

WHAT IS TOURISM?

Tourism in Hendricks County brings in money from outside visitors to support the locally owned stores you visit every day, the places you go to enjoy time with your family and friends and the places that bring our community together.

WHO DOES TOURISM SUPPORT?

Local Business & Their Employees



↑ up 3%

4,840

people work in tourism-supported jobs



↑ up 4.8%

\$125.8 million

in wages & income supported by visitors providing opportunity for local families

Local Families



↑ up 4%

public school students are supported by tourism revenue

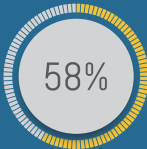


↑ up 2%

\$676 per family

saved because of visitor spending

Our Community



58%

spent by visitors remains in the community



↑ up 4%

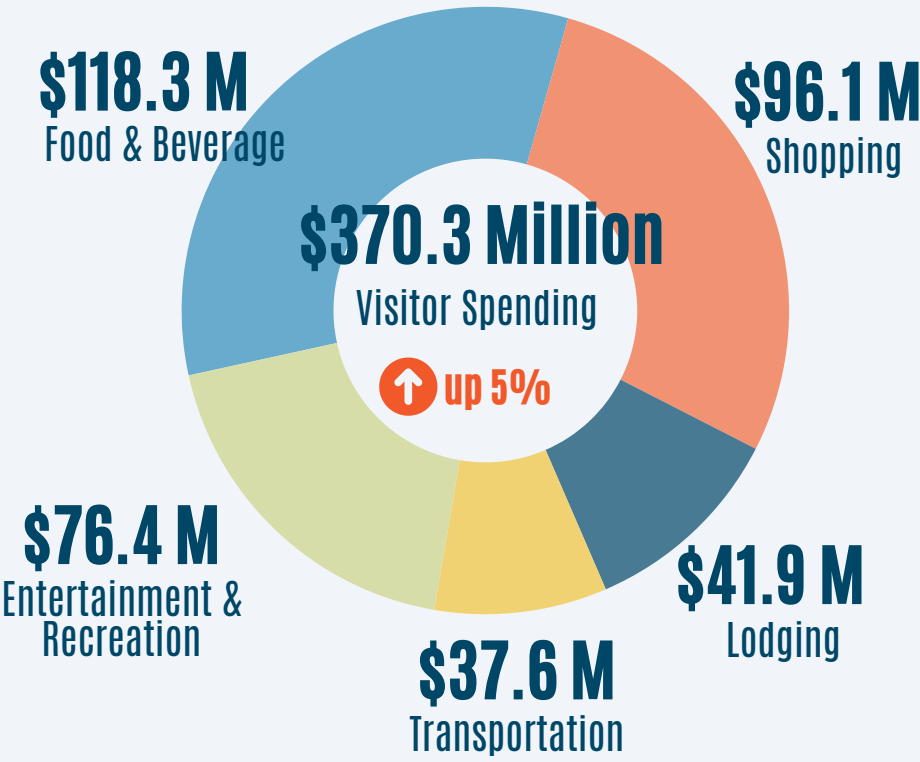
\$71.6 million

generated by visitors to support local needs

Tourism = 9th largest industry

in Hendricks County (excluding government)

WHAT IS THE ECONOMIC IMPACT OF TOURISM?



Economic impact study conducted by Rockport Analytics, utilizing 2023 data.

HOW HEALTHY IS OUR TOURISM BUSINESS?

Analyzing local hotel performance provides the most accurate measure of annual market demand. Hendricks County hotels achieved record demand in 2022. While 2023 demand was 4% lower than the record, RevPAR was 6% higher, indicating strong continued performance.

3RD in Revenue Per Available Room (RevPAR)

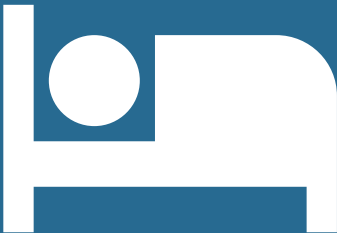
3RD in Occupancy Rate

3RD in Average Daily Rate (ADR)

Compared to other Central Indiana counties in 2023.

↑ up 6%

Revenue Per Available Room



(compared to 2022)