



FOR IMMEDIATE RELEASE

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VISITOR SPENDING IN WILLIAMSON COUNTY TOPS \$427 MILLION

Tourism attracts 1.43 million visitors to Williamson County in 2016

FRANKLIN, Tenn. – A record 1.43 million travelers visited Williamson County in 2016, a 9.4 percent increase compared to the 1.31 visitors in 2015. The economic impact of traveler spending grew by \$17 million (4.0 percent) over 2015 to a new all-time high of \$427.25 million, which retains Williamson County's rank of sixth among Tennessee's 95 counties.

In the 10 years since the Williamson County Convention and Visitors Bureau became an independent non-profit organization in 2007, the annual economic impact to the county has grown from \$251 million to \$427.25 million annually, a 70 percent increase.

"We work daily with our hospitality industry partners throughout the county to make this a destination that will attract visitors from all over the world because we know the incredible impact it can make on the local economy," said Williamson County Convention & Visitors Bureau President & CEO Ellie Westman Chin. "Achieving another record year just highlights the incredible cooperation we have from partners throughout the county to share our unique collection of music, history, and authentic southern culture."

State and local tax collections from tourism related spending in the county in 2016 generated a total of \$26.15 million in state and \$8.95 million in local tax revenues, increases of 5.9 percent and 4.6 percent, respectively.

"The hard work of the Williamson County Convention & Visitors Bureau and the entire hospitality industry continue to produce incredible benefits to local residents," said Williamson County Mayor Rogers Anderson. "More travelers from around the world are visiting Williamson County each year, bringing in over \$8.95 million in local tax revenues and creating over 3,500 jobs, which is great news for every Williamson County resident."

Tourism related growth has also translated into more tourism-related jobs in the county. Those employed in tourism-related fields grew to 3,537 in 2016, an increase of 17.9 percent.

The Williamson County Convention & Visitor Bureau operates from a percentage of the lodging taxes collected from visitors by the local hotels as well as Bed and Breakfast

establishments. Those collections are then reinvested in sales and marketing efforts to attract the world to Williamson County for leisure travel, as well as sports, meetings and group business.

ABOUT THE WCCVB The Williamson County Convention & Visitors Bureau (WCCVB) is the official destination marketing organization for Franklin and the unique communities of Williamson County, Tennessee. The WCCVB stimulates economic growth through the promotion of travel and tourism assets such as history, music, attractions, entertainment, the arts, and events to visitors from around the world. For information on Franklin and Williamson County, visit us on the web at VisitFranklin.com.

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