

Tourism Supports THE WHOLE COMMUNITY

4,140 people

work in tourism-related jobs

\$97.6 million

in wages and income supported by visitors providing opportunity for local families

\$55 million in taxes

(↑Up 5.7%) generated by visitors to support local needs

\$549 per family saved

because of visitor spending

TOURISM = 8th largest industry

in Hendricks County (excluding Government)

VISIT HENDRICKSCOUNTY

2.2 million visitors

Visitors to
Hendricks County
spent **\$279.4 million**

(↑Up 6.2%)

\$92.6 M
FOOD &
BEVERAGE

\$76.4 M
RETAIL

\$34.3 M
LODGING

\$22.9 M
TRANSPORTATION

\$53.2 M
RECREATION &
ENTERTAINMENT

Economic impact study conducted by Rockport Analytics and Reach Market Planning, utilizing 2017 data



3,497 public school students are supported by Tourism revenue



60% of every \$1 spent by visitors remains in the community



Hendricks County hotels:

- ▶ 3rd in Occupancy Rate
- ▶ 3rd in Average Daily Rate (ADR)
- ▶ 3rd Revenue Per Available Room (RevPAR)

COMPARED TO OTHER CENTRAL INDIANA COUNTIES IN 2018



HOW TOURISM SUPPORTS THE LOCAL COMMUNITY

Visit Hendricks County oversees the use of the 8% Innkeeper's Tax. This user fee is paid by visitors who stay overnight in lodging facilities located in Hendricks County and passed through the hotel to the county. The tax dollars collected break down as follows:

62.5% funds Visit Hendricks County Marketing, Sales & Operations.

18.75% goes back to the County for the development of the County Parks and the County Fairgrounds, totaling over \$3.8 million in revenue since 2005.

18.75% funds debt service on the 2016 Innkeeper's Tax bonds supporting the Conference Center project, which recently opened.

HOW WE PROMOTE HENDRICKS COUNTY

MISSION

We serve as the destination marketing organization for Hendricks County communities and our tourism industry by promoting and developing the visitor experience by targeted markets for sustainable economic growth and quality of place.

VISION 2025

We are an influential brand marketing leader focusing on specialized meetings and events, urban recreation pursuits and food culture.

TARGET MARKETS

- ▶ Urban recreation travel
- ▶ Arts, travel, cultural/heritage events
- ▶ Shopping and food travel
- ▶ Conferences and meetings
- ▶ Weddings
- ▶ Group day trips and consumer shows
- ▶ Visiting friends and relatives, business and pass-thru travel

STAY CONNECTED

- ▶ We're here to help make your next event, festival, meeting or conference as great as it can be with planning and promotions assistance—all at no charge!
- ▶ Ask us for free copies of the Hendricks County Visitors Guide, which includes a pull-out Restaurant and Hotel Guide for your visitors. We'll even provide brochure stands to use during your event.
- ▶ Get ideas for future use when you sign up to receive monthly emails with news, events and upcoming opportunities at VisitHendricksCounty.com/Partners.

5 MINUTES FROM
AWARD-WINNING
AIRPORT

60
LOCAL RESTAURANTS

25
HOTELS & GROWING

3
MAJOR INTERSTATES

1,300
ROOMS
AT I-70 EXIT

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