

Another
RECORD
year for

INDIANA TOURISM

Visitor spending resulted in \$9 Billion in total economic impact
The 7th Consecutive Year of Growth

80 MILLION
TOTAL VISITORS

One Million More Visitors
+ 1.3% over the previous year

Indiana hosted
415,000 trips from
international visitors

Innkeepers tax collections
rose to **\$105 Million (+ 5%)**

Record High Overnight Visits!
31.2 Million Person Stays

48.8 Million Day Trips



VISITORS
SPENT A **RECORD**
\$12.7 Billion
in Indiana
+ 3.7% over previous year



Visitors spent \$158 per trip
+ 2.5% over the previous year

\$3.5 B
food and
beverage

\$2.8 B
shopping

\$2.2 B
entertainment
and
recreation

\$2.1 B
lodging

\$2.0 B
transportation

**TOURISM SAVES
HOOSIERS MONEY**
Without Tourism, each
Indiana household would
pay **\$561** more in taxes.

SAVES
\$561 STATE AND LOCAL **TAXES**



VISITOR SPENDING
INCREASED
**3.7% OVER
PREVIOUS YEAR**



Visitor
spending
supported
2,630
more jobs
+ 1.4% over the previous year

VISITOR SPENDING
SUPPORTS 199,830 INDIANA JOBS
• **1 in 19** Indiana Workers has a job because of Tourism
• Tourism is responsible for **5%** of all Indiana jobs

TOURISM DRIVES
INDIANA'S ECONOMY
• **\$9.8 Billion** contribution to Indiana's Gross Domestic Product
• **72¢** of every visitor dollar stays in Indiana
• **\$1.4 Billion** generated in State and Local Tax



HONEST-to-GOODNESS
INDIANA
Est. 1816

Indiana Office of Tourism Development, 2018

This is the sixth consecutive year tourism's economic impact was measured. This study used data from 2017, the most recent year complete data was available. The study was commissioned by IOTD and conducted by Rockport Analytics, an independent market research and consulting company that specializes in economic impact and feasibility studies for the travel, tourism and hospitality industry.

www.VisitIndianaTourism.com

The 2016 study was recently revised. Revisions were prompted by the discovery of an error in the IMPLAN Model user interface which overvalued the amount of visitor retail spending that was retained in the Indiana economy during 2016. This especially impacted the induced effects of tourism. Other visitor spending categories were unaffected by this error. The error was corrected and 2016 impacts were re-estimated to ensure accurate comparisons with 2017 figures.