

Visit Mountain City

JOHNSON COUNTY, TENNESSEE

TOURISM IN JOHNSON COUNTY GENERATED \$18,169,800 IN TRAVEL SPENDING IN 2022

Report Shows Tourism in Tennessee is Thriving

FOR IMMEDIATE RELEASE

Johnson County, TN – The 2022 Economic Impact of Travel on Tennessee report reveals tourism in Johnson County generated \$18,169,800 in domestic visitor spending, a 15% increase from 2021. The Tennessee Department of Tourist Development released the new data at the industry’s annual Governor’s Conference in Knoxville, and celebrated growth across all 95 Tennessee counties.

“When you consider a 15% increase in tourism for a rural county after coming through a pandemic, this is impressive growth. With a renewed focus on strategic tourism marketing and promotion,” says Johnson County Mayor Larry Potter, “we can continue developing this as a revenue stream to benefit all sectors of the county.”

BY THE NUMBERS:

- Johnson County ranked 59 among the 95 counties in Tennessee, which is also an improvement over the previous year.
- Visitor spending in Johnson County generated \$1,516,500 in state and local tax revenue.
- If it were not for state and local taxes generated by tourism, each Johnson County household would pay \$221 more in state and local taxes.
- Visitor spending also supported 104 jobs in Johnson County.

Since assuming office in September of 2022, Mayor Potter has directed the tourism efforts to ensure that strategic steps are being taken to continue this momentum. From the Road Map sessions held last December with the Tennessee Department of Tourist Development, a county-wide tourism advisory committee was formed to exchange ideas and collaborate on existing and emerging opportunities. Funds from the American Rescue Plan Act funds the part-time tourism efforts.

Over the summer months, the tourism office created the submission to the Northeast Tennessee Tourism Pinnacle Awards which named the Mountain City Sunflower Festival as Festival of the Year. In conjunction, the tourism office worked with Cumberland Marketing to produce the anthem that recapped the 2023 festival and will provide footage for next year’s marketing campaigns.

The county tourism office also created and installed Johnson County’s exhibit for the Tennessee State Fair which, according to festival officials, was visited in August by 739, 315 people from all 95 counties, all 50 states and from 37 countries. The exhibit was also promoted across social media channels.

In a commitment to the county's musical heritage, the county tourism office worked directly with The Kody Norris Show who assumed production for the Mountain City Fiddlers' Convention. Through grant funding from local and state entities, the county tourism office provided creative marketing and event planning services to support the event. The convention was attended by 200 spectators with 50 competing acts at Heritage Hall Theatre over Labor Day Weekend. Winners and details can be viewed at MountainCityFC.com.

Through a partnership with Tennessee Tech, which was also funded by the state, a new branding and logo will soon be unveiled that will focus on Mountain City as the tourism hub with ample promotion for all tourist sites, events, and venues across the county. These digital resources will be used to complete the development of the new tourism website, VisitMountainCityTN.com.

Thanks to funding from the state, the tourism office is continuing in its development of a digital library that will be used in future marketing and advertising campaigns. The county was recently awarded \$20,000 which will engage DesignSensory from Knoxville video and photograph Johnson County's prime tourist assets in early October. In addition, an additional grant money from the state will provide funding to professionally design and distribute promotional rack cards to key tourist attractions, local business, and welcome centers in the eastern part of the state to expand promotion efforts.

"Tennessee is thriving as tourism continues to soar, from our large cities to small towns," said Mark Ezell, Commissioner of the Tennessee Department of Tourist Development. *"Our industry's hard work is paying off with record levels of visitor spending and significantly outpacing inflation. It is our privilege to showcase these numbers and express our gratitude to our partners, attractions, elected leaders, and visitors who made a record year for Tennessee."*

Statewide, Tennessee tourism generated \$29 billion in direct visitor spending and saw 141 million visitors to the state in 2022. Tax dollars generated by tourism support important public services like education, health, and safety.

The [2022 Economic Impact on Travel Report](#) includes county snapshots, comprehensive models of the economic impact of spending by industry and an [online interactive dashboard](#) for the latest state and county information.

ABOUT TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT

Tennessee is the home of the blues, bluegrass, country, gospel, soul, rockabilly, and rock 'n' roll—delivering an unparalleled experience of beauty, history, and family adventure, infused with music that creates a vacation that is the "Soundtrack of America. Made in Tennessee." Explore more at tnvacation.com and join other Tennessee travelers by following "TNVacation" on Facebook, Twitter, Pinterest, Instagram and YouTube, and "Tennessee" on Snapchat.

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County Spending and Economic Impact



Year
2022

County
Johnson County

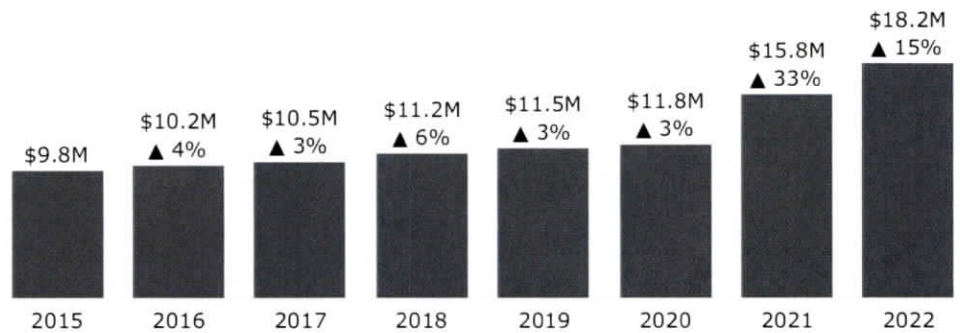


Including indirect and induced impacts, tourism activity supported

\$29.3M

in business sales in the county

Visitor Spending Trends



1.4%

is the share of jobs sustained by direct visitor spending in the county

Visitor Spending by Category

2022



Visitors directly generated

\$1.5M

in state and local taxes, which is equivalent to

\$221

in tax savings for every household

Labor Income



Employment

