

# 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!**

**TOURISM  
DIRECTLY  
EMPLOYS  
MORE THAN  
147,400  
HOOSIERS**

**SAVES  
\$545 STATE AND LOCAL TAXES**



### TOURISM SAVES HOOSIERS MONEY

Without Tourism, each  
Indiana household would  
pay \$545 more in taxes.

**STATEWIDE, TOURISM  
SUPPORTS 197,200 JOBS**

- + 3.4% over the previous year
- 1 in 19 Indiana Workers has a job because of Tourism
- It takes only 400 visitors to support **one new job**

**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

### VISITOR SPENDING INCREASED 5.9% OVER PREVIOUS YEAR

Higher than these states:

**Kentucky + 5.1%**  
**Tennessee + 2.4%**  
**Ohio + 2.4%**  
**Illinois + 1.8%**



### TOURISM DRIVES INDIANA'S ECONOMY

- **\$8.7 Billion** contribution to Indiana's Gross Domestic Product
- **71¢** of every visitor dollar stays in Indiana
- Tourism-initiated taxes reached **\$1.36 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](http://www.VisitIndianaTourism.com)