

# 2023 INDIANA TOURISM ECONOMIC CONTRIBUTION BY THE NUMBERS



Tourism Matters  
**INDIANA**

Indiana Destination Development Corporation

**2022**

**2023**

**GROWTH**

	2022	2023	GROWTH
<b>VISITORS</b>	<b>80.8 M</b>	<b>81.7 M</b>	<b>VOLUME GROWTH: 1.2%</b> Domestic: 99+%    International: <1% Day: 63%            Overnight: 37% Business: 13%      Leisure: 87%
<b>VISITOR SPENDING</b>	<b>\$15.1 B</b>	<b>\$16.2 B</b>	<b>SPENDING GROWTH: 7.0%</b> Average Spend/Trip: \$198 Domestic Spend/Trip: \$193 International Spend/Trip: \$1,168
<b>TAXES GENERATED</b>	<b>\$2.4 B</b>	<b>\$2.8 B</b>	<b>GROWTH IN TAXES GENERATED: 15.8%</b> Federal: \$1.3 B State: \$1.1 B Local: \$694 M
<b>INDIANA JOBS SUPPORTED</b>	<b>200 K</b>	<b>208 K</b>	<b>EMPLOYMENT GROWTH: 4.1%</b> (Full & Part-Time)
<b>WAGES &amp; SALARIES PAID</b>	<b>\$6.0 B</b>	<b>\$6.4 B</b>	<b>WAGE GROWTH: 5.8%</b>
<b>ECONOMIC CONTRIBUTIONS</b>	<b>\$9.9 B</b>	<b>\$10.4 B</b>	<b>ECONOMIC IMPACT GROWTH: 5.8%</b>

Sources: Rockport Analytics, Longwoods International, Reach Market Planning, NTTO, STR, AirDNA, Indiana & Marion County Department of Revenue