



## Key Tourism Facts: Visitors to Indy

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Total Annual Visitors	28.6 million
Leisure Visitors	85%
Business Visitors	15%
Arrive By Car	91%
Arrive by Air	9%
Gender	53% Female & 47% Male
Average Age	38
Millennial	15%
GenX	40%
Boomer	36%
Silent/GI	9%
Average Length of Stay	2.3 days
Average Spend Per Visitor Per Day	\$111
Visitors with Children	62%
April – September Visitors	56%
Top 5 Leisure Reasons to Visit	
Visiting Friends & Relatives	36%
Shopping	29%
Culinary	24%
Concerts/Theatre	11%
Museums	11%

# TOURISM'S FOOTPRINT

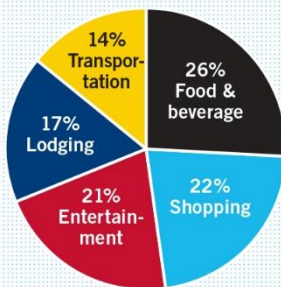
VISITORS MAKE A HUGE IMPACT ON INDY. A NEW STUDY SHOWS RECORD-BREAKING RESULTS IN 2016.

## VISITOR SPENDING

INDIANAPOLIS

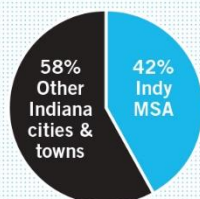
**\$5.2B**

SPENT BY VISITORS IN 2016 – A RECORD!  
HERE'S WHERE THE MONEY WENT:



## INDIANA

VISITORS SPENT \$12.2 BILLION IN INDIANA IN 2016 – 42 PERCENT OF THIS INCOME WAS GENERATED LOCALLY:

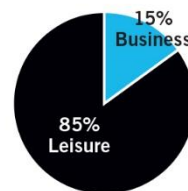


**28.6**

MILLION PEOPLE VISITED INDY IN 2016 – A NEW RECORD!

## TRAVEL PURPOSE

OF THOSE VISITORS, 24.2 MILLION (85%) CAME FOR LEISURE, AND 4.4 MILLION (15%) CAME FOR BUSINESS.



## TOURISM & JOBS

**\$2.6**

BILLION IN WAGES PAID TO TOURISM WORKFORCE AND DOWNSTREAM EMPLOYEES

**8th**

BASED ON EMPLOYMENT, TOURISM IS THE 8TH-LARGEST INDUSTRY IN INDY

**80,600**

FULL-TIME EQUIVALENT JOBS SUPPORTED BY TOURISM ACROSS THE INDY REGION

**355**

VISITORS SUPPORT ONE NEW JOB IN INDY

## VISITORS & TAXES

**\$1.24**

Billion in tax receipts generated by visitors, with 58 percent to state and local municipalities

**\$995**

Less in average state and local taxes paid by resident households due to visitor tax receipts

SOURCE: ROCKPORT ANALYTICS, 2016 ECONOMIC IMPACT OF TOURISM IN INDIANAPOLIS