

2012 ECONOMIC IMPACT of TOURISM in INDIANA

Indiana
businesses
welcomed over

71 MILLION
TOTAL VISITORS

VISITORS SPENT
\$10.1 BILLION
in Indiana



76% of every \$1
spent in Indiana's tourism
economy remains in the state
to support local businesses

INDIANA VISITORS

contributed **\$7.7 BILLION**
to Indiana's Gross Domestic Product

supported over **186,000 JOBS**

generated over **\$2.1 BILLION**
in tax receipts

paid **\$561 MILLION** in
Indiana sales tax, 8.5% of the
total sales tax receipts

THE INDIANA
TOURISM
INDUSTRY
enhances
the quality
of life and
vitality of our
communities



If visitors stopped coming to Indiana, each
Indiana household would have to pay an
additional \$472 in state and local taxes
to make up for it

\$472

Tourism is
the **6TH**
LARGEST
INDUSTRY
IN INDIANA

- directly employed 139,900 workers
- paid direct wages of over \$3 billion

JOBS

It takes **ONLY 382**
visitors to support one
new job in Indiana



525
VISITORS

It takes only 525 visitors
to generate the state
and local taxes to
pay for one
Indiana public
school student

Indiana Office of Tourism Development, 2013
"2012 Economic Impact of Tourism in Indiana"
(December 2013) was conducted by Rockport Analytics
and Reach Market Planning, utilizing 2012 data.

HONEST to GOODNESS
INDIANA
Est. 1816