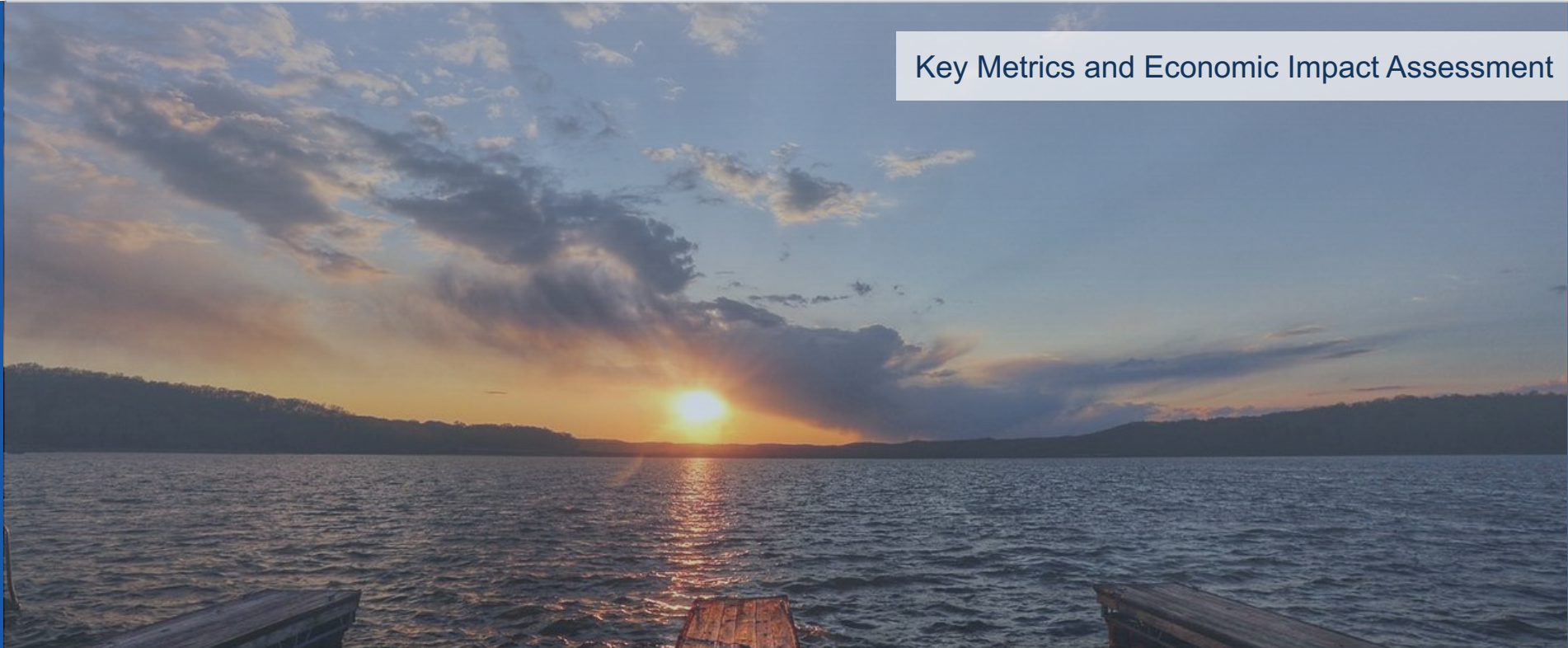


February 2023



2021 ECONOMIC CONTRIBUTION OF TOURISM IN MONROE COUNTY

Key Metrics and Economic Impact Assessment



Key Inputs & Data Tools



Indiana Destination Development Corporation

2018 Tourism Economic Impact Study
Tourism Support/Promo Spending
<https://www.in.gov/iddc/>



Longwoods International

Visitor Volume & Spending
Panel survey of 600,000 households per year
<http://www.longwoods-intl.com/>



Government Sources

Bureau of Labor Statistics
Bureau of Economic Analysis
IN Gaming Commission
Indiana Office of Fiscal & Management Analysis



Private Data Sources

STR (Formerly Smith Travel Research)



IMPLAN Model

Local economic model
Defacto standard for most economic impact work
www.implan.com

Study Overview & Methodology

Study Overview

A research cooperative was formed in 2018 by the Indiana Office of Tourism Development (now part of the Indiana Destination Development Corporation) and Tourism Tomorrow to make this county-level economic impact study possible. The research cooperative engages leading and nationally recognized tourism research and economics experts. It was established to align the state of Indiana, its counties and largest cities around common research methodologies and industry best practices. This 2020 Economic Impact Study of Tourism in Monroe County was conducted by Rockport Analytics, an independent market & economic research firm.

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, Monroe County-based food suppliers to restaurants. The induced impact adds the impact of tourism-generated wages as they are spent throughout the local economy on an array of goods & services.

The economic impacts reported in this study are based on traveler spending as reported in the 2020 Economic Impact of Tourism in Indiana Study, augmented by other data from Longwoods International (<http://www.Longwoods-Intl.com/>), Reach Market Planning, and Office of Travel & Tourism Industries data on international visitation and spending (<https://www.trade.gov/national-travel-and-tourism-office>). These traveler data are reconciled with Bureau of Labor Statistics (BLS) reported employment data, Bureau of Economic Analysis (BEA) reported earnings data, and reported county tax collections to derive spending levels that are representative at the county level.

Study Overview & Methodology

Methodology (continued)

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 Monroe County (www.implan.com), a non-proprietary economic model that is the defacto 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.

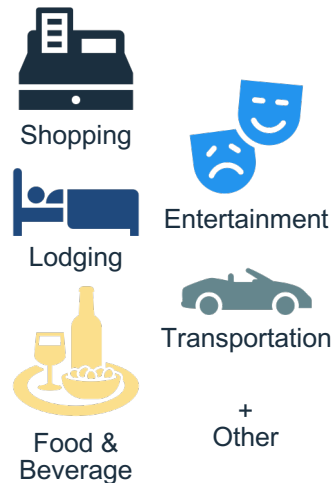
IMPLAN also to measure how much of each tourism dollar remains in the local economy. Total traveler spending generally exceeds the direct impact of tourism. This is because not all goods and services purchased by travelers are supplied by firms located in the local area. The IMPLAN model accounts for these import “leakages” to suppliers located outside of the county. Many economic impact studies do not account for these leakages and, therefore, overestimate the actual impact of an industry. Generally, the more diversified a county’s economy, the lower are import leakages and the higher the retention and multiplier of visitor spending.

Tourism-Supported Activity

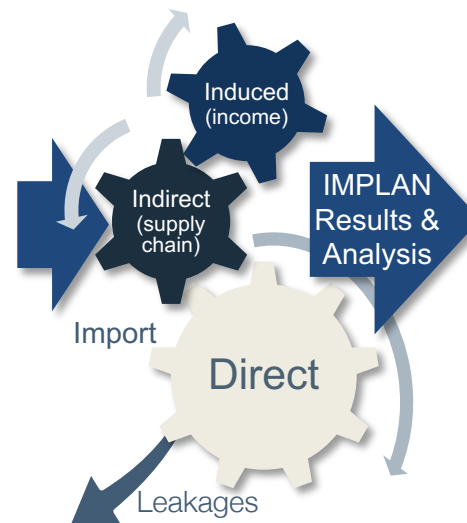


Data Reconcile & Cross Check

Visitor Spending



IMPLAN Model

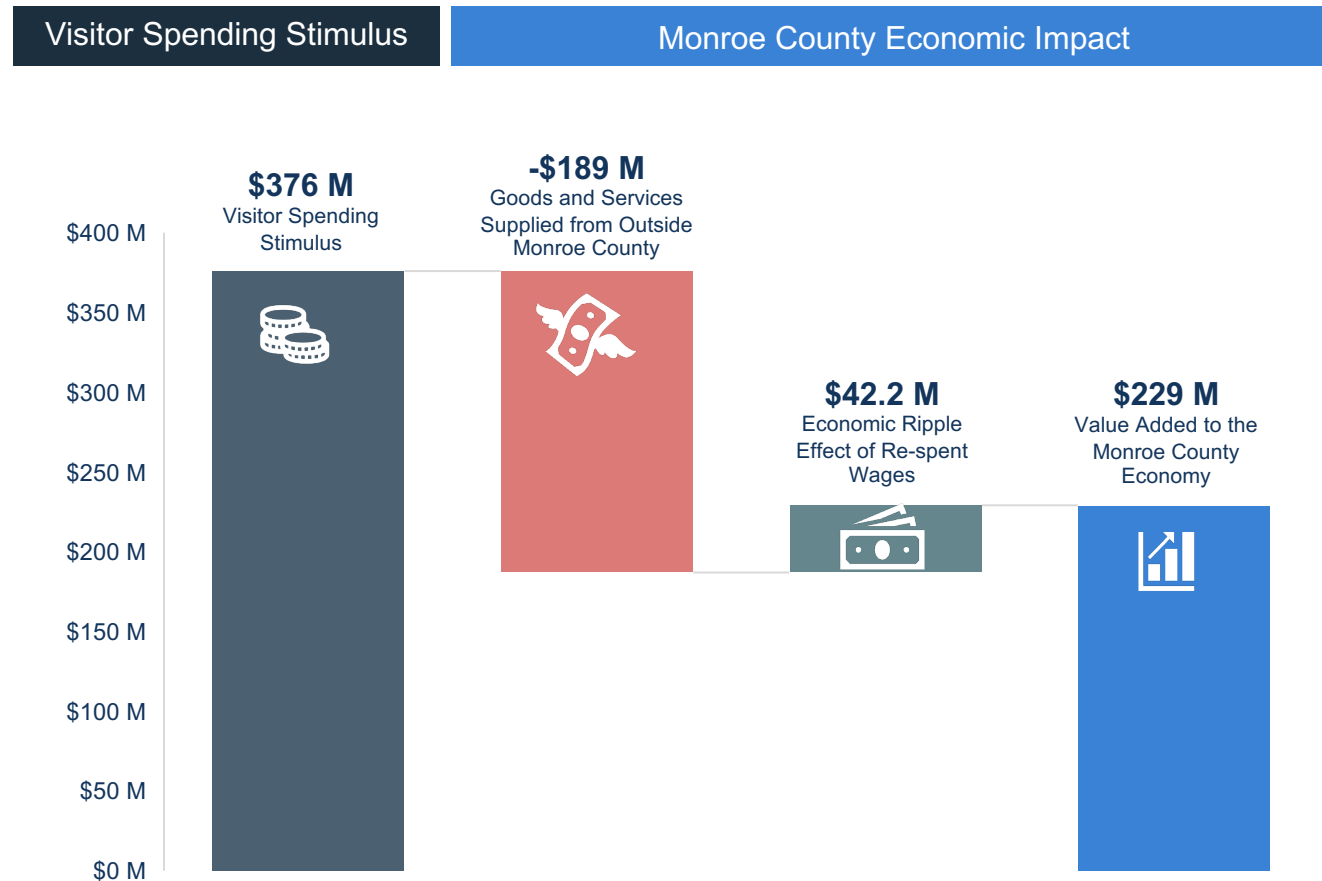


Total Economic Impact

Value-Added (GDP)	Wages & Comp
Jobs	Taxes

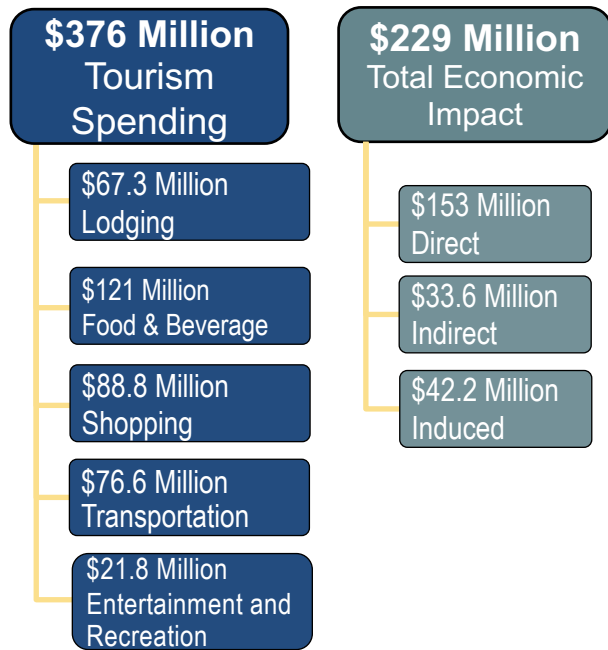
Monroe County Tourism Generated \$229 Million in GDP in 2021

Visitors to Monroe County spent \$376 billion on various goods and services in the state. This spending stimulus generated \$229 million in net new value added to the Monroe County economy.



2021 Monroe County Tourism Highlights

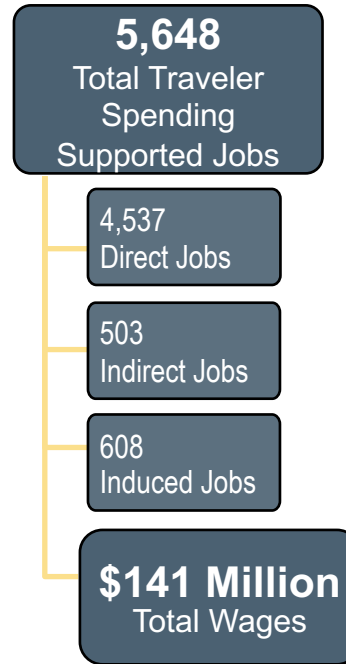
Tourism and Impact



Tourism spending is considered an export from the local area since visitors bring monies from outside and spend locally. Unlike other local industries, Tourism cannot be "offshored".

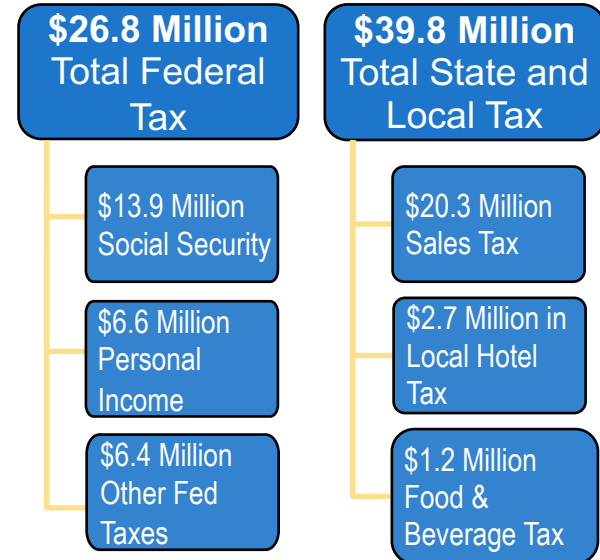
For every dollar spent by Monroe County visitors in 2021, **61 cents** 'stayed' local and contributed directly to the gross county product of Monroe County. This includes impact on the **direct** (tourism-oriented), **indirect** (supply chain) and **induced** (income) industries. The remaining **39 cents** of every dollar is 'leaked' to the supply chain outside of Monroe County.

Jobs and Wages



Every **\$66,522** spent by people visiting Monroe County in 2021 supported a job, resulting in an average of **\$24,983** in gross wages. This includes jobs in the industries directly supporting the visitor such as the arts and retail trade but also in supply chain sectors like transportation. The income of direct and indirect workers also goes to support industries like arts, retail trade, and transportation.

Tax Revenue Generated



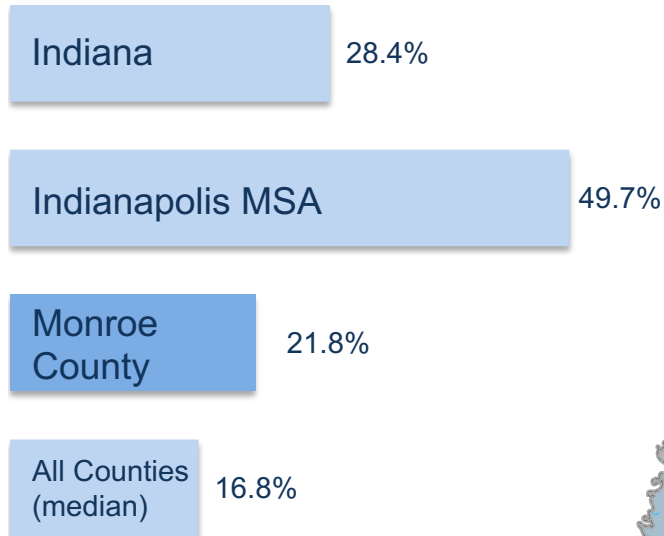
For every **\$1.00** spent by Monroe County visitors in 2021, **7 cents** goes to federal taxes and **11 cents** goes to state and local taxes. Federal tax collections include corporate & personal income taxes, excise taxes and social security collections. State and local tourism-derived taxes include sales taxes, property taxes and lodging taxes.

Monroe County Tourism: In Comparison

Monroe County 2021 Tourism Report Card

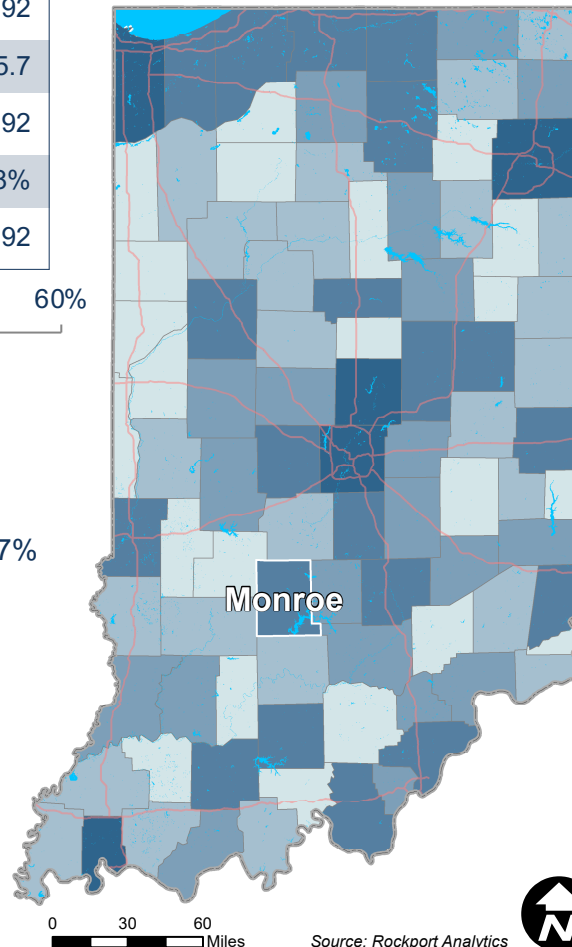
Tourism Sales per Capita	\$2,680.3
Tourism Spend per Capita Ranking	#11 of 92
2021 Spending by Visitors (Millions)	\$375.7
County Ranking of Tourism Spend	#8 of 92
2021 Tourism Spending Growth	21.8%
2021 Tourism Growth Ranking	#32 of 92

0% 10% 20% 30% 40% 50% 60%



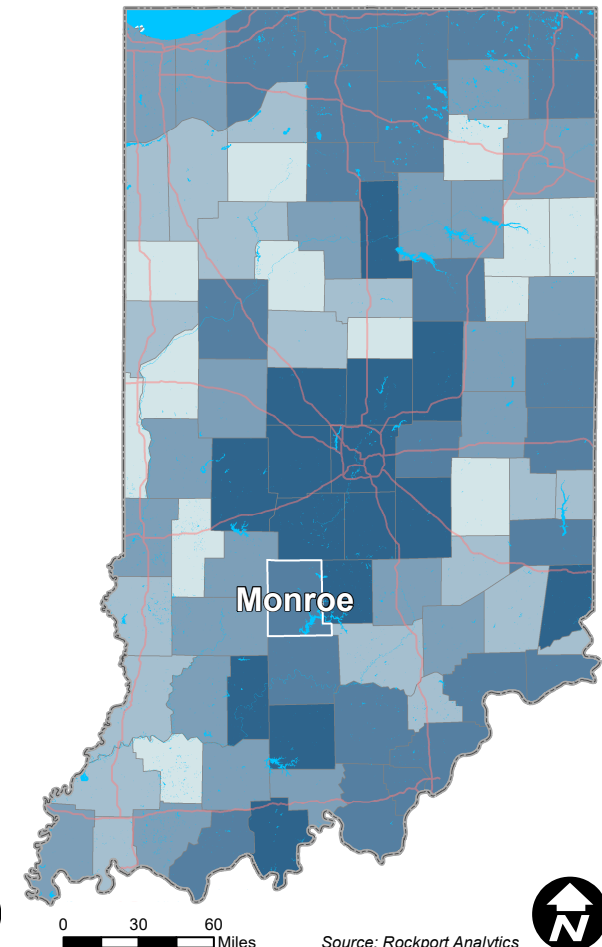
Total Spending by County, 2021

≤\$10 M ≤\$100 M >\$500 M
 ≤\$40 M ≤\$500 M

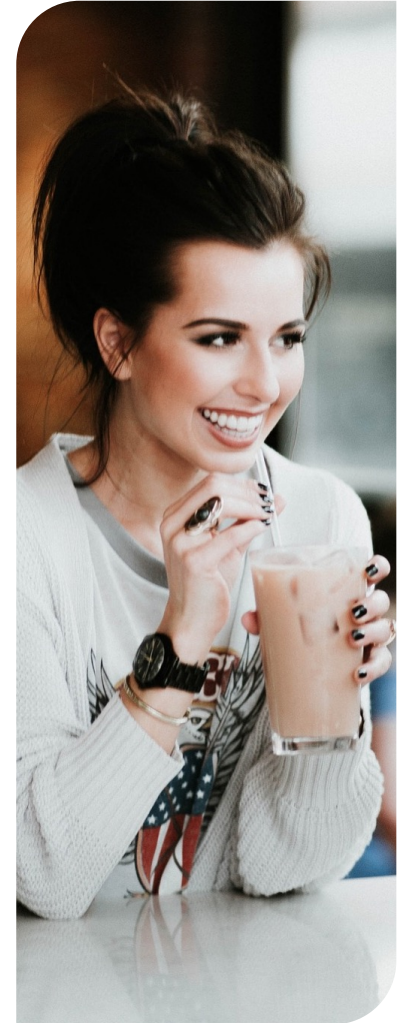
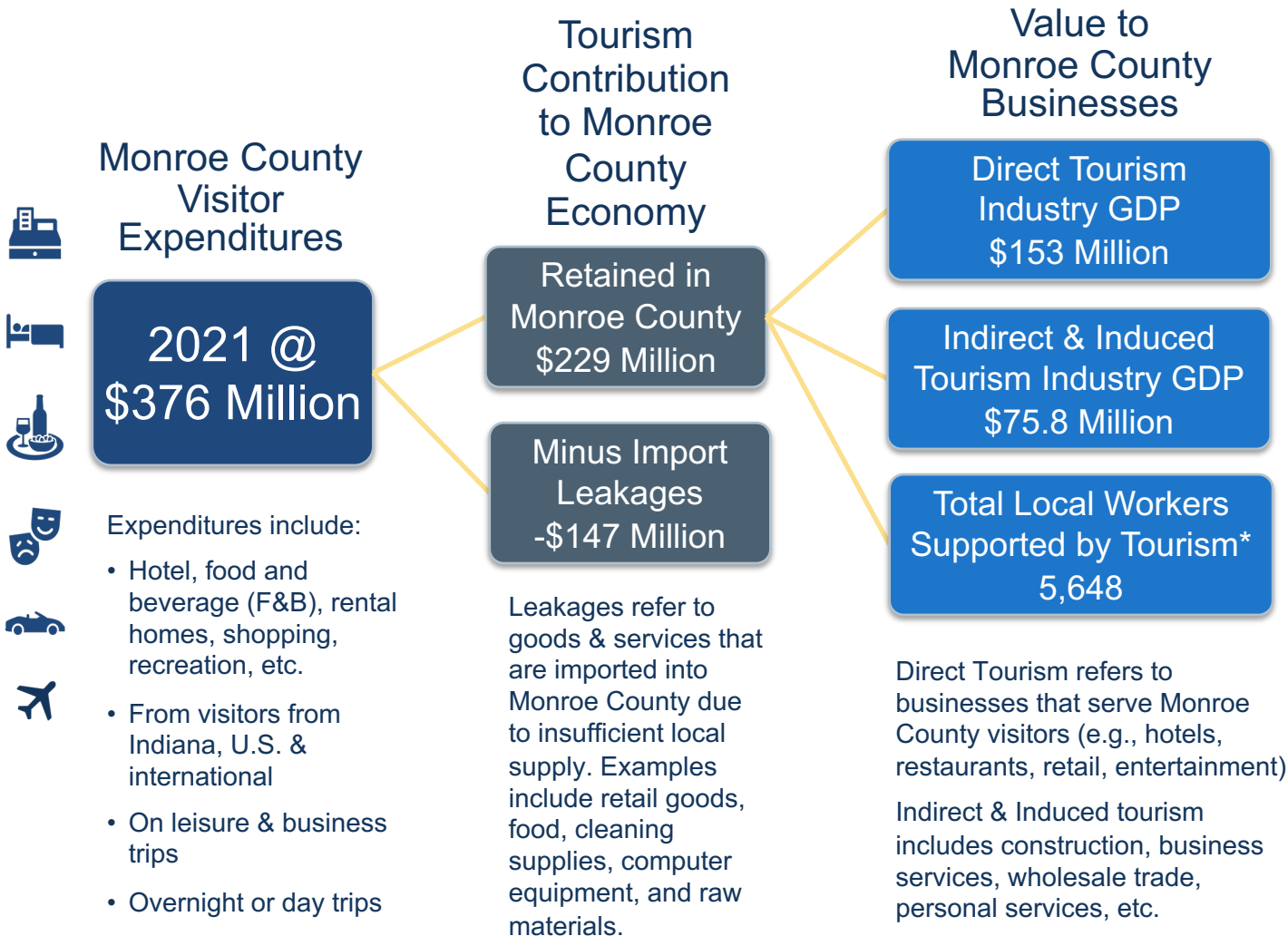


Spending Growth by County, 2021

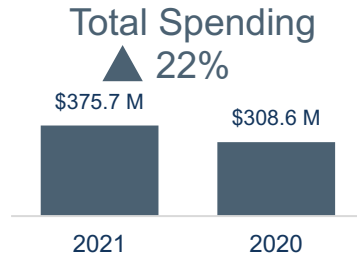
≤0% ≤20% >35%
 ≤10% ≤35%



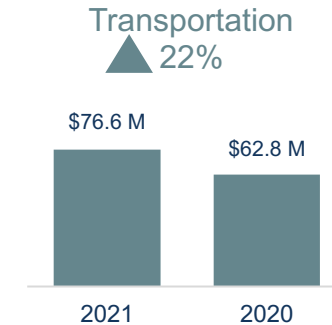
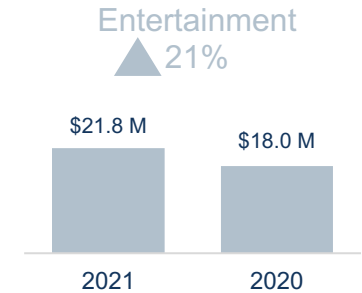
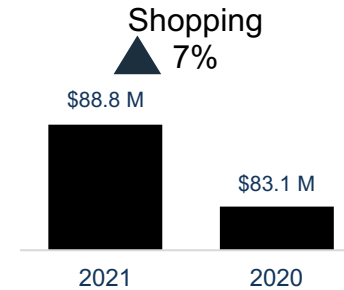
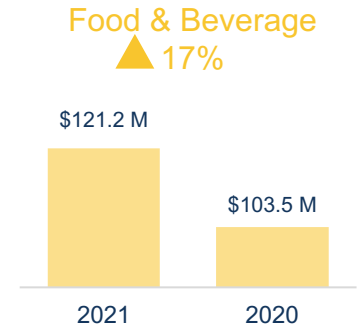
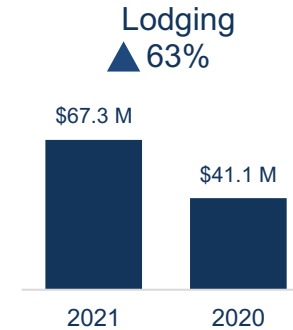
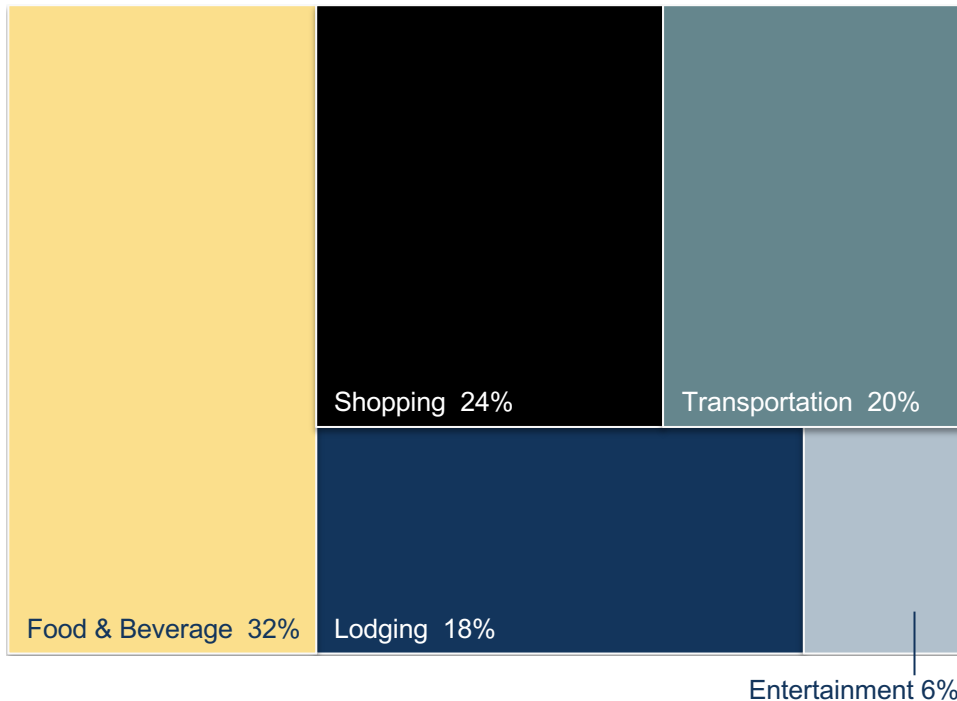
The Progression of Tourism Spending in Monroe County's Economy



Visitor Spending by Category



Distribution of Spending



Source: Longwoods International, NTTO, Reach Market Planning, STR, BTS, AirDNA, Rockport Analytics

Tourism's Bottom Line in Monroe County

2021 Economic Contribution Summary (Compared to 2020)

2021 Metric	Direct	Indirect	Induced	Total
Total Spending				\$375,744,725
2021 Y/Y Growth				21.8%
Economic Impact (GDP)	\$153,155,333	\$33,617,654	\$42,206,525	\$228,979,513
2021 Y/Y Growth	23.2%	28.4%	23.8%	24.0%
Wages	\$98,985,047	\$19,757,257	\$22,371,715	\$141,114,019
2021 Y/Y Growth	22.7%	29.1%	23.8%	23.7%
Jobs	4,537	503	608	5,648
2021 Y/Y Growth	19.3%	26.8%	21.7%	20.2%
Tax Receipts				\$66,669,308
2021 Y/Y Growth				24.6%

Source: Rockport Analytics, Longwoods International, STR, BLS, BEA, Indiana Office of Fiscal & Management Analysis, IMPLAN

Impact Glossary

Direct: These impacts represent the value added of those sectors that interact directly, or “touch”, the visitor.

Indirect: These impacts represents the benefit to local suppliers to those direct sectors. This would include, for example, local based food suppliers to restaurants.

Induced: These impacts are derived from tourism-generated wages as they are spent throughout the local economy.

Tourism Supports Many Local Industries

Monroe County Tourism: 2021 Economic Impact (Value Added/GDP)

Industry (NAICS)*	Direct	Indirect	Induced	Total
<i>in thousands of dollars</i>				
Food Services & Drinking Places	\$55,570	\$1,879	\$2,596	\$60,045
Transportation & Warehousing	\$37,425	\$968	\$439	\$38,833
Accommodations	\$27,809	\$30	\$20	\$27,859
Retail Trade	\$19,605	\$592	\$5,874	\$26,071
Real Estate & Rental	\$2,014	\$4,199	\$10,280	\$16,493
Arts, Entertainment & Rec	\$10,732	\$375	\$481	\$11,589
Health & Social Services	\$0	\$8	\$8,804	\$8,812
Professional Services	\$0	\$4,422	\$1,533	\$5,955
Administrative & Waste Services	\$0	\$4,353	\$1,122	\$5,474
Utilities	\$0	\$3,818	\$1,417	\$5,235
Information	\$0	\$3,124	\$1,662	\$4,786
Finance & Insurance	\$0	\$2,082	\$2,210	\$4,292
Other Services	\$0	\$1,038	\$2,166	\$3,203
Wholesale Trade	\$0	\$1,174	\$1,724	\$2,898
Government	\$0	\$2,315	\$556	\$2,871
Construction	\$0	\$1,553	\$441	\$1,994
Management of Companies	\$0	\$1,066	\$110	\$1,176
Manufacturing	\$0	\$495	\$258	\$753
Educational Services	\$0	\$37	\$470	\$507
Mining	\$0	\$69	\$23	\$92
Ag, Forestry, Fish & Hunting	\$0	\$19	\$21	\$40
Total - 2021	\$153,155	\$33,618	\$42,207	\$228,980
Total - 2020	\$124,336	\$26,187	\$34,098	\$184,621
% change	23.2%	28.4%	23.8%	24.0%

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

Tourism Supports Monroe County Jobs

Monroe County Tourism: 2021 Economic Impact (Employment)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food Services & Drinking Places	1,935	65	90	2,090
Transportation & Warehousing	1,328	12	7	1,348
Retail Trade	436	14	134	583
Accommodations	524	1	0	525
Arts, Entertainment & Rec	299	41	18	358
Administrative & Waste Services	0	113	30	143
Health & Social Services	0	0	142	142
Professional Services	0	68	24	93
Other Services	0	27	54	82
Real Estate & Rental	16	27	19	62
Finance & Insurance	0	21	19	40
Information	0	26	11	37
Construction	0	28	6	35
Government	0	25	7	31
Educational Services	0	2	25	27
Wholesale Trade	0	10	14	24
Utilities	0	7	3	10
Manufacturing	0	7	2	9
Management of Companies	0	7	1	8
Ag, Forestry, Fish & Hunting	0	1	1	2
Mining	0	1	0	1
Total - 2021	4,537	503	608	5,648
Total - 2020	3,804	397	500	4,700
% change	19.3%	26.8%	21.7%	20.2%

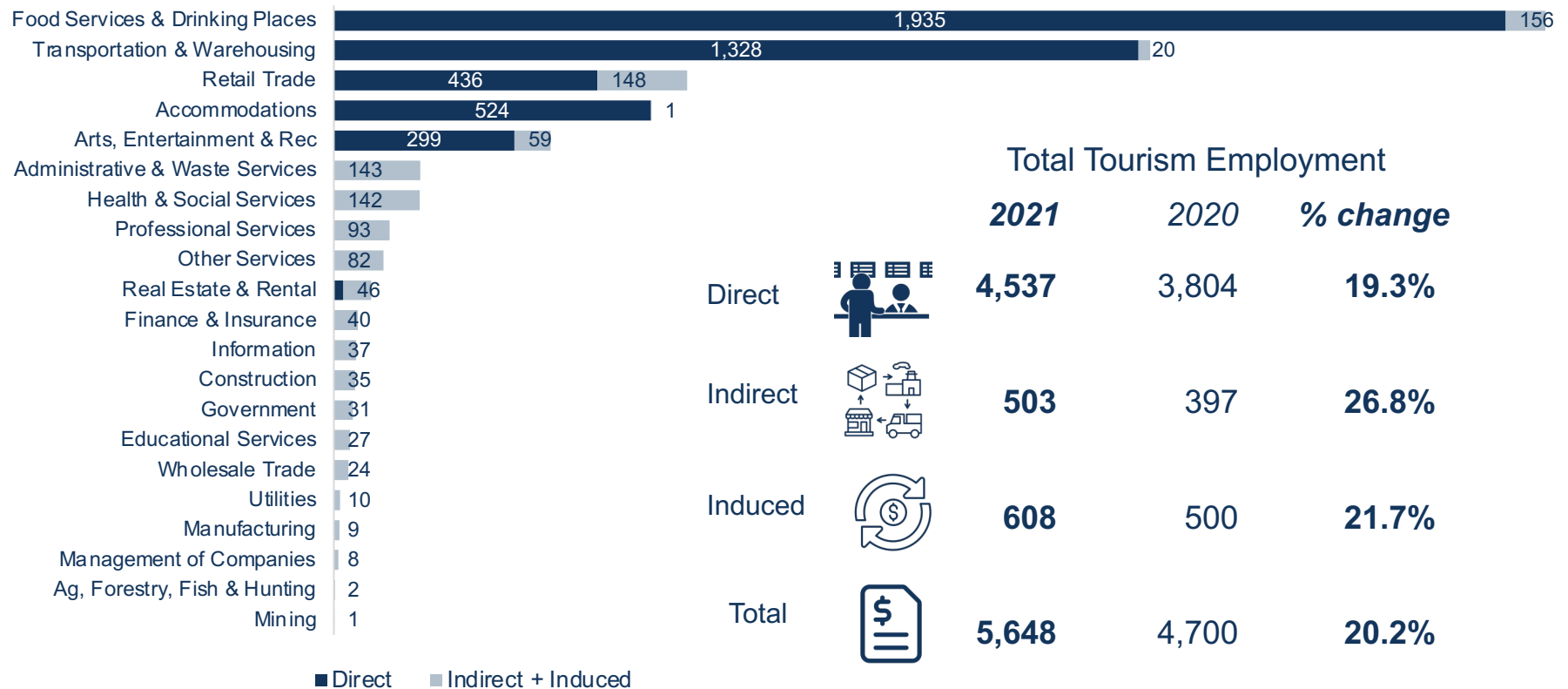
* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Sources: Rockport Analytics, IMPLAN

Tourism Supported Employment – Direct, Indirect, and Induced

Direct employment refers to full- and part-time workers who are employed in the tourism industry by companies that directly serve visitors. Indirect employees work for companies that supply goods and services to direct companies. Induced employment refers to workers supported by the re-spent wages of direct and supply chain employees. In industries that are largely driven by tourism (food services, entertainment, accommodations, etc.), most employees are direct employees.

Monroe County Tourism: 2021 Economic Impact (Employment)



Tourism Industry Ranking in Monroe County

2021 Tourism in Monroe County: Ranking of Major Industries By Total Employment

Rank	Industry	2021 Reported*	2021 Tourism-Extracted**	% of Total Employment	2021 % Growth
employment reported in number of jobs					
1	Government	22,437	22,437	31.4%	1.4%
2	Health & Social Services	9,731	9,731	13.6%	-2.2%
3	Manufacturing	8,365	8,365	11.7%	14.7%
4	Retail trade	6,121	5,685	7.9%	1.1%
5	Accommodation & Food Services	6,995	4,537	6.3%	10.5%
6	Tourism	N/A	4,537	6.3%	19.3%
7	Construction	2,588	2,588	3.6%	-0.5%
8	Professional Services	2,560	2,560	3.6%	3.1%
9	Administrative & Waste Services	2,525	2,525	3.5%	9.2%
10	Other Services	2,020	2,020	2.8%	4.4%
11	Wholesale Trade	1,720	1,720	2.4%	2.0%
12	Finance & Insurance	1,633	1,633	2.3%	-1.4%
13	Real Estate	1,256	1,240	1.7%	0.8%
14	Information	703	703	1.0%	-5.5%
15	Educational Services	547	547	0.8%	16.1%
16	Management of Companies	482	482	0.7%	6.4%
17	Utilities	367	367	0.5%	0.4%
18	Mining	300	300	0.4%	-3.1%
19	Arts, Entertainment & Recreation	515	216	0.3%	21.4%
20	Transportation & Warehousing	684	0	0.0%	10.7%
Total County Employment		71,547	71,547	100%	3.6%

*Reported: As released by the Bureau of Labor Statistics and the Indiana Department of Labor

**Tourism Extracted: Tourism's contribution to jobs in each industry is removed and placed in Monroe County's Tourism Industry

Tourism Increases Local Wages

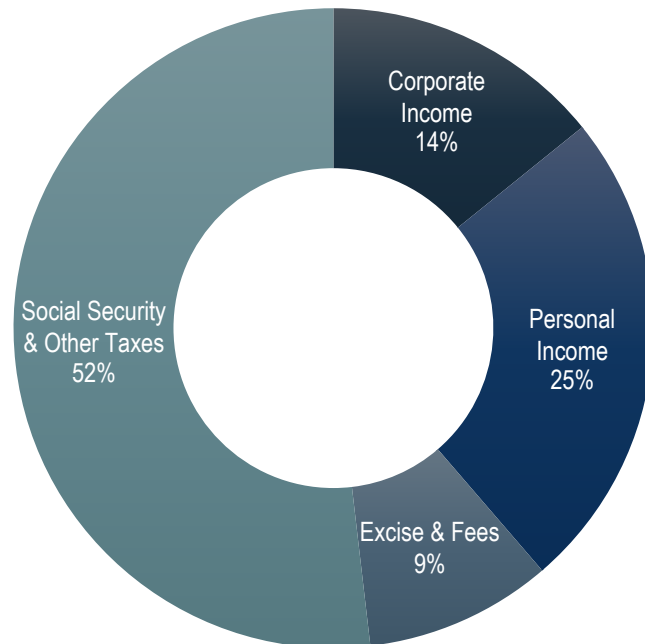
Monroe County Tourism: 2021 Labor Income

Industry (NAICS)*	Direct	Indirect	Induced	Total
<i>in thousands of dollars</i>				
Food services & drinking places	\$37,540	\$1,269	\$1,754	\$40,563
Transportation & Warehousing	\$28,912	\$732	\$332	\$29,977
Accommodations	\$15,835	\$17	\$11	\$15,863
Retail trade	\$11,014	\$378	\$3,741	\$15,134
Health & social services	\$0	\$6	\$7,865	\$7,871
Arts- entertainment & recreation	\$4,812	\$401	\$231	\$5,444
Administrative & waste services	\$0	\$3,626	\$941	\$4,567
Professional- scientific & tech services	\$0	\$2,741	\$953	\$3,694
Other services	\$0	\$968	\$1,917	\$2,885
Government & non NAICs	\$0	\$2,165	\$445	\$2,610
Real estate & rental	\$872	\$807	\$611	\$2,290
Information	\$0	\$1,368	\$551	\$1,920
Construction	\$0	\$1,419	\$312	\$1,730
Finance & insurance	\$0	\$821	\$799	\$1,620
Wholesale Trade	\$0	\$618	\$908	\$1,526
Utilities	\$0	\$1,019	\$391	\$1,410
Management of companies	\$0	\$951	\$98	\$1,049
Manufacturing	\$0	\$394	\$135	\$529
Educational services	\$0	\$21	\$352	\$374
Mining	\$0	\$22	\$7	\$29
Ag, Forestry, Fish & Hunting	\$0	\$12	\$17	\$29
Total - 2021	\$98,985	\$19,757	\$22,372	\$141,114
Total - 2020	\$80,674	\$15,303	\$18,075	\$114,052
% change	22.7%	29.1%	23.8%	23.7%

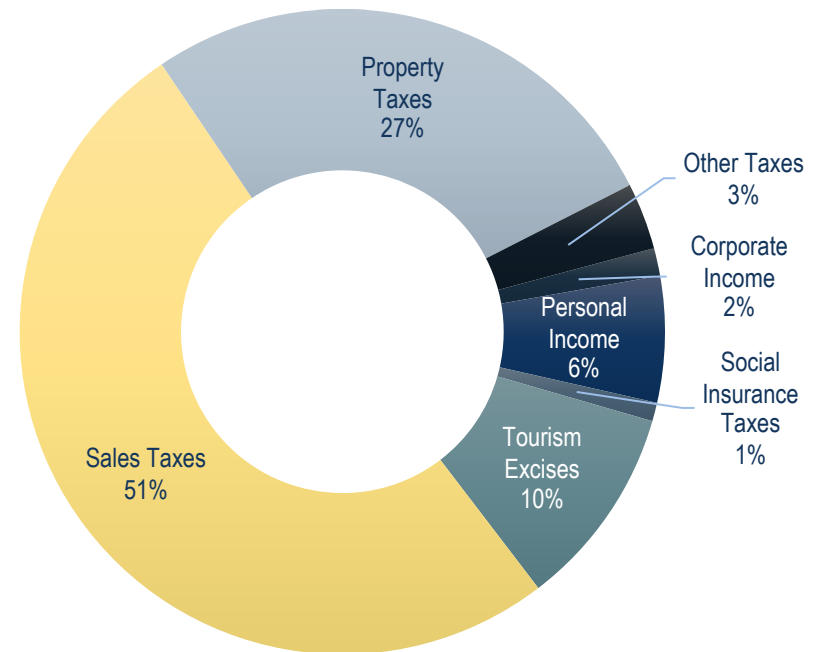
* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Monroe County Visitors Support Many Types of Taxes

Federal Taxes
2021 Tax Total: \$26.8 Million



State & Local Taxes
2021 Tax Total: \$39.8 Million



2021 Total Tourism-Initiated Taxes: \$66.7 Million

Tourism Generates \$66.7 Million in Taxes

Monroe County visitors supported \$66.7 million in total taxes in 2021, up 24.6% from 2020. Federal tax collections resulting from tourism in Monroe County include income taxes and social security and totaled \$26.8 million in 2021. State & local tax collections totaled \$39.8 million, including \$20.3 million in sales taxes and \$10.7 million in local property taxes.

	2020	2021	% Change
Federal	<i>in thousands of dollars</i>		
Corporate Income	\$3,054,062	\$3,809,339	24.7%
Personal Income	\$5,312,429	\$6,576,661	23.8%
Excise & Fees	\$2,050,234	\$2,543,396	24.1%
Social Security & Other Taxes	\$11,292,322	\$13,919,772	23.3%
Federal Tax Total	\$21,709,047	\$26,849,168	23.7%
State & Local			
Corporate Income	\$441,992	\$551,297	24.7%
Personal Income	\$2,033,158	\$2,517,002	23.8%
Social Insurance Taxes	\$301,881	\$371,182	23.0%
Tourism Excises			
Hotel Tax	\$1,626,814	\$2,676,344	64.5%
Food & Beverage	\$1,035,128	\$1,212,106	17.1%
Rental Car Excise	\$123,113	\$150,179	0.0%
Sales Taxes	\$16,588,612	\$20,278,399	22.2%
Property Taxes	\$8,652,833	\$10,734,072	24.1%
Other Taxes	\$1,012,468	\$1,329,559	31.3%
State & Local Tax Total	\$31,815,999	\$39,820,140	25.2%
Total County Tourism-Initiated Taxes	\$53,525,046	\$66,669,308	24.6%

Sources: IMPLAN, Rockport Analytics

Putting the Benefits of Monroe County Tourism in Perspective



Promoting a Healthy Job Market

Approximately 6% of all people working in Monroe County are supported by visitors to the county.

Monroe County tourism supported 5,648 jobs. Of these, 4,537 were directly employed in a tourism-related job.

Tourism is the 6th largest industry (5th not including Government) in Monroe County (by jobs).



Benefiting County Businesses

Visitors generated top-line sales totaling \$229 million benefiting a broad array of local businesses.

Businesses that directly served visitors saw value-added of \$153 million in 2021, up 23% from 2020.

In 2021, tourism supply chain businesses received value-added of more than \$33.6 million.



Contributing to Public Education & Other Government Services

State & local (S&L) tax revenue collected from tourism in Monroe County is sufficient to fund 3,124 Indiana public school students.

S&L tax collections were enough to fund roughly 743 Indiana public school teachers.



Capturing and Retaining Dollars Spent by Visitors

Of every dollar spent by visitors to Monroe County, 61¢ in economic impact is returned to the local area.

Of every dollar spent by visitors to Monroe County, 38¢ went toward paying the salaries of 5,648 area citizens.

Helping to Relieve the Tax Burden of County Households



About 11 cents of each visitor dollar went towards the payment of state and local taxes (S&L).

If tourism did not exist, each of the 57,160 households in Monroe County would have to pay an additional \$697 per year in taxes to maintain current levels of state & local government services.

Sources: NEA's 2022 State Rankings, Moody's Analytics, IMPLAN, Indiana Department of Revenue, U.S. Census, Rockport Analytics

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About Rockport Analytics

Rockport Analytics is a research and analytical consulting firm providing high quality quantitative and qualitative research solutions to business, government, and non-profit organization clients across the globe. We provide fast, nimble service in a completely transparent environment.

Capabilities include:

- Market Analysis and Forecasting
- Economic Impact Assessment, Tourism Satellite Accounting, and Economic Development
- Market Modeling and Decision Support Tools
- Project Feasibility Assessment
- Primary and Secondary Research Synthesis
- Stakeholder Surveys – internal & external



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