



INDIANA DESTINATION
DEVELOPMENT CORPORATION
IN INDIANA[®]

Report Commissioned by the
Indiana Destination Development
Corporation



ROCKPORT
ANALYTICS

2024 ECONOMIC CONTRIBUTION OF TOURISM IN MONROE COUNTY

Key Metrics and Economic Impact Assessment

January 2026

Key Inputs & Data Tools



Indiana Destination Development Corporation

2024 Tourism Economic Impact Study
Tourism Support/Promotional 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/CoStar



IMPLAN Model

Local economic model (Monroe County)
Defacto standard for most economic impact work
www.implan.com

Study Overview & Methodology

Study Overview

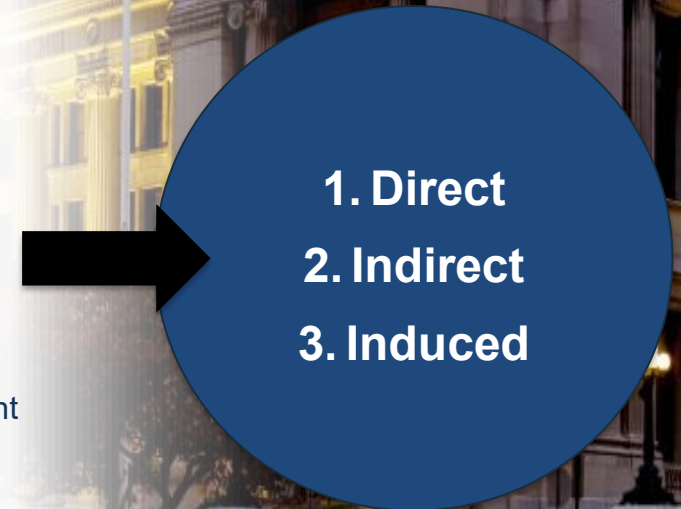
In 2016, the Indiana Office of Tourism Development (now part of the Indiana Destination Development Corporation) partnered with Tourism Tomorrow to create a research group that could conduct county-level tourism studies. This group brings together top tourism and economic experts to ensure consistent research methods and best practices across Indiana. The 2024 Economic Impact Study of Tourism in Monroe County was carried out by Rockport Analytics, an independent research firm.

Methodology

The study measures tourism's economic impact in three ways:

1. **Direct Impact:** The value created by businesses directly serving visitors, such as hotels and restaurants.
2. **Indirect Impact:** Benefits to local suppliers supporting those businesses, like local food suppliers to restaurants.
3. **Induced Impact:** Wages earned from tourism-related jobs, which are spent locally on goods and services.

The results are based on traveler spending reported in the 2024 Indiana Tourism Study, combined with additional data from sources like Longwoods International, Reach Market Planning, and international tourism data. This information is cross-checked with employment and earnings data from the Bureau of Labor Statistics (BLS) and the Bureau of Economic Analysis (BEA), as well as local tax collections, to ensure accurate county-level results.

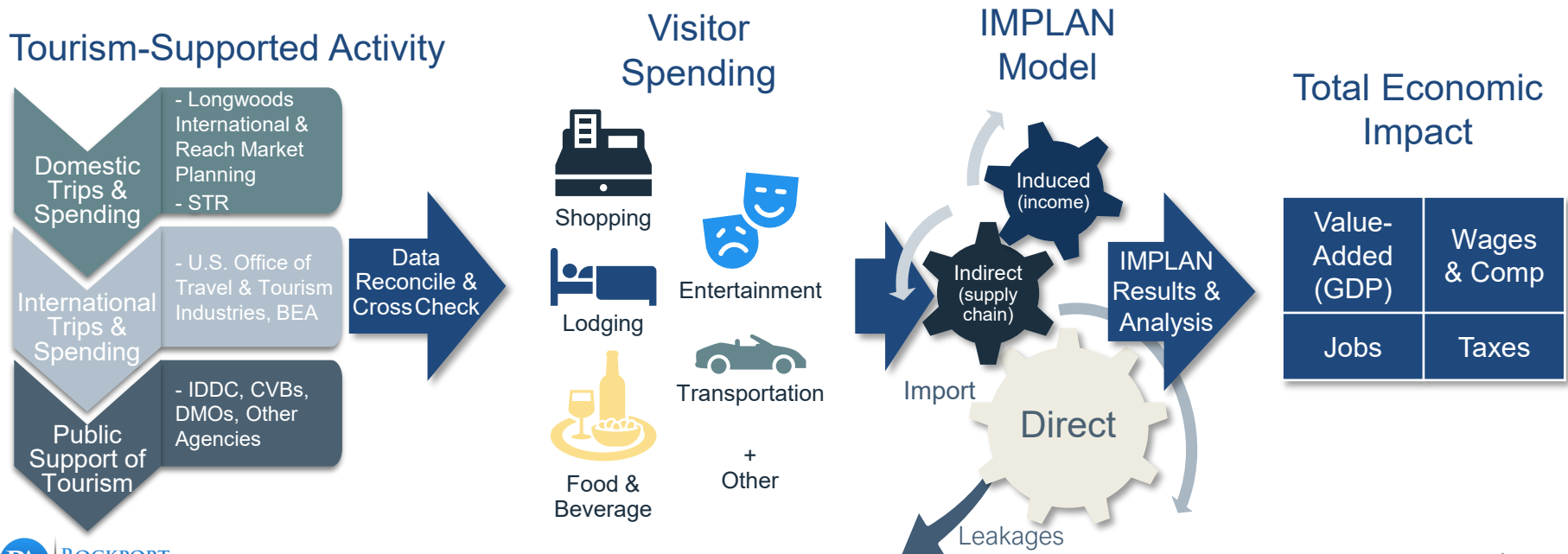


Study Overview & Methodology

Methodology (continued)

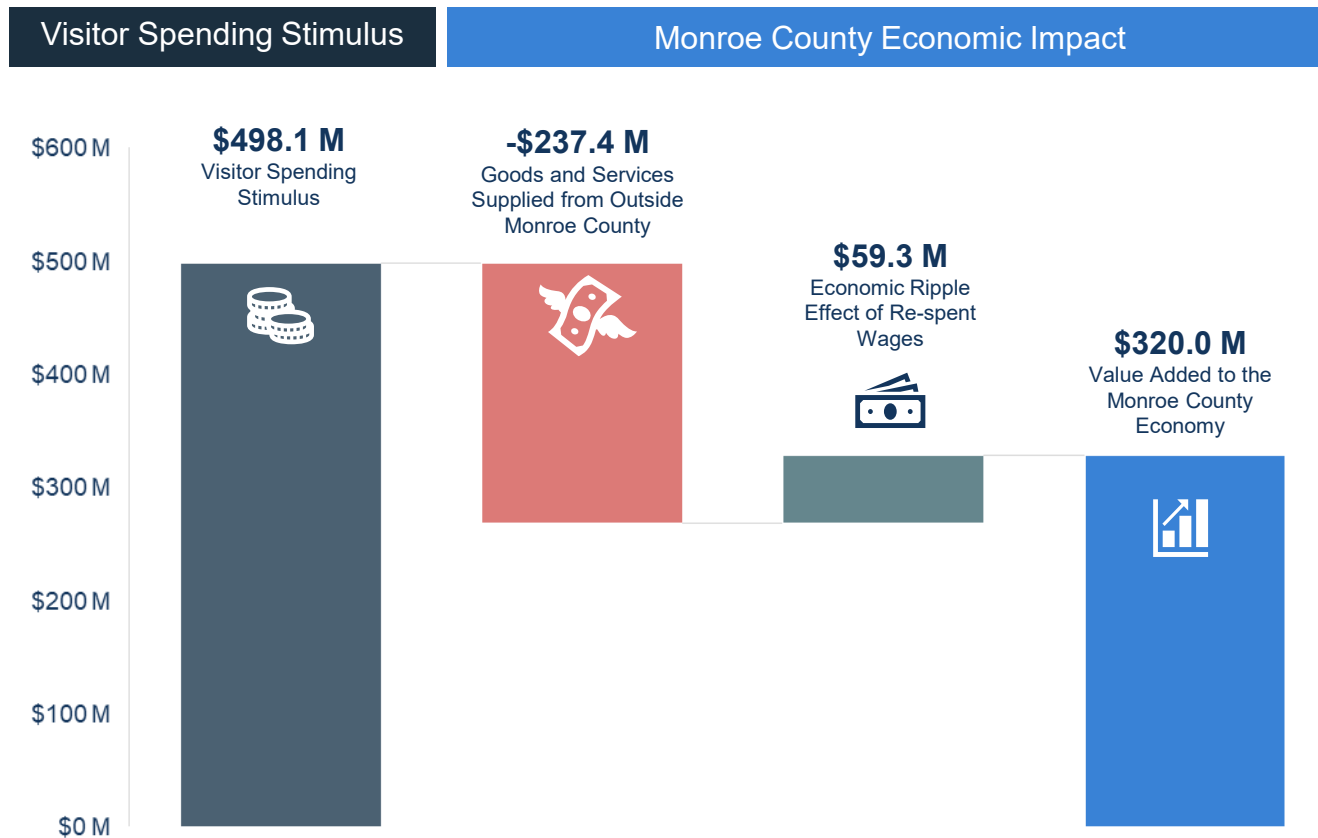
An economic model of Indiana is essential for understanding how traveler spending impacts the state and county economies. Rockport Analytics uses the IMPLAN model (www.implan.com), a widely used tool for economic impact assessments in the U.S. This model measures the direct, indirect, and induced effects of visitor spending.

IMPLAN also tracks how much of each tourism dollar stays in the local economy. While total traveler spending often surpasses direct tourism impact, not all purchased goods and services come from local suppliers. The model accounts for these "leakages" to suppliers outside the county, preventing overestimation of economic impact — a common issue in many studies. Counties with more diverse economies experience fewer leakages, resulting in higher local retention and a stronger visitor spending multiplier.



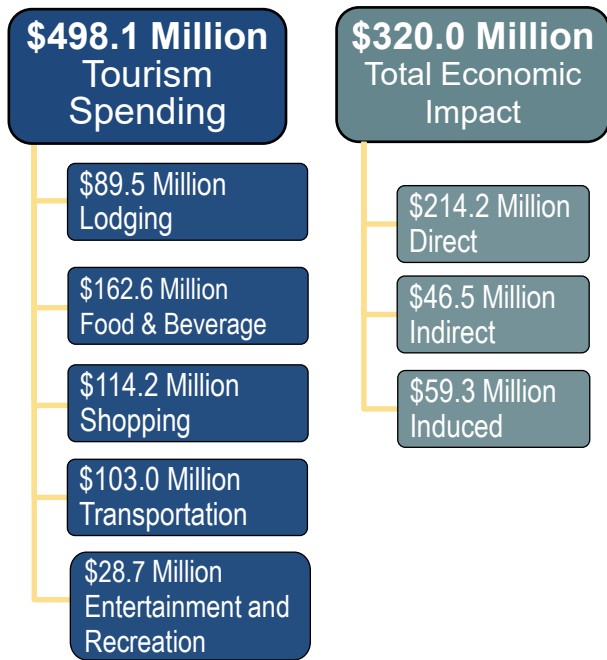
Monroe County Tourism Generated \$320.0 Million in GDP in 2024

Visitors to Monroe County spent \$498.1 million on various goods and services in the state. This spending stimulus generated \$320.0 million in net new value added to the Monroe County economy.



2024 Monroe County Tourism Highlights

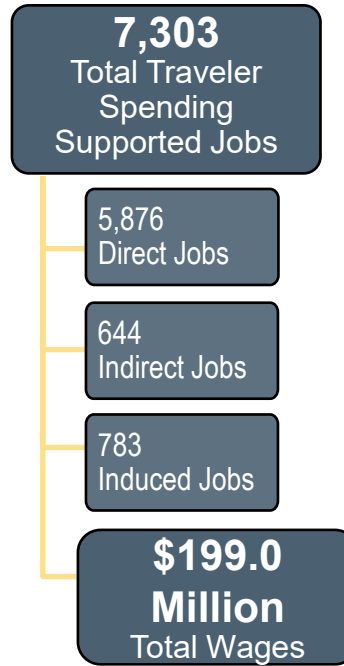
Tourism and Impact



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".

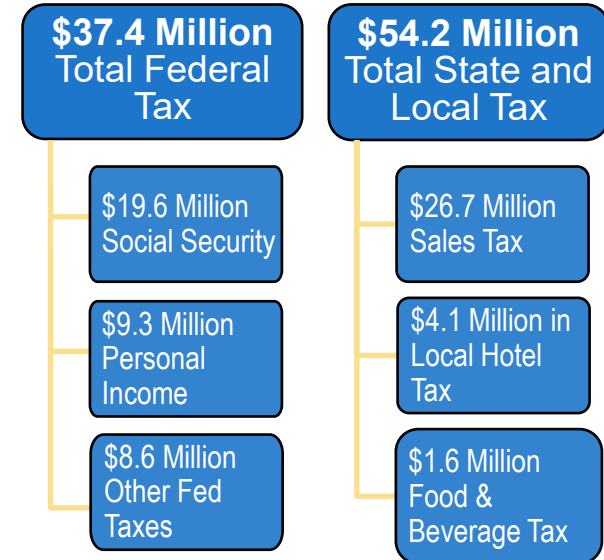
For every dollar spent by Monroe County visitors in 2024, **64 cents** 'stayed' local and contributed directly to the gross county product of Monroe County. This includes impact on the **direct** (tourism-oriented), **indirect** (supply chain) and **induced** (income) industries. The remaining **36 cents** of every dollar is 'leaked' to the supply chain outside of Monroe County.

Jobs and Wages



Every **\$68,203** spent by people visiting Monroe County in 2024 supported a job, resulting in an average of **\$27,242** 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

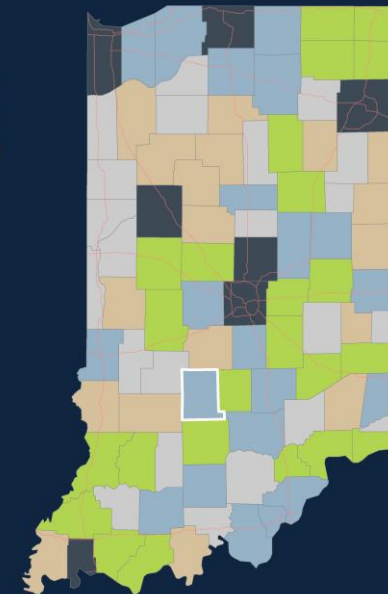
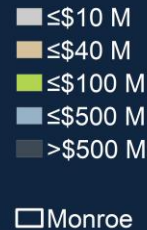


For every **\$1.00** spent by Monroe County visitors in 2024, **8 cents** goes to federal taxes and **11 cents** goes to state and local taxes. Federal tax collections include corporate & personal income taxes, excise taxes and social security collections. State and local tourism-derived taxes include sales taxes, property taxes and lodging taxes.

Monroe County Tourism

Monroe County, Indiana, ranked 8th out of 92 counties in overall visitor spending, with over \$498 million in annual spending and a per capita tourism sales figure of \$3,540.19. Tourism spending declined 2.2% in 2024, placing it 87th among 92 counties in growth rankings.

2024 Tourism Spending by County



Spending by Visitors

\$498.1 M



Spending Growth

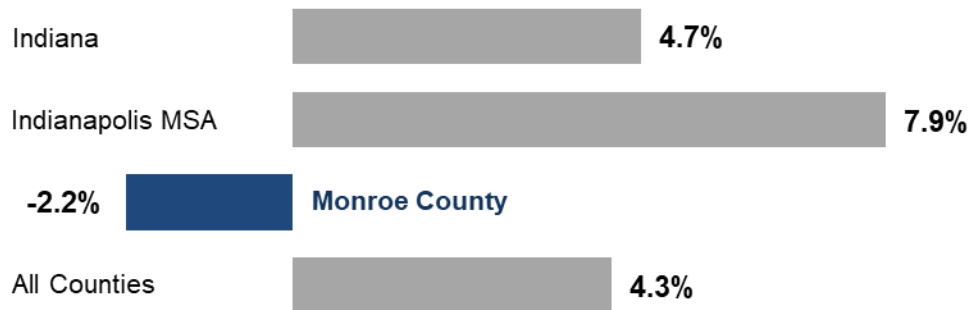
-2.2%



Sales / Capita

\$3,540.19

Annual Growth by Spending by Region



Tourism Spend / Capita Ranking

#10 / 92

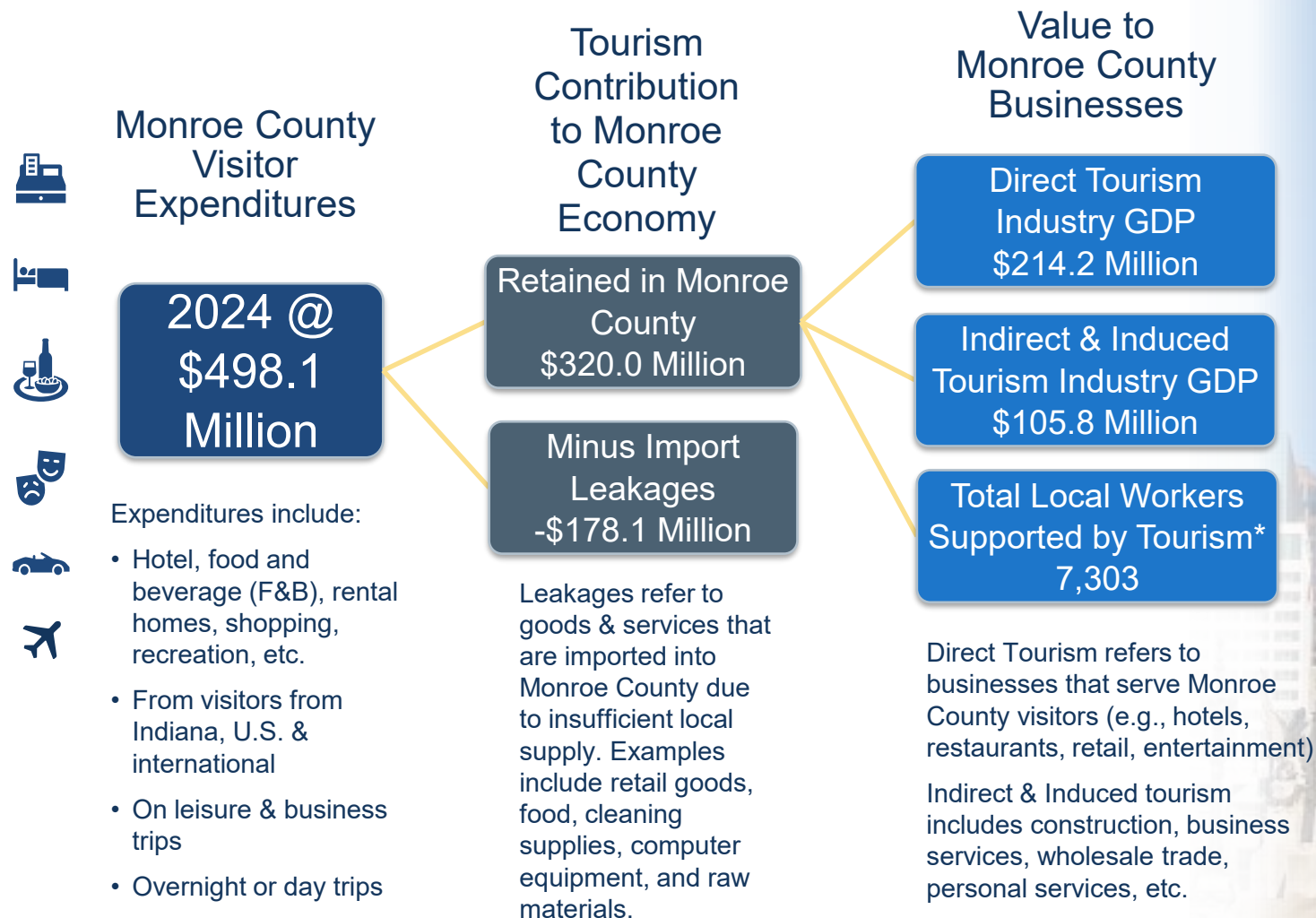


Tourism Growth Ranking

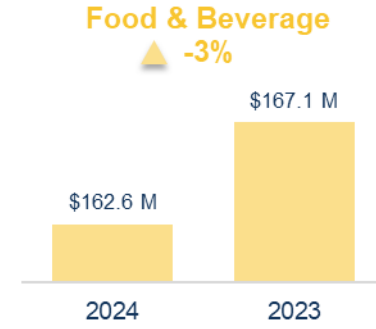
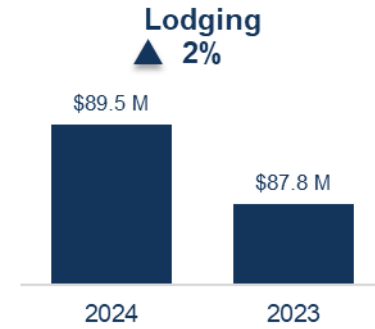
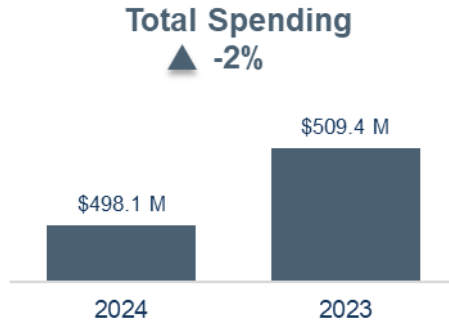
#87 / 92



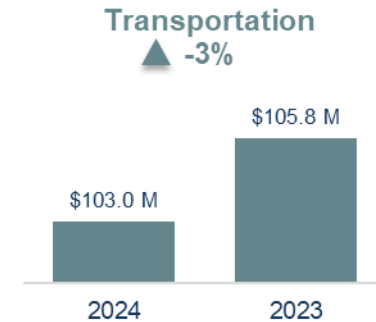
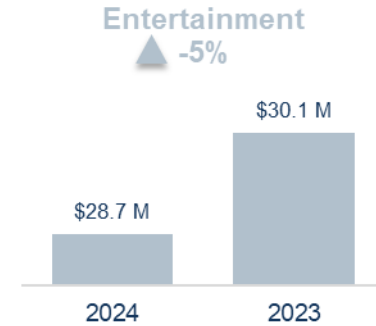
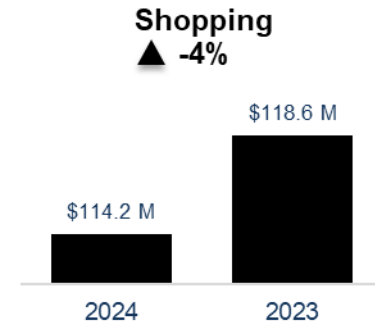
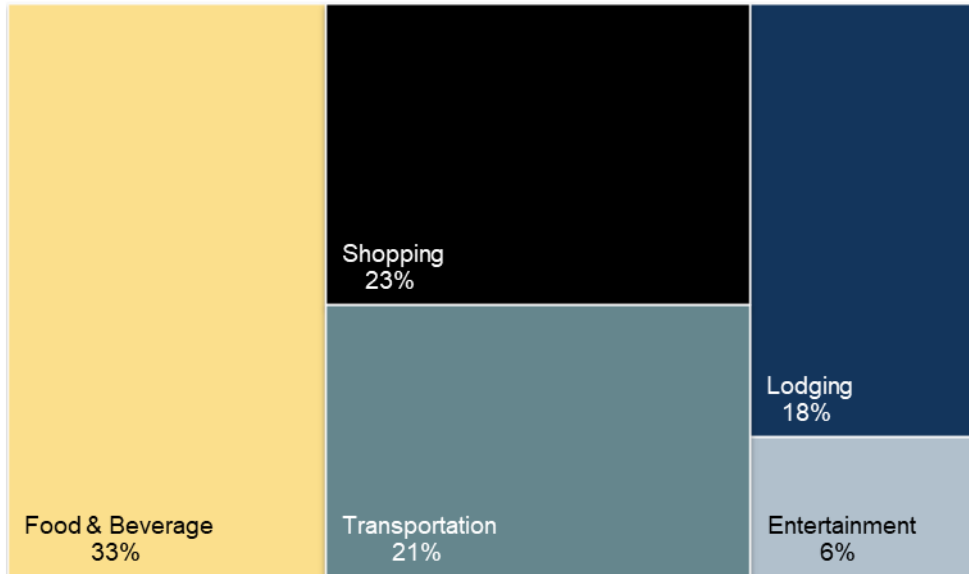
The Progression of Tourism Spending in Monroe County's Economy



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

2024 Economic Contribution Summary (Compared to 2023)

2024 Metric	Direct	Indirect	Induced	Total
Total Spending				\$498,111,376
<i>2024 Y/Y Growth</i>				-2.2%
Economic Impact (GDP)	\$214,185,859	\$46,507,596	\$59,335,228	\$320,028,684
<i>2024 Y/Y Growth</i>	3.5%	3.0%	4.1%	3.6%
Wages	\$139,037,256	\$28,055,048	\$31,864,819	\$198,957,123
<i>2024 Y/Y Growth</i>	3.8%	5.8%	5.4%	4.3%
Jobs	5,876	644	783	7,303
<i>2024 Y/Y Growth</i>	-1.3%	-1.4%	-1.5%	-1.3%
Tax Receipts				\$91,576,086
<i>2024 Y/Y Growth</i>				1.3%

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: 2024 Economic Impact (Value Added/GDP in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food Services & Drinking Places	\$78,643	\$2,561	\$3,636	\$84,841
Transportation & Warehousing	\$52,409	\$1,326	\$603	\$54,339
Accommodations	\$37,265	\$41	\$28	\$37,335
Retail Trade	\$26,677	\$818	\$8,133	\$35,628
Real Estate & Rental	\$2,846	\$5,809	\$14,489	\$23,143
Arts, Entertainment & Rec	\$16,346	\$564	\$713	\$17,622
Health & Social Services	\$0	\$12	\$12,532	\$12,544
Professional Services	\$0	\$6,376	\$2,200	\$8,576
Administrative & Waste Services	\$0	\$5,848	\$1,553	\$7,400
Utilities	\$0	\$4,914	\$1,880	\$6,794
Information	\$0	\$4,269	\$2,309	\$6,578
Finance & Insurance	\$0	\$2,959	\$3,132	\$6,090
Other Services	\$0	\$1,477	\$3,079	\$4,556
Government	\$0	\$3,307	\$793	\$4,100
Wholesale Trade	\$0	\$1,620	\$2,380	\$4,000
Construction	\$0	\$2,245	\$638	\$2,884
Management of Companies	\$0	\$1,503	\$153	\$1,656
Manufacturing	\$0	\$684	\$361	\$1,045
Educational Services	\$0	\$53	\$667	\$720
Mining	\$0	\$101	\$32	\$134
Ag, Forestry, Fish & Hunting	\$0	\$20	\$23	\$42
Total - 2024	\$214,186	\$46,508	\$59,335	\$320,029
Total - 2023	\$206,853	\$45,148	\$57,025	\$309,026
% Change	3.5%	3.0%	4.1%	3.6%

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

Tourism Supports Monroe County Jobs

Monroe County Tourism: 2024 Economic Impact (Employment)

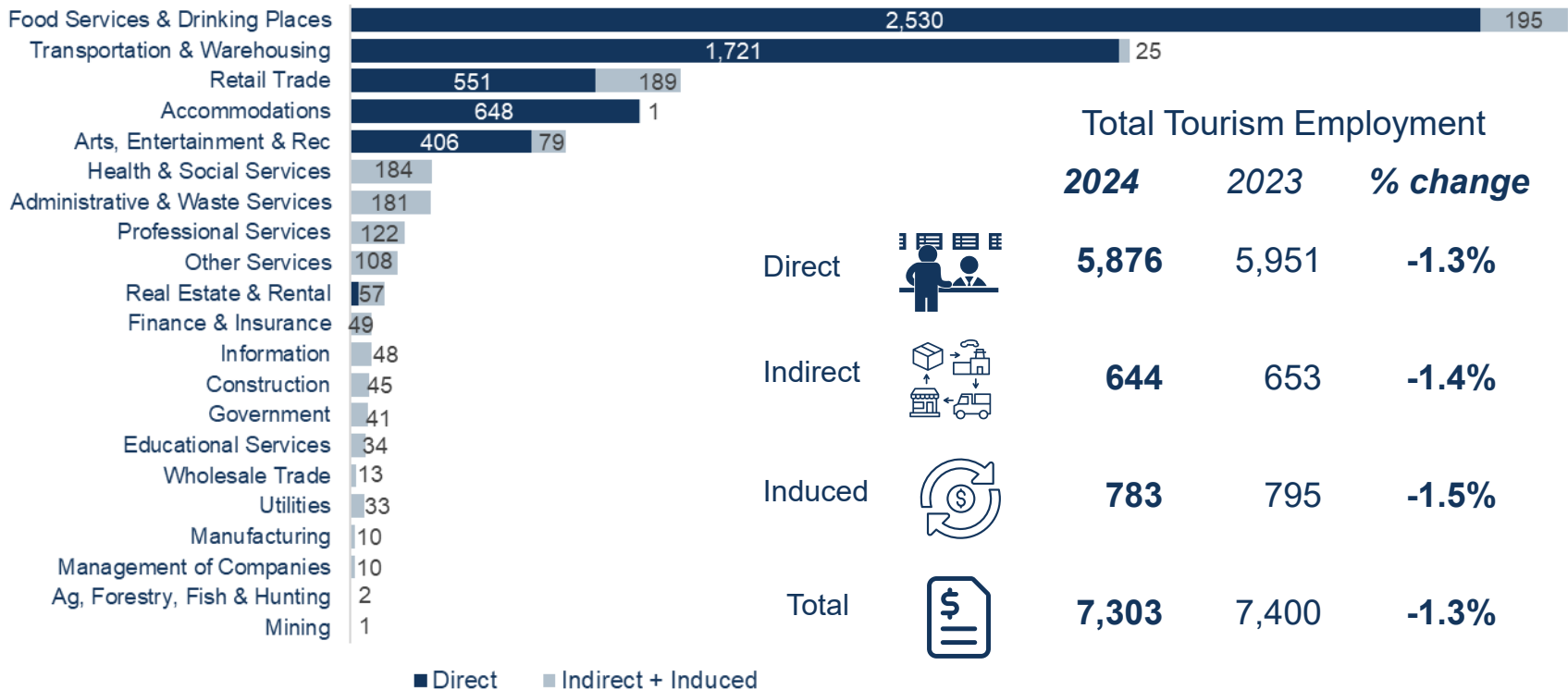
Industry (NAICS)*	Direct	Indirect	Induced	Total
Food Services & Drinking Places	2,530	81	114	2,726
Transportation & Warehousing	1,721	16	9	1,745
Retail Trade	551	17	171	740
Accommodations	648	1	0	650
Arts, Entertainment & Rec	406	55	23	484
Health & Social Services	0	0	184	184
Administrative & Waste Services	0	143	38	181
Professional Services	0	91	32	122
Other Services	0	36	71	108
Real Estate & Rental	20	33	24	77
Finance & Insurance	0	25	24	49
Information	0	34	14	48
Construction	0	36	8	45
Government	0	32	9	41
Educational Services	0	2	32	34
Wholesale Trade	0	14	19	33
Utilities	0	9	4	13
Manufacturing	0	8	2	10
Management of Companies	0	9	1	10
Ag, Forestry, Fish & Hunting	0	1	1	2
Mining	0	1	0	1
Total - 2024	5,876	644	783	7,303
Total - 2023	5,951	653	795	7,400
% Change	-1.3%	-1.4%	-1.5%	-1.3%

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

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: 2024 Economic Impact (Employment)



■ Direct ■ Indirect + Induced

Tourism Industry Ranking in Monroe County

2024 Tourism in Monroe County: Ranking of Major Industries By Total Employment

Rank	Industry	2024 Reported*	2024 Tourism Extracted**	% of Total	2024 % Growth
1	Health & Social Services	10,991	10,991	19.3%	2.7%
2	Manufacturing	8,141	8,141	14.3%	-9.8%
3	Tourism	-	5,876	10.3%	-1.3%
4	Retail trade	6,195	5,644	9.9%	-1.4%
5	Government	5,028	5,028	8.8%	2.5%
6	Accomodation & Food Services	7,789	4,610	8.1%	-1.5%
7	Professional Services	2,797	2,797	4.9%	3.7%
8	Construction	2,711	2,711	4.8%	1.8%
9	Other Services	2,413	2,413	4.2%	4.2%
10	Administrative & Waste Services	2,292	2,292	4.0%	-1.9%
11	Wholesale Trade	2,118	2,118	3.7%	7.9%
12	Finance & Insurance	1,477	1,477	2.6%	-5.9%
13	Real Estate	1,145	1,125	2.0%	-5.7%
14	Information	687	687	1.2%	2.4%
15	Educational Services	635	635	1.1%	0.4%
16	Management of Companies	491	491	0.9%	5.5%
17	Utilities	351	351	0.6%	-2.0%
18	Mining	296	296	0.5%	-6.6%
19	Arts, Entertainment & Recreation	640	234	0.4%	3.6%
20	Transportation & Warehousing	760	-961	-1.7%	-2.3%
Total County Employment		56,957	56,957	100.0%	0.5%

*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: 2024 Labor Income (in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food services & drinking places	\$53,157	\$1,719	\$2,449	\$57,325
Transportation & Warehousing	\$39,815	\$979	\$451	\$41,245
Retail trade	\$15,137	\$524	\$5,205	\$20,865
Accommodations	\$20,774	\$23	\$16	\$20,813
Health & social services	\$0	\$8	\$11,240	\$11,248
Arts, Entertainment & Rec	\$8,958	\$728	\$395	\$10,081
Administrative & waste services	\$0	\$4,891	\$1,291	\$6,182
Professional Services	\$0	\$3,917	\$1,366	\$5,283
Other services	\$0	\$1,407	\$2,778	\$4,184
Government	\$0	\$3,098	\$640	\$3,738
Real estate & rental	\$1,196	\$1,138	\$863	\$3,197
Information	\$0	\$1,940	\$789	\$2,728
Construction	\$0	\$1,980	\$443	\$2,422
Finance & insurance	\$0	\$1,156	\$1,127	\$2,282
Wholesale Trade	\$0	\$881	\$1,287	\$2,167
Utilities	\$0	\$1,312	\$521	\$1,832
Management of companies	\$0	\$1,630	\$162	\$1,792
Manufacturing	\$0	\$561	\$193	\$754
Educational services	\$0	\$32	\$525	\$557
Ag, Forestry, Fish & Hunting	\$0	\$104	\$118	\$222
Mining	\$0	\$28	\$10	\$38
Total - 2024	\$139,037	\$28,055	\$31,865	\$198,957
Total - 2023	\$133,924	\$26,518	\$30,226	\$190,669
% Change	3.8%	5.8%	5.4%	4.3%

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

Monroe County
visitors generate
significant tax
revenue for both
Federal, **State, and**
Local Governments

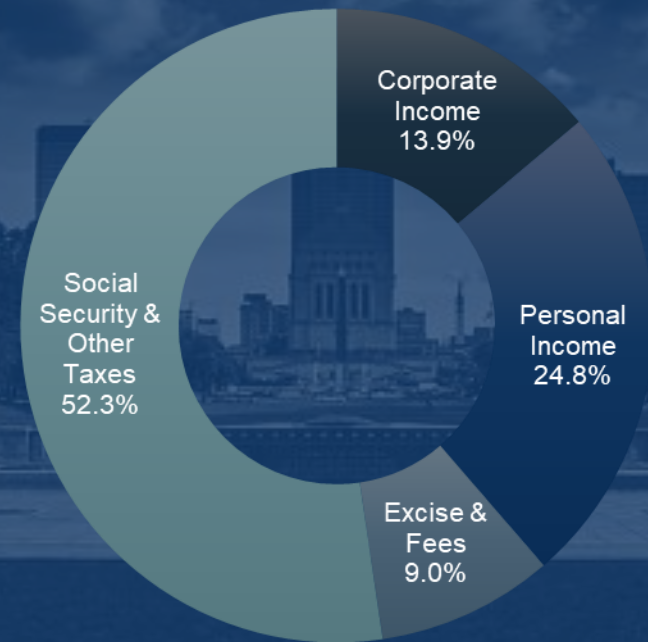
\$37.4 Million
Federal Taxes

\$54.2 Million
State + Local
Taxes

Social Security & Other Taxes Account for over half the \$37.5 Million in Federal taxes

Social security and personal income together account for 77% of federal tax dollars raised by Monroe County tourism.

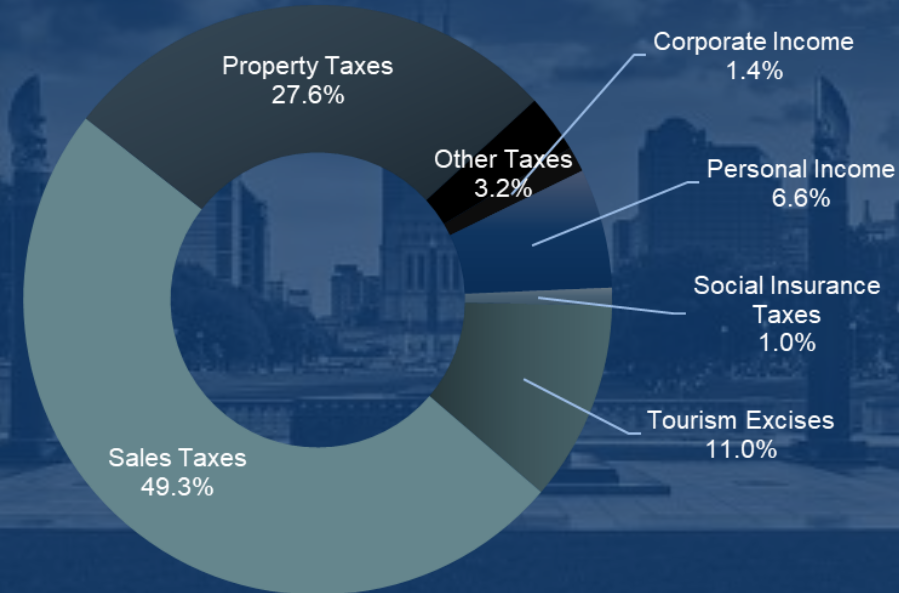
Federal Taxes
2024 Tax Total: \$37.4 Million



Sales Taxes Account for Almost Half of State and Local Tax Collections

Sales Taxes when coupled with property taxes account for almost 77% of state and local tax contributions.

State & Local Taxes 2024 Tax Total: \$54.2 Million



Tourism Generated \$92 Million in Taxes

Monroe County visitors supported \$92.0 million in total taxes in 2024, up 1.3% from 2023. Federal tax collections resulting from tourism in Monroe County include income taxes and social security and totaled \$37.4 million in 2024. State & local tax collections totaled \$54.2 million, including \$26.7 million in sales taxes and \$15 million in local property taxes.

Monroe County	2023	2024	% Change
Federal: US			
Corporate Income	\$5,133.7	\$5,193.6	1.2%
Personal Income	\$8,885.6	\$9,271.9	4.3%
Excise & Fees	\$3,422.7	\$3,378.1	-1.3%
Social Security & Other Taxes	\$18,815.8	\$19,581.9	4.1%
Federal Total	\$36,257.8	\$37,425.5	3.2%
State & Local			
Corporate Income	\$743.0	\$751.6	1.2%
Personal Income	\$3,400.7	\$3,548.5	4.3%
Social Insurance Taxes	\$501.9	\$521.5	3.9%
Tourism Excises	\$5,905.7	\$5,952.5	0.8%
Hotel Tax	\$4,027.4	\$4,124.5	2.4%
Food & Beverage	\$1,670.8	\$1,625.9	-2.7%
Rental Car Excise	\$207.5	\$202.1	-2.6%
Sales Taxes	\$27,355.2	\$26,679.9	-2.5%
Property Taxes	\$14,445.4	\$14,959.7	3.6%
Other Taxes	\$1,765.2	\$1,736.9	-1.6%
State & Local Tax Total	\$54,117.1	\$54,150.6	0.1%
Total County Tourism-Initiated Taxes	\$90,374.9	\$91,576.1	1.3%

Sources: IMPLAN, Rockport Analytics

Putting the Benefits of Monroe County Tourism in Perspective



Promoting a Healthy Job Market

Approximately 10.3% of all people working in Monroe County are supported by visitors to the county.

Monroe County tourism supported 7,303 jobs. Of those 5,876 were directly employed in a tourism-related job.

Tourism is the 3rd largest industry (by jobs).



Benefiting County Businesses

Visitors generated top-line sales totaling \$328.3 million benefiting a broad array of local businesses. Businesses that directly served visitors saw value-added of \$219.7 million in 2024, up 6.3% from 2023. In 2024, tourism supply chain businesses received value-added of more than \$47.7 million.



Contributing to Public Education & Other Government Services

State & local (S&L) tax revenue collected from tourism in Monroe County is sufficient to fund 4,114 Indiana public school students.

S&L tax collections were enough to fund roughly 943 Indiana public school teachers.



Capturing and Retaining Dollars Spent by Visitors

Of every dollar spent by visitors to Monroe County, 66¢ in economic impact is returned to the local area.

Of every dollar spent by visitors to Monroe County 40¢ went toward paying the salaries of 7,303 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 58,264 households in Monroe County would have to pay an additional \$936 per year in taxes to maintain current levels of state & local government services.

Sources: NEA's 2024 State Rankings, Moody's Analytics, IMPLAN, Indiana Department of Revenue, U.S. Census, Rockport Analytics

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



Rockport Analytics, LLC

Annapolis, MD
West Chester, PA

rockportanalytics.com
info@rockportanalytics.com
(866) 481-9877