

WHAT IS TOURISM?

Tourism in Hendricks County brings in money from outside visitors to support the locally owned stores you visit every day, the places you go to enjoy time with your family and friends and the places that bring our community together.



HOW DOES TOURISM SUPPORT OUR COMMUNITY?



4,269 people
work in tourism-supported jobs



2,943
public school students are supported by tourism revenue



\$596 per family
saved because of visitor spending



58%
spent by visitors remains in the community



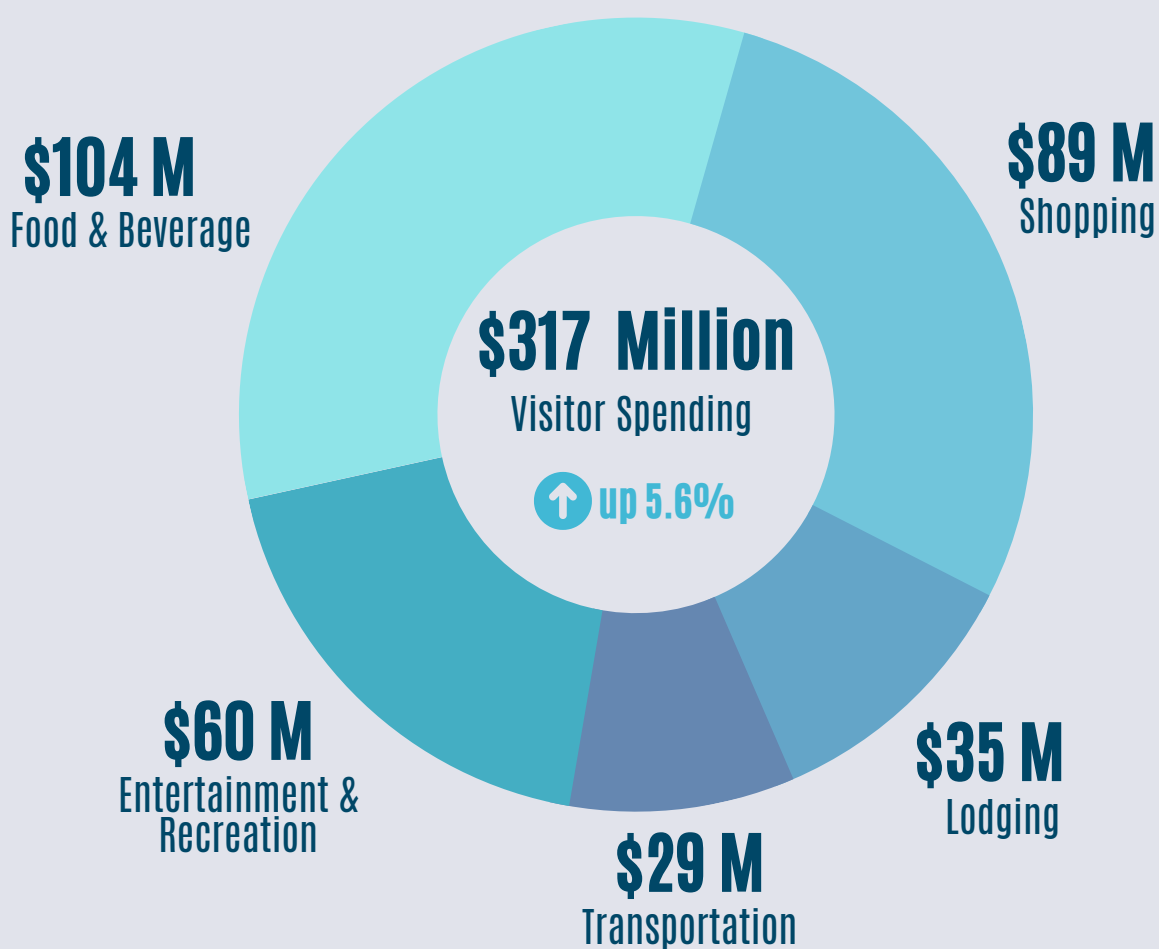
\$107 million **↑ up 3.4%**
in wages & income supported by visitors providing opportunity for local families



\$60.7 million **↑ up 3.4%**
generated by visitors to support local needs

Tourism = 9th largest industry
in Hendricks County (excluding government)

WHAT IS THE ECONOMIC IMPACT OF TOURISM?



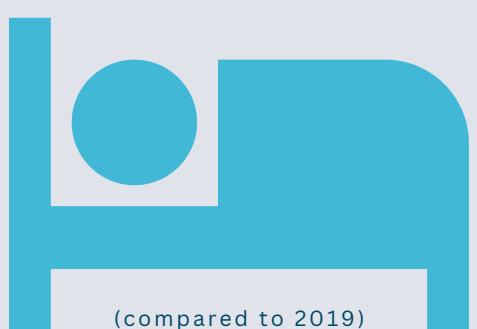
Economic impact study conducted by Rockport Analytics, utilizing 2021 data.

HOW HEALTHY IS OUR TOURISM BUSINESS?

Measuring the performance of the local hotels is the best way to compare year over year demand in the market. Hendricks County hotels experienced record-breaking demand in 2021, selling more rooms than ever before.



up 9.5%
Hotel Rooms Sold



(compared to 2019)

2ND in Revenue Per Available Room (RevPAR)

2ND in Occupancy Rate

2ND in Average Daily Rate (ADR)

Compared to other Central Indiana counties in 2021.