

A record year for INDIANA TOURISM

Indiana destinations welcomed a record

77 MILLION
TOTAL VISITORS

+ 4.3% over the previous year



LEISURE TRAVELERS COMPRISED
82% OF TOTAL VISITORS

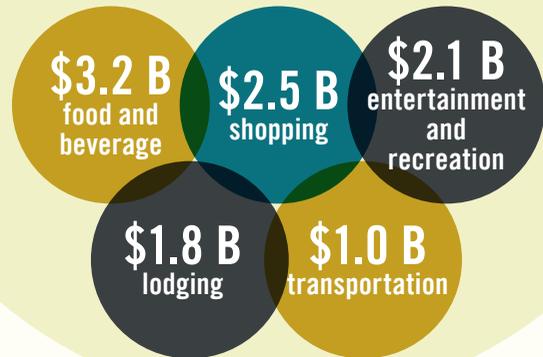
Trip types increased over previous year

Day trippers + 3.7%

Overnight visitors + 2.3%

VISITORS SPENT
A RECORD
\$11.5 Billion
in Indiana

+ 8.6% over the previous year



TOURISM DIRECTLY EMPLOYS MORE THAN
155,000 HOOSIERS

STATEWIDE, TOURISM SUPPORTS
202,000 JOBS

- + 5.9% over the previous year
- Tourism is the fastest growing jobs sector in Indiana
- 1 in 15 Indiana workers has a job because of tourism activity
- It takes **only 380** visitors to support one new job

TOURISM DRIVES INDIANA'S ECONOMY

- **\$8.7 Billion** contribution to Indiana's Gross Domestic Product
- 76¢ of every \$1 spent by visitors stays in Indiana
- State & local tourism-initiated taxes reached **\$1.3 Billion**, + 9% over the previous year.

TOURISM SAVES
HOOSIERS MONEY

If tourism didn't exist in Indiana, each Hoosier household would pay an average of \$550 to make up for it.

SAVES
\$550



HONEST-to-GOODNESS
INDIANA
Est. 1816

Indiana Office of Tourism Development, 2016

"The Tourism Industry in Indiana" study of economic impact (December 2016) was conducted by Rockport Analytics and Reach Market Planning, utilizing 2015 data.

www.visitindianatourism.com