5%	0.7%	1.2%	3.3%
SUMNER	10.9%	6.6%	3.8%	5.6%	6.5%
TROUSDALE	6.9%	3.9%	0.1%	5.0%	2.7%
WILLIAMSON	12.5%	9.3%	5.5%	5.5%	8.0%
WILSON	6.7%	3.6%	-0.2%	0.9%	2.4%
Total	***11.6%***	***7.5%***	***3.5%***	***8.3%***	***7.1%***
SOUTH CENTRAL TENNESSEE REGION					
BEDFORD	5.6%	2.6%	-1.2%	0.5%	1.4%
COFFEE	7.4%	3.8%	0.4%	1.7%	3.2%
FRANKLIN	8.1%	5.1%	1.2%	1.7%	3.9%
GILES	8.7%	5.6%	1.8%	2.8%	4.4%
HICKMAN	3.3%	-1.4%	-5.6%	0.0%	-0.8%
LAWRENCE	11.1%	5.4%	2.9%	2.3%	6.7%
LEWIS	4.4%	1.5%	-2.2%	0.7%	0.3%
LINCOLN	8.0%	4.9%	1.1%	0.8%	3.7%
MARSHALL	10.0%	6.9%	3.0%	3.8%	5.7%
MAURY	9.6%	5.0%	1.3%	4.4%	5.2%
MOORE	0.6%	-2.3%	-5.8%	0.2%	-3.4%
PERRY	1.4%	-1.5%	-5.1%	0.5%	-2.6%
WAYNE	2.1%	-0.8%	-4.4%	-0.4%	-1.9%
Total	***8.1%***	***4.2%***	***0.7%***	***2.4%***	***2.5%***

2011 Impact of Travel on Tennessee
Table H: Percent Change Over 2010 by Region (Continued)

Region/County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
NORTHWEST TENNESSEE REGION					
BENTON	5.0%	2.0%	-1.8%	0.1%	0.8%
CARROLL	8.9%	5.6%	2.0%	3.0%	4.6%
CROCKETT	6.2%	2.7%	-0.1%	2.7%	2.0%
DYER	11.0%	5.6%	2.0%	5.3%	6.6%
GIBSON	11.5%	6.1%	2.6%	3.5%	7.1%
HENRY	7.2%	2.7%	0.8%	3.1%	3.0%
LAKE	1.8%	-1.1%	-4.7%	0.8%	-2.2%
OBION	6.0%	3.0%	-0.8%	1.2%	1.8%
WEAKLEY	6.6%	3.6%	-0.2%	0.6%	2.4%
Total	***7.9%***	***3.6%***	***0.4%***	***2.7%***	***2.8%***
SOUTHWEST TENNESSEE REGION					
CHESTER	12.7%	8.3%	4.8%	0.1%	8.2%
DECATUR	6.8%	3.8%	0.0%	-2.8%	2.6%
HARDEMAN	8.8%	5.8%	1.9%	1.0%	4.5%
HARDIN	5.1%	2.1%	-1.6%	-0.1%	0.9%
HAYWOOD	3.9%	0.9%	-2.8%	-6.1%	-0.2%
HENDERSON	8.2%	5.1%	1.4%	1.1%	3.9%
MCNAIRY	7.9%	4.8%	1.0%	1.0%	3.6%
MADISON	8.1%	5.0%	1.2%	3.9%	3.8%
Total	***7.7%***	***4.6%***	***0.9%***	***2.0%***	***2.9%***
MEMPHIS DELTA REGION					
FAYETTE	3.9%	1.2%	-2.4%	-1.0%	-0.2%
LAUDERDALE	8.3%	4.5%	1.3%	3.3%	4.0%
SHELBY	5.3%	2.7%	-0.1%	1.5%	1.1%
TIPTON	13.8%	8.7%	5.8%	6.8%	9.3%
Total	***5.4%***	***2.7%***	***-0.1%***	***1.6%***	***1.2%***
STATE TOTALS	**8.5%**	**4.8%**	**1.5%**	**5.0%**	**3.8%**

2010 Impact of U.S. Resident Travel on Tennessee
Table I: Alphabetical by Region, 2010

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
NORTHEAST TENNESSEE REGION					
CARTER	$28.60	$4.13	0.17	$1.76	$1.82
GREENE	71.61	12.10	0.55	4.33	1.94
HANCOCK	1.13	0.14	0.01	0.07	0.24
HAWKINS	32.53	5.15	0.23	1.86	1.82
JOHNSON	9.05	1.61	0.06	0.52	0.71
SULLIVAN	286.12	81.92	2.97	15.82	7.97
UNICOI	7.80	1.73	0.07	0.44	0.65
WASHINGTON	194.77	35.36	1.75	11.50	4.61
Total	***$631.60***	***$142.15***	***5.83***	***$36.29***	***$19.75***
EAST TENNESSEE REGION					
ANDERSON	$104.80	$18.42	0.95	$6.39	$2.29
BLOUNT	271.11	72.11	2.81	15.05	9.46
CAMPBELL	46.37	8.48	0.43	2.65	2.44
CLAIBORNE	14.84	2.60	0.13	0.85	1.13
COCKE	35.23	6.91	0.39	2.03	1.59
GRAINGER	13.80	2.25	0.08	0.78	0.27
HAMBLEN	71.73	12.04	0.57	4.48	1.61
JEFFERSON	43.85	8.06	0.36	2.61	3.26
KNOX	812.39	280.08	9.42	42.94	19.80
LOUDON	45.50	7.74	0.39	2.75	1.17
MONROE	34.92	6.27	0.29	2.02	2.41
MORGAN	4.31	0.48	0.01	0.26	0.56
ROANE	59.44	9.36	0.46	3.55	3.14
SCOTT	9.88	1.56	0.08	0.54	0.59
SEVIER	1,532.17	363.66	18.15	82.71	45.37
UNION	6.03	1.01	0.03	0.34	0.91
Total	***$3,106.38***	***$801.04***	***34.53***	***$169.97***	***$96.00***

2010 Impact of U.S. Resident Travel on Tennessee
Table I: Alphabetical by Region, 2010 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
UPPER CUMBERLAND REGION					
CANNON	$3.49	$0.35	0.01	$0.22	$0.25
CLAY	6.48	1.47	0.05	0.36	0.58
CUMBERLAND	94.37	20.96	0.94	5.35	4.02
DEKALB	34.71	7.06	0.27	1.96	4.64
FENTRESS	11.22	1.82	0.09	0.65	0.77
JACKSON	2.06	0.30	0.01	0.13	0.26
MACON	6.34	0.98	0.05	0.37	0.34
OVERTON	6.50	0.95	0.04	0.40	0.42
PICKETT	7.00	1.53	0.05	0.38	1.01
PUTNAM	91.49	15.22	0.80	5.46	1.89
SMITH	9.15	1.22	0.05	0.56	0.41
VAN BUREN	8.30	1.91	0.07	0.46	0.89
WARREN	20.64	3.33	0.15	1.23	0.84
WHITE	16.80	1.91	0.07	1.08	0.81
Total	***$318.56***	***$59.00***	***2.64***	***$18.60***	***$17.10***
SOUTHEAST TENNESSEE REGION					
BLEDSOE	$3.21	$0.48	0.02	$0.18	$0.52
BRADLEY	99.14	16.94	0.89	6.04	2.14
GRUNDY	7.46	0.92	0.02	0.46	1.34
HAMILTON	810.14	186.71	8.21	46.21	18.14
MCMINN	35.17	5.38	0.27	2.11	0.88
MARION	29.06	4.95	0.25	1.71	1.07
MEIGS	6.79	1.18	0.04	0.38	0.90
POLK	26.08	6.10	0.23	1.37	2.32
RHEA	27.96	5.09	0.23	1.63	1.90
SEQUATCHIE	5.66	0.86	0.03	0.33	0.42
Total	***$1,050.67***	***$228.61***	***10.20***	***$60.42***	***$29.65***

2010 Impact of U.S. Resident Travel on Tennessee
Table I: Alphabetical by Region, 2010 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
MID-CUMBERLAND REGION					
CHEATHAM	$17.93	$3.22	0.13	$1.02	$0.62
DAVIDSON	3803.35	1648.61	54.09	183.26	98.66
DICKSON	47.54	8.80	0.48	2.81	1.18
HOUSTON	5.57	0.90	0.04	0.32	0.61
HUMPHREYS	28.36	5.50	0.25	1.50	1.90
MONTGOMERY	178.30	31.01	1.52	11.10	3.46
ROBERTSON	35.92	5.29	0.25	2.32	0.98
RUTHERFORD	228.57	39.53	2.01	13.84	4.98
STEWART	6.86	0.94	0.03	0.40	1.04
SUMNER	95.07	16.23	0.81	5.79	2.21
TROUSDALE	3.47	0.42	0.02	0.21	0.12
WILLIAMSON	295.55	51.28	2.55	17.46	6.16
WILSON	107.92	20.17	0.94	6.41	3.25
Total	***$4,854.41***	***$1,831.88***	***63.13***	***$246.44***	***$125.17***
SOUTH CENTRAL TENNESSEE REGION					
BEDFORD	$22.99	$4.31	0.20	$1.34	$0.91
COFFEE	65.46	11.98	0.61	3.86	1.75
FRANKLIN	17.08	2.66	0.11	1.05	0.81
GILES	20.23	3.04	0.15	1.25	0.89
HICKMAN	6.83	1.03	0.04	0.39	0.67
LAWRENCE	32.82	5.01	0.21	2.05	0.91
LEWIS	5.20	0.85	0.05	0.30	0.25
LINCOLN	18.30	2.68	0.13	1.15	0.59
MARSHALL	18.48	3.43	0.14	1.14	0.50
MAURY	84.68	12.43	0.61	5.13	1.80
MOORE	1.54	0.22	0.01	0.09	0.08
PERRY	5.93	0.83	0.02	0.31	1.58
WAYNE	9.96	1.74	0.07	0.58	0.64
Total	***$309.49***	***$50.21***	***2.34***	***$18.62***	***$11.38***

2010 Impact of U.S. Resident Travel on Tennessee
Table I: Alphabetical by Region, 2010 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
NORTHWEST TENNESSEE REGION					
BENTON	$21.46	$3.53	0.14	$1.31	$2.33
CARROLL	16.44	2.35	0.11	0.98	0.64
CROCKETT	7.76	1.27	0.07	0.44	0.35
DYER	43.60	7.45	0.38	2.66	1.04
GIBSON	35.68	4.36	0.20	2.31	1.08
HENRY	48.59	8.50	0.31	2.80	6.31
LAKE	9.90	2.15	0.11	0.55	0.75
OBION	42.64	7.37	0.35	2.54	1.31
WEAKLEY	15.90	2.35	0.11	0.96	0.55
Total	***$241.96***	***$39.32***	***1.79***	***$14.56***	***$14.35***
SOUTHWEST TENNESSEE REGION					
CHESTER	$9.17	$0.98	0.04	$0.61	$0.29
DECATUR	10.96	1.51	0.04	0.65	1.98
HARDEMAN	19.86	2.93	0.13	1.21	1.15
HARDIN	33.83	5.79	0.21	2.03	2.93
HAYWOOD	12.96	1.91	0.09	0.80	0.58
HENDERSON	19.82	2.94	0.14	1.22	0.64
MCNAIRY	9.77	1.43	0.06	0.57	0.56
MADISON	158.98	31.17	1.63	9.33	3.48
Total	***$275.37***	***$48.67***	***2.33***	***$16.42***	***$11.61***
MEMPHIS DELTA REGION					
FAYETTE	$7.81	$1.00	0.04	$0.46	$0.44
LAUDERDALE	15.33	2.11	0.09	0.90	1.25
SHELBY	2,900.95	1,859.25	47.42	125.46	82.60
TIPTON	27.50	3.88	0.18	1.73	0.91
Total	***$2,951.59***	***$1,866.23***	***47.72***	***$128.54***	***$85.18***
STATE TOTALS	**$13,740.03**	**$5,067.12**	**170.52**	**$709.86**	**$410.21**

2011 Impact of U.S. Resident Travel on Tennessee
Table J: Region Total, 2011

Region	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
NORTHEAST	$687.95	$149.39	5.91	$37.60	$20.68
EAST	3,304.41	824.38	34.52	175.97	98.13
UPPER CUMBERLAND	339.48	60.96	2.64	19.00	17.33
SOUTHEAST	1,157.16	241.94	10.51	64.33	31.11
MID-CUMBERLAND	5,419.03	1,970.08	65.33	266.79	134.01
SOUTH CENTRAL	334.59	52.32	2.36	19.08	11.67
NORTHWEST	261.15	40.75	1.79	14.95	14.76
SOUTHWEST	296.51	50.91	2.35	16.75	11.94
MEMPHIS DELTA	3,109.55	1,917.46	47.67	130.61	86.22
STATE TOTALS	**$14,909.82**	**$5,308.18**	**173.08**	**$745.06**	**$425.86**

2010 Impact of U.S. Resident Travel on Tennessee
Table K: Region Total, 2010

Region	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
NORTHEAST	$631.60	$142.15	5.83	$36.29	$19.75
EAST	3,106.38	801.04	34.53	169.97	96.00
UPPER CUMBERLAND	318.56	59.00	2.64	18.60	17.10
SOUTHEAST	1,050.67	228.61	10.20	60.42	29.65
MID-CUMBERLAND	4,854.41	1,831.88	63.13	246.44	125.17
SOUTH CENTRAL	309.49	50.21	2.34	18.62	11.38
NORTHWEST	241.96	39.32	1.79	14.56	14.35
SOUTHWEST	275.37	48.67	2.33	16.42	11.61
MEMPHIS DELTA	2,951.59	1,866.23	47.72	128.54	85.18
STATE TOTALS	**$13,740.03**	**$5,067.12**	**170.52**	**$709.86**	**$410.21**

2011 Impact of Travel on Tennessee
Table L: Percent Change Over 2010 by Region Total

Region	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
NORTHEAST	8.9%	5.1%	1.5%	3.6%	4.7%
EAST	6.4%	2.9%	-0.1%	3.5%	2.2%
UPPER CUMBERLAND	6.6%	3.3%	-0.3%	2.1%	1.4%
SOUTHEAST	10.1%	5.8%	3.0%	6.5%	4.9%
MID-CUMBERLAND	11.6%	7.5%	3.5%	8.3%	7.1%
SOUTH CENTRAL	8.1%	4.2%	0.7%	2.4%	2.5%
NORTHWEST	7.9%	3.6%	0.4%	2.7%	2.8%
SOUTHWEST	7.7%	4.6%	0.9%	2.0%	2.9%
MEMPHIS DELTA	5.4%	2.7%	-0.1%	1.6%	1.2%
STATE TOTALS	**8.5%**	**4.8%**	**1.5%**	**5.0%**	**3.8%**

APPENDICES

Appendix A: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at TIA (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day or overnight trips to places 50 miles or more, one way, from the traveler's origin.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

A travel *expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation,

such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

Estimates of Travel Expenditures

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by TIA, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

Estimates of Business Receipts, Payroll and Employment

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and

excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Tennessee State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Appendix B: Glossary of Terms

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Appendix C: Travel-Related Industry Measurement

SIC-NAICS TRANSITION

As described in Appendix A, the 16 types of travel categories used in TEIM are associated with types of travel-related businesses. For many years, TIA selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted "apples-to-apples" comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2- or 3-digit categories to 4 digits at their most specific.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 (and 2002 update) North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

Relevance: NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

-Convenience stores
-Gas stations with convenience stores
-Casino hotels
-Casinos
-Other gambling industries
-Bed and breakfast inns
-Limited service restaurants

International Comparability: NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico's Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

Consistency: NAICS defines industries according to a consistent principle -- businesses that use similar processes are grouped together.

Adaptability: NAICS will be reviewed *every five years*, so classifications and information keep up with our changing economy.

TEIM: SIC/NAICS INDUSTRY CATEGORIES

With the transition to NAICS, TIA has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, TIA's Travel Economic Impact Model tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen (16) business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

1. Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.

2. Entertainment/Recreation Industry: Entertainment, art, and recreation industry.

3. Foodservice Industry: Eating & drinking places, and grocery stores.

4. General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

   Incidental Purchases Industry: See above, *General Retail Trade Industry*.

5. Lodging Industry: This industry includes hotels, motels, and motor hotels, camps and trailer parks.

6. Public Transportation Industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

7. Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

1987 SIC – 1997 NAICS:

Selected Travel-Related Categories

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
Accommodations			
Hotels and Motels	701	*Traveler Accommodation*	7211
Recreational Vehicle Parks & Campsites	703	*Recreational Vehicle Parks & Campgrounds*	7212
Auto Transportation			
Passenger Car Rental	7514	*Passenger Car Rental*	532111
Gasoline Service Stations	554	*Gasoline Stations with Convenience Stores; Other Gasoline Stations*	447110; 447190
Automotive Dealers	55 *(excl. 554)*	*Motor Vehicle & Parts Dealers*	4411; 4412; 4413
Entertainment and Recreation			
Amusement and Recreational Services	79	*Amusement, Gambling & Recreation Industries*	713
		Performing Arts, Spectator Sports & Related Industries	711
Museums, Art Galleries, Botanical and Zoological Gardens	84	*Museums, Historical Sites & Similar Institutions*	712
Food			
Eating & Drinking Places (Alcoholic Beverages)	581	*Foodservices & Drinking Places*	7221; 7222; 7224
Grocery Stores	541	*Food and Beverage stores*	4451; 4452; 4453
Public Transportation			
Air Transportation	45	*Passenger Air Transportation; Airport Support Activities*	481; 4881
Rail - Local & Suburban Transit	4111	*Rail Transportation*	485112
Interurban & Rural Bus Carriers	413	*Interurban & Rural Bus Transportation*	4852
Charter Bus/Interstate	4142	*Charter Bus (interstate/interurban)*	4855102
Taxi & Limousine Services	412	*Taxi & Limousine Services*	4853
Water Transportation of Passengers	448	*Water Passenger Transportation*	483112; 483114; 483212
--	--	*Scenic & Sightseeing Transportation* *(New industry-includes parts of SICs 4119,4489,4522,4789,7999)*	487
Retail			
General Merchandise Stores	53	*General Merchandise Stores*	452
Miscellaneous Retail Stores	59	*Other Retail Stores*	453; 44611; 4483; 45111; 45112; 45121
Travel Arrangement			
Travel Arrangement	472	*Travel Arrangement & Reservation Services*	5615
		(includes travel agencies and tour operators)	

Appendix D: Sources of Data

This appendix presents major sources of data used in this report.

Organizations

Airlines for America (A4A), (formerly known as Air Transport Association of America - ATA)
American Automobile Association
Amtrak
American Society of Travel Agents
Bureau of Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Bureau of Transportation Statistics, U.S. Department of Transportation
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
National Park Service, U.S. Department of the Interior
Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce
Tennessee Department of Tourist Development
Tennessee Department of Labor & Workforce Development
Tennessee Department of Revenue
Smith Travel Research
U.S. Travel Association

Appendix E: RIMS II

REGIONAL INPUT-OUTPUT MODELING SYSTEM

A BRIEF DESCRIPTION

Regional Economic Analysis Division
Bureau of Economic Analysis
U.S. Department of Commerce
Washington, D.C. 20230
(202) 523-0594

RIMS II

Many types of public sector and private sector decisions require an evaluation of probable regional effects. For example, Federal requirements for environmental impact statements and the urban impact of Federal policies necessitate regional impact analyses. A growing concern, therefore, about the effects of public and private decisions has created a demand for regional economic models.

As a result of this demand, economic impact models have been developed for many States and regions. These models vary considerably in terms of structure, reliability, sectoral and geographical detail, flexibility in application, and cost of development and use. In general, the models that provide the most reliable and industrially-detailed secondary impact estimates are the most expensive to construct, while the less costly models that can be used in numerous small-area studies often provide less accurate estimates.

In response to the growing need for improved techniques for regional impact analysis, the Regional Economic Analysis Division of the Bureau of Economic Analysis (BEA) developed the Regional Industrial Multiplier System (RIMS) in the mid-1970's. RIMS was designed to estimate input-output type multipliers for use in estimating the secondary regional impacts of public and private economic development policies. RIMS was capable of estimating multipliers for any region composed of one or more contiguous counties and for any of the 478 industrial sectors in the 1967 BEA national input-output (I-O) table. A significant improvement over the more summary measures often used in regional impact analysis, RIMS was capable of providing reliable multiplier estimates without the high cost of gathering survey data.

The Regional Input-Output Modeling System (RIMS II) is a major revision of RIMS. The basic differences between RIMS II and RIMS are the use of more recent national I-O tables (1972 and 1977), the use of more detailed and more current data for regionalizing the national I-O tables, and greater flexibility in the derivation of regional impact estimates through the use of a matrix inversion technique that provides industrially-disaggregated impacts. RIMS II developmental research is focused currently on estimating regional transactions tables, and comparing RIMS II estimates of state-specific imports and exports with survey-based estimates from the Census Bureau's Commodity Transportation Survey. RIMS II is also being adapted to analyze the regional and industrial impacts of defense procurement.

RIMS II METHODOLOGY

In order to estimate impacts such as those presented above, RIMS II uses the BEA national I-O tables which show the input and output structure of 500 industries. Since firms in all national industries are not found in each region, some direct requirements that are not produced in a study region are identified, using Bureau of Economic Analysis (BEA) 4-digit Standard Industrial Classification (SIC) county earnings data. The earnings data are used as proxies for the industry-specific input and output data which are seldom available at the small-area level. Using the same earning data, the resulting regional I-O table then can be aggregated to the level of industrial detail appropriate for the impact study.

More specifically, the RIMS II approach can be viewed as three-step process. In the first step, the national I-O matrix is made region-specific by using corresponding 4-digit SIC location quotients (LQ's). The LQ's are used to estimate the extent to which requirements are supplied by firms within the region. For this purpose, RIMS II employs LQ's based on two types of data. According to this mixed-LQ approach, BEA county personal income data, by place of residence, are used for the calculation of LQ's in the service sectors, while BEA earnings data, by place of work, are used for the LQ's in the nonservice sectors.

The second step involves estimations of the household row and the household column of the matrix. The household-row coefficients are estimated based on value-added gross-output ratios from the national I-O table and introduced into each industry's coefficient column. A household column is constructed, based on national consumption and savings rate data and national and regional tax rate data.

The last step in the RIMS II estimating procedure is to calculate the multipliers. Since it is most often necessary to trace the impact of changes in final demand on numerous individual directly- and indirectly-affected industries, RIMS II applications employ the Leontief inversion approach for obtaining multipliers. This inversion process produces output and earnings multipliers for all additionally affected industries.

ACCURACY OF RIMS II

Empirical tests of the accuracy of RIMS II multipliers indicates that RIMS II yields estimates that are not substantially different from those generated by regional I-O models based on the costly gathering of survey data. For example, a comparison of 224 industry-specific multipliers from survey based tables for Massachusetts, Washington, and West Virginia indicate that the RIMS II average multipliers overestimate the average multipliers from the survey based tables by approximately 5 percent, and, for the majority of individual industry-specific multipliers is less than 10 percent. In addition, RIMS II and survey multipliers show a statistically-similar distribution of affected industries.

ADVANTAGES OF RIMS II

There are numerous advantages to RIMS II. First, it is possible to provide estimates of economic impact without building a complete survey I-O model for each region under study, since RIMS II produces multipliers that are derived from secondary data sources. Second, the RIMS II multipliers are derived from a limited number of secondary data sources, thus eliminating the costs associated with the compilation of data from a wide variety of these sources. Third, because of the disaggregated sectoring plan employed by RIMS II, analysis maybe performed at a detailed industrial level, thereby avoiding aggregation errors that often occur when different industries are combined. Fourth, the RIMS II multipliers are based on a consistent set of procedures across areas, thus making comparisons among areas more meaningful than would be the case if the results were obtained from incompatible impact models designed only for an individual area. Fifth, the multipliers can be updated to reflect the most recent local area

earning and personal income data. The industrial output and personal earnings impacts estimated by RIMS II can be crucial for estimating effects not directly specified by RIMS II itself. For example, the estimation of regional, fiscal, labor migration, and environmental effects often depends on the estimation of the regional output and earnings impact of the initial stimulus. Since many of these important effects are often best analyzed on a case-by-case basis, one of the major advantages of using RIMS II is that valuable research resources can be spent on the analysis of these effects, rather than on the construction of an impact model. Therefore, when using RIMS II, a cost-effective impact study might devote most of its research budget to specifying initial impacts in industry specific detail, and analyzing the implications for other important aspects of regional economic activity of the RIMS II estimates impacts.

APPLICATIONS OF RIMS II

RIMS II multipliers, like the original RIMS multipliers, can be used in various types of impact studies. For example, the U.S. Nuclear Regulatory Commission has used RIMS II multipliers in the environmental impact statements required for licensing nuclear electricity-generated facilities. The U.S. Department of Housing and Urban Development (HUD) has used RIMS multipliers to assess the effects of various types of urban redevelopment expenditures. Specifically, BEA was able to quantify probable regional impacts based on the size, type, and location of the numerous individuals and groups outside the Federal Government. These multipliers have been used in analyzing the regional economic impacts of various projects, such as the operation of a prototype coal gasification plant, the expansion of port facilities, the reclamation of strip-mined land, the adoption of alternative energy futures, and the construction of mass transit facilities.

In August 1982, Association for University Business and Economic Research (AUBER) published a paper, "RIMS II: Overview and Applications," which, in addition to presenting an annotated review of regional economic modeling approached, describes the results of several recent applications of RIMS II and indicates several on-going RIMS II-based research projects. The paper is contained in Readings in Business and Economic Research (Vol. 3), available from Professor William A. Strang, Secretary-Treasurer of AUBER, Office of Research Administration, Graduate School of Business, University of Wisconsin-Madison, 1155 Observatory Drive, Madison, Wisconsin 53707.

A paper, "Trade in Regional I-O Tables", presented at the 1984 annual meetings of the Southern Regional Science Association, describes ongoing research undertaken (1) to evaluate further the usefulness of the techniques underlying RIMS II, and (2) to extend the RIMS II model beyond the estimation of regional transactions tables, as well as the levels of industry-specific imports and exports by state. As discussed in the paper, the research to date has focused on comparisons of estimates from the Census Bureau's Commodity Transportation Survey with those from RIMS II-based models. The report is available for copying cost ($10.00) from the Regional Economic

Analysis Division, BE-61, Bureau of Economic Analysis, U.S. Department of Commerce Washington, D.C. 20230.

RIMS II MULTIPLIERS

RIMS II multipliers are intended to show the total regional effects on industrial output and personal earnings for any county or group of counties in the United States and for any of the 500 industrial sectors in the 1972 and 1977 BEA national I-O tables. More specifically, RIMS II multipliers can be used to estimate changes in total regional output and earnings resulting from changes in regional final demand for the output of specific industries. Regional output in the I-O context is similar to sales and includes sales to industries in the region and to final demand. In RIMS II, final demand includes sales to government, other regions, and capital formation.

For example, based on RIMS II multipliers, $1 million of new warehouse construction in the Denver-Boulder, Colorado MSA would increase personal earnings in the MSA by $.7 million; the same expenditure in the Wilmington, North Carolina MSA would increase earnings there by $.5 million. The difference between the earnings impacts in the two MSA's occurs because the Denver-Boulder economy locally provides more of the total input requirements for construction of warehouses than does the Wilmington economy. In general, multipliers are smaller in smaller regional economies. However, multipliers and estimated regional impacts also depend on which industry is initially affected. For example, if the initial $1 million were spent on the maintenance and repair of streets in Wilmington, the earnings effect there would be $.7 million, which is the same as the effect of a $1 million expenditure for warehouse construction in the larger Denver-Boulder metropolitan area.

This overview briefly describes RIMS II multipliers, the multiplier-estimation procedures, and some of the advantages and uses of RIMS II. For additional information, see Regional Input-Output Modeling Systems (RIMS II), which is available from the U.S. Government Printing Office.

Appendix F: Industry Ranking by Payroll and Employment in Tennessee, 2011

Top 5 Industries by Nonfarm Payroll (Tennessee, 2011)

Rank	NAICS Code*	Industry Name	Total Wages ($ Millions)
1	621	Ambulatory health care services	$7,303
2	541	Professional and technical services	7,222
3		**Travel & Tourism*** **	5,414
4	622	Hospitals	5,375
5	561	Administrative and support services**	5,184

Top 5 Industries by Nonfarm Employment (Tennessee, 2011)

Rank	NAICS Code*	Industry Name	Total Employment (Thousands)
1		**Travel & Tourism*** **	177.8
2	561	Administrative and support services**	174.2
3	722	Food services and drinking places**	143.5
4	621	Ambulatory health care services	127.7
5	541	Professional and technical services	109.3

Sources: U.S. Travel Association, U.S. Bureau of Labor Statistics.

** The 1997 North American Industry Classification System. NAICS 541 includes certain professional and business services (formerly SICs 73, 87). NAICS 561 includes business services NEC (formerly SIC 7389).*

*** Excludes wages or jobs attributable to the domestic travel and tourism industry.*

**** Payroll and employment generated by both domestic and international travel spending*