

# TOURISM IN HENDRICKS COUNTY

Tourism supports small business, improves quality of life and enhances the local economy

## 82% of Every \$1

spent by visitors in Hendricks County remains in the county to support local business



Hendricks County visitors generated...

**\$228.9**  
Million  
in spending

**\$56**  
Million  
in tax dollars

**4,782**  
jobs

Tourism is the...



## 7th LARGEST INDUSTRY

in Hendricks County (excluding govt)

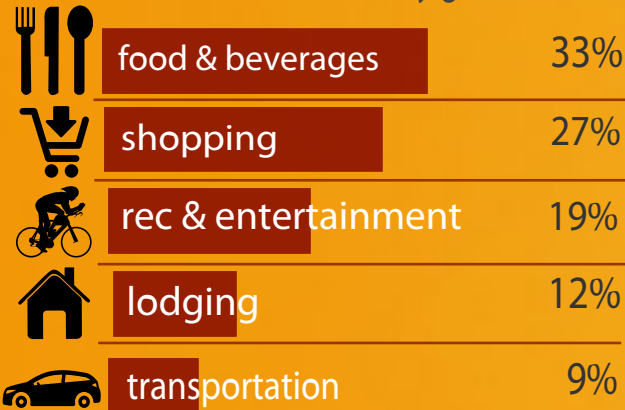
If visitors stopped coming to Hendricks County, an additional

**\$614**

in taxes would have to be paid by local households

## VISITOR SPENDING

Where does that money go?



Hendricks County ranked 9th out of the 92 counties in tourism dollars



**1.4%**

increase in visitor spending from 2012 to 2013

**VISIT HENDRICKS COUNTY**

The Tourism in Hendricks County study of economic impact (December 2014) was conducted by Rockport Analytics and Reach Market Planning, utilizing 2013 data.