

Why Indiana tourism matters?

84% of all tourism companies and **53%** of all hospitality industry jobs are generated by what is considered **small businesses**. Nearly **75,000 Hoosiers** working in small businesses and 140,000 in the total hospitality workforce depend on a **vital Indiana tourism economy**.

THE FACES OF INDIANA'S TOURISM INDUSTRY



Restaurants



Outdoors



Attractions



Casinos



Lodging



Shopping

**382 Tourists = 1
New Indiana Job**



Indiana's Tourism Budget:

2008
\$4.8 Million

2010
\$2.6 Million

2014*
\$2.4 Million

*Includes a grant of \$500,000
Indiana Sports Corporation/Sports
Indiana for targeted programs.

**INDIANA TOURISM
ASSOCIATION**
IndianaTourismAssociation.com

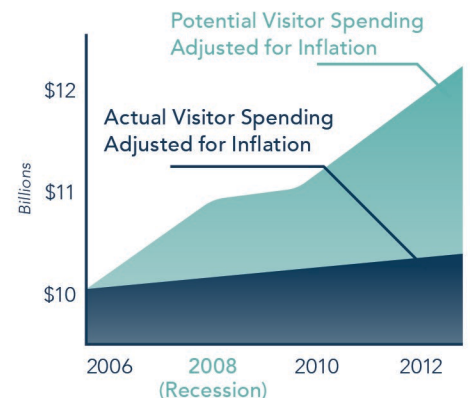
How has reduced funding impacted
tourism spending in Indiana?

2006 Direct Visitor Spending
\$10.36 Billion

2012 Direct Visitor Spending
\$10.1 Billion

Indiana Tourism Economic Impact Decline

*D.K. Shifflet & Associates
**Rockport Analytics



**Indiana's
Tourism
Industry
generates
\$2.1 Billion
in tax
receipts**