

Retail Industry



The Kingsport-Bristol area of Sullivan County, Tenn., is on the move with tremendous vigor in all economic sectors – including commercial, industrial, housing and retail. Sales of consumer items such as vehicles and parts, general merchandise, food, building materials, dining and apparel range from \$851 million to \$103 million per year, with all annual retail sales totaling more than \$4 billion.

Kingsport-Bristol is strategically located at the crossroads of two major thoroughfares – I-81 and I-26 – at the center of the eastern United States in Sullivan County. The two cities form the heart of the Kingsport-Bristol Tenn./Va. Metropolitan Statistical Area (MSA), spanning an extended trade area with a population of more than 770,000.

The area's pro-business attributes and its unique accessibility – within a day's drive of 70 percent of the U.S. population – combine to make Sullivan County a growing retail hub and destination market.