

PORTER COUNTY TRAVEL AND TOURISM ECONOMIC IMPACT REPORT



PREPARED FOR:
Indiana Dunes Tourism

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2021

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EXECUTIVE SUMMARY

A detailed examination of the expenditure, employment, and tax impact generated by Porter County's tourism and travel industry, as well as the industry structure, has been conducted for Indiana Dunes Tourism. The major findings of the 2021 study compared to the 2019 study follow:

- The tourism and travel industry contributed \$678.8 million to Porter County's economy in 2021, compared to \$538.5 million in 2019. Direct expenditures by tourists accounted for \$476.1 million of this total in 2021 compared to \$377.7 million in 2019. This represents an annual growth of 13.0 percent. Adjusting for inflation, the annual growth is 5.2 percent.
- The tourism industry in 2021 generated over \$155.0 million in tax revenues to government--\$58.7 million to the state, \$31.6 million locally, and \$64.7 million to federal government. Total taxes in 2019 were \$123.0 million.
- A total of 6,588 jobs in Porter County resulted from the industry in 2021, compared to 5,872 in 2019. Direct expenditures created 5,111 of these jobs.
- Over one third of the jobs created were in high wage occupations.
- The tourism-generated jobs provided over \$156.6 million in wages to Porter County workers in 2021. Total wages in 2019 were \$124.3 million.
- Residents of Porter County spent an additional \$37.4 million with the local tourism industry in 2021. This direct spending created 401 jobs.
- Expenditures by category showed that food and beverage, shopping, and transportation (gas and auto repair) purchases accounted for over seven out of every ten dollars spent.
- Expenditures by the industry sectors reflected the importance of the attractions and lodging sectors to the local tourism industry. Over 70 percent of all direct spending was from these two sectors.

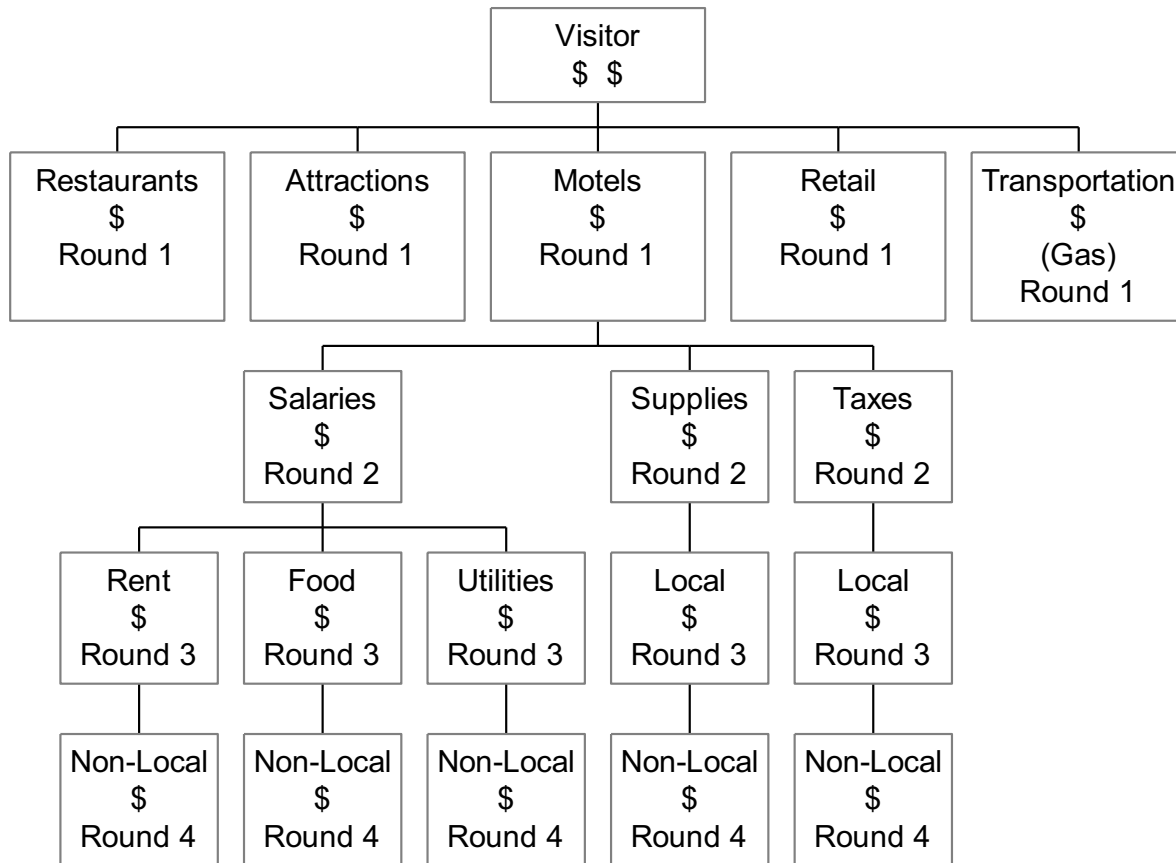
Introduction

The purpose of this study is to quantify the economic impact of the Porter County tourism and travel industry in 2021 and show any changes since 2019. Economic benefits begin when a traveler to Porter County, either an Indiana resident or an out-of-state visitor, spends money in the county. The typical purchases of visitors include goods and services such as lodging, food and beverages, gasoline, souvenirs, admission fees, entertainment, or other retail goods. This initial round of spending is referred to as direct expenditures.

These direct expenditures create a ripple-like effect through the economy. The businesses receiving these dollars use them to pay wages and salaries, to purchase goods and services for the businesses, and to pay taxes. The individuals and businesses receiving these monies, in turn, spend them on goods, services, and taxes. This process is repeated through several rounds of spending until the impact becomes insignificantly small. The combined impact of these several rounds of spending is referred to as the multiplier effect.

The total economic impact of Porter County tourism is the combination of the direct effects and the multiplier effect expressed in terms of spending, jobs, wages, and taxes. It is important to note that tourism impacts all sectors of the local economy. **Tourism is a large, growing business in Porter County.** The research findings presented in this report show the importance of tourism to the local economy in 2019 and 2021. This is accomplished through the use of the Certec Model[®] designed for estimating tourism impacts at the state and local levels, in conjunction with an input-output model designed for estimating the indirect and induced effects of tourist spending. The same models were used for both years to insure comparability over time. Certec Inc. also conducted the initial study in 2019 under contract with Indiana Dunes Tourism. The procedures used are explained in detail in Appendix A.

Flow of Tourist Expenditures Through Porter County



The diagram shows the flow of tourist expenditures through the Porter County economy. Round 1 represents the purchases made by tourists with the various sectors (attractions, motels, etc.) of the local tourism industry. The local businesses, in turn, use these dollars collected to pay salaries, buy supplies, and pay taxes in Round 2. The diagram presents this for the lodging sector. The same spending process applies to the other four tourism sectors identified above. The recipients of money in Round 2 then spend for Porter County goods and services, which is Round 3. The remaining dollars obtained from the tourists in Round 1 eventually leave the Porter County economy through purchases for goods and services as well as taxes that are non-local.

Table 1

**PORTER COUNTY'S TOURISM AND
TRAVEL INDUSTRY ECONOMIC IMPACT---2019 AND 2021**

	<u>2019</u>	<u>2021</u>	<u>Change</u>
Total Expenditures	\$538,457,114	\$678,823,474	\$140,366,360
Direct Expenditures	\$377,679,115	\$476,133,460	\$98,454,345
Indirect expenditures	\$160,777,999	\$202,690,014	\$41,912,015
Annual Change			
Between 2019 and 2021			13.0%
(Direct Expenditures Only)			
Annual Change			
Between 2019 and 2021			5.2%
(Adjusted for Inflation)			
Total Wages	\$124,250,796	\$156,640,807	\$32,390,011
Total Taxes	\$122,989,853	\$155,051,159	\$32,061,306
State	\$ 46,579,603	\$ 58,722,092	\$12,142,489
Local	\$ 25,099,724	\$ 31,642,783	\$ 6,543,059
Federal	\$ 51,310,526	\$ 64,686,284	\$13,375,758
Total Employment	5,872	6,588	716
Jobs (Direct Expenditures)	4,555	5,111	556
Jobs (Indirect Expenditures)	1,317	1,477	160

ECONOMIC IMPACT OF TOURISM

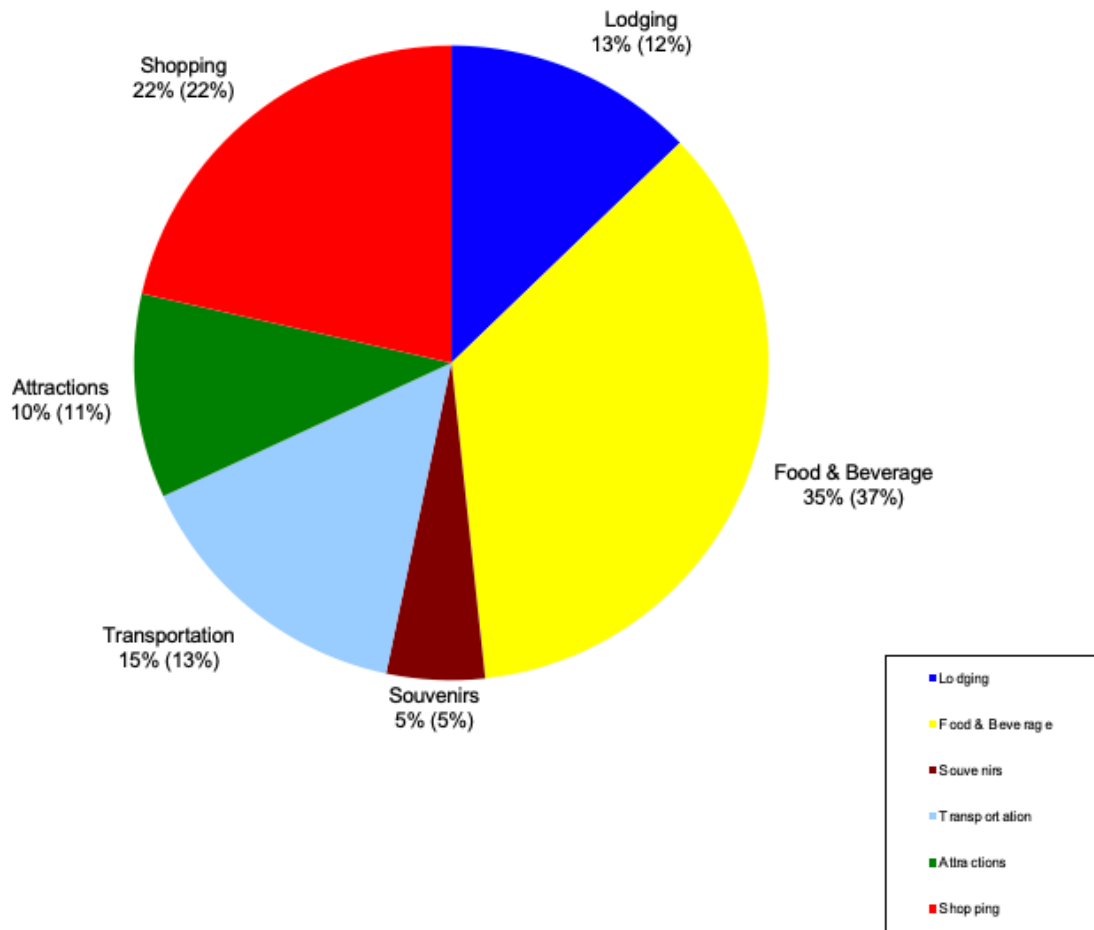
Expenditures

The tourism and travel industry made a total contribution to Porter County's economy of \$678.8 million in 2021 (Table 1). The purchases made by travelers while in the county accounted for \$476.1 million of this total. This represents an annual increase in spending of 13.0 percent over 2019 levels. After adjusting for inflation between the two years, the annual increase in spending was 5.2 percent.

The difference between the total economic impact and the purchases of travelers was a result of the indirect expenditures. This was triggered by the initial infusion of dollars in the economy - the \$476.1 million. These direct expenditures had a ripple-like quality as they passed from one layer of the economy to the next. The magnitude of these economic benefits diminished during each round of re-spending for goods and services until only an insignificantly small sum was left. The sum of these expenditures for the several rounds of re-spending of the initial dollars was the total multiplier effect of \$202.7 million.

The expenditure data were further classified by type of purchase. The countywide distribution of these expenditures is provided in Chart 1. Food and beverage spending accounted for over 35 percent of these \$476.1 million in direct purchases compared to 37 percent in 2019. Shopping accounted for nearly 22 percent of all travel expenditures (same as in 2019). Transportation (gas and auto repairs) increased from under 13 percent in 2019 to nearly 15 percent in 2021 due to the large increase in gas prices. Attractions decreased slightly in 2021 to 10 percent. Expenditures on lodging amounted to 13 percent in 2021, up from 12 percent in 2019. Souvenirs stayed at five percent for both years.

Travel expenditures by category
[2019 numbers are in ()]



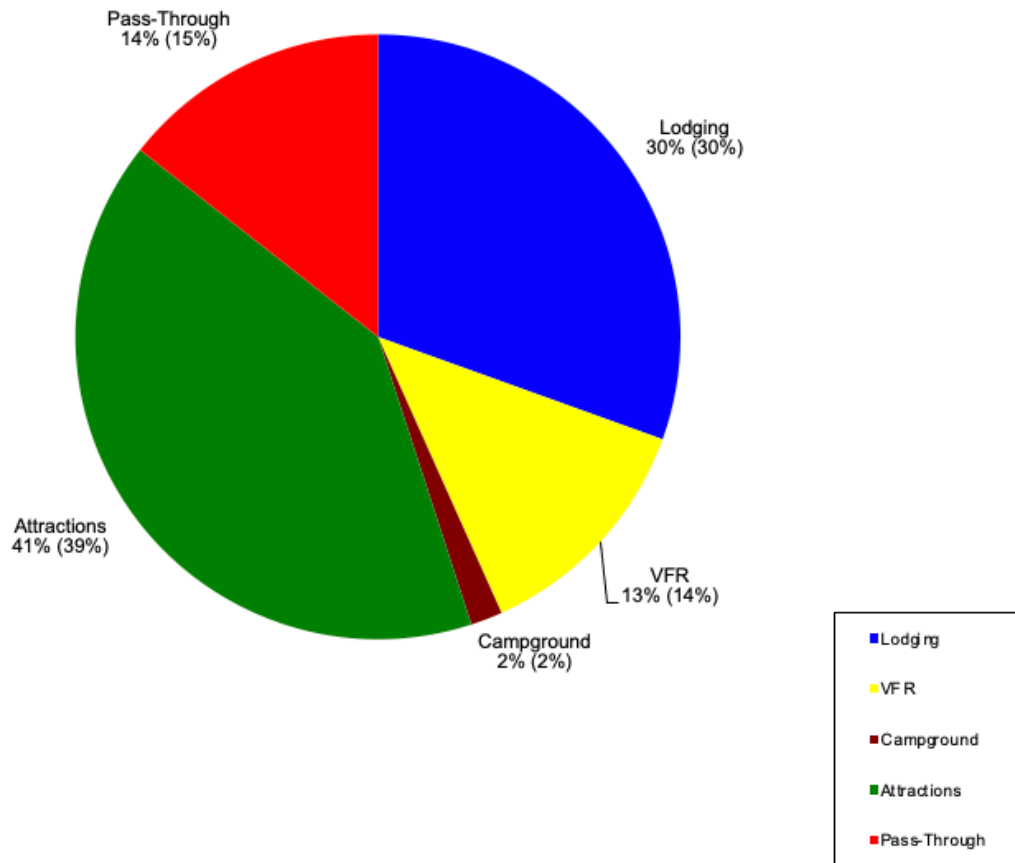
Where does this money go once it is in the Porter County economy? Many hold the idea that it all goes to the service and retail sectors to support only low wage jobs. In reality, the economic benefits to Porter County are far more widespread. The money helps support dozens of local businesses that do not directly serve the county's tourists. It impacts banking, insurance, real estate, transportation, public utilities, construction, agriculture, and manufacturing.

Expenditures by Sector

The contributions of the individual tourism sectors to the visitor expenditures vary widely. The countywide distribution of these expenditures is provided in Chart 2. Attraction visitors [see Appendix B for definition] made nearly 41 percent of these \$476.1 million in purchases (up from 39 percent in 2019). Lodging guests [see Appendix B for definition] accounted for the next largest share of this spending (30 percent) – same as in 2019. Those passing through and those visiting friends and relatives in the county contributed 14 percent (15 percent in 2019) and 13 percent (14 percent in 2019) of the total, respectively. Campers provided two percent of the purchases in both years.

The importance of the interstate and toll highways and local attractions to tourism spending in Porter County continued to be substantial. The highways carried millions of travelers to and through the county. These highway travelers helped to hold up occupancy rates at existing properties. The net result was a continuation of quality lodging accommodations for the destination visitor to Porter County. The destination visitor was, in turn, drawn to the county by the many attractions available, including diverse, quality restaurants. **The upgrading of the Indiana Dunes National Lakeshore to a National Park in early 2019 resulted in a substantial growth in visitation for both the National and the State parks.** The spending by these destination travelers was substantial. In addition, the large volume of pass-through travelers (over 2.6 million) on the highways who stopped to have meals, to buy gasoline, or shop for needed items also made an important contribution to the local economy.

Travel expenditures by industry sector
[2019 numbers are in ()]

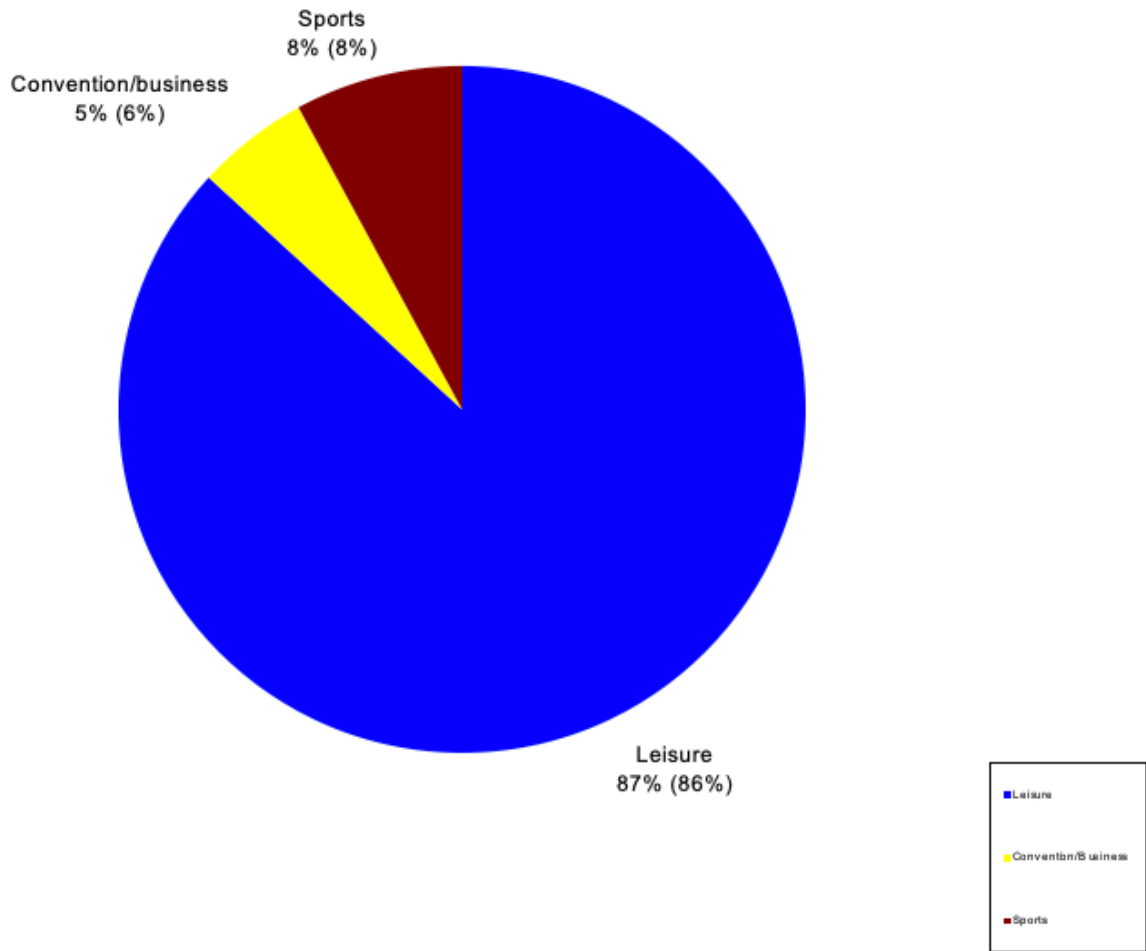


The over 2.6 million pass-through highway travelers in tandem with the nearly 4.3 million destination travelers (up from 3.8 million in 2019) for a total of 6.9 million travelers to Porter County helped support the extensive network of attractions, lodging properties, restaurants, and specialty shopping that exists in the county. **(The increased visitation to the Indiana Dunes National Park made an important contribution to this increase in destination travelers.)** The mix of visitors from the tourism sectors has provided a balance to the local tourism industry. **An added benefit of this visitor spending and its continued growth was that it allows businesses to flourish that could not survive if they had to depend on only local resident spending.** The existence of these tourist-supported businesses created an improved quality of life for Porter County residents.

The nearly 4.3 million destination visitors were identified with three markets as provided in Chart 3. The large majority were in the leisure market segment (87 percent). It was followed by the sports market segment's nearly 8 percent (same as in 2019) and the convention/business market segment (nearly five percent). The visitor surveys suggested the primary increase was in the leisure market.

The Porter County market had a high leisure market due to the large visitation at its very popular attractions. Even the local hotels primarily served this leisure market. Business driven hotels such as the Hampton and Hilton properties represented a minority of the lodging rooms available in the county. Even they were not exclusively for business travelers and served the leisure market as well. The growth at the National and State parks benefited the hotels as well as generating an increase in day use visitation.

**Distribution of visitors by market
[2019 numbers are in ()]**



Employment

In 2021, a total of 6,588 jobs [in FTEs (full time equivalents)] in Porter County were due to the expenditures made in the tourism and travel industry (Table 1) – an increase of 716 jobs since 2019. These represented nearly 8.2 percent of all jobs in the county in 2021---a substantial contribution to the Porter County economy. The direct expenditures of travelers accounted for 5,111 of these jobs.

The employment opportunities were distributed throughout the county. A number of the jobs in the community were supported, in part, by tourism. Since tourism jobs were dispersed throughout the local economy, they were more difficult to identify than factory jobs. This contributed to the misunderstanding of the size and importance of tourism to the local economy.

The individual sectors of the industry had a different impact on the creation of employment due to differences in spending patterns of visitors within the tourism sectors. This process of job development generated by tourist spending mirrors that which exists for other industries such as manufacturing and agriculture. The visitors in the attractions sector led the industry in job creation. The expenditures of the travelers within this sector generated 2,678 jobs – an increase of 394 jobs. The attraction sector was followed, in turn, by the lodging sector (2,035 jobs) – an increase of 232 jobs; the pass-through sector (941 jobs) – an increase of 62 jobs; the VFR (visits to friends and relatives) sector (830 jobs); and the campground sector (104 jobs).

The jobs created by tourism can be found throughout the occupational structure, not just in the service sector (Table 2). Over one third of the jobs resulting from tourism spending (33.5 percent) were found in the high-wage occupations of professional and technical, managerial, sales, construction, craftsman, and operatives. Tourism produces a wide range of jobs in addition to the frontline personnel such as desk clerks, waiters, and ticket takers that travelers

most often observed. These frontline jobs provide the lower income associated with tourism jobs, but only a portion of the full range of tourism employment. These entry level jobs are important to the county's economy as they provide opportunities for employment for high school and college students as well as residents who have limited skills and education. Once in these jobs the employees can increase their knowledge of the business in order to be in a position to advance to higher level jobs within the organization when those jobs become available.

Table 2

TOURISM – GENERATED EMPLOYMENT BY OCCUPATION

<u>Occupation</u>	<u>Jobs</u>
Professional and technical	310
Managerial	439
Marketing and sales	627
Administrative support	785
Construction	118
Craftsman	372
Agriculture and forestry	131
Operatives and fabricators	345
Laborers	262
Personal services	3,199
Total	6,588

Tourism stimulates non-tourism industries such as agriculture, fishing, meatpacking, food processing, brewing and distilling, bottling, floriculture, construction and appliance, furniture making, and linen manufacturing. For example, demand for hotel rooms can create demand for the services of contractors, which generates secondary demand for steel, bricks, lumber, tile, marble, glass, plumbing and air conditioning systems, elevator cars, carpets, and a variety of other goods. Similarly, tourist demand for restaurant meals creates business not only for restaurants, but for producers and packagers of fresh and frozen foods, butchers, dairies, and ultimately, for manufacturers of farm implements and fertilizers.

Consequently, a healthy tourism industry means additional business for industries throughout the economy.

Wages

The expenditures of travelers were the business receipts of the establishments patronized. A portion of this revenue was used by the businesses to pay their employees. In 2021, every dollar spent by travelers in Porter County produced an average of 23.1 cents in wage and salary income.

The total wage and salary income generated by tourism and paid by local businesses was over \$156.6 million in 2021 (Table 1)—compared to \$124.2 million in 2019. The direct purchases of travelers accounted for over \$109.8 million of this total.

Taxes

Tourism generated state, local, and federal tax revenues. Porter County tourism expenditures resulted in the collection of over \$155.0 million in tax revenues in 2021 (Table 1) compared to \$123.0 million in 2019. Over two fifths (\$64.7 million) went directly to the federal government through personal and corporate income taxes, Social Security, gasoline taxes, and airline taxes.

The Indiana state treasury benefited from the addition of over \$58.7 million in tax revenues generated by tourism activity within the county compared to \$46.5 million in 2019. A major portion of these revenues were obtained through sales and excise taxes, and taxes on individual and corporate income.

Local government operations in Porter County such as the cities and towns, county government, and Indiana Dunes Tourism also benefited from tourism in the county. County and municipal governments received over \$31.6 million in tax revenues as a result of the tourism industry compared to \$25.1 million in 2019. Property tax, business taxes (including net profits, property [real and tangible], payroll), and the lodging room tax contributed to these local tax revenues. Tax revenues continued to grow at a rate parallel to the growth of the Porter County tourism industry.

APPENDIX A

DATA AND METHODS

In simplest terms, the economic impact of tourism is a function of the number of visitors to the county and how much they spend while there. The research challenge is to accurately measure these quantities. A number of factors contribute to the complexity of this type of economic analysis. Among these factors are:

- the distribution of tourism attractions and industry infrastructure in the county;
- the type of lodging facilities visitors use since this choice greatly impacts level of spending;
- the length of time the tourist spends in the county;
- the size of the travel party, and
- the reason for visiting the county.

These are a few of the critical factors affecting the spending patterns of visitors. **Only the spending of non-Porter County residents was included in this research. Residents also spent at attractions, motels, and campgrounds in the county. Locals contributed an additional \$37.4 million in direct spending to the local tourism industry and generated 401 jobs. This is an example of how the existence of these facilities improved their quality of life by providing leisure opportunities for local residents.**

Bottom-up vs. top-down measurement

The Certec approach to this research challenge is based on information collected directly from tourists and tourism businesses (bottom-up measurement) as opposed to a procedure that relies on the extraction of information from business data, which was initially collected for a purpose other than the analysis of the tourism industry (top-down measurement). The primary data collected by Certec Inc. surveys are supplemented by state and federal data

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sources including the Indiana Department of State Parks & Reservoirs, Indiana Department of Transportation, Stats Indiana, U. S. Bureau of labor Statistics (RIMs II multiplier), and Indiana Gaming Commission (when appropriate).

It is the Certec position that tourism economic impact begins with the purchase of goods and services by tourists. Therefore, to most accurately measure the sum of these economic transactions requires data collected from both tourists and tourism businesses that answer questions directly related to the research task at hand.

The Certec Model© was developed in the 1970s, and is updated annually, to measure the direct tourism economic impact at the state and local levels. The data required as inputs include the spending pattern of visitors (in great detail) and business data such as rooms sold at lodging facilities and the number of visitors to attractions.

Expenditure Data

The information on the spending pattern of travelers to Porter County is currently available for 2019 and 2021 through the research of Certec Inc. This research provided very detailed information on the spending of visitors to the area. The per-person, per-day spending levels in 2019 and 2021 were calculated. They are, by sector:

	2019	2021	Change (2019-2021)
Lodging	\$132.29	\$158.96	\$26.67 (20.2%)
Visiting friends/relatives	\$68.32	\$ 77.06	\$ 8.74 (12.8%)
Attractions	\$52.19	\$ 58.38	\$ 6.19 (11.9%)
Campground	\$36.13	\$ 41.21	\$ 5.08 (14.1%)
Pass through	\$21.91	\$ 26.09	\$ 4.18 (19.1%)

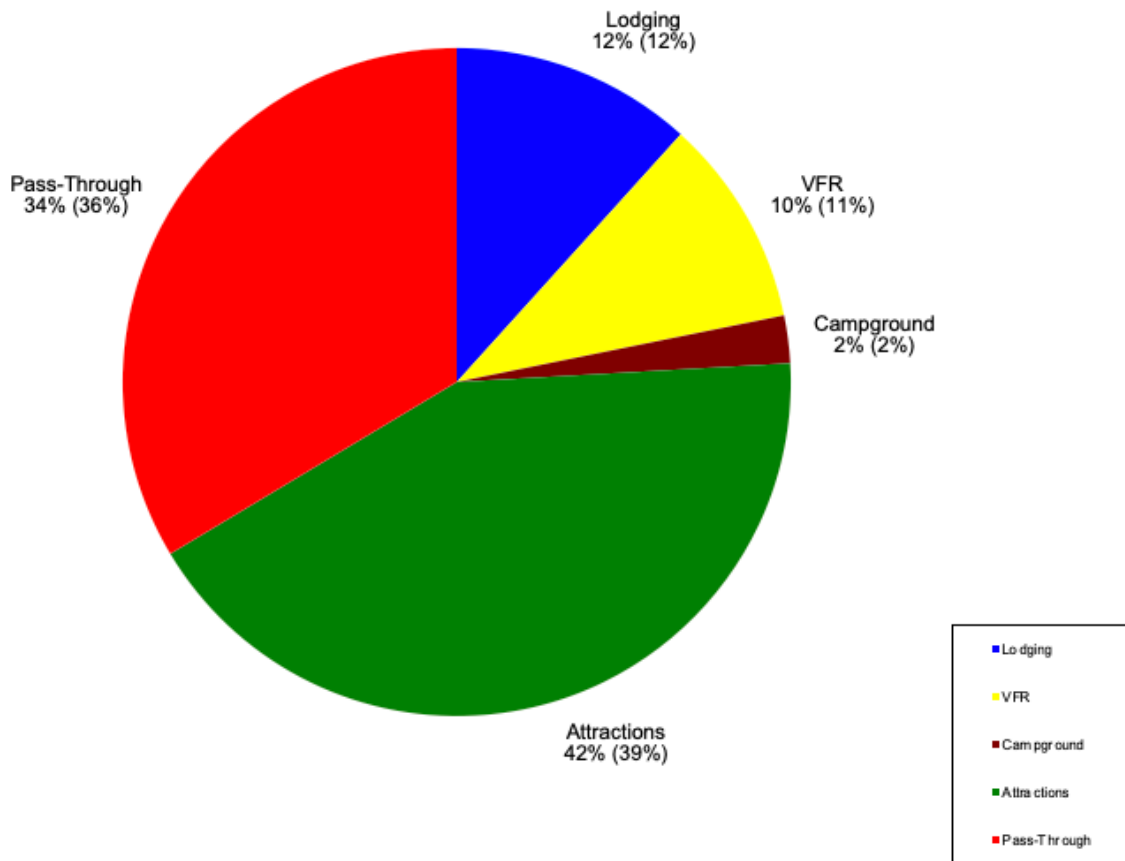
Participant Days

Porter County was divided into tourism sectors. Certec Inc. identified tourism and travel businesses operating in 2021 from a review of local tourism publications as well as several individual business brochures. This information was used to update the 2019 database developed for the previous year's study.

Certec designed surveys to collect business data from a stratified random sample of these businesses. The questionnaires are available in Appendix D. The information was collected through Indiana Dunes Tourism with the assistance of Lorelei Weimer, Executive Director. Mail interviews were received from the owner and/or manager of each of those establishments during the period March through May 2022. The interview had as its primary focus the number of units sold (rooms or campsites) or visitors to the facility. Complete interviews were obtained from 50.6 percent of the businesses in the sample compared to 51.0 percent in 2020.

Once the processing of these data sets was complete, participant days (see Appendix B) by type of business were determined. The results of this analysis are presented in Chart 4. Total participant days to Porter County in 2021 exceeded 7.8 million versus 7.2 million in 2019. **The upgrading of the Indiana Dunes National Lakeshore to a National Park in early 2019 made an important contribution to the increased visitation to the county.** Attractions (after adjusting for multiple visits), accounted for 42.3 percent (38.9 percent in 2019). Pass-through visitors followed with 33.6 percent of all visitor days (down from 36.0 percent in 2019). The lodging and VFR sectors also provided a substantial number of participant days—11.7 percent and 10.1 percent, respectively. Campers provided 2.3 percent of the total. Destination travelers to Porter County totaled nearly 4.3 million persons (4,274,530), compared to 3.8 million (3,768,286) in 2019—an annual increase of 6.7 percent. In addition, over 2.6 million pass-through travelers visited the county (2,630,034), compared to a similar 2,603,994 in 2019. The total number of travelers in 2021 was 6,904,564.

Total participant days –2021
[2019 numbers are in ()]



The information on participant days in Chart 4 in combination with the expenditure data in Chart 2 once again shows the importance of lodging guests and their much higher spending per person, per day. Even though they account for just one third as many visitors to the county as the pass-through sector, the impact of lodging guests on the local economy is more than double that of pass-through travelers.

Direct Effects

Once the basic inputs to the Certec Model[®] were calculated, several statistical analyses were conducted using the equations of the model. Note that the model was modified, with local data, for use in this project to reflect the Porter County tourism industry. This model was designed to provide expenditure estimates at the sub-state (county) level for each of the industry sectors. These sub-state estimates by sector were combined to provide expenditure levels for the entire industry within the county.

Indirect Effects

The indirect and induced expenditures resulting from the initial infusion of money into the Porter County economy were calculated using the RIMS II input-output (I-O) model developed by the U.S. Department of Commerce, Bureau of Economic Analysis. The output from the Certec Model[®] served as data input for the I-O model. The latter model provided indirect expenditures resulting from the tourism industry.

The tax revenues resulting from this industry were also estimated. State, local, and federal tax revenues were obtained by using sector output generated by the Certec Model[®] with expenditure/tax relationships derived from I-O analysis. Estimates of tourism and travel industry employment were generated in a similar fashion. Sector output from the Certec Model[®] was applied to expenditure/job relationships obtained from the I-O analysis. Employment generated by direct and indirect expenditures was obtained. The I-O model relationships also allocated the total employment generated to the occupation providing the

service or product. The addition of the indirect effects, as determined from the I-O model, to the direct effects, as determined from the Certec Model[®], provided the complete picture of the economic impact of Porter County's tourism and travel industry presented in this report.

APPENDIX B

DEFINITION OF TERMS

Attraction Visitor	an attraction visitor is a traveler who spends any portion of a day at any attraction facility while on a day trip or an overnight trip to a destination --in analysis an adjustment is made to avoid double counting overnight visitors with lodging sector
Direct Expenditure	the exchange of money or the promise of money for goods or services while traveling in Porter County, including any advance purchase of public transportation, tickets, lodging, or other items normally considered an incident of travel, but which may be purchased before the trip.
Indirect Expenditure	the second and subsequent rounds of spending of the travel dollars (direct expenditures) in Indiana for Indiana-produced goods and services.
Input-Output (I-O) Model	an economic analysis method which is designed to measure the indirect and induced effects of a direct change in a region's economy.
Lodging Guest	a lodging guest is a traveler who spends at least one night in a facility such as a hotel, motel, bed and breakfast, resort, or cabin
Participant Day	an individual spending one day or part of a day at a tourism or travel facility – for example, three visitors spending one day is equivalent to one visitor spending three days.
Travel and Tourism Industry	the tourism industry consists of all those firms, organizations and facilities (including accommodations, food, transportation, and related services) which are intended to serve the specific needs and wants of travelers.
VFR	Visit with friends or relatives

APPENDIX C

Findings From Visitor Survey

The visitor survey results presented below provide a snapshot of the county's market for the spring, summer, and fall seasons of CY 2022. A much larger sample of visitors for the three seasons has been obtained than would have been required for the economic analysis alone., including an additional 75 on-site surveys at the National Park and State Park each season.

Porter County derived a substantial majority of its visitation from four states. These states accounted for over 70% of the visitors to the county in spring and summer seasons and nearly two-thirds of the visitors in the fall season. The mix of states does not vary by season. All three seasons were led by Indiana and followed by most closely by Illinois. Michigan and Ohio were a distant third or fourth in each season. The county also received visitation from a number of other states which are more than a day's drive from Porter County. [2020 data by season are in () in the following tables. No visitor surveys were collected in the spring of that year due to Covid.] The strongest state markets for the area were, in rank order:

	Spring	Summer	Fall	Average
1) Indiana	48.2%(NA)	43.6% (56.9%)	37.6% (38.5%)	43.1% (49.4%)
2) Illinois	15.9	16.4 (20.3)	20.0 (18.3)	17.5 (19.4)
3) Michigan	4.5	5.5 (5.9)	4.0 (8.7)	4.6 (7.0)
4) Ohio	4.1	5.9 (3.3)	4.0 (9.6)	4.6 (5.8)
5) Wisconsin	2.9	2.7 (0.6)	3.6 (1.0)	3.1 (0.8)
6) Kentucky	2.0	4.5 (2.6)	2.4 (3.8)	2.9 (3.1)
7) Minnesota	0.8	5.0 (0.6)	1.6 (1.0)	2.4 (0.8)

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8) Missouri	1.2	2.7	(2.6)	3.2	(7.7)	2.4	(4.7)
9) Florida	1.2	1.4	(0.0)	2.4	(1.9)	1.7	(0.9)
10) Pennsylvania	1.6	2.7	(0.6)	0.4	(1.9)	1.5	(1.2)

While these findings indicate that the county's strongest draw among travelers came from Indiana, Illinois, and nearby states, the county did receive visitation from more distant locations such as Wisconsin, Kentucky, Minnesota, Missouri, Florida, and Pennsylvania. In all, visitors from thirty-five different states and four foreign countries (Canada, Germany, France, and Italy) were identified compared to nineteen states and no foreign countries in the earlier year.

Demographics

The typical visitor to Porter County was most likely to be a college graduate (spring 74.3%, summer 77.5%, fall 73.9%). The Porter County visitor was also most likely to be working, and in a professional job (spring 43.3%, summer 46.4%, fall 38.9%).

DEMOGRAPHICS OF VISITORS TO PORTER COUNTY

	Spring	Summer	Fall	Average
EDUCATION				
College graduate	42.3%(NA)	43.3% (35.3%)	39.0%(45.2%)	41.4% (39.3%)
Post-graduate	32.0	34.2 (33.3)	34.9 (20.2)	33.7% (28.0)
Some college	17.4	14.7 (18.3)	16.5 (23.1)	16.3% (20.2)
High school grad	7.9	6.8 (11.1)	8.8 (11.5)	7.9% (11.3)
Some high school	0.4	1.0 (2.0)	0.8 (0.0)	0.7% (1.2)
OCCUPATION				
Professional	43.3%(NA)	46.4% (35.9%)	38.9% (26.9%)	42.5% (32.3%)
Retired	16.6	12.6 (11.1)	15.0 (8.6)	14.9 (10.2)
Managerial	8.6	13.1 (14.4)	11.3 (8.6)	10.9 (12.1)
Sales	5.8	6.0 (8.5)	8.3 (9.6)	6.8 (8.9)
Personal service	5.6	6.0 (6.5)	7.9 (12.5)	6.6 (8.9)
Craftsman	8.1	3.4 (5.9)	5.9 (11.5)	5.9 (8.2)

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Operative	7.2	4.0	(5.9)	4.6	(9.6)	5.3	(7.4)
Clerical	2.8	2.9	(5.2)	2.9	(6.7)	2.9	(5.8)
Construction	1.0	2.7	(4.6)	3.1	(3.0)	2.3	(3.9)
Laborer	1.0	2.9	(2.0)	2.1	(3.0)	1.9	(2.3)

INCOME

\$151,000+	17.7%	23.3%		22.5%		21.2%	
\$141,000-\$150,000	10.7	13.3		8.4		10.6	
\$46,000-\$140,000	62.2	56.2		60.7		59.9	
\$20,000-\$45,000	7.5	5.0		7.1		6.6	
< \$20,000	1.9	2.2		1.3		1.7	

Median Income	\$111,022	\$117,663		\$110,503		\$111,617	
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AGE

1 - 19	29.5%	29.2%	(33.3%)	22.3%	(36.8%)	26.9%	(34.7%)
20 - 29	11.9	15.1	(12.7)	11.2	(9.3)	12.7	(11.3)
30 - 39	16.9	14.9	(18.6)	17.7	(20.6)	16.6	(19.5)
40 - 49	12.9	12.6	(13.1)	17.0	(11.3)	14.1	(12.4)
50 - 59	11.6	11.4	(9.6)	12.3	(11.9)	11.7	(10.5)
60 - 69	13.3	12.7	(10.1)	11.7	(8.0)	12.6	(9.2)
70+	3.9	4.1	(2.6)	7.8	(2.1)	5.4	(2.4)

Median Age	35.1	34.9	(32.2)	39.3	(31.9)	36.2	(32.1)
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One out of eight household heads among the visitors in the summer were managers. Over one-third of the summer visitors had household incomes above \$140,000 (36.6 percent). A smaller proportion of fall visitors had incomes at this level (30.9 percent). The age of the travelers to Porter County also varied by season. There were a higher proportion of children during the spring and summer compared to the fall. As a result, the median age was lower in the spring (35.1) and summer (34.9) than the fall (39.3). Seniors were in greater numbers in the fall (19.5%) compared to the summer (16.8%).

Several differences stand out with the 2022 data. Visitors were more likely to be college graduates and in professional occupations in 2022. Travel parties in 2022 had, on average, fewer children under age 20 and more seniors over age 60.

Information Sources

Travelers to the Porter County area used a variety of information sources when planning their trip. The source most often used in the fall (39.6%) and summer (36.8%) was friends or relatives. These friends or relatives were more likely to live in Porter County for fall visitors (62.2%). Smaller proportions lived in Porter County for the summer travelers (45.6%). The internet was also most used in the fall at 37.6%. A similar minority of travelers relied on personal experience for all three seasons. These sources were followed by the Indiana Dunes Visitors Center and brochures. Other sources are listed below. [2020 data by season are in ()]

The main difference is the decline of the use of the internet and social media over the two years. However, friends and relatives, the internet, and personal experience continued to dominate over the period.

INFORMATION SOURCES USED FOR PORTER COUNTY TRIP (Multiple Mentions)

	Spring	Summer	Fall	Average
Friends/relatives	25.3%	36.8% (38.6%)	39.6% (34.6%)	36.9% (37.0%)
Internet	28.1	32.3 (35.3)	37.6 (49.0)	33.0 (40.8)
Personal experience	32.8	32.3 (34.0)	32.0 (33.3)	32.5 (32.3)
IN Dunes Visitors Ctr	9.5	17.7 (17.0)	19.2 (16.3)	15.6 (16.7)
Brochure (incl. IN Dunes Visitors Ctr)	6.7	5.0 (2.6)	8.8 (3.8)	7.0 (3.1)
Social media	5.1	6.4 (15.7)	8.8 (15.4)	6.8 (15.6)
Online travel agent	4.3	5.0 (2.0)	6.0 (8.6)	5.2 (4.7)
State tourism office	2.0	1.4 (3.3)	2.8 (10.6)	2.1 (6.2)

Newspapers/mag.	0.0	1.4	(0.7)	1.2	(0.0)	0.9	(0.4)
Travel agent	1.2	0.0	(0.7)	1.2	(0.0)	0.8	(0.4)
TV or radio	0.4	0.9	(2.0)	0.8	(0.0)	0.7	(1.2)
Other (local event)	2.4	3.2	(1.3)	4.8	(1.9)	3.5	(1.6)

The length of the planning cycle showed some variation by season of travel. The largest difference was for the summer and fall travelers to more likely to make decision on the site during trip compared to two years earlier. Both groups were more likely to do the planning less than one month in advance of the trip (summer 58.5 percent, fall 51.2 percent) as seen below.

Another key difference from two years earlier is the decision to not make plans at least six months before the trip. The proportion declined from 23.1% to 19.2%.

LENGTH OF PLANNING CYCLE FOR PORTER COUNTY TRAVEL

	Spring	Summer	Fall	Average
During trip	14.1%	20.9% (11.8%)	18.8% (8.7%)	17.8% (10.5%)
< 1 mth before trip	28.8	37.6 (36.2)	32.4 (36.5)	32.7 (36.3)
1 month bef. trip	12.9	11.9 (13.8)	6.8 (12.5)	10.4 (13.3)
2 to 5 mths bef. trip	18.8	16.7 (14.5)	23.6 (20.2)	19.9 (16.8)
6+ months bef. trip	25.4	12.9 (23.7)	18.4 (22.1)	19.2 (23.1)

Trip Characteristics

The destination tourism business Porter County enjoys was derived primarily from visitors on either a short trip (spring 52.5%, summer 48.2%, fall 50.5%) of one to three nights in length or a day trip (spring 13.4%, summer 19.5%, fall 20.8%). During the summer and fall seasons a larger number of travelers were in the area for a sports event compared to convention/business.

Compared to two years ago fewer travelers were on a short trip while more were on day trip. Over the period the proportion in the county for a sports event or convention were similar.

TYPE OF TRIP

	Spring	Summer	Fall	Average
Short trip (1 to 3 nts)	52.5%	48.2% (57.2%)	50.5% (59.6%)	50.3% (58.8%)
Day trip (zero nts)	13.4	19.5 (15.4)	20.8 (10.1)	17.9 (12.8)
Vacation (4+ nts)	14.3	11.9 (13.1)	8.8 (11.2)	11.7 (12.1)
Sports event	7.0	7.1 (7.6)	9.5 (8.6)	7.9 (8.1)
Convention/business	6.8	3.8 (5.4)	5.2 (4.7)	5.3 (5.1)
Visit friends/relatives	6.4	9.5 (1.3)	5.2 (5.8)	6.9 (3.1)

Half of these travelers to Porter County (spring 48.6%, summer 51.8%, fall 52.0%) were on their first visit to the county. They had made, on average, 2.8 trips to the area (spring 2.9, summer 2.3, fall 3.1). The typical travel party had an average of 3.3 people (spring 3.1, summer 3.5, fall 3.3). The average length of stay was 2.3 days (spring 2.6, summer 2.1, fall 2.3).

Activities While Visiting Porter County

Travelers identified a variety of activities that they participated in while in Porter County on their trip. Visits to Chesterton/Porter were at the top of the list (fall 79.6%). It was most closely followed by Indiana Dunes Parks – beaches (summer 76.4%) and Indiana Dunes Parks – hiking (fall 61.2%). Visiting casual dining restaurants was near the top of the list as well. A number of additional activities while in Porter County in each season are provided in the list that follows:

**ACTIVITIES WHILE IN PORTER COUNTY
(Multiple mentions)**

	Spring	Summer	Fall	Average
Visit-Chesterton/Porter	58.1%	75.4% (62.7%)	79.6% (74.0%)	70.8% (67.3%)
IN Dunes Parks-beaches	69.6	76.4 (65.4)	61.2 (35.6)	68.7 (53.3)
IN Dunes Parks-hiking	58.1	43.2 (39.9)	61.2 (52.9)	54.6 (45.1)
Restaurants-casual dine	41.9	42.3 (30.1)	56.0 (23.9)	46.9 (31.5)
Restaurants-unique/local	43.1	42.7 (26.8)	53.6 (25.0)	46.6 (26.1)
Visit – Portage	24.1	44.5 (33.3)	45.6 (38.5)	37.8 (35.4)
Visiting friends/relatives	36.8	33.2 (28.1)	41.6 (29.8)	37.3 (28.8)
IN Dunes Visitor Ctr	34.8	30.9 NA	44.0 NA	36.8 NA
Visit – Valparaiso	29.6	30.0 (35.3)	40.0 (19.2)	33.3 (28.8)
Shop-within Porter Co	22.5	20.9 (41.8)	31.2 (35.6)	25.0 (39.3)
3 Dune Challenge	30.4	20.0 NA	15.6 NA	22.1 NA
Restaurants-fast food	23.3	24.5 (15.0)	18.4 (27.9)	22.0 (20.2)
Restaurants-chain	14.6	15.4 (30.1)	13.2 (26.9)	14.4 (28.7)
IN Dunes-Nature Ctr	9.9	7.3 NA	22.0 NA	13.3 NA
Bass Pro Shops	11.9	11.4 (9.8)	13.2 (13.5)	12.2 (11.3)
Bailly Homestead	9.9	11.4 NA	9.6 NA	10.2 NA
Valpo Velvet Ice Cream	8.7	8.2 (14.4)	12.8 (9.6)	10.0 (12.4)
Restaurants-fine dining	11.5	7.3 (3.3)	8.4 (4.8)	9.1 (3.9)
1933 World’s Fair Homes	9.9	7.7 NA	8.0 NA	8.6 NA
Shop-Light. Outlet Mall	22.1	21.4 (8.5)	19.6 (7.7)	8.2 (21.0)
Zao Island	4.0	10.4 (14.4)	9.6 (3.8)	7.9 (10.1)
Porter County Parks	6.3	8.2 NA	8.8 NA	7.7 NA
Valparaiso University	3.2	2.7 (5.9)	15.6 (2.9)	7.3 (4.7)

The Port Drive-In	7.1	6.8	(9.2)	8.8	(8.6)	7.2	(8.9)
49er Drive-In Theater	3.6	8.2	(5.2)	6.8	(1.0)	6.1	(3.5)
Diana of the Dunes Dare	6.7	5.5	NA	4.4	NA	5.5	NA
Ranger Program	5.1	4.5	NA	5.6	NA	5.1	NA
Casinos	6.3	2.7	(2.0)	2.8	(1.9)	4.0	(1.9)
Portage 16 IMAX Theater	4.0	3.6	(2.0)	2.0	(1.9)	3.8	(1.9)
Visit – Hebron/Kouts	2.8	2.3	(1.3)	5.6	(1.0)	3.6	(1.2)
Porter Co(Old Jail) Mus.	1.6	2.7	NA	4.0	NA	2.8	NA
Broken W. Bison Farm	2.4	3.2	(1.3)	2.0	(0.0)	2.5	(0.8)
Porter Co. Expo Center	2.8	1.8	NA	2.4	NA	2.4	NA
Memorial Opera House	2.0	1.4	NA	2.8	NA	2.1	NA
Other (sports event, winery brewery, European Market, wedding venue)	2.4	4.1	(26.8)	9.2	(20.2)	5.2	(24.1)

Activities participated in while in Porter County increased dramatically at the Indiana Dunes Parks for both hiking and the beaches. Visits to Chesterton/Porter and dining in Porter County restaurants also showed increases over the two-year period. **The upgrading of the Indiana Dunes National Lakeshore to a National Park in early 2019 resulted in substantial increases in visitation to the county and at the National and State parks.** This greatly contributed to the increases in activities noted above, as well as, increases in communities and attractions in other parts of the county.

The Indiana Dunes beaches make an important contribution to the Porter County economy. Over 65 percent of the summer travelers to the county visited the beaches. It was the most visited attraction in Porter County. Non-local visitors to the attraction contributed over \$97.9 million to Porter County’s economy in 2019. Direct expenditures by travelers to the attraction accounted for \$68.7 million of this total. The multiplier effect on the economy of these initial purchases generated the indirect spending -- \$29.2 million. These visitors generated nearly \$22.4 million in tax revenues to government --nearly \$8.5 million to state government, nearly \$4.6 million to local government, and over \$9.3 million to federal government. They also provided over \$22.6 million in wages to Porter County workers and 1,069 jobs.

Access to Indiana Dunes National Park and Indiana Dunes State Park

Over half of the travelers in each season knew the difference between the National Park and the State Park (spring 52.0%, summer 51.4%, fall 54.8). A greater proportion in each season knew that the entrance fees are different for each park system (spring 58.2%, summer 55.4%, fall 56.9). Half would purchase a combined pass to enter both park systems. A much smaller proportion would purchase a combined pass if the pass was not discounted (spring 27.6%, summer 29.7%, fall 28.9).

IN DUNES NATIONAL PARK VS IN DUNES STATE PARK

	Spring	Summer	Fall	Average
Know Difference	52.0%	51.4%	54.8%	52.8%
Access Fee Different	58.2	55.4	56.9	56.9
Buy Combined Pass	52.4	49.3	50.4	50.8
Buy Pass No Discount	27.6	29.7	28.9	28.7

Appendix D

Business questionnaires

Office Use Only
County _____
Interview _____
INCVB21

INDIANA HOTEL/MOTEL QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **April 18, 2022**.

1. Number of rooms sold during entire year - 2021. _____
2. Average number of guests per room - 2021. _____
3. Estimated proportion of guests from outside Porter Co. _____
4. Number of rooms at facility at beginning of 2021. _____

NOTE: Certec Inc. is collecting this type of information from a sample of lodging properties in Porter County. The data from all lodging properties in the sample are combined within the county. No information will be released in any way that would permit the identification of your business. All individual business information will remain confidential. (appears on all surveys)

Office Use Only
County _____
Interview _____
INCVB21

INDIANA BED & BREAKFAST QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **April 18, 2022**.

1. Number of rooms sold during entire year - 2021. _____
2. Average number of guests per room - 2021. _____
3. Estimated proportion of guests from outside Porter Co. _____
4. Number of guest rooms at facility at beginning of 2021. _____

Office Use Only

Certec Inc.
Versailles, KY

County _____
Interview _____
INCVB21 _____

INDIANA ATTRACTION QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **April 18, 2022**.

1. Number of visitors to attraction during entire year-2021 _____
2. Estimated proportion of visitors from outside Porter Co. _____

NOTE: Certec Inc. is collecting this type of information from a sample of attractions in Porter County. The data from all attractions in the sample are combined within the county. No information will be released in any way that would permit the identification of your business. All individual business information will remain confidential.

Office Use Only
County _____
Interview _____
INCVB21 _____

INDIANA CAMPGROUND QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **April 18, 2022**.

1. Number of camper nights sold during entire year – 2021. _____
2. Average number of campers per site – 2021. _____
3. Estimated proportion of campers from outside Porter Co. _____
4. Number of improved sites at facility at beginning of 2021. _____

NOTES: 1-a camper night is defined as the rental of one campsite for one night. For example, one campsite rented for three (3) nights equals three (3) camper nights.

2- Certec Inc. is collecting this type of information from a sample of campgrounds in Porter County. The data from all campgrounds in the sample are combined within the county. No information will be released in any way that would permit the identification of your business. All individual business information will remain confidential.

Certec Inc.
Versailles, KY

Office Use Only
County _____
Interview _____
INCVB21

INDIANA RESTAURANT/STORE/SHOP QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **April 18, 2022**.

1. Number of visitors to business during entire year-2021 _____
2. Estimated proportion of visitors from outside Porter Co. _____

NOTE: Certec Inc. is collecting this type of information from a sample of businesses in Porter County. The data from all businesses in the sample are combined within the county. No information will be released in any way that would permit the identification of your business. All individual business information will remain confidential.

Certec Inc.
Versailles, KY

Appendix E

Visitor questionnaire

Indiana Dunes Country Tourism Questionnaire

Thank you for the time to answer questions regarding your trip to Indiana Dunes Country. Indiana Dunes Country is located within Porter County, and all questions referring to Indiana Dunes Country is the geographical location of Porter County. This attached map shows the location of Porter County and the cities, towns, and attractions located within Porter County.

Please complete the survey and return it to the research personnel. The questionnaire is confidential, and you will not be asked to identify yourself. All demographic questions are for statistical purposes only. **Please put a checkmark for your response to each question unless you are asked to write in your response.**

What is the zip code for your residence? _____

How many visits have you made to Indiana Dunes Country in the past two years?

- First Visit
- _____ [record total number of visits if more than one]
- A local resident of Porter County
- A resident of either Lake or LaPorte Counties

Please classify the **type of trip** you are taking.

- Day trip
- Short trip (less than 4 days with at least one overnight stay)
- Vacation (4 days or more)
- Business/convention trip/seminar
- Sports spectator or participant
- Visiting a friend or relative
- Other, specify _____

What **type of overnight accommodations** will your travel party use while in Indiana Dunes Country?

- Hotel or motel
- Bed & breakfast
- AirBnB or other shared home accommodations, list _____
- Home of friends or relatives
- Campground
- Other, specify _____
- No overnight stay

How many nights will you spend in Indiana Dunes Country on this trip? _____

Including yourself, what is the **number of people in your immediate travel party?** _____

What sources of information did you use in deciding to visit Porter County? (Check all that apply)

- A brochure or visitor guide – where obtained _____
- Indiana Dunes Visitor Center
- A traditional travel agent
- An online travel agent like Orbitz, Expedia, Trip Advisor
- State of Indiana tourism office and/or State publications
- Friends or relatives – Do they live in Porter Co? () yes or () no
- Internet
- Social media: Facebook, Youtube, Twitter, Instagram, etc.
- Personal experience from past visit(s)
- Magazines
- Newspapers

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- TV or radio
- Other _____

When did you decide to make this trip to Indiana Dunes Country?

- During the current trip
- Less than 1 month before trip
- One month before trip
- 2 to 5 months before trip
- 6 months or more before trip

Do you know the difference between the Indiana Dunes National Park and the Indiana Dunes State Park? Yes No

Do you know that the entrance fees are different for each park system and that you cannot use a national park pass at the state park and vice versa? Yes No

Would you purchase a combined pass to enter both the Indiana Dunes National Park and State Park? Yes No

Would you purchase a combined national and state park pass even if the price for this pass was not discounted? Yes No

What have you done or plan to do during your stay in Indiana Dunes Country?

[Check all that apply from the list below.]

- Indiana Dunes National and State Parks
 - Beaches
 - Hiking
 - Ranger program
 - Bailly Homestead and Chelberg Farm
 - Indiana Dunes State Park Nature Center
 - 3 Dune Challenge
 - Diana of the Dunes Dare
 - 1933 World Fair Homes
 - Indiana Dunes Visitor Center
- Shopping at:
 - Lighthouse Outlet Mall
 - Shopping within Porter County
- Please check the communities you visited during your stay?
 - Chesterton/Porter
 - Portage
 - Valparaiso Hebron/Kouts
- Eat at restaurants. Please **check the types of restaurants** you used and/or plan to use on this trip.
 - Unique & locally owned
 - Fine dining
 - Casual dining
 - Chain
 - Fast Food
- Visit with family and/or friends
- Attend a casino
- Other Attractions
 - 49er Drive-In Theater
 - Bass Pro Shops
 - Broken Wagon Bison Farm

- Valpo Velvet Ice Cream
- Valparaiso University
- Portage 16 IMAX Theater
- Zao Island
- The Port Drive-In
- Memorial Opera House
- Porter County (Old Jail) Museum
- Porter County Parks (Sunset Hill Farm County Park, Brinka Cross Gardens, Brookdale Park, or Dunn's Bridge)
- Porter County Expo Center
- Other, please list _____

The following section asks for expenditures made in Indiana Dunes Country (Porter County) while on this trip to the area.

Please provide the **expenditures** that your travel party has made or will make in Indiana Dunes Country on this trip for each of the following categories:

- \$ _____ Lodging
- \$ _____ Restaurant meals
- \$ _____ Groceries including any soft drinks
- \$ _____ Alcoholic beverages
- \$ _____ Gasoline and other service station expenses
- \$ _____ Local attractions (admissions only)
- \$ _____ Souvenirs
- \$ _____ Shopping
- \$ _____ All other expenditures

What are the ages of each member of your travel party on the current trip to or through Indiana Dunes Country?

Check the highest grade or year of school completed by the head of your household (Check only **ONE**)

- Some high school
- High school graduate
- Some college
- College graduate
- College post-graduate studies

What is the occupation of the head of your household? _____

Which category best describes your total household income before taxes in 2022?

- Less than \$20,000
- \$20,000 to \$45,000
- \$46,000 to \$140,000
- \$141,000 to \$150,000
- \$151,000+

Thank you for assisting us with this critical project. Your response is appreciated and will be most helpful.

**Certec Inc.
Versailles, KY**

Appendix F

Economic impact data tables (time series)

**PORTER COUNTY'S TOURISM AND
TRAVEL INDUSTRY ECONOMIC IMPACT---2017 AND 2019**

	<u>2017</u>	<u>2019</u>	<u>Change</u>
Total Expenditures	\$476,450,931	\$538,457,114	\$62,006,183
Direct Expenditures	\$334,187,368	\$377,679,115	\$43,491,747
Indirect expenditures	\$142,263,563	\$160,777,999	\$18,514,436
Annual Change Between 2017 and 2019 (Direct Expenditures Only)			6.5%
Annual Change Between 2017 and 2019 (Adjusted for Inflation)			4.3%
Total Wages	\$113,754,267	\$124,250,796	\$10,496,529
Total Taxes	\$111,828,562	\$122,989,853	\$11,161,291
State	\$ 41,215,715	\$ 46,579,603	\$ 5,363,888
Local	\$ 22,209,358	\$ 25,099,724	\$ 2,890,366
Federal	\$ 48,403,489	\$ 51,310,526	\$ 2,907,037
Total Employment	5,512	5,872	360
Jobs (Direct Expenditures)	4,276	4,555	279
Jobs (Indirect Expenditures)	1,236	1,317	81

PORTER COUNTY'S TOURISM AND

**Certec Inc.
Versailles, KY**

TRAVEL INDUSTRY ECONOMIC IMPACT---2015 AND 2017

	<u>2015</u>	<u>2017</u>	<u>Change</u>
Total expenditures	\$413,410,449	\$476,450,931	\$63,040,482
Direct expenditures	\$289,970,154	\$334,187,368	\$44,217,214
Indirect expenditures	\$123,440,295	\$142,263,563	\$18,823,268
Annual change Between 2015 and 2017 (Direct expenditures only)			7.6%
Annual change Between 2015 and 2017 (Adjusted for inflation)			3.8%
Total wages	\$ 98,703,139	\$113,754,267	\$15,051,128
Total taxes	\$ 97,032,229	\$111,828,562	\$14,796,333
State	\$ 35,762,355	\$ 41,215,715	\$ 5,453,360
Local	\$ 19,270,779	\$ 22,209,358	\$ 2,938,579
Federal	\$ 41,999,095	\$ 48,403,489	\$ 6,404,394
Total employment	5,075	5,512	437
Jobs (direct expenditures)	3,937	4,276	339
Jobs (indirect expenditures)	1,138	1,236	98

PORTER COUNTY'S TOURISM AND

**Certec Inc.
Versailles, KY**

TRAVEL INDUSTRY ECONOMIC IMPACT - 2013 and 2015

	<u>2013</u>	<u>2015</u>	<u>Change</u>
Total expenditures	\$386,629,857	\$413,410,449	\$26,780,592
Direct expenditures	\$271,185,984	\$289,970,154	\$18,784,170
Indirect expenditures	\$115,443,873	\$123,440,295	\$ 7,996,422
 Annual change Between 2013 and 2015 (Direct expenditures only)			3.5%
 Annual change Between 2013 and 2015 (Adjusted for inflation)			3.0%
 Total wages	\$ 92,309,183	\$ 98,703,139	\$ 6,393,956
 Total taxes	\$ 90,746,514	\$ 97,032,229	\$ 6,285,715
State	\$ 33,445,682	\$ 35,762,355	\$ 2,316,673
Local	\$ 18,022,424	\$ 19,270,779	\$ 1,248,355
Federal	\$ 39,278,408	\$ 41,999,095	\$ 2,720,687
 Total employment	4,962	5,075	113
Jobs (direct expenditures)	3,849	3,937	88
Jobs (indirect expenditures)	1,113	1,138	25

PORTER COUNTY'S TOURISM AND

**Certec Inc.
Versailles, KY**

TRAVEL INDUSTRY ECONOMIC IMPACT - 2011 and 2013

	<u>2011</u>	<u>2013</u>	<u>Change</u>
Total expenditures	\$348,341,033	\$386,629,857	\$38,288,824
Direct expenditures	\$244,329,826	\$271,185,984	\$26,856,158
Indirect expenditures	\$104,011,207	\$115,443,873	\$11,432,666
 Annual change Between 2011 and 2013 (Direct expenditures only)			5.5%
 Annual change Between 2011 and 2013 (Adjusted for inflation)			3.6%
 Total wages	\$ 83,167,597	\$ 92,309,183	\$ 8,160,787
 Total taxes	\$ 81,979,137	\$ 90,746,514	\$ 8,767,377
State	\$ 30,133,481	\$ 33,445,682	\$ 3,312,201
Local	\$ 16,237,623	\$ 18,022,424	\$ 1,784,801
Federal	\$ 35,608,033	\$ 39,278,408	\$ 3,670,375
 Total employment	4,743	4,962	219
Jobs (direct expenditures)	3,679	3,849	170
Jobs (indirect expenditures)	1,064	1,113	49

PORTER COUNTY'S TOURISM AND

**Certec Inc.
Versailles, KY**

TRAVEL INDUSTRY ECONOMIC IMPACT - 2009 and 2011

	<u>2009</u>	<u>2011</u>	<u>Change</u>
Total expenditures	\$311,550,400	\$348,341,033	\$36,790,633
Direct expenditures	\$218,524,514	\$244,329,826	\$25,805,312
Indirect expenditures	\$ 93,025,886	\$104,011,207	\$10,985,321
 Annual change Between 2009 and 2011 (Direct expenditures only)			5.9%
 Annual change Between 2009 and 2011 (Adjusted for inflation)			2.0%
 Total wages	\$ 75,006,810	\$ 83,167,597	\$ 8,160,787
 Total taxes	\$ 74,442,352	\$ 81,979,137	\$ 7,536,785
State	\$ 26,950,882	\$ 30,133,481	\$ 3,182,599
Local	\$ 14,522,659	\$ 16,237,623	\$ 1,714,964
Federal	\$ 32,968,811	\$ 35,608,033	\$ 2,639,222
 Total employment	4,496	4,743	247
Jobs (direct expenditures)	3,488	3,679	191
Jobs (indirect expenditures)	1,008	1,064	56

**PORTER COUNTY'S TOURISM AND
TRAVEL INDUSTRY ECONOMIC IMPACT - 2007 and 2009**

**Certec Inc.
Versailles, KY**

	<u>2007</u>	<u>2009</u>	<u>Change</u>
Total expenditures	\$306,680,669	\$311,550,400	\$ 4,869,731
Direct expenditures	\$215,108,837	\$218,524,514	\$ 3,415,677
Indirect expenditures	\$ 91,571,832	\$ 93,025,886	\$ 1,454,054
Annual change Between 2007 and 2009 (Direct expenditures only)			0.8%
Annual change Between 2007 and 2009 (Adjusted for inflation)			(-) 0.9%
Total wages	\$ 73,834,406	\$ 75,006,810	\$ 1,172,404
Total taxes	\$ 73,278,771	\$ 74,442,352	\$ 1,163,581
State	\$ 26,529,622	\$ 26,950,882	\$ 421,260
Local	\$ 14,295,661	\$ 14,522,659	\$ 226,998
Federal	\$ 32,453,488	\$ 32,968,811	\$ 515,323
Total employment	4,514	4,496	(-) 18
Jobs (direct expenditures)	3,502	3,488	(-) 14
Jobs (indirect expenditures)	1,012	1,008	(-) 4

**PORTER COUNTY'S TOURISM AND
TRAVEL INDUSTRY ECONOMIC IMPACT - 2000 and 2007**

**Certec Inc.
Versailles, KY**

	<u>2000</u>	<u>2007</u>	<u>Change</u>
Total expenditures	\$225,287,112	\$306,680,669	\$81,393,557
Direct expenditures	\$156,917,958	\$215,108,837	\$58,190,879
Indirect expenditures	\$ 68,369,154	\$ 91,571,832	\$23,202,678
Annual change Between 2000 and 2007 (Direct expenditures only)			4.6%
Annual change Between 2000 and 2007 (Adjusted for inflation)			1.4%
Total wages	\$ 55,283,761	\$ 73,834,406	\$18,550,645
Total taxes	\$ 50,081,896	\$ 73,278,771	\$23,196,875
State	\$ 14,089,265	\$ 26,529,622	\$12,440,357
Local	\$ 6,957,658	\$ 14,295,661	\$ 7,338,003
Federal	\$ 29,034,973	\$ 32,453,488	\$ 3,418,515
Total employment	3,941	4,514	573
Jobs (direct expenditures)	2,918	3,502	584
Jobs (indirect expenditures)	1,023	1,012	(-)

**PORTER COUNTY'S TOURISM AND
TRAVEL INDUSTRY ECONOMIC IMPACT - 1994 and 2000**

**Certec Inc.
Versailles, KY**

	<u>1994</u>	<u>2000</u>	<u>Change</u>
Total expenditures	\$187,957,070	\$225,287,112	\$37,330,042
Direct expenditures	\$125,723,793	\$156,917,958	\$31,194,165
Indirect expenditures	\$ 62,233,277	\$ 68,369,154	\$ 6,135,877
Annual change Between 1994 and 2000 (Direct expenditures only)			3.7%
Annual change Between 1994 and 2000 (Adjusted for inflation)			1.1%
Total wages	\$ 52,027,727	\$ 55,283,761	\$ 3,256,034
Total taxes	\$ 38,541,492	\$ 50,081,866	\$11,540,347
State	\$ 9,584,534	\$ 14,089,265	\$ 4,504,731
Local	\$ 4,733,101	\$ 6,957,658	\$ 2,224,557
Federal	\$ 24,223,857	\$ 29,034,943	\$ 4,811,086
Total employment	3,580	3,941	361
Jobs (direct expenditures)	2,570	2,918	348
Jobs (indirect expenditures)	1,010	1,023	13

Certec Inc.
Versailles, KY



**Indiana Dunes Tourism is the official
marketing and destination development
organization for Porter County.**