

Another  
**RECORD**  
year for

# INDIANA TOURISM

Visitor spending resulted in \$9 Billion in total economic impact  
The 7th Consecutive Year of Growth

**80 MILLION**  
TOTAL VISITORS

**One Million More Visitors**  
+ 1.3% over the previous year

Indiana hosted  
**415,000 trips** from  
international visitors

**Innkeepers tax collections**  
rose to **\$105 Million (+ 5%)**

**Record High Overnight Visits!**  
31.2 Million Person Stays

48.8 Million Day Trips



VISITORS  
SPENT A **RECORD**  
**\$12.7 Billion**  
in Indiana  
+ 3.7% over previous year



Visitors spent **\$158 per trip**  
+ 2.5% over the previous year

**\$3.5 B**  
food and  
beverage

**\$2.8 B**  
shopping

**\$2.2 B**  
entertainment  
and  
recreation

**\$2.1 B**  
lodging

**\$2.0 B**  
transportation

**TOURISM SAVES  
HOOSIERS MONEY**  
Without Tourism, each  
Indiana household would  
pay **\$561** more in taxes.

**SAVES**  
**\$561** STATE AND LOCAL **TAXES**



VISITOR SPENDING  
INCREASED  
**3.7% OVER  
PREVIOUS YEAR**



Visitor  
spending  
supported  
**2,630**  
more jobs  
+ 1.4% over the previous year

VISITOR SPENDING  
**SUPPORTS 199,830 INDIANA JOBS**

- **1 in 19** Indiana Workers has a job because of Tourism
- Tourism is responsible for **5%** of all Indiana jobs

**TOURISM DRIVES  
INDIANA'S ECONOMY**



- **\$9.8 Billion** contribution to Indiana's Gross Domestic Product
- **72¢** of every visitor dollar stays in Indiana
- **\$1.4 Billion** generated in State and Local Tax

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

**Indiana Office of Tourism Development, 2018**

This is the sixth consecutive year tourism's economic impact was measured. This study used data from 2017, 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)

The 2016 study was recently revised. Revisions were prompted by the discovery of an error in the IMPLAN Model user interface which overvalued the amount of visitor retail spending that was retained in the Indiana economy during 2016. This especially impacted the induced effects of tourism. Other visitor spending categories were unaffected by this error. The error was corrected and 2016 impacts were re-estimated to ensure accurate comparisons with 2017 figures.