

June 2024



# THE VISITOR IMPACT OF THE 2024 SOLAR ECLIPSE IN INDIANA

**ASSESSMENT OF VISITATION & ECONOMIC IMPACT**



# Study Overview & Methodology

## Study Overview

The economic impact of visitation for the 2024 solar eclipse in the state of Indiana was commissioned by the Indiana Destination Development Corporation. The goal of the study was to measure and analyze the full economic contribution that solar eclipse tourism brought to the Indiana economy. The research was conducted by Rockport Analytics, an independent market research & consulting firm, using a time-tested approach that has been applied to many state and city destinations across the United States.

## Methodology

To assess the lift in visitation and spending over the eclipse period, Rockport started with baseline (expected) levels of visitation and spending for the period. The baseline measures were derived from a combination of sources including the *2023 Economic Impact of Tourism in Indiana*. Rockport then utilized several data sources, including (1) geolocation and credit card spend data reported by Datafy, (2) lodging statistics from STR/Costar, and (3) state and local taxes reported by various taxing jurisdictions to derive the overall incremental lift in both visitation and spending that was driven to Indiana by the eclipse.

Rockport leveraged an economic model of Indiana to estimate how traveler spending resounds through the state and regional economies. Rockport Analytics chose the IMPLAN model for Indiana ([www.implan.com](http://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.

The direct impacts represent the value added of those sectors that interact directly with, or touch, the visitor. The indirect impact represents the benefit to local suppliers to those direct sectors. This would include, for example, Indiana-based food suppliers to restaurants. The induced impact adds the effect of tourism-generated wages as they are spent throughout Indiana's economy. This study only considers the net effect of the eclipse on tourism, making the distinction between visitation and spending that would have otherwise occurred during the period.

# Significance of the 2024 Total Eclipse

The full solar eclipse on April 8, 2024 was the first visible eclipse in the contiguous United States since 2017, and only the second visible total eclipse from the US, thus far, in the 21<sup>st</sup> century. The next solar eclipse visible from the United States will not occur until August of 2044. The eclipse drove millions of people towards its path to witness this rare and awe-inspiring event. Unlike the 2017 eclipse, the 2024 path traversed more densely populated areas, making it accessible for an even larger number of Americans.



# Path of Totality in Indiana

## 2024 Solar Eclipse in Indiana

Indiana was a prime destination for the 2024 total solar eclipse. The path of totality traversed many well-established tourist hubs within the state, with a robust infrastructure of hotels, restaurants, and recreational facilities. Local communities capitalized on this unique opportunity by hosting engaging events, such as "Eclipse & More 2024" in Richmond, featuring camping, food trucks, and various activities. Additionally, "The Dark Side of the Wabash" festival enriched the experience with science, arts, and music, transforming the eclipse into a multi-faceted celebration. Well-developed tourism infrastructure in many regions along the eclipse's path combined with community engagement, and state and local planning positioned Indiana's economy to significantly benefit from the solar eclipse.

### 51 of 92 Counties = Full

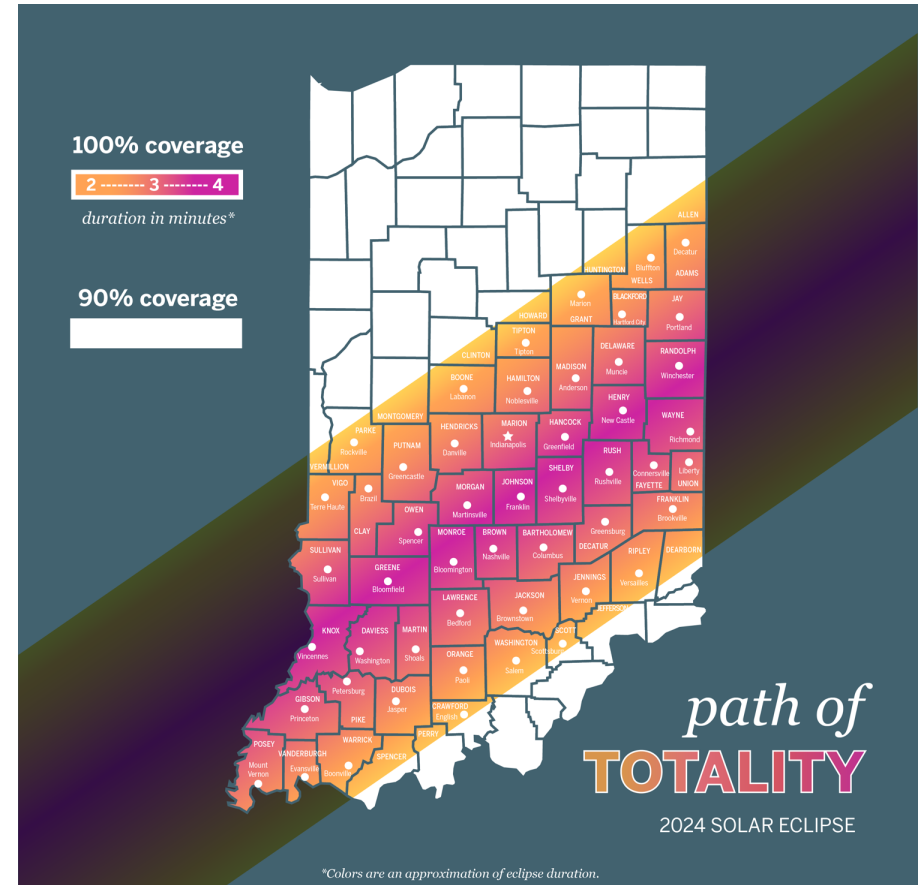
Could view the the total eclipse of the sun

### 9 of 92 Counties = Partial

Total eclipse visible from specific areas only

### 32 of 92 Counties = No

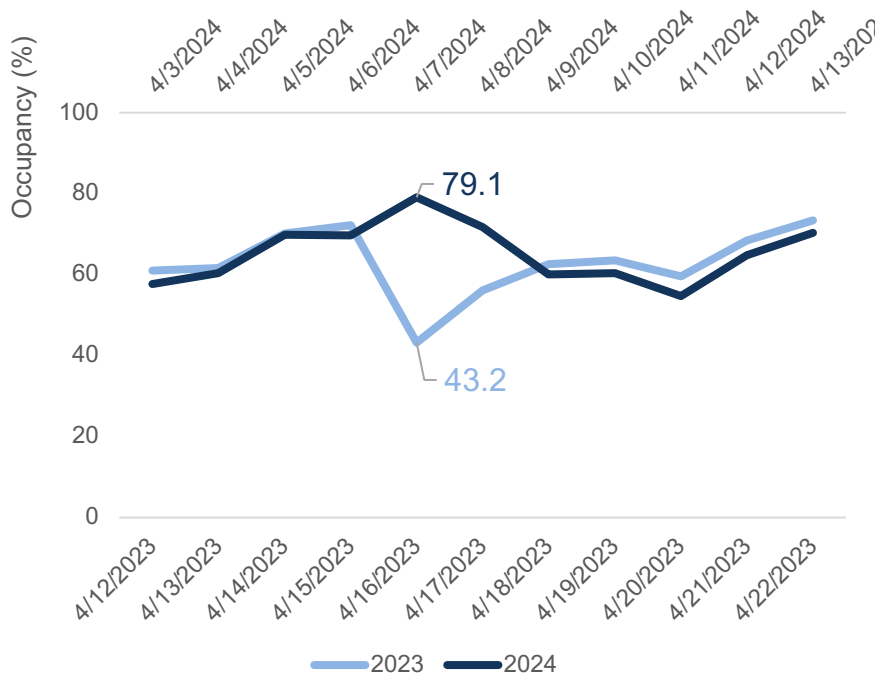
Could only view a partial eclipse of the sun



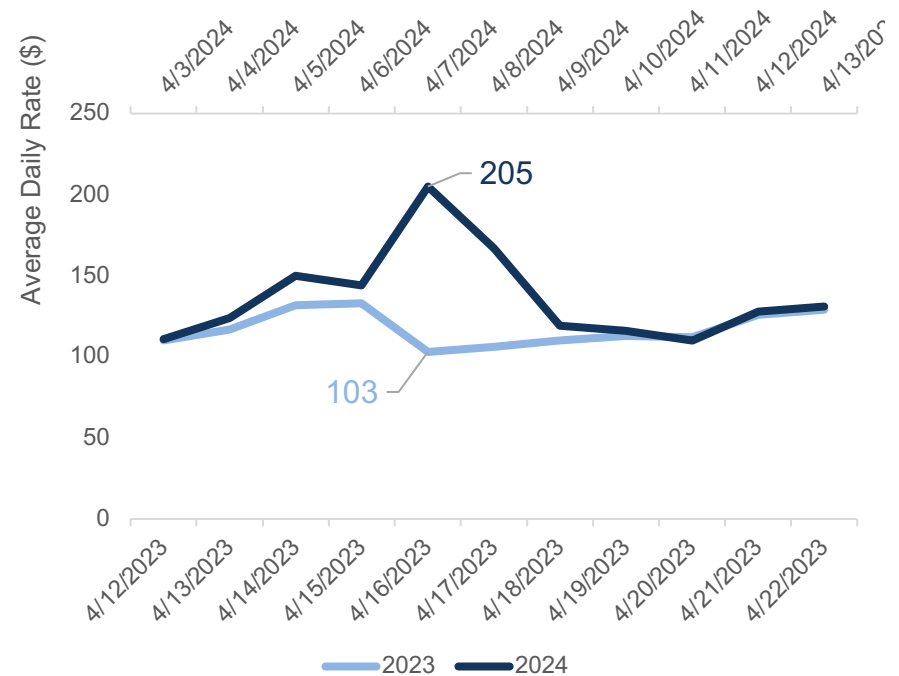
# Hotel Occupancy Soared, Particularly in the Area of Totality

When comparing the eclipse period in 2024 to a similar period in 2023, hotel occupancy rates showed a marked increase leading up to the eclipse. Occupancy peaked near 80% on April 7, 2024, and stayed above 70% the following day. Over the eclipse period, occupancy rates were around 16 percentage points higher than normal. Due to the sharp increase in room demand during the eclipse period, there was also a significant rise in the average daily rate (ADR). This was particularly true for counties within the path of totality. The state-wide ADR surged to \$205 on the day before the eclipse, compared to the typical Sunday rate of around \$103.

Occupancy in 2023 vs. 2024



ADR in 2023 vs. 2024

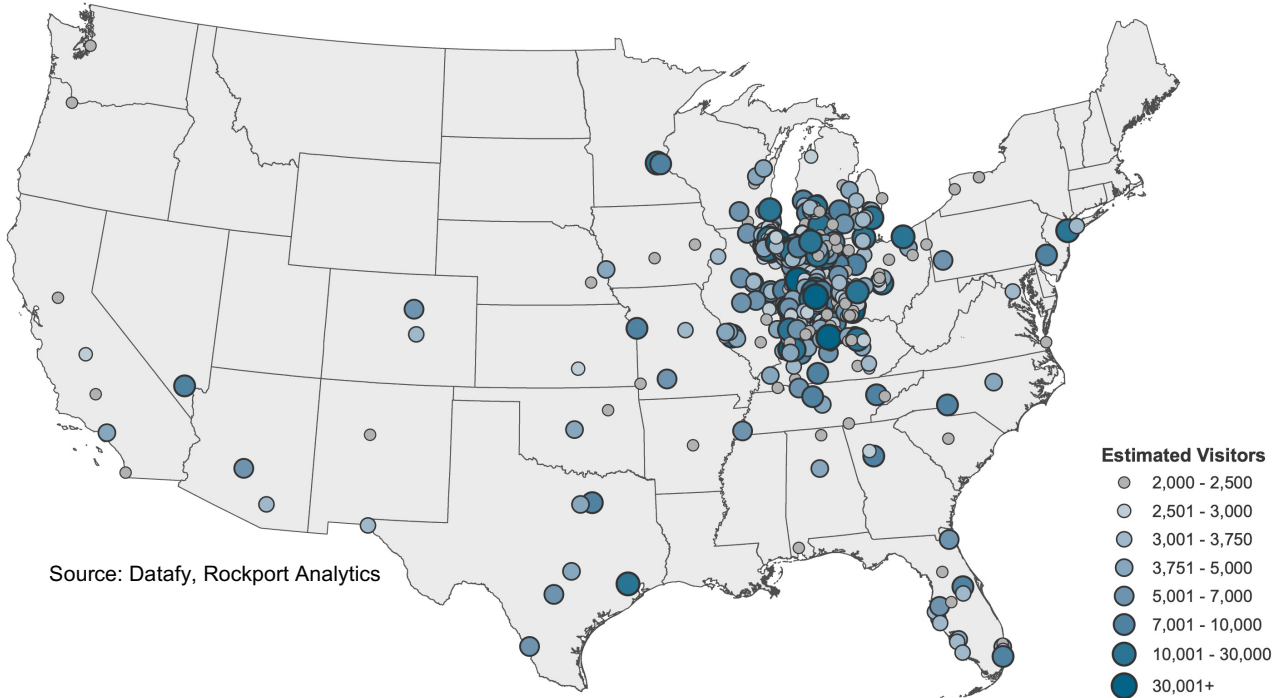


Source: STR/Costar

# Where Did Eclipse Visitors Come From?

Most of Indiana's tourism during this period came from within the state. The map below illustrates the origin of visitors who traveled 50 miles or more to reach destinations in Indiana, including in-state visitors. Only cities with at least 2,000 residents visiting Indiana during the eclipse period were included in the estimates.

**Estimated Number of Eclipse Visits From Cities with Over 2,000 Visitors**



**Top-10 Origin Markets**

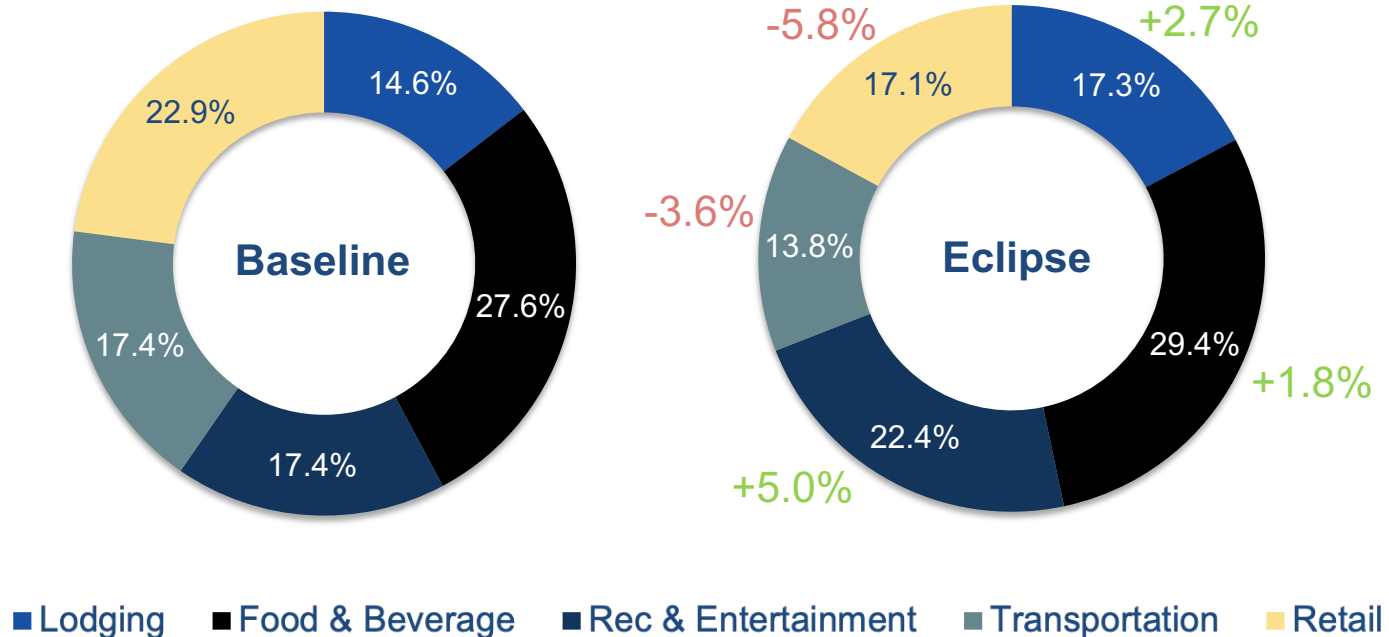
City	Visitor Volume
Indianapolis, IN	244,762
Chicago, IL	111,546
Fort Wayne, IN	103,731
Lafayette, IN	72,114
Bloomington, IN	58,260
Terre Haute, IN	57,904
Louisville, KY	56,484
Evansville, IN	46,537
Cincinnati, OH	41,208
Muncie, IN	41,208

Source: Datafy, Rockport Analytics

# Baseline vs. Eclipse Tourism Spending

Eclipse visitors displayed a distinctly different spending pattern compared to what the typical visitor spends on trips in/to Indiana. Eclipse visitors spent significantly more on recreation, entertainment, lodging, and food and beverages than the typical visitor. Conversely, they spent less as a share of overall spending on transportation and retail compared to a typical Indiana visitor.

## Categorical Share of Visitor Spending

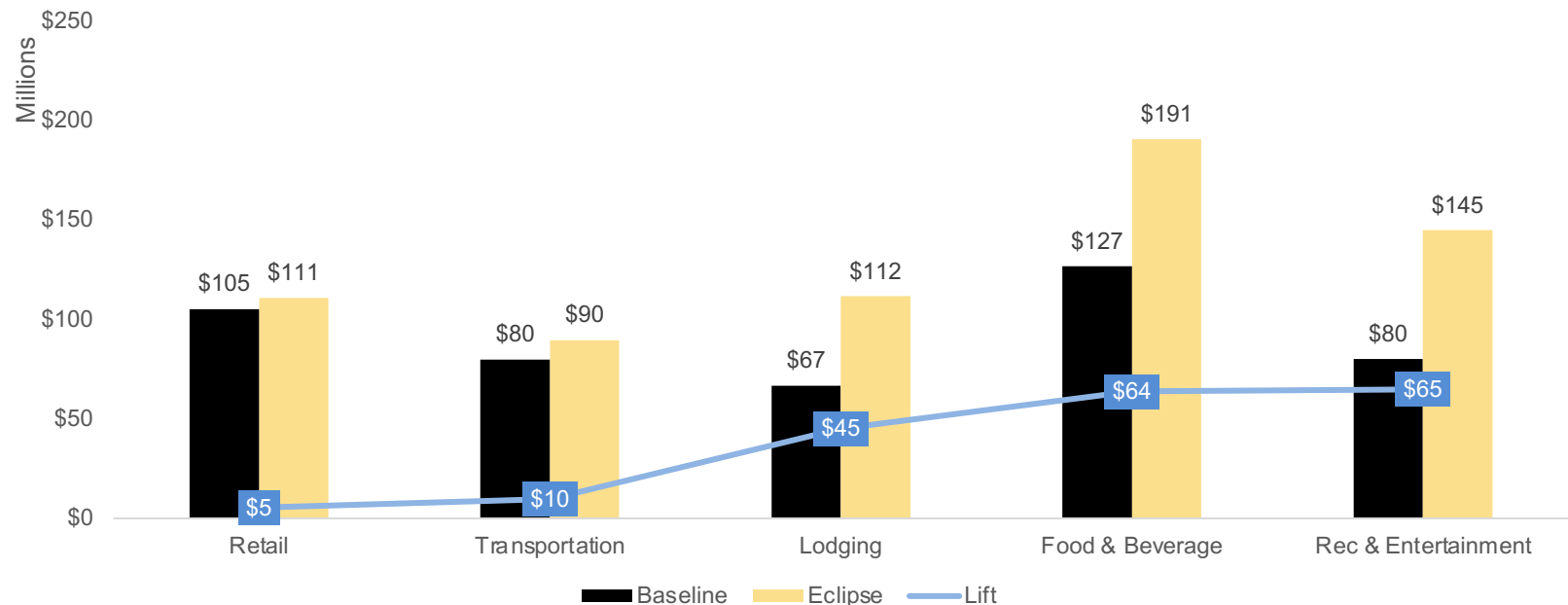


Source: Rockport Analytics

# How Did the Eclipse Impact Visitor Spending?

In our analysis, we focused on net spending, or the increase in spending, rather than total tourism spending. The net is derived by comparing the expected spending levels for the period of April 5 to April 9 with the observed spending levels over the same period. This approach allows us to better isolate the *incremental* spending attributable specifically to eclipse visitors. In total, visitors over the eclipse period spent \$189 million above what total tourism spending would have been absent the eclipse. Eclipse tourists spent more across various categories of goods and services, with sizeable lifts in spending on lodging (\$45 million), food and beverage (\$64 million), and recreation and entertainment (\$65 million).

Total Visitor Spending By Category: Baseline Vs Eclipse



Source: Rockport Analytics



# How Did the Eclipse Impact Visitor Spending?

The eclipse drove a net increase of 660,000 day-visitors and 450,000 overnight visitors. Overall spending saw a net rise of 41%, led by an 81% surge in recreation and entertainment expenditures and a 67% boost in lodging and accommodation spending.

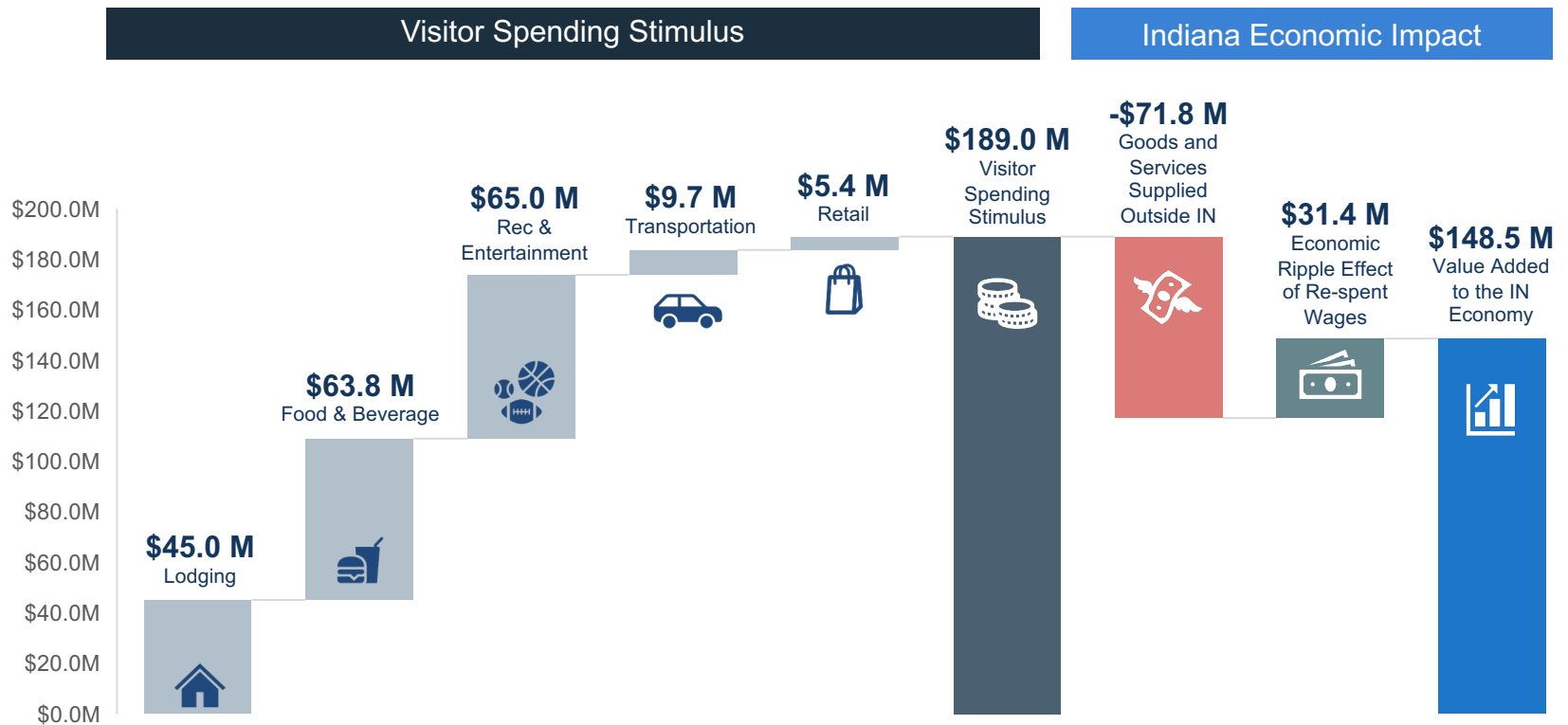
Visitors	Baseline	Eclipse	Incremental Volume	% Lift
	<i>in thousands</i>			
Day Volume	1,023	1,684	660	64.5%
Overnight Volume	1,419	1,868	450	31.7%
<b>Total</b>	<b>2,442</b>	<b>3,552</b>	<b>1,110</b>	<b>45.4%</b>

Spending	Baseline	Eclipse	Incremental Spending	% Lift
	<i>in thousands</i>			
Lodging	\$66,836	\$111,827	\$44,991	67.3%
Food & Beverage	\$126,912	\$190,734	\$63,823	50.3%
Rec & entertainment	\$80,117	\$145,057	\$64,941	81.1%
Transportation	\$79,948	\$89,695	\$9,747	12.2%
Retail	\$105,379	\$110,800	\$5,421	5.1%
<b>Total</b>	<b>\$459,191</b>	<b>\$648,114</b>	<b>\$188,923</b>	<b>41.1%</b>

Source: Rockport Analytics

# \$189 Million Visitor Spending Stimulus Generated \$148.5 Million in GSP

Visitors to Indiana spent \$189.0 million on various goods and services in the state. After accounting for leakages and the secondary impacts of re-spent wages, tourism generated \$148.5 million in net new value added to the state economy.



Source: IMPLAN, Rockport Analytics

# Economic Impact Summary

Eclipse tourism generated \$148.5 million in value added to Indiana’s economy above baseline levels. This visitor activity supported over 2,700 jobs throughout the state, paying \$89.3 million in wages. Taxes generated by visitors totaled \$45 million during the eclipse period. This includes \$18.4 million in federal taxes, \$14 million in tax receipts generated for the state, and \$12 million in receipts generated for local taxing authorities.

2024 Metric	Direct	Indirect	Induced	Total
Total Visitor Volume Lift				1.1 million
Total Tourism Spending Lift				\$189 million
Economic Impact	\$88.5M	\$28.7M	\$31.4M	\$148.5M
Wages	\$53.9M	\$18.0M	\$17.4M	\$89.3M
Jobs	2,014	366	382	2,761
Tax Receipts				\$45.0M
Federal				\$18.4M
State				\$14.4M
Local				\$12.2M

Source: IMPLAN, Rockport Analytics

# Eclipse Visitation Added Nearly \$150M to Indiana Gross State Product (GSP)

Industry (NAICS)*	Direct	Indirect	Induced	Total
<i>In thousands of dollars</i>				
Accommodation & food services	\$48,133	\$1,271	\$1,531	\$50,935
Arts, entertainment & recreation	\$36,459	\$1,020	\$519	\$37,999
Real estate & rental	\$436	\$3,388	\$6,830	\$10,654
Retail trade	\$1,678	\$326	\$4,101	\$6,105
Health & social services	\$0	\$14	\$5,925	\$5,939
Professional, scientific & tech services	\$0	\$4,269	\$1,202	\$5,471
Finance & insurance	\$0	\$2,310	\$2,701	\$5,011
Administrative & waste services	\$0	\$3,189	\$862	\$4,051
Transportation & warehousing	\$1,788	\$1,073	\$640	\$3,500
Utilities	\$0	\$2,144	\$765	\$2,909
Other services	\$0	\$1,322	\$1,365	\$2,687
Wholesale Trade	\$0	\$1,021	\$1,666	\$2,686
Information	\$0	\$1,708	\$836	\$2,544
Manufacturing	\$0	\$1,644	\$862	\$2,506
Government & non NAICS	\$0	\$1,473	\$391	\$1,864
Construction	\$0	\$1,121	\$343	\$1,464
Management of companies	\$0	\$1,094	\$138	\$1,232
Educational services	\$0	\$49	\$553	\$602
Agriculture, Forestry, Fish & Hunting	\$0	\$175	\$100	\$275
Mining	\$0	\$67	\$26	\$93
<b>Total</b>	<b>\$88,494</b>	<b>\$28,675</b>	<b>\$31,356</b>	<b>\$148,526</b>

Tourism spending during the eclipse period added close to \$149 million in value added (GDP) for the state economy. Around 71% of the growth in value added was in industries directly serving visitors.

Supply chain business (indirect) benefited from \$28.9 million in value added, while the induced impact was \$31.4 million.

\* North American Industrial Classification System (NAICS). For specific industry definitions, see [www.census.gov](http://www.census.gov)

# Eclipse Visitors Generated \$89.3 Million in Wages

Industry (NAICS)*	Direct	Indirect	Induced	Total
	<i>In thousands of dollars</i>			
Accommodation & food services	\$31,076	\$876	\$1,056	\$33,008
Arts, entertainment & recreation	\$20,243	\$1,016	\$299	\$21,558
Health & social services	\$0	\$10	\$5,344	\$5,353
Professional, scientific & tech services	\$0	\$3,125	\$888	\$4,014
Retail trade	\$951	\$213	\$2,633	\$3,796
Administrative & waste services	\$0	\$2,552	\$694	\$3,246
Transportation & Warehousing	\$1,404	\$784	\$460	\$2,648
Other services	\$0	\$1,222	\$1,266	\$2,488
Finance & insurance	\$0	\$1,102	\$1,225	\$2,327
Government & non NAICS	\$0	\$1,366	\$317	\$1,683
Wholesale Trade	\$0	\$589	\$961	\$1,550
Manufacturing	\$0	\$992	\$416	\$1,408
Information	\$0	\$1,004	\$320	\$1,324
Construction	\$0	\$1,040	\$249	\$1,289
Real estate & rental	\$220	\$517	\$371	\$1,108
Management of companies	\$0	\$949	\$120	\$1,069
Utilities	\$0	\$552	\$206	\$758
Educational services	\$0	\$36	\$495	\$531
Agriculture, Forestry, Fish & Hunting	\$0	\$77	\$48	\$124
Mining	\$0	\$28	\$11	\$39
<b>Total</b>	<b>\$53,894</b>	<b>\$18,049</b>	<b>\$17,378</b>	<b>\$89,320</b>

The spending of visitors produced a total of \$89.3 million in wages for Indiana.

Supply chain business (indirect) benefited from \$28.9 million in value added, while the induced impact was \$31.4 million. Businesses directly serving visitors accounted for about 67% of the total, at \$59.4 million in wages.

Upstream (indirect) and downstream (induced) businesses combined to pay \$35.4 million in wages as a result of tourism activity.

\* North American Industrial Classification System (NAICS). For specific industry definitions, see [www.census.gov](http://www.census.gov)

# Eclipse Tourism Supported More than 2,700 Jobs

Industry (NAICS)*	Direct	Indirect	Induced	Total
Accommodation & food services	1,263	40	48	1,351
Arts, entertainment & recreation	667	33	11	711
Real estate & rental	32	6	80	118
Administrative & waste services	0	70	19	89
Health & social services	0	0	83	83
Transportation & Warehousing	48	15	8	71
Professional, scientific & tech services	0	46	13	59
Other services	0	24	31	55
Real estate & rental	3	29	20	52
Finance & insurance	0	18	21	38
Information	0	16	5	21
Manufacturing	0	15	5	20
Government & non NAICS	0	15	4	20
Construction	0	15	4	19
Wholesale Trade	0	7	12	19
Educational services	0	1	14	15
Management of companies	0	8	1	9
Utilities	0	4	2	5
Agriculture, Forestry, Fish & Hunting	0	3	1	4
Mining	0	1	0	1
<b>Total</b>	<b>2,014</b>	<b>366</b>	<b>382</b>	<b>2,761</b>

The spending of visitors was responsible for 2,781 jobs, of which 80% were in businesses directly serving visitors.

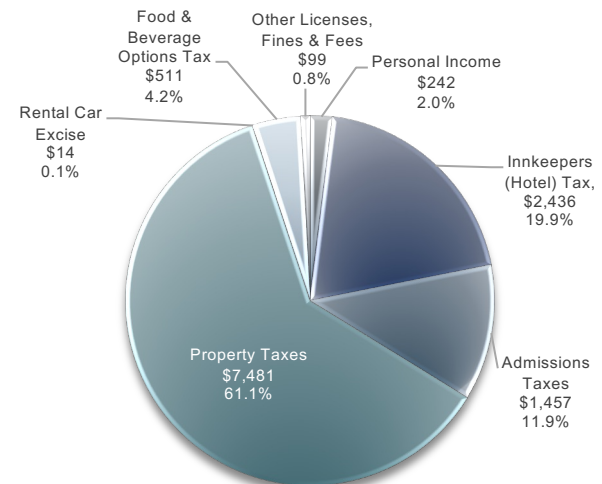
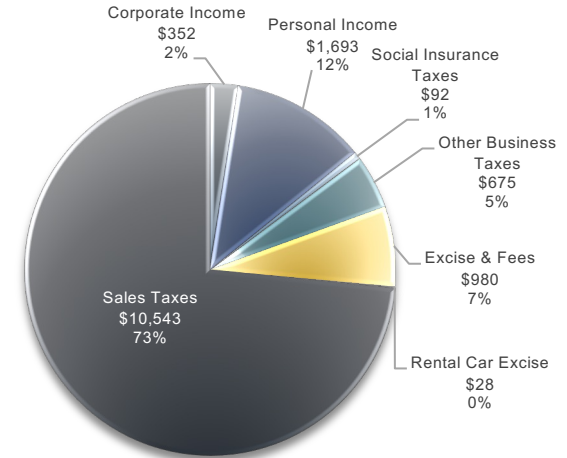
Supply chain businesses (indirect) benefited from 366 jobs, and the induced impact in jobs was 382.

\* North American Industrial Classification System (NAICS). For specific industry definitions, see [www.census.gov](http://www.census.gov)

# Revenues Generated from Eclipse Tourism Amounted to \$45.0 Million

Eclipse tourism generated nearly \$45 million in new taxes, including nearly \$27 million in state and local collections. The state of Indiana benefited from over \$14 million in tax receipts from eclipse tourism, while municipal and county governments received over of \$12 million in revenue.

	<i>in thousands of dollars</i>
<b>Federal:</b>	
Corporate Income	\$2,491
Personal Income	\$5,057
Excise & Fees	\$1,853
Social Security & Other Taxes	\$8,985
<b>Federal Total</b>	<b>\$18,386</b>
<b>State:</b>	
Corporate Income	\$352
Personal Income	\$1,693
Social Insurance Taxes	\$92
Other Business Taxes	\$675
Excise & Fees	\$980
Rental Car Excise	\$28
Sales Taxes	\$10,543
<b>Indiana Total</b>	<b>\$14,363</b>
<b>Local:</b>	
Personal Income	\$242
Hotel Tax	\$2,436
Admission Taxes	\$1,457
Property Taxes	\$7,481
Rental Car	\$14
Food & Beverage	\$511
Other Licenses, Fines & Fees	\$99
<b>Local Total</b>	<b>\$12,240</b>
<b>Total Eclipse-Initiated Taxes</b>	<b>\$44,989</b>



# 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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