

FOR IMMEDIATE RELEASE:

TOURISM IMPACT CONTINUES UPWARD TRAJECTORY

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Visit Madison, Inc. (VMI) is pleased to announce the most recent results from Rockport Analytics detailing the impact of tourism on Madison and Jefferson County.

The statistics are from the year 2022, and shows a continuing positive tourism trend for Madison and Jefferson County Indiana.

"It's exciting to see the numbers continue to show the value that tourism brings to the residents of Jefferson County, Indiana. This is why we continue to promote Madison and welcome visitors to come share what we as residents get to enjoy every day: unmatched architecture, arts & culture, music, festivals, restaurant and retail experiences, and good old fashioned Hoosier hospitality," said Andrew Forrester, Executive Tourism Director for Visit Madison Inc.

Local Impact of Tourism:

- Total visitor spending in 2022 in Jefferson County totaled \$60.1 million, which is a 16% increase over 2021.
- In 2022, Jefferson County Direct Tourism Industry GDP was \$20.3 million, and supported 665 jobs which makes it the 5th largest non-government industry in Jefferson County.
- Tourism generated \$9.8 million in total taxes in 2022, which means that if tourism did not exist in Jefferson County, each of the 12,890 households would have to pay an additional \$499 per year in additional taxes to maintain current levels of state and local government services.
- State and local tax revenue collected from tourism in Jefferson County was sufficient to fund 504 public school students and 120 Indiana public school teachers.

Statewide Impact of Tourism:

- Total Indiana visitor volume grew 4.5% in 2022 to 80.8 million person-trips.
- Total Indiana visitor spending surpassed \$15 billion
- Spending per visitor to Indiana rose to \$188/trip.

"Madison is on the move, and the investment VMI makes daily to attract visitors to Jefferson County is an investment in our community. The latest statistics from Rockport Analytics attest that every visit to our community fuels our local economy, sustains jobs, and enhances our quality of life." said Madison's Mayor Bob Courtney.

This great news about the economic impact of tourism is on top of the record year just completed for Innkeeper's Taxes, which saw Jefferson County collect over \$730,000 during calendar year 2023. Innkeepers tax collections make a large portion of Visit Madison's operations budget and allows Visit Madison to welcome visitors at the Visitor's Center at 601 W. 1st Street, seven days a week.

"Local tourism has continued to be a catalyst for economic growth at the county level," said IDDC Secretary and CEO, Elaine Bedel. "As visitors explore our unique communities, they not only experience our genuine Hoosier hospitality, they also contribute significantly to the prosperity of the local businesses they visit. From quaint main streets to rich cultural attractions, local tourism enriches our communities and creates a sense of pride that ripples throughout the state." See the full Indiana 2022 economic impact report [here](#).

Visit Madison has already been preparing to welcome even more visitors in 2024. It recently finished the 2024 Experience Madison, Indiana Guide, and will be distributing physical copies in the next few weeks. Sarah Prasil, Executive Marketing Director added “The Experience Madison, Indiana Guide has been expanded this year, along with a fold-out map in the back that includes more Hilltop eat & drink options. The guide still serves as an important tool and resource for our visitors when making travel and experience plans. We thank each business that partners year after year, and we look forward to a great year ahead.” Visit Madison is also working on bringing new experiences, partnerships, and tourism opportunities to all parts of Jefferson County.

Visit Madison’s mission is to develop and promote authentic visitor experiences that enhance sustainable economic growth and quality of place for the City of Madison and Jefferson County.

Resources:

- Rockport Analytics Inputs and Data resourced from IDDC, Longwoods International, Government Sources, STR, and other economic models.
- State numbers provided by [state 2022economic impact report](#).
 - The study was commissioned by the Indiana Destination Development Corporation and conducted by Rockport Analytics, an independent market research and consulting company specializing in economic impact and feasibility studies for the travel, tourism and hospitality industry. The methodology employed by this study is in accordance with industry best practices and aligns economic impact data at the state and local level with rigorous methodological standards that are recognized as the highest in the industry.
 - The study used data on Indiana and Jefferson County visitor spending derived from multiple sources including Longwoods International, Reach Market Planning and the U.S. Commerce Department's National Travel & Tourism Office. It was then reconciled with Bureau of Labor Statistics reported employment data, Indiana Department of Revenue reported tax receipts and secondary sources such as Smith Travel Research.

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