

2017 ECONOMIC IMPACT OF THE **MADISON COUNTY** TRAVEL INDUSTRY

# TRAVEL & TOURISM IS A BIG DEAL

A **banner year**. 2017 was the *highest economic impact year* for travel to Huntsville/Madison County...ever!



Every household in  
Huntsville/Madison County  
**SAVES MORE THAN  
\$836 IN TAXES** as a result  
of travel expenditures.



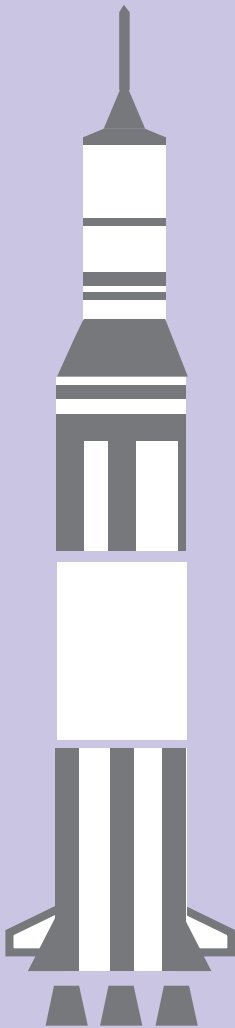
2017 economic impact of travel  
**\$1.3 BILLION**  
*in Madison County alone.*



**16,465**  
Madison County jobs.



**3,157,712**  
Estimated number of visitors  
to Madison County in 2017.



# HUNTSVILLE/ MADISON COUNTY TRAVEL INDUSTRY ECONOMIC IMPACT\*

*% increase over 2016 numbers*

**Number of Visitors** .....3.16 million..... 2.8%

**Economic Impact**.....\$1.3 billion..... 9.2%

## **Most Visited Counties in Alabama**

1. Baldwin County
2. Jefferson County
3. Mobile County
- 4. Madison County**
5. Montgomery County

*\*Figures are from the Travel Economic Impact 2017 Report  
by the Alabama Tourism Department*



**Huntsville/Madison County Convention & Visitors Bureau**  
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**huntsville.org** / connect with us on social! 