

THE TOURISM INDUSTRY IN INDIANA

The Indiana tourism industry enhances the quality of life and economic vitality of our communities

Indiana businesses welcomed over

72 MILLION
TOTAL VISITORS

INDIANA VISITORS

- 1 contributed **\$7.9 BILLION** to Indiana's Gross Domestic Product
- 2 supported over **187,000 JOBS**
- 3 generated over **\$2.2 BILLION** in tax receipts
- 4 paid **\$572 MILLION** in Indiana sales tax, 8.5% of the total sales tax receipts

If visitors stopped coming to Indiana, each Indiana household would have to pay an additional \$478 in state and local taxes to make up for it.



77% of every \$1 spent in Indiana's tourism economy remains in the state to support local businesses

VISITORS SPENT
\$10.3 BILLION
in Indiana



Tourism is the
6th LARGEST INDUSTRY
IN INDIANA

- ~ directly employs 140,500 workers
- ~ pays direct wages of over \$3.1 billion



LEISURE TRAVELERS
COMPRISED
85% OF TOTAL
VISITORS

**PERCENTS THAT MAKE
GOOD SENSE**

Tourism is ...

1.5%
of Indiana's
Gross Domestic
Product

4.7%
of total jobs
in the state

6.3%
of state &
local tax
receipts



Indiana Office of Tourism Development, 2015

"The Tourism Industry in Indiana" study of economic impact (December 2014) was conducted by Rockport Analytics and Reach Market Planning, utilizing 2013 data.

www.visitindianatourism.com