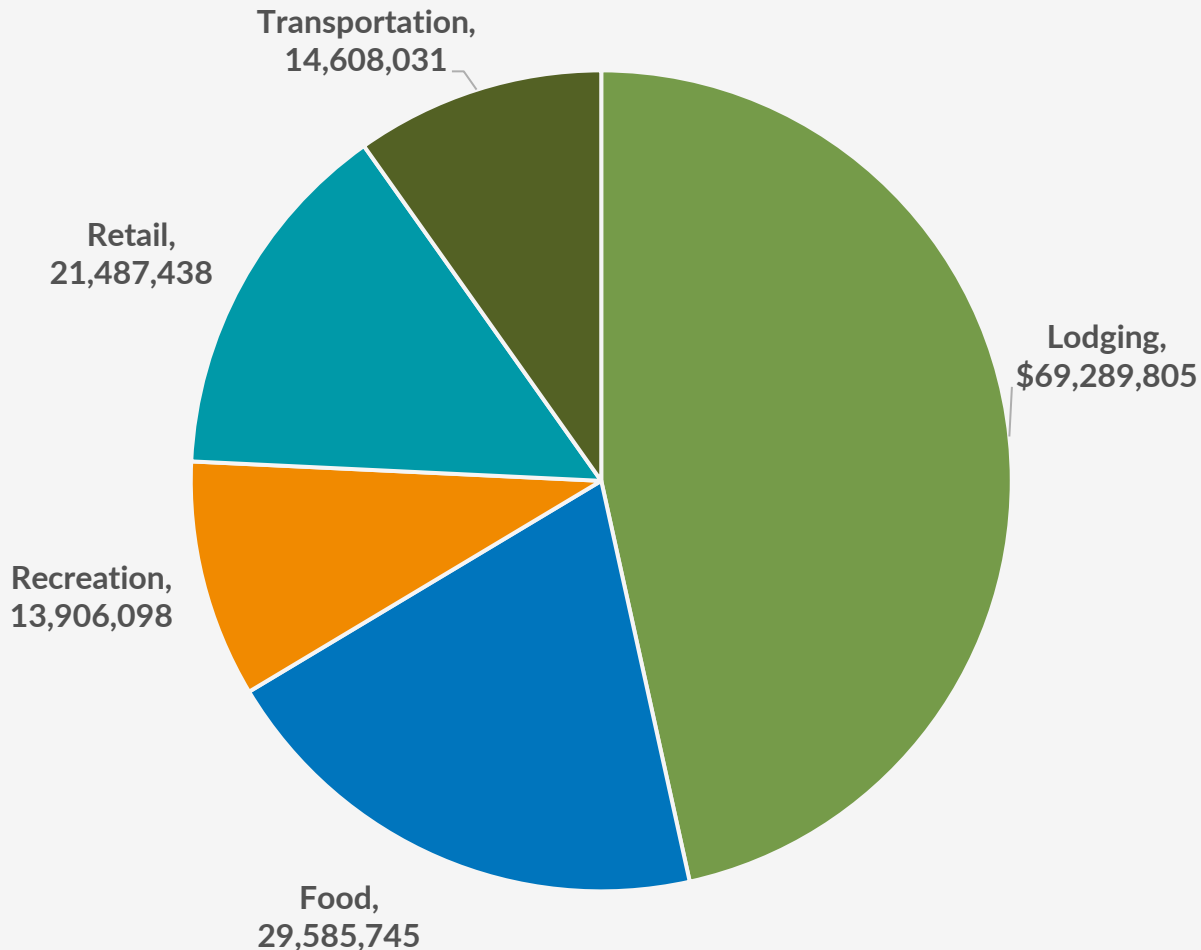


VALUE OF TOURISM TO JEFFERSON COUNTY (2022p)

Direct Visitor Spending \$148.9 M



- Direct Visitor Spending: **\$148.9 M** (+4.3%)
 - Lodging \$69.3 M
 - Food / Beverage: \$29.6 M
 - Recreation: \$13.9 M
 - Retail: \$21.5 M
 - Transportation: \$14.6 M
- Direct State/Local Taxes Generated: **\$13.1 M**
- Visits: **606,000** (+2.8%)
- Local Employment: **1,216**
 - Represents 8% of all county employment
- Local Labor Income: **\$43 M**

Source: Tourism Economics for SWT