

January 2024



2022 ECONOMIC CONTRIBUTION OF TOURISM IN ORANGE COUNTY

Key Metrics and Economic Impact Assessment

Key Inputs & Data Tools



Indiana Destination Development Corporation

2022 Tourism Economic Impact Study
Tourism Support/Promo 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
Defacto standard for most economic impact work
www.implan.com

Study Overview & Methodology

Study Overview

A research cooperative was formed in 2016 by the Indiana Office of Tourism Development (now part of the Indiana Destination Development Corporation) and Tourism Tomorrow to make this county-level economic impact study possible. The research cooperative engages leading and nationally recognized tourism research and economics experts. It was established to align the state of Indiana, its counties and largest cities around common research methodologies and industry best practices. This 2022 Economic Impact Study of Tourism in Orange County was conducted by Rockport Analytics, an independent market & economic research firm.

Methodology

The total economic impact of travelers is separated into three distinct effects: direct, indirect, and induced. The direct impacts represent the value-added of those sectors that interact directly with, or touch, the visitor. The indirect impact represents the benefit to local suppliers to those direct sectors. This would include, for example, Orange County-based food suppliers to restaurants. The induced impact adds the impact of tourism-generated wages as they are spent throughout the local economy on an array of goods & services.

The economic impacts reported in this study are based on traveler spending as reported in the 2022 Economic Impact of Tourism in Indiana Study, augmented by other data from Longwoods International (<http://www.Longwoods-Intl.com/>), Reach Market Planning, and Office of Travel & Tourism Industries data on international visitation and spending (<https://www.trade.gov/national-travel-and-tourism-office>). These traveler data are reconciled with Bureau of Labor Statistics (BLS) reported employment data, Bureau of Economic Analysis (BEA) reported earnings data, and reported county tax collections to derive spending levels that are representative at the county level.

Study Overview & Methodology

Methodology (continued)

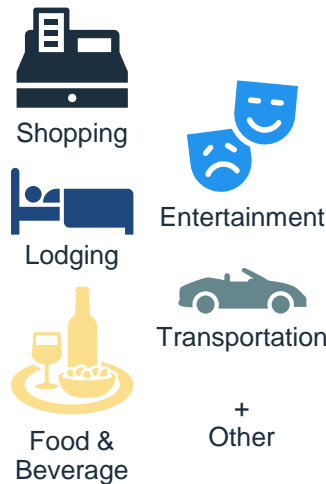
An economic model of Indiana is also critical to estimating how traveler spending resounds through the state and county-level economies. Rockport Analytics has chosen the IMPLAN model for Orange County (www.implan.com), a non-proprietary economic model that is the defacto standard for most economic impact assessments in the United States. This model is critical to measuring the direct, indirect, and induced impacts of visitation to the state.

IMPLAN also to measure how much of each tourism dollar remains in the local economy. Total traveler spending generally exceeds the direct impact of tourism. This is because not all goods and services purchased by travelers are supplied by firms located in the local area. The IMPLAN model accounts for these import “leakages” to suppliers located outside of the county. Many economic impact studies do not account for these leakages and, therefore, overestimate the actual impact of an industry. Generally, the more diversified a county’s economy, the lower are import leakages and the higher the retention and multiplier of visitor spending.

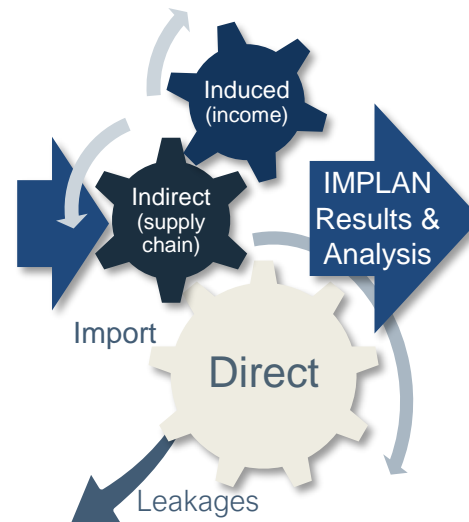
Tourism-Supported Activity



Visitor Spending



IMPLAN Model

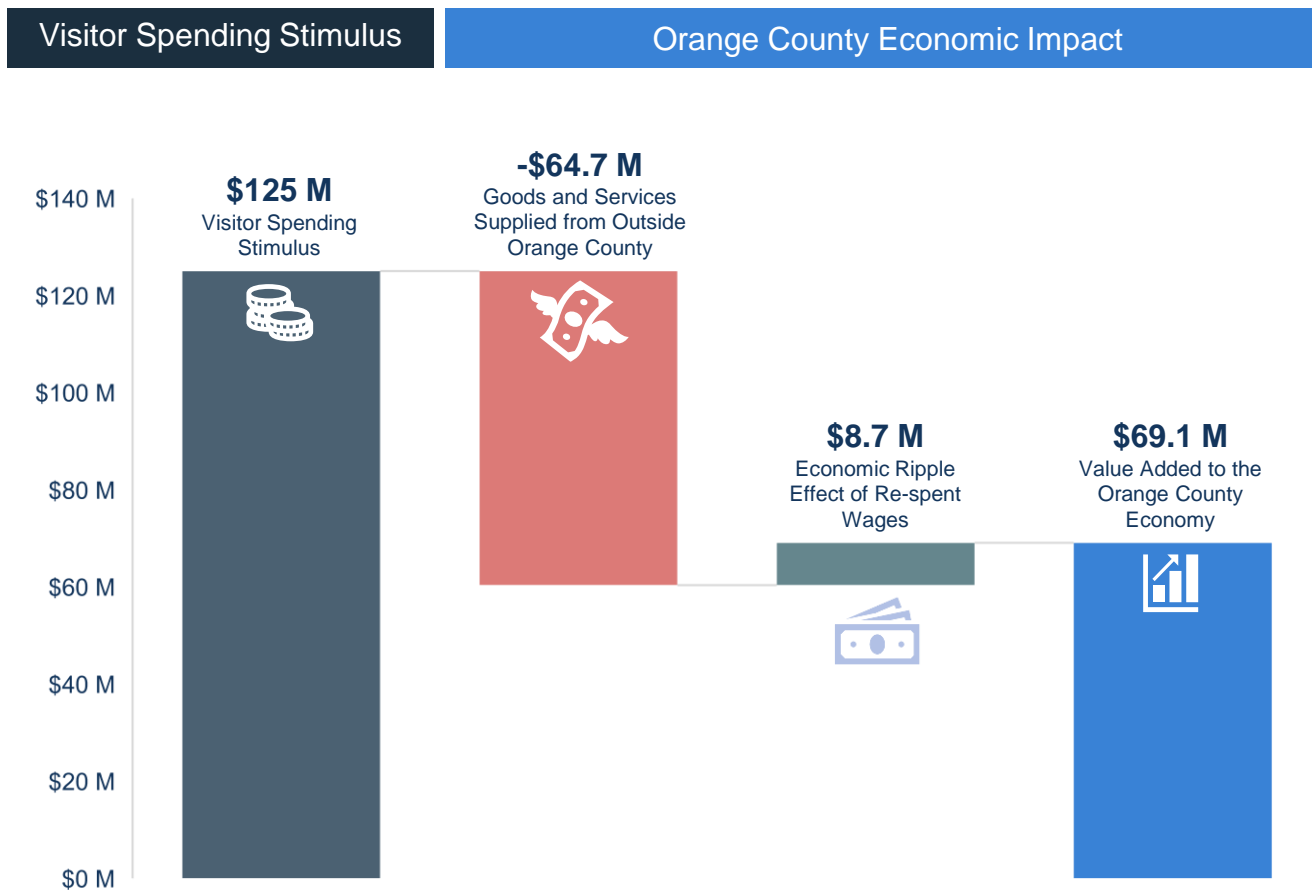


Total Economic Impact

Value-Added (GDP)	Wages & Comp
Jobs	Taxes

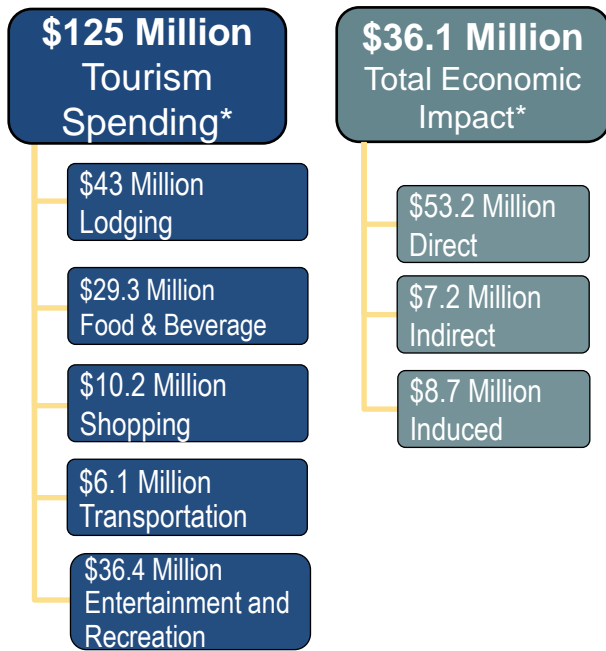
Orange County Tourism Generated \$69.1 Million in GDP in 2022

Visitors to Orange County spent \$125 million on various goods and services in the state. This spending stimulus generated \$69.1 million in net new value added to the Orange County economy.



2022 Orange County Tourism Highlights

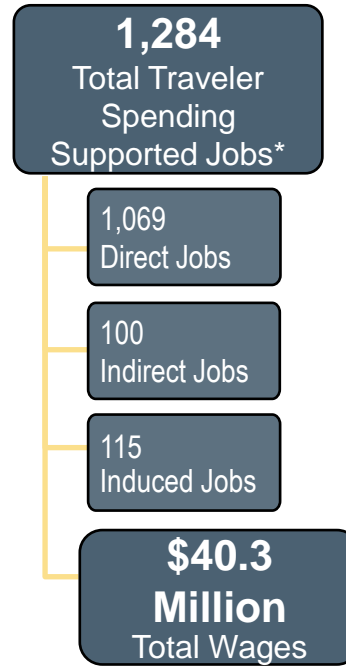
Tourism and Impact



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".

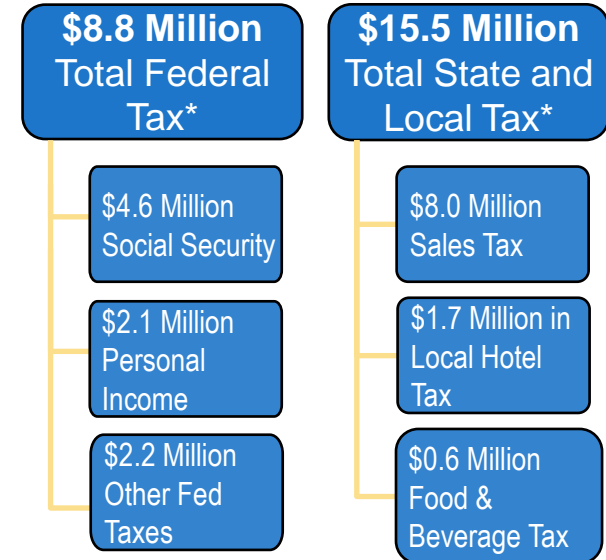
For every dollar spent by Orange County visitors in 2022, **55 cents** 'stayed' local and contributed directly to the gross county product of Orange County. This includes impact on the **direct** (tourism-oriented), **indirect** (supply chain) and **induced** (income) industries. The remaining **45 cents** of every dollar is 'leaked' to the supply chain outside of Orange County.

Jobs and Wages



Every **\$97,381** spent by people visiting Orange County in 2022 supported a job, resulting in an average of **\$31,410** 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 Orange County visitors in 2022, **7 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.

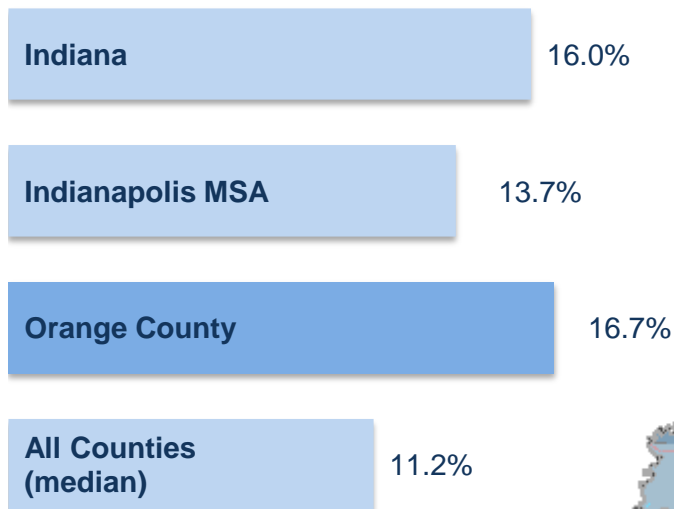
**totals may vary due to rounding methods*

Orange County Tourism: In Comparison

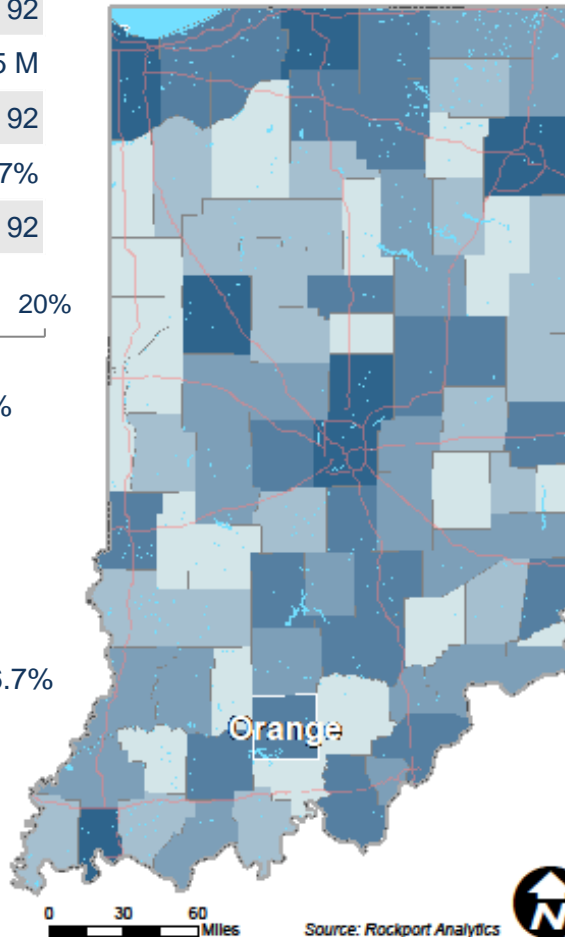
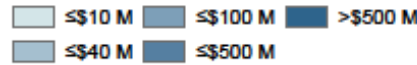
Orange County 2022 Tourism Report Card

Tourism Sales Per Capita	\$6,331.39
Tourism Spend Per Capita Ranking	#1 of 92
2022 Spending by Visitors (Millions)	\$125 M
County Ranking of Tourism Spend	#23 of 92
2022 Tourism Spending Growth	16.7%
2022 Tourism Growth Ranking	#29 of 92

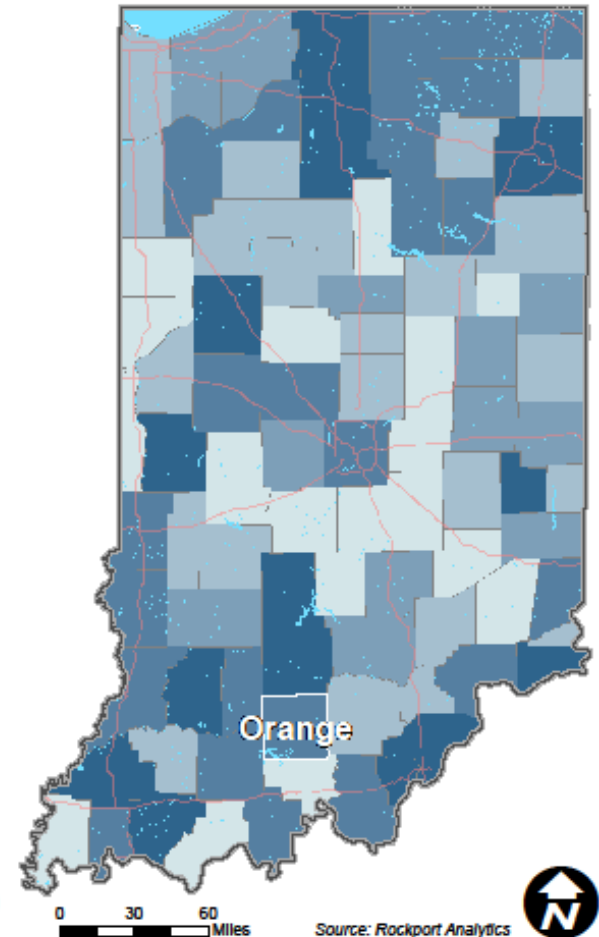
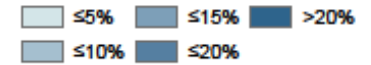
0% 5% 10% 15% 20%



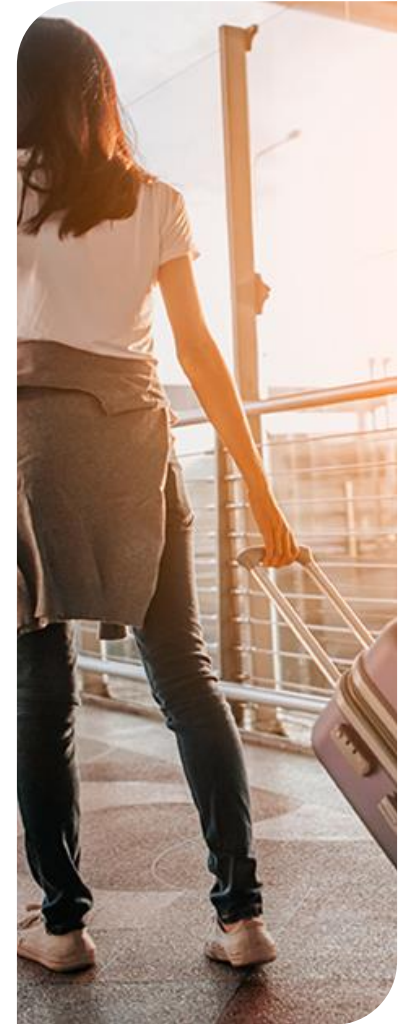
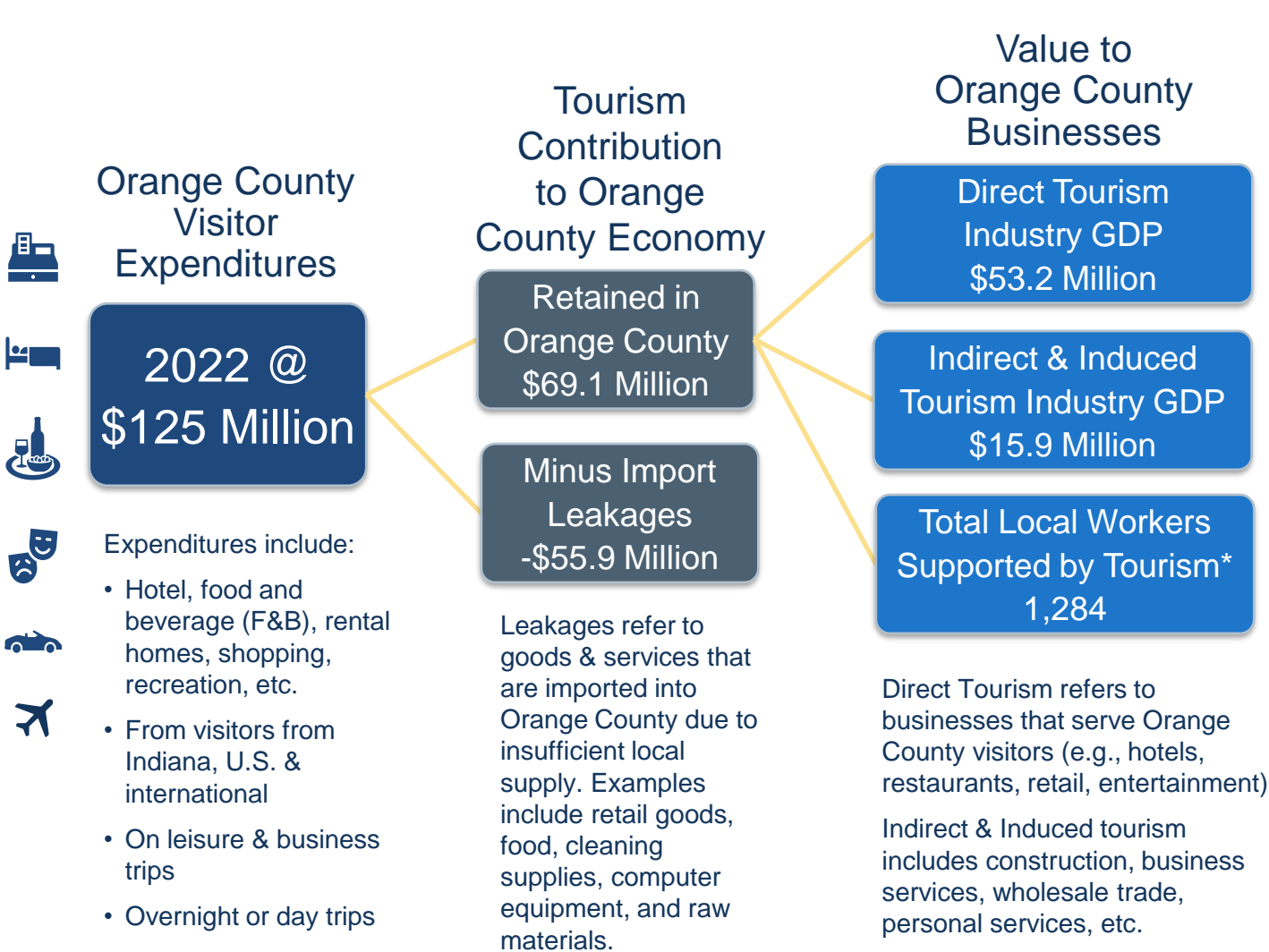
Total Spending by County, 2022



Spending Growth by County, 2022



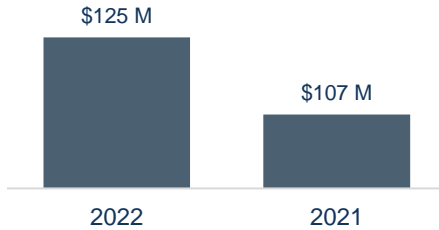
The Progression of Tourism Spending in Orange County's Economy



Visitor Spending by Category

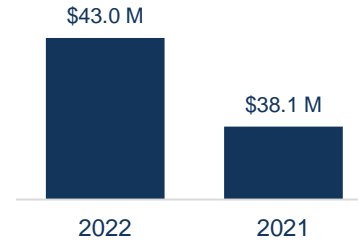
Total Spending

▲ 17%



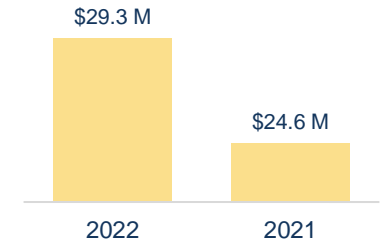
Lodging

▲ 13%

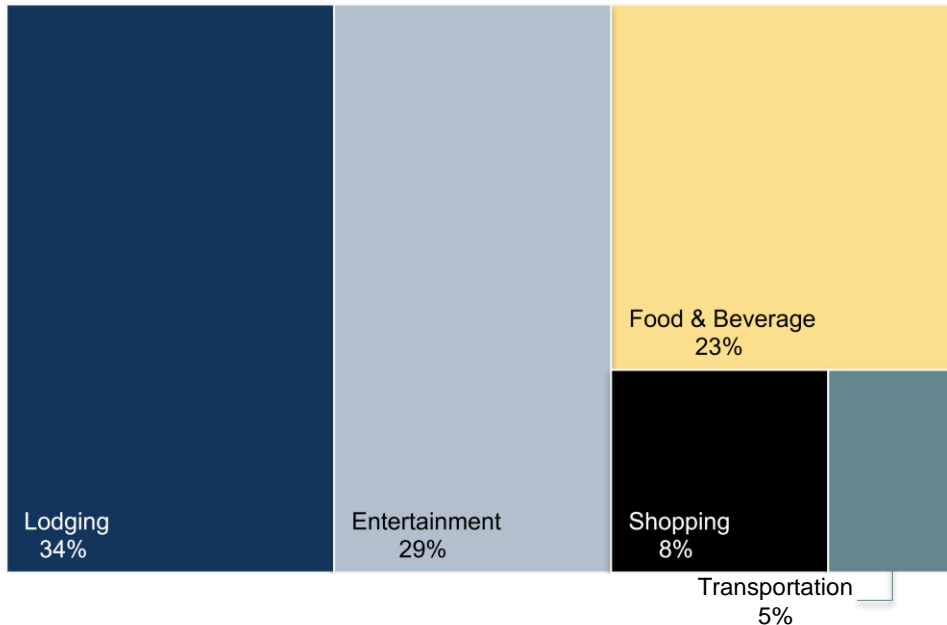


Food & Beverage

▲ 19%

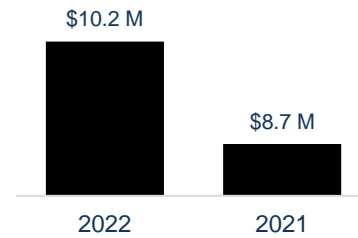


Distribution of Spending



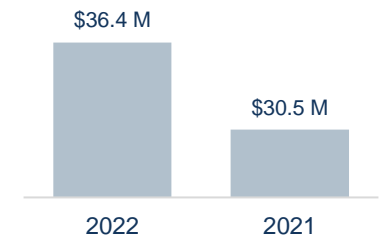
Shopping

▲ 16%



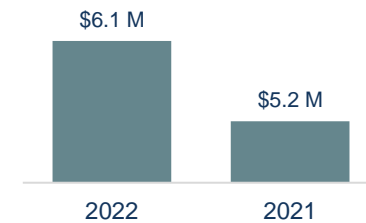
Entertainment

▲ 19%



Transportation

▲ 17%



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

Tourism's Bottom Line in Orange County

2022 Economic Contribution Summary (Compared to 2021)

2022 Metric	Direct	Indirect	Induced	Total
Total Spending				\$125,057,648
<i>2022 Y/Y Growth</i>				16.7%
Economic Impact (GDP)	\$53,208,490	\$7,182,520	\$8,727,913	\$69,118,923
<i>2022 Y/Y Growth</i>	16.3%	15.3%	16.1%	16.2%
Wages	\$31,988,436	\$4,291,992	\$4,056,707	\$40,337,135
<i>2022 Y/Y Growth</i>	16.2%	15.1%	16.1%	16.1%
Jobs	1,069	100	115	1,284
<i>2022 Y/Y Growth</i>	14.7%	13.3%	14.1%	14.5%
Tax Receipts				\$24,353,912
<i>2022 Y/Y Growth</i>				16.5%

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

Orange County Tourism: 2022 Economic Impact (Value Added/GDP in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Accommodations	\$19,091	\$172	\$105	\$19,367
Food Services & Drinking Places	\$14,804	\$837	\$745	\$16,386
Arts, Entertainment & Rec	\$15,765	\$16	\$212	\$15,994
Retail Trade	\$2,456	\$100	\$1,180	\$3,735
Real Estate & Rental	\$0	\$468	\$2,663	\$3,130
Utilities	\$0	\$1,313	\$323	\$1,636
Health & Social Services	\$0	\$1	\$1,568	\$1,568
Transportation & Warehousing	\$1,093	\$199	\$107	\$1,399
Government	\$0	\$746	\$142	\$888
Other Services	\$0	\$432	\$432	\$864
Construction	\$0	\$704	\$143	\$846
Administrative & Waste Services	\$0	\$544	\$102	\$645
Finance & Insurance	\$0	\$295	\$336	\$631
Information	\$0	\$418	\$160	\$578
Professional Services	\$0	\$416	\$136	\$552
Wholesale Trade	\$0	\$140	\$246	\$386
Management of Companies	\$0	\$281	\$16	\$298
Educational Services	\$0	\$2	\$67	\$69
Ag, Forestry, Fish & Hunting	\$0	\$36	\$27	\$63
Manufacturing	\$0	\$42	\$14	\$57
Mining	\$0	\$20	\$6	\$26
Total - 2022	\$53,208	\$7,183	\$8,728	\$69,119
Total - 2021	\$45,751	\$6,230	\$7,520	\$59,502
% change	16.3%	15.3%	16.1%	16.2%

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

Tourism Supports Orange County Jobs

Orange County Tourism: 2022 Economic Impact (Employment)

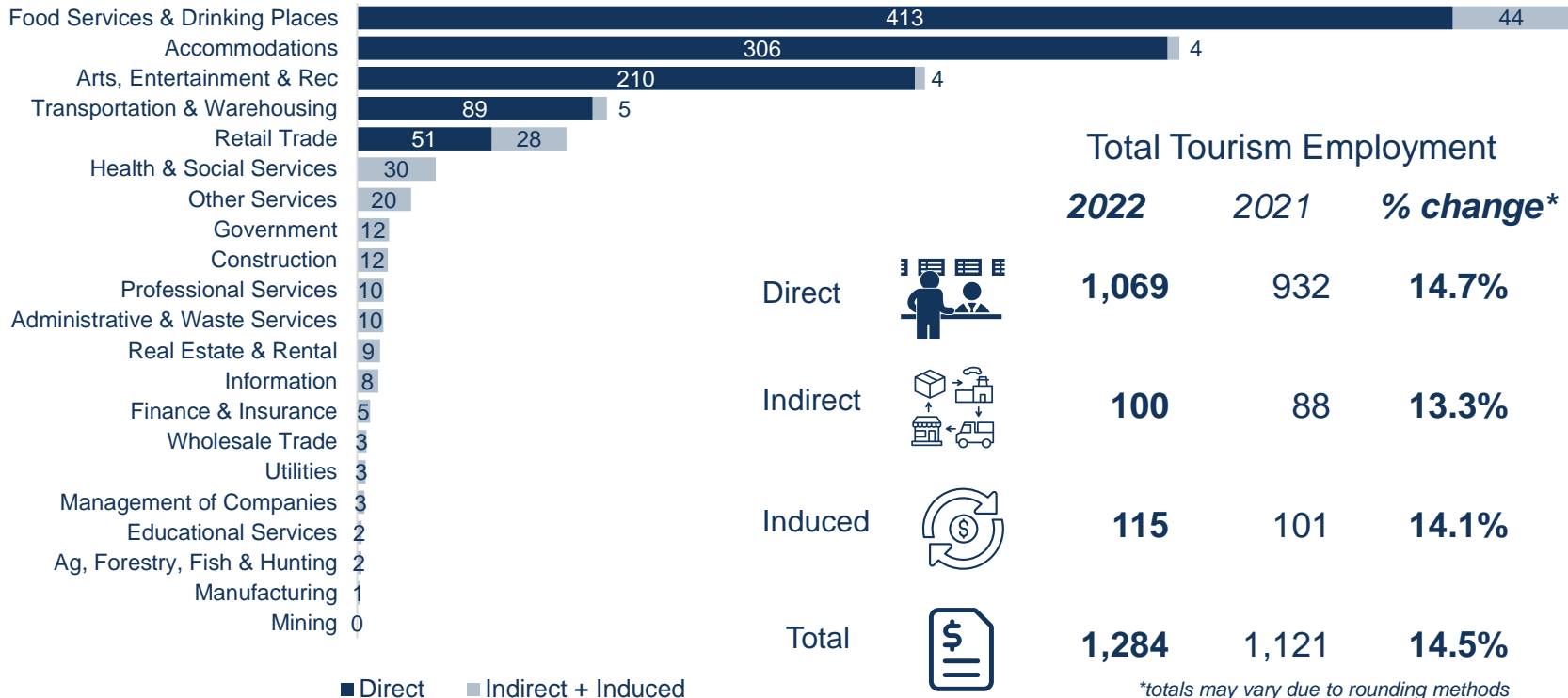
Industry (NAICS)*	Direct	Indirect	Induced	Total
Food Services & Drinking Places	413	23	21	457
Accommodations	306	3	2	310
Arts, Entertainment & Rec	210	1	3	214
Transportation & Warehousing	89	3	2	94
Retail Trade	51	2	26	79
Health & Social Services	0	0	30	30
Other Services	0	10	11	20
Government	0	10	2	12
Construction	0	10	2	12
Professional Services	0	7	3	10
Administrative & Waste Services	0	8	2	10
Real Estate & Rental	0	5	4	9
Information	0	7	1	8
Finance & Insurance	0	2	3	5
Wholesale Trade	0	1	2	3
Utilities	0	3	1	3
Management of Companies	0	3	0	3
Educational Services	0	0	2	2
Ag, Forestry, Fish & Hunting	0	1	1	2
Manufacturing	0	1	0	1
Mining	0	0	0	0
Total - 2022	1,069	100	115	1,284
Total - 2021	932	88	101	1,121
% change	14.7%	13.3%	14.1%	14.5%

*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.

Orange County Tourism: 2022 Economic Impact (Employment)
(employment impacts represent full- and part-time jobs rounded to the nearest whole number)



Tourism Industry Ranking in Orange County

2022 Tourism in Orange County: Ranking of Major Industries By Total Employment

Rank	Industry	2022 Reported*	2022 Tourism Extracted**	% of Total	2022 % Growth
1	Accommodation & Food Services	2,080	1,361	18.1%	5.9%
2	Tourism	-	1,069	14.2%	14.7%
3	Construction	1,005	1,005	13.4%	3.6%
4	Manufacturing	985	985	13.1%	2.2%
5	Government	867	867	11.5%	-0.2%
6	Retail trade	607	556	7.4%	0.0%
7	Health & Social Services	469	469	6.2%	0.0%
8	Educational Services	321	321	4.3%	1.9%
9	Other Services	247	247	3.3%	4.7%
10	Wholesale Trade	129	129	1.7%	4.9%
11	Finance & Insurance	96	96	1.3%	1.1%
12	Professional Services	85	85	1.1%	6.3%
13	Administrative & Waste Services	80	80	1.1%	2.6%
14	Transportation & Warehousing	165	76	1.0%	6.5%
15	Mining	58	58	0.8%	16.0%
16	Utilities	35	35	0.5%	-2.8%
17	Management of Companies	31	31	0.4%	3.3%
18	Information	29	29	0.4%	0.0%
19	Real Estate	23	23	0.3%	0.0%
20	Arts, Entertainment & Recreation	156	0	0.0%	5.4%
	Total County Employment	7,468	7,522	100.0%	3.1%

*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 Orange County's Tourism Industry

Tourism Increases Local Wages

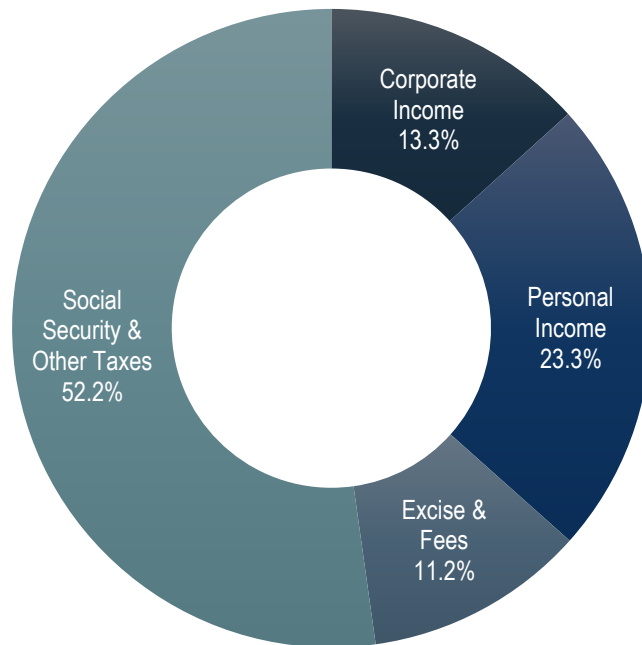
Orange County Tourism: 2022 Labor Income (in thousands)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Accommodations	\$11,980	\$108	\$66	\$12,154
Food services & drinking places	\$10,887	\$615	\$548	\$12,050
Arts- entertainment & recreation	\$6,737	\$10	\$96	\$6,843
Retail trade	\$1,410	\$62	\$726	\$2,198
Health & social services	\$0	\$0	\$1,349	\$1,350
Transportation & Warehousing	\$975	\$157	\$85	\$1,217
Government & non NAICs	\$0	\$671	\$112	\$783
Construction	\$0	\$655	\$90	\$744
Other services	\$0	\$382	\$354	\$735
Administrative & waste services	\$0	\$396	\$76	\$472
Utilities	\$0	\$273	\$70	\$343
Information	\$0	\$273	\$50	\$323
Professional- scientific & tech services	\$0	\$196	\$77	\$272
Management of companies	\$0	\$238	\$14	\$252
Wholesale Trade	\$0	\$67	\$118	\$185
Finance & insurance	\$0	\$86	\$88	\$173
Real estate & rental	\$0	\$40	\$51	\$92
Educational services	\$0	\$2	\$59	\$60
Manufacturing	\$0	\$33	\$11	\$44
Ag, Forestry, Fish & Hunting	\$0	\$18	\$18	\$36
Mining	\$0	\$7	\$2	\$10
Total - 2022	\$31,988	\$4,292	\$4,057	\$40,337
Total - 2021	\$27,532	\$3,727	\$3,495	\$34,755
% change	16.2%	15.1%	16.1%	16.1%

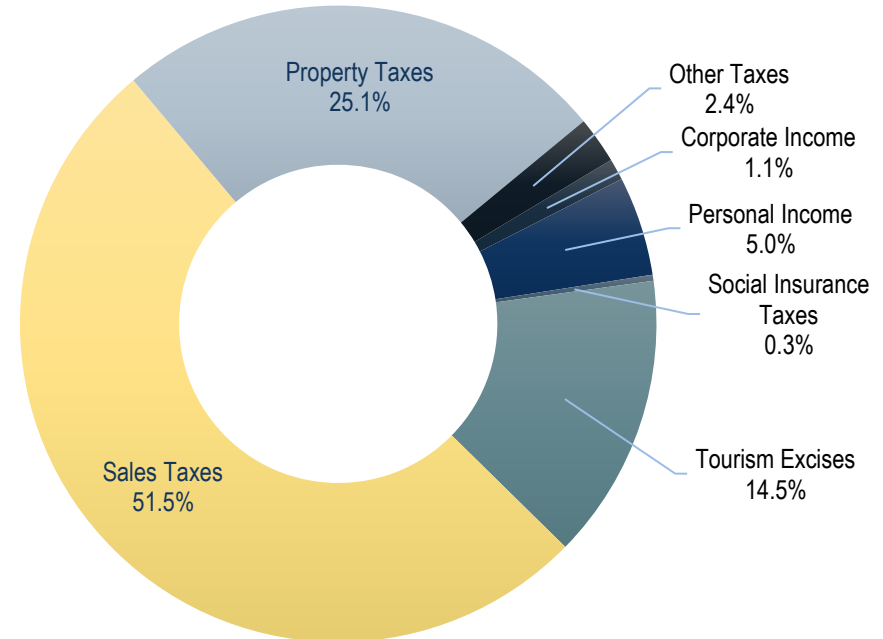
*North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Orange County Visitors Support Many Types of Taxes

Federal Taxes
2022 Tax Total: \$8.8 Million



State & Local Taxes
2022 Tax Total: \$15.5 Million



2022 Total Tourism-Initiated Taxes: **\$24.4 Million**

Tourism Generated \$24.4 Million in Taxes

Orange County visitors supported \$24.4 million in total taxes in 2022, up 16.5% from 2021. Federal tax collections resulting from tourism in Orange County include income taxes and social security and totaled \$8.8 million in 2022. State & local tax collections totaled \$15.5 million, including \$8.0 million in sales taxes and \$3.9 million in local property taxes.

	2021	2022	% Change
Federal: US			
Corporate Income	\$1,006,932	\$1,170,687	16.3%
Personal Income	\$1,767,407	\$2,051,337	16.1%
Excise & Fees	\$846,891	\$985,604	16.4%
Social Security & Other Taxes	\$3,962,315	\$4,598,018	16.0%
Federal Total	\$7,583,545	\$8,805,646	16.1%
State & Local			
Corporate Income	\$145,726	\$169,425	16.3%
Personal Income	\$676,417	\$785,082	16.1%
Social Insurance Taxes	\$41,580	\$48,246	16.0%
Tourism Excises			
Hotel Tax	\$1,412,407	\$1,670,445	18.3%
Food & Beverage	\$492,571	\$586,907	19.2%
Rental Car Excise	\$0	\$0	-
Sales Taxes	\$6,871,848	\$8,009,268	16.6%
Property Taxes	\$3,359,826	\$3,910,094	16.4%
Other Taxes	\$328,981	\$368,799	12.1%
State & Local Tax Total	\$13,329,356	\$15,548,266	16.6%
Total County Tourism-Initiated Taxes	\$20,912,901	\$24,353,912	16.5%

Sources: IMPLAN, Rockport Analytics

Putting the Benefits of Orange County Tourism in Perspective

Promoting a Healthy Job Market



Approximately 14.3% of all people working in Orange County are supported by visitors to the county.

Orange County tourism supported 1,284 jobs. Of those, 1,069 were directly employed in a tourism-related job.

Tourism is the 2nd largest industry (2nd not including Government) in Orange County (by jobs).

Benefiting County Businesses



Visitors generated top-line sales totaling \$69.1 million benefiting a broad array of local businesses.

Businesses that directly served visitors saw value-added of \$53.2 million in 2022, up 16.3% from 2021.

In 2022, tourism supply chain businesses received value-added of more than \$7.2 million.

Contributing to Public Education & Other Government Services



State & local (S&L) tax revenue collected from tourism in Orange County is sufficient to fund 1,220 Indiana public school students.

S&L tax collections were enough to fund roughly 290 Indiana public school teachers.

Capturing and Retaining Dollars Spent by Visitors



Of every dollar spent by visitors to Orange County, 55¢ in economic impact is returned to the local area.

Of every dollar spent by visitors to Orange County, 32¢ went toward paying the salaries of 1,284 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 7,951 households in Orange County would have to pay an additional \$1,956 per year in taxes to maintain current levels of state & local government services.

Sources: NEA's 2022 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



Rockport Analytics, LLC

Annapolis, MD
West Chester, PA

rockportanalytics.com
info@rockportanalytics.com
(866) 481-9877