

Building Opportunity Through Tourism

Tourism plays an important role in Hendricks County's visitor economy. When travelers stay in our hotels, dine in our local restaurants, attend events, and explore our communities, their spending supports local businesses, creates jobs, and strengthens the places residents enjoy every day.

Tourism = 9th largest industry

in Hendricks County (excluding government).

Who does tourism support?

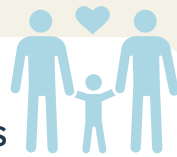


Local Businesses & their Employees

4,945

↑ up 2%

people work in tourism-supported jobs in Hendricks County



Local Families

3,613

↑ up 3.5%

public school students are supported by tourism revenue



Our Community

58%

spent by visitors remains in the community

\$133.4 M

↑ up 6%

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

\$727

per family

↑ up 7.5%

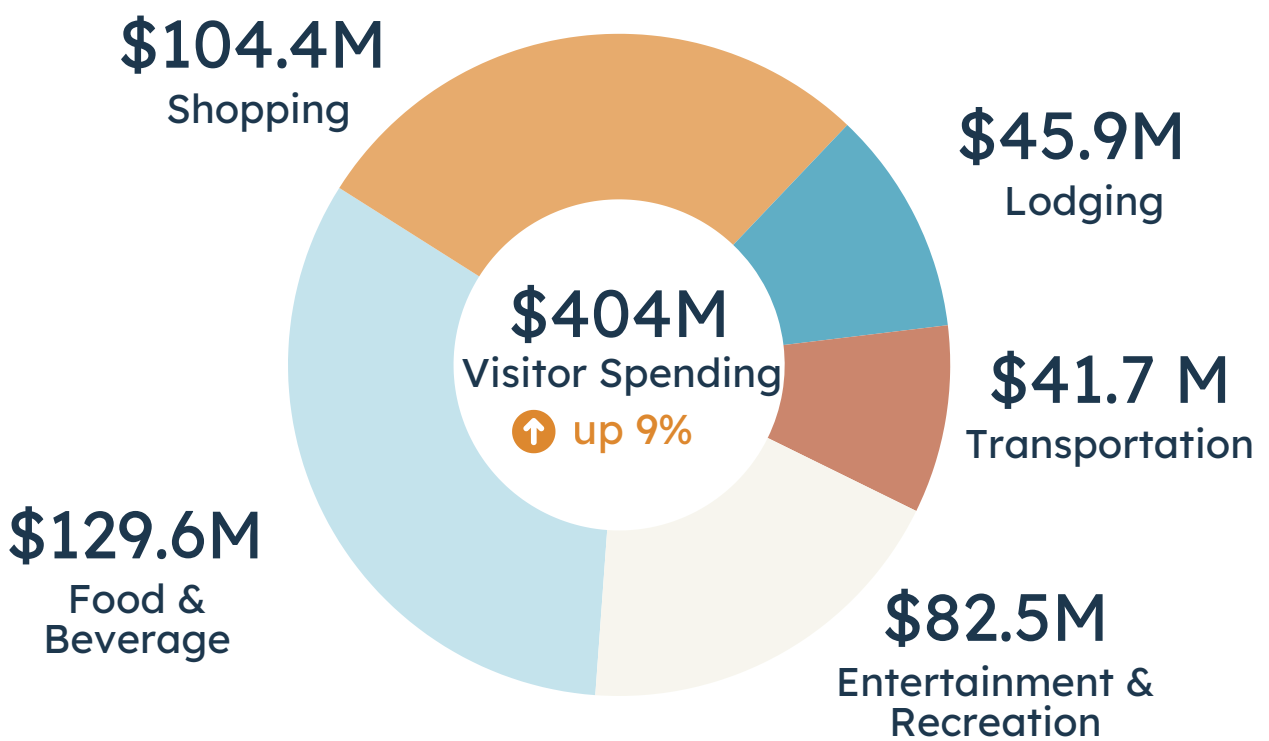
saved because of visitor spending

\$71.6 M

↑ up 6%

generated by visitors to support local needs

What is the economic impact of tourism?



ECONOMIC IMPACT STUDY CONDUCTED BY ROCKPORT ANALYTICS, UTILIZING 2024 DATA.

How healthy is our hotel industry?

2024 Hotel Performance 12-Month Averages



\$78

in revenue per available room (RevPAR)



63%

in occupancy rate (OCC%)



\$125

in average daily rate (ADR)

Hotel Rooms Available ↑ up 11%

Hotel Rooms Sold ↑ up 9%

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