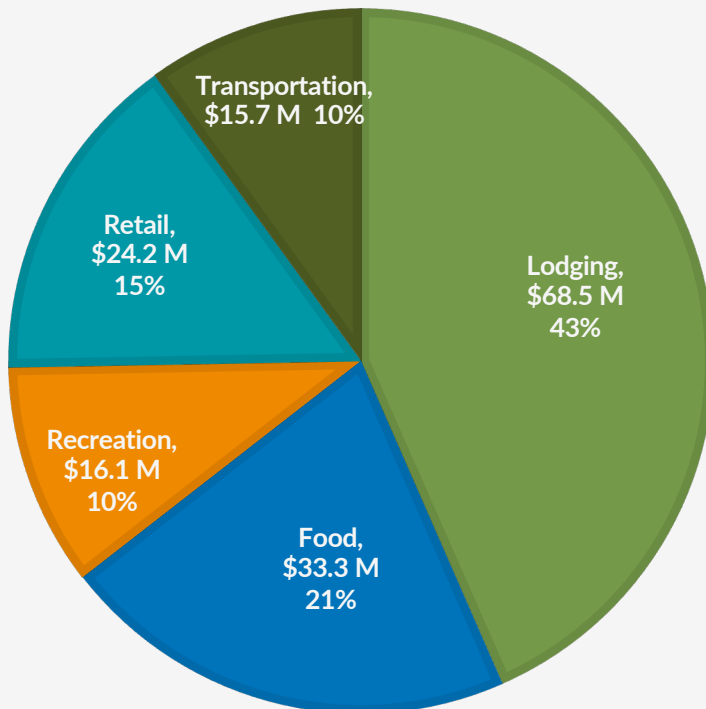


VALUE OF TOURISM TO JEFFERSON COUNTY (2025)

DIRECT VISITOR SPENDING \$157.9 M

■ Lodging ■ Food ■ Recreation ■ Retail ■ Transportation



- Direct Visitor Spending: **\$157.9 M** (-4.7% y-o-y)
 - Lodging \$68.5 M *
 - Food / Beverage: \$33.3 M
 - Recreation: \$16.1 M
 - Retail: \$24.2 M
 - Transportation: \$15.7 M
- Direct State/Local Taxes Generated: **\$13.8 M**
- Visits: **650,571** (-0.9% y-o-y)
- Direct Employment: **1,150**
 - Represents 7.17% of all county employment
- Direct Labor Income: **\$41.6 M**

Source: Tourism Economics for SWT