



DIRECT VISITOR SPENDING: \$78.2 M



**Tourism SAVES every
MHC household \$199.77
in state and local taxes.**

Tourism efforts support more than just traditional events and attractions. Small businesses, retail shops, restaurants, lodging partners, and even individual households benefit from the dollars visitors spend in our community. That money goes back to citizens in the form of taxes to help build infrastructure and continue improving the quality of life in MHC.



Rayburn - Rooster Walk



Ken Childs - Martinsville Speedway

**Daily visitor spending
increased by 7.5%
from 2023 to 2024.**



ECONOMIC IMPACTS



\$3.1 M
Local Tax
Revenue



\$2.4 M
State Tax
Revenue



**Supported
833 Jobs**



\$23.8 M
Labor Income