

Tourism Supports THE WHOLE COMMUNITY

4,237 people

work in tourism-related jobs

\$103.5 million

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

\$58.7 million in taxes

(↑Up 9.1%) generated by visitors to support local needs

\$568 per family

saved because of visitor spending

TOURISM = 8th largest industry

in Hendricks County (excluding Government)

VISIT HENDRICKSCOUNTY

Visitors to
Hendricks County
spent \$300.3 million

(↑Up 9.5%)

\$97.6 M
FOOD &
BEVERAGE

\$81.5 M
RETAIL

\$38.0 M
LODGING

\$25.0 M
TRANSPORTATION

\$58.2 M
RECREATION &
ENTERTAINMENT

Economic impact study conducted by Rockport Analytics and Reach Market Planning, utilizing 2019 data



3,621 public school students are supported by Tourism revenue



59% 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 2019