

# THE TOURISM INDUSTRY IN INDIANA

Indiana businesses welcomed over

**74 MILLION**  
TOTAL VISITORS

This is an increase of **3.2%** over the previous year



LEISURE TRAVELERS COMPRISED  
**85% OF TOTAL VISITORS**

This is an increase of **2.9%** over the previous year and exceeds the U.S. average of **2.7%**.

## TOURISM SAVES HOOSIERS MONEY

If tourism didn't exist in Indiana, each Hoosier household would have to pay an average of \$500 in additional state and local taxes to make up for it.



VISITORS SPENT  
**\$10.7 BILLION**  
in Indiana



This is an increase of **3.3%** over the previous year

## Tourism is Indiana's 6<sup>th</sup> largest industry

TOURISM DIRECTLY  
EMPLOYS **144,200 WORKERS**

This is an increase of **2.6%** over the previous year

STATEWIDE, TOURISM SUPPORTS  
**192,000+ JOBS**

- Approximately **10%** of all new jobs created in Indiana were in the tourism industry
- 1 in 15 Indiana workers has a job because of tourism activity in Indiana

TOURISM DRIVES INDIANA ECONOMY

- **\$8.1 billion** of Indiana's Gross Domestic Product
- More than **2.5%** of Indiana's total economy



Indiana Office of Tourism Development, 2016

"The Tourism Industry in Indiana" study of economic impact (December 2015) was conducted by Rockport Analytics and Reach Market Planning, utilizing 2014 data.

[www.visitindianatourism.com](http://www.visitindianatourism.com)