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2023 Tourism Economic Impact for Tippecanoe County

New Study Highlights Growth in Tourism and Economic Contribution

LAFAYETTE-WEST LAFAYETTE (February 2025) – A recent study released by the **Indiana Destination Development Corporation (IDDC)** reveals significant growth in travel, tourism, and hospitality for **Tippecanoe County**. According to the findings, visitors spent **\$626.6 million** on goods and services within the state, generating **\$353.1 million** in net new economic value for the county.

The study also highlights the impact of tourism-related employment, with **8,397 jobs** supported by visitor spending, including **6,840 direct jobs**, contributing **\$207.5 million** in total wages.

In **2023**, tax revenue from travel, tourism, and hospitality reached **\$42.3 million** in Tippecanoe County, with **\$68.6 million** generated in state and local taxes. Tippecanoe County ranked **7th out of Indiana's 92 counties** for total visitor spending and saw an **11.0% increase in tourism expenditures**, placing it **9th statewide** in growth rankings.

"Understanding our tourism impact is essential for Visit Lafayette – West Lafayette (VLWL) as we assess our economic footprint, track visitor spending trends, and measure tourism's role in job creation for Tippecanoe County," said **Jo Wade, President of VLWL**. "In 2023 alone, every household in Tippecanoe County saved an estimated **\$922 per year** in taxes due to the economic benefits generated by tourism."

This study was commissioned by **IDDC** and conducted by **Rockport Analytics**, an independent market research and consulting firm. It utilized data from multiple sources, including **Longwoods International, Reach Market Planning, and the U.S. Commerce Department's National Travel & Tourism Office**, and was cross-referenced with data from the **Bureau of Labor Statistics, Indiana Department of Revenue, and Smith Travel Research**.

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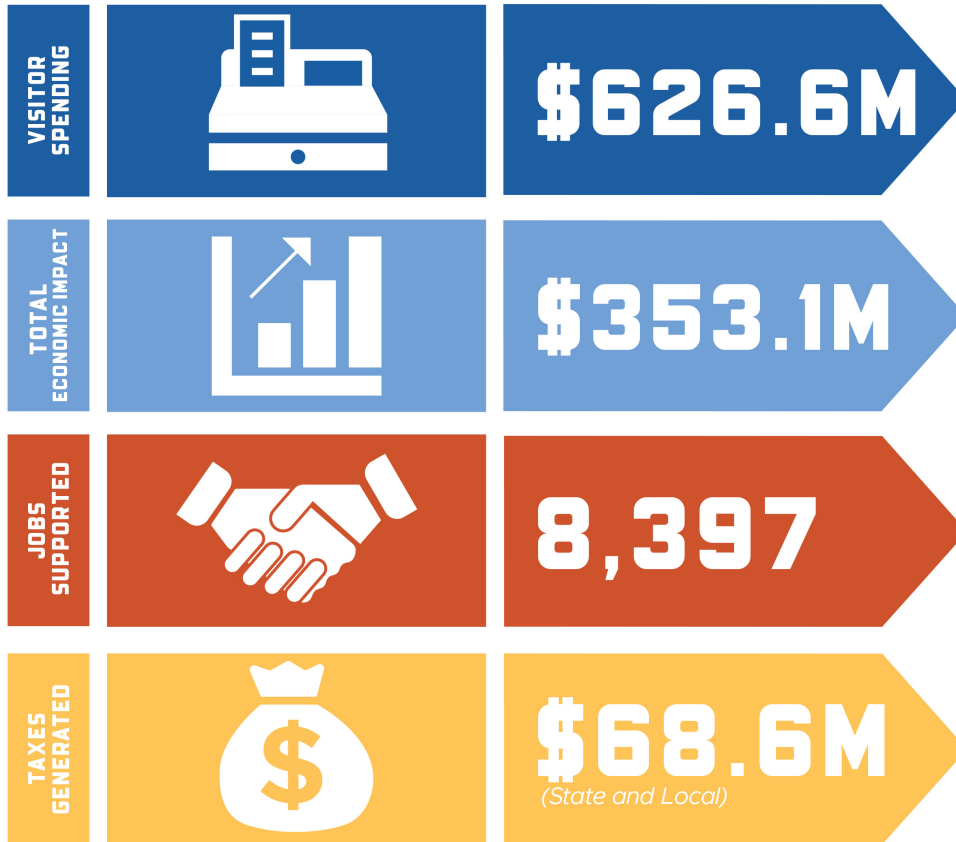
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Tourism Matters
INDIANA

**2023 INDIANA TOURISM
ECONOMIC CONTRIBUTION BY THE NUMBERS**

■ Tippecanoe County



Sources: Rockport Analytics, Longwoods International, Reach Market Planning, NTTO, STR, AirDNA, Indiana Department of Revenue
*Full report upon request from your local DMO
*Paid for by Indiana Destination Development Corporation

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