

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%

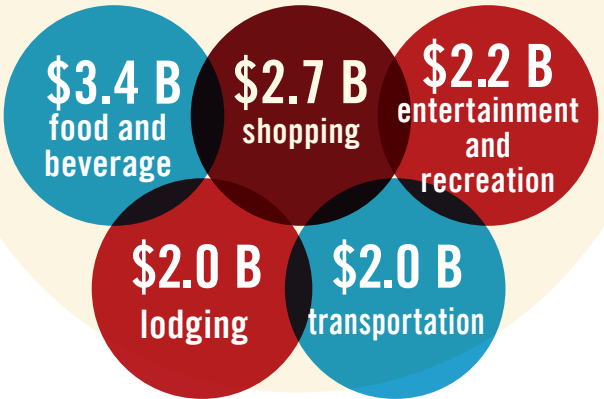
31 Million Person Stays, + 2.7%

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



SAVES
\$635
STATE AND LOCAL TAXES

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**



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