

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

\$3.2 B
food and
beverage

\$2.5 B
shopping

\$2.1 B
entertainment
and
recreation

\$1.8 B
lodging

\$1.0 B
transportation

SAVES
\$550



**TOURISM SAVES
HOOSIERS MONEY**

Without Tourism, each
Indiana household would
pay **\$550** more in taxes.

**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

**TOURISM DRIVES
INDIANA'S ECONOMY**

- **\$8.7 Billion** contribution to Indiana's Gross Domestic Product
- 76¢ of every visitor dollar stays in Indiana
- Tourism-initiated taxes reached **\$1.4 Billion**, + 9% over the prior year

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