

**Executive Summary:**  
**2012 Economic Impact of Tourism in Hamilton County, Indiana**  
**Methodology, Metrics, and Evaluation**  
**Rockport Analytics**  
**Release Date: December 2013**

**About the Study**

The 2012 Economic Impact of Tourism in Hamilton County, Indiana study is part of a research cooperative formed by the Indiana Office of Tourism Development and Tourism Tomorrow to engage leading and nationally recognized tourism research and economics experts in analyzing the current state of tourism spending in the state.

The study was conducted by Rockport Analytics, an independent market and economic research firm, augmented by other data from Longwoods International, Reach Market Planning, and the Office of Travel & Tourism Industries data on international visitation and spending. These traveler data are reconciled with the Bureau of Labor Statistics reported employment data, Bureau of Economic Analysis reported earnings data, and reported county tax collections to derive spending levels representative at the county level.

Rockport Analytics uses the IMPLAN model to translate the impacts of visitor commerce into Hamilton County jobs wages, taxes and value-added gross domestic product. It is a non-proprietary economic model that is the defacto standard for most economic impact assessments in the United States.

**Summary of Findings**

Tourism is the third largest industry in Hamilton County, supporting more than 10,500 jobs (or 11.4 percent of employment). It also has the second fastest growing rate of tourism spending among Indiana counties with the highest tourism spending.

For every travel dollar spent, 92 cents stays in the county. Day and overnight visitors spend \$375 million resulting in a total economic impact of \$611 million and an overall savings of \$888 in taxes annually for every Hamilton County household.

Distribution of tourism spending is as follows: Food and beverage, 34%; retail, 32%; recreation and entertainment, 16%; lodging, 11%; and, transportation, 7%.

A Total of \$159.6 million in taxes were generated by the county's tourism industry in 2012, including \$29.5 million in local property taxes.

Tax revenues generated from tourism in Hamilton County supports 7,503 Indiana public school students.

**For more information, contact:**  
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## Hamilton County Tourism 2012 ECONOMIC IMPACT

Hamilton County is the **3rd LARGEST** tourism county in the state.

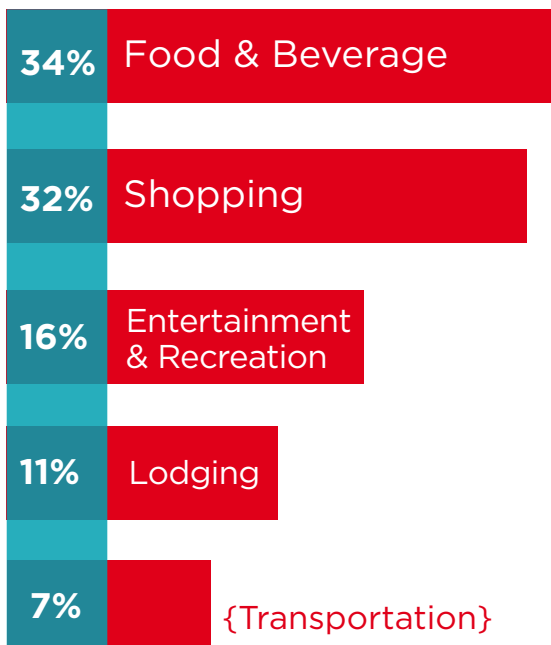


Among the top tourism counties in the state, Hamilton County ranks **2nd for growth.**



Without tourism in Hamilton County, each household would pay an **additional \$888/year** in taxes to maintain the same government services.

**Visitors to Hamilton County** spend their money on...



In 2012, visitors spent **\$375 MILLION** in Hamilton County businesses.

That's a **TOTAL** economic impact of **\$611 MILLION.**

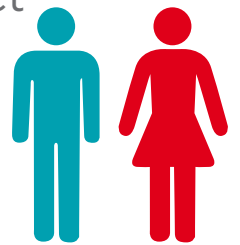
Hamilton County's tourism impact supported

**10,548 jobs**

making it the

**3rd largest**

**industry in the county.**



**92 Cents** of every tourism dollar stays in Hamilton County.



Visitor spending generated **\$159 MILLION** in total tax revenue.

***VisitHamiltonCounty.com***

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