



#FRANKLINTN

2015 Statistics

1.31 Million

Visitors to Williamson County in 2015



25%

**Increase in visitors
since 2012**

Economic Impact

\$410.69 Million

**in economic impact for travel-related
spending**



No. 6

**Ranking among
Tennessee's 95 counties**

Economic Impact

Tennessee's Top 10



Davidson – \$5.6 Billion

Shelby – \$3.1 Billion

Sevier – \$2.0 Billion

Hamilton – \$1.016 Billion

Knox – \$1.014 Billion

Williamson – \$410.69 Million

Sullivan – \$356 Million

Blount – \$346 Million

Rutherford – \$316 Million

Montgomery – \$205 Million

Economic Impact

\$487.82

The amount saved by every Williamson County household as a result of tourism-related spending



3,000 Jobs

Hospitality industry related jobs generated

Economic Impact

Williamson County Hotels

2015 Occupancy
74.6%

2015 Average Daily Rate
\$114.47



2015 Revenue Per Available Room
\$85.34

Visitor Center

41,890

Visitors in 2015





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Tourism 2020

**“Attract the world to
Williamson County, Tennessee”**



Tourism 2020



The mission of the Williamson County Convention & Visitors Bureau (WCCVB) is to positively impact the local economy by increasing travel related spending in the county, provide quality services to the visitor and the local hospitality industry, and assist in the development, preservation and expansion of the county's tourism product.

Tourism 2020

Strategic Priority:

Maximize the effectiveness of WCCVB's strategy and branding to drive visitor spending.

Key Performance Indicator:

Grow the number of annual visitors to Williamson County from 1.31 million in 2015 to 2 million in 2020.

Tourism 2020

Strategic Priority:

Assume a leadership role and be a key CVB partner in Middle Tennessee and beyond.

Key Performance Indicator:

By 2020, expand the WCCVB role on two regional committees and create a minimum of two new major partnership opportunities.

Tourism 2020

Strategic Priority:

Promote Williamson County as a premier destination for youth and amateur sporting events regionally and nationally.

Key Performance Indicator:

Increase the number of annual room nights in the sports market by 40 percent in 2020.

Tourism 2020

Strategic Priority:

Educate the community on the importance and the impact of tourism.

Key Performance Indicator:

Train 500 new ambassadors for the Visit Franklin's Ambassador Program by 2020.



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