

Another  
**RECORD**  
year for

# INDIANA TOURISM

Indiana destinations welcomed a **RECORD**

**79 MILLION**  
TOTAL VISITORS

+ 1.7% over the previous year



**Leisure Travel**

+ 2.8% over the previous year

**Trip Types increased**  
over previous year:

48.2 Million Day Trips, + 2.1%

31 Million Person Stays, + 2.7%

**Record High**  
**Overnight Visits!**

VISITORS  
SPENT A **RECORD**  
**\$12.2 Billion**  
in Indiana



Visitors spent **\$154 per trip**  
+ **\$600 Million** total over the previous year

**\$3.4 B**  
food and  
beverage

**\$2.7 B**  
shopping

**\$2.2 B**  
entertainment  
and  
recreation

**\$2.0 B**  
lodging

**\$2.0 B**  
transportation

**SAVES**  
**\$635**



**TOURISM SAVES**  
**HOOSIERS MONEY**

Without Tourism, each  
Indiana household would  
pay **\$635** more in taxes.

TOURISM DIRECTLY  
EMPLOYS MORE THAN  
**186,400 HOOSIERS**

STATEWIDE, TOURISM  
SUPPORTS **242,000 JOBS**

- + 5.9% over the previous year
- Tourism is Indiana's **largest** service industry
- **1 in 16** Indiana Workers has a job because of Tourism
- It takes only 326 visitors to support **one new job**

TOURISM DRIVES  
**INDIANA'S ECONOMY**

- **\$10.9 Billion** contribution to Indiana's Gross Domestic Product
- **89¢** of every visitor dollar stays in Indiana
- Tourism-initiated taxes reached **\$1.6 Billion**

HONEST-to-GOODNESS  
**INDIANA**  
Est. 1816

**Indiana Office of Tourism Development, 2017**

This is the fifth consecutive year tourism's economic impact was measured. This study used data from 2016, 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](http://www.VisitIndianaTourism.com)