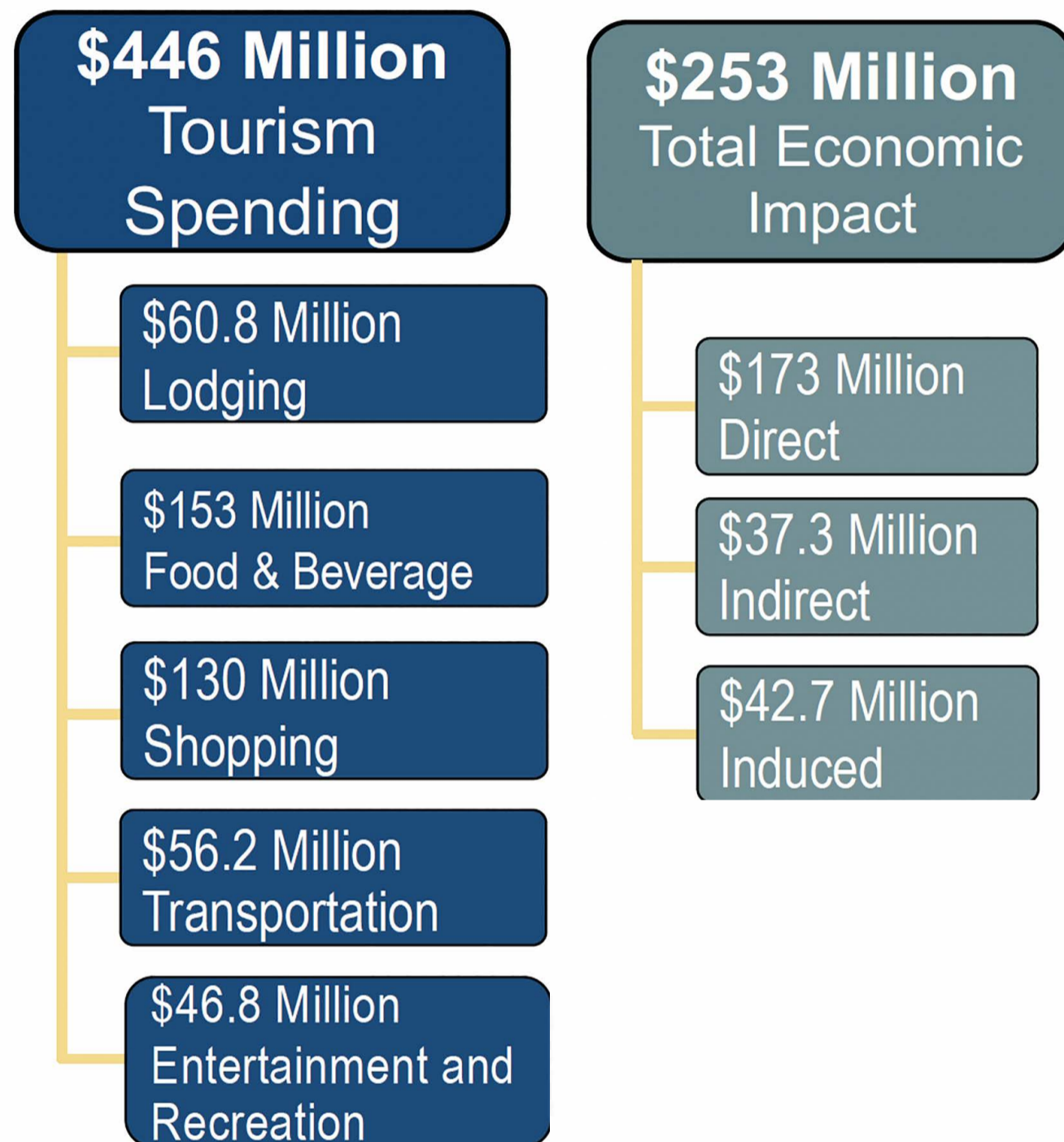


2021 Tippecanoe County Tourism Highlights

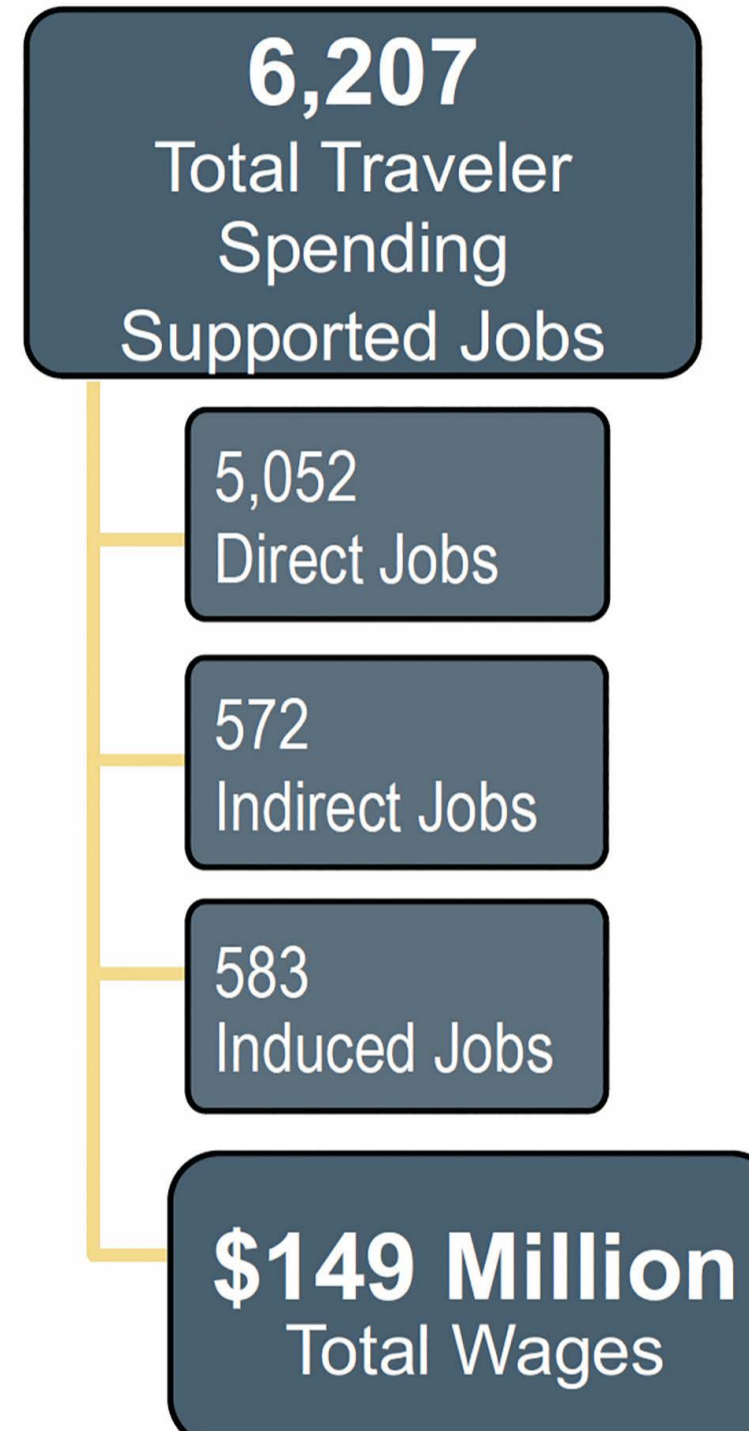
Tourism and Impact



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”.

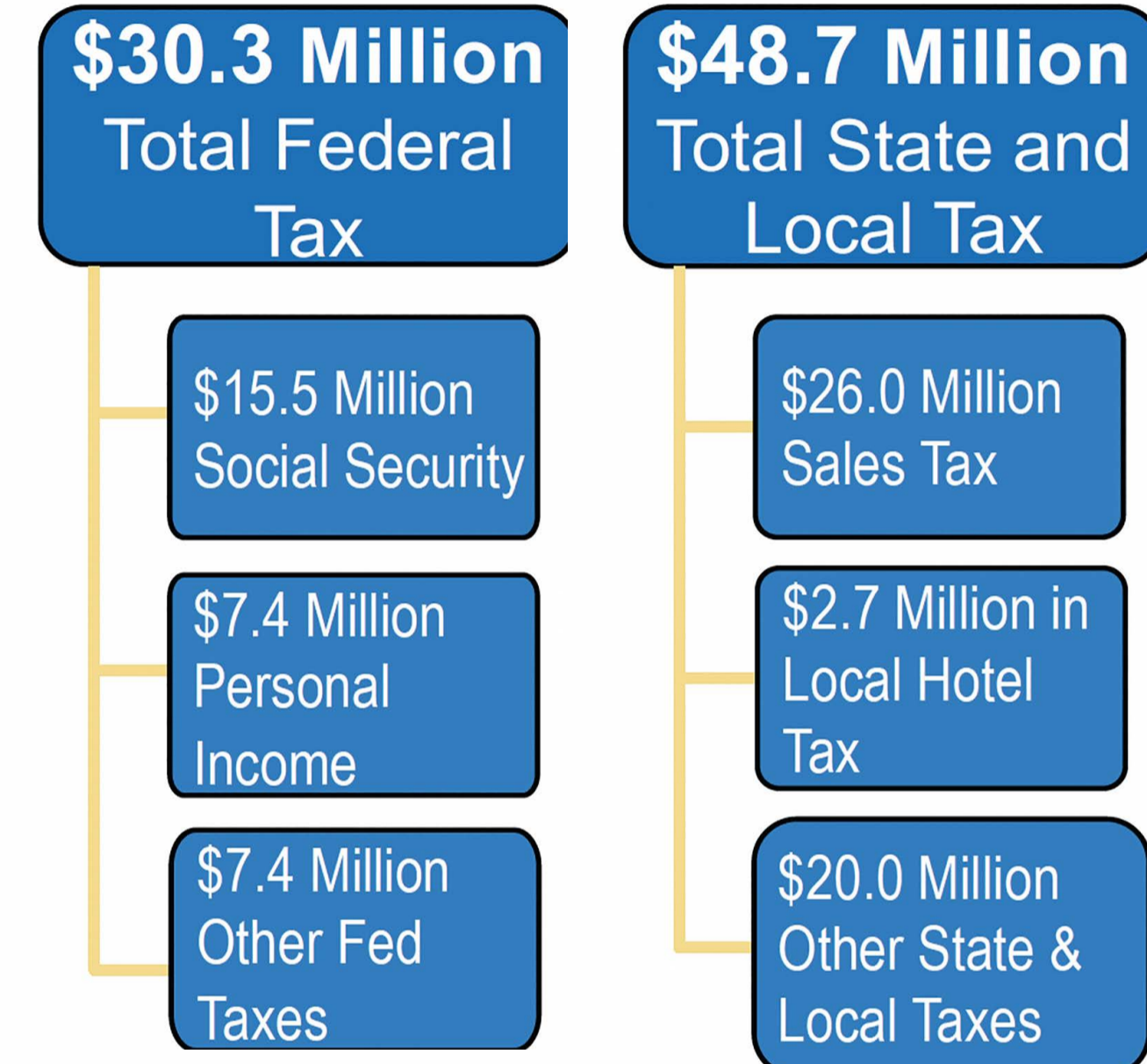
For every dollar spent by Tippecanoe County visitors in 2021, **57 cents** 'stayed' local and contributed directly to the gross county product of Tippecanoe County. This includes impact on the **direct** (tourism-oriented), **indirect** (supply chain) and **induced** (income) industries. The remaining **43 cents** of every dollar is 'leaked' to the supply chain outside of Tippecanoe County.

Jobs and Wages



Every **\$71,929** spent by people visiting Tippecanoe County in 2021 supported a job, resulting in an average of **\$23,933** 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 Tippecanoe County visitors in 2021, **7 cents** goes to federal taxes and **11 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.