

Contact: Kristina Troglen
Senior Director of Communications & Marketing
Rutherford County Chamber of Commerce/
Convention and Visitors Bureau
ktroglen@rutherfordchamber.org

Tourism In Rutherford County Generated \$772,865,400 In Visitor Spending In 2023

Statewide Report Shows Tourism in Tennessee is Breaking Records

Rutherford County, Tenn. – Visitors to Rutherford County generated \$772,865,400 in spending in 2023, a 3.78% increase from 2022, according to newly released data from Tourism Economics and the Tennessee Department of Tourist Development.

"The continued growth in visitor spending reflects the hard work and collaboration of our community, local businesses and tourism partners," said Thomas Laird, board chair for the Rutherford County Convention and Visitors Bureau. "It is a testament to Rutherford County's appeal as a top destination in Tennessee. We are proud to contribute to the economic vitality of our region."

BY THE NUMBERS:

- Direct visitor spending in Rutherford County generated \$46,010,100 in state tax revenue and \$29,764,500 in local tax revenue.
- If it were not for state and local taxes generated by tourism, each household in Rutherford County would pay \$619 more in state and local taxes.
- Direct visitor spending also supported 5,196 jobs in Rutherford County.
- Rutherford County ranked seventh among the 95 counties in Tennessee.

*Research conducted by Tourism Economics, commissioned by the Tennessee Department of Tourist Development. The data above highlights the impact of visitors within the incorporated and unincorporated areas of Rutherford County.

Statewide, Tennessee tourism generated a record \$30.6 billion in direct visitor spending and saw 144 million visitors to the state in 2023. Statewide visitor spending generated \$3.2 billion in direct state and local tax revenues in 2023. Full details can be found in the [statewide press release](#). Tourism boosts local economies, supports businesses and jobs, funds public services and creates a better quality of life for all Tennesseans.

An IMPLAN input-output model estimated the portion of calendar year 2023 spending attributable to visitors. For this study, a visitor includes those who stayed overnight or traveled more than 50 miles to the destination. The report focuses specifically on spending in retail, recreation, accommodations, food & dining, and transportation services. When visitors spend money in these categories, it generates state and local taxes that help fund schools, roads, and other needed public services.

The [2023 Economic Impact on Travel Report](#) analyzes statewide spending and visitation from domestic and international travelers to Tennessee. The report includes methodology used to determine visitor spending, tax generation, job creation and more. The [TN Travel Impact Interactive County Dashboard](#) provides instant access to key metrics, statewide and by county, about the economic impact of travel to Tennessee.

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Rutherford County Travel Snapshot (2023)

Values represent the direct impact for both domestic and international travel



Direct Visitor Economic Impact

Spending	
\$772,865,400	
Employment	State Taxes
5,196	\$46,010,100
Labor Income	Local Taxes
\$203,779,700	\$29,764,500

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County Rank

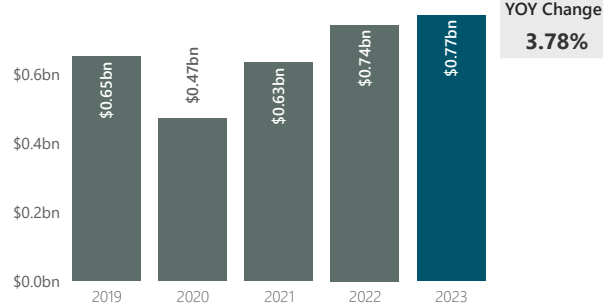
2023 visitor spending ranking compared to all 95 counties.
Previous Rank: 7

Daily Tourism Impact

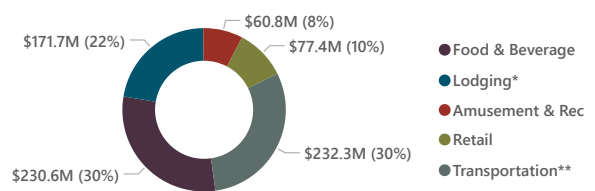
On an average day, visitor spending generated:

- \$2,117,439** in daily expenditures
- \$558,301** in daily labor income
- \$126,055** in daily state tax collections
- \$81,547** in daily local tax collections

Direct Visitor Spending Over Time



Direct Visitor Spending by Industry



This economic impact report attributes 7.54% of retail and non-retail sales in Rutherford County to travel and tourism.

* A small portion of Lodging comes from second home spending

** Transportation includes both ground and air transportation

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

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

ABOUT TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT

The Tennessee Department of Tourist Development (TDTD) is dedicated to driving economic growth and tourism in all 95 counties. TDTD's global marketing efforts increase visitation to Tennessee, which boosts tax revenue, creates jobs, and attracts new investment across the state. Tennessee is a global destination of choice offering visitors world-class music, live entertainment, family-friendly experiences, charming communities, innovative and classic culinary creations, renowned scenic beauty, and outdoor adventure—all centered at the crossroads of rich history and unrivaled hospitality. Vacations "sound perfect" in Tennessee. Visit [TNvacation.com](https://www.tnvacation.com) and follow @TNvacation on social media for travel inspiration.