

RAISE A GLASS

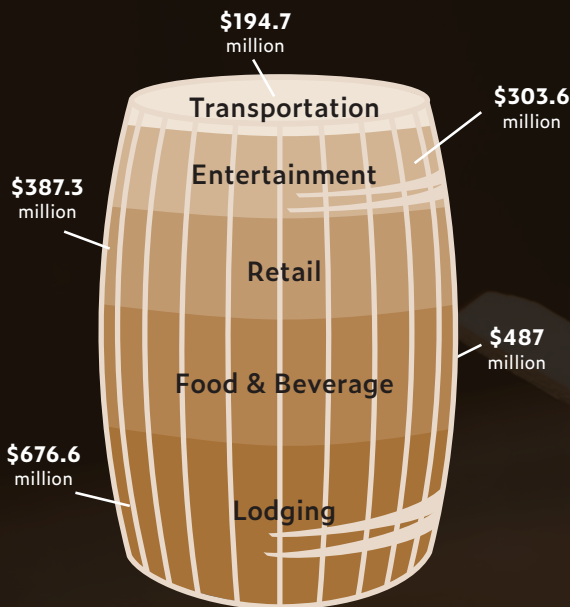


Tourism impact study commissioned by the Tennessee Whiskey Trail, conducted by Tourism Economics
Analysis references spending in 2022

TOURISTS SPENT

\$2.05 BILLION

at distilleries and off-site establishments.



THE SPENDING LED TO

\$3.45 BILLION

in economic impact for the state, supporting over **30,000 JOBS** and **\$441.1 MILLION** in total tax revenue.



TENNESSEE

WHISKEY TRAIL



8 MILLION VISITS to distilleries.

IN GOOD COMPANY

Annual visits compared to other iconic Tennessee attractions

Tennessee National Parks, including Great Smoky Mountains



Tennessee Distilleries



Dollywood



DISTILLERY TOURISM HAS LEFT AN IMPACT ACROSS THE ENTIRE STATE.

Visitors come for the legendary libations but stay for the true spirit of Tennessee!