

TENNESSEE

TOURISM MATTERS

REAL VALUE, REAL RESULTS FOR TENNESSEE COMMUNITIES

Commissioner Mark Ezell

Tennessee Department of Tourist Development

Sept. 18, 2025



**“TOURISM?
THAT’S NICE.”**



TOURISM? THAT'S ESSENTIAL.

— FOR TENNESSEE RESIDENTS —

JOBS

GROWTH

SAVINGS

EDUCATION



NO
STATE INCOME
TAX

+



NO
STATE PROPERTY
TAX

=



3rd
LOWEST
TAX BURDEN
(PER CAPITA)

TENNESSEANS LOVE OUR LOW TAXES

TENNESSEE

IS A SALES TAX STATE

RESIDENTS



VISITORS



**REDUCED
NEED**

**TO INCREASE
OTHER TAXES**

S U C H A S

INCOME

PROPERTY



**VOLUME
OF VISITORS**

+



MARGIN
— ON EACH —
VISITOR

=



**\$\$\$
PROFIT
\$\$\$**

WHY TOURISM MATTERS FOR TENNESSEANS

VOLUME

11th

HIGHEST
VISITOR
SPEND

RECORD BREAKING VISITOR SPEND

TENNESSEE IS THE **#2 FASTEST
GROWING STATE***
SINCE 2018
& **#1 WITHOUT A
BEACH OR CASINO**

***TRAILING ONLY NEVADA**



**THE ONLY
STATE TO
CLIMB FOUR
SPOTS IN
THE NATIONAL
RANKINGS
2018 - 2023**

#2

**FASTEST
GROWING STATE
SINCE 2018**

FOR VISITOR SPENDING

#1

**WITHOUT A
BEACH OR
CASINO**

UNPRECEDENTED GROWTH

TENNESSEE
32.20%

US AVERAGE
13.25%

STATE	2023 DIRECT SPEND	CHANGE OVER 2018
CALIFORNIA	\$154B	-2%
FLORIDA	\$140B	28%
NEW YORK	\$102B	15%
TEXAS	\$90B	12%
NEVADA	\$59B	34%
ILLINOIS	\$47B	7%
GEORGIA	\$40B	22%
NORTH CAROLINA	\$36B	29%
VIRGINIA	\$33B	19%
PENNSYLVANIA	\$32B	7%
TENNESSEE	\$31B	32%

TENNESSEE

CY 2024 ECONOMIC IMPACT

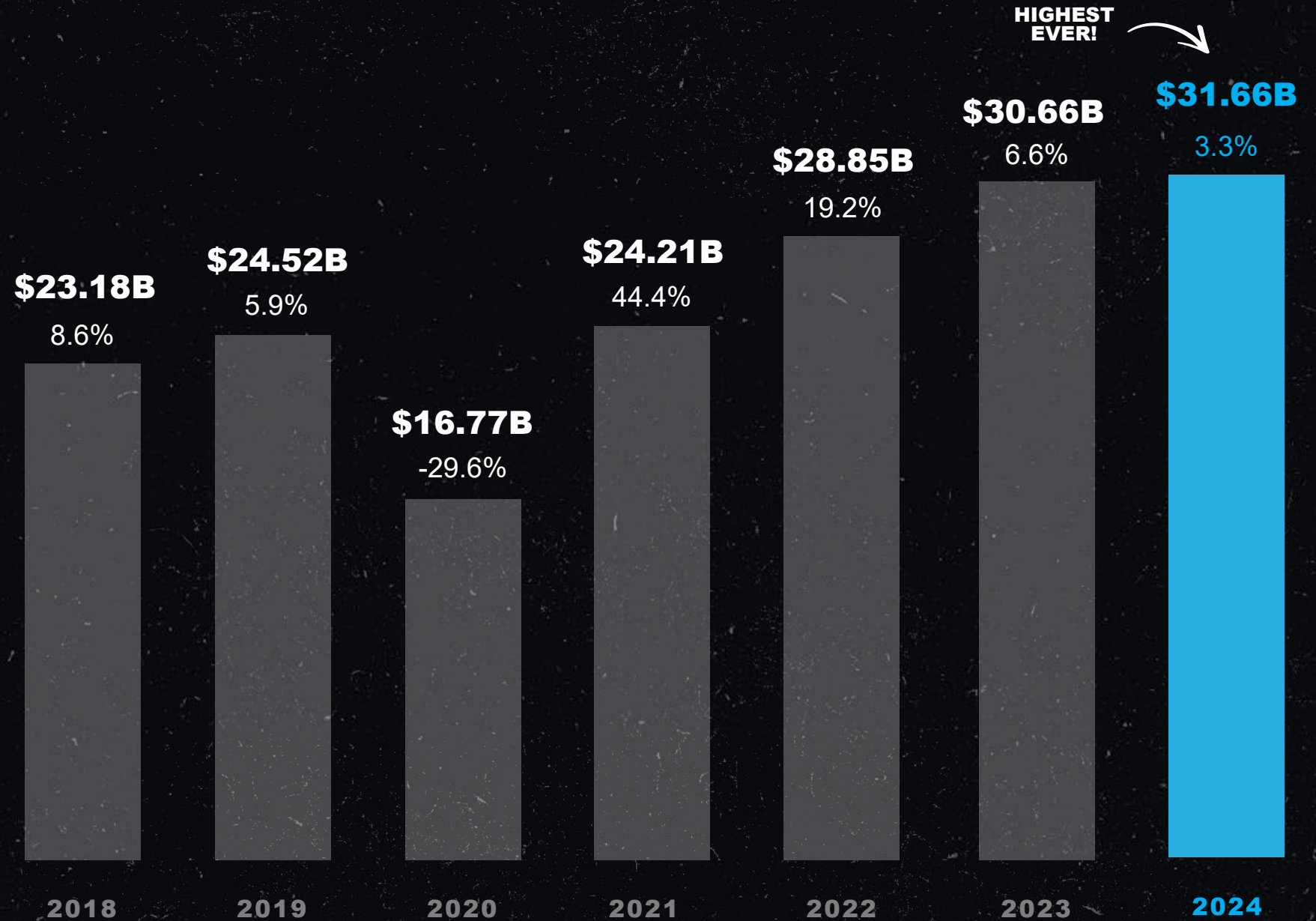
\$31.66B

DIRECT SPEND IN 2024

↑ 3.3% YOY

HIGHEST EVER | \$87M SPENT EVERY DAY

DIRECT VISITOR SPENDING IN TENNESSEE



AS OF CY2024

TENNESSEE

+36.6%

**GROWTH
DIRECT SPEND
OVER 2018**

VS

US AVERAGE

+17.4%

**GROWTH
DIRECT SPEND
OVER 2018**



VOLUME

11th

HIGHEST
VISITOR
SPEND



MARGIN

9.55%

AVERAGE
COMBINED
SALES TAX
RATE

A VISITOR IS WORTH
MORE IN TN

\$1,000

OF VISITOR SPENDING IS WORTH...



IN STATE & LOCAL SALES TAX COLLECTIONS

US Travel Association, 2023

TaxFoundation.org

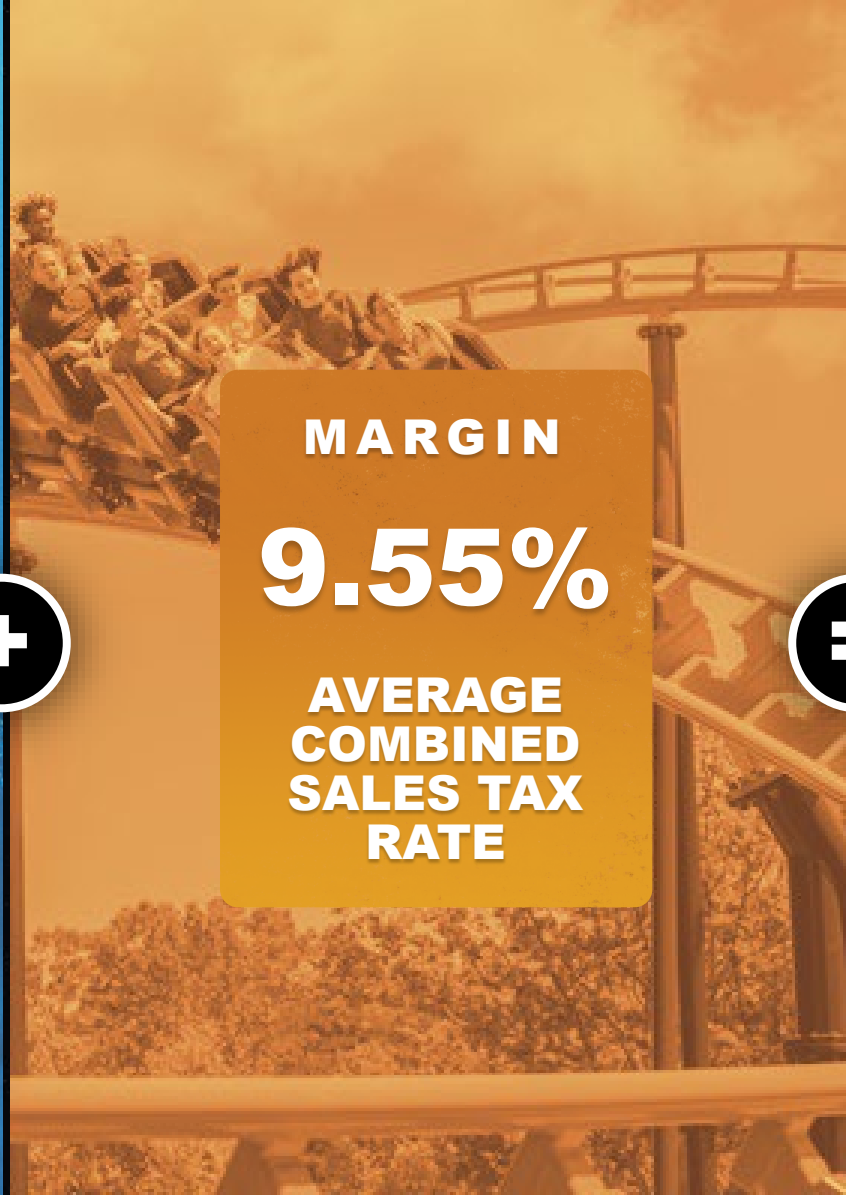


VOLUME

11th

**HIGHEST
VISITOR
SPEND**

+



MARGIN

9.55%

**AVERAGE
COMBINED
SALES TAX
RATE**

=



PROFIT

6th

**HIGHEST
TAX
SAVINGS**

TRANSLATES TO TAX BENEFITS FOR EVERY TENNESSEAN

TDTD calculations based on US Travel Association (2023 Data) & TaxFoundation.org

RETURN

6th
**HIGHEST
TAX
SAVINGS**

FOR RESIDENTS &
HOUSEHOLDS

HAWAII

NEVADA

NEW YORK

NORTH DAKOTA

FLORIDA

TENNESSEE

40% | **ABOVE
NATIONAL
AVERAGE**

Tennessee's household savings
continues to excel as population grows

TAX BENEFITS FOR EVERY TENNESSEAN

TDTD calculations based on US Travel Association (2023 Data) & TaxFoundation.org

VISITOR-CONTRIBUTED TAXES (DIRECT)

LOCAL BUDGETS

\$1.29B

STATE BUDGET

\$1.96B

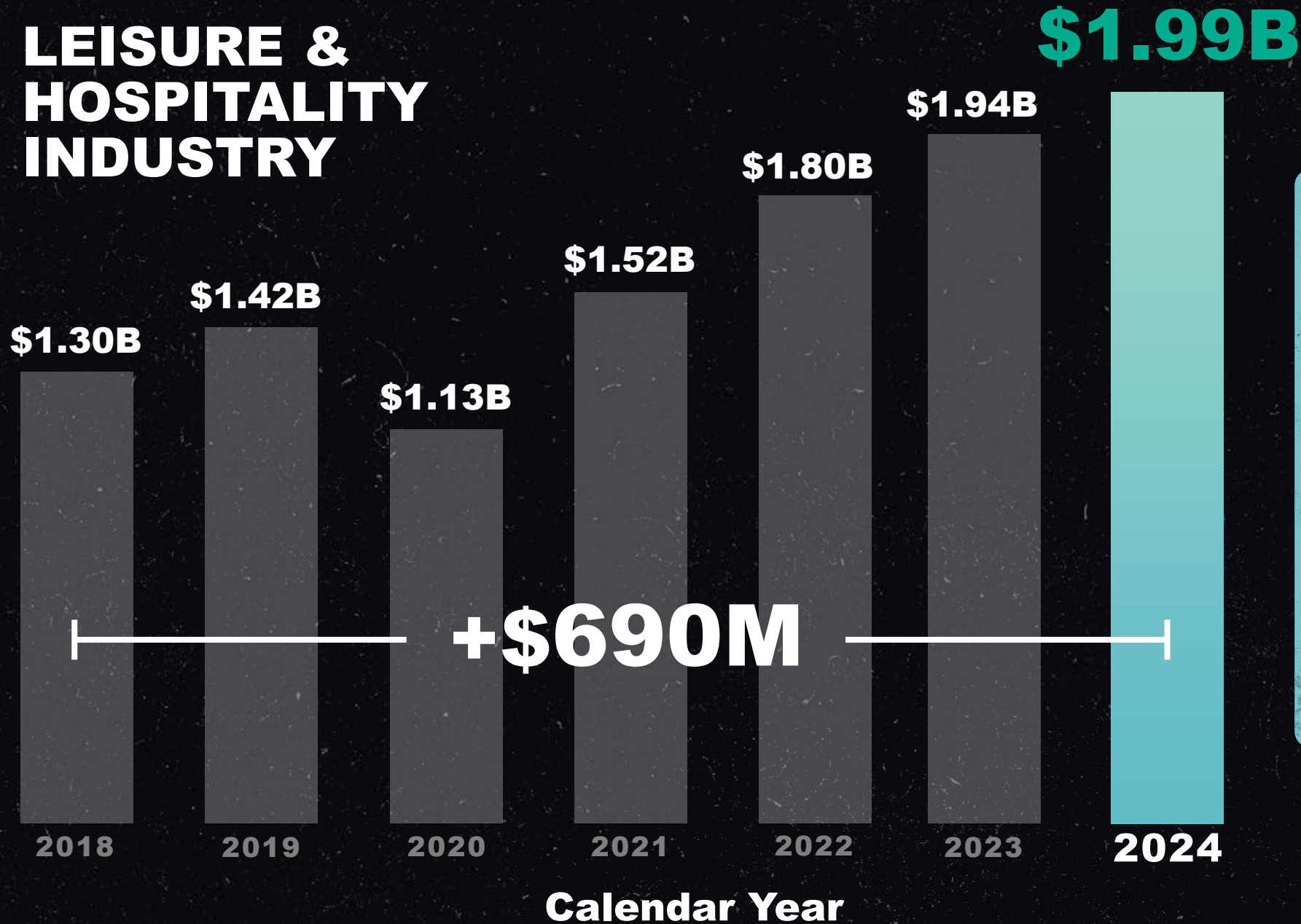
TOTAL

\$3.3B

↑ 3% YOY

Source: Tourism Economics, CY 2024

LEISURE & HOSPITALITY INDUSTRY



\$1.99B

**SALES &
USE TAX
COLLECTIONS**

↑ 3% YOY

Actual state sales & use tax
collections by L&H industry

L&H

2nd
LEADING

**CONTRIBUTOR TO
TENNESSEE'S
EDUCATION FUND**

\$800M

State sales tax
contributions to
education

+

\$300M

Local sales tax
contributions to
education

=

\$1.1B

Education for
Tennesseans



RECORD INVESTMENT IN TENNESSEE TOURISM

\$10.1M

Recurring Funds

\$15.0M

Nonrecurring Funds

\$25.1M

INCREASED FUNDING FROM THE BASE

RESIDENT JOBS

367.9K
INDUSTRY JOBS

↑ 1.5% YOY

**AVERAGE MONTHLY
EMPLOYMENT**

9

**HOSPITALITY &
TOURISM TASK
FORCES**

**ARTS, ENTERTAINMENT
& RECREATION**

3rd

**HIGHEST SECTOR
FOR NEW JOB
— GROWTH —**

PROJECTED BY 2032

Source: "Tennessee Economy 2023-24" Report

A large, multi-tiered waterfall cascades down a rocky cliff. In the foreground, two young boys are sitting on a flat rock, facing each other and talking. They are wearing blue and white patterned swim trunks. The water is white and frothy as it falls.

**UNDERSTANDING
THE VALUE**



**FUNDING
THE FUTURE**

**UNDERSTAND
VALUE**

**ADVOCATE
FOR SUPPORT**

**SECURE
FUNDING**

**FUTURE
GROWTH**

16 COUNTIES OVER 10% GROWTH IN 2024

PERRY

20%

HAYWOOD

19.5%

HICKMAN

19%

FAYETTE

19%

WAYNE

15.5%

✓ **CANNON**

✓ **MEIGS**

✓ **CLAIBORNE**

✓ **MOORE**

✓ **GIBSON**

✓ **POLK**

✓ **HANCOCK**

✓ **VAN BUREN**

✓ **HARDEMAN**

✓ **WHITE**

✓ **HOUSTON**

**STATE
OF THE
INDUSTRY**

NOW

WINS

\$31.66B

Record visitor spending

Largest state budget in history

New investments, flights
& mega events

CHALLENGES

Demand is slowing

Families watching budgets

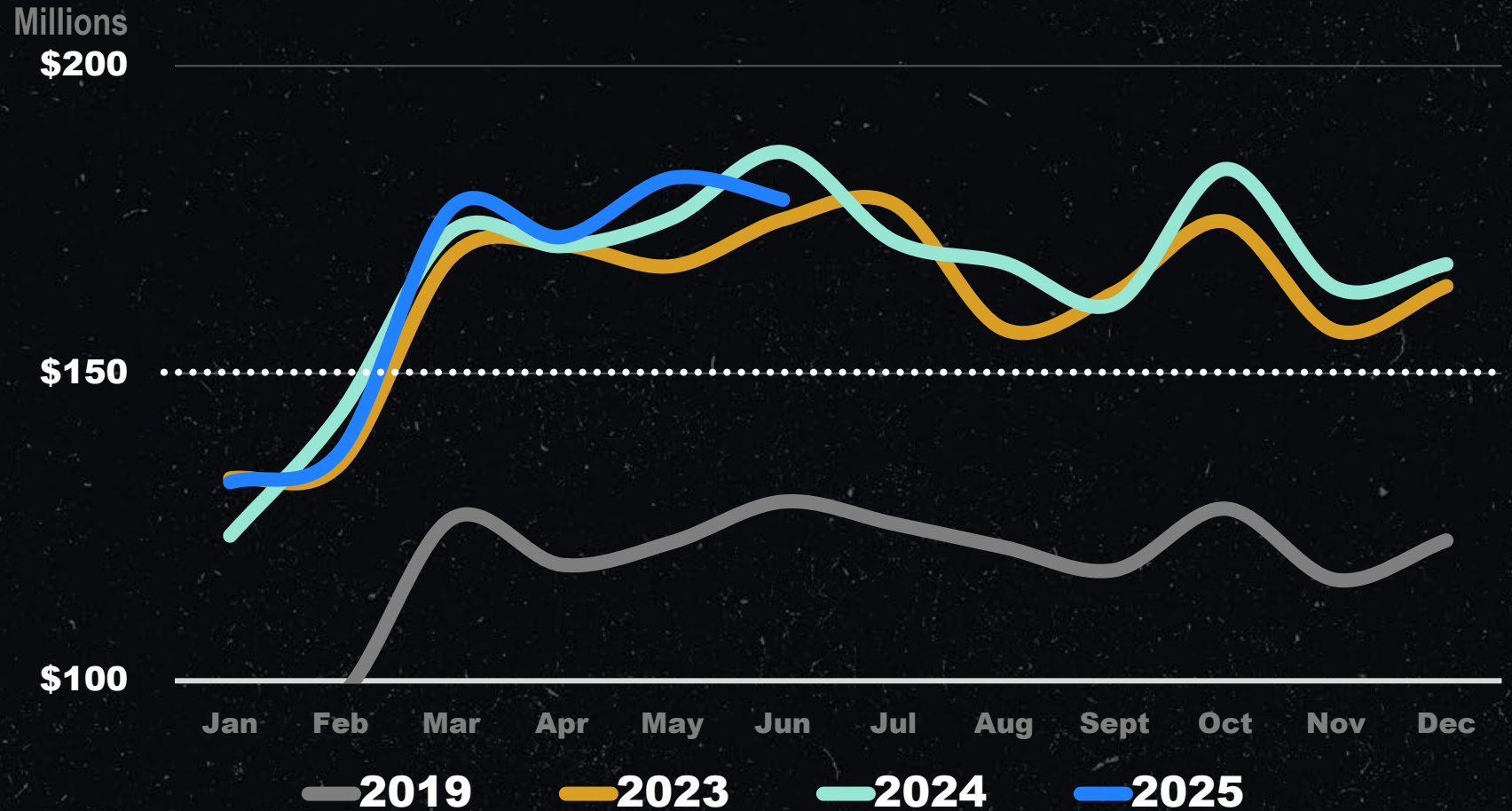
International softness

TENNESSEE ADVANTAGE

DIVERSE PRODUCT, URBAN + RURAL RESILIENCE IN ALL MARKETS

LEISURE & HOSPITALITY INDUSTRY

STATE SALES TAX COLLECTIONS BY MONTH



2024 ECONOMIC IMPACT BOOK AVAILABLE

