



Report Commissioned by the  
Indiana Destination Development  
Corporation



ROCKPORT  
ANALYTICS

## 2023 ECONOMIC CONTRIBUTION OF TOURISM IN MORGAN COUNTY

Key Metrics and Economic Impact Assessment

January 2025

# Key Inputs & Data Tools



## Indiana Destination Development Corporation

2023 Tourism Economic Impact Study  
Tourism Support/Promotional Spending  
<https://www.in.gov/iddc/>



## Longwoods International

Visitor Volume & Spending  
Panel survey of 600,000 households per year  
<http://www.longwoods-intl.com/>



## Government Sources

Bureau of Labor Statistics  
Bureau of Economic Analysis  
IN Gaming Commission  
Indiana Office of Fiscal & Management Analysis



## Private Data Sources

STR/CoStar



## IMPLAN Model

Local economic model (Morgan County)  
Defacto standard for most economic impact work  
[www.implan.com](http://www.implan.com)

# Study Overview & Methodology

## Study Overview

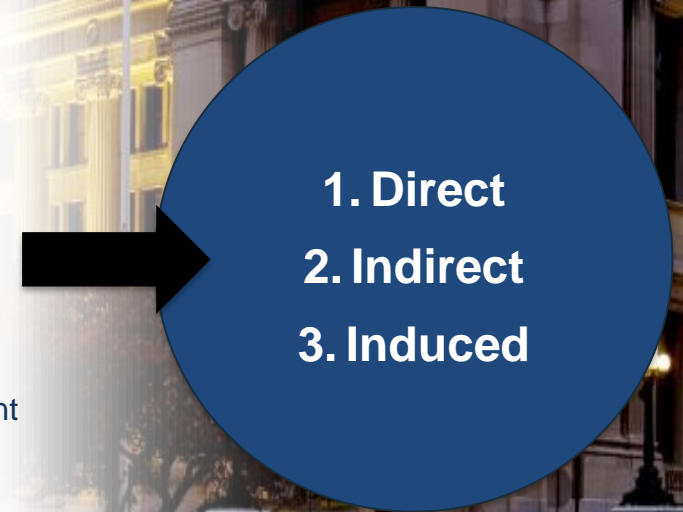
In 2016, the Indiana Office of Tourism Development (now part of the Indiana Destination Development Corporation) partnered with Tourism Tomorrow to create a research group that could conduct county-level tourism studies. This group brings together top tourism and economic experts to ensure consistent research methods and best practices across Indiana. The 2023 Economic Impact Study of Tourism in Morgan County was carried out by Rockport Analytics, an independent research firm.

## Methodology

The study measures tourism's economic impact in three ways:

1. **Direct Impact:** The value created by businesses directly serving visitors, such as hotels and restaurants.
2. **Indirect Impact:** Benefits to local suppliers supporting those businesses, like local food suppliers to restaurants.
3. **Induced Impact:** Wages earned from tourism-related jobs, which are spent locally on goods and services.

The results are based on traveler spending reported in the 2023 Indiana Tourism Study, combined with additional data from sources like Longwoods International, Reach Market Planning, and international tourism data. This information is cross-checked with employment and earnings data from the Bureau of Labor Statistics (BLS) and the Bureau of Economic Analysis (BEA), as well as local tax collections, to ensure accurate county-level results.



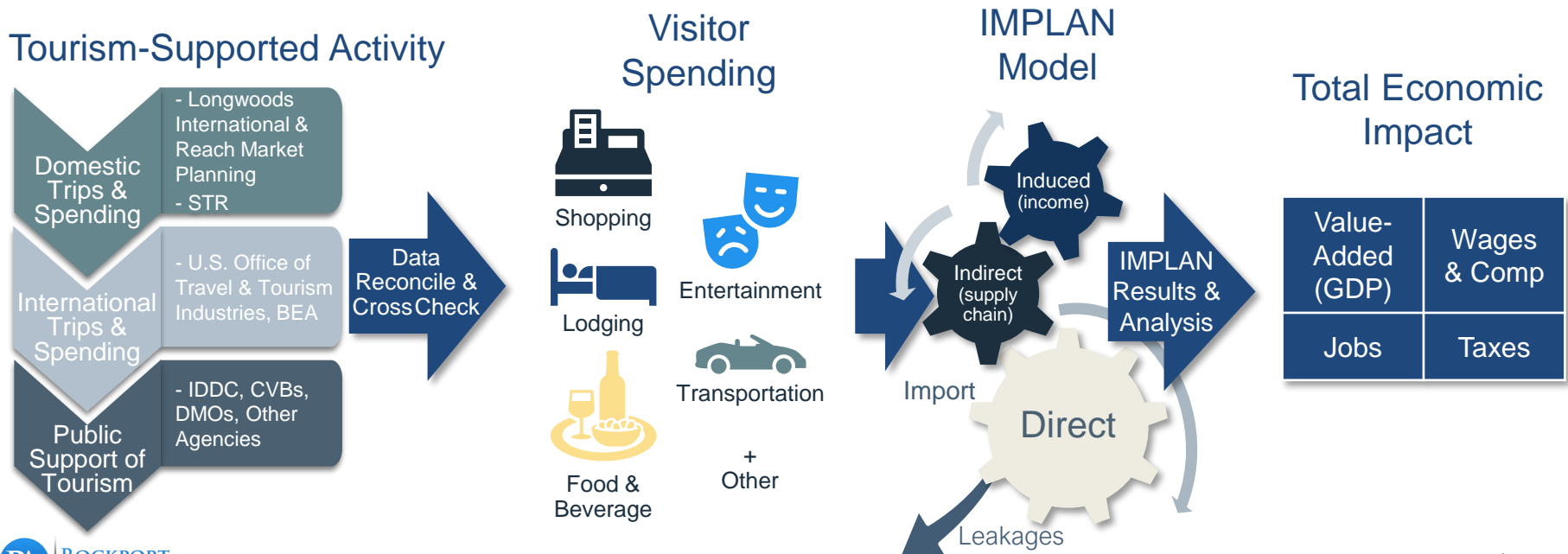


# Study Overview & Methodology

## Methodology (continued)

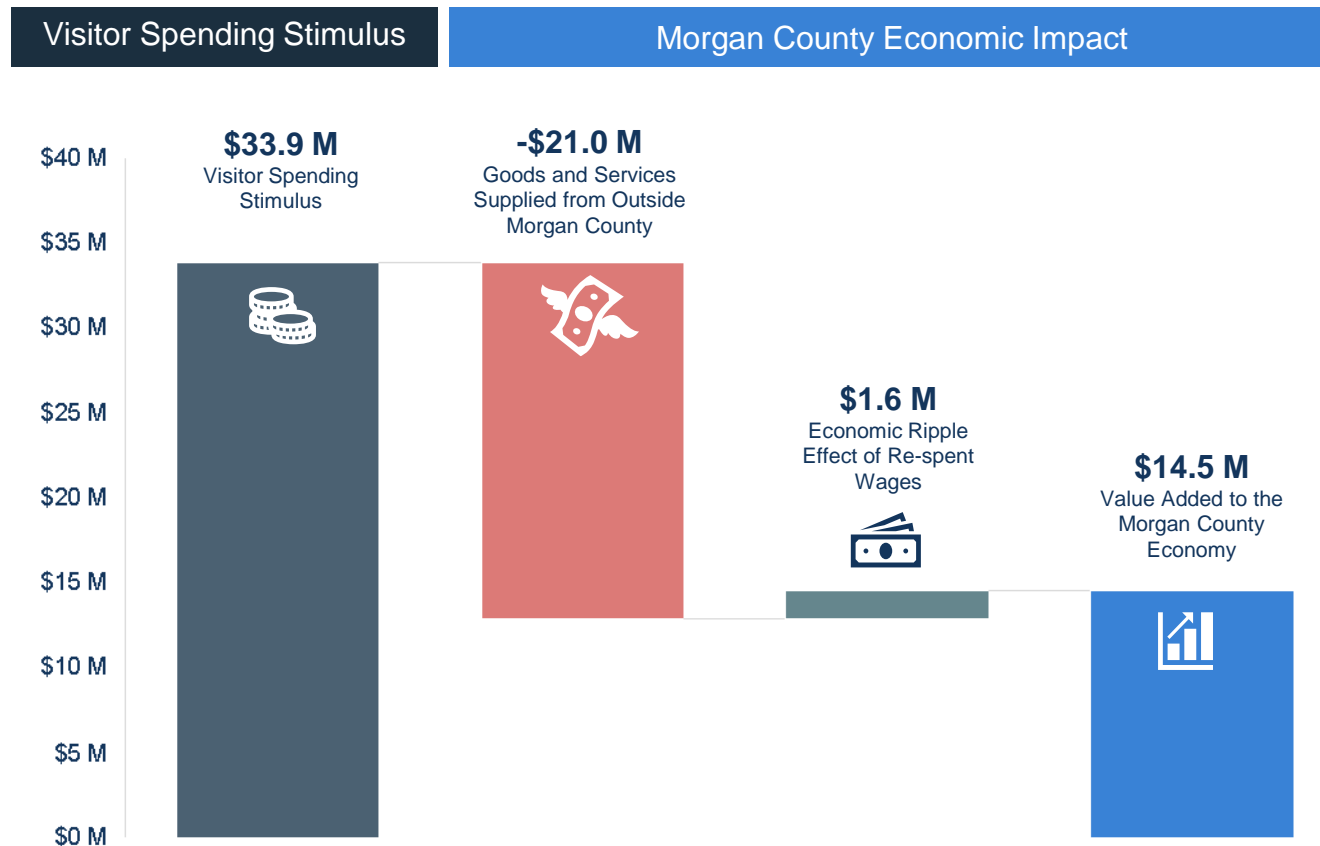
An economic model of Indiana is essential for understanding how traveler spending impacts the state and county economies. Rockport Analytics uses the IMPLAN model ([www.implan.com](http://www.implan.com)), a widely used tool for economic impact assessments in the U.S. This model measures the direct, indirect, and induced effects of visitor spending.

IMPLAN also tracks how much of each tourism dollar stays in the local economy. While total traveler spending often surpasses direct tourism impact, not all purchased goods and services come from local suppliers. The model accounts for these "leakages" to suppliers outside the county, preventing overestimation of economic impact — a common issue in many studies. Counties with more diverse economies experience fewer leakages, resulting in higher local retention and a stronger visitor spending multiplier.



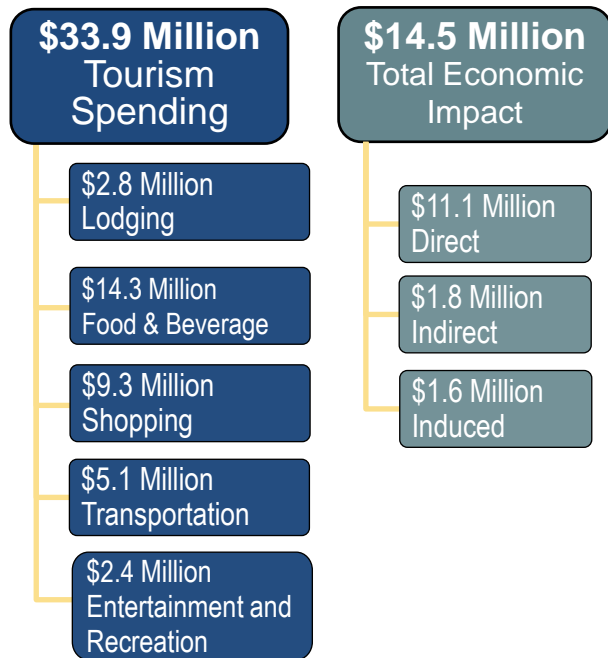
# Morgan County Tourism Generated \$14.5 Million in GDP in 2023

Visitors to Morgan County spent 33.9\$ million on various goods and services in the state. This spending stimulus generated \$14.5 million in net new value added to the Morgan County economy.



# 2023 Morgan County Tourism Highlights

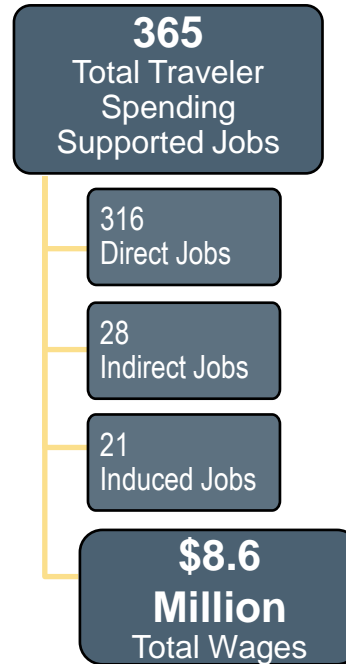
## Tourism and Impact



Tourism spending is considered an export from the local area since visitors bring monies from outside and spend locally. Unlike other local industries, Tourism cannot be "offshored".

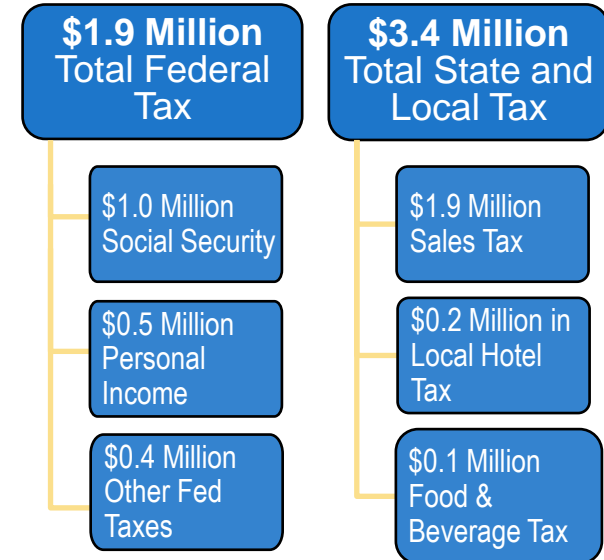
For every dollar spent by Morgan County visitors in 2023, **43 cents** 'stayed' local and contributed directly to the gross county product of Morgan County. This includes impact on the **direct** (tourism-oriented), **indirect** (supply chain) and **induced** (income) industries. The remaining **57 cents** of every dollar is 'leaked' to the supply chain outside of Morgan County.

## Jobs and Wages



Every **\$92,716** spent by people visiting Morgan County in 2023 supported a job, resulting in an average of **\$23,487** in gross wages. This includes jobs in the industries directly supporting the visitor such as the arts and retail trade but also in supply chain sectors like transportation. The income of direct and indirect workers also goes to support industries like arts, retail trade, and transportation.

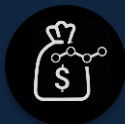
## Tax Revenue Generated



For every **\$1.00** spent by Morgan County visitors in 2023, **6 cents** goes to federal taxes and **10 cents** goes to state and local taxes. Federal tax collections include corporate & personal income taxes, excise taxes and social security collections. State and local tourism-derived taxes include sales taxes, property taxes and lodging taxes.

# Morgan County Tourism

Morgan County, Indiana, ranked 54th out of 92 counties in overall visitor spending, with over \$33 million in annual spending and a per capita tourism sales figure of \$462.27. Tourism spending grew 5.8% in 2023, placing it 46th among 92 counties in growth rankings.



Spending by Visitors

**\$33.9 M**



Spending Growth

**5.8%**



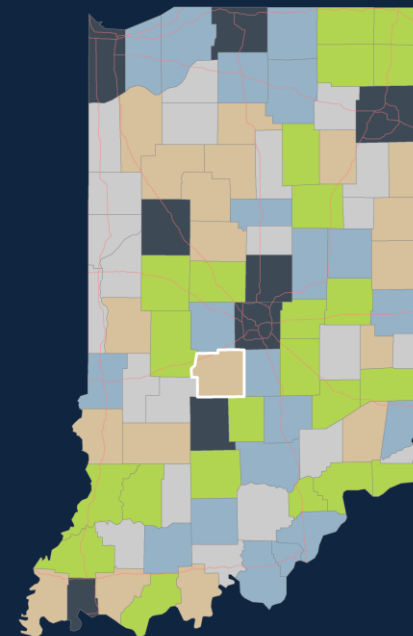
Sales / Capita

**\$462.27**

## 2023 Tourism Spending by County



□ Morgan



## Annual Growth by Spending by Region



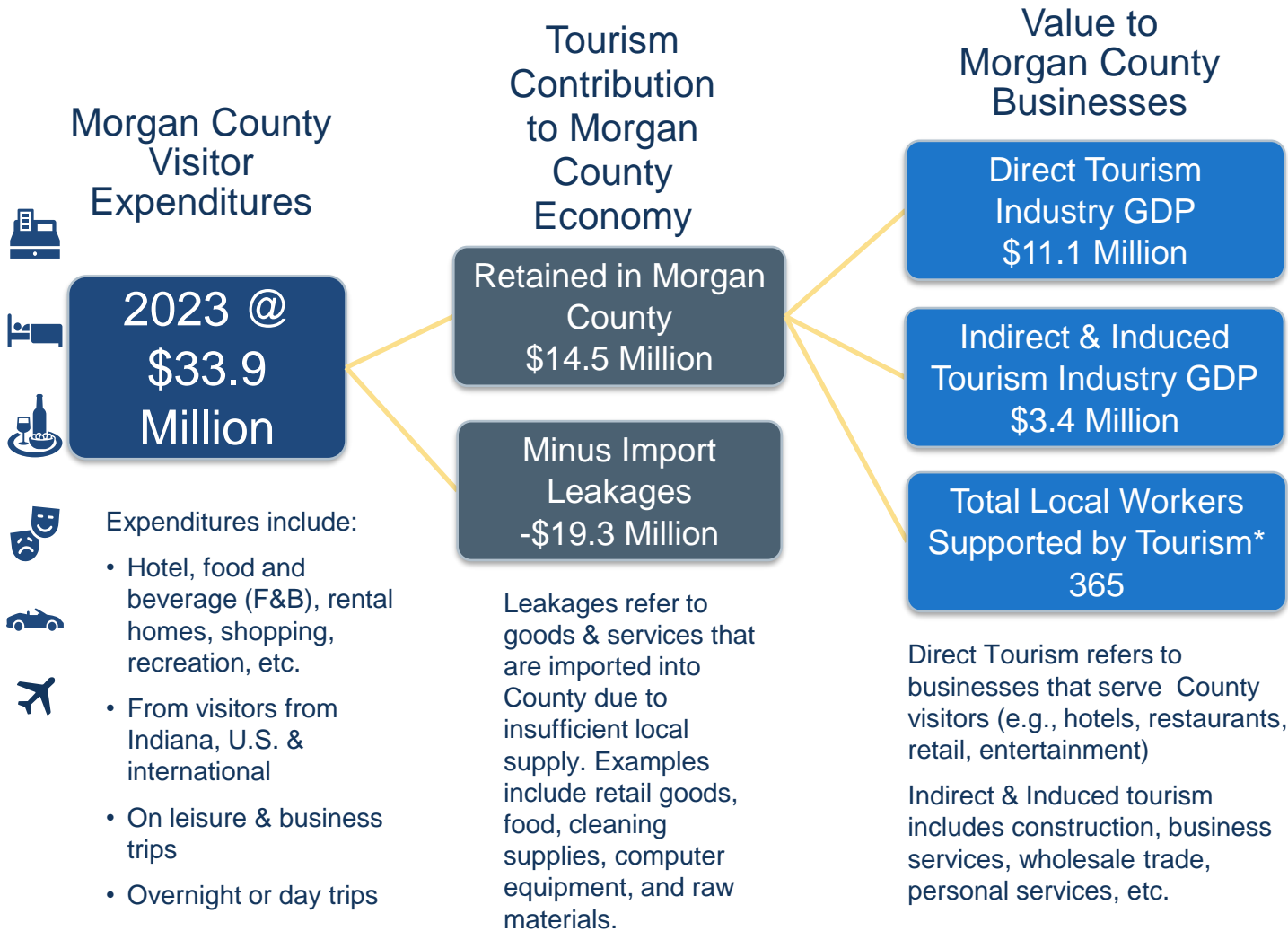
Tourism Spend / Capita  
Ranking  
**#72 / 92**



Tourism Growth  
Ranking  
**#46 / 92**

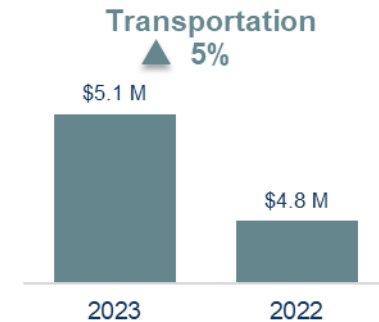
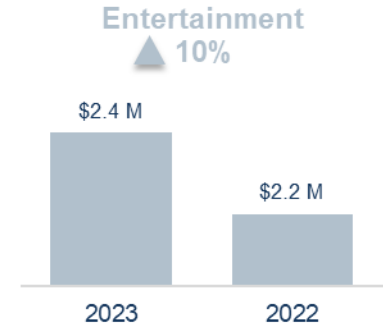
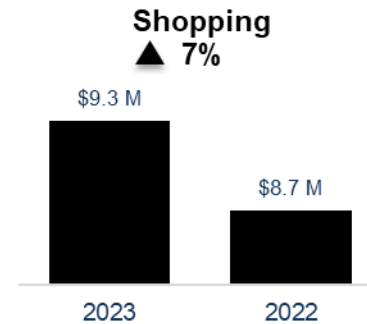
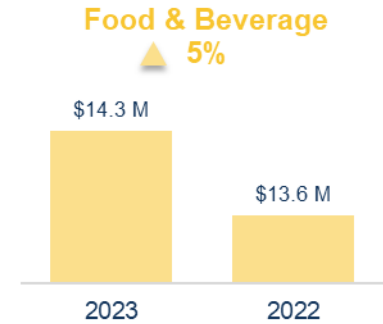
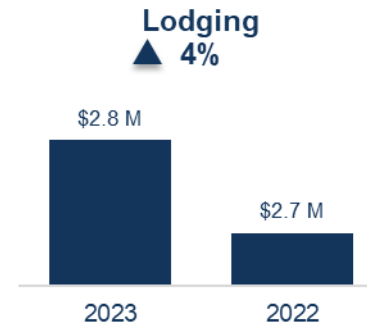
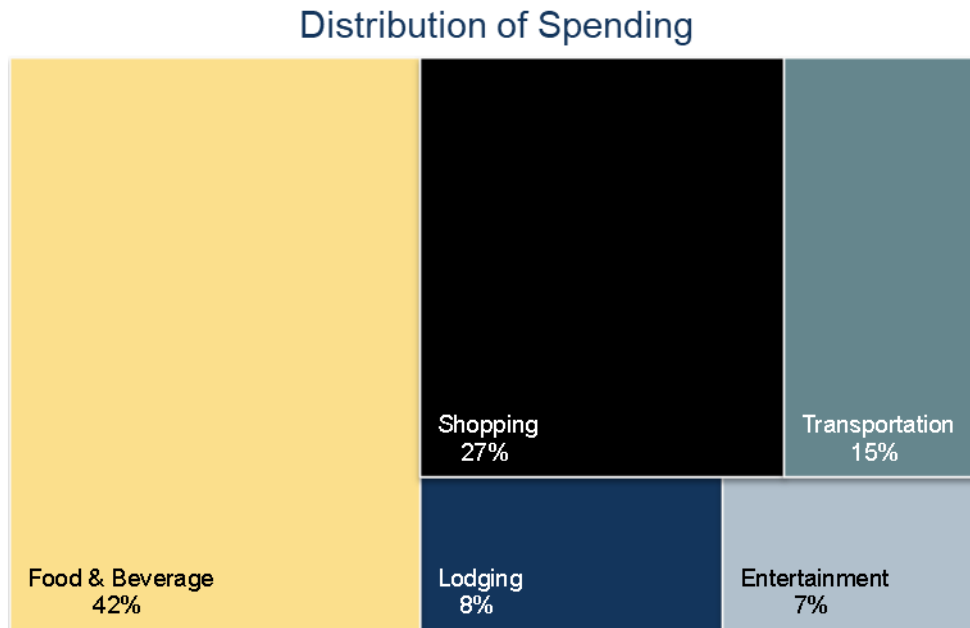
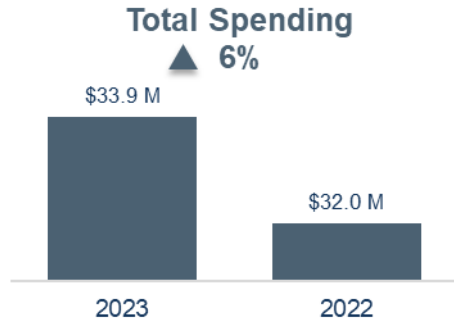


# The Progression of Tourism Spending in Morgan County's Economy





# Visitor Spending by Category



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

# Tourism's Bottom Line in Morgan County

## 2023 Economic Contribution Summary (Compared to 2022)

2023 Metric	Direct	Indirect	Induced	Total
Total Spending				\$33,850,672
2023 Y/Y Growth				5.8%
Economic Impact (GDP)	\$11,132,238	\$1,766,649	\$1,622,222	\$14,521,109
2023 Y/Y Growth	5.3%	5.1%	5.2%	5.3%
Wages	\$6,869,530	\$974,801	\$730,814	\$8,575,145
2023 Y/Y Growth	5.2%	5.1%	5.2%	5.2%
Jobs	316	28	21	365
2023 Y/Y Growth	3.5%	3.7%	3.4%	3.5%
Tax Receipts				\$5,257,565
2023 Y/Y Growth				5.5%

Source: Rockport Analytics, Longwoods International, STR, BLS, BEA, Indiana Office of Fiscal & Management Analysis, IMPLAN

### Impact Glossary

**Direct:** These impacts represent the value added of those sectors that interact directly, or “touch”, the visitor.

**Indirect:** These impacts represents the benefit to local suppliers to those direct sectors. This would include, for example, local based food suppliers to restaurants.

**Induced:** These impacts are derived from tourism-generated wages as they are spent throughout the local economy.

# Tourism Supports Many Local Industries

Morgan County Tourism: 2023 Economic Impact (Value Added/GDP in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food Services & Drinking Places	\$6,562	\$92	\$98	\$6,752
Retail Trade	\$2,419	\$41	\$255	\$2,714
Accommodations	\$1,125	\$1	\$0	\$1,126
Arts, Entertainment & Rec	\$1,026	\$7	\$11	\$1,043
Real Estate & Rental	\$0	\$258	\$525	\$783
Utilities	\$0	\$288	\$72	\$360
Finance & Insurance	\$0	\$141	\$135	\$275
Administrative & Waste Services	\$0	\$232	\$37	\$269
Health & Social Services	\$0	\$0	\$233	\$233
Government	\$0	\$182	\$27	\$209
Professional Services	\$0	\$169	\$30	\$199
Other Services	\$0	\$84	\$83	\$168
Wholesale Trade	\$0	\$63	\$53	\$116
Construction	\$0	\$91	\$22	\$113
Information	\$0	\$55	\$15	\$69
Transportation & Warehousing	\$0	\$27	\$8	\$36
Manufacturing	\$0	\$26	\$2	\$29
Educational Services	\$0	\$3	\$14	\$17
Ag, Forestry, Fish & Hunting	\$0	\$5	\$2	\$7
Management of Companies	\$0	\$2	\$0	\$2
Mining	\$0	\$1	\$0	\$1
<b>Total - 2023</b>	<b>\$11,132</b>	<b>\$1,767</b>	<b>\$1,622</b>	<b>\$14,521</b>
<b>Total - 2022</b>	<b>\$10,569</b>	<b>\$1,681</b>	<b>\$1,543</b>	<b>\$13,792</b>
<b>% Change</b>	<b>5.3%</b>	<b>5.1%</b>	<b>5.2%</b>	<b>5.3%</b>

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

# Tourism Supports Morgan County Jobs

## Morgan County Tourism: 2023 Economic Impact (Employment)

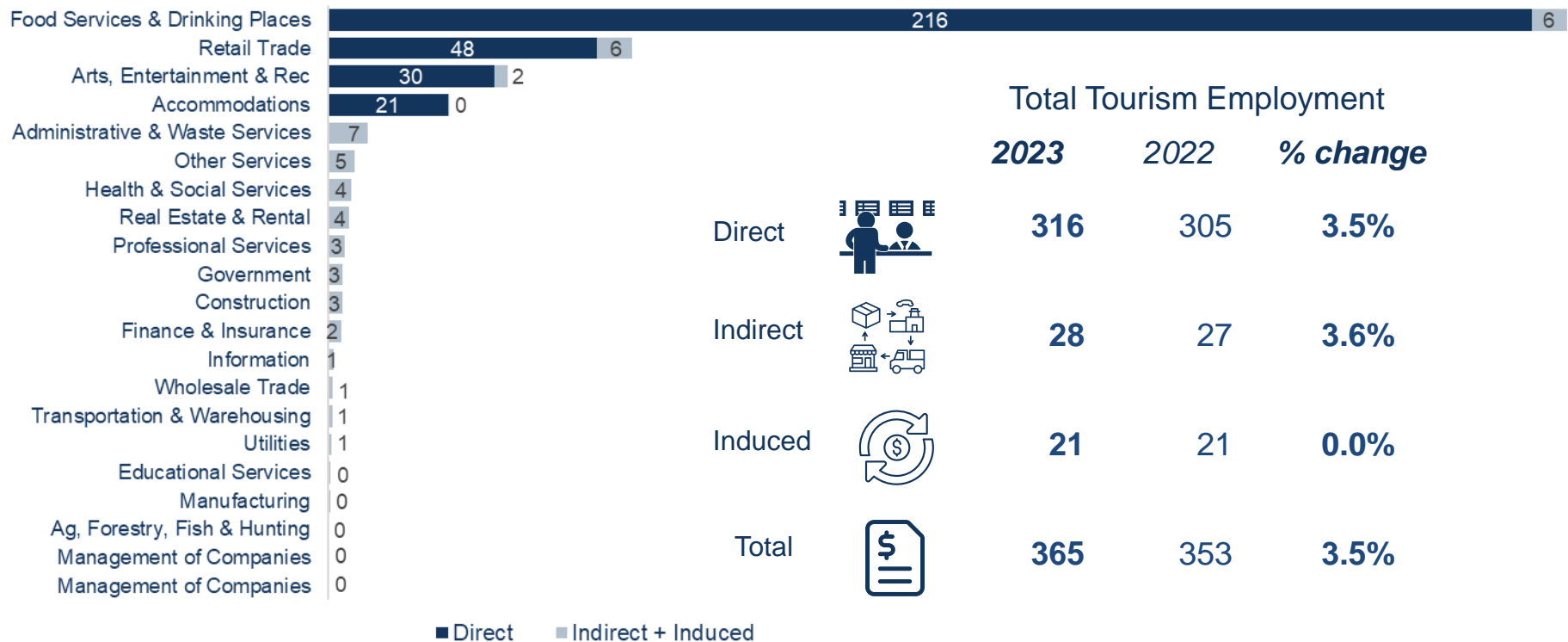
Industry (NAICS)*	Direct	Indirect	Induced	Total
Food Services & Drinking Places	216	3	3	222
Retail Trade	48	1	5	55
Arts, Entertainment & Rec	30	2	0	32
Accommodations	21	0	0	21
Administrative & Waste Services	0	6	1	7
Other Services	0	2	2	5
Health & Social Services	0	0	4	4
Real Estate & Rental	0	3	1	4
Professional Services	0	3	0	3
Government	0	2	0	3
Construction	0	2	0	3
Finance & Insurance	0	1	1	2
Information	0	1	0	1
Wholesale Trade	0	0	0	1
Transportation & Warehousing	0	1	0	1
Utilities	0	1	0	1
Educational Services	0	0	0	0
Manufacturing	0	0	0	0
Ag, Forestry, Fish & Hunting	0	0	0	0
Management of Companies	0	0	0	0
Mining	0	0	0	0
<b>Total - 2023</b>	<b>316</b>	<b>28</b>	<b>21</b>	<b>365</b>
Total - 2022	305	27	21	353
<b>% Change</b>	<b>3.5%</b>	<b>3.6%</b>	<b>0.0%</b>	<b>3.5%</b>

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

# 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.

## Morgan County Tourism: 2023 Economic Impact (Employment)





# Tourism Industry Ranking in Morgan County

Rank	Industry	2023 Reported*	2023 Tourism Extracted**	% of Total	2023 % Growth
1	Government	2,946	2,946	16.8%	3.9%
2	Manufacturing	2,597	2,597	14.8%	3.9%
3	Health & Social Services	2,094	2,094	11.9%	6.8%
4	Retail trade	2,014	1,966	11.2%	-1.1%
5	Accomodation & Food Services	1,823	1,586	9.0%	4.1%
6	Construction	1,451	1,451	8.3%	4.5%
7	Other Services	908	908	5.2%	1.8%
8	Administrative & Waste Services	784	784	4.5%	-4.8%
9	Finance & Insurance	573	573	3.3%	-1.0%
10	Professional Services	539	539	3.1%	2.6%
11	Wholesale Trade	506	506	2.9%	4.2%
12	Transportation & Warehousing	323	323	1.8%	1.2%
13	<b>Tourism</b>	-	<b>316</b>	<b>1.8%</b>	<b>3.5%</b>
14	Management of Companies	215	215	1.2%	2.8%
15	Utilities	214	214	1.2%	0.4%
16	Real Estate	164	164	0.9%	2.2%
17	Educational Services	128	128	0.7%	10.6%
18	Arts, Entertainment & Recreation	135	105	0.6%	14.0%
19	Information	65	65	0.4%	-1.4%
20	Mining	51	51	0.3%	2.9%
<b>Total County Employment</b>		<b>17,532</b>	<b>17,532</b>	<b>100.0%</b>	<b>2.9%</b>

\*Reported: As released by the Bureau of Labor Statistics and the Indiana Department of Labor

\*\*Tourism Extracted: Tourism's contribution to jobs in each industry is removed and placed in Morgan County's Tourism Industry

# Tourism Increases Local Wages

Morgan County Tourism: 2023 Labor Income (in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food services & drinking places	\$4,479	\$63	\$67	\$4,608
Retail trade	\$1,383	\$26	\$160	\$1,570
Accommodations	\$618	\$0	\$0	\$618
Arts- entertainment & recreation	\$390	\$12	\$6	\$407
Administrative & waste services	\$0	\$187	\$30	\$217
Health & social services	\$0	\$0	\$206	\$206
Government & non NAICS	\$0	\$176	\$22	\$199
Other services	\$0	\$77	\$82	\$159
Professional- scientific & tech services	\$0	\$100	\$20	\$120
Construction	\$0	\$80	\$13	\$93
Utilities	\$0	\$70	\$19	\$89
Finance & insurance	\$0	\$43	\$39	\$82
Wholesale Trade	\$0	\$36	\$30	\$65
Information	\$0	\$36	\$5	\$42
Real estate & rental	\$0	\$25	\$13	\$37
Transportation & Warehousing	\$0	\$18	\$6	\$23
Manufacturing	\$0	\$19	\$2	\$21
Educational services	\$0	\$2	\$10	\$12
Ag, Forestry, Fish & Hunting	\$0	\$3	\$1	\$4
Management of companies	\$0	\$1	\$0	\$1
Mining	\$0	\$0	\$0	\$1
<b>Total - 2023</b>	<b>\$6,870</b>	<b>\$975</b>	<b>\$731</b>	<b>\$8,575</b>
<b>Total - 2022</b>	<b>\$6,532</b>	<b>\$927</b>	<b>\$695</b>	<b>\$8,154</b>
<b>% Change</b>	<b>5.2%</b>	<b>5.1%</b>	<b>5.2%</b>	<b>5.2%</b>

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

Morgan County  
visitors generate  
significant tax  
revenue for both  
Federal, **State, and  
Local Governments**

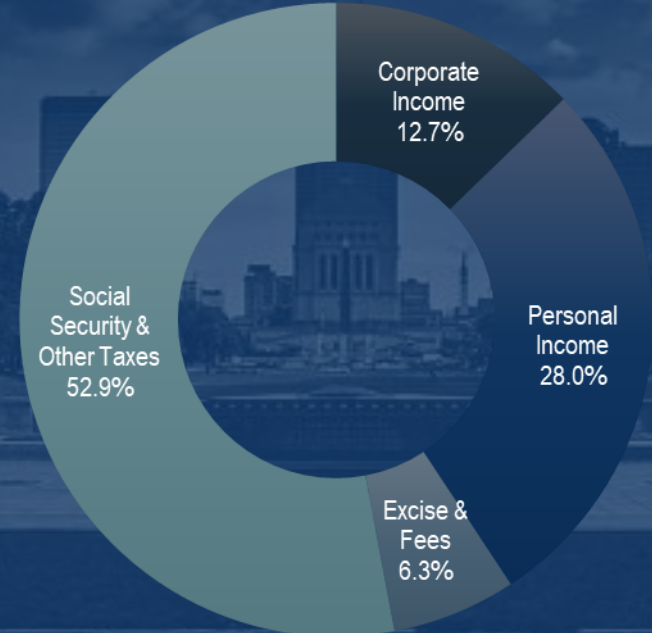
**\$1.9 Million**  
Federal Taxes

**\$3.4 Million**  
State + Local  
Taxes

# Social Security & Other Taxes Account for almost half the \$1.9 Million in Federal taxes

Social security and personal income together account for over 80% of federal tax dollars raised by Morgan County tourism.

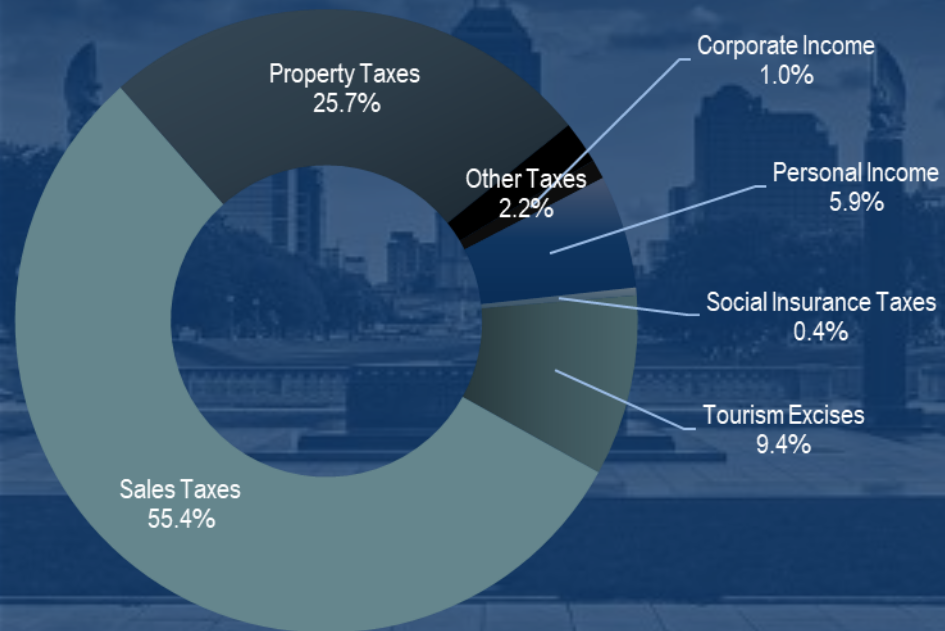
Federal Taxes  
2023 Tax Total: \$1.9 Million



# Sales Taxes Account for Almost Half of State and Local Tax Collections

Sales Taxes when coupled with property taxes account for over 81% of state and local tax contributions.

## State & Local Taxes 2023 Tax Total: \$3.4 Million





# Tourism Generated \$5.3 Million in Taxes

Morgan County visitors supported \$5.3 million in total taxes in 2023, up 5.5% from 2022. Federal tax collections resulting from tourism in Morgan County include income taxes and social security and totaled \$1.9 million in 2023. State & local tax collections totaled \$3.4 million, including \$1.9 million in sales taxes and \$872 thousand in local property taxes.

Corporate Income	2022	2023	% Change
<b>Federal: US</b>			
Corporate Income	\$225.4	\$237.4	5.3%
Personal Income	\$495.2	\$520.8	5.2%
Excise & Fees	\$111.8	\$118.1	5.7%
Social Security & Other Taxes	\$937.7	\$986.2	5.2%
<b>Federal Total</b>	<b>\$1,770.1</b>	<b>\$1,862.5</b>	<b>5.2%</b>
<b>State &amp; Local</b>			
Corporate Income	\$32.6	\$34.4	5.3%
Personal Income	\$189.5	\$199.3	5.2%
Social Insurance Taxes	\$13.3	\$14.0	5.2%
Tourism Excises	\$305.9	\$318.5	4.1%
Hotel Tax	\$170.3	\$175.8	3.3%
Food & Beverage	\$135.6	\$142.6	5.1%
Rental Car Excise	\$0.0	\$0.0	0.0%
Sales Taxes	\$1,776.4	\$1,881.7	5.9%
Property Taxes	\$825.3	\$872.1	5.7%
Other Taxes	\$70.6	\$75.1	6.4%
<b>State &amp; Local Tax Total</b>	<b>\$3,213.7</b>	<b>\$3,395.1</b>	<b>5.6%</b>
<b>Total County Tourism-Initiated Taxes</b>	<b>\$4,983.8</b>	<b>\$5,257.6</b>	<b>5.5%</b>

Sources: IMPLAN, Rockport Analytics

# Putting the Benefits of Morgan County Tourism in Perspective

## Promoting a Healthy Job Market

Approximately 1.8% of all people working in Morgan County are supported by visitors to the county. Morgan County tourism supported 365 jobs. Of those, 316 were directly employed in a tourism-related job. Tourism is the 13<sup>th</sup> largest industry (12<sup>th</sup> not including Government) in Morgan County (by jobs).



## Benefiting County Businesses

Visitors generated top-line sales totaling \$14.5 million benefiting a broad array of local businesses. Businesses that directly served visitors saw value-added of \$11.1 million in 2023, up 5.3% from 2022. In 2023, tourism supply chain businesses received value-added of more than \$1.7 million.



## Contributing to Public Education & Other Government Services

State & local (S&L) tax revenue collected from tourism in Morgan County is sufficient to fund 266 Indiana public school students.

S&L tax collections were enough to fund roughly 63 Indiana public school teachers.



## Capturing and Retaining Dollars Spent by Visitors

Of every dollar spent by visitors to Morgan County, 43¢ in economic impact is returned to the local area.

Of every dollar spent by visitors to Morgan County, 25¢ went toward paying the salaries of 365 area citizens.



## Helping to Relieve the Tax Burden of County Households

About 10 cents of each visitor dollar went towards the payment of state and local taxes (S&L).

If tourism did not exist, each of the 27,713 households in Morgan County would have to pay an additional \$123 per year in taxes to maintain current levels of state & local government services.



Sources: NEA's 2023 State Rankings, Moody's Analytics, IMPLAN, Indiana Department of Revenue, U.S. Census, Rockport Analytics

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# 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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