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Tourist Spending in Rutherford County Tops \$331 Million

RUTHERFORD COUNTY, Tenn.—August 22, 2017--Tourism in Rutherford County continues to grow at an impressive rate. According to figures released by the Tennessee Department of Tourist Development and the U.S. Travel Association, Rutherford County saw an increase of 4.9% in tourist spending from 2015 to 2016.

Tourism-related spending in Rutherford County in 2016 increased from \$316.45 to \$331.89 million, placing Rutherford County in the top 10 counties across the state, for travel-related expenditures.

“Destination Rutherford is committed to developing and growing Rutherford County’s tourism revenue,” said Destination Rutherford Chairman Bill Jones. “This increase is proof that we’re doing what we said we would. Tourism continues to be a significant economic driver that benefits everyone in the community.”

Money that tourists spend in Rutherford County at restaurants, hotels, retail stores, entertainment venues and on transportation directly impacts our community—without the money generated by tourism, every household in Rutherford County would pay more in state and local taxes, every single year.

"With our community growth and ever-changing number of businesses and entertainment venues, it's exciting to see the increase in tourism revenue," said Rutherford County Convention and Visitors Bureau Chair Travis Emore. "While these numbers are impressive, we look forward to what the future holds for Rutherford County." "Our highly-energized CVB continues to work hard at securing and assisting all those who choose Rutherford County as their destination by maintaining a hometown feel that continues to draw people and businesses."

About the Rutherford County Convention and Visitors Bureau

The Convention and Visitors Bureau is the primary marketing arm of the county. Marketing efforts include print ads in national publications, maintaining a presence on the internet, social media, and in Tennessee state welcome centers as well as working with the Tennessee Department of Tourist Development. The CVB works closely with event organizers, sporting groups like TSSAA, group tour operators and individual visitors to promote Rutherford County as a destination. For more information, visit the CVB’s website at www.ReadySetRutherford.com

About Destination Rutherford

Since its inception in 2002, Destination Rutherford has been the leader in economic development in Rutherford County, and continues to focus on increased tourism, new business attraction, retention and expansion, and developing critical workforce development programs.

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