

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.



WHO DOES TOURISM SUPPORT?



Local Business & Their Employees



people work in tourism-supported jobs



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



Local Families



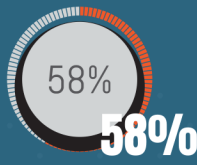
public school students are supported by tourism revenue



saved because of visitor spending



Our Community



spent by visitors remains in the community



generated by visitors to support local needs

Tourism = 9th largest industry

in Hendricks County (excluding government)

WHAT IS THE ECONOMIC IMPACT OF TOURISM?

\$113 M
Food & Beverage

\$92 M
Shopping

\$352.5 Million
Visitor Spending

up 11%

\$71 M
Entertainment & Recreation

\$41 M
Lodging

\$35 M
Transportation

Economic impact study conducted by Rockport Analytics, utilizing 2022 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 2022, selling more rooms than ever before.

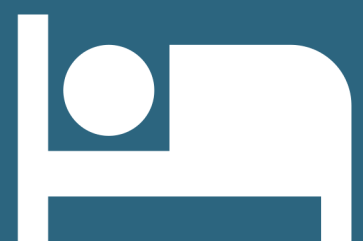
up 2.7%

Hotel Rooms Sold

2ND in Revenue Per Available Room (RevPAR)

2ND in Occupancy Rate

3RD in Average Daily Rate (ADR)



Compared to other Central Indiana counties in 2022.

(compared to 2021)