

THE IMPORTANCE OF TOURISM

MADISON COUNTY, INDIANA 2025

Tourism plays a crucial role in boosting local economies, creating jobs, and promoting cultural exchange.

The Anderson Madison County Visitors Bureau's marketing plan focuses on achievable results by highlighting local attractions, fostering partnerships, and utilizing targeted campaigns to increase visitation, enhance community engagement, and drive sustainable economic growth.



Anderson
Madison County
Visitors Bureau

2025 Overall Performance

Website Performance

Active Users: 124K
Engagement Rate: 24.9%
Views: 235K

Social Media Performance

Impressions: 6.2 M
Engagements: 77.7K
Post Link Clicks: 3.6K

Newsletter Analytics

AMCVB Monthly Newsletter

Average Sends - 10,206
Average Opens - 42%

We Are Madison County

Average Sends - 10,294
Average Opens - 43%

Occupancy

Average - 60%
Average Daily Rate - \$93.54

Putting the Benefits of Madison County Tourism in Perspective



Promoting a Healthy Job Market

Approximately 6.8% of all people working in Madison County are supported by visitors to the county.

Madison County tourism supported 3,538 jobs. Of those 2,924 were directly employed in a tourism-related job.

Tourism is the 6th largest industry (5th not including Government) in Madison County (by jobs).



Benefiting County Businesses

Visitors generated top-line sales totaling \$127.5 million benefiting a broad array of local businesses. Businesses that directly served visitors saw value-added of \$90.4 million in 2024, up 3.9% from 2023. In 2024, tourism supply chain businesses received value-added of more than \$17.1 million.



Contributing to Public Education & Other Government Services

State & local (S&L) tax revenue collected from tourism in Madison County is sufficient to fund 1,685 Indiana public school students.

S&L tax collections were enough to fund roughly 386 Indiana public school teachers.



Capturing and Retaining Dollars Spent by Visitors

Of every dollar spent by visitors to Madison County, 61¢ in economic impact is returned to the local area.

Of every dollar spent by visitors to Madison County 34¢ went toward paying the salaries of 3,538 area citizens.



Helping to Relieve the Tax Burden of County Households

About 11 cents of each visitor dollar went towards the payment of state and local taxes (S&L).

If tourism did not exist, each of the 52,843 households in Madison County would have to pay an additional \$423 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

The Progression of Tourism Spending in Madison County's Economy



Madison County Visitor Expenditures

2024 @ \$209.2 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 Madison County Economy

Retained in Madison County \$127.5 Million

Minus Import Leakages -\$81.7 Million

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

Value to Madison County Businesses

Direct Tourism Industry GDP \$90.4 Million

Indirect & Induced Tourism Industry GDP \$37.1 Million

Total Local Workers Supported by Tourism* 3,538

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

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

