

Another Record Setting Year for Indiana Tourism

The 2017 Contribution of Travel & Tourism to the Indiana Economy



HONEST-*to*-GOODNESS
INDIANA
Est. 1816

Table of Contents

2017 Indiana Tourism Highlights

Background & Methodology

2016 – 2017 Indiana Tourism Performance

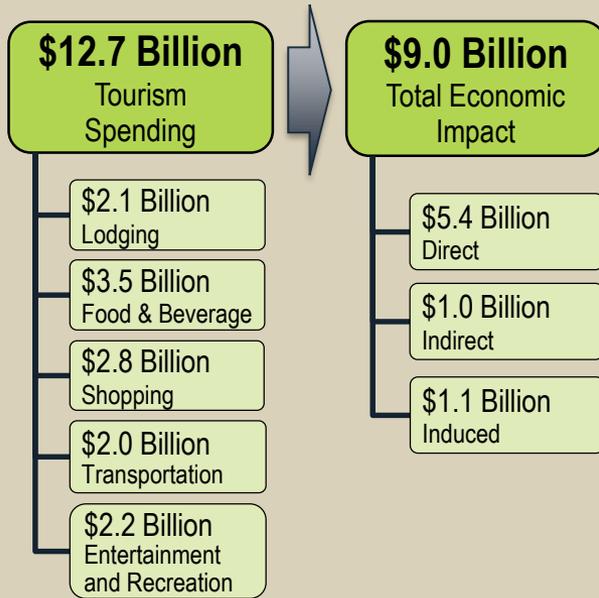
2017 Tourism’s Contribution to the Indiana Economy

2016 – 2017 Indiana Tourism by County

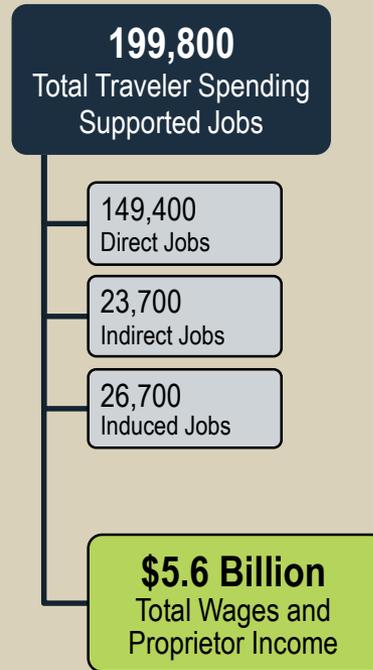
How Does Tourism Benefit Indiana?



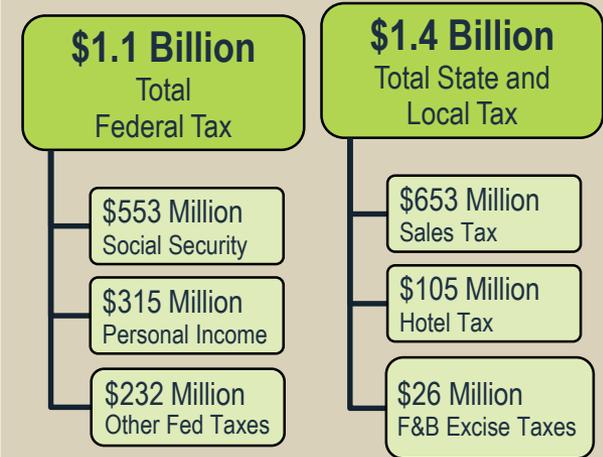
Tourism and Impact



Jobs and Wages



Tax Revenue Generated



- Hoosier tourism set yet another record during 2017 with 80 million visitors¹ spending nearly \$12.7 billion on lodging, food & beverage, entertainment, shopping, and transportation –all within Indiana. This was up 3.7% from year before and represents the seventh consecutive year of Indiana tourism growth. Visitors spent an average of \$158 per trip across the state, up 2.5% vs. 2016.
- Of the \$12.7 billion in visitor spending, about \$9 billion was retained in the state economy providing an array of businesses with revenue, supporting jobs for Indiana citizens, and producing revenue for Indiana state and local governments. Tourism's 2017 contribution to Indiana Gross State Product (GSP) was up 3% from a revised 2016 value of \$8.6 billion. Tourism's benefit to businesses that directly served Indiana visitors (e.g. hotels, restaurants, entertainment venues) reached \$5.4 billion in 2017. The remaining \$3.6 billion accrued to Indiana supply chain and other downstream businesses.
- Indiana tourism supported about 200,000 jobs for Indiana citizens across the state, about 5.2% of all nonfarm jobs. Tourism once again helped to pace 2017 job growth in the state, expanding by 1.4% vs. a revised 2016 figure of 197,000 jobs. Meanwhile, total Indiana employment across all industries grew 1.2% in 2017. Tourism is now the 10th largest private sector employer in the state.
- All major regions of the state were up again in 2017. Tourism spending growth leaders included Muncie at +11.4% (\$125 million), Terre Haute at +4.7% (\$221 million), Lafayette at +4.5% (\$409 million), Elkhart-Goshen at +4.3% (\$230 million), and Bloomington at +4.2% (\$400 million). Indianapolis spending growth matched the state and now comprises about 42% of total Hoosier tourism.
- Indiana tourism generated about \$2.5 billion in tax receipts during 2017, a gain of \$80 billion (+3.3%) versus a revised 2016 total. Of that total, the state government received \$873 million, an increase of 3.6%, and Indiana local governments accrued \$537 million, a gain of 3.3% vs. revised 2016 figures. The largest S&L tax category remains the state sales tax at \$653 million. Visitors paid about 9% all Indiana sales in 2017. Indiana Innkeepers tax collections rose to \$105 million in 2017, up nearly 5% from the year before.

¹ UNTWTO definition of a visitor includes anyone, regardless of origin, who stayed overnight or traveled more than 50 miles one way on a day trip.

2017 Economic Impact of Tourism in Indiana

Background & Methodology



ROCKPORT
ANALYTICS

Study Overview

The economic impact of tourism in the state of Indiana was commissioned by the Indiana Office of Tourism Development. Covering the 2017 calendar year, the analysis seeks to translate the contribution made by visitors to Indiana GDP, jobs, wages, and tax receipts. The research was conducted by Rockport Analytics and Reach Market Planning, both independent market research & consulting companies, using a time-tested approach that has been applied to many state and city destinations across the United States. The goal of the study was to measure and analyze the full economic contribution that visitors make to the Indiana economy.

Methodology

The total economic impact of travelers is separated into three distinct effects: direct, indirect, and induced. The direct impacts represent the value added of those sectors that interact directly with, or touch, the visitor. The indirect impact represents the benefit to local suppliers to those direct sectors. This would include, for example, Indiana-based food suppliers to restaurants. The induced impact adds the effect of tourism-generated wages as they are spent throughout Indiana's economy.

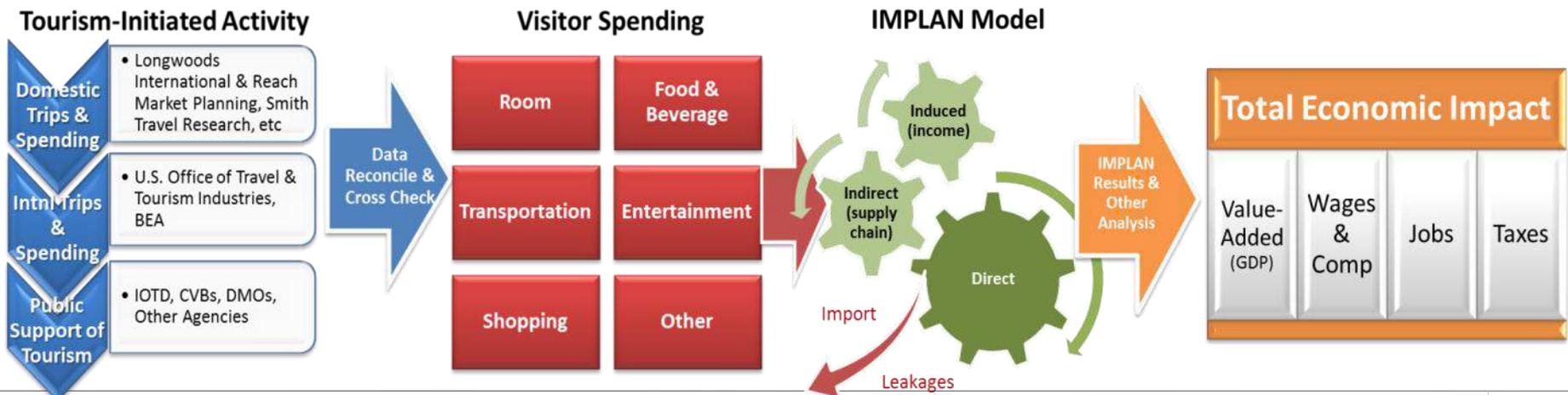
The economic impacts reported in this study are based on Indiana visitor spending as reported by Longwoods International (www.longwoods-intl.com), Reach Market Planning (www.reachmp.com) and the National Travel & Tourism Office of the Bureau of Commerce (<http://tinet.ita.doc.gov>). This traveler data is then reconciled with Bureau of Labor Statistics (BLS) reported employment data, reported tax receipts from the Indiana Department of Revenue, and other secondary sources such as Smith Travel Research, Dun & Bradstreet, and McGraw-Hill Construction. >>

Methodology Cont.

An economic model of Indiana is also critical to estimating how traveler spending resounds through the state and county-level economies. Rockport Analytics has chosen the IMPLAN model for Indiana (www.implan.com), a non-proprietary economic model that has become the standard for most economic impact assessments in the United States. This model is critical to measuring the direct, indirect, and induced impacts of visitation to the state.

IMPLAN also measures how much of each tourism dollar remains in the state economy. Total traveler spending generally exceeds the direct impact of tourism. This is because not all goods and services purchased by travelers are supplied by firms located in Indiana. The IMPLAN model accounts for these import “leakages”² to suppliers located outside of the state. Generally, the more diversified a state economy, the lower are import leakages and the higher the retention and multiplier of visitor spending.

² Leakages refer to goods and services that must be imported into to the state due to insufficient in-state capacity.



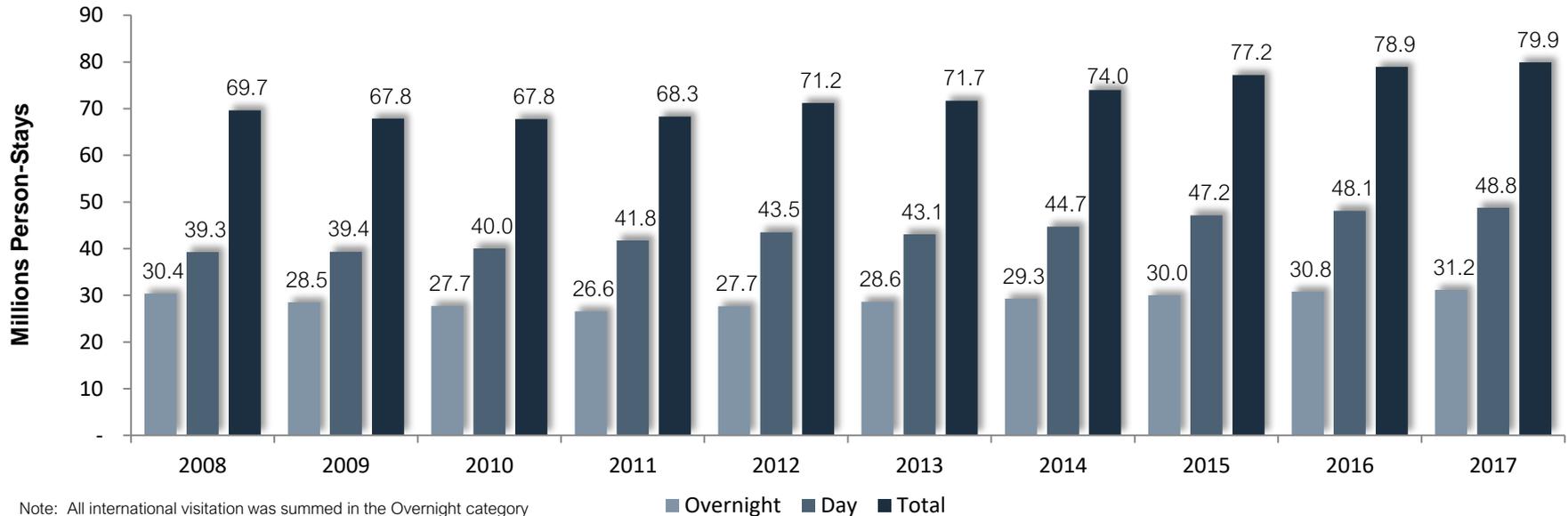
2017 Economic Impact of Tourism in Indiana

Indiana Tourism Performance



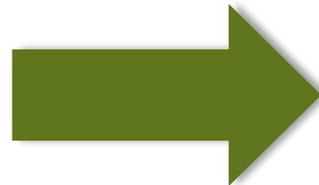
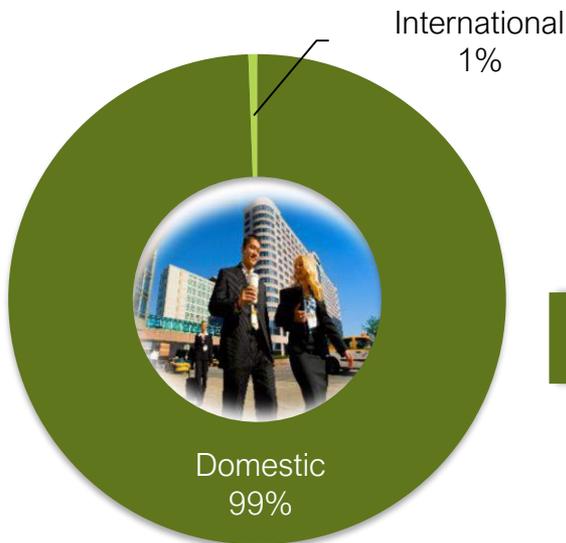
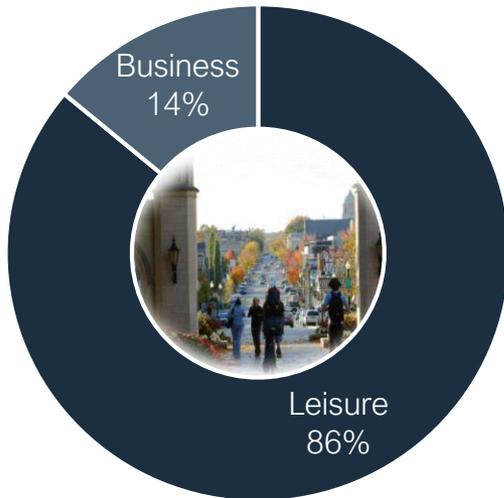
ROCKPORT
ANALYTICS

Indiana Visitor Volume: 2008 - 2017



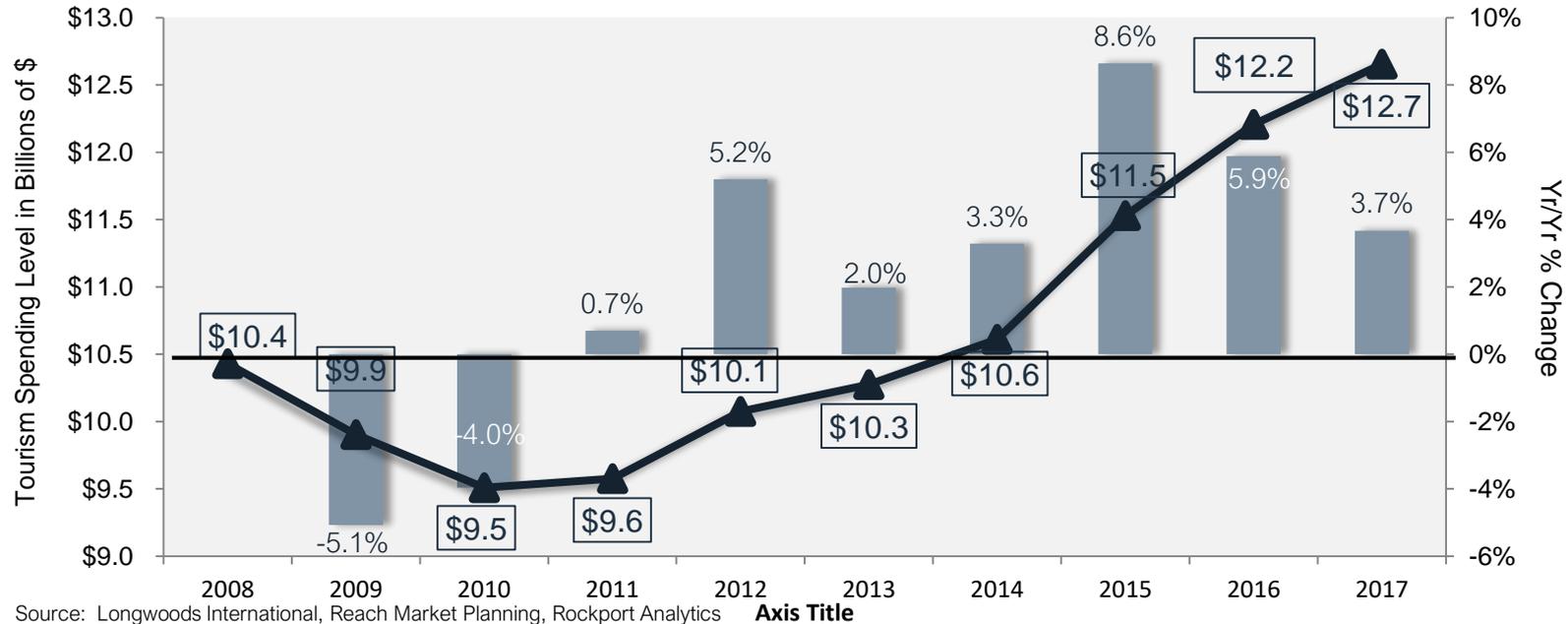
Note: All international visitation was summed in the Overnight category
 Source: Longwoods International, Reach Market Planning, OTTI, Rockport Analytics

- ✓ Indiana welcomed almost 80 million visitors to the Hoosier state in 2017, another volume record. Visitation advanced by more than 1 million, a 1.3% gain vs. year-earlier levels.
- ✓ Business trips led the growth charge, advancing nearly 8% vs. 2016. Business visitation eclipsed the 11 million mark and now comprises 14% of all Hoosier visitors.
- ✓ Daytrips remain a critical component of Indiana visitors. Hoosier daytrips reached 48.8 million, a 1.4% gain vs. 2016. Daytrips reached 48.2 million in 2016, an increase of a million trips (2.1%) over 2015, and now comprise 61 % of total visitor volume. Daytrips are measured as anyone who has traveled more than 50 miles one way to visit an Indiana destination but has not stayed overnight. They include both out-of-state and in-state visitors.
- ✓ Domestic overnight visits surpassed 31 million in 2017, a 1.2% increase over the year before. International trips added another 830 thousand mostly overnights stays. This, too, represents a new all-time high.



- ✓ Leisure travel in Indiana advanced by 0.3% to reach 68.4 million Person-stays. 86% of all Indiana trips are for the purpose of leisure travel. This compares to 1.9% for total U.S. travel.
- ✓ Business travel saw strong growth in 2017, gaining nearly 8% vs. year-earlier levels. Business trips breached the 11 million mark, 14% of total Hoosier visitation. Business trips include both convention/meetings travel and transient trips.
- ✓ Indiana has not traditionally been a strong draw for international visitors, more an issue of access rather than offerings. Still, the Hoosier state hosted an estimated 415,000 international trips in 2017, over 40% of which were from overseas origin countries.
- ✓ 12.2 million domestic visitors spent an average of \$153 per visit, up 2.5% versus 2016. Add in international visitors and per trip spend rose to \$158. This includes both day and overnight trips.

Indiana Tourism Spending



- ✓ 2017 was another record year with Indiana tourism spending reaching the \$12.7 billion mark, a 3.7% gain vs. the year earlier. Growth did decelerate slightly after two consecutive years of strong gains, a pattern shared by many U.S. destinations.
- ✓ 2017 was also the 7th consecutive year of positive tourism spending growth.
- ✓ Spend-Per-Visitor rose to \$158 in 2017, up 2.5% vs. year-earlier levels.
- ✓ At 3.7%, Indiana tourism spending growth compared favorably to Ohio (+2.3%), Wisconsin (+3.2%), and Missouri (+1.7%). Michigan (+4.2%) slightly outpaced Indiana. Kentucky, Tennessee, and Illinois have not yet reported 2017 results.

Lodging and Restaurant spending led categorical gains in 2017

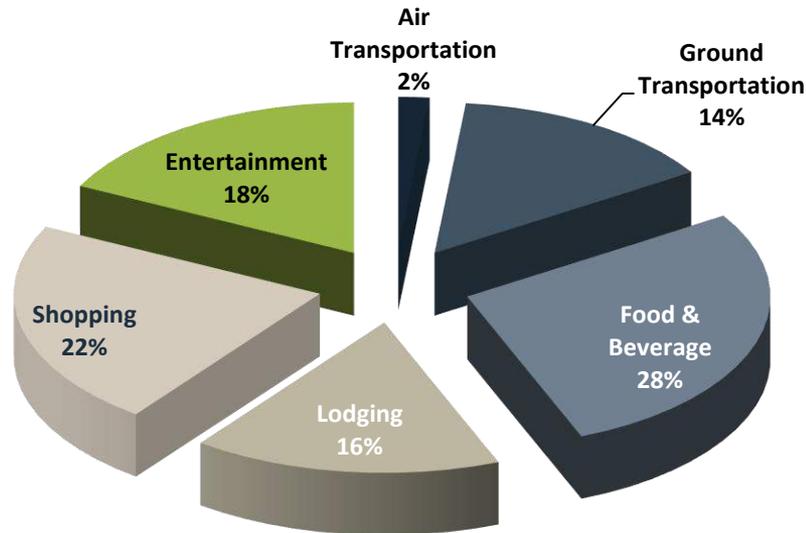
Room spending reached \$2.1 billion in 2017, up more than 5% over 2016. Room demand advanced 1.4%, occupancy was flat, and average daily rates increased 3.3% (to \$100/per) in 2017. Meanwhile, peer-to-peer accommodation options continued to make gains.

Improving wages and strong consumer confidence helped to boost F&B spending. F&B advanced 4.8% to reach \$3.5 billion in 2017



2017 Tourism Spending by Category

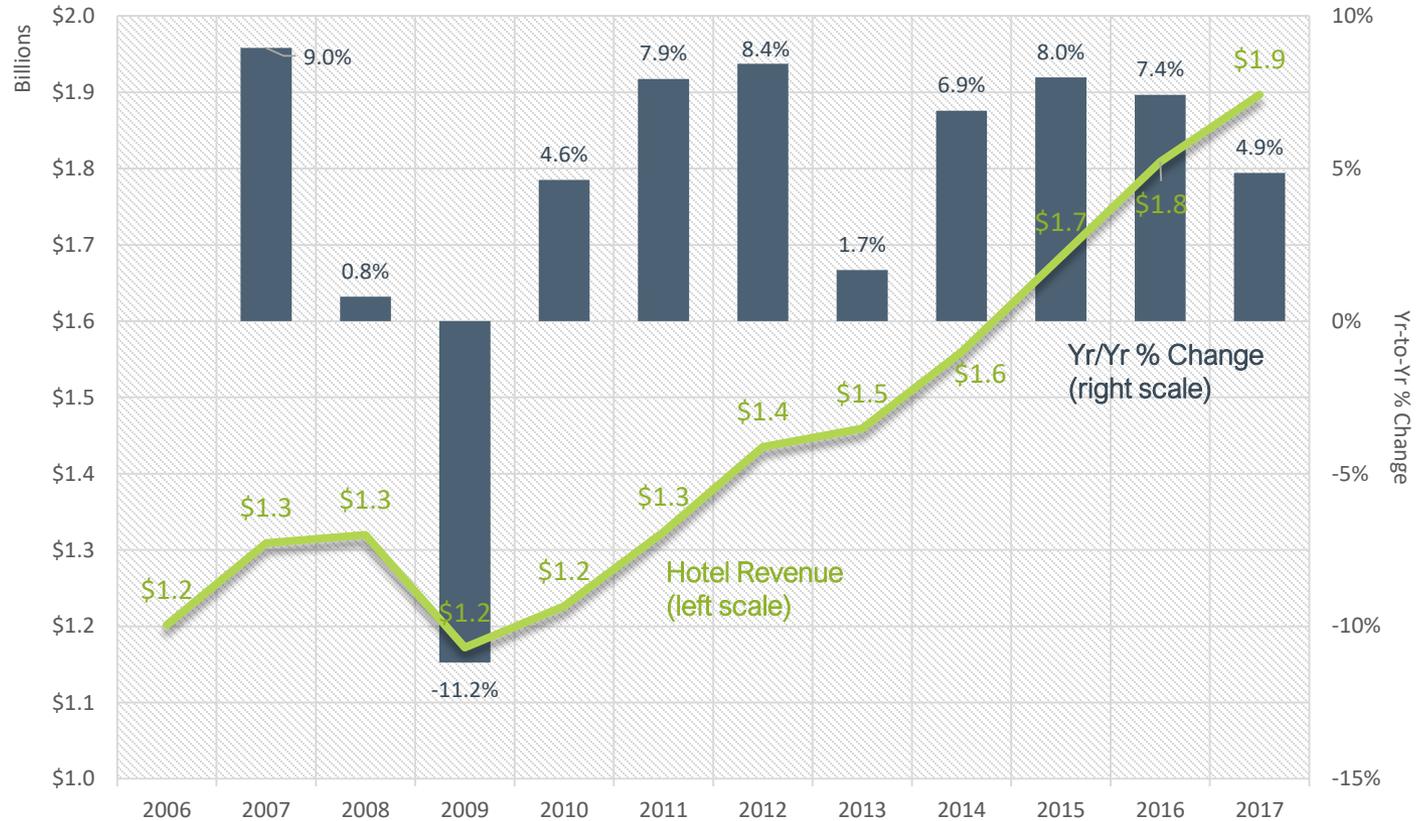
\$12.7 billion



Expenditure Category	2016	2017	Growth
	<i>In Millions USD</i>		<i>%</i>
Air Transportation	\$202	\$207	2.6%
Ground Transportation	\$1,759	\$1,814	3.1%
Food & Beverage	\$3,377	\$3,538	4.8%
Hotel	\$1,961	\$2,065	5.3%
Shopping	\$2,716	\$2,797	3.0%
Entertainment	\$2,192	\$2,235	2.0%
Total	\$12,208	\$12,655	3.7%

Source: Longwoods International, NTTO, Reach Market Planning, Smith Travel Research, Rockport Analytics

Hotel Revenue Reaches \$1.9 billion in 2017



Source: Smith Travel Research

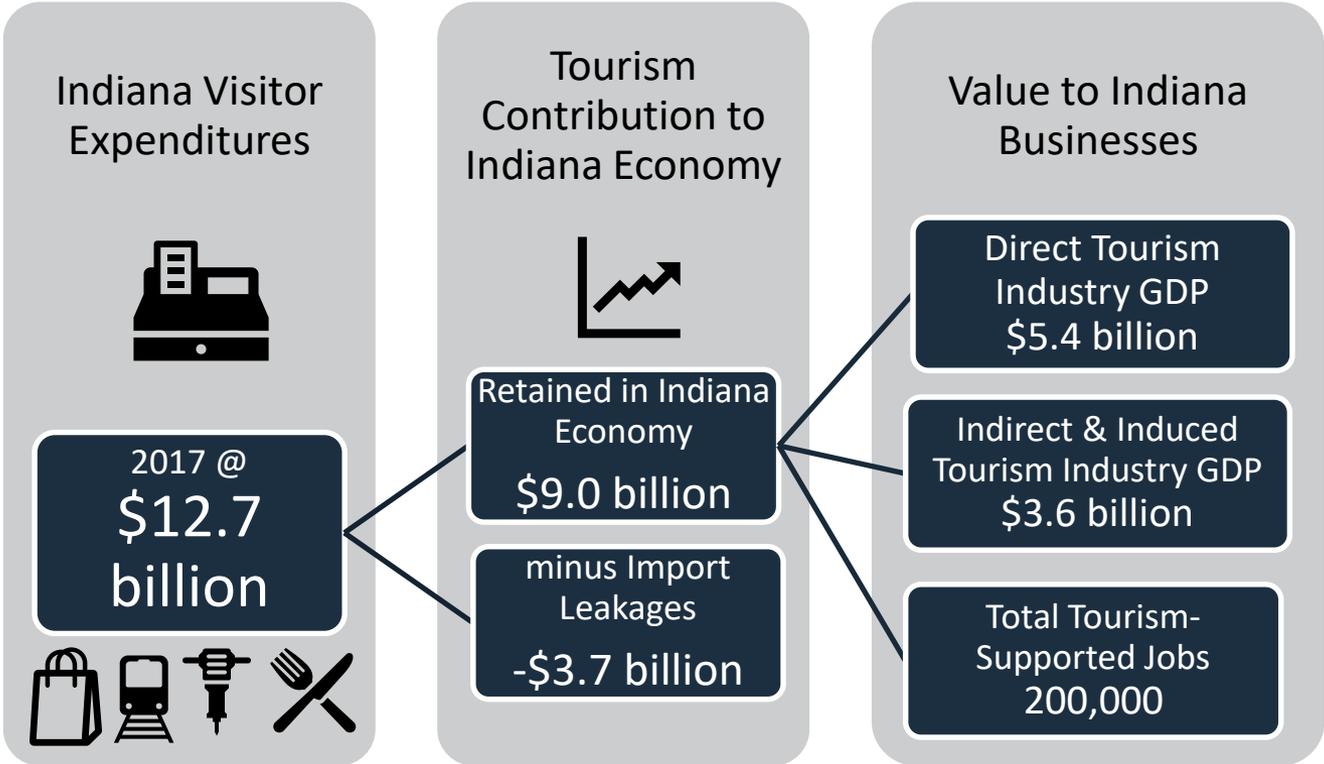
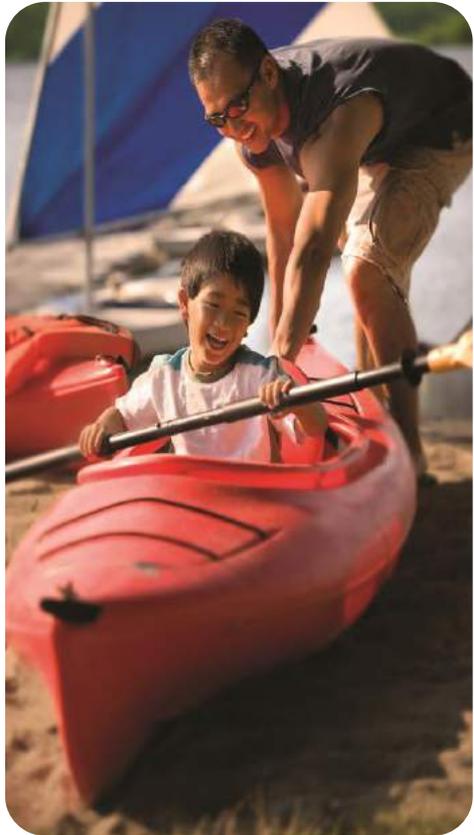
2017 Economic Impact of Tourism in Indiana

Tourism's Contribution to the Indiana Economy



ROCKPORT
ANALYTICS

Tourism's Economic Progression in Indiana



Indiana Visitor Expenditures

Expenditures include:

- Visitor spending on hotel, F&B, rental homes, shopping, recreation, etc.
- From visitors from Indiana, other U.S., & international
- On leisure & business trips
- Overnight or day trips

Tourism Contribution to Indiana Economy

Indiana retains about 72¢ of every tourism dollar spent in the state

Leakages refer to goods & services that are imported into Indiana from outside due to insufficient local supply

Value to Indiana Businesses

Direct Tourism refers to businesses that serve Indiana visitors (e.g. hotels, restaurants, retail, entertainment)

Indirect & Induced Tourism includes construction, business services, wholesale trade, personal services, etc.

Jobs include full & part-time

2017 Economic Impact Summary

2017 Metric	Direct	Indirect	Induced	Total	% Vs. 2016	Difference from Revised 2016
Total Visitor Volume (<i>millions of Person-Trips</i>)				80.0M	1.3%	1.0M
Total Tourism Spending (<i>in billions of current \$</i>)				\$12.7B	3.6%	\$447M
Economic Impact (GDP) (<i>in millions of current \$</i>)	\$5.4B	\$1.7B	\$2.0B	\$9.0B	3.0%	\$262M
Wages (<i>in billions of current \$</i>)	\$3.4B	\$1.0B	\$1.1B	\$5.6B	3.0%	\$164M
Jobs	149,440	23,650	26,740	199,830	1.4%	2,700
Tax Receipts (<i>in millions of current \$</i>)				\$2,526	3.3%	+\$80
Federal				\$1,116	3.0%	+\$33
State				\$873	3.6%	+\$30
Local				\$537	3.3%	+\$17

Highlights:

- Hoosier hospitality greeted 80 million visitors to the state in 2017, an increase of 1 million visitors over the year before. This was the 7th consecutive year of visitor growth and another new record for Indiana.
- Indiana tourism spending reached \$12.7 billion, representing a 3.6% gain vs. year-earlier levels.
- Tourism contributed \$9 billion to Indiana GDP in 2017 vs. a revised level of \$8.7B in 2016. Tourism supported nearly 200,000 jobs, up 2,700. Based upon employment, Tourism now ranks as Indiana's 10th largest private industry.
- Visitor commerce contributed more than \$1.4 billion in 2017 tax receipts to Indiana state and local governments.

Tourism Supports Sales in a Multitude of Industries Across the State

Indiana Tourism: 2017 Economic Impact (Value Added/GDP)

Industry (NAICS)*	Direct	Indirect	Induced	Total
	<i>in millions of dollars</i>			
72 Accommodation & food services	\$2,598.6	\$65.5	\$95.3	\$2,759.4
71 Arts- entertainment & recreation	\$1,182.5	\$43.4	\$32.3	\$1,258.2
48-49 Transportation & Warehousing	\$820.6	\$75.7	\$39.8	\$936.2
44-45 Retail trade	\$637.9	\$22.0	\$255.4	\$915.3
53 Real estate & rental	\$89.3	\$231.4	\$425.1	\$745.8
54 Professional- scientific & tech svcs	\$13.4	\$234.5	\$74.8	\$322.7
92 Government	\$12.5	\$81.5	\$24.3	\$118.3
11 Ag, Forestry, Fish & Hunting	\$0.0	\$9.1	\$6.2	\$15.3
21 Mining	\$0.0	\$4.1	\$1.6	\$5.7
22 Utilities	\$0.0	\$117.9	\$47.6	\$165.4
23 Construction	\$0.0	\$65.9	\$21.4	\$87.2
31-33 Manufacturing	\$0.0	\$105.3	\$53.6	\$158.9
42 Wholesale Trade	\$0.0	\$61.6	\$103.6	\$165.3
51 Information	\$0.0	\$97.1	\$52.0	\$149.1
52 Finance & insurance	\$0.0	\$141.7	\$168.2	\$309.8
55 Management of companies	\$0.0	\$56.5	\$8.6	\$65.1
56 Administrative & waste services	\$0.0	\$189.1	\$53.7	\$242.7
61 Educational svcs	\$0.0	\$4.3	\$34.3	\$38.6
62 Health & social services	\$0.0	\$0.3	\$368.8	\$369.1
81 Other services	\$0.0	\$75.8	\$85.0	\$160.8
Total 2017	\$5,354.9	\$1,682.6	\$1,951.4	\$8,989.0
Total 2016 (revised)	\$5,200.6	\$1,632.9	\$1,893.9	\$8,727.5
% Change	3.0%	3.0%	3.0%	3.0%

Direct

Businesses that serve Indiana visitors

Indirect

Supply Chain businesses that often do not fully appreciate the benefits visitors bring to Indiana

Induced

Tourism-supported workers spend much of their wages locally creating benefits to virtually all local businesses

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Tourism Supports Indiana Jobs in Many Different Sectors

Indiana Tourism: 2017 Economic Impact (Employment)

Industry (NAICS)*	Direct	Indirect	Induced	Total
72 Accommodation & food services	78,290	2,310	3,370	83,970
71 Arts- entertainment & recreation	30,060	1,670	740	32,470
48-49 Transportation & Warehousing	25,630	1,190	590	27,400
44-45 Retail trade	14,410	490	5,570	20,470
53 Real estate & rental	660	2,280	1,400	4,340
92 Government & non NAICs	200	940	310	1,450
54 Professional- scientific & tech svcs	180	2,880	930	3,990
11 Ag, Forestry, Fish & Hunting	0	170	90	260
21 Mining	0	40	20	60
22 Utilities	0	240	110	350
23 Construction	0	1,020	270	1,290
31-33 Manufacturing	0	950	360	1,310
42 Wholesale Trade	0	490	830	1,320
51 Information	0	970	350	1,320
52 Finance & insurance	0	1,170	1,450	2,630
55 Management of companies	0	490	70	560
56 Administrative & waste services	0	4,700	1,320	6,010
61 Educational svcs	0	120	990	1,120
62 Health & social services	0	0	5,810	5,810
81 Other services	0	1,540	2,170	3,710
Total 2017	149,440	23,650	26,740	199,830
Total 2016 (revised)	147,400	23,360	26,390	197,160
% Change	1.4%	1.2%	1.3%	1.4%

- ✓ Just short of 150,000 Indiana jobs were directly supported by tourism in 2017. An additional 24k jobs were supported by IN's tourism supply chain.
- ✓ Meanwhile, wages paid to these workers and spent locally supported another 27,000 Hoosier jobs in 2017.
- ✓ Direct tourism employment expanded by 1.4% versus a revised 2016 level. Meanwhile, total Indiana job growth was only 1.2% in 2017.
- ✓ Many of Indiana's indirect and induced tourism-supported workers may not realize the importance of IN visitors

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

2017 Tourism in Indiana: Ranking of Major Industries By Total Employment

Rank	Industry	2017 Tourism-Initiated Jobs	2017 Reported*	2017 Tourism-Extracted**	% of Total Employment	17-v-16 Growth Rate
1	Manufacturing	-	551,708	551,708	14.4%	2.4%
2	Government	203	444,668	444,465	11.6%	-0.2%
3	Health & social services	-	443,058	443,058	11.6%	2.0%
4	Retail trade	14,415	401,007	386,592	10.1%	0.1%
5	Administrative services	-	233,264	233,264	6.1%	0.2%
6	Other Services	-	226,248	226,248	5.9%	0.7%
7	Construction	-	206,542	206,542	5.4%	4.0%
8	Accommodation & food services	78,295	280,321	202,026	5.3%	0.3%
9	Professional services	177	176,251	176,074	4.6%	1.8%
10	Finance & insurance	-	154,399	154,399	4.0%	2.1%
11	Tourism Industry	149,441		149,441	3.9%	1.4%
12	Real estate & rental	661	143,732	143,071	3.7%	2.4%
13	Transportation & Warehousing	25,628	166,118	140,490	3.7%	0.8%
14	Wholesale Trade	-	127,980	127,980	3.3%	0.6%
15	Educational services	-	85,826	85,826	2.2%	0.1%
16	Arts- entertainment & recreation	30,062	72,578	42,516	1.1%	1.6%
17	Information	-	39,853	39,853	1.0%	-3.1%
18	Management of companies	-	39,033	39,033	1.0%	0.0%
19	Utilities	-	15,103	15,103	0.4%	3.5%
20	Mining	-	13,154	13,154	0.3%	2.0%
21	Ag, Forestry, Fish & Hunting	-	9,758	9,758	0.3%	-2.2%
Total Indiana Employment		149,441	3,830,601	3,830,601	100%	1.2%

Source: Rockport Analytics, BEA, IMPLAN

* **2017 Reported:** As released by the **Bureau of Economic Analysis** and the Indiana Department of Labor. Includes both Full & Part-Time Jobs.

** **2017 Tourism Extracted:** Tourism's contribution to jobs in each industry is removed and placed in "Indiana's **Tourism Industry**"

2017 Vs. 2016 Tourism Tax Revenue Collections

	2016	2017	% Change
Federal:	<i>in thousands of dollars</i>		
Corporate Income	\$149,157	\$153,462	2.9%
Personal Income	\$305,521	\$314,799	3.0%
Excise & Fees	\$91,613	\$94,396	3.0%
Social Security & Other Taxes	\$536,954	\$553,265	3.0%
Federal Total	\$1,083,245	\$1,115,922	3.0%
State:			
Corporate Income	\$21,085	\$21,694	2.9%
Personal Income	\$102,312	\$105,419	3.0%
Social Insurance Taxes	\$5,457	\$5,623	3.0%
Other Business Taxes	\$34,422	\$35,467	3.0%
Excise & Fees	\$44,937	\$46,299	3.0%
Rental Car Excise	\$5,399	\$5,566	3.1%
Sales Taxes	\$629,283	\$652,867	3.7%
Indiana Total	\$842,894	\$872,935	3.6%
Local:			
Personal Income	\$14,616	\$15,060	3.0%
Hotel Tax	\$100,402	\$105,306	4.9%
Admission Taxes	\$1,343	\$1,420	5.7%
Property Taxes	\$370,261	\$381,510	3.0%
Rental Car	\$2,779	\$2,884	3.8%
Food & Beverage	\$25,195	\$25,580	1.5%
Other Licenses, Fines & Fees	\$5,339	\$5,501	3.0%
Local Total	\$519,934	\$537,261	3.3%
Total Indiana Tourism-Initiated Taxes	\$2,446,073	\$2,526,118	3.3%

Tourism-Initiated State & Local Tax Receipts Reach \$1.4 billion in 2017

- ✓ Total Tourism-initiated taxes were \$2.5 billion in 2017, a gain of 3.3% from a revised 2016. Stronger sales (+3.7%), admissions (+5.7%), hotel (+4.9%), and rental car taxes (+3.8%) paced 2017 gains.
- ✓ Tourism contributed over \$650 million to Indiana sales tax receipts. This was up nearly 4% from 2016. Visitors now constitute almost 9% of all sales taxes collected in the state.
- ✓ Innkeepers taxes across the state rose by nearly 5% in 2017 to just over \$105 million. This came from a combination of rising room demand and higher daily rates. Innkeeper tax rates remained steady during the year, continuing to range from a low of 3.5% in Cass County to a high of 10% in Marion County.
- ✓ If tourism did not exist in Indiana, taxing authorities around the state would need to generate an average of \$561 in additional state & local taxes from each of Indiana's 2.5 million households to maintain current levels of receipts.
- ✓ Tourism provides about 1.5% of Indiana's GSP and 4% of its jobs but contributes over 5% of all state & local tax collections.

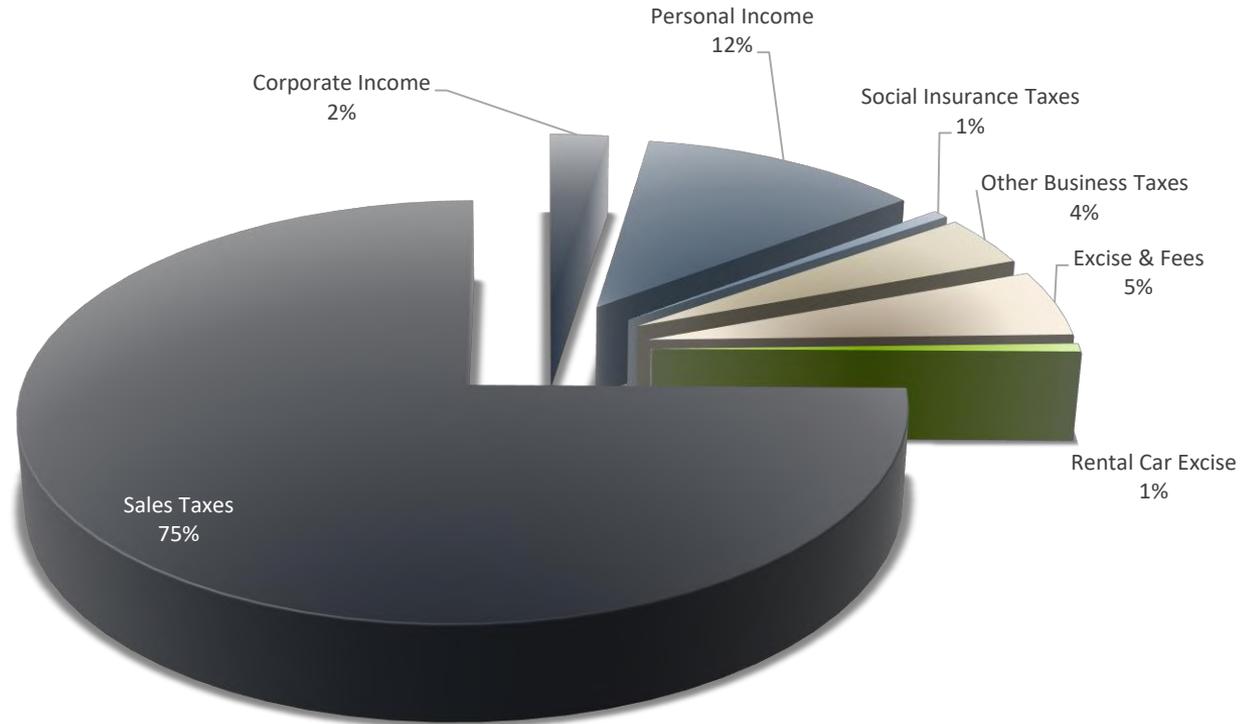
Visitors Pay Nearly 9% of All Sales Tax Receipts in the State

Nearly every dollar of visitor spending is subject to the 7% Indiana sales tax. Tourism-initiated sales tax collections totaled \$652 million in 2017, up nearly 4% vs. 2016. Sales taxes comprise three quarters of all tourism-initiated state taxes.

State income taxes paid by tourism workers and companies totaled \$133 million in 2017. Income and excise taxes, plus other business taxes and license fees rounded out the remaining 25% of tourism-initiated state taxes.

2017 State Tax Sources

Total = \$873 million



Source: Rockport Analytics, IMPLAN, Indiana Department of Revenue

Innkeepers taxes expand by almost 5% in 2017 to reach over \$105 million

Expanding room demand and rising daily rates lead to another strong year for Innkeepers tax receipts. Hotel taxes comprised nearly 20% of local tourism-initiated taxes.

Food & Beverage excise taxes paid by visitors totaled \$26 million across the state

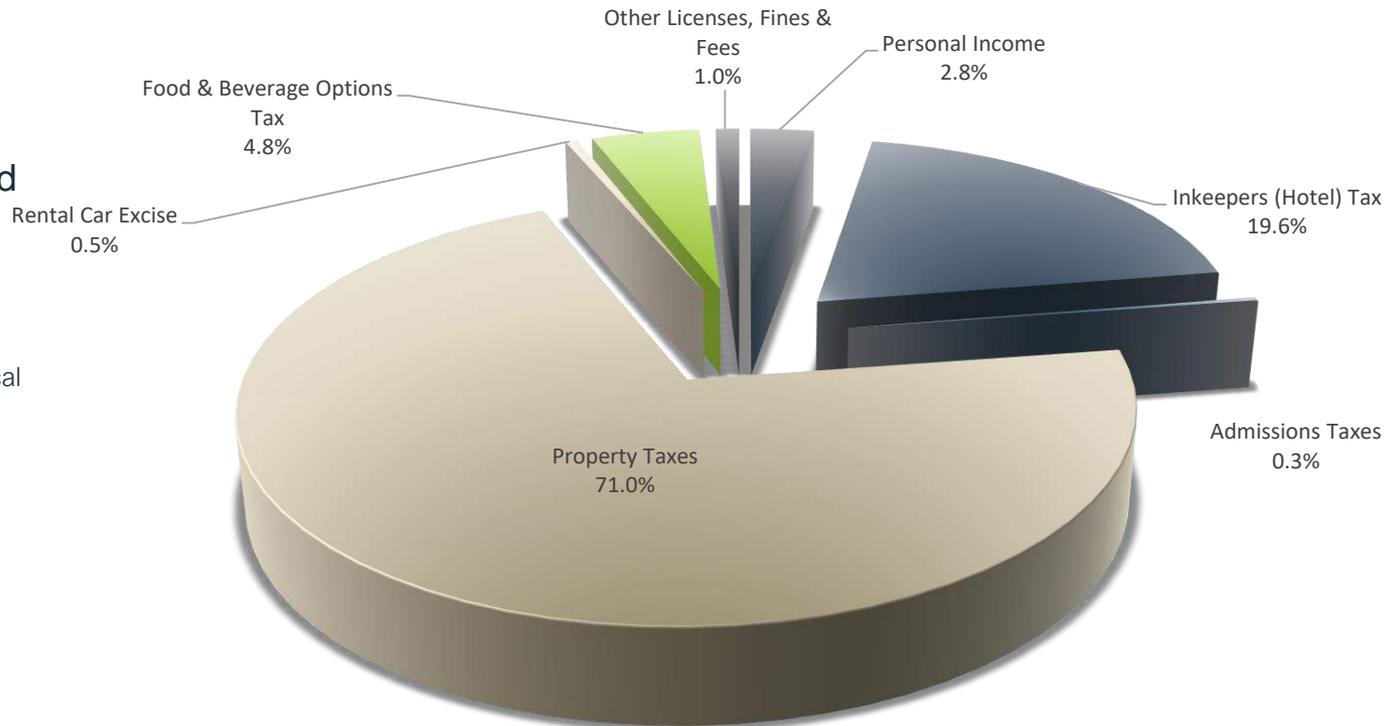
F&B receipts paid by visitors comprised about 40% of total F&B collections (Indiana residents paid the remainder). F&B excises now comprise 5% of all local tourism taxes.

Tourism's contribution to Indiana property taxes estimated at \$382 million in 2017

Property taxes are calculated by the IMPLAN model. The model allocates a portion of total property tax receipts based upon tourism's contribution to residential wages (for residential property taxes) and commercial revenue (for commercial property taxes).

2017 Local Tax Sources

Total = \$537 million



Source: Rockport Analytics, IMPLAN, Indiana Department of Revenue, CIB

How Does Tourism Benefit Indiana? Putting Tourism in Perspective

- ✓ 1 in every 19 Indiana workers owes his/her job to tourism activity
- ✓ Tourism was responsible for 5% of all Indiana jobs in 2017
- ✓ Average Direct Tourism wages rose to \$23,100 in 2017. This includes both full & part-time workers
- ✓ Tourism was responsible for nearly 5% of all new Indiana private jobs in 2017

Promoting a Healthy Job Market



- ✓ Tourism-initiated state & local tax collections were enough to educate nearly 185,000 IN public school students* or more than 18% of total K-12 enrollment.
- ✓ In 2017, tourism-initiated S&L tax collections were enough to support 26,000 public school teachers
- ✓ It takes just 1,270 more visitors to pay for an additional school teacher

Contributing to Public Education & Other Gov Services



- ✓ Visitors generated top-line revenue totaling \$12.7 billion benefiting a broad array of Indiana businesses
- ✓ Indiana businesses that directly served visitors saw value-added of \$5.4 billion in 2017, up 3% over 2016
- ✓ Indiana tourism supply chain businesses racked up value-added of \$1.7 billion, also a 3% gain vs. year-earlier results

Benefiting Indiana Businesses



- ✓ Indiana tourism contributed over \$1.4 billion in tax revenue to state and local coffers in 2017.
- ✓ Indiana visitors paid 8.6% of all sales taxes in the state (\$653 million) during 2017.
- ✓ Tourism-initiated state and local taxes were sufficient to pay 39% of all police and fire expenses across the state in 2017**

Providing Tax Revenue to Support Local State & Local Government



- ✓ Take away Indiana tourism and each of its 2.5 million households would have to pay \$560 more in S&L taxes to maintain current levels of receipts.
- ✓ Tourism was responsible for 1.5% of Indiana Gross State Product in 2017. However, it contributed over 5.4% of all state & local taxes.
- ✓ Tourism-initiated S&L taxes increased 3.7% vs. 2016, while all S&L taxes rose just 1.7%.

Helping to Relieve the Tax Burden of Indiana Households



- ✓ For every \$1 spent by Indiana visitors in 2017 the state economy retained about 72¢.
- ✓ About 43¢ of each visitor dollar went towards paying Indiana workers a total of \$5.5 billion in wages and salaries.
- ✓ About 11¢ of each visitor dollar went towards the payment of Indiana state and local taxes.

Capturing and Retaining the Expenditures Made By Visitors



*Estimate based on NEA estimate of the average 2017 cost of per student in Indiana public schools

** US Bureau of Labor Statistics, Indianapolis Metropolitan Police Department



Rockport Analytics

West Chester, PA
Annapolis, MD

web: rockportanalytics.com
email: info@rockportanalytics.com
phone: (866) 481-9877



ROCKPORT
ANALYTICS