

2024

Economic Impact of Visitors to the Tri-Cities



DIRECT IMPACT

\$643.4M Economic Impact

\$64.15M Local Tax Revenue



5,886 Tourism Jobs

The \$643.4 million in Economic Impact means that on average visitors spend \$1.76 million every day in the Tri-Cities.

3.94M

**VISITORS CAME TO
TRI-CITIES IN 2024**

\$602

**TAX SAVINGS
PER HOUSEHOLD**

Each household in Benton and Franklin County would need to pay an additional \$602 to replace the visitor-generated taxes received by state and local government in 2024.



**Spending
Breakdown**



**Food & Beverage
\$146.5M**



**Retail
\$144.3M**



**Hotels
\$133.7M**



**Transportation
\$119.3M**



**Recreation
\$99.5M**

TOTAL ECONOMIC IMPACTS OF TOURISM IN TRI-CITIES

Visitor spending generated **\$1.1 billion** in total business sales, including indirect and induced impacts. This total economic impact sustained **8,506** jobs and generated **\$79.9 million** in state and local tax revenues in 2024.

*BASED ON PRELIMINARY NUMBERS PROVIDED BY SWT