



INDIANA DESTINATION
DEVELOPMENT CORPORATION
IN INDIANA®

Report Commissioned by the
Indiana Destination Development
Corporation



ROCKPORT
ANALYTICS

2024 ECONOMIC CONTRIBUTION OF TOURISM IN HUNTINGTON 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 (Huntington County)
Defacto standard for most economic impact work
www.implan.com

Study Overview & Methodology

Study Overview

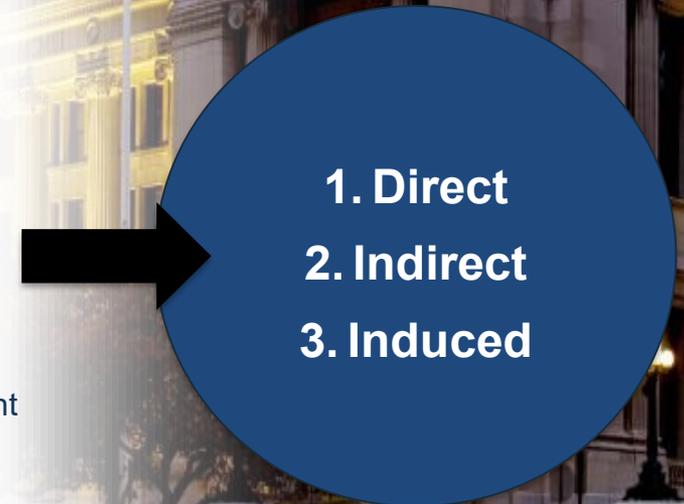
In 2016, the Indiana Office of Tourism Development (now part of the Indiana Destination Development Corporation) partnered with Tourism Tomorrow to create a research group that could conduct county-level tourism studies. This group brings together top tourism and economic experts to ensure consistent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

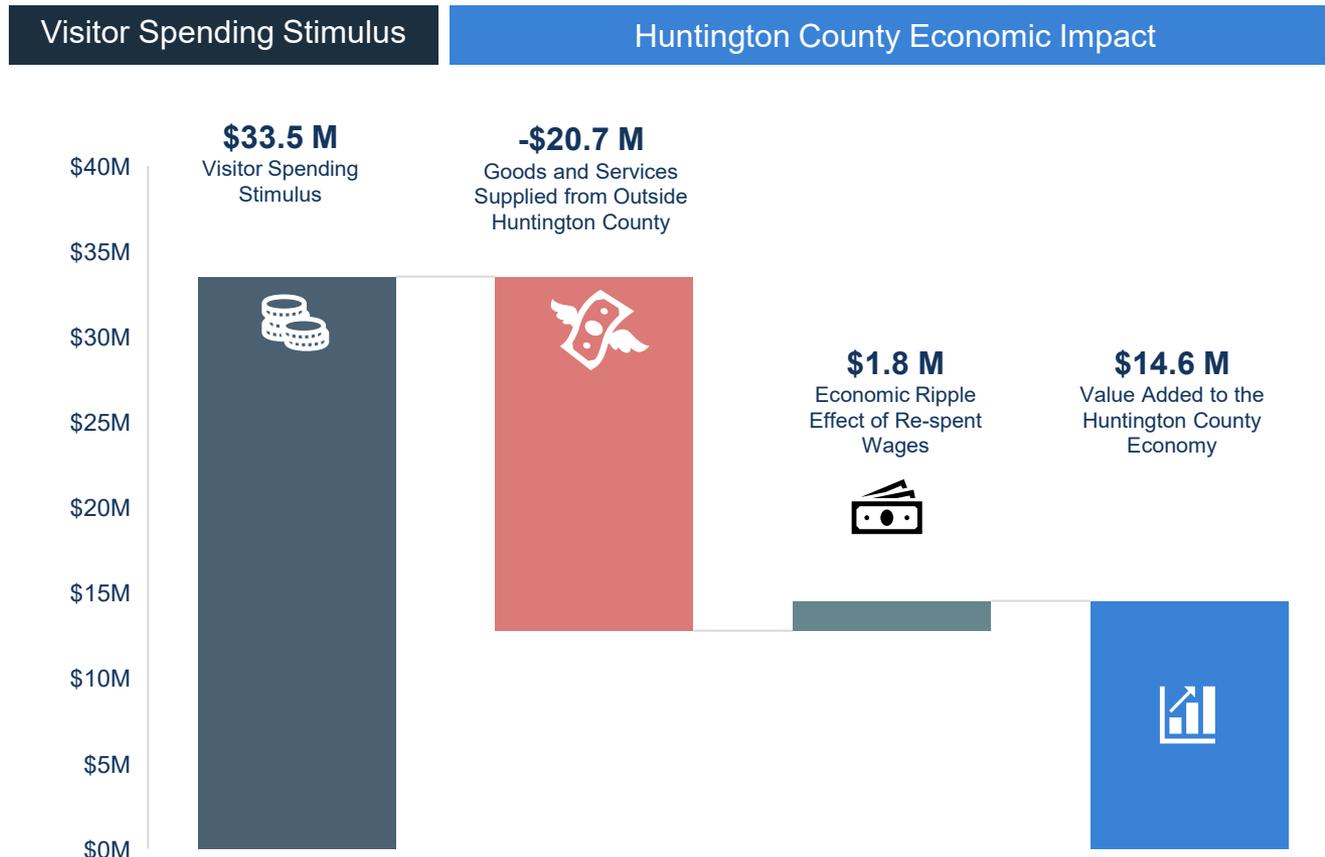
An economic model of Indiana is essential for understanding how traveler spending impacts the state and county economies. Rockport Analytics uses the IMPLAN model (www.implan.com), a widely used tool for economic impact assessments in the U.S. This model measures the direct, indirect, and induced effects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



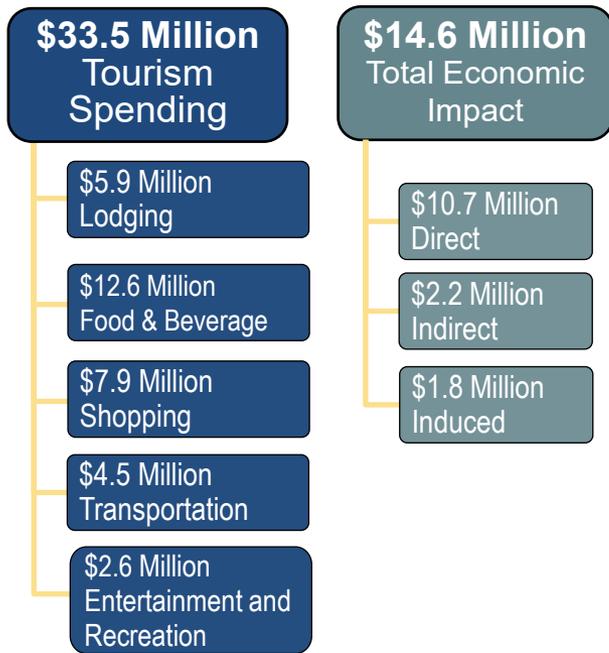
Huntington County Tourism Generated \$14.6 Million in GDP in 2024

Visitors to Huntington County spent \$33.5 million on various goods and services in the county. This spending stimulus generated \$14.6 million in net new value added to the Huntington County economy.



2024 Huntington County Tourism Highlights

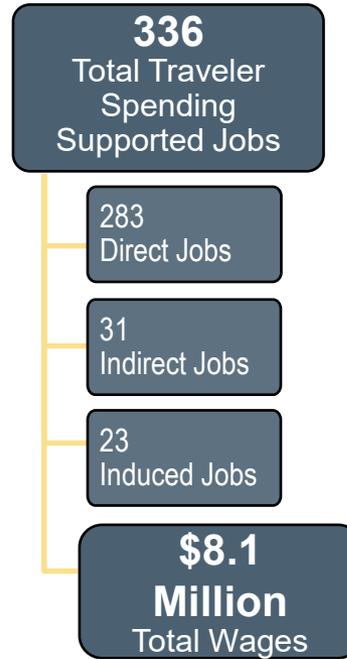
Tourism and Impact



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".

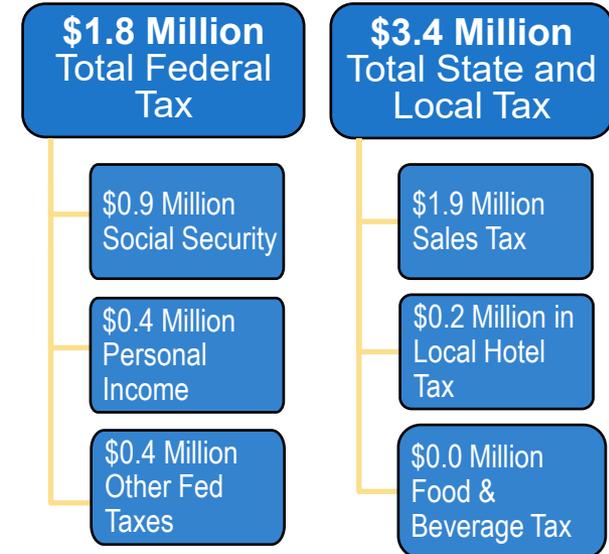
For every dollar spent by Huntington County visitors in 2024, **44 cents** 'stayed' local and contributed directly to the gross county product of Huntington County. This includes impact on the **direct** (tourism-oriented), **indirect** (supply chain) and **induced** (income) industries. The remaining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

Jobs and Wages



Every **\$99,692** spent by people visiting Huntington County in 2024 supported a job, resulting in an average of **\$24,152** 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 Huntington County visitors in 2024, **5 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.

Huntington County Tourism

Huntington County, Indiana, ranked 55th out of 92 counties in overall visitor spending, with \$33.5 million in annual spending and a per capita tourism sales figure of \$907. Tourism spending grew 8.1% in 2024, placing it 18th among 92 counties in growth rankings.



Spending by Visitors

\$33.5 M



Spending Growth

8.1%



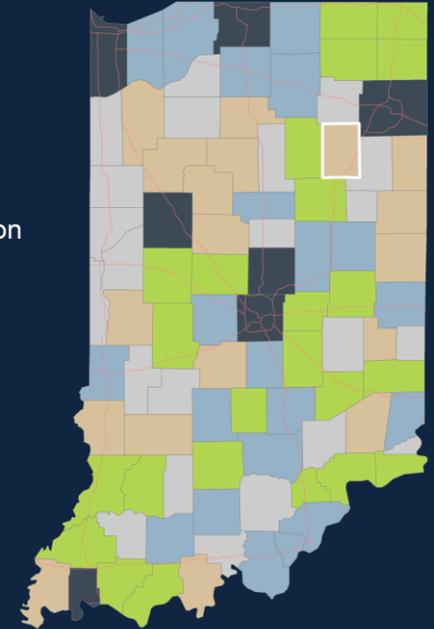
Sales / Capita

\$907

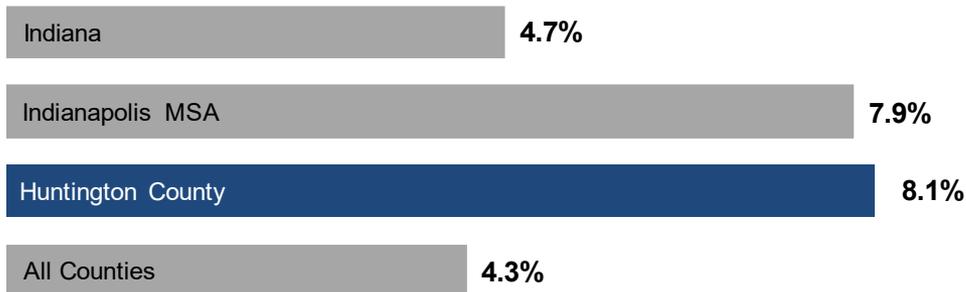
2024 Tourism Spending by County

- ≤\$10 M
- ≤\$40 M
- ≤\$100 M
- ≤\$500 M
- >\$500 M

□ Huntington



Annual Growth by Spending by Region



Tourism Spend / Capita
Ranking
#59/ 92



Tourism Growth
Ranking
#18 / 92



The Progression of Tourism Spending in Huntington County's Economy



Huntington County Visitor Expenditures



2024 @
\$33.5 Million



Expenditures include:



- Hotel, food and beverage (F&B), rental homes, shopping, recreation, etc.
- From visitors from Indiana, U.S. & international
- On leisure & business trips
- Overnight or day trips



Tourism Contribution to Huntington County Economy

Retained in Huntington County
\$14.6 Million

Minus Import Leakages
-\$18.9 Million

Leakages refer to goods & services that are imported into Huntington County due to insufficient local supply. Examples include retail goods, food, cleaning supplies, computer equipment, and raw materials.

Value to Huntington County Businesses

Direct Tourism Industry GDP
\$10.7 Million

Indirect & Induced Tourism Industry GDP
\$3.9 Million

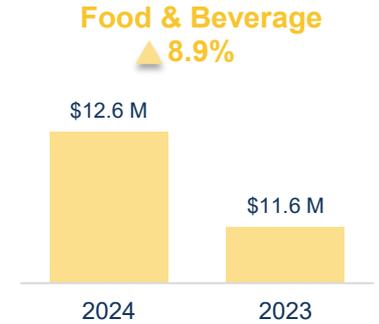
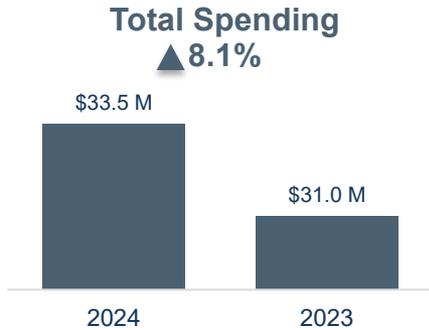
Total Local Workers Supported by Tourism*
336

Direct Tourism refers to businesses that serve Huntington County visitors (e.g., hotels, restaurants, retail, entertainment)

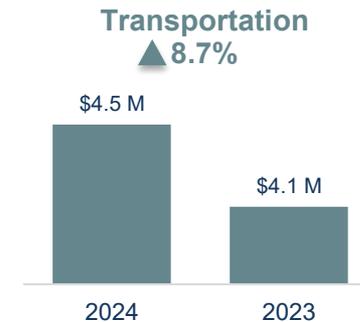
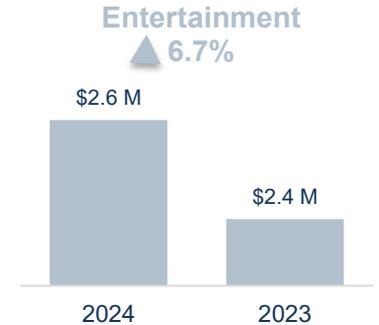
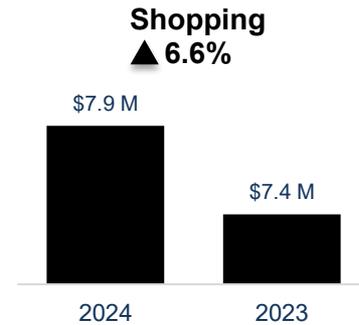
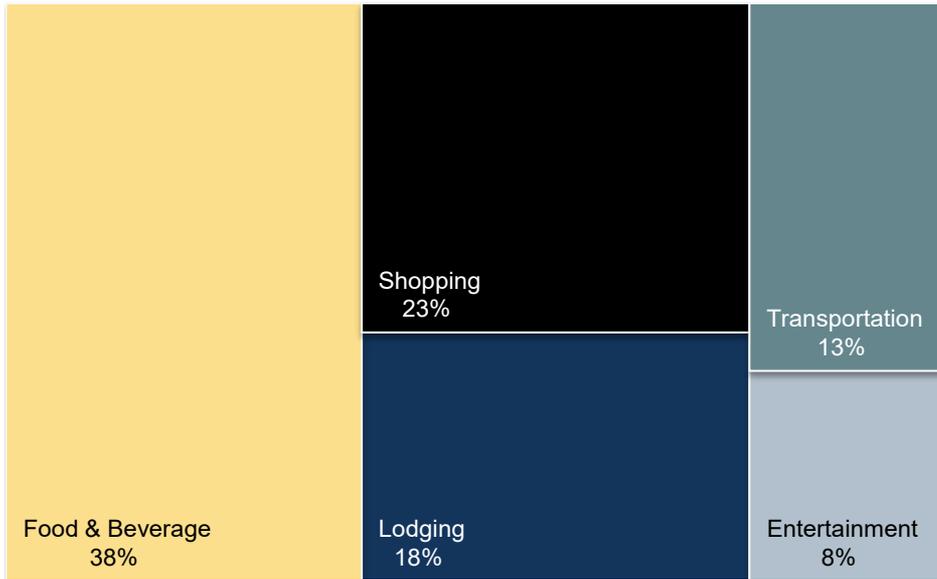
Indirect & Induced tourism includes construction, business services, wholesale trade, personal services, etc.



Visitor Spending by Category



Distribution of Spending



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

Tourism's Bottom Line in Huntington County

2024 Economic Contribution Summary (Compared to 2023)

| 2024 Metric | Direct | Indirect | Induced | Total |
|------------------------|--------------|-------------|-------------|--------------|
| Total Spending | | | | \$33,514,555 |
| <i>2024 Y/Y Growth</i> | | | | 8.1% |
| Economic Impact (GDP) | \$10,679,446 | \$2,172,895 | \$1,755,453 | \$14,607,794 |
| <i>2024 Y/Y Growth</i> | 5.7% | 5.5% | 6.2% | 5.8% |
| Wages | \$6,080,510 | \$1,259,980 | \$778,825 | \$8,119,316 |
| <i>2024 Y/Y Growth</i> | 5.1% | 5.1% | 4.4% | 5.0% |
| Jobs | 283 | 31 | 23 | 336 |
| <i>2024 Y/Y Growth</i> | -0.3% | -0.6% | -0.1% | -0.3% |
| Tax Receipts | | | | \$5,139,996 |
| <i>2024 Y/Y Growth</i> | | | | 6.0% |

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

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

| Industry (NAICS)* | Direct | Indirect | Induced | Total |
|---------------------------------|-----------------|----------------|----------------|-----------------|
| Food Services & Drinking Places | \$5,421 | \$145 | \$126 | \$5,691 |
| Retail Trade | \$1,988 | \$41 | \$259 | \$2,288 |
| Accommodations | \$2,198 | \$1 | \$0 | \$2,199 |
| Arts, Entertainment & Rec | \$1,068 | \$16 | \$14 | \$1,098 |
| Real Estate & Rental | \$0 | \$200 | \$517 | \$717 |
| Information | \$0 | \$461 | \$48 | \$509 |
| Finance & Insurance | \$0 | \$154 | \$145 | \$299 |
| Utilities | \$0 | \$246 | \$52 | \$298 |
| Wholesale Trade | \$0 | \$129 | \$118 | \$247 |
| Health & Social Services | \$0 | \$0 | \$228 | \$228 |
| Government | \$0 | \$180 | \$31 | \$211 |
| Administrative & Waste Services | \$0 | \$176 | \$26 | \$202 |
| Other Services | \$0 | \$96 | \$83 | \$178 |
| Professional Services | \$0 | \$131 | \$27 | \$157 |
| Construction | \$0 | \$109 | \$19 | \$127 |
| Transportation & Warehousing | \$5 | \$75 | \$27 | \$107 |
| Educational Services | \$0 | \$1 | \$32 | \$34 |
| Manufacturing | \$0 | \$10 | \$2 | \$12 |
| Ag, Forestry, Fish & Hunting | \$0 | \$2 | \$3 | \$5 |
| Management of Companies | \$0 | \$1 | \$0 | \$1 |
| Mining | \$0 | \$0 | \$0 | \$0 |
| Total - 2024 | \$10,679 | \$2,173 | \$1,755 | \$14,608 |
| Total - 2023 | \$10,099 | \$2,059 | \$1,654 | \$13,812 |
| % Change | 5.7% | 5.5% | 6.2% | 5.8% |

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

Tourism Supports Huntington County Jobs

Huntington County Tourism: 2024 Economic Impact (Employment)

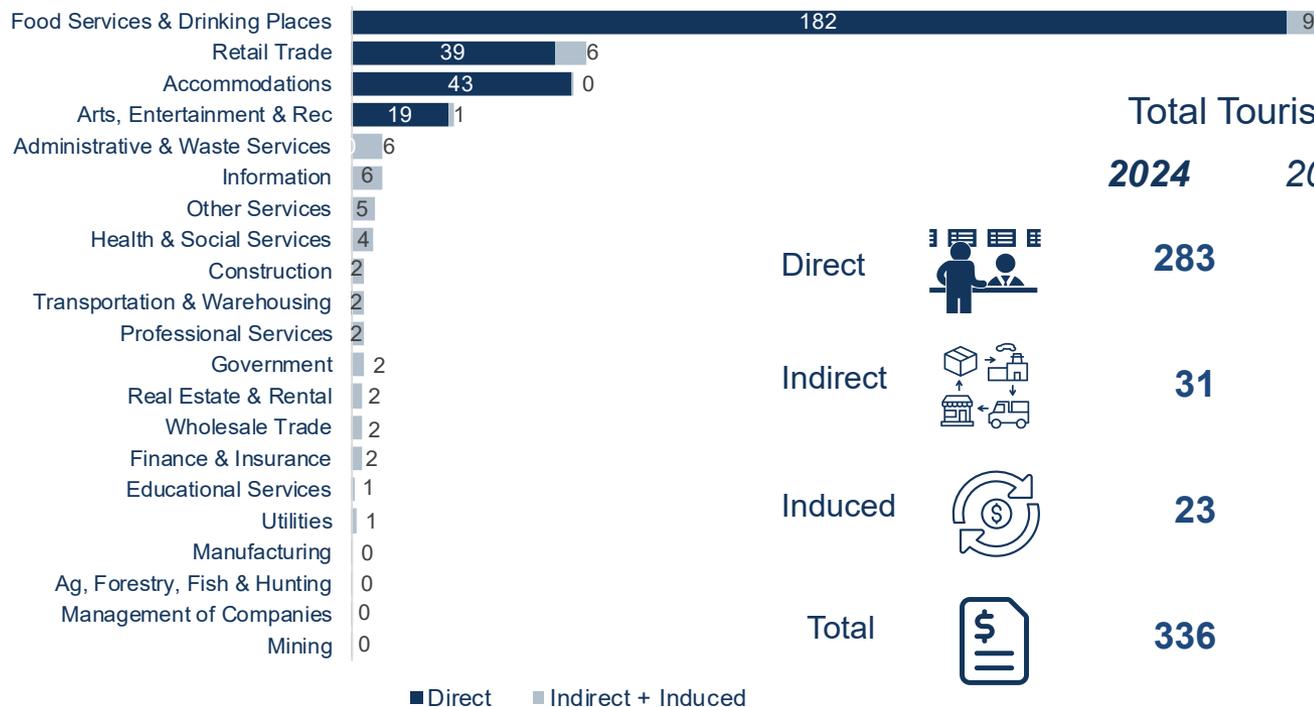
| Industry (NAICS)* | Direct | Indirect | Induced | Total |
|---------------------------------|--------------|--------------|--------------|--------------|
| Food Services & Drinking Places | 182 | 5 | 4 | 191 |
| Retail Trade | 39 | 1 | 5 | 46 |
| Accommodations | 43 | 0 | 0 | 43 |
| Arts, Entertainment & Rec | 19 | 1 | 0 | 20 |
| Administrative & Waste Services | 0 | 5 | 1 | 6 |
| Information | 0 | 5 | 0 | 6 |
| Other Services | 0 | 2 | 2 | 5 |
| Health & Social Services | 0 | 0 | 4 | 4 |
| Construction | 0 | 2 | 0 | 2 |
| Transportation & Warehousing | 0 | 2 | 1 | 2 |
| Professional Services | 0 | 2 | 0 | 2 |
| Government | 0 | 2 | 0 | 2 |
| Real Estate & Rental | 0 | 1 | 1 | 2 |
| Wholesale Trade | 0 | 1 | 1 | 2 |
| Finance & Insurance | 0 | 1 | 1 | 2 |
| Educational Services | 0 | 0 | 1 | 1 |
| Utilities | 0 | 0 | 0 | 1 |
| Manufacturing | 0 | 0 | 0 | 0 |
| Ag, Forestry, Fish & Hunting | 0 | 0 | 0 | 0 |
| Management of Companies | 0 | 0 | 0 | 0 |
| Mining | 0 | 0 | 0 | 0 |
| Total - 2024 | 283 | 31 | 23 | 336 |
| Total - 2023 | 283 | 31 | 23 | 337 |
| % Change | -0.3% | -0.6% | -0.1% | -0.3% |

* 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.

Huntington County Tourism: 2024 Economic Impact (Employment)



Total Tourism Employment

| | 2024 | 2023 | % change |
|----------|------|------|----------|
| Direct | 283 | 283 | -0.3% |
| Indirect | 31 | 31 | -0.6% |
| Induced | 23 | 23 | -0.1% |
| Total | 336 | 337 | -0.3% |

Tourism Industry Ranking in Huntington County

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

| Rank | Industry | 2024 Reported* | 2024 Tourism Extracted** | % of Total | 2024 % Growth |
|--------------------------------|----------------------------------|----------------|--------------------------|---------------|---------------|
| 1 | Manufacturing | 3,322 | 3,322 | 23.3% | -2.0% |
| 2 | Health & Social Services | 1,618 | 1,618 | 11.3% | 3.3% |
| 3 | Other Services | 1,354 | 1,354 | 9.5% | 2.8% |
| 4 | Government | 1,288 | 1,288 | 9.0% | 2.2% |
| 5 | Retail trade | 1,295 | 1,256 | 8.8% | -0.5% |
| 6 | Accommodation & Food Services | 1,241 | 1,017 | 7.1% | -0.4% |
| 7 | Transportation & Warehousing | 786 | 786 | 5.5% | 0.7% |
| 8 | Construction | 581 | 581 | 4.1% | 3.7% |
| 9 | Wholesale Trade | 546 | 546 | 3.8% | 1.4% |
| 10 | Finance & Insurance | 538 | 538 | 3.8% | -0.6% |
| 11 | Administrative & Waste Services | 492 | 492 | 3.4% | -4.1% |
| 12 | Professional Services | 306 | 306 | 2.1% | 1.2% |
| 13 | Educational Services | 305 | 305 | 2.1% | 0.9% |
| 14 | Information | 297 | 297 | 2.1% | -1.8% |
| 15 | Tourism | - | 283 | 2.0% | -0.3% |
| 16 | Real Estate | 109 | 109 | 0.8% | -0.6% |
| 17 | Utilities | 65 | 65 | 0.5% | 0.5% |
| 18 | Mining | 45 | 45 | 0.3% | -5.0% |
| 19 | Arts, Entertainment & Recreation | 53 | 34 | 0.2% | 4.7% |
| 20 | Management of Companies | 27 | 27 | 0.2% | 3.4% |
| Total County Employment | | 14,270 | 14,270 | 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 Huntington County's Tourism Industry

Tourism Increases Local Wages

Huntington County Tourism: 2024 Labor Income (in thousands)

| Industry (NAICS)* | Direct | Indirect | Induced | Total |
|---------------------------------|----------------|----------------|--------------|----------------|
| Food services & drinking places | \$3,508 | \$93 | \$81 | \$3,682 |
| Retail trade | \$1,137 | \$25 | \$160 | \$1,323 |
| Accommodations | \$1,114 | \$0 | \$0 | \$1,115 |
| Information | \$0 | \$329 | \$26 | \$355 |
| Arts, Entertainment & Rec | \$318 | \$4 | \$5 | \$326 |
| Health & social services | \$0 | \$0 | \$185 | \$185 |
| Government | \$0 | \$155 | \$23 | \$178 |
| Administrative & waste services | \$0 | \$144 | \$21 | \$165 |
| Other services | \$0 | \$83 | \$80 | \$163 |
| Wholesale Trade | \$0 | \$66 | \$60 | \$126 |
| Construction | \$0 | \$98 | \$11 | \$109 |
| Professional Services | \$0 | \$77 | \$16 | \$93 |
| Transportation & Warehousing | \$3 | \$61 | \$22 | \$86 |
| Finance & insurance | \$0 | \$44 | \$40 | \$83 |
| Utilities | \$0 | \$55 | \$12 | \$66 |
| Real estate & rental | \$0 | \$19 | \$11 | \$30 |
| Educational services | \$0 | \$1 | \$28 | \$28 |
| Manufacturing | \$0 | \$7 | \$1 | \$7 |
| Management of companies | \$0 | \$0 | \$0 | \$0 |
| Mining | \$0 | \$0 | \$0 | \$0 |
| Ag, Forestry, Fish & Hunting | \$0 | \$0 | \$0 | \$0 |
| Total - 2024 | \$6,081 | \$1,260 | \$779 | \$8,119 |
| Total - 2023 | \$5,788 | \$1,199 | \$746 | \$7,732 |
| % Change | 5.1% | 5.1% | 4.4% | 5.0% |

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

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

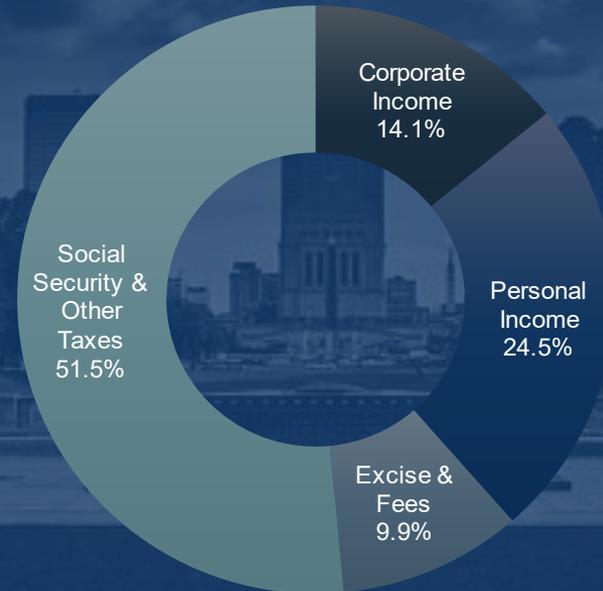
**\$1.8 Million
Federal Taxes**

**\$3.4 Million
State + Local
Taxes**

Federal Tax Revenue Led by Social Security and Income Taxes

Social security and personal income together account for three-quarters of federal tax dollars raised by Huntington County tourism.

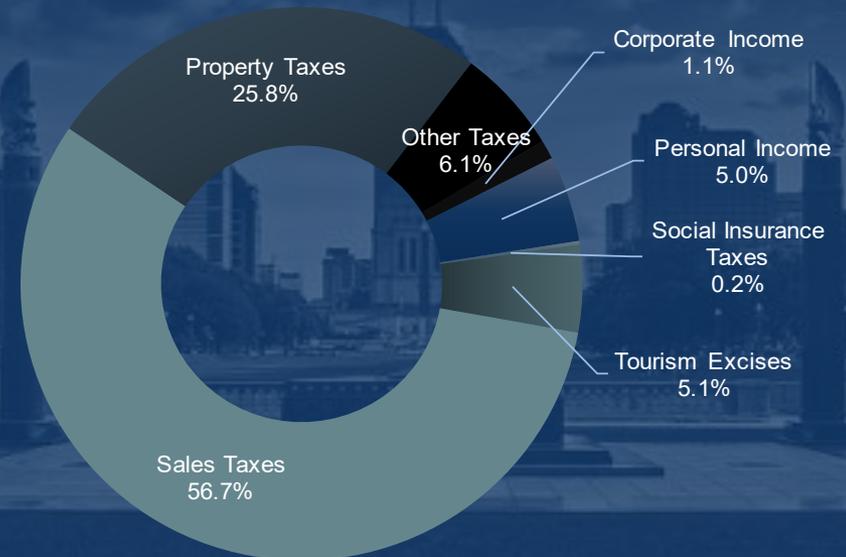
Federal Taxes
2024 Tax Total: \$1.8 Million



State and Local Tax Collections Led by Sales and Property Taxes

State and local tax revenues from visitor activity increased by \$220 thousand between 2023 and 2024.

State & Local Taxes
2024 Tax Total: \$3.4 Million



Tourism Generated \$5.1 Million in Taxes

Huntington County visitors supported \$5.1 million in total taxes in 2024, up 6.0% from 2023. Federal tax collections resulting from tourism in Huntington County include income taxes and social security and totaled \$1.8 million in 2024. State & local tax collections totaled \$3.4 million, including \$1.9 million in sales taxes and \$0.9 million in local property taxes.

| Huntington County | 2023 | 2024 | % Change |
|---|------------------|------------------|-------------|
| Federal: US | | | |
| Corporate Income | \$247.3 | \$255.4 | 3.2% |
| Personal Income | \$411.1 | \$431.6 | 5.0% |
| Excise & Fees | \$180.1 | \$179.6 | -0.3% |
| Social Security & Other Taxes | \$869.9 | \$910.6 | 4.7% |
| Federal Total | \$1,708.4 | \$1,777.2 | 4.0% |
| State & Local | | | |
| Corporate Income | \$35.8 | \$37.0 | 3.2% |
| Personal Income | \$157.3 | \$165.2 | 5.0% |
| Social Insurance Taxes | \$7.1 | \$7.4 | 4.5% |
| Tourism Excises | \$143.9 | \$170.7 | 18.6% |
| Hotel Tax | \$143.9 | \$170.7 | 18.6% |
| Food & Beverage | \$0.0 | \$0.0 | 0.0% |
| Rental Car Excise | \$0.0 | \$0.0 | 0.0% |
| Sales Taxes | \$1,771.1 | \$1,904.7 | 7.5% |
| Property Taxes | \$826.2 | \$873.8 | 5.8% |
| Other Taxes | \$200.3 | \$204.0 | 1.8% |
| State & Local Tax Total | \$3,141.8 | \$3,362.8 | 7.0% |
| Total County Tourism-Initiated Taxes | \$4,850.2 | \$5,140.0 | 6.0% |

Sources: IMPLAN, Rockport Analytics

Putting the Benefits of Huntington County Tourism in Perspective

Promoting a Healthy Job Market

Approximately 2.0% of all people working in Huntington County are supported by visitors to the county.

Huntington County tourism supported 336 jobs. Of those, 283 were directly employed in a tourism-related job.

Tourism is the 15th largest industry (14th not including Government) in Huntington County (by jobs).



Benefiting County Businesses

Visitors generated top-line sales totaling \$14.6 million benefiting a broad array of local businesses.

Businesses that directly served visitors saw value-added of \$10.7 million in 2024, up 5.8% from 2023.

In 2024, tourism supply chain businesses received value-added of nearly \$2.2 million.



Contributing to Public Education & Other Government Services

State & local (S&L) tax revenue collected from tourism in Huntington County is sufficient to fund 254 Indiana public school students.

S&L tax collections were enough to fund roughly 58 Indiana public school teachers.



Capturing and Retaining Dollars Spent by Visitors

Of every dollar spent by visitors to Huntington County, 44¢ in economic impact is returned to the local area.

Of every dollar spent by visitors to Huntington County, 24¢ went toward paying the salaries of 337 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 15,227 households in Huntington County would have to pay an additional \$221 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

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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