



ROCKPORT
ANALYTICS

INDIANA'S TOURISM ADVANTAGE: SUPPORTING PEOPLE, PLACES & PROSPERITY

2024 Economic Impact Assessment | December 2025



IN INDIANA.

The 2024 Contribution of Travel & Tourism to the Indiana Economy

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Study Overview & Methodology

Study Overview

This study, commissioned by the Indiana Destination Development Corporation, analyzes the economic impact of tourism in Indiana for 2024. Conducted by Rockport Analytics, it measures the contribution of visitors to the state's GDP, jobs, wages, and tax revenue.

Methodology

Tourism's economic impact is divided into three parts:



1. Direct
2. Indirect
3. Induced

Direct impacts come from visitor spending on businesses like hotels and restaurants. Indirect impacts benefit local suppliers to those businesses.

Induced impacts occur as tourism wages are spent throughout the economy.

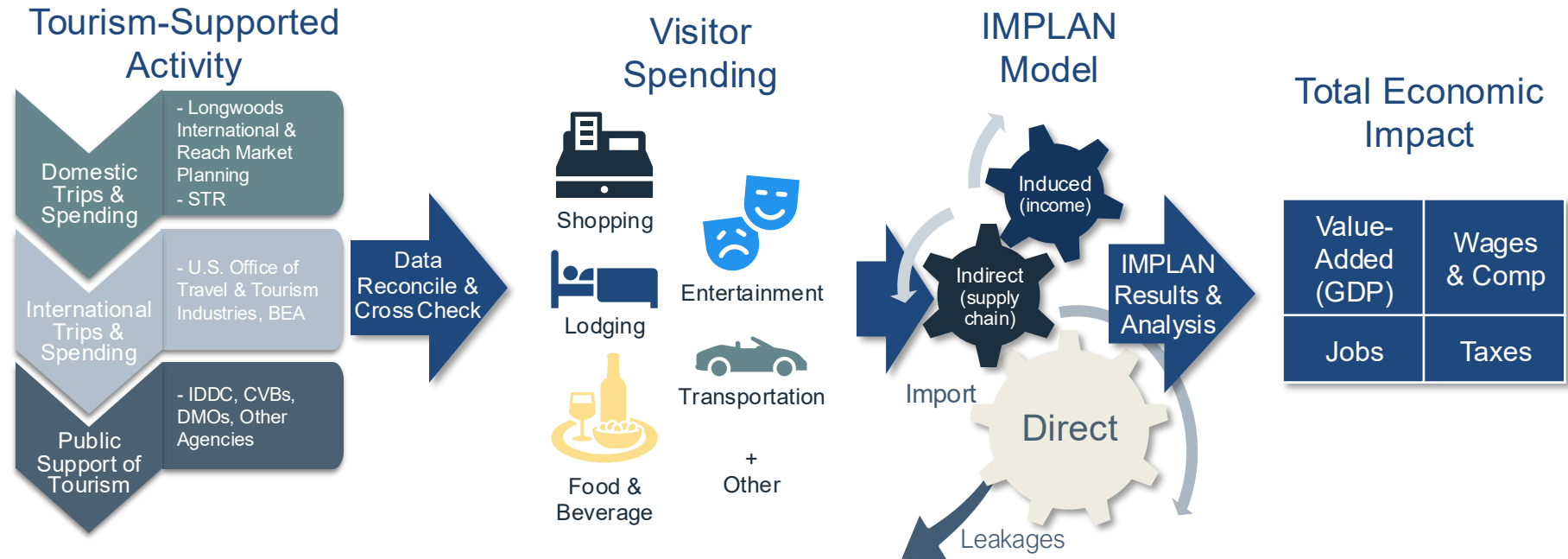
An economic model of Indiana is critical to estimating how traveler spending resounds through the state and county-level economies. Rockport Analytics has chosen the IMPLAN model for Indiana (www.implan.com), a non-proprietary economic model that has become the standard for most economic impact assessments in the United States. This model is critical to measuring the direct, indirect and induced impacts of visitation to the state.



Study Overview & Methodology

Methodology (Continued)

IMPLAN also measures how much of each tourism dollar remains in the state economy. Total traveler spending generally exceeds the direct impact of tourism. This is because not all goods and services purchased by travelers are supplied by firms located in Indiana. The IMPLAN model accounts for these import “leakages”² to suppliers located outside of the state. Generally, the more diversified a state economy, the lower are import leakages and the higher the retention and multiplier of visitor spending.





2024 ECONOMIC IMPACT OF TOURISM IN INDIANA EXECUTIVE SUMMARY & KEY FINDINGS



The Big Picture 2024: Tourism

Indiana's tourism industry continued its strong momentum in 2024 – advancing both economic growth and quality of life in communities across the state. Visitor spending rose 4.7% to \$16.9 billion, generating \$10.9 billion in Gross State Product (2.1% of Indiana's total economy) and sustaining tourism's role as one of the state's top 15 employment sectors. Overall, visitor activity supported more than 210,000 jobs – exceeding pre-pandemic employment levels and reflecting a 0.8% gain over 2023. Tourism-driven wages increased to \$4.1 billion, with broader supply-chain and household spending adding another \$2.6 billion in earnings. For every tourism dollar spent, 65 cents remained in Indiana – directly strengthening local businesses and communities.

Travel volume reached a record 83.3 million person-trips in 2024 (+1.9% YoY), surpassing the previous 2019 peak. Business travel was a standout performer, climbing 10%, while international visitation grew 4.7% as global travel recovery accelerated. Higher per-trip spending helped fuel revenue growth, even as day travel led overall volume gains. Leisure travel remained steady (+0.9%) and overnight visitation continued to move closer to full post-pandemic recovery.

Tourism also delivered major fiscal benefits. Visitor activity generated \$3.2 billion in total tax revenue – including \$1.1 billion in state taxes and \$740 million for local governments – reducing resident tax burdens by roughly \$600 per household. These revenues fund essential public services, enough to educate 135,000 students or support the salaries of nearly 31,000 teachers annually – underscoring tourism's broad and meaningful impact on Indiana communities.

2024 Indiana Tourism Highlights



83.3 M

Visitors

Volume Growth 1.9%

Domestic 99+% International <1%
Day 63% Overnight 37 %
Business 14% Leisure 86%



\$16.9 B

Visitor Spending

Spending Growth 4.7%

Average Spend/Trip \$203
Domestic Spend/Trip \$198
International Spend/Trip \$991



\$3.2 B

Total Initiated Taxes

Total Initiated Tax Growth 4.1%

Federal: \$1.35 B
State \$1.1 B
Local: \$740 M



210 K

Total Indiana Jobs Supported

(Full & Part-Time)
Employment Growth 0.8%



\$6.7 B

Total Wages & Salaries Paid

Wage Growth 4.6%



\$10.9 B

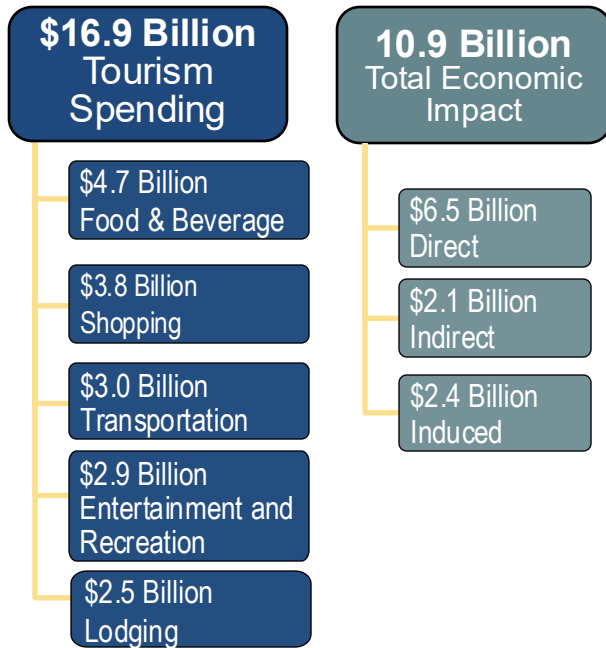
Total Economic Contribution

(Value Added)
Impact Growth 4.9%

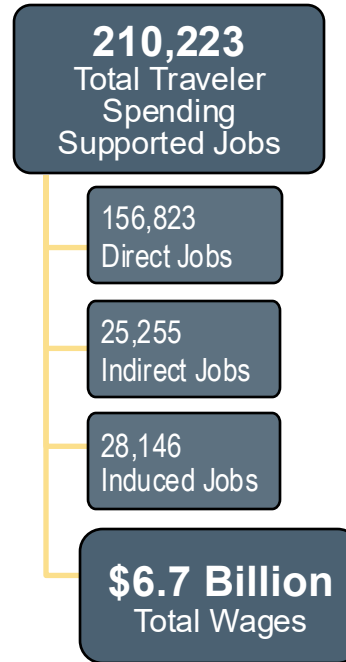


2024 Indiana Tourism Highlights

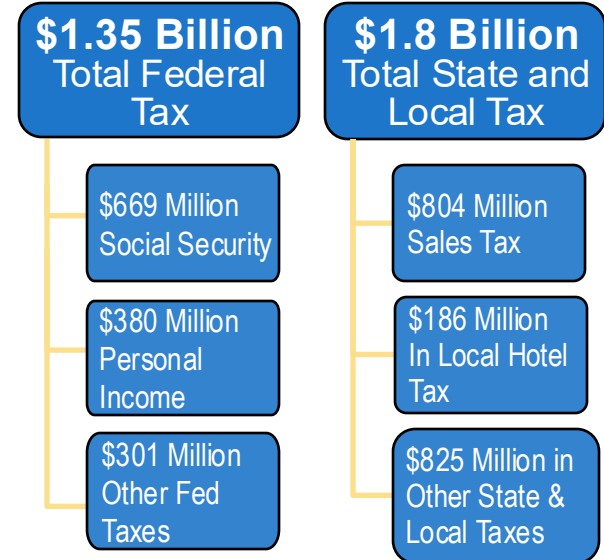
Tourism and Impact



Jobs and Wages



Tax Revenue Generated



2024 Indiana Tourism Highlights:

Key Metrics

Record Visitation in 2024

Indiana surpassed its pre-pandemic high for visitor volume, welcoming 83.3 million person-trips in 2024 (+1.9% YoY). Business travel led the rebound with a 10.1% increase, while international visitation—still a relatively small share of the market—also grew strongly at 4.7%, outpacing domestic travel growth of 1.9%.

Stronger spending and higher average spend-per-trip

Visitor spending increased 4.7% to \$16.9 billion. Average spend per visitor rose from \$198 to \$203, holding steady in real terms as inflation moderated. Growth was driven by key categories including lodging, transportation, and food & beverage. Domestic visitors fueled most gains (+4.8%), while international spending grew modestly (+1.1%) after a sharp rebound in 2023.

Tourism remains a major economic driver

Travel & tourism contributed \$10.9 billion to Indiana's economy in 2024, accounting for 2.1% of Gross State Product. Visitor-serving businesses such as hotels, restaurants, and attractions generated \$6.5 billion in direct value, with the remaining \$4.4 billion coming from supply-chain and household spending. Importantly, 65 cents of every visitor dollar stayed in Indiana, supporting wages (39 cents) and state/local tax revenues (11 cents).

Employment surpasses pre-pandemic levels

Tourism activity supported more than 210,000 jobs, a 0.8% increase and above the former high of 208,000. Employment growth in the sector matched the pace of Indiana's broader economy, keeping tourism ranked as the 13th-largest employer in the state—responsible for over 5% of all nonfarm jobs.

Growing statewide fiscal benefits

Visitor activity generated \$3.2 billion in total tax revenue in 2024 (+4.1% YoY). State and local tax collections reached \$1.8 billion, including \$1.1 billion to the Indiana Department of Revenue and \$740 million to local governments. Without tourism-driven revenues, Indiana households would each owe an additional \$600 annually to maintain current public services.

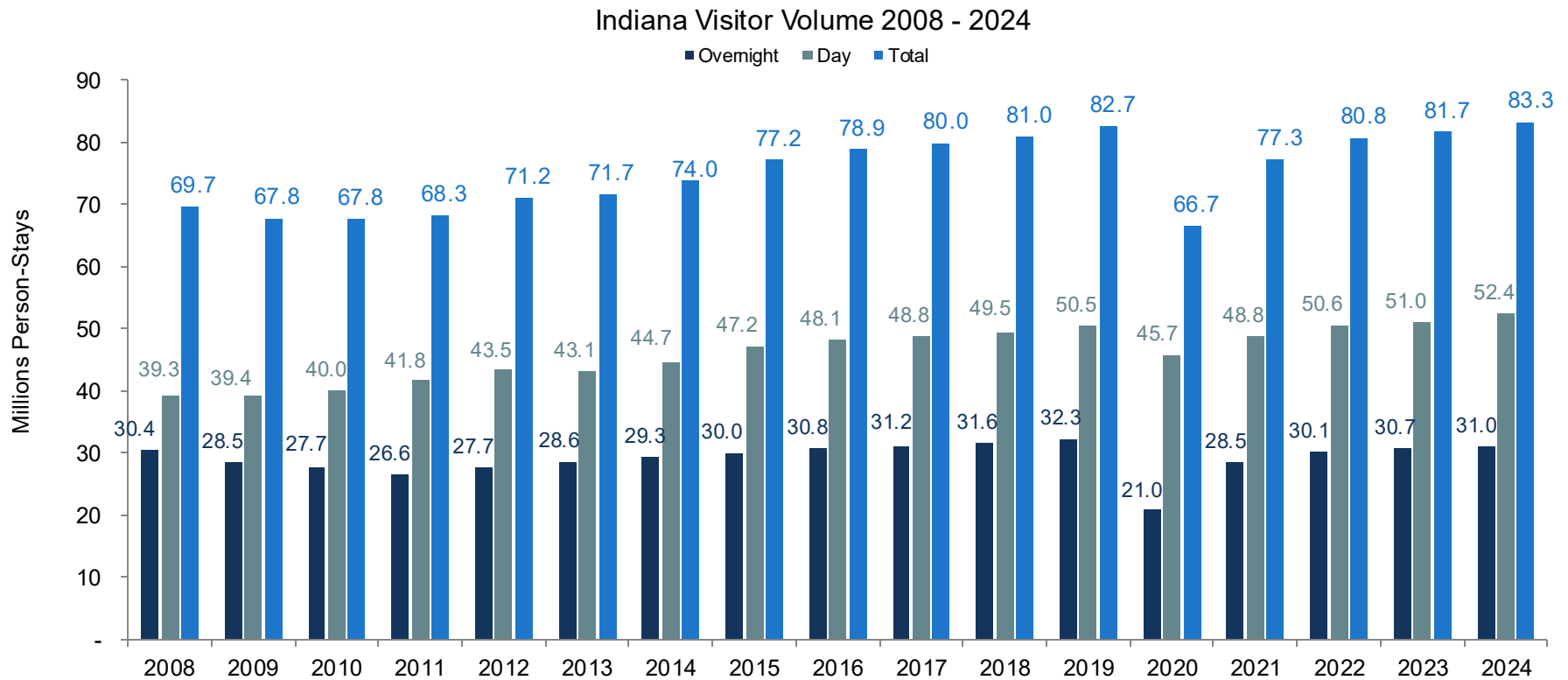


2024 ECONOMIC IMPACT OF TOURISM IN INDIANA STATE-LEVEL TOURISM PERFORMANCE



Indiana Travel Volume Surpasses Pre-Pandemic Levels in 2024

Indiana's visitor volume grew to 83.3 million in 2024, setting a record that had been held by 2019's 82.7 million. Visitation increased by 1.9%, an increase of 1.6 million visitors from 2023 levels. Growth was supported by a 2.6% increase in day travel as well as a 10% increase in business travel in 2024. The key leisure travel sector grew by 0.7% in 2024 with overnight travel increasing by a similar 0.7%.



Note: All international visitation was added into the Overnight category

Business¹

Business volume grew 10.1% in 2024 helping its share jump to 14.1% of total volume. Business volume reached 11.7 million, increasing by over 1 million visitors.

11.7M Person-Stays

10.1% Y/Y Growth

14.1% Share of Total



Leisure²

The largest travel sector, leisure travel, grew 0.7% in 2024. Leisure travel to Indiana brought in 71.2 million person-stays in 2024.

71.2M Person-Stays

0.7% Y/Y Growth

85.9% Share of Total



Domestic³

Domestic travel accounts for 99.4% of all visitation to Indiana. With 82.9 million person-stays in 2024, volume grew 1.9% over 2023.

82.9M Person-Stays

1.9% Y/Y Growth

99.4% Share of Total



International⁴

International travel grew 4.7% over 2023 levels, with 465 thousand person-stays.

465K Person-Stays

4.7% Y/Y Growth

0.6% Share of Total



Day⁵

The share of day trips increased to 63.2% of all travel in 2024, supported by strong growth in day business travel. Day trips growth registered 2.6% in 2024, outpacing overall visitation growth.

52.4M Person-Stays

2.6% Y/Y Growth

63.2% Share of Total



Overnight⁶

Overnight travel levels reached 30.9 million, growing 0.8% over 2024.

30.9M Person-Stays

0.8% Y/Y Growth

37.2% Share of Total



¹Business trips include convention/meetings travel & transient trips.

²The business/leisure split is self-reported by survey respondents and includes both overnight & day travelers. We expect some group convention visitors to report their trips as leisure, even though they may be attending a convention

³Domestic volume includes both day and overnight and business and leisure trips.

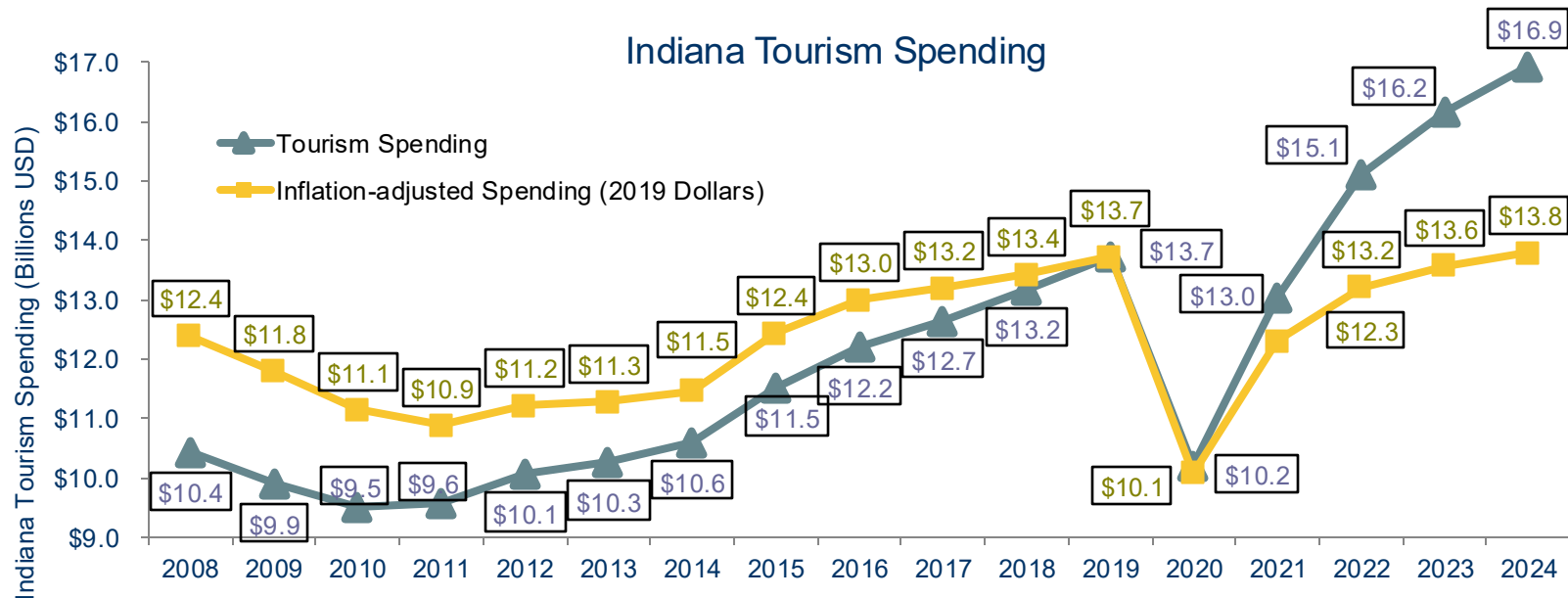
⁴International visitor volume includes persons from overseas as well as Canada and Mexico.

⁵Daytrips are measured as anyone who has traveled more than 50 miles one way to visit an Indiana but did not stay overnight, they include both out-of-state and in-state visitors

⁶Includes both domestic and international visitor volume

Indiana Visitor Spending Increased 4.7%, nearing \$17 Billion in Visitor Spending in 2024

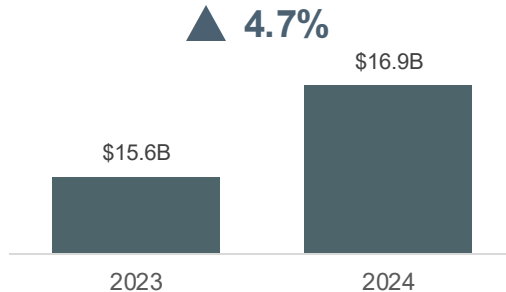
Indiana's tourism industry saw visitors spending \$16.9 billion on goods and services, a 4.7% increase over the previous year. This surge was driven by a 2.7% increase in average spending per trip, reaching \$203. 2024 saw **inflation-adjusted spending surpass pre-pandemic levels for the first time**.



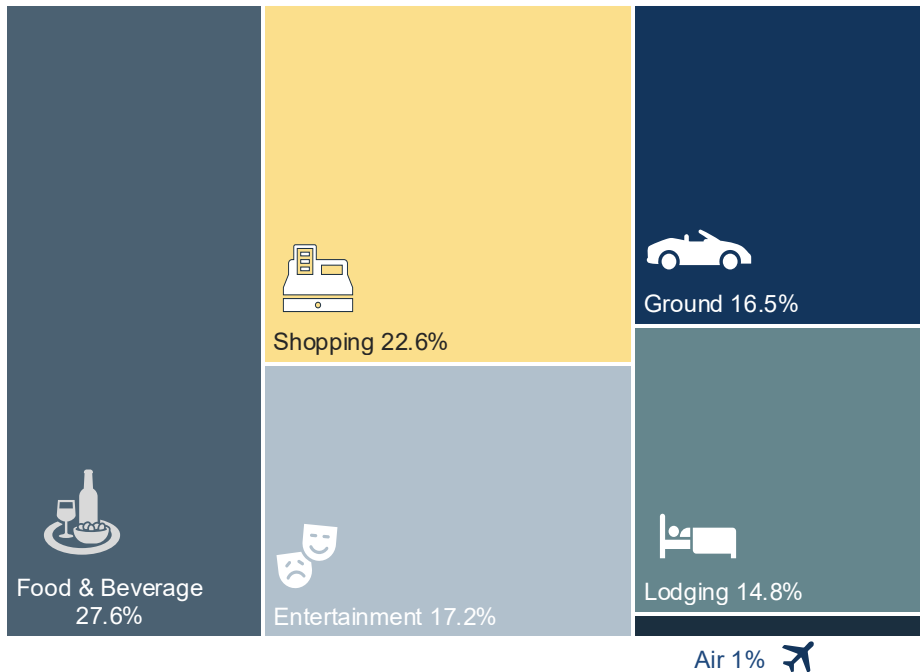
	2018	2019	2020	2021	2022	2023	2024
Nominal Spending Growth Rate	4.2%	4.1%	-25.7%	27.8%	16.0%	7.0%	4.7%
Real Spending Growth Rate	1.7%	2.2%	-26.6%	22.1%	7.4%	2.7%	1.7%

Indiana Visitor Spending by Category

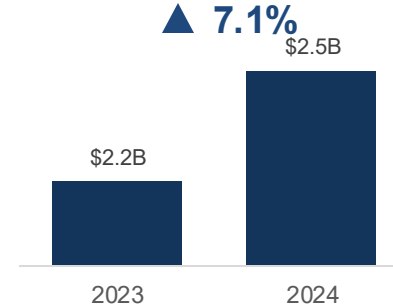
Indiana Total Spending



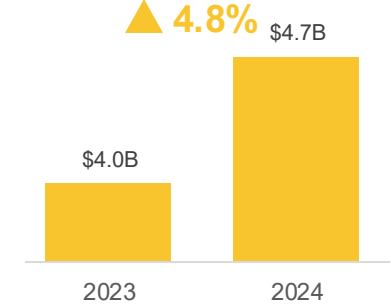
Share of 2024 Indiana Visitor Spending By Category



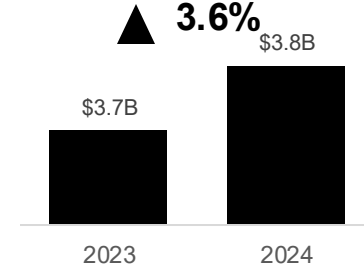
Lodging



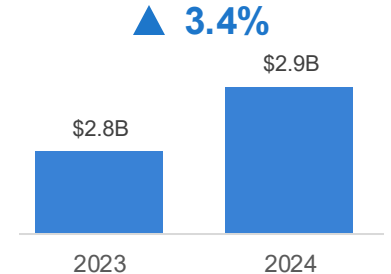
Food & Beverage



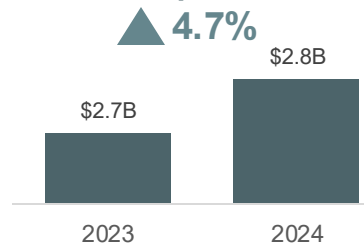
Shopping



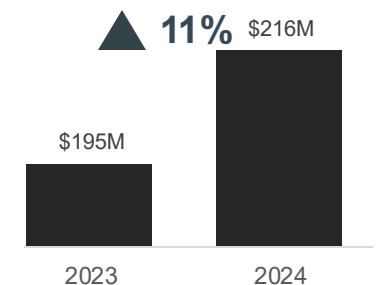
Entertainment



Ground Transportation



Air Transportation

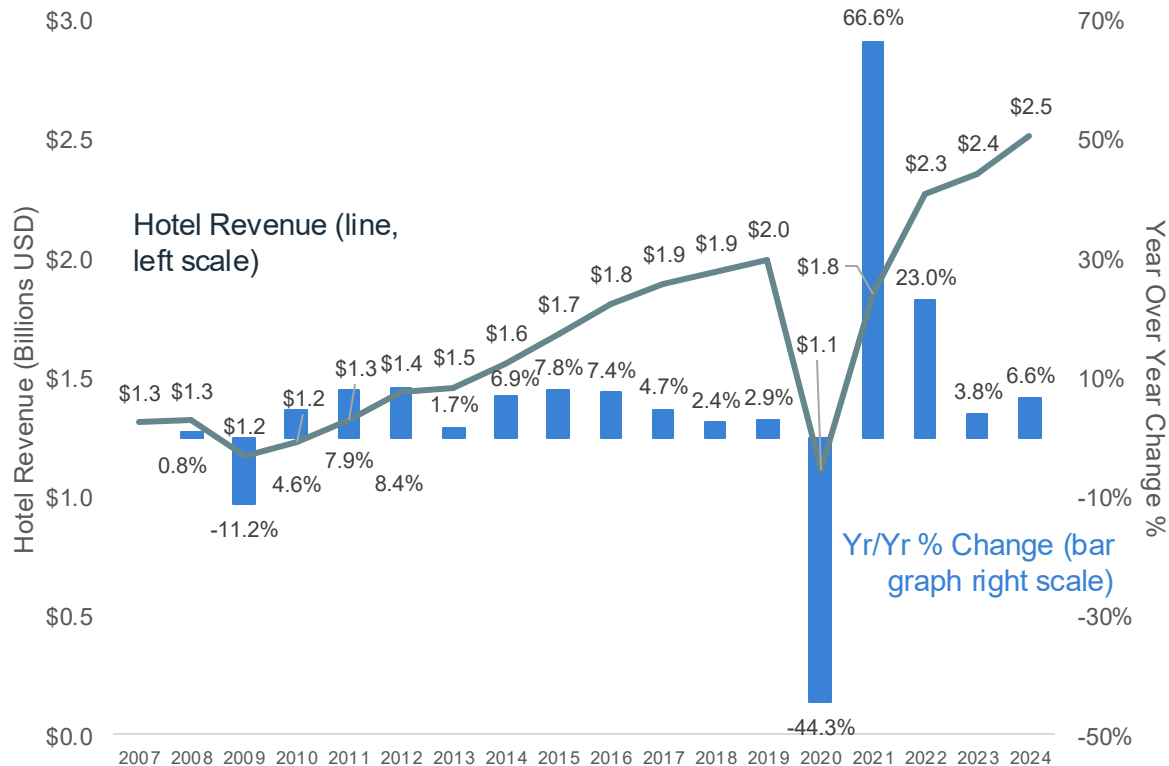


Source: Longwoods International, NTT, Reach Market Planning, STR, BTS, AirDNA, Rockport Analytics

Led by Rate Increases, Indiana Hotel Revenue surpasses \$2.5 billion

Indiana hotel room revenue rose 6.6% in 2024, surpassing \$2.5 billion, while revenue per available room (RevPAR) increased 5.5%. The average daily rate grew 5.1%, reaching \$120. Occupancy remained level at 58% as both demand and supply increased by 1.5% in 2024.

Hotel Revenue and Percent Change Year Over Year

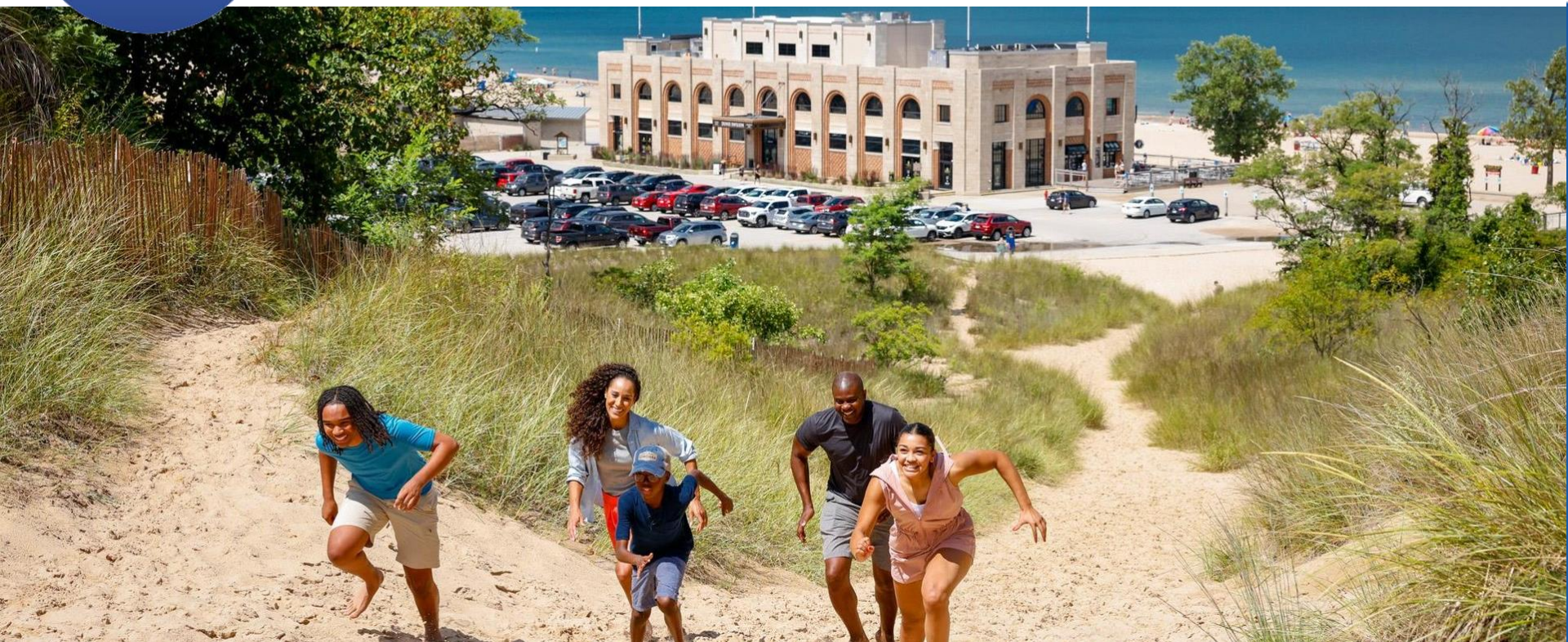


Hotel Metric	2024	24/23 Growth
Demand	20.3M	1.5%
Supply	35.1M	1.5%
Occupancy	58%	0.0%
ADR	\$120	5.1%
RevPAR	\$70.7	5.5%
Revenue	\$2.5B	6.6%



2024 ECONOMIC IMPACT OF TOURISM IN INDIANA

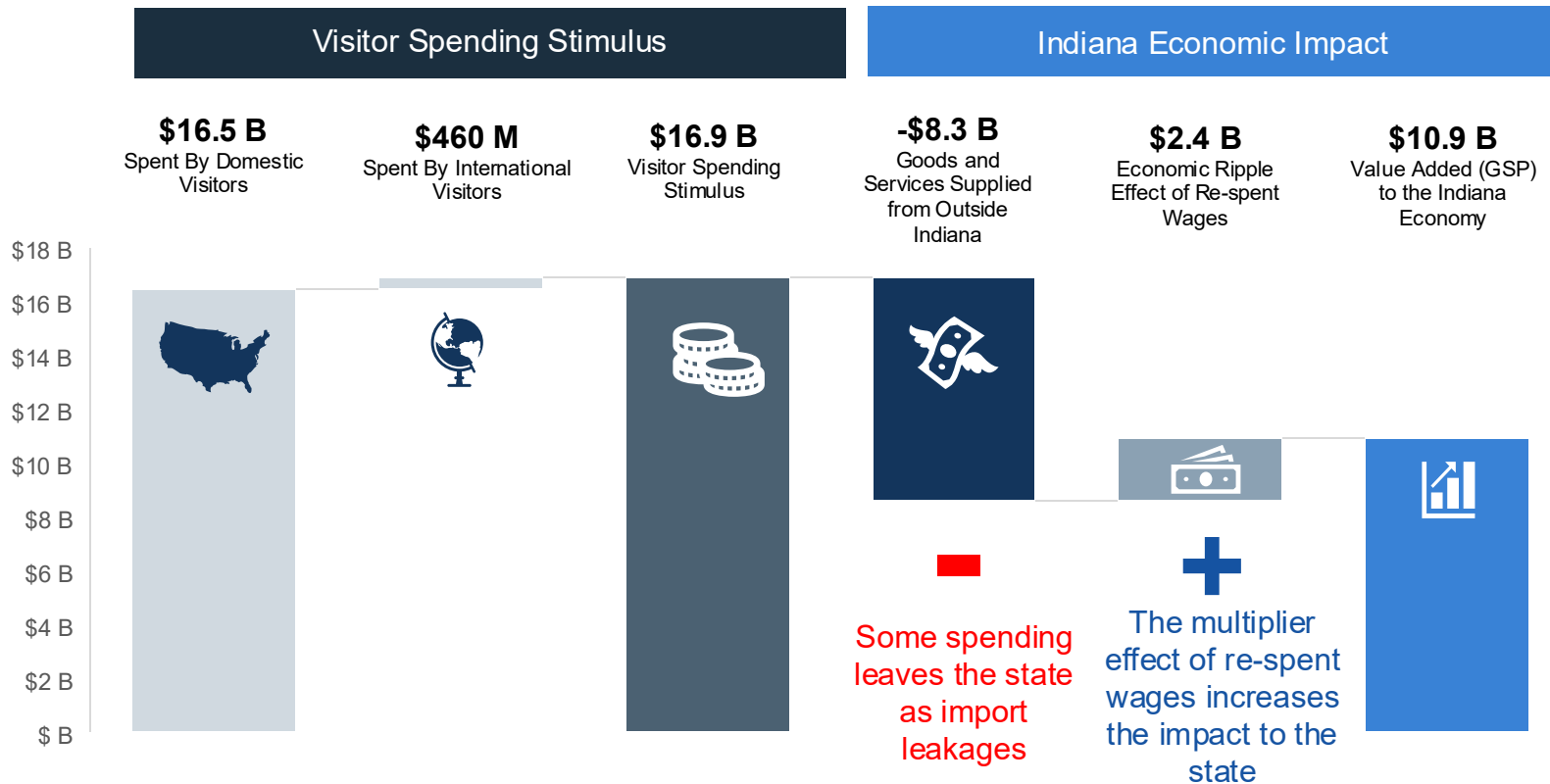
TOURISM'S CONTRIBUTION TO THE INDIANA ECONOMY



Indiana Generates \$16.9 Billion in Visitor Spending, Resulting in \$10.9 Billion GSP Growth

In 2024, domestic visitors spent a record \$16.5 billion (an increase of \$750 million over 2023), while international visitors contributed \$460 million (an increase of \$5 million over 2023). Combined, these visitors spent \$16.9 billion in the state. Additionally, \$2.4 billion in wages earned by Indiana employees was re-spent locally.

However, not all of this money stayed in Indiana. Approximately \$8.3 billion was spent on goods and services sourced from outside the state. Ultimately, tourism generated a net economic impact of \$10.9 billion on Indiana's Gross State Product (GSP).

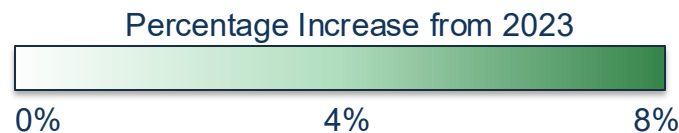


Indiana Tourism's Bottom Line

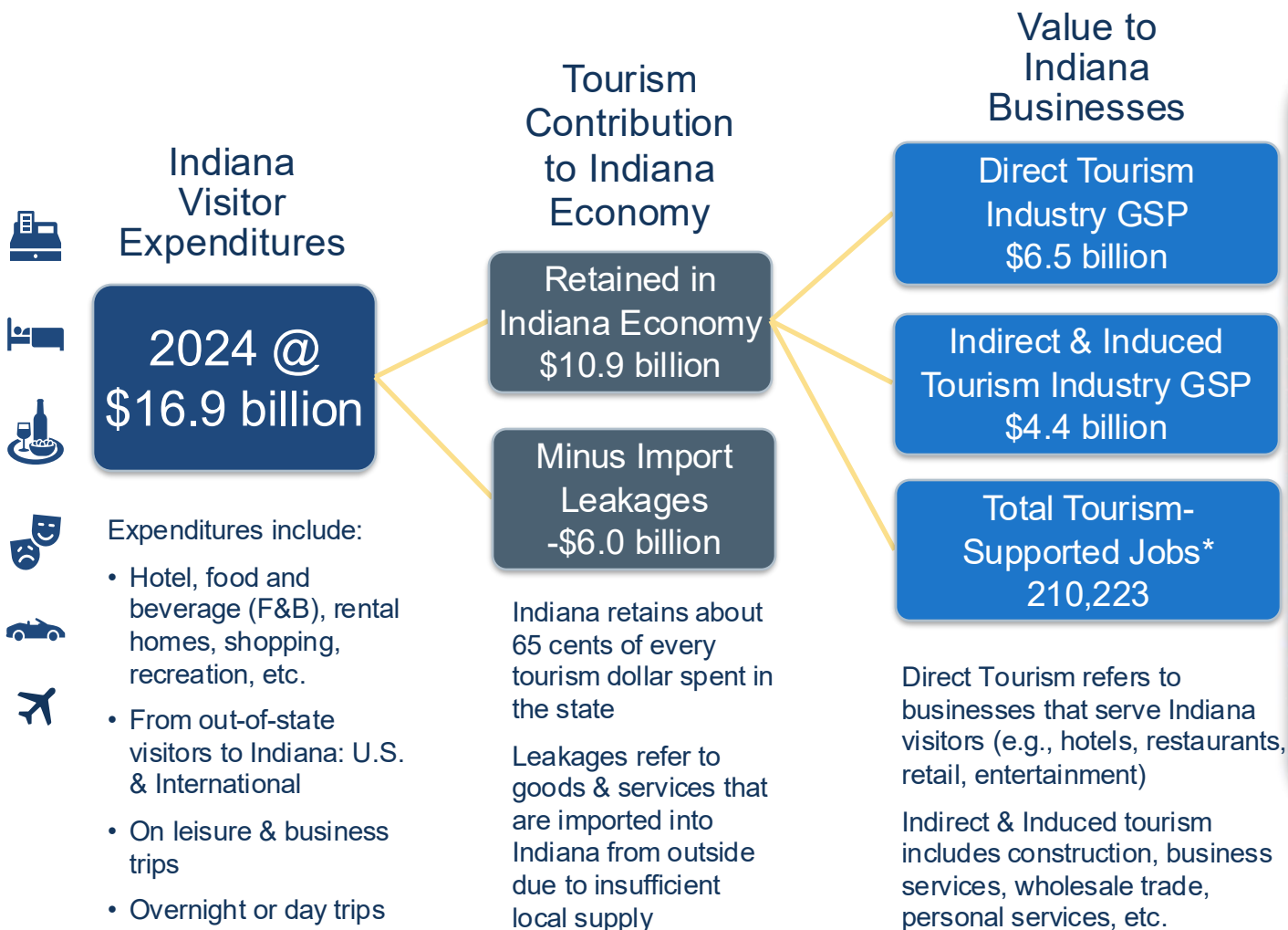
2024 Economic Impact Summary

Metric	Direct	Indirect	Induced	Total	% vs. 2023	Difference from 2023
Total Visitor Volume				83.3M	1.9% ↑	1.0M
Total Tourism Spending				\$16.9B	4.7% ↑	\$755M
Economic Impact (GSP)	\$6.5B	\$2.1B	\$2.4B	\$10.9B	4.9% ↑	\$516M
Wages	\$4.1B	\$1.3B	\$1.3B	\$6.7B	4.6% ↑	\$294M
Jobs	156,823	25,255	28,146	210,223	0.8% ↑	1,654
Tax Receipts				\$3.2B	4.1% ↑	\$124K
Federal				\$1.4B	4.4% ↑	\$57M
State				\$1.1B	2.0% ↑	\$21M
Local				\$740M	6.7% ↑	\$46M

Sources: Longwoods International, NTTO, Reach Market Planning, STR, BTS, AirDNA, Rockport Analytics, IMPLAN



The Progression of Tourism Spending in Indiana's Economy



Indiana Tourism Contributed \$10.9 Billion to Indiana's Economy in 2024

Indiana Tourism: 2024 Economic Impact (Value Added/GSP)

Industry (NAICS)*	Direct	Indirect	Induced	Total
	<i>in thousands of dollars</i>			
Food services & drinking places	\$2,063,444	\$77,588	\$114,072	\$2,255,104
Arts- entertainment & recreation	\$1,475,718	\$56,707	\$41,206	\$1,573,632
Retail trade	\$1,004,907	\$27,400	\$307,319	\$1,339,625
Accommodations	\$1,123,940	\$1,537	\$1,019	\$1,126,496
Real estate & rental	\$134,412	\$295,873	\$513,843	\$944,128
Transportation & Warehousing	\$681,517	\$98,804	\$46,780	\$827,101
Health & social services	\$0	\$397	\$450,586	\$450,983
Professional services	\$13,101	\$289,848	\$91,599	\$394,547
Finance & insurance	\$0	\$173,782	\$204,574	\$378,356
Administrative & waste services	\$0	\$230,137	\$65,244	\$295,381
Wholesale Trade	\$0	\$76,171	\$123,624	\$199,796
Other services	\$0	\$92,309	\$103,586	\$195,894
Utilities	\$0	\$140,251	\$54,813	\$195,063
Manufacturing	\$0	\$125,635	\$65,580	\$191,216
Information	\$0	\$120,335	\$62,559	\$182,894
Government & non NAICS	\$12,203	\$101,843	\$29,605	\$143,650
Construction	\$0	\$81,901	\$26,199	\$108,099
Management of companies	\$0	\$67,849	\$10,092	\$77,941
Educational services	\$0	\$5,834	\$42,222	\$48,056
Ag, Forestry, Fish & Hunting	\$0	\$9,589	\$5,727	\$15,316
Mining	\$0	\$4,712	\$1,827	\$6,539
Total - 2024	\$6,509,241	\$2,078,500	\$2,362,076	\$10,949,817
Total - 2023	\$6,221,652	\$1,967,053	\$2,244,668	\$10,433,373
% change	4.6%	5.7%	5.2%	4.9%

In 2024, Indiana tourism generated a total economic impact of \$10.9 billion, marking a 4.9% increase over the previous year.

Businesses serving visitors directly contributed \$6.5 billion, while related upstream and downstream businesses added another \$4.4 billion.

While traditional tourism sectors like food services and arts & entertainment provided the largest contributions to state GSP, the impacts from areas like Health & Social Services (\$450 million) and Professional Services (nearly \$400 million) also add to visitor activities' value to Indiana.

Indiana Tourism Was Responsible for more than 210,000 Indiana Jobs

Indiana Tourism: 2024 Economic Impact (Employment)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food services and drinking places	66,196	2,351	3,487	72,034
Arts- entertainment & recreation	33,462	1,881	789	36,131
Retail trade	18,471	528	5,830	24,830
Transportation & Warehousing	19,064	1,346	617	21,028
Accommodations	18,423	26	18	18,467
Health & social services	0	4	6,207	6,210
Administrative & waste services	0	4,819	1,335	6,155
Real estate & rental	884	2,527	1,464	4,875
Professional services	151	3,075	982	4,207
Other services	0	1,634	2,316	3,951
Finance & insurance	0	1,225	1,513	2,738
Government & non NAICs	172	1,027	326	1,525
Wholesale Trade	0	542	880	1,422
Construction	0	1,106	289	1,395
Information	0	1,028	361	1,389
Manufacturing	0	1,000	379	1,379
Educational services	0	141	1,051	1,192
Management of companies	0	521	79	600
Utilities	0	257	112	369
Ag, Forestry, Fish & Hunting	0	174	94	267
Mining	0	42	17	59
Total - 2024	156,823	25,255	28,146	210,223
Total - 2023	155,791	24,981	27,798	208,569
% change	0.7%	1.1%	1.3%	0.8%

Indiana tourism employment rose 0.8% over 2023, reaching a total of 210,223 jobs.

Direct employment also grew 0.7%, totaling 156,823 jobs with an additional 53,401 jobs supported by related upstream and downstream businesses.

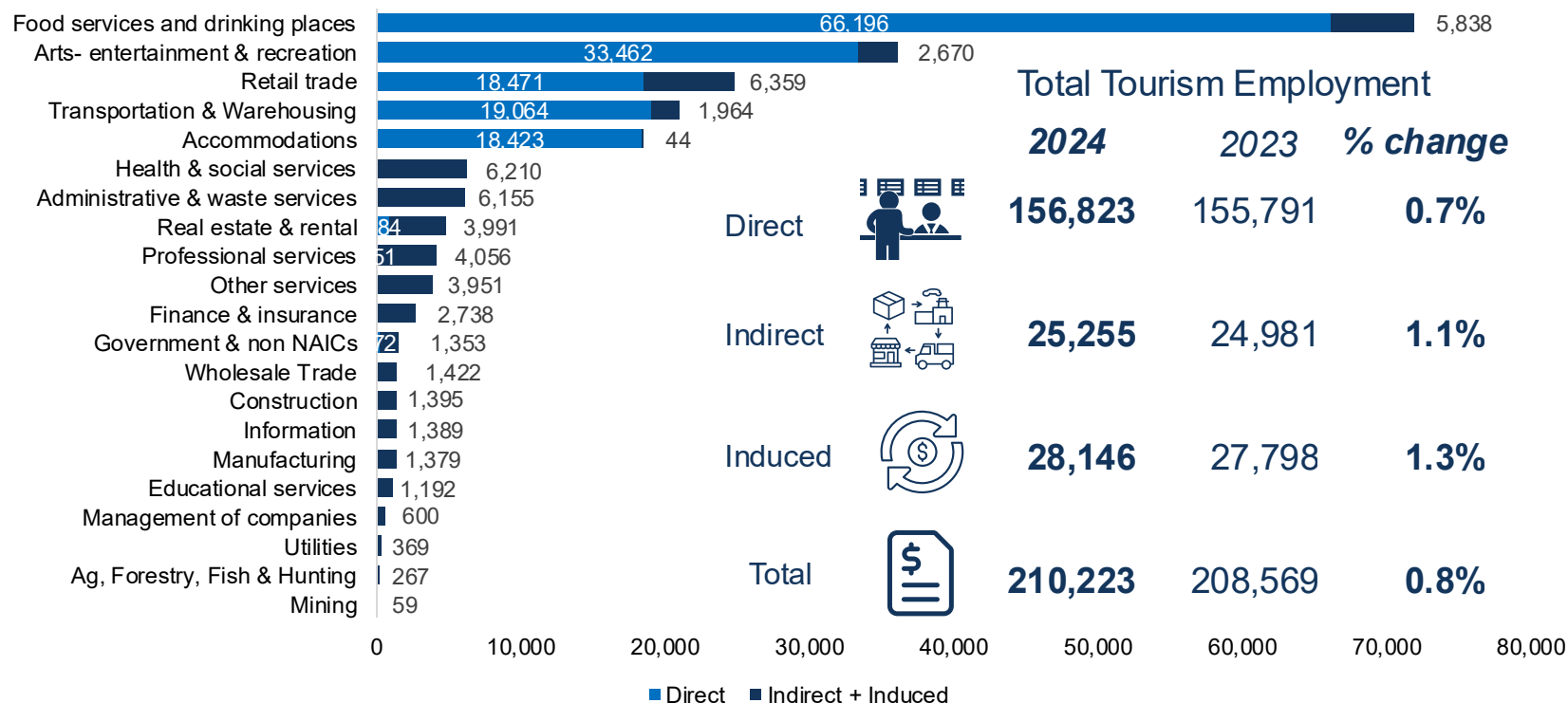
The sector supported 72,034 jobs in food services and drinking places, 36,131 jobs in arts, entertainment, and recreation, and 24,830 jobs in retail trade.

Indiana tourism's support of over 210,000 jobs is 5.0% of all Indiana non-farm jobs in 2024.

Tourism Supported Employment – Direct, Indirect, and Induced

Direct employment refers to full- and part-time workers who are employed in the tourism industry by companies that directly serve visitors. Indirect employees work for companies that supply goods and services to direct companies. Induced employment refers to workers supported by the re-spent wages of direct and supply chain employees. In industries that are largely driven by tourism (food services, entertainment, accommodations, etc.), most employees are direct employees.

Indiana Tourism: 2024 Economic Impact (Employment)



Tourism Holds Its Rank as Indiana's 13th Largest Employer in 2024

2024 Tourism in Indiana: Ranking of Major Industries By Total Employment

Rank	Industry	2024 Reported*	2024 Tourism-Extracted**	% of Total Employment	2024 % Growth
1	Manufacturing	539,402	539,402	13.0%	-1.9%
2	Health & Social Services	497,789	497,789	12.0%	3.5%
3	Government	446,989	446,817	10.7%	2.5%
4	Retail trade	392,186	373,715	9.0%	-0.3%
5	Other Services	254,475	254,475	6.1%	2.9%
6	Construction	247,675	247,675	6.0%	3.7%
7	Transportation & Warehousing	259,889	240,825	5.8%	0.9%
8	Professional -scientific & tech svcs	223,502	223,351	5.4%	0.7%
9	Administrative & Waste Services	221,664	221,664	5.3%	-4.7%
10	Accommodation & Food Services	290,609	205,990	4.9%	-0.7%
11	Finance & Insurance	183,501	183,501	4.4%	-0.4%
12	Real Estate & Rental	183,216	182,332	4.4%	-0.3%
13	Tourism	-----	156,823	3.8%	0.7%
14	Wholesale Trade	147,956	147,956	3.6%	1.7%
15	Educational Services	90,369	90,369	2.2%	1.2%
16	Arts, Entertainment & Recreation	77,302	43,840	1.1%	4.0%
17	Management of Companies	42,162	42,162	1.0%	2.8%
18	Information	39,426	39,426	0.9%	-1.1%
19	Utilities	13,699	13,699	0.3%	0.8%
20	Mining	10,295	10,295	0.2%	3.4%
Total State Employment		4,162,105	4,162,105	100%	0.7%

* 2024 Reported: As released by the Bureau of Labor Statistics and the Indianapolis Department of Labor for the Indianapolis-Carmel-Anderson Metropolitan Statistical Area

** 2024 Tourism's contribution to jobs in each industry is removed and placed in "Tourism"



Indiana's Tourism Economy Generated Nearly \$6.7 Billion in Paid Wages in 2024

Wages for direct tourism workers in Indiana reached \$4.1 billion in 2024, reflecting a 4.4% increase from 2023. Additionally, employees within Indiana's tourism supply chain received \$1.3 billion in wages (indirect impact), while another \$1.3 billion in wages was generated from the re-spending of both direct and indirect tourism wages (induced impact).

Indiana Tourism: 2024 Labor Income

Industry (NAICS)*	Direct	Indirect	Induced	Total
<i>in thousands of dollars</i>				
Food services & drinking places	\$1,493,384	\$52,953	\$78,099	\$1,624,435
Arts- entertainment & recreation	\$856,735	\$52,300	\$22,510	\$931,545
Retail trade	\$546,135	\$17,819	\$196,281	\$760,234
Transportation & Warehousing	\$557,647	\$68,902	\$34,096	\$660,645
Accommodations	\$587,529	\$870	\$602	\$589,001
Health & social services	\$0	\$272	\$403,825	\$404,097
Professional services	\$7,946	\$214,419	\$66,697	\$289,062
Administrative & waste services	\$0	\$185,564	\$51,223	\$236,787
Other services	\$0	\$83,617	\$95,257	\$178,874
Finance & insurance	\$0	\$79,742	\$91,991	\$171,733
Real estate & rental	\$67,355	\$44,625	\$27,318	\$139,297
Government & non NAICS	\$7,539	\$91,137	\$23,778	\$122,454
Wholesale Trade	\$0	\$44,253	\$71,973	\$116,225
Manufacturing	\$0	\$70,230	\$30,912	\$101,142
Construction	\$0	\$74,858	\$18,858	\$93,717
Information	\$0	\$67,463	\$23,899	\$91,362
Management of companies	\$0	\$59,554	\$8,932	\$68,486
Utilities	\$0	\$37,039	\$15,460	\$52,499
Educational services	\$0	\$4,283	\$37,227	\$41,510
Ag, Forestry, Fish & Hunting	\$0	\$4,858	\$3,428	\$8,285
Mining	\$0	\$1,960	\$779	\$2,740
Total - 2024	\$4,124,270	\$1,256,718	\$1,303,144	\$6,684,132
Total - 2023	\$3,950,763	\$1,195,923	\$1,243,944	\$6,390,629
% change	4.4%	5.1%	4.8%	4.6%

Sources: IMPLAN, Rockport Analytics

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov



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Overall Tax Revenues Supported by IN Tourism Grew By 4% in 2024

Total tax revenue generated by Indiana tourism increased from \$3.0 billion in 2023 to \$3.2 billion in 2024. Federal taxes grew 4.4% in 2024 to \$1.4 billion, state taxes increased 2.0% to \$1.1 billion, and local taxes grew 6.7% to \$740 million.

	2023	2024	% Growth
<i>in thousands of dollars</i>			
Federal:			
Corporate Income	\$179,645	\$181,264	0.9%
Personal Income	\$362,049	\$380,191	5.0%
Excise & Fees	\$112,541	\$120,147	6.8%
Social Security & Other Taxes	\$639,008	\$668,995	4.7%
Federal Total	\$1,293,243	\$1,350,597	4.4%
State:			
Corporate Income	\$25,395	\$25,624	0.9%
Personal Income	\$121,242	\$127,317	5.0%
Social Insurance Taxes	\$6,511	\$6,804	4.5%
Other Business Taxes	\$42,036	\$44,759	6.5%
Excise & Fees	\$54,151	\$57,196	5.6%
Rental Car Excise	\$8,237	\$8,626	4.7%
Sales Taxes	\$796,273	\$804,200	1.0%
Indiana Total	\$1,053,845	\$1,074,526	2.0%
Local:			
Personal Income	\$17,320	\$18,188	5.0%
Hotel Tax	\$173,454	\$185,685	7.1%
Admission Taxes	\$1,799	\$2,705	50.3%
Property Taxes	\$454,739	\$485,426	6.7%
Rental Car	\$3,984	\$4,240	6.4%
Food & Beverage	\$36,009	\$36,966	2.7%
Other Licenses, Fines & Fees	\$6,449	\$6,832	5.9%
Local Total	\$693,755	\$740,042	6.7%
Total Indiana Tourism-Initiated Taxes	\$3,040,843	\$3,165,166	4.1%

Sources: IMPLAN, Rockport Analytics

Note: The innkeeper's tax figure is sourced from the Indiana Handbook of Taxes, Revenues, and Appropriations for Fiscal Year 2024. It may not accurately reflect actual collections, as reported by each county's treasurer

Tourism Drives
Significant Revenue
for Both **State and
Local Governments**

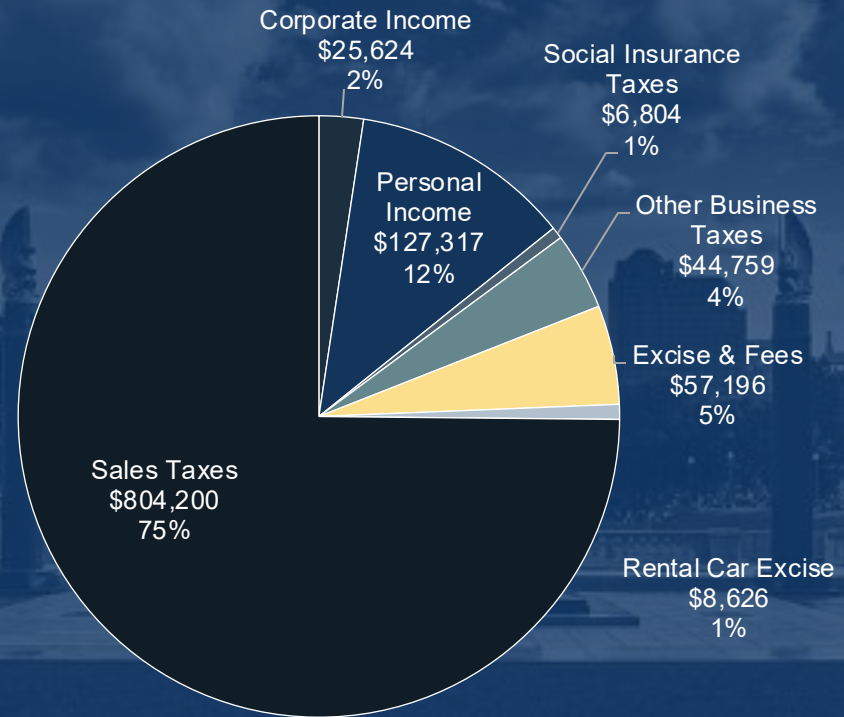
**\$1.1 Billion
State Taxes**

**\$740 Million
Local Taxes**

Sales Taxes Account for More than Three-Quarters of the \$1.1 Billion in State Taxes

Tourism generated \$1.1 billion in state taxes in 2024, with sales taxes accounting for more than three-quarters of this amount, surpassing \$800 million.

2024 State Tax Sources*
Total = \$1.1 Billion



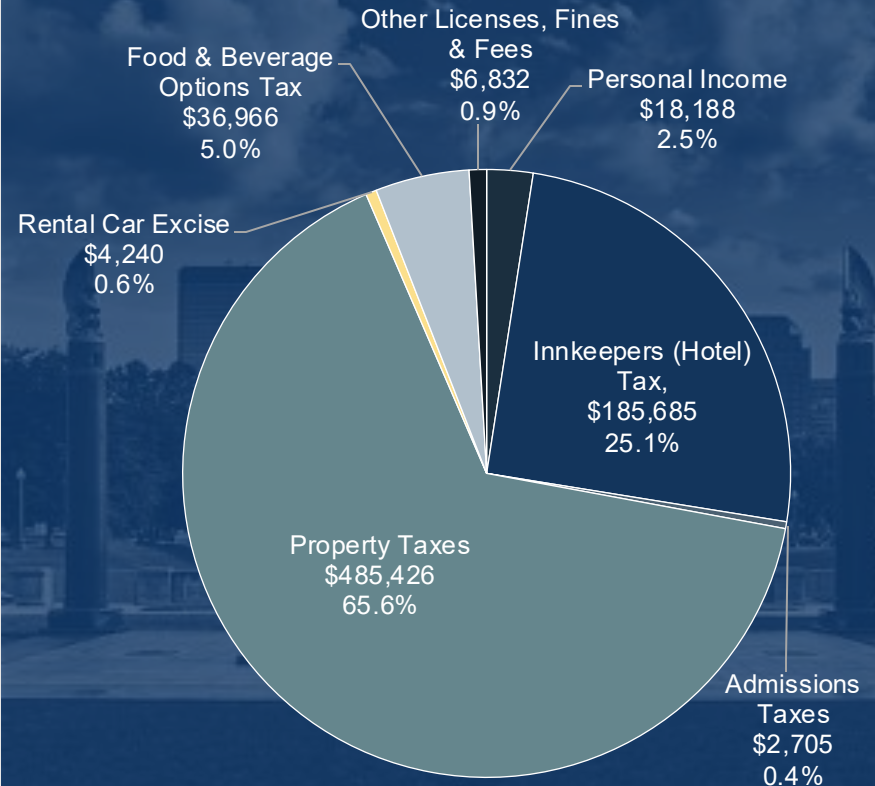
Sources: IMPLAN, Indiana Department of Revenue, Rockport Analytics

*Chart data in thousands

Innkeepers Tax Accounted for more than a Quarter of Local Tax Revenues

In 2024, local taxes collected reached \$740 million, with Innkeeper Tax collections accounting for more than a quarter of the total collections generated by visitors. Additionally, nearly \$40 million in food & beverage and Admissions taxes were collected across all Indiana counties.

2024 Local Tax Sources* Total = \$740 Million



Sources: IMPLAN, Indiana Department of Revenue, Rockport Analytics

*Chart data in thousands

Putting the Benefits of Indiana Tourism in Perspective



Tourism Effects on the Job Market

Indiana tourism was responsible for one-in-twenty of all Indiana non-farm jobs. In 2024, tourism maintained its 13th place position in the ranking of industry employment in Indiana, one position shy of 2019's 12th largest position.

Wages grew 4.6% in 2024, and the average wage of both full- and part-time workers supported by tourism activity grew 3.8% to \$31,800.



Benefiting Indiana Businesses

Visitors spent \$16.9 billion in travel-related expenses, benefiting a broad array of IN businesses.

In 2024, Indiana businesses that directly served visitors saw value-added of \$6.5 billion, up 4.6% from 2023.

Indiana's tourism supply chain businesses accumulated value-added of \$2.1 billion in 2024, an increase of 5.7%.



Contributing to Public Education & Other Government Services

Tourism-supported state & local taxes were enough to educate over 135,000 Indiana public school students, which is 13.2% of total enrollment.

Tax collections were enough to support the salaries of nearly 31,000 public school teachers.



Capturing and Retaining Dollars Spent by Visitors

For every \$1 spent by visitors in Indiana, the state's economy retained 65 cents.

Thirty-nine cents of each dollar went to pay Indiana workers nearly \$6.7 billion in wages and salaries.

Of each visitor dollar spent, 11 cents went towards paying Indiana state and local taxes.



Helping to Relieve the Tax Burden of Indiana Households

Without tourism, Indiana's 3.03 million households would each have to pay \$600 more in state and local taxes to maintain current levels of receipts.

The total economic impact generated by visitors to Indiana (\$10.9 billion) represents 2.1% of Indiana's GSP.



Providing Tax Revenue to Support Local State & Local Government

Indiana tourism contributed \$1.8 billion in tax revenue to state and local collections in 2024, equal to the total spent by state and local governments on police.

Transaction taxes paid by visitors like hotel taxes, food & beverage, admissions, and rental car taxes raised \$230 million in local taxes, making up 31.0% of tourism-supported local tax collections.

Glossary of Key Terms

- **Visitor** – Someone who has either stayed overnight (regardless of origin) or traveled a distance of at least 50 miles one way during a day trip.
- **Value Added (or GDP)** – Refers to the total spending in an economy net of any leakages outside the state. The total spending reflects the difference between revenues and expenses on intermediate inputs.
- **Employment** – Total employment is an annual average that accounts for seasonality and it refers to full-time, part-time, seasonal and self-employed workers.
- **Wages** – Wages reflect the combined cost of total payroll paid to employees (e.g., wages, salaries, benefits, payroll taxes) and payments received by self-employed individuals and/or unincorporated business owners.
- **Direct Impact** – Benefit that accrues to those Indiana businesses that directly serve visitors to all parts of the states by providing good and services.
- **Indirect Impact** – Benefit to the many local upstream firms that make up the supply chain of direct businesses.
- **Induced Impact** – Both direct and supply chain businesses pay wages to their workers. Most of the wages paid to local employees will be spent in Indiana throughout the year at businesses that provide a broad range of consumer goods and services. This impact is sometimes referred to as the “ripple effect”.
- **Leakages** – The portion of gross spending that leaves the Indiana economy: (1) as profits to non-Indiana headquartered businesses, (2) because of unavailable or insufficient local supply, (3) non-local vendor choice, and/or (4) from reduced downstream spending caused by savings, debt reduction, or excess inventories.



About Rockport Analytics

Rockport Analytics is a research and analytical consulting firm providing high quality quantitative and qualitative research solutions to business, government, and non-profit organization clients across the globe. We provide fast, nimble service in a completely transparent environment.

Capabilities include:

- Market Analysis and Forecasting
- Economic Impact Assessment, Tourism Satellite Accounting, and Economic Development
- Market Modeling and Decision Support Tools
- Project Feasibility Assessment
- Primary and Secondary Research Synthesis
- Stakeholder Surveys – internal & external



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