

2024 INDIANA TOURISM ECONOMIC CONTRIBUTION BY THE NUMBERS

Tourism Matters
INDIANA
 Indiana Destination Development Corporation

| | 2023 | 2024 | GROWTH |
|----------------------------------|-----------------|-----------------|---|
| VISITORS | 81.7 M | 83.3 M | VOLUME GROWTH: 1.9% Domestic: 99+% International: <1% Day: 63% Overnight: 37% Business: 14% Leisure: 86% |
| VISITOR SPENDING | \$16.2B | \$16.9 B | SPENDING GROWTH: 4.7% Average Spend/Trip: \$203 Domestic Spend/Trip: \$198 International Spend/Trip: \$991 |
| TAXES GENERATED | \$2.8 B | \$3.2 B | GROWTH IN TAXES GENERATED: 4.1% Federal: \$1.35 B State: \$1.1 B Local: \$740 M |
| INDIANA JOBS SUPPORTED | 208 K | 210 K | EMPLOYMENT GROWTH: 0.8% <i>(Full & Part-Time)</i> |
| WAGES & SALARIES PAID | \$6.4 B | \$6.7 B | WAGE GROWTH: 4.6% |
| ECONOMIC CONTRIBUTIONS | \$10.4 B | \$10.9 B | ECONOMIC IMPACT GROWTH: 4.9% |

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