Visitor spending resulted in $9.3 BILLION in total economic impact. The 8th Consecutive Year of Growth.

Almost 81 MILLION total visitors

One Million More Visitors
+ 1.3% over the previous year

Indiana hosted 457,000 trips from international visitors

Innkeepers tax collections rose to $104 Million (+ 3%)

Record High Overnight Visits!
31.6 Million Person Stays

49.5 Million Day Trips

Visitors spent a record $13.2 Billion in Indiana
+ 4.2% over previous year

$3.7 B food and beverage
$2.9 B shopping
$2.3 B entertainment and recreation
$2.1 B lodging
$2.1 B transportation

Tourism drives Indiana’s economy
• $9.3 Billion contribution to Indiana’s Gross State Product
• 71¢ of every visitor dollar stays in Indiana

Tourism supports state & local government
$1.4 Billion generated in tax revenue. This could pay for 35% of all police and fire expenses across the state.

Tourism saves Hoosiers money
Without Tourism, each Indiana household would pay $566 more in taxes.

Visitor spending increased 4.2% over previous year

Visitor spending supports 203,900 Indiana jobs
Tourism is responsible for 5% of all Indiana jobs

Tourism employed 152,600 people
2% over the previous year

Visitor spending supports state & local government
$1.4 Billion generated in tax revenue. This could pay for 35% of all police and fire expenses across the state.

Indiana Office of Tourism Development
This is the seventh consecutive year tourism’s economic impact was measured. This study used data from 2018, 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