



Report Commissioned by the
Indiana Destination Development
Corporation



ROCKPORT
ANALYTICS

2023 ECONOMIC CONTRIBUTION OF TOURISM IN BENTON COUNTY

Key Metrics and Economic Impact Assessment

January 2025

Key Inputs & Data Tools



Indiana Destination Development Corporation

2023 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 (Benton County)
Defacto standard for most economic impact work
www.implan.com

Study Overview & Methodology

Study Overview

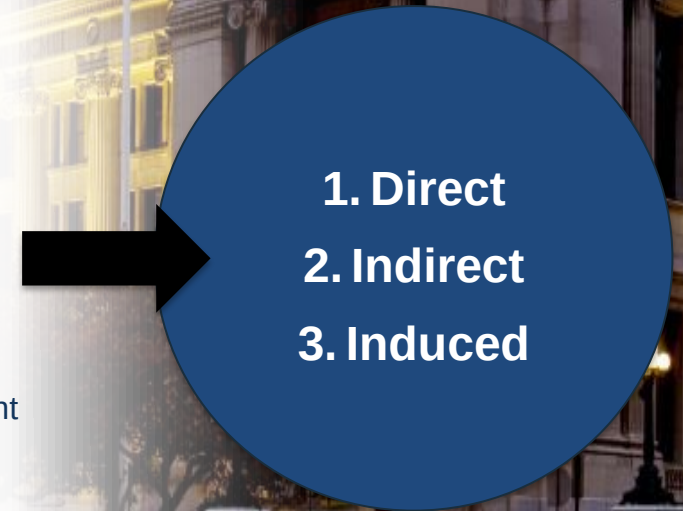
In 2016, the Indiana Office of Tourism Development (now part of the Indiana Destination Development Corporation) partnered with Tourism Tomorrow to create a research group that could conduct county-level tourism studies. This group brings together top tourism and economic experts to ensure consistent research methods and best practices across Indiana. The 2023 Economic Impact Study of Tourism in Benton 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 2023 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)

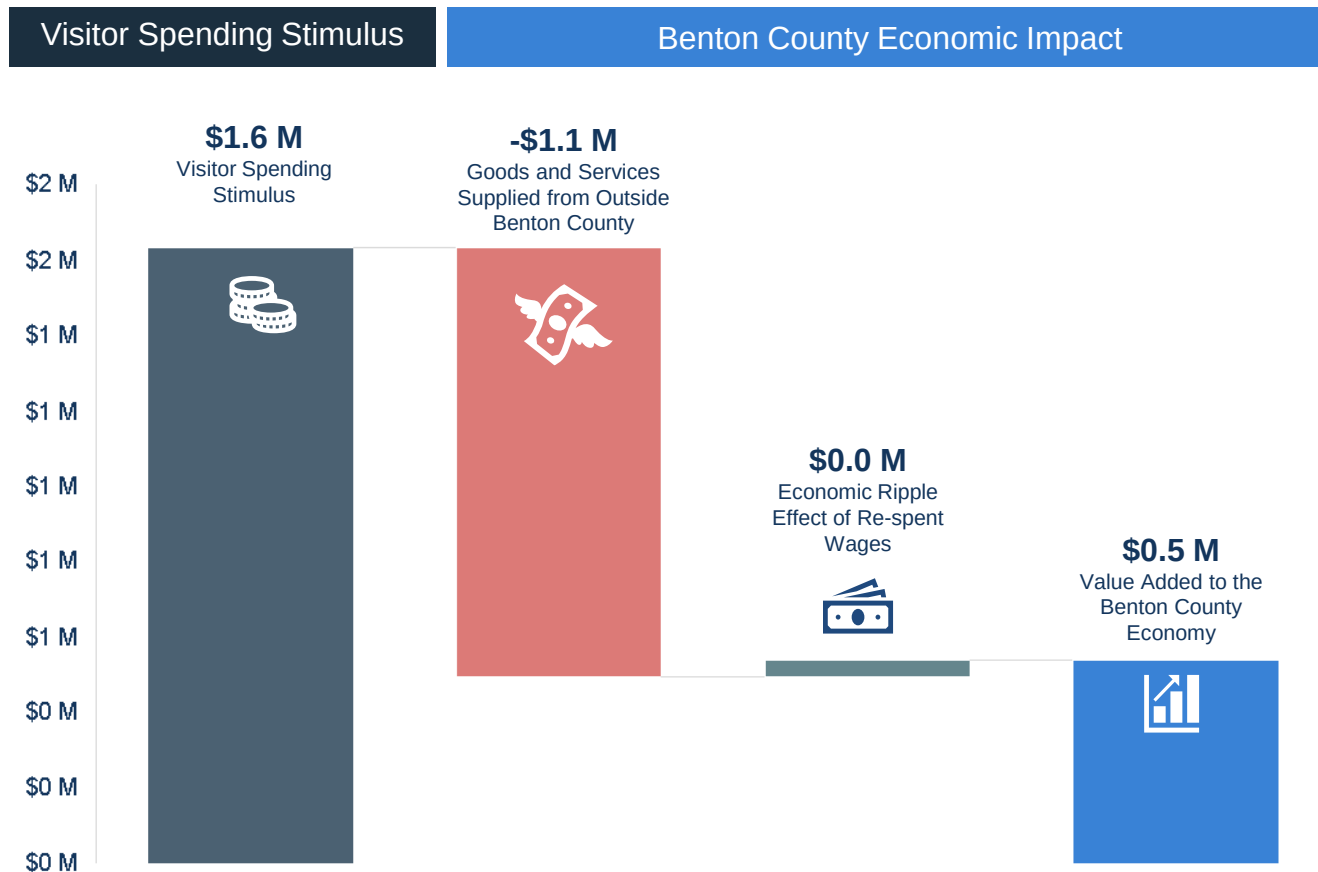
An economic model of Indiana is essential for understanding how traveler spending impacts the state and county economies. Rockport Analytics uses the IMPLAN model (www.implan.com), a widely used tool for economic impact assessments in the U.S. This model measures the direct, indirect, and induced effects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



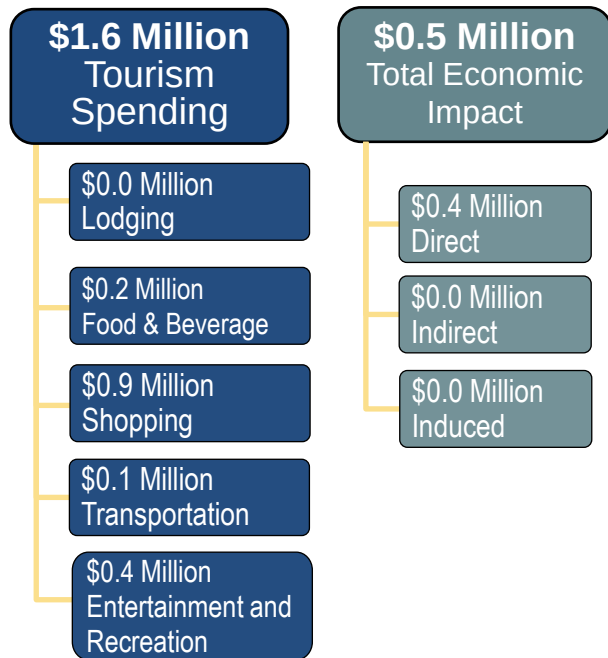
Benton County Tourism Generated \$0.5 Million in GDP in 2023

Visitors to Benton County spent \$1.6 million on various goods and services in the state. This spending stimulus generated \$0.5 million in net new value added to the Benton County economy.



2023 Benton County Tourism Highlights

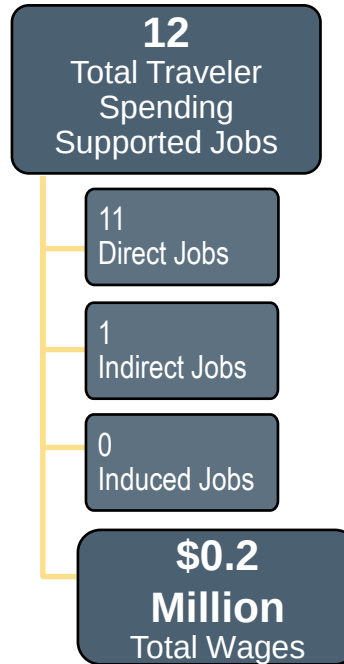
Tourism and Impact



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".

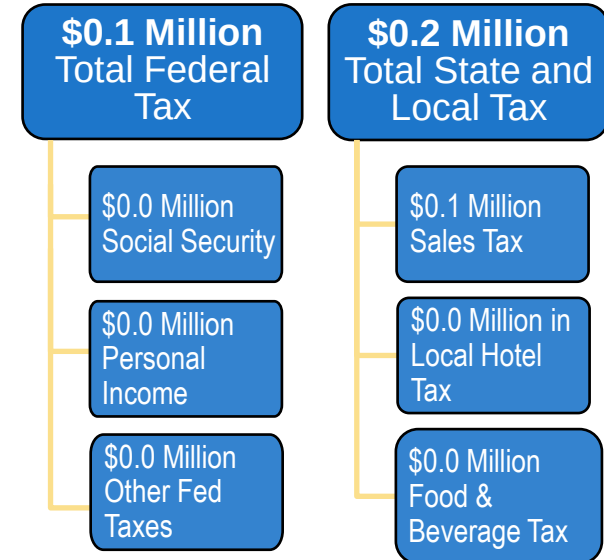
For every dollar spent by Benton County visitors in 2023, **33 cents** 'stayed' local and contributed directly to the gross county product of Benton County. This includes impact on the **direct** (tourism-oriented), **indirect** (supply chain) and **induced** (income) industries. The remaining **67 cents** of every dollar is 'leaked' to the supply chain outside of Benton County.

Jobs and Wages



Every **\$133,123** spent by people visiting Benton County in 2023 supported a job, resulting in an average of **\$20,247** 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

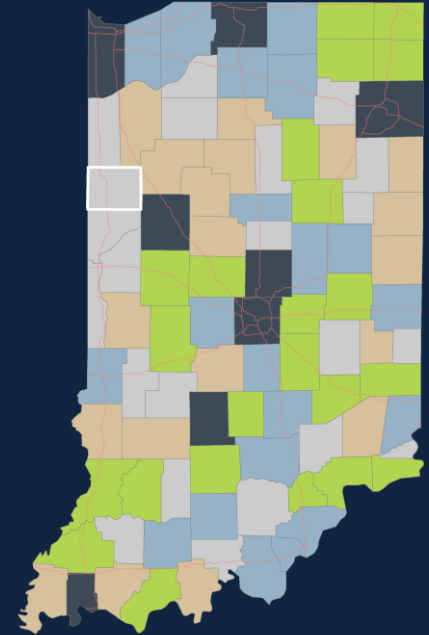
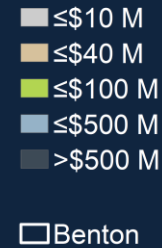


For every **\$1.00** spent by Benton County visitors in 2023, **4 cents** goes to federal taxes and **10 cents** goes to state and local taxes. Federal tax collections include corporate & personal income taxes, excise taxes and social security collections. State and local tourism-derived taxes include sales taxes, property taxes and lodging taxes.

Benton County Tourism

Benton County, Indiana, ranked 91st out of 92 counties in overall visitor spending, with over \$1 million in annual spending and a per capita tourism sales figure of \$187.19. Tourism spending declined 0.3% in 2023, placing it 90th among 92 counties in growth rankings.

2023 Tourism Spending by County



Spending by Visitors

\$1.6 M



Spending Growth

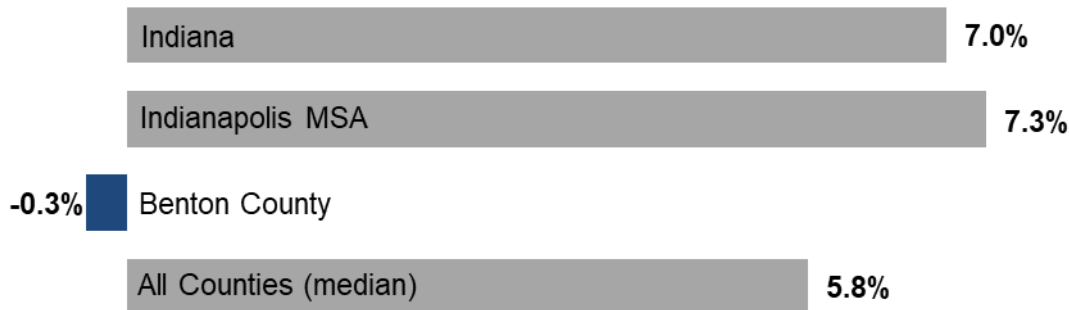
-0.3%



Sales / Capita

\$187.19

Annual Growth by Spending by Region



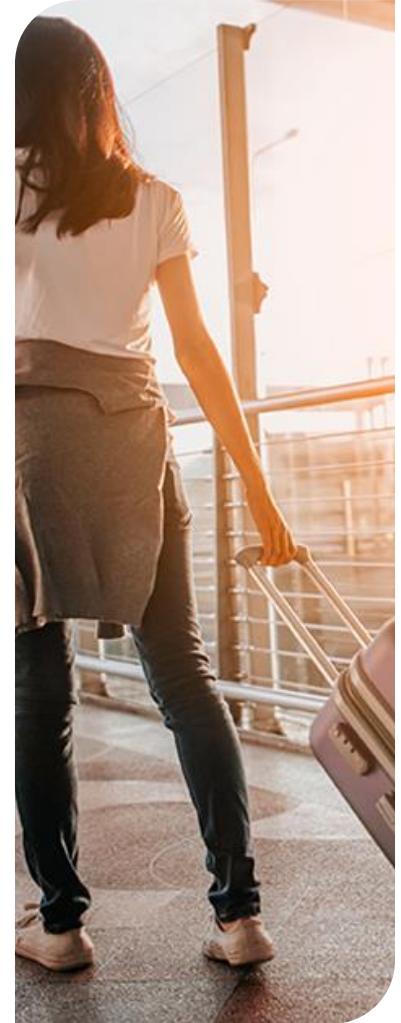
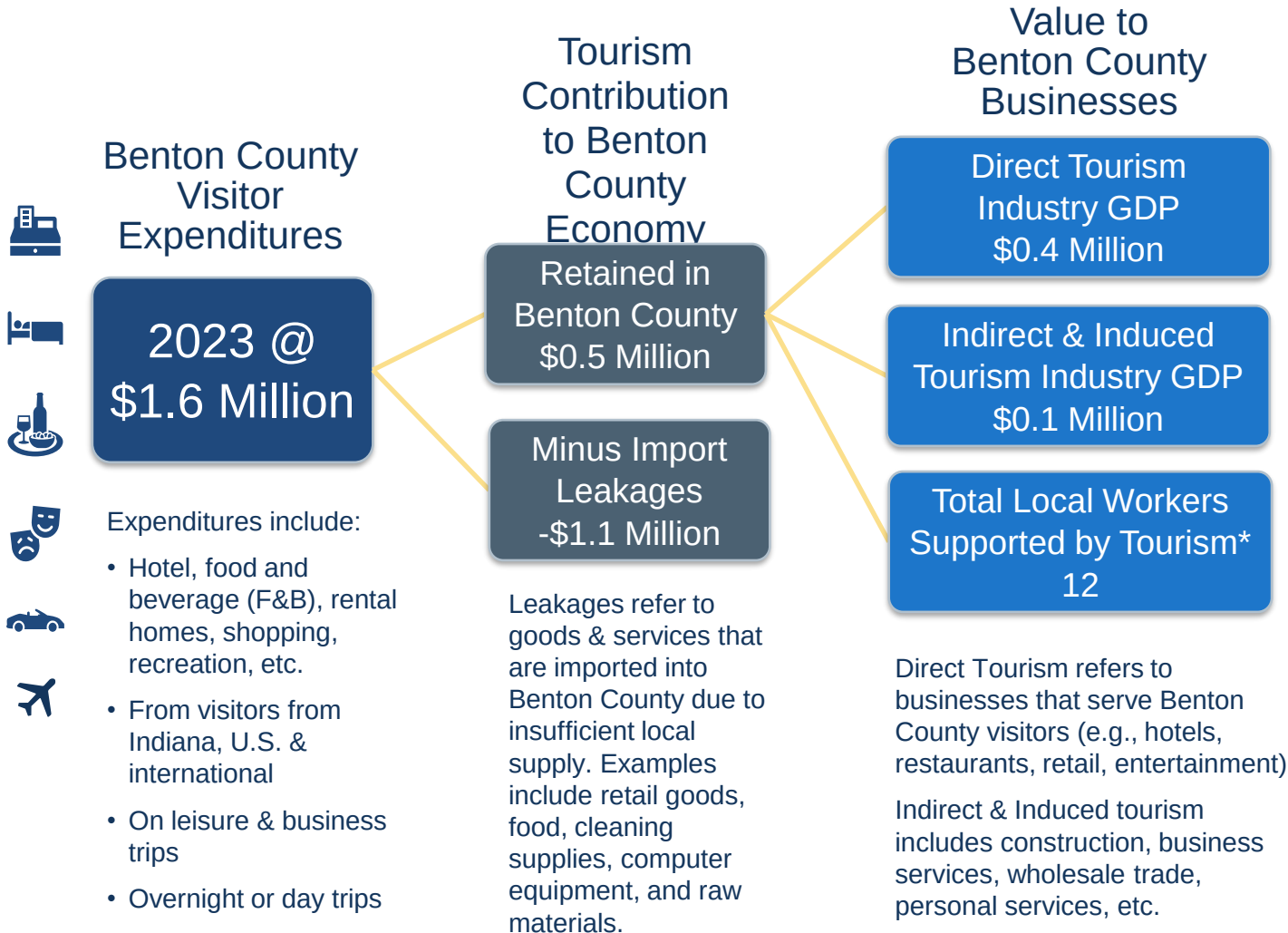
Tourism Spend / Capita
Ranking
#88 / 92



Tourism Growth
Ranking
#90 / 92



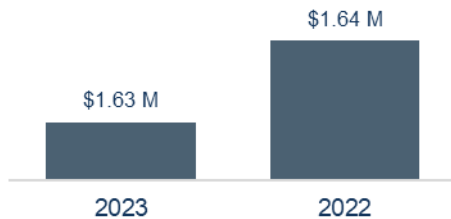
The Progression of Tourism Spending in Benton County's Economy



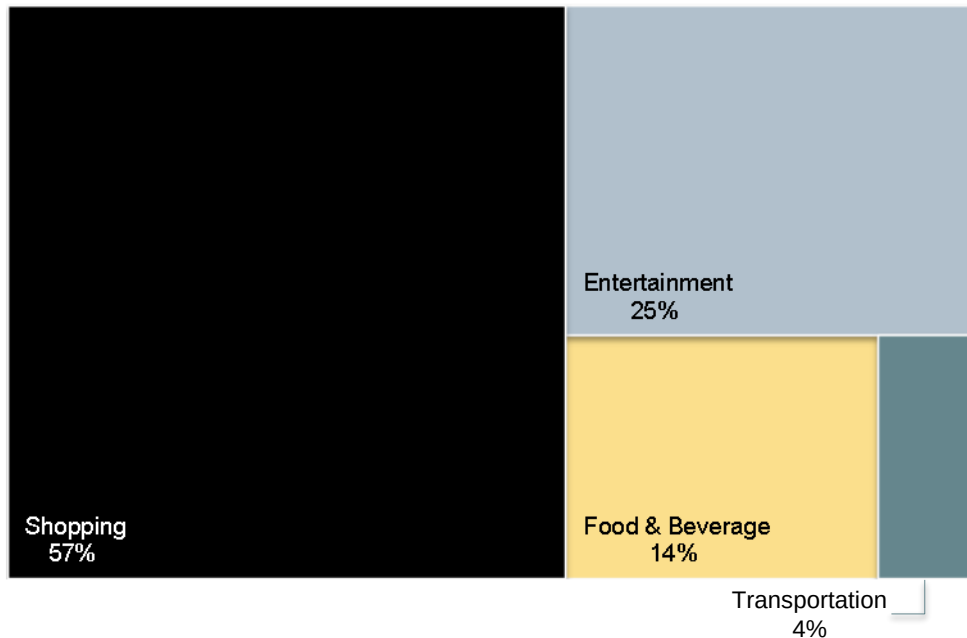
Visitor Spending by Category

Total Spending

▲ 0%

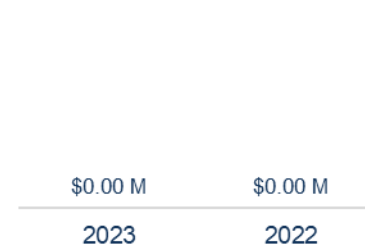


Distribution of Spending



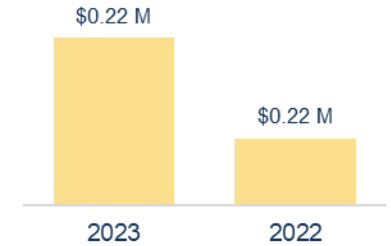
Lodging

▲ -



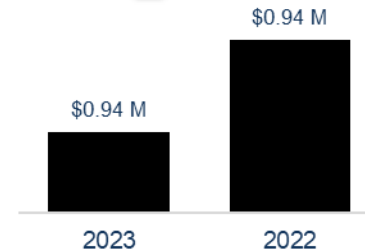
Food & Beverage

▲ 0%



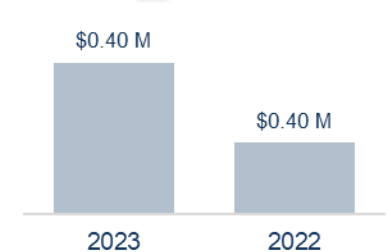
Shopping

▲ -1%



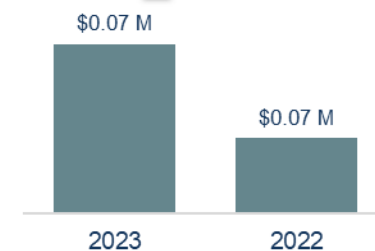
Entertainment

▲ 0%



Transportation

▲ 2%



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

Tourism's Bottom Line in Benton County

2023 Economic Contribution Summary (Compared to 2022)

2023 Metric	Direct	Indirect	Induced	Total
Total Spending				\$1,634,013
2023 Y/Y Growth				-0.3%
Economic Impact (GDP)	\$449,922	\$45,811	\$42,752	\$538,485
2023 Y/Y Growth	-0.6%	-0.5%	-0.6%	-0.6%
Wages	\$208,467	\$23,089	\$16,971	\$248,527
2023 Y/Y Growth	-0.6%	-0.5%	-0.6%	-0.6%
Jobs	11	1	0	12
2023 Y/Y Growth	-2.3%	-2.2%	-2.2%	-2.3%
Tax Receipts				\$224,237
2023 Y/Y Growth				-0.5%

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

Benton County Tourism: 2023 Economic Impact (Value Added/GDP in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Retail Trade	\$189	\$1	\$6	\$196
Arts, Entertainment & Rec	\$164	\$0	\$0	\$164
Food Services & Drinking Places	\$97	\$1	\$1	\$99
Real Estate & Rental	\$0	\$5	\$15	\$21
Finance & Insurance	\$0	\$8	\$5	\$12
Government	\$0	\$6	\$1	\$7
Utilities	\$0	\$5	\$1	\$7
Wholesale Trade	\$0	\$3	\$3	\$6
Other Services	\$0	\$3	\$3	\$5
Professional Services	\$0	\$4	\$1	\$5
Health & Social Services	\$0	\$0	\$4	\$4
Administrative & Waste Services	\$0	\$3	\$1	\$4
Information	\$0	\$2	\$1	\$3
Transportation & Warehousing	\$0	\$2	\$1	\$2
Construction	\$0	\$2	\$1	\$2
Manufacturing	\$0	\$1	\$0	\$1
Ag, Forestry, Fish & Hunting	\$0	\$0	\$0	\$1
Educational Services	\$0	\$0	\$0	\$0
Mining	\$0	\$0	\$0	\$0
Accommodations	\$0	\$0	\$0	\$0
Management of Companies	\$0	\$0	\$0	\$0
Total - 2023	\$450	\$46	\$43	\$538
Total - 2022	\$453	\$46	\$43	\$542
% Change	-0.6%	-0.5%	-0.6%	-0.6%

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

Tourism Supports Benton County Jobs

Benton County Tourism: 2023 Economic Impact (Employment)

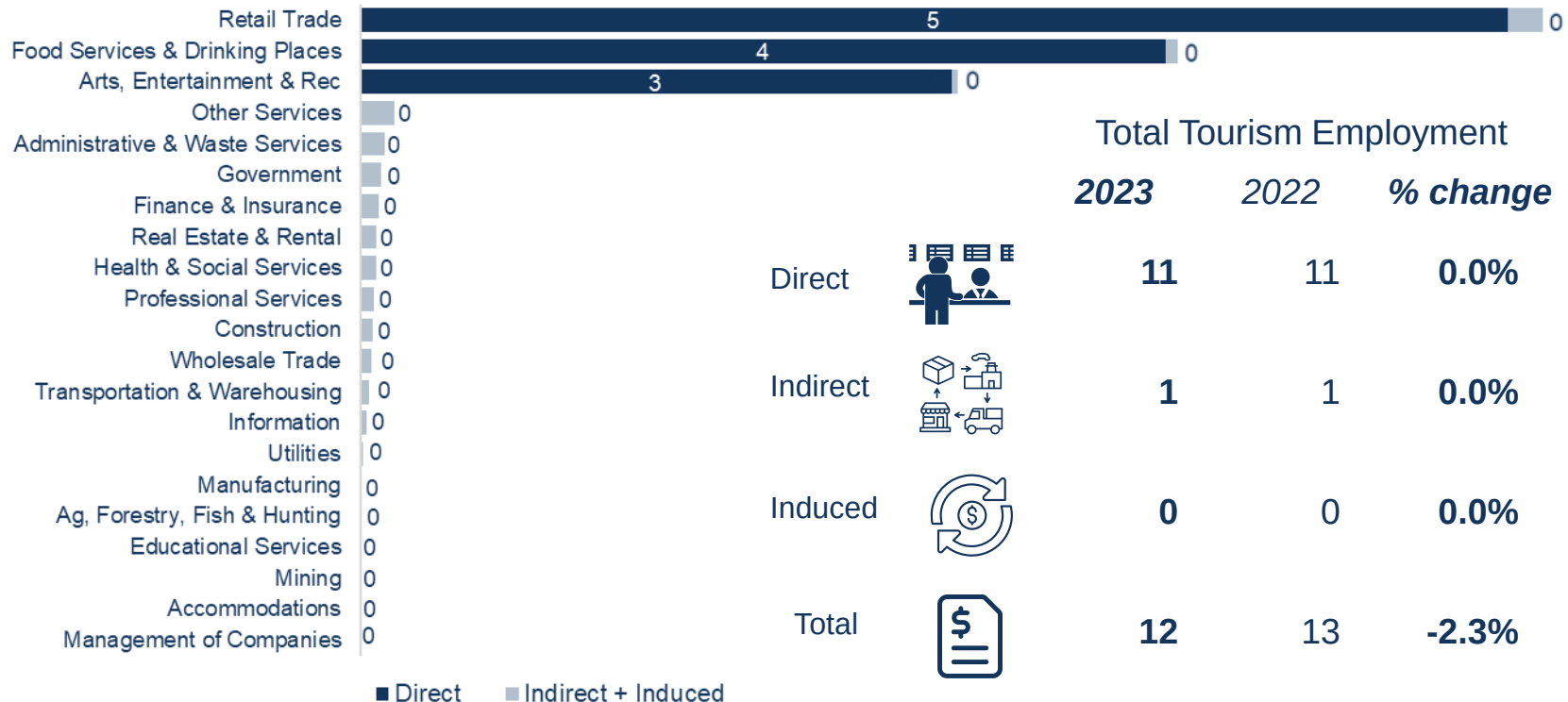
Industry (NAICS)*	Direct	Indirect	Induced	Total
Retail Trade	5	0	0	5
Food Services & Drinking Places	4	0	0	4
Arts, Entertainment & Rec	3	0	0	3
Other Services	0	0	0	0
Administrative & Waste Services	0	0	0	0
Government	0	0	0	0
Finance & Insurance	0	0	0	0
Real Estate & Rental	0	0	0	0
Health & Social Services	0	0	0	0
Professional Services	0	0	0	0
Construction	0	0	0	0
Wholesale Trade	0	0	0	0
Transportation & Warehousing	0	0	0	0
Information	0	0	0	0
Utilities	0	0	0	0
Manufacturing	0	0	0	0
Ag, Forestry, Fish & Hunting	0	0	0	0
Educational Services	0	0	0	0
Mining	0	0	0	0
Accommodations	0	0	0	0
Management of Companies	0	0	0	0
Total - 2023	11	1	0	12
Total - 2022	11	1	0	13
% Change	0.0%	0.0%	0.0%	-2.3%

* 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.

Benton County Tourism: 2023 Economic Impact (Employment)



Tourism Industry Ranking in Benton County

2023 Tourism in Benton County: Ranking of Major Industries By Total Employment

Rank	Industry	2023 Reported*	2023 Tourism Extracted**	% of Total	2023 % Growth
1	Government	850	850	31.2%	3.8%
2	Manufacturing	513	513	18.8%	4.3%
3	Retail trade	210	205	7.5%	-1.6%
4	Finance & Insurance	201	201	7.4%	5.2%
5	Wholesale Trade	197	197	7.2%	12.2%
6	Transportation & Warehousing	149	149	5.4%	1.1%
7	Other Services	127	127	4.6%	3.8%
8	Construction	103	103	3.8%	7.4%
9	Health & Social Services	65	65	2.4%	3.1%
10	Educational Services	61	61	2.2%	4.3%
11	Professional Services	53	53	1.9%	-4.3%
12	Accommodation & Food Services	49	46	1.7%	-1.6%
13	Real Estate	33	33	1.2%	6.4%
14	Utilities	30	30	1.1%	1.4%
15	Arts, Entertainment & Recreation	28	26	0.9%	12.9%
16	Administrative & Waste Services	18	18	0.7%	-11.9%
17	Mining	18	18	0.7%	2.7%
18	Management of Companies	15	15	0.5%	-8.7%
19	Tourism	-	11	0.4%	-2.3%
20	Information	8	8	0.3%	0.7%
Total County Employment		2,728	2,728	100.0%	3.7%

*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 Benton County's Tourism Industry

Tourism Increases Local Wages

Benton County Tourism: 2023 Labor Income (in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Retail trade	\$87	\$0	\$4	\$91
Food services & drinking places	\$63	\$0	\$1	\$64
Arts- entertainment & recreation	\$58	\$0	\$0	\$59
Government & non NAICS	\$0	\$5	\$1	\$6
Other services	\$0	\$2	\$3	\$5
Finance & insurance	\$0	\$2	\$1	\$4
Health & social services	\$0	\$0	\$4	\$4
Wholesale Trade	\$0	\$2	\$2	\$3
Professional- scientific & tech services	\$0	\$2	\$0	\$3
Administrative & waste services	\$0	\$2	\$0	\$2
Transportation & Warehousing	\$0	\$2	\$0	\$2
Construction	\$0	\$2	\$0	\$2
Utilities	\$0	\$1	\$0	\$1
Information	\$0	\$1	\$0	\$1
Real estate & rental	\$0	\$1	\$0	\$1
Manufacturing	\$0	\$0	\$0	\$0
Ag, Forestry, Fish & Hunting	\$0	\$0	\$0	\$0
Educational services	\$0	\$0	\$0	\$0
Mining	\$0	\$0	\$0	\$0
Accommodations	\$0	\$0	\$0	\$0
Management of companies	\$0	\$0	\$0	\$0
Total - 2023	\$208	\$23	\$17	\$249
Total - 2022	\$210	\$23	\$17	\$250
% Change	-0.6%	-0.5%	-0.6%	-0.6%

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

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

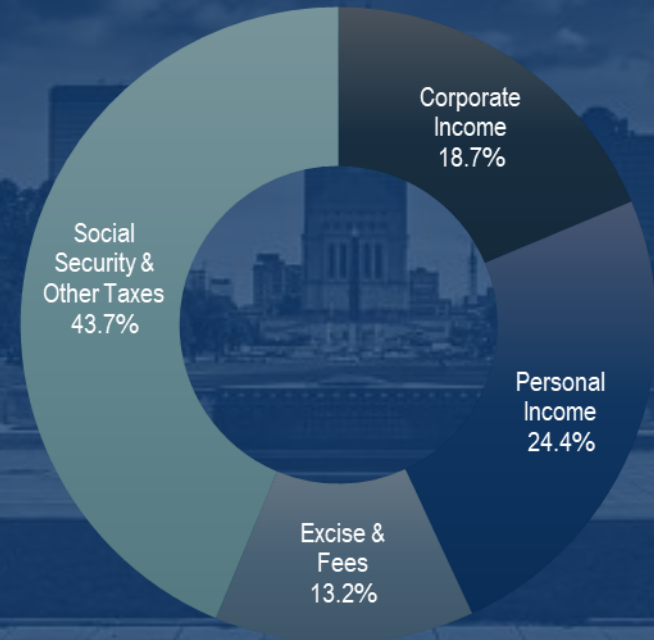
\$60.4 Thousand
Federal Taxes

\$163.9 Thousand
State + Local
Taxes

Social Security & Other Taxes Account for almost half the \$60.4 Thousand in Federal taxes

Social security and personal income together account for over 68% of federal tax dollars raised by Benton County tourism.

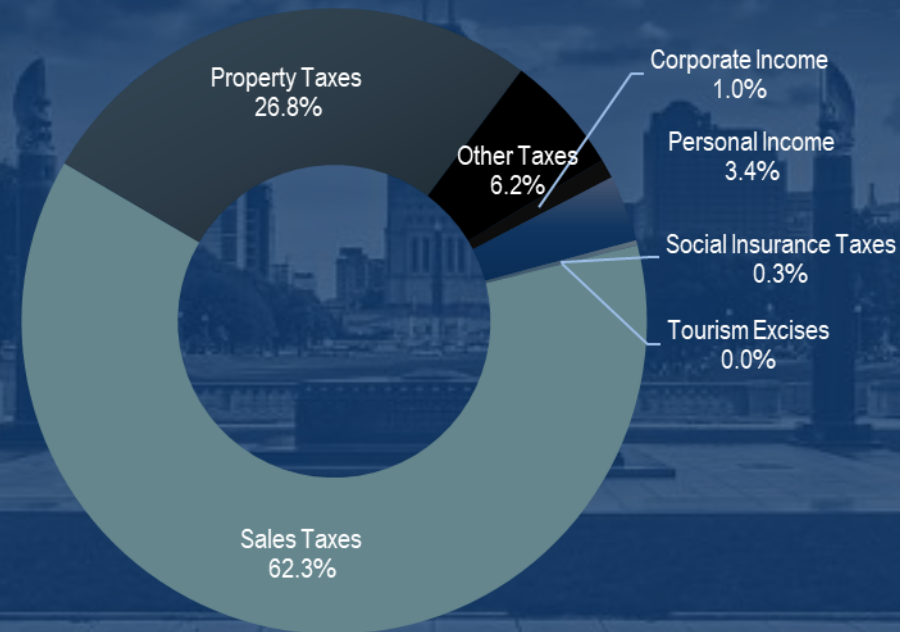
Federal Taxes
2023 Tax Total: \$60.4 Thousand



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

Sales Taxes when coupled with property taxes account for over 89% of state and local tax contributions.

State & Local Taxes
2023 Tax Total: \$163.9 Thousand



Tourism Generated \$224 Thousand in Taxes

Benton County visitors supported \$224 thousand in total taxes in 2023, down 0.5% from 2022. Federal tax collections resulting from tourism in Benton County include income taxes and social security and totaled \$60.4 thousand in 2023. State & local tax collections totaled \$164 thousand, including \$102.1 thousand in sales taxes and \$43.9 thousand in local property taxes.

Corporate Income	2022	2023	% Change
Federal: US			
Corporate Income	\$11.3	\$11.3	-0.6%
Personal Income	\$14.8	\$14.8	-0.6%
Excise & Fees	\$8.0	\$8.0	-0.6%
Social Security & Other Taxes	\$26.5	\$26.4	-0.6%
Federal Total	\$60.7	\$60.4	-0.6%
State & Local			
Corporate Income	\$1.6	\$1.6	-0.5%
Personal Income	\$5.7	\$5.6	-0.6%
Social Insurance Taxes	\$0.4	\$0.4	-0.7%
Tourism Excises	\$0.0	\$0.0	0.0%
Hotel Tax	\$0.0	\$0.0	0.0%
Food & Beverage	\$0.0	\$0.0	0.0%
Rental Car Excise	\$0.0	\$0.0	0.0%
Sales Taxes	\$102.6	\$102.1	-0.4%
Property Taxes	\$44.2	\$43.9	-0.6%
Other Taxes	\$10.2	\$10.1	-0.6%
State & Local Tax Total	\$164.7	\$163.9	-0.5%
Total County Tourism-Initiated Taxes	\$225.4	\$224.2	-0.5%

Sources: IMPLAN, Rockport Analytics

Putting the Benefits of Benton County Tourism in Perspective



Promoting a Healthy Job Market

Approximately 0.4% of all people working in Benton County are supported by visitors to the county. Benton County tourism supported 12 jobs. Of those, 11 were directly employed in a tourism-related job. Tourism is the 19th largest industry (18th not including Government) in Benton County (by jobs).



Benefiting County Businesses

Visitors generated top-line sales totaling \$0.5 million benefiting a broad array of local businesses. Businesses that directly served visitors saw value-added of \$0.4 million in 2023, down 0.6% from 2022. In 2023, tourism supply chain businesses received value-added of more than \$45 thousand.



Contributing to Public Education & Other Government Services

State & local (S&L) tax revenue collected from tourism in Benton County is sufficient to fund 13 Indiana public school students.

S&L tax collections were enough to fund roughly 3 Indiana public school teachers.



Capturing and Retaining Dollars Spent by Visitors

Of every dollar spent by visitors to Benton County, 33¢ in economic impact is returned to the local area.

Of every dollar spent by visitors to Benton County, 15¢ went toward paying the salaries of 12 area citizens.



Helping to Relieve the Tax Burden of County Households

About 10 cents of each visitor dollar went towards the payment of state and local taxes (S&L).

If tourism did not exist, each of the 3,469 households in Benton County would have to pay an additional \$47 per year in taxes to maintain current levels of state & local government services.

Sources: NEA's 2023 State Rankings, Moody's Analytics, IMPLAN, Indiana Department of Revenue, U.S. Census, Rockport Analytics

© 2025 Rockport Analytics, LLC. All Rights Reserved.

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



Rockport Analytics, LLC

Annapolis, MD

West Chester, PA

rockportanalytics.com

info@rockportanalytics.com

(866) 481-9877