

**ECONOMIC IMPACT OF THE HENDRICKS COUNTY
TOURISM AND TRAVEL INDUSTRY - 2003 AND 2007**

Prepared for:

**Hendricks County
Convention & Visitors Bureau**

Prepared by

Certec Inc.

August 2008

© Certec Inc.

TABLE OF CONTENTS

	Page
EXECUTIVE SUMMARY	ii
INTRODUCTION	1
ECONOMIC IMPACT OF TOURISM	
Expenditures	3
Expenditures by Sector.	5
Employment	7
Wages	8
Taxes	9
APPENDIX A	10
Data and Methods	
Bottom-up vs. Top-down measurement	10
Expenditure Data	11
Participant Days	12
Direct Effects	14
Multiplier Effects	14
APPENDIX B	16
Definition of Terms	
APPENDIX C	17
Findings from Visitor Survey	
APPENDIX D	21
Business Questionnaires	
APPENDIX E	26
Visitor Questionnaire	

EXECUTIVE SUMMARY

A detailed examination of the expenditure, employment, and tax impacts generated by the Hendricks County tourism and travel industry, as well as the industry structure, has been conducted for the Hendricks County Convention & Visitors Bureau. The major findings of the 2007 study follow:

- The tourism and travel industry contributed nearly \$174.8 million to Hendricks County's economy in 2007 compared to \$126.3 million in 2003. Direct expenditures by tourists accounted for \$124.1 million of this total – an annual real growth of 5.6 percent.
- The tourism industry generated nearly \$41.8 million in tax revenues to government - \$15.1 million to the state, \$8.1 million locally, and \$18.5 million to the federal government. Total taxes in 2003 were \$30.2 million.
- Residents of Hendricks County spent an additional \$26.5 million with the local tourism industry. This direct spending created 437 jobs.
- A total of 2,581 jobs in Hendricks County resulted from the industry in 2007 compared to 1,978 in 2003. Direct expenditures created 2,021 of these jobs.
- Over one-third of the jobs created were in high wage occupations.
- The tourism-generated jobs provided nearly \$37.4 million in wages to Hendricks County workers compared to \$27.0 million in 2003.
- Destination travelers to the county totaled nearly 1.7 million persons. Over 430,000 pass-through travelers also stopped briefly. These visitors generated over 2.7 million participant days when length of stay is taken into account.
- Expenditures by category showed that food and beverage, attraction, and shopping purchases accounted for over two of every three dollars spent.
- Expenditures by industry sector reflected the importance of the lodging and attractions sectors to the local tourism industry. Over three-fifths of all direct spending was from these two sectors.

INTRODUCTION

The purpose of this study is to quantify the magnitude of the economic impact of the Hendricks County tourism and travel industry in 2007 and show any changes since 2003. This is accomplished through the use of the Certec Model[®] designed for estimating tourism impacts at the state and local levels, in conjunction with an input-output model designed for estimating the indirect and induced effects of tourist spending. The procedures used are explained in detail in Appendix A.

Economic benefits begin when a traveler to Hendricks County, either an Indiana resident or an out-of-state visitor, spends money in the county. The typical purchases of visitors include goods and services such as lodging, food and beverages, gasoline, souvenirs, admission fees, entertainment, or other retail goods. This initial round of spending is referred to as the direct effects.

These direct expenditures create a "ripple-like" effect through the economy. The businesses receiving these dollars use them to pay wages and salaries, to purchase goods and services for the businesses, and to pay taxes. The individuals and businesses receiving these monies, in turn, spend them on goods, services, and taxes. This process is repeated through several rounds of spending until the "ripple" impact becomes insignificantly small. The combined impact of these several rounds of spending is referred to as the multiplier effect.

The total economic impact of Hendricks County tourism is the combination of the direct effects and the multiplier effect expressed in terms of spending, jobs, wages, and taxes. It is important to note that tourism impacts all sectors of the local economy. **Tourism is a large, growing business in Hendricks County.** The research findings presented in this report show the importance of tourism to the local economy in 2003 and 2007.

**Certec Inc.
Lexington, KY**

Table 1

**HENDRICKS COUNTY TOURISM AND
TRAVEL INDUSTRY ECONOMIC IMPACT - 2003 AND 2007**

	<u>2003</u>	<u>2007</u>
Total Expenditures	\$126,278,098	\$174,793,754
Direct Expenditures	\$ 89,673,412	\$124,125,660
Indirect Expenditures	\$ 36,604,686	\$ 50,668,094
Change Between 2003 and 2007 (Direct Expenditures Only)		9.6%
Change Between 2003 and 2007 (Adjusted for Inflation)		5.6%
Total Wages	\$ 26,992,370	\$ 37,362,755
Total Taxes	\$ 30,173,091	\$ 41,765,500
State	\$ 10,923,774	\$ 15,120,654
Local	\$ 5,886,346	\$ 8,147,863
Federal	\$ 13,362,971	\$ 18,496,983
Total Employment	1,978	2,581
Jobs (Direct Expenditures)	1,549	2,021
Jobs (Indirect Expenditures)	429	560

**Certec Inc.
Lexington, KY**

ECONOMIC IMPACT OF TOURISM

Expenditures

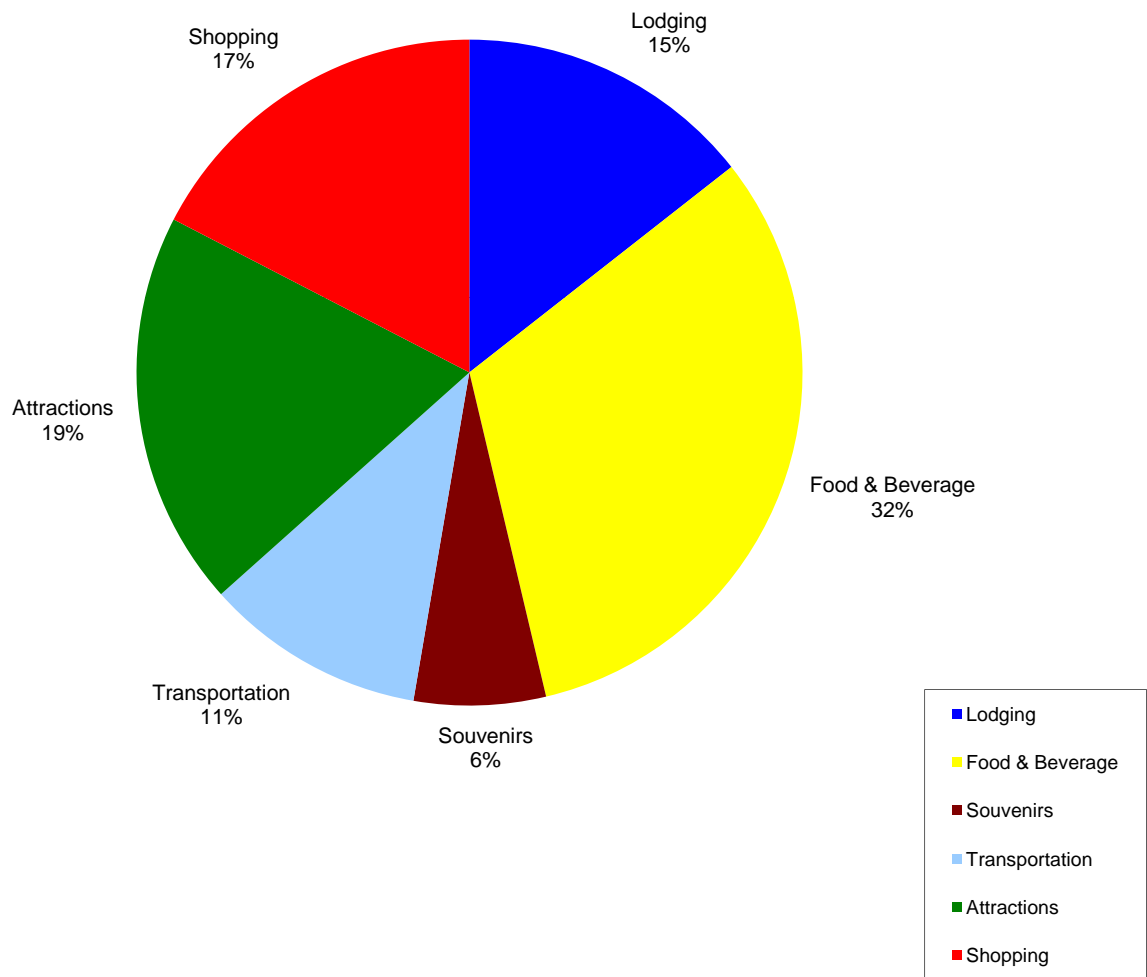
The tourism and travel industry made a total contribution to Hendricks County's economy of \$174.8 million in 2007 (Table 1). The purchases made by travelers while in the county accounted for \$124.1 million of this total. This represents an annual increase in spending of 9.6 percent over 2003 levels. After adjusting for inflation between the two years, the annual real growth in spending is 5.6 percent.

The difference between the total economic impact and the purchases of travelers was a result of the multiplier effect, i.e. the indirect expenditures. This was triggered by the initial infusion of dollars in the economy - the \$124.1 million. These direct expenditures had a "ripple-like" quality as they passed from one "layer" of the economy to the next. The magnitude of these economic benefits diminished during each round of re-spending for goods and services until only an insignificantly small sum was left. The sum of these "ripple" effects for the several rounds of re-spending of the initial dollars was the total multiplier effect of \$50.7 million.

The expenditure data were further classified by type of purchase. The countywide distribution of these expenditures is provided in Chart 1. Spending on food and beverage accounted for nearly 32 percent of these \$124.1 million in direct purchases. Attractions accounted for over 19 percent of all travel expenditures. Shopping and lodging collected 17 percent and 15 percent of the total, respectively. Transportation accounted for eleven percent of the purchases and souvenirs six percent.

Chart 1

Travel Expenditures by Category



Total Expenditures = \$124,125,660

Certec Inc.
Lexington, KY

Where does this money go once it is in the Hendricks County economy? Many hold the idea that it all goes to the service and retail sectors to support only low wage jobs. In reality, the economic benefits to the Hendricks area are far more widespread. It helps support dozens of local businesses that do not directly serve the county's tourists. It impacts banking, insurance, and real estate; transportation and public utilities; construction; agriculture, and manufacturing.

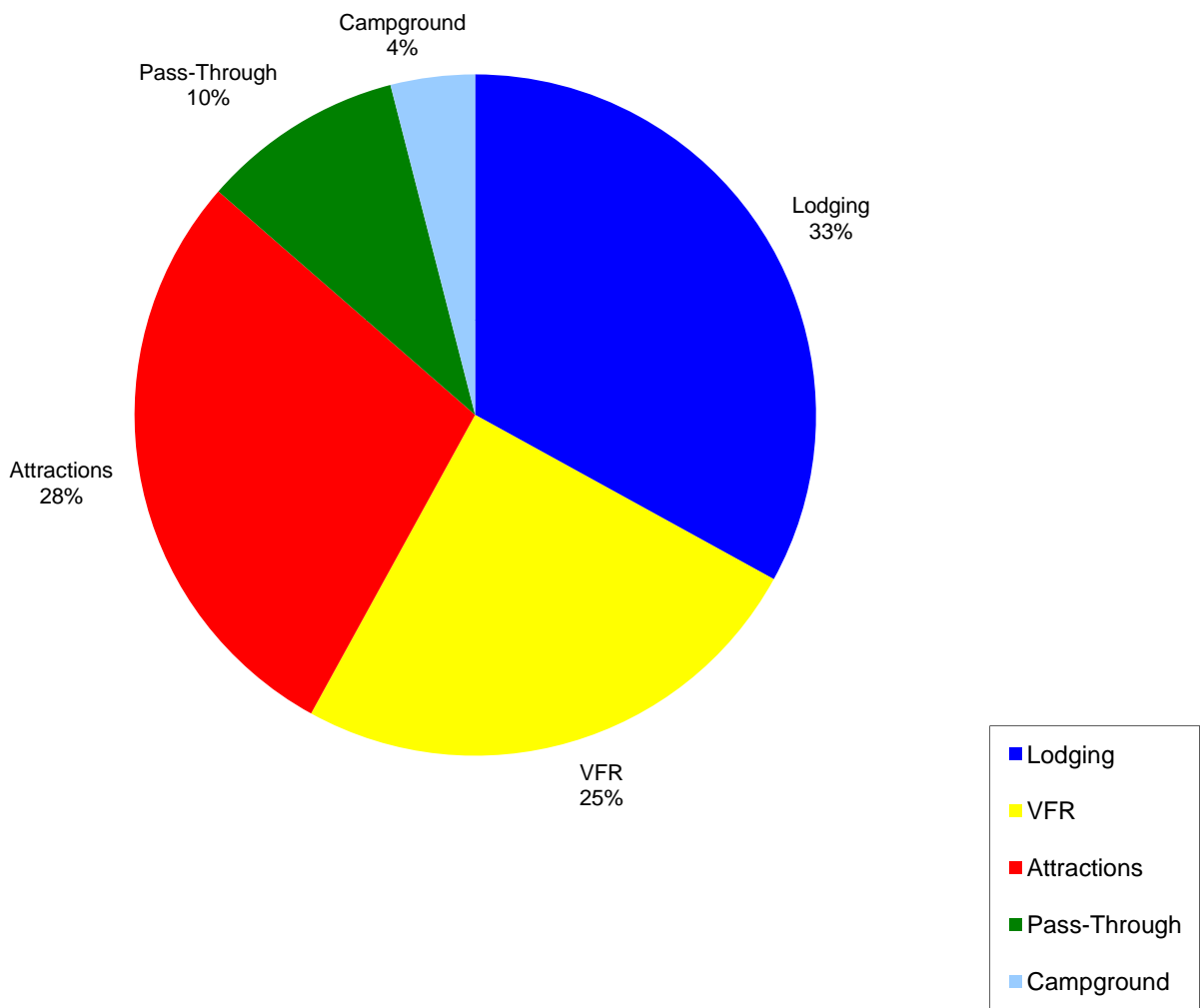
Expenditures by Sector

The contribution of the individual tourism sectors to the visitor expenditures varies widely. The countywide distribution of these expenditures is provided in Chart 2. Lodging guests accounted for 33 percent of these \$124.1 million in purchases. Attraction visitors accounted for the next largest share of this spending (over 28 percent). Those visiting friends and relatives in the county followed with 25 percent of the total spending. Individuals passing through the county contributed ten percent. Campers provided four percent.

The importance of the attractions and lodging sectors to tourism spending in Hendricks are substantial. They are the cornerstones of the area's tourism industry. The lodging sector, in particular, grew substantially between 2003 and 2007. Their continued growth is the key to a healthy tourism industry in Hendricks County. The volume of traffic passing through the area on Interstates 70 and 74 also makes an important contribution with food and beverage, gasoline, and other retail store purchases.

Chart 2

Travel Expenditures by Industry Sector



Total Expenditures = \$124,125,660

Certec Inc.
Lexington, KY

Employment

In 2007, a total of 2,581 jobs (in FTEs [full time equivalents]) in Hendricks County were due to the expenditures made in the tourism and travel industry (Table 1)—an increase of 603 jobs. These represent nearly four percent of all jobs in the county in 2007. The 2007 direct expenditures of travelers accounted for 2,021 of these jobs.

The employment opportunities were distributed throughout the county. A number of the jobs in the community are supported, in part, by tourism. Since tourism jobs are dispersed throughout the local economy, they are more difficult to identify than factory jobs. This contributes to the misunderstanding of the size and importance of tourism to the local economy.

The individual sectors of the industry had different impacts on the creation of employment. The travelers in the lodging sector lead the industry in job creation. The expenditures of the visitors within this sector generated 867 jobs—an increase of 288 jobs. It was followed, in turn, by the attractions sector (740 jobs)—an increase of 81 jobs, the VFR [visits to friends and relatives] sector (631 jobs)—an increase of 101 jobs, and the pass-through sector (243 jobs)—an increase of 33 jobs. The campground sector provided 100 jobs.

The jobs created by tourism can be found throughout the occupational structure, not just in the service sector (Table 2). Over one-third of the jobs resulting from tourism spending (34.4 percent) were found in the high-wage occupations of professional and technical, managerial, sales, construction, craftsman, and operatives. Tourism produces a wide range of jobs in addition to the front line personnel such as desk clerks, waiters, and ticket takers travelers most often observe.

Table 2

TOURISM GENERATED EMPLOYMENT BY OCCUPATION

<u>Occupation</u>	<u>Jobs</u>
Professional & technical	120
Managerial	184
Marketing & sales	256
Administrative support	302
Construction	46
Craftsman	148
Agriculture & forestry	44
Operatives & fabricators	133
Laborers	91
Personal services	1,257
Total	2,581

Tourism stimulates non-tourism industries such as agriculture, fishing, meatpacking, food processing, brewing and distilling, bottling, floriculture, construction and appliance, furniture, and linen manufacture. For example, demand for hotel rooms can create demand for the services of contractors, which generates secondary demand for steel, bricks, lumber, tile, marble, glass, plumbing and air conditioning systems, elevator cars, carpets and a variety of other goods. Similarly, tourist demand for restaurant meals creates business not only for restaurants, but for producers and packagers of fresh and frozen foods, butchers, dairies, and ultimately, for manufacturers of farm implements and fertilizers. **Consequently, a healthy tourism industry means additional business for industries throughout the economy.**

Wages

The expenditures of travelers are the business receipts of the establishments patronized. A portion of these revenues is used by the businesses to pay their employees. In 2007 every dollar spent by travelers in Hendricks County produced an average of 21.4 cents in wage and salary income.

The total wage and salary income generated by tourism and paid by local businesses was nearly \$37.4 million in 2007 (Table 1)—an increase of \$10.4 million over 2003. The direct purchases of travelers accounted for over \$26.5 million of this total.

Taxes

Tourism generates state and local as well as federal tax revenues. Hendricks County tourism expenditures resulted in the collection of nearly \$41.8 million in tax revenues in 2007 (Table 1) compared to \$30.2 million in 2003. Over two-fifths (\$18.5 million) went directly to the federal government through taxes including personal and corporate income, social security, gasoline, and airline taxes.

The Indiana state treasury benefited from the addition of over \$15.1 million in tax revenues generated by tourism activity within the county compared to \$10.9 million in 2003. A major portion of these revenues were obtained through sales and excise taxes, and taxes on individual and corporate income.

Local government operations in Hendricks County such as the cities and towns, county government, and the Convention & Visitors Bureau also benefited from tourism in the county. County and municipal governments received over \$8.1 million in tax revenues as a result of the tourism industry compared to \$5.9 million in 2003. Property tax, business taxes, and the innkeeper's tax contributed to these local tax revenues.

APPENDIX A

DATA AND METHODS

In simplest terms the economic impact of tourism is a function of the number of visitors to the county and how much they spend while there. The research challenge is to accurately measure these quantities. A number of factors contribute to the complexity of this type of economic analysis. Among these factors are:

- the distribution of tourism attractions and industry infrastructure in the county;
- the type of lodging facilities visitors use since this choice greatly impacts level of spending;
- the length of time the tourist spends in the county;
- the size of the travel party, and
- the reason for visiting the county.

These are a few of the critical factors affecting the spending patterns of visitors. **Only the spending of non-Hendricks County residents is included in this research. Locals contributed an additional \$26.5 million in direct spending to the local tourism industry and generated 437 jobs (see page 14 – Direct Effects).**

Bottom-up vs. Top-down Measurement

The Certec approach to this research challenge is based on information collected directly from tourists and tourism businesses (bottom-up measurement) as opposed to a procedure that relies on the extraction of information from business data that was initially collected for a purpose other than the analysis of the tourism industry (top-down measurement).

It is the Certec position that tourism economic impact begins with the purchase of goods and services by tourists. Therefore, to most accurately measure the sum of these economic transactions requires data collected from both tourists and tourism businesses that answer questions directly related to the research task at hand.

The Certec Model© was developed in the 1970s, and updated annually, to measure the direct tourism economic impacts at the state and local levels. The data required as inputs include the spending pattern of visitors, in great detail, and business data such as rooms sold at lodging facilities and the number of visitors to attractions.

Expenditure Data

The information on the spending pattern of travelers to Hendricks County is currently available for 2003 and 2007 through the research of Certec Inc. This research provides very detailed information on the spending of visitors in the area. For this project the 2008 data were adjusted to 2007 by correcting for inflation.

The expenditures per person per day were calculated. They are, by sector:

	<u>2003</u>	<u>2007</u>
Lodging	\$70.72	\$81.71
attractions	\$30.95	\$34.61
VFR	\$42.84	\$47.77
pass through	\$24.65	\$27.74
campground	--	\$44.32

Participant Days

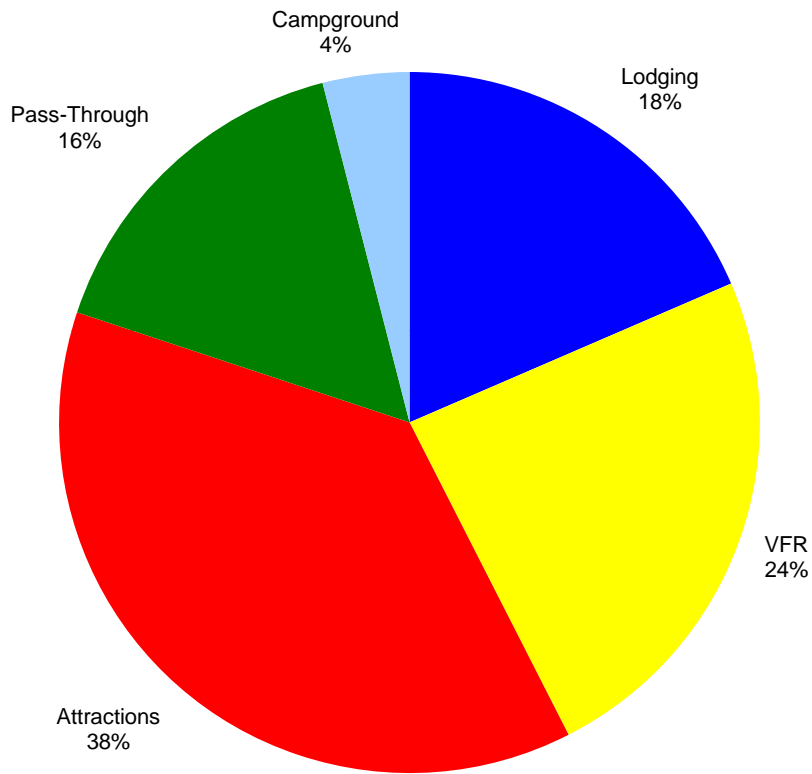
Hendricks County is divided into tourism sectors. Certec identified tourism and travel businesses operating in 2007 from a review of local tourism publications. This information was used to update the 2003 database developed for the previous year's study.

Certec designed surveys to collect business data from a stratified random sample of these businesses. The questionnaires are available in Appendix D. The information was collected through the Hendricks County Convention & Visitors Bureau with the assistance of Emory Lencke, Executive Director and Jaime Bohler Smith, Associate Director. Mail interviews were received from the owner and/or manager of each of those establishments during the period April through June 2008. The interview had as its primary focus the number of units sold (lodging rooms or campsites) or visitors to the facility. Complete interviews were obtained from 66.7 percent of the businesses in the sample, up from 60.0 percent in 2003.

Once the processing of these data sets was complete, participant days by type of business were determined. The results of this analysis are presented in Chart 3. Total participant days to Hendricks County in 2007 exceeded 2.7 million. Attractions, after adjusting for multiple visits accounted for nearly 38 percent of all visitor days, followed by VFR travelers (24 percent). The lodging and pass-through sectors also provided a substantial number of participant days—18 percent and 16 percent, respectively. **Destination travelers to Hendricks County totaled nearly 1.7 million persons (1,694,791) compared to 1.5 million (1,495,205) in 2003. In addition, over 430 thousand pass-through travelers (430,117) visited the county compared to under 400 thousand (394,965) in 2003.**

Chart 3

Total Participant Days -- 2007



Total Participant Days = 2,711,361

The information on participant days in Chart 3 in combination with the expenditure data in Chart 2 shows the importance of lodging guests and their much higher spending per person per day. Even though they account for just under one-half as many visitors to the county than does the attractions sector, the spending impact of lodging guests on the local economy is larger than that of attraction visitors.

Direct Effects

Once the basic inputs to the Model were calculated, several statistical analyses were conducted using the equations of the Certec Model[®]. Note that the Model was modified for use in this project to reflect the Hendricks County tourism industry. This Model was designed to provide expenditure estimates at the sub-state (county) level for each of the industry sectors. These sub-state estimates by sector were combined to provide expenditure levels for the entire industry within the county.

The data collected from the business questionnaires also allowed for the calculation of the direct effects of the local residents. The business survey asked for the proportion of visitors/patrons from outside Hendricks County. The remainder would be local residents who used local tourism facilities. These data were used in the Model with the expenditure data to calculate spending which could then be translated into jobs created by the spending.

Multiplier Effects

The indirect and induced expenditures resulting from the initial infusion of money into the Hendricks County economy were calculated using the RIMS II input-output (I-O) model developed by the U.S. Department of Commerce, Bureau of Economic Analysis. The

output from the Certec Model© served as data input for the I-O model. The latter model provided indirect expenditures resulting from the tourism industry.

The tax revenues resulting from this industry were also estimated. State and local tax revenues as well as federal tax revenues were obtained by using sector output generated by the Certec Model© with expenditure/tax relationships derived from I-O analysis.

Estimates of tourism and travel industry employment were generated in a similar fashion. Sector output from the Certec Model© was applied to expenditure/job relationships obtained from the I-O analysis. Employment generated by direct and indirect expenditures was obtained. The I-O model relationships also allocated the total employment generated to the occupation providing the service or product.

The addition of the multiplier effects, as determined from the I-O model, to the direct effects, as determined from the Certec Model©, provided the complete picture of the economic impact of the Hendricks County tourism and travel industry presented in this report.

APPENDIX B

DEFINITION OF TERMS

Direct Expenditure	the exchange of money or the promise of money for goods or services while traveling in Hendricks County, including any advance purchase of public transportation, tickets, lodging or other items normally considered an incident of travel, but which may be purchased in advance of the trip.
Indirect Expenditure	the second and subsequent rounds of spending of the travel dollars (direct expenditures) in Indiana for Indiana-produced goods and services; i.e. the multiplier effect.
Input-Output (I-O) Model	an economic analysis method which is designed to measure the indirect and induced effects of a direct change in a region's economy.
Participant Day	an individual spending one day or part of a day at a tourism or travel facility -- for example, three visitors spending one day is equivalent to one visitor spending three days.
Travel and Tourism Industry	the tourism industry consists of all those firms, organizations and facilities (including accommodations, food, transportation, and related services) which are intended to serve the specific needs and wants of travelers.
VFR	Visit to friends or relatives.

APPENDIX C

Findings From Visitor Survey

The visitor survey results presented below should be interpreted with caution. They are based on a research sample that has ± 10 percent sampling variability. Had the purpose of this survey been to document the county's market, instead of measuring visitor spending, a much larger sample of visitors would have been obtained.

Currently, Hendricks County derives a substantial majority of its visitation from four states. These states accounted for over three-fifths of the visitors to the county. The county also receives visitation from a number of other states, particularly those within a day's drive of the county.

The strongest state markets for the area are, in rank order:

1)	Indiana	37.4%
2)	Ohio	9.9
3)	Illinois	9.9
4)	Missouri	5.5

While these findings indicate that the county's strongest draw among travelers comes from Indiana, Ohio and nearby states, the county does receive visitation from more distant locations such as Wisconsin, Michigan, Washington, Minnesota, North Carolina, Georgia, and Pennsylvania. In all, visitors from twenty-one different states and four international countries including the Netherlands and Canada were identified.

Demographics

The typical visitor to the Hendricks area is most likely to be a college graduate (51.7 percent) and working in a professional/technical job (46.5 percent). Another one out of ten visitors is retired (11.4%).

DEMOGRAPHICS OF VISITORS TO HENDRICKS COUNTY

EDUCATION

College Graduate	31.5%
Some College	29.2
Post Graduate	20.2
High School Graduate	19.1

OCCUPATION

Professional/technical	46.5%
Retired	11.4
Manager	10.2
Sales	9.1
Craftsman	6.8
Operative	4.6
Construction	3.4
Laborer	3.4
Clerical	2.3
Personal Service	2.3

Trip Characteristics

The destination tourism business Hendricks County enjoys is derived primarily from visitors on either a short trip (36.7%) of one to three nights in length or a day trip (27.7%). Nearly one in four were on a vacation of four or more nights in length (23.3%). Seventy-one percent of those who spent the night on this trip, i.e. excluding day visitors, stayed in

motels. Nationally, pleasure travel accounted for over 80 percent of the one billion plus trips in 2006. The remainder results from business travel.

Three in ten of these travelers to the county (30.0%) are on their first visit to the county. This ranges from one out of five for attraction visitors to two out of five for motel guests. Overall, visitors have taken an average of 5.2 trips to the area in the past two years—a high level of repeat visitation. The typical travel party has an average of 3.5 people. The average length of stay is 3.8 days.

The information sources mentioned by the respondents as most likely to be used when making travel plans include (in rank order): the Internet (75.8 percent—up from 56 percent in 2003), friends and relatives (45.1 percent), newspapers (10.9 percent), magazines (9.9 percent), a state tourism office (7.7 percent), a local visitors bureau (5.5 percent), an auto club (4.4 percent), and a travel agent (1.1 percent).

Travelers visited a number of attractions in the Hendricks County area. On average a travel party visited 1.5 attractions. The most visited attractions by those interviewed were:

- O'Reilly Raceway Park
- Chateau Thomas Winery
- Downtown Indianapolis attractions
- Splash Island Water Park
- Indianapolis Motor Speedway
- Metropolis
- Local Museums

The most frequently mentioned activities that visitors participated in while in Hendricks County were watching auto racing (62.6 percent), dining (58.2 percent), shopping (26.4), visiting friends or relatives (9.9 percent), swimming (9.9 percent), and music concert (4.4 percent). Visitors participated in an average of 2.0 activities.

APPENDIX D

Business Questionnaires

**Certec Inc.
Lexington, KY**

Office Use Only
County _____
Interview _____
INCVB07

INDIANA HOTEL/MOTEL QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **May 19, 2008.**

- 1. Number of rooms sold during entire year - 2007. _____
- 2. Average number of guests per room - 2007. _____
- 3. Estimated proportion of guests from outside Hendricks Co. ____
- 4. Number of rooms at facility at beginning of 2007. _____

NOTE: Certec Inc. is collecting this type of information from a sample of lodging properties in counties across Indiana from the Ohio River in the south to Lake Michigan in the north. The data from all lodging properties in the sample are combined within each county. No information will be released in any way that would permit the identification of your business. All individual business information will remain confidential.

**Certec Inc.
Lexington, KY**

Office Use Only
County _____
Interview _____
INCVB07

INDIANA BED & BREAKFAST QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **May 19, 2008.**

1. Number of rooms sold during entire year - 2007. _____
2. Average number of guests per room - 2007. _____
3. Estimated proportion of guests from outside Hendricks Co. ____
4. Number of guest rooms at facility at beginning of 2007. _____

NOTE: Certec Inc. is collecting this type of information from a sample of lodging properties in counties across Indiana from the Ohio River in the south to Lake Michigan in the north. The data from all lodging properties in the sample are combined within each county. No information will be released in any way that would permit the identification of your business. All individual business information will remain confidential.

**Certec Inc.
Lexington, KY**

Office Use Only
County _____
Interview _____
INCVB07

INDIANA ATTRACTION QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **May 19, 2008**.

1. Number of visitors to attraction during entire year-2007 _____
2. Estimated proportion of visitors from outside Hendricks Co _____

NOTE: Certec Inc. is collecting this type of information from a sample of attractions in counties across Indiana from the Ohio River in the south to Lake Michigan in the north. The data from all attractions in the sample are combined within each county. No information will be released in any way that would permit the identification of your business. All individual business information will remain confidential.

Certec Inc.
Lexington, KY

Office Use Only
County _____
Interview _____
INCVB07

INDIANA CAMPGROUND QUESTIONNAIRE

Please answer the following questions and return this sheet to Certec Inc. in the enclosed business return envelope by **May 19, 2008**.

1. Number of camper nights sold during entire year - 2007. _____
2. Average number of campers per site - 2007. _____
3. Estimated proportion of campers from outside Hendricks Co. ____
4. Number of improved sites at facility at beginning of 2007 ____

NOTES: 1-a camper night is defined as the rental of one campsite for one night. For example, one campsite rented for three (3) nights equals three (3) camper nights.

2- Certec Inc. is collecting this type of information from a sample of campgrounds in counties across Indiana from the Ohio River in the south to Lake Michigan in the north. The data from all campgrounds in the sample are combined within each county. No information will be released in any way that would permit the identification of your business. All individual business information will remain confidential.

Certec Inc.
Lexington, KY

APPENDIX E

Visitor Questionnaire

**Certec Inc.
Lexington, KY**

Hendricks County Tourism Questionnaire

Thank you for taking the few minutes needed to answer the following questions concerning your trip to Hendricks County. **Please complete the survey and return it to the research personnel.** The questionnaire is confidential. Nowhere are you asked to identify yourself. Any demographic questions are for statistical purposes only.

Please circle the number for the response you select for an individual question unless the question asks that you write in your answer.

1. Let us begin by asking the **zip code for your residence?** _____
2. **How many visits** have you made to Hendricks County in the past two years?
 1. First Visit
 2. _____ [record total number of visits if more than one]
 3. Local resident of Hendricks County
3. Please classify the **type of trip** you are taking.
 1. Day trip
 2. Short trip (less than 4 days with at least one overnight stay)
 3. Vacation (4 days or more)
 4. Business/convention trip
 5. Other, specify _____
4. What **type of overnight accommodations** will your travel party use while in Hendricks County?
 1. Hotel or motel - which one? _____
 2. Bed & breakfast
 3. Home of friends or relatives
 4. Campground
 5. Other, specify _____
 6. No overnight stay - Go to Question 6.
5. **How many nights** will you spend in Hendricks County on this trip? _____
6. Including yourself, the **number of people in your immediate travel party** is _____

**Certec Inc.
Lexington, KY**

7. What **attractions or sights** are you going to visit or see while in this area of Indiana while on this trip.
1. _____
 2. _____
 3. _____
8. What **activities** other than sightseeing will you participate in while in this area?
1. _____
 2. _____
 3. _____
9. Which information sources are you most likely to use when making travel plans?
(Circle all that apply)
- | | |
|-----------------------------|-------------------------|
| 1. A local visitors' bureau | 6. Internet |
| 2. A travel agent | 7. Friends or relatives |
| 3. An auto club | 8. State tourism office |
| 4. Newspaper | 9. Other _____ |
| 5. Magazine | |

The next section asks for expenditures made in Hendricks County while on this trip to the area. The county stretches from Brownsburg (near I-74) in the northern part of the county to Danville in the county's center to Plainfield (near I-70) in the southern part of the county.

10. Please provide the **expenditures** that your travel party has made or will make in **Hendricks County on this trip** for each of the following categories:
- \$ _____ Lodging
 - \$ _____ Restaurant meals
 - \$ _____ Groceries including any soft drinks
 - \$ _____ Alcoholic beverages
 - \$ _____ Gasoline and other service station expenses
 - \$ _____ Local attractions (admissions & other fees)
 - \$ _____ Souvenirs
 - \$ _____ Shopping
 - \$ _____ All other expenditures

11. Indicate the highest grade or year of school completed by the head of your household.....(Check only **ONE**)

1. Some high school
2. High school graduate
3. Some college
4. College graduate
5. College post-graduate studies

12. What is the occupation of the head of your household?_____

Thank you for assisting us with this important project. Your response is appreciated and will be most helpful.