



Report Commissioned by the
Indiana Destination Development
Corporation



ROCKPORT
ANALYTICS

2024 ECONOMIC CONTRIBUTION OF TOURISM IN WASHINGTON COUNTY

Key Metrics and Economic Impact Assessment

January 2026

Key Inputs & Data Tools



Indiana Destination Development Corporation

2024 Tourism Economic Impact Study
Tourism Support/Promotional Spending
<https://www.in.gov/iddc/>



Longwoods International

Visitor Volume & Spending
Panel survey of 600,000 households per year
<http://www.longwoods-intl.com/>



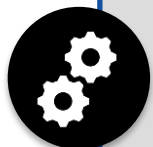
Government Sources

Bureau of Labor Statistics
Bureau of Economic Analysis
IN Gaming Commission
Indiana Office of Fiscal & Management Analysis



Private Data Sources

STR/CoStar



IMPLAN Model

Local economic model (Washington County)
Defacto standard for most economic impact work
www.implan.com

Study Overview & Methodology

Study Overview

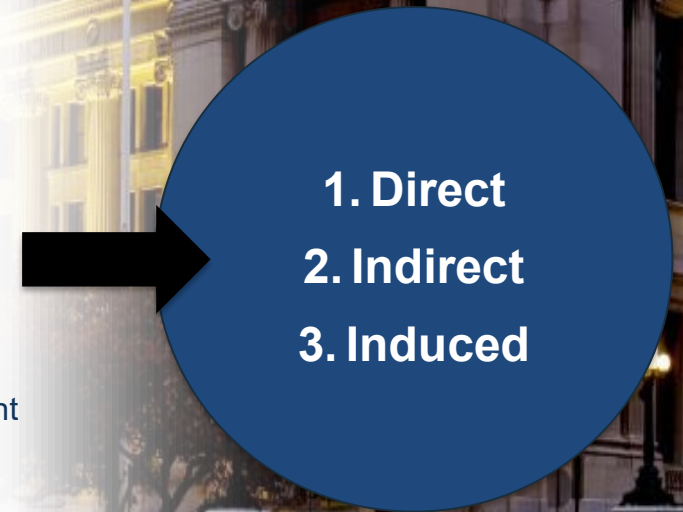
In 2016, the Indiana Office of Tourism Development (now part of the Indiana Destination Development Corporation) partnered with Tourism Tomorrow to create a research group that could conduct county-level tourism studies. This group brings together top tourism and economic experts to ensure consistent research methods and best practices across Indiana. The 2024 Economic Impact Study of Tourism in Washington County was carried out by Rockport Analytics, an independent research firm.

Methodology

The study measures tourism's economic impact in three ways:

1. **Direct Impact:** The value created by businesses directly serving visitors, such as hotels and restaurants.
2. **Indirect Impact:** Benefits to local suppliers supporting those businesses, like local food suppliers to restaurants.
3. **Induced Impact:** Wages earned from tourism-related jobs, which are spent locally on goods and services.

The results are based on traveler spending reported in the 2024 Indiana Tourism Study, combined with additional data from sources like Longwoods International, Reach Market Planning, and international tourism data. This information is cross-checked with employment and earnings data from the Bureau of Labor Statistics (BLS) and the Bureau of Economic Analysis (BEA), as well as local tax collections, to ensure accurate county-level results.



Study Overview & Methodology

Methodology (continued)

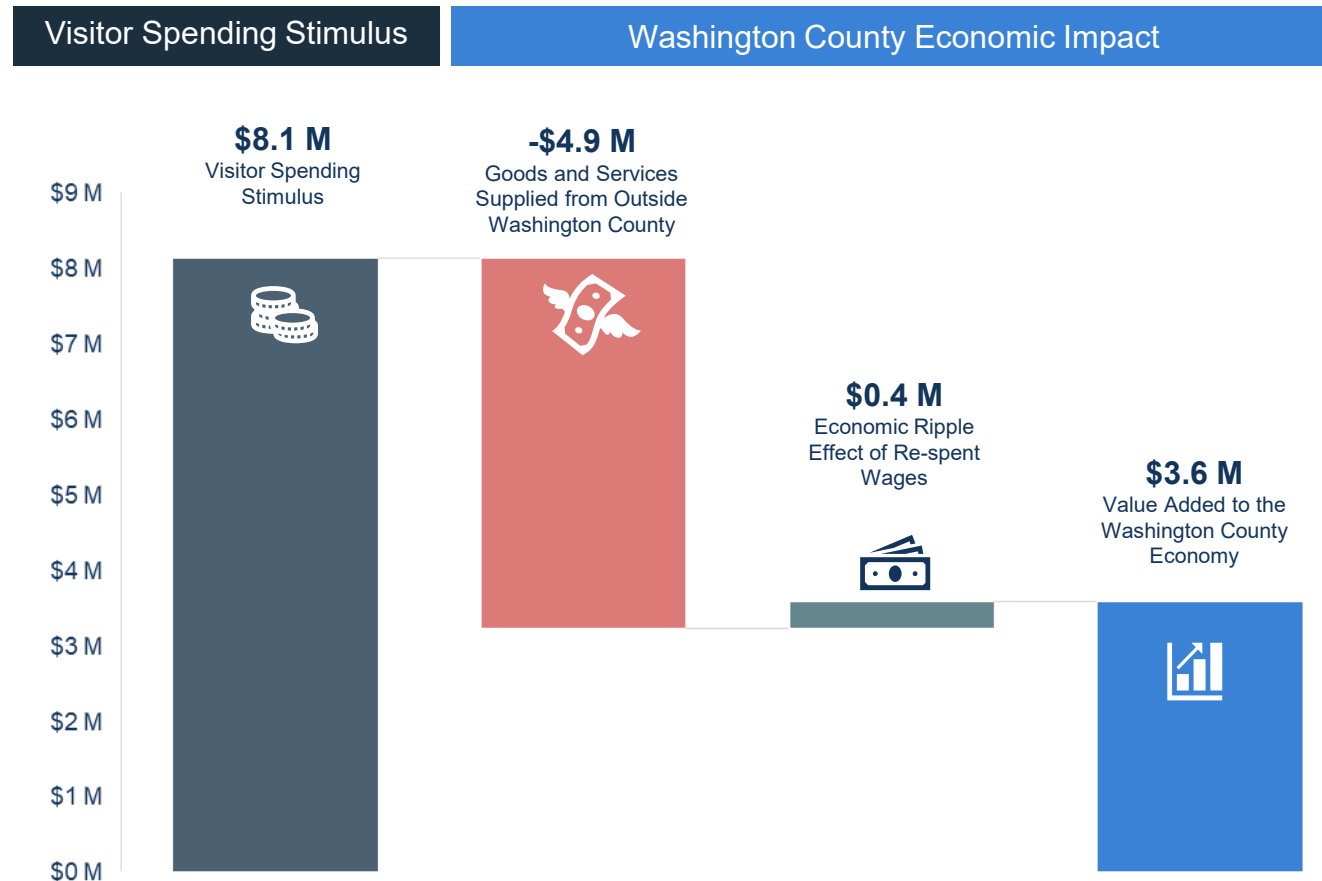
An economic model of Indiana is essential for understanding how traveler spending impacts the state and county economies. Rockport Analytics uses the IMPLAN model (www.implan.com), a widely used tool for economic impact assessments in the U.S. This model measures the direct, indirect, and induced effects of visitor spending.

IMPLAN also tracks how much of each tourism dollar stays in the local economy. While total traveler spending often surpasses direct tourism impact, not all purchased goods and services come from local suppliers. The model accounts for these "leakages" to suppliers outside the county, preventing overestimation of economic impact — a common issue in many studies. Counties with more diverse economies experience fewer leakages, resulting in higher local retention and a stronger visitor spending multiplier.



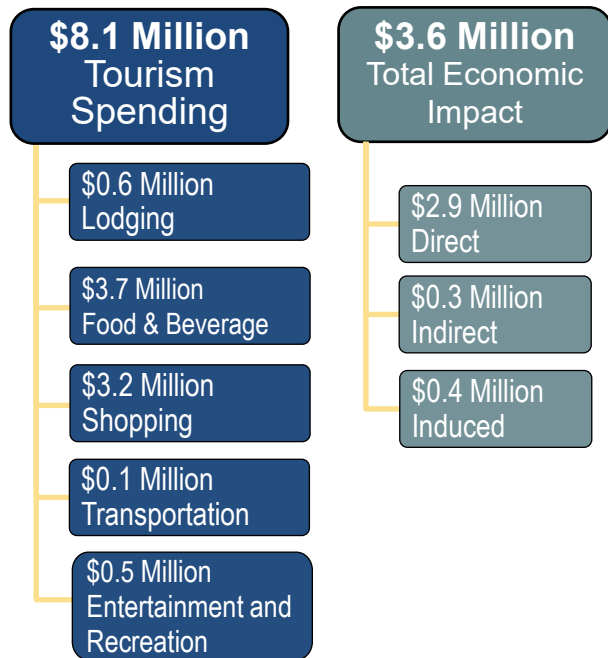
Washington County Tourism Generated \$3.6 Million in GDP in 2024

Visitors to Washington County spent \$8.1 million on various goods and services in the state. This spending stimulus generated \$3.6 million in net new value added to the Washington County economy.



2024 Washington County Tourism Highlights

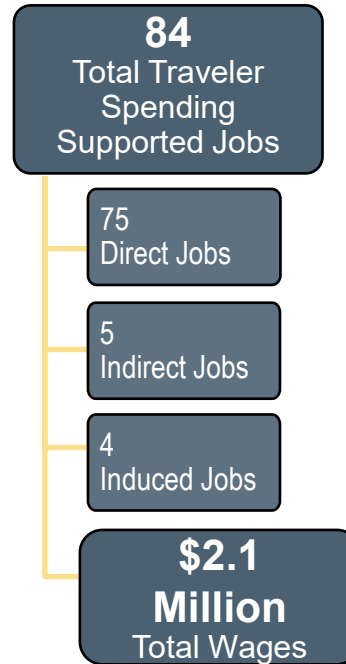
Tourism and Impact



Tourism spending is considered an export from the local area since visitors bring monies from outside and spend locally. Unlike other local industries, Tourism cannot be "offshored".

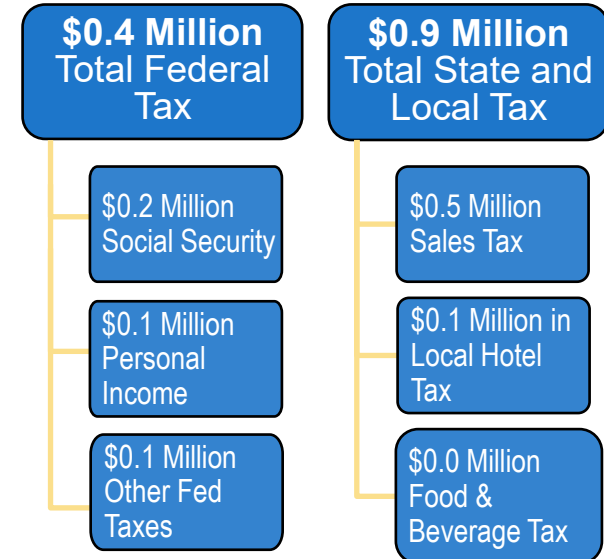
For every dollar spent by Washington County visitors in 2024, **44 cents** 'stayed' local and contributed directly to the gross county product of Washington County. This includes impact on the **direct** (tourism-oriented), **indirect** (supply chain) and **induced** (income) industries. The remaining **56 cents** of every dollar is 'leaked' to the supply chain outside of Washington County.

Jobs and Wages



Every **\$97,346** spent by people visiting Washington County in 2024 supported a job, resulting in an average of **\$25,224** in gross wages. This includes jobs in the industries directly supporting the visitor such as the arts and retail trade but also in supply chain sectors like transportation. The income of direct and indirect workers also goes to support industries like arts, retail trade, and transportation.

Tax Revenue Generated

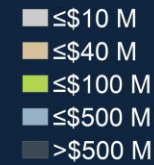


For every **\$1.00** spent by Washington County visitors in 2024, **5 cents** goes to federal taxes and **12 cents** goes to state and local taxes. Federal tax collections include corporate & personal income taxes, excise taxes and social security collections. State and local tourism-derived taxes include sales taxes, property taxes and lodging taxes.

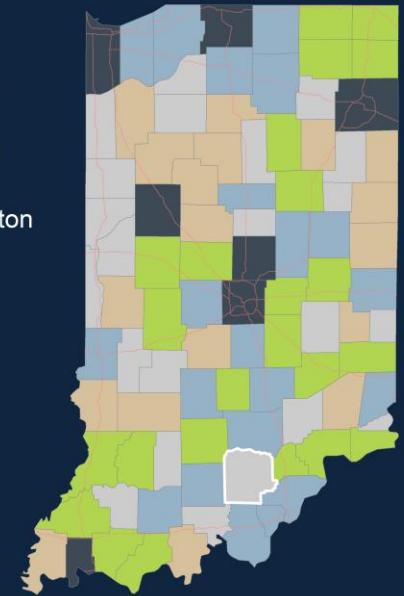
Washington County Tourism

Washington County, Indiana, ranked 73rd out of 92 counties in overall visitor spending, with over \$8 million in annual spending and a per capita tourism sales figure of \$286.88. Tourism spending grew 6.2% in 2024, placing it 35th among 92 counties in growth rankings.

2024 Tourism Spending by County



□ Washington



Spending by Visitors

\$8.1 M



Spending Growth

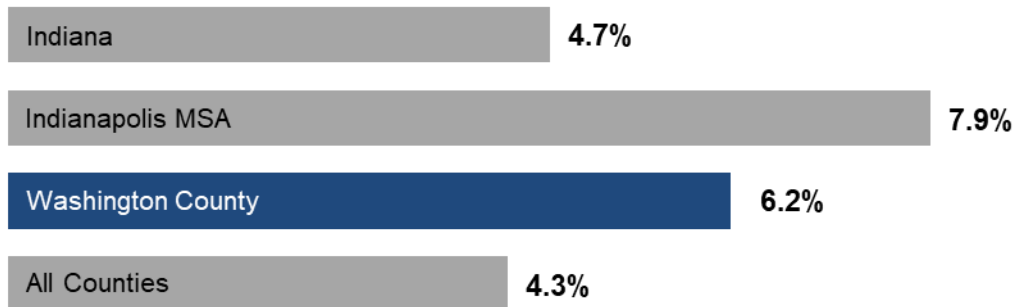
6.2%



Sales / Capita

\$286.88

Annual Growth by Spending by Region



Tourism Spend / Capita
Ranking

#80 / 92

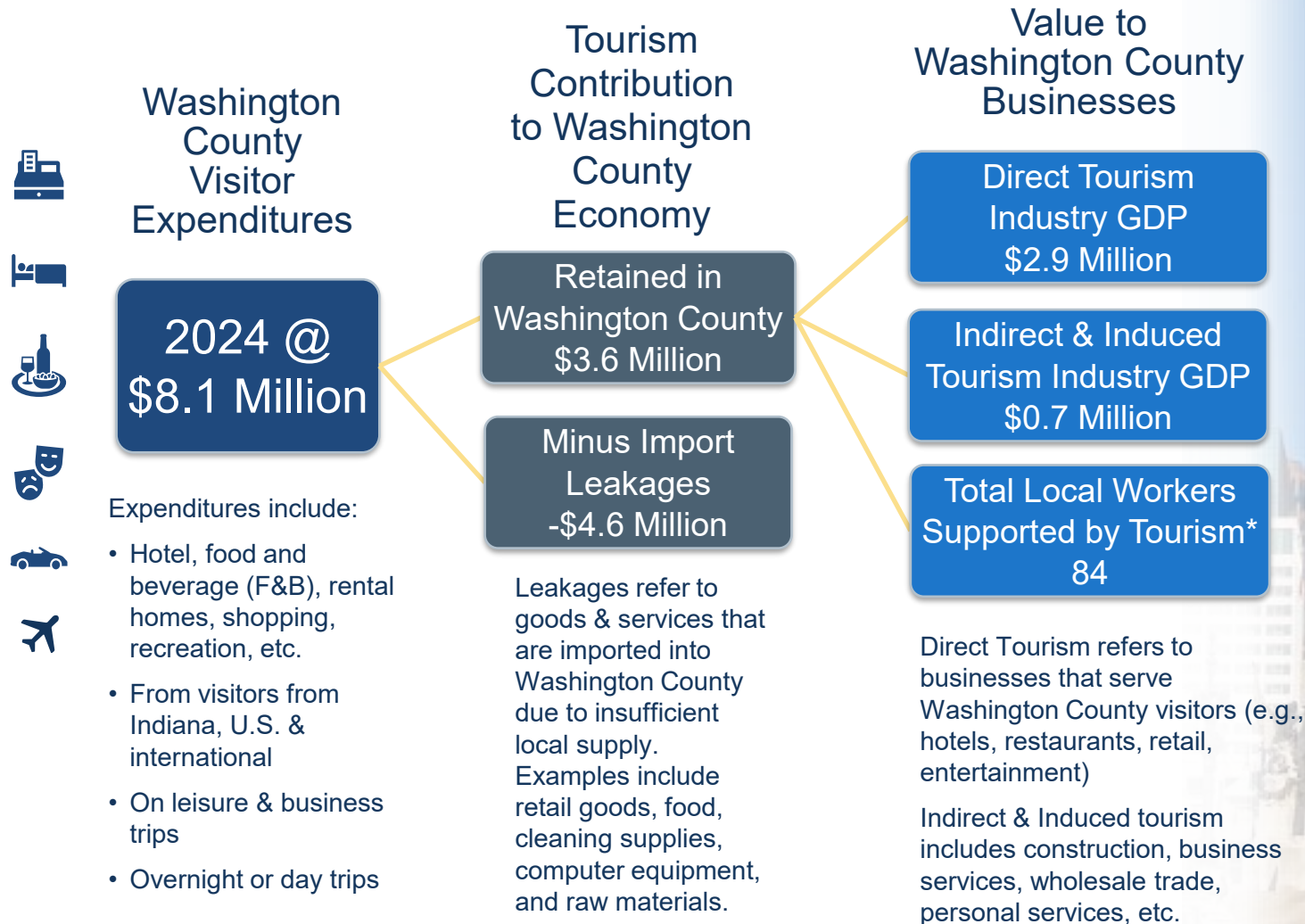


Tourism Growth
Ranking

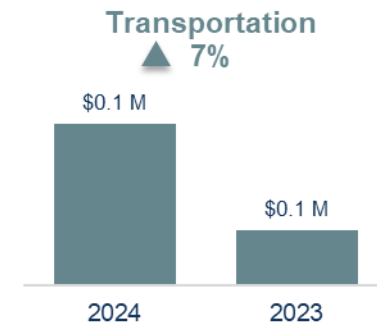
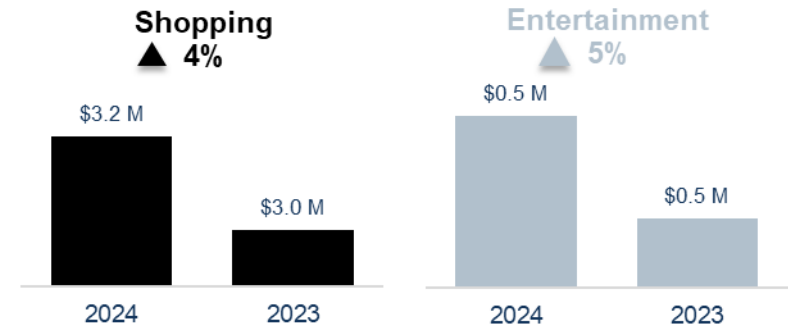
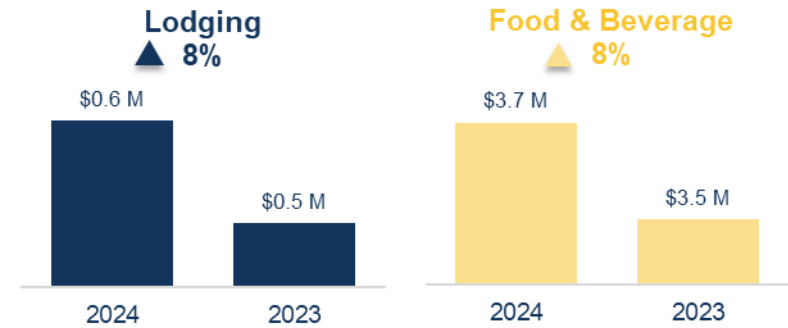
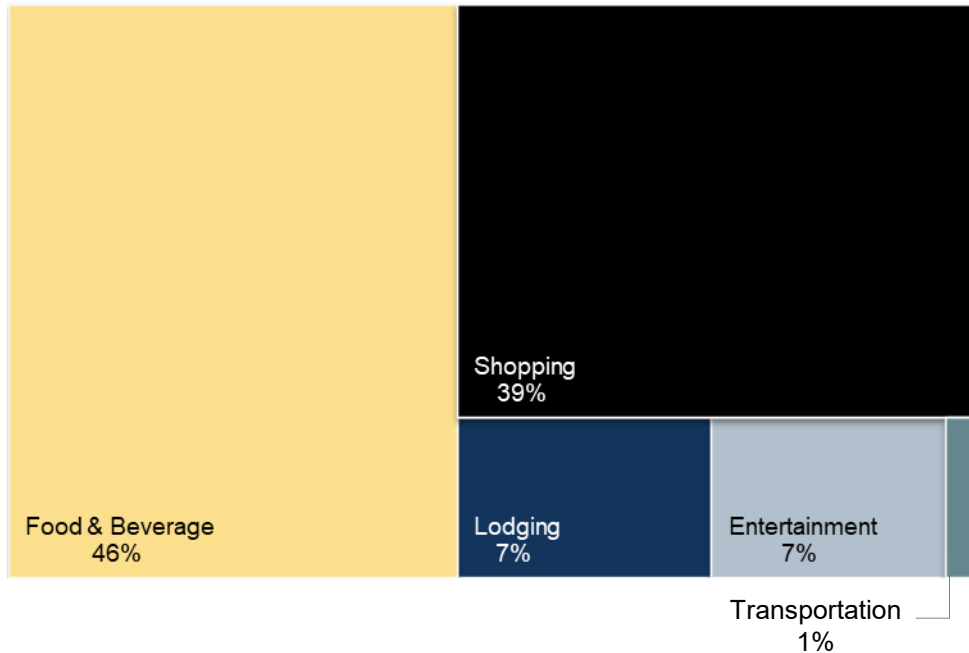
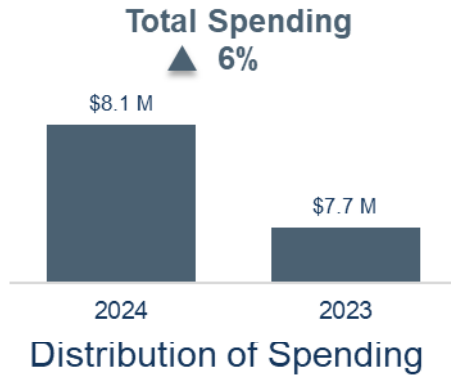
#35 / 92



The Progression of Tourism Spending in Washington County's Economy



Visitor Spending by Category



Source: Longwoods International, NTTO, Reach Market Planning, STR, BTS, AirDNA, Rockport Analytics

Tourism's Bottom Line in Washington County

2024 Economic Contribution Summary (Compared to 2023)

2024 Metric	Direct	Indirect	Induced	Total
Total Spending				\$8,131,751
2024 Y/Y Growth				6.2%
Economic Impact (GDP)	\$2,894,523	\$326,961	\$352,501	\$3,573,985
2024 Y/Y Growth	5.8%	7.0%	6.3%	6.0%
Wages	\$1,759,274	\$205,885	\$141,911	\$2,107,070
2024 Y/Y Growth	6.0%	4.2%	6.4%	5.8%
Jobs	75	5	4	84
2024 Y/Y Growth	-0.2%	-0.6%	0.2%	-0.2%
Tax Receipts				\$1,358,270
2024 Y/Y Growth				7.5%

Source: Rockport Analytics, Longwoods International, STR, BLS, BEA, Indiana Office of Fiscal & Management Analysis, IMPLAN

Impact Glossary

Direct: These impacts represent the value added of those sectors that interact directly, or “touch”, the visitor.

Indirect: These impacts represents the benefit to local suppliers to those direct sectors. This would include, for example, local based food suppliers to restaurants.

Induced: These impacts are derived from tourism-generated wages as they are spent throughout the local economy.

Tourism Supports Many Local Industries

Washington County Tourism: 2024 Economic Impact (Value Added/GDP in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food Services & Drinking Places	\$1,675	\$13	\$18	\$1,705
Retail Trade	\$698	\$6	\$48	\$752
Accommodations	\$265	\$1	\$1	\$267
Arts, Entertainment & Rec	\$257	\$4	\$2	\$263
Real Estate & Rental	\$0	\$12	\$129	\$141
Professional Services	\$0	\$56	\$13	\$68
Government	\$0	\$52	\$10	\$62
Information	\$0	\$48	\$10	\$59
Finance & Insurance	\$0	\$25	\$28	\$52
Health & Social Services	\$0	\$0	\$49	\$49
Other Services	\$0	\$18	\$17	\$35
Administrative & Waste Services	\$0	\$27	\$5	\$31
Utilities	\$0	\$14	\$5	\$19
Wholesale Trade	\$0	\$10	\$9	\$19
Manufacturing	\$0	\$15	\$2	\$17
Construction	\$0	\$13	\$3	\$16
Transportation & Warehousing	\$0	\$6	\$2	\$8
Management of Companies	\$0	\$3	\$0	\$3
Ag, Forestry, Fish & Hunting	\$0	\$2	\$2	\$3
Educational Services	\$0	\$0	\$2	\$2
Mining	\$0	\$1	\$0	\$1
Total - 2024	\$2,895	\$327	\$353	\$3,574
Total - 2023	\$2,736	\$305	\$332	\$3,373
% Change	5.8%	7.0%	6.3%	6.0%

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Tourism Supports Washington County Jobs

Washington County Tourism: 2024 Economic Impact (Employment)

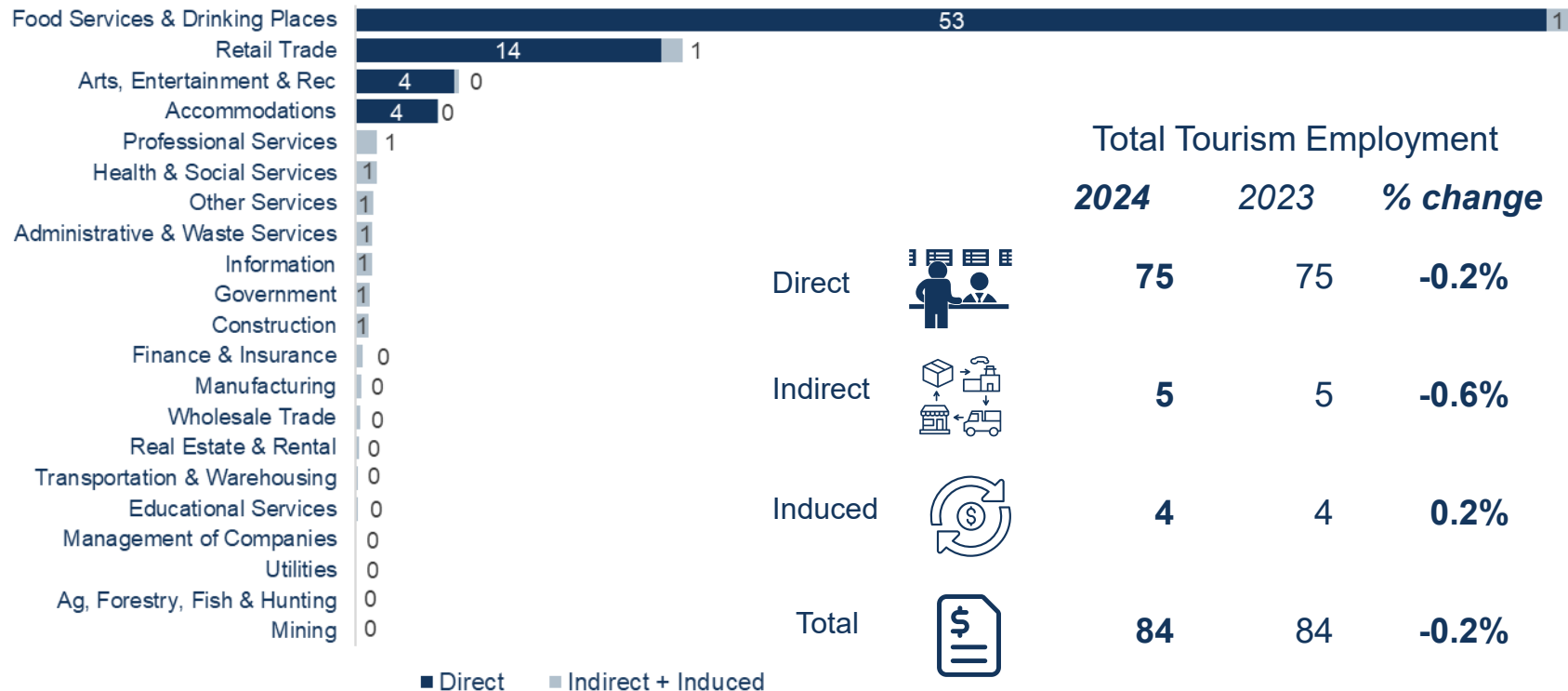
Industry (NAICS)*	Direct	Indirect	Induced	Total
Food Services & Drinking Places	53	0	1	54
Retail Trade	14	0	1	15
Arts, Entertainment & Rec	4	0	0	5
Accommodations	4	0	0	4
Professional Services	0	1	0	1
Health & Social Services	0	0	1	1
Other Services	0	0	0	1
Administrative & Waste Services	0	1	0	1
Information	0	1	0	1
Government	0	1	0	1
Construction	0	0	0	1
Finance & Insurance	0	0	0	0
Manufacturing	0	0	0	0
Wholesale Trade	0	0	0	0
Real Estate & Rental	0	0	0	0
Transportation & Warehousing	0	0	0	0
Educational Services	0	0	0	0
Management of Companies	0	0	0	0
Utilities	0	0	0	0
Ag, Forestry, Fish & Hunting	0	0	0	0
Mining	0	0	0	0
Total - 2024	75	5	4	84
Total - 2023	75	5	4	84
% Change	-0.2%	-0.6%	0.2%	-0.2%

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Tourism Supported Employment – Direct, Indirect, and Induced

Direct employment refers to full- and part-time workers who are employed in the tourism industry by companies that directly serve visitors. Indirect employees work for companies that supply goods and services to direct companies. Induced employment refers to workers supported by the re-spent wages of direct and supply chain employees. In industries that are largely driven by tourism (food services, entertainment, accommodations, etc.), most employees are direct employees.

Washington County Tourism: 2024 Economic Impact (Employment)



Tourism Industry Ranking in Washington County

2024 Tourism in Washington County: Ranking of Major Industries By Total Employment

Rank	Industry	2024 Reported*	2024 Tourism Extracted**	% of Total	2024 % Growth
1	Manufacturing	1,253	1,253	19.8%	-3.2%
2	Retail trade	1,157	1,144	18.1%	-0.7%
3	Government	1,142	1,142	18.1%	2.7%
4	Accommodation & Food Services	533	477	7.5%	0.7%
5	Educational Services	446	446	7.1%	2.6%
6	Construction	369	369	5.8%	5.6%
7	Health & Social Services	302	302	4.8%	4.9%
8	Other Services	261	261	4.1%	2.6%
9	Finance & Insurance	157	157	2.5%	-1.5%
10	Professional Services	156	156	2.5%	-1.9%
11	Transportation & Warehousing	131	131	2.1%	1.8%
12	Wholesale Trade	109	109	1.7%	0.7%
13	Administrative & Waste Services	94	94	1.5%	-8.5%
14	Tourism	-	75	1.2%	-0.2%
15	Management of Companies	73	73	1.2%	0.6%
16	Real Estate	44	44	0.7%	-0.8%
17	Information	42	42	0.7%	-1.1%
18	Utilities	27	27	0.4%	1.3%
19	Arts, Entertainment & Recreation	21	16	0.3%	2.7%
20	Mining	4	4	0.1%	-4.9%
Total County Employment		6,320	6,320	100.0%	0.4%

*Reported: As released by the Bureau of Labor Statistics and the Indiana Department of Labor

**Tourism Extracted: Tourism's contribution to jobs in each industry is removed and placed in Washington County's Tourism Industry

Tourism Increases Local Wages

Washington County Tourism: 2024 Labor Income (in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food services & drinking places	\$1,136	\$9	\$12	\$1,157
Retail trade	\$378	\$4	\$31	\$414
Accommodations	\$161	\$1	\$0	\$162
Arts, Entertainment & Rec	\$85	\$2	\$1	\$88
Government	\$0	\$47	\$8	\$55
Health & social services	\$0	\$0	\$43	\$43
Professional Services	\$0	\$26	\$6	\$32
Information	\$0	\$26	\$3	\$30
Other services	\$0	\$17	\$12	\$28
Administrative & waste services	\$0	\$21	\$3	\$25
Manufacturing	\$0	\$16	\$1	\$17
Construction	\$0	\$13	\$3	\$15
Finance & insurance	\$0	\$6	\$7	\$13
Wholesale Trade	\$0	\$4	\$4	\$8
Utilities	\$0	\$4	\$2	\$6
Real estate & rental	\$0	\$2	\$3	\$5
Transportation & Warehousing	\$0	\$3	\$1	\$5
Management of companies	\$0	\$2	\$0	\$2
Educational services	\$0	\$0	\$1	\$1
Ag, Forestry, Fish & Hunting	\$0	\$0	\$1	\$1
Mining	\$0	\$1	\$0	\$1
Total - 2024	\$1,759	\$206	\$142	\$2,107
Total - 2023	\$1,660	\$198	\$133	\$1,991
% Change	6.0%	4.2%	6.4%	5.8%

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Washington County
visitors generate
significant tax
revenue for both
Federal, **State, and
Local Governments**

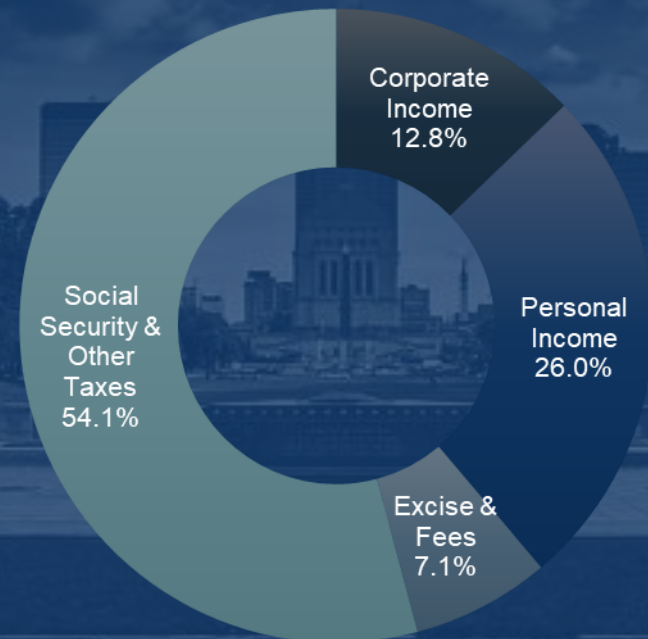
**\$415.1 Thousand
Federal Taxes**

**\$943.2 Thousand
State + Local
Taxes**

Social Security & Other Taxes Account for over half the \$415.1 Thousand in Federal taxes

Social security and personal income together account for over 80% of federal tax dollars raised by Washington County tourism.

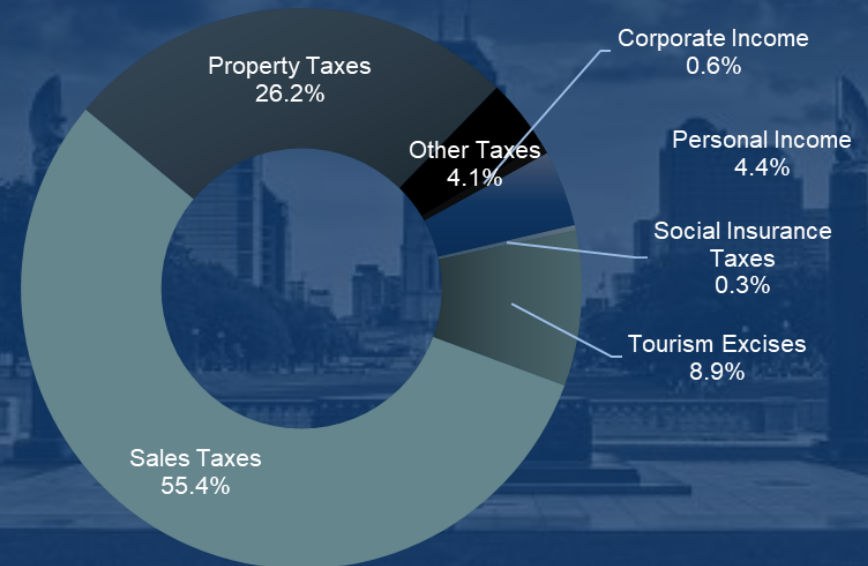
Federal Taxes
2024 Tax Total: \$415.1 Thousand



Sales Taxes Account for Over Half of State and Local Tax Collections

Sales Taxes when coupled with property taxes account for over 81% of state and local tax contributions.

State & Local Taxes 2024 Tax Total: \$943.2 Thousand



Tourism Generated \$1 Million in Taxes

Washington County visitors supported \$1.4 million in total taxes in 2024, up 7.5% from 2023. Federal tax collections resulting from tourism in Washington County include income taxes and social security and totaled \$415.1 thousand in 2024. State & local tax collections totaled \$943.2 thousand, including \$522.6 thousand in sales taxes and \$247.6 thousand in local property taxes.

Washington County	2023	2024	% Change
Federal: US			
Corporate Income	\$51.5	\$53.1	3.1%
Personal Income	\$102.0	\$108.0	5.8%
Excise & Fees	\$29.3	\$29.3	-0.2%
Social Security & Other Taxes	\$213.1	\$224.7	5.5%
Federal Total	\$396.0	\$415.1	4.8%
State & Local			
Corporate Income	\$5.5	\$5.7	3.1%
Personal Income	\$39.1	\$41.3	5.8%
Social Insurance Taxes	\$2.7	\$2.9	5.2%
Tourism Excises	\$53.5	\$84.4	57.7%
Hotel Tax	\$53.5	\$84.4	57.7%
Food & Beverage	\$0.0	\$0.0	0.0%
Rental Car Excise	\$0.0	\$0.0	0.0%
Sales Taxes	\$494.5	\$522.6	5.7%
Property Taxes	\$233.6	\$247.6	6.0%
Other Taxes	\$38.2	\$38.8	1.4%
State & Local Tax Total	\$867.2	\$943.2	8.8%
Total County Tourism-Initiated Taxes	\$1,263.1	\$1,358.3	7.5%

Sources: IMPLAN, Rockport Analytics

Putting the Benefits of Washington County Tourism in Perspective



Promoting a Healthy Job Market

Around 1.2% of all people working in Washington County are supported by visitors to the county. County tourism supported 84 jobs. Of those 75 were directly employed in a tourism-related job. Tourism is the 14th largest industry (13th not including Government) in Washington County (by jobs).



Benefiting County Businesses

Visitors generated top-line sales totaling \$3.6 million benefiting a broad array of local businesses. Businesses that directly served visitors saw value-added of \$2.9 million in 2024, up 6.0% from 2023. In 2024, tourism supply chain businesses received value-added of more than \$0.3 million.



Contributing to Public Education & Other Government Services

State & local (S&L) tax revenue collected from tourism in Washington County is sufficient to fund 71 Indiana public school students. S&L tax collections were enough to fund roughly 16 Indiana public school teachers.



Capturing and Retaining Dollars Spent by Visitors

Of every dollar spent by visitors to Washington County, 44¢ in economic impact is returned to the local area. Of every dollar spent by visitors to Washington County 26¢ went toward paying the salaries of 84 area citizens.



Helping to Relieve the Tax Burden of County Households

About 12 cents of each visitor dollar went towards the payment of state and local taxes (S&L). If tourism did not exist, each of the 10,994 households in Washington County would have to pay an additional \$86 per year in taxes to maintain current levels of state & local government services.

Sources: NEA's 2024 State Rankings, Moody's Analytics, IMPLAN, Indiana Department of Revenue, U.S. Census, Rockport Analytics

About Rockport Analytics

Rockport Analytics is a research and analytical consulting firm providing high quality quantitative and qualitative research solutions to business, government, and non-profit organization clients across the globe. We provide fast, nimble service in a completely transparent environment.

Capabilities include:

- Market Analysis and Forecasting
- Economic Impact Assessment, Tourism Satellite Accounting, and Economic Development
- Market Modeling and Decision Support Tools
- Project Feasibility Assessment
- Primary and Secondary Research Synthesis
- Stakeholder Surveys – internal & external



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