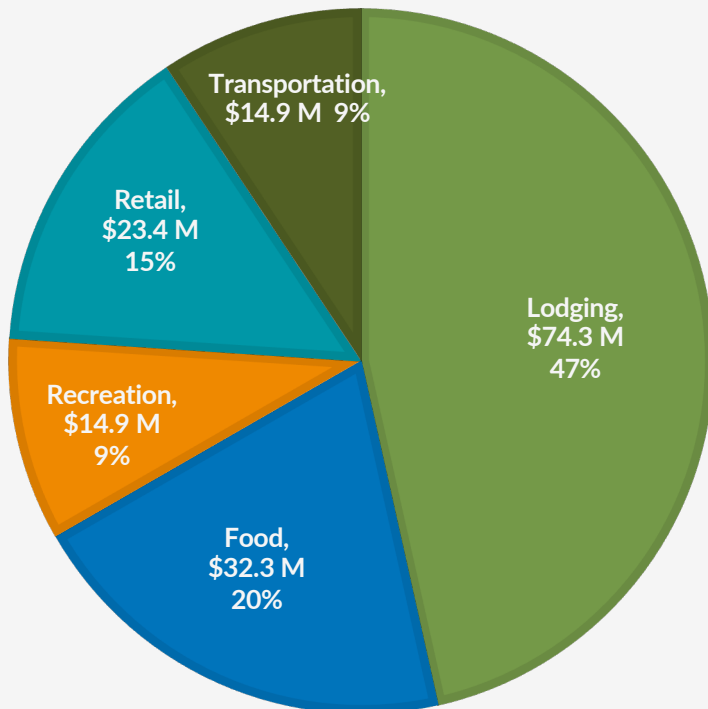


VALUE OF TOURISM TO JEFFERSON COUNTY (2023)

DIRECT VISITOR SPENDING \$159.9 M

■ Lodging ■ Food ■ Recreation ■ Retail ■ Transportation



- Direct Visitor Spending: **\$159.9 M** (+7.4%)
 - Lodging \$74.3 M
 - Food / Beverage: \$32.3 M
 - Recreation: \$14.9 M
 - Retail: \$23.4 M
 - Transportation: \$14.9 M
- Direct State/Local Taxes Generated: **\$14.1 M**
- Visits: **644,000** (+6%)
- Direct Employment: **1,316**
 - Represents 8.6% of all county employment
- Direct Labor Income: **\$47 M**

Source: Tourism Economics for SWT