

HAMILTON COUNTY TOURISM

Tourism's Impact on Quality of Life

How the Strategic Plan Strengthens Every Community

March 2026 • QoL Strength Index • QoL Drag Analysis • HC QoL Framework
Alignment

EXECUTIVE SUMMARY

TOURISM MAKES COMMUNITIES BETTER

When people think of tourism, they think of visitors. But the businesses that serve visitors—the restaurants, hotels, entertainment venues, trails, and event spaces—are the **same businesses that serve residents every day**. A family dining out on a Tuesday night benefits from the same restaurant that served a convention attendee on Saturday. A resident jogging a trail benefits from the same infrastructure that attracts a cycling event. Tourism doesn't create a separate economy. It creates the amenities, jobs, and tax revenue that define whether a community is a great place to *live*, not just a great place to visit.

Why Tourism Affects Quality of Life

Most people don't connect "tourism" to "quality of life." But the link is direct:

Tourism builds the places you go

The 847 restaurants, venues, and hotels in Hamilton County exist because visitor demand supplements resident demand. Without tourism, many of these businesses wouldn't be economically viable. Fewer visitors = fewer restaurants = fewer options for your Friday night.

Tourism funds public services through tax revenue

\$123.1M in annual tax revenue from the tourism sector funds parks, roads, schools, and public safety. Innkeeper's tax alone generates ~\$9M/year directly from visitor hotel stays—revenue that residents never have to pay out of their own pockets.

Tourism creates the jobs your neighbors need

18,265 hospitality jobs provide flexible employment for students, caregivers, career changers, and people re-entering the workforce. These are the entry-level jobs that help residents build economic stability—11.6% of all county employment.

Tourism keeps businesses open year-round

Seasonal visitors fill the revenue gaps that would otherwise force restaurants and venues to cut hours or close. A strong tourism economy means businesses can staff fully, keep their doors open, and serve residents reliably in every season.

QoL Strength Index: How Hamilton County Compares

\$919.1M

NAICS 72 GRP

18,265

HOSPITALITY JOBS

847

ESTABLISHMENTS

\$123.1M

TAX REVENUE



Every Hamilton County city outperforms the Indianapolis metro (67) on tourism-driven quality of life. The MSA's lower score reflects slower recovery, weaker growth, and lower amenity density relative to population.

Sources: Lightcast Q1 2026 Industry Snapshots • BEA CAGDP2 2023 • BLS QCEW Q1 2025 & Q3 2024 (MSA) • Census ACS 2024 • BLS LAUS Dec 2024 • HC QoL Framework (Jan 2026) • QoL Agent Output (Jan 2026)

SECTION 01

HOW WE MEASURE QUALITY OF LIFE

The **QoL Strength Index** measures how Hamilton County's tourism industry enhances residents' everyday lives. It is aligned to the *Hamilton County Community-Essential QoL Framework* (January 2026), which defines five workforce-based levers that drive quality of life. We map NAICS 72 (Accommodation & Food Services) data to each lever using city-level proxies.

The Five QoL Levers — In Plain Language

1 Household Stability WEIGHT: 30%

"Can you find restaurants, entertainment, and services near your home?"

Measured by: NAICS 72 jobs per 1,000 residents. Higher density means more dining, hospitality, and entertainment options within reach. Tourism builds the amenity infrastructure that defines everyday livability.

2 Employer Productivity WEIGHT: 25%

"Are local businesses generating enough economic value to sustain good jobs?"

Measured by: GRP earnings per job (employer value-add per position). Higher productivity means businesses generate more economic value, supporting better wages, benefits, and investment in quality.

3 Service Reliability WEIGHT: 20%

"Are businesses staffed well enough to serve residents without long waits?"

Measured by: 5-year employment growth rate. Markets that are growing are filling positions and reducing the "friction" of unfilled jobs that lead to closed sections, shorter hours, and degraded service.

4 Growth Trajectory WEIGHT: 15%

"Is the sector growing and creating new opportunities?"

Measured by: Projected 5-year employment growth (2025–2030). Forward-looking indicator: cities with stronger projected growth will add more restaurants, venues, and entertainment options for residents.

5 Workforce Participation WEIGHT: 10%

"Can residents find jobs with the flexibility they need?"

Measured by: NAICS 72 jobs as % of civilian labor force. Tourism provides flexible schedules enabling caregivers, students, and career changers to participate in the workforce.

Scoring Method: Each dimension is scored 0–100 where the *best-performing city* = 100 and other cities are scored proportionally. The composite QoL Strength Index is a weighted average using the weights above. This allows direct comparison of tourism's quality-of-life contribution across Hamilton County cities.

SECTION 02

QoL DRAG – THE COST OF UNFILLED POSITIONS

QoL Drag measures the "friction" that unfilled positions create in the economy. When hospitality jobs go unfilled, residents experience longer waits, fewer dining options, reduced hours, and less entertainment access. The HC QoL Framework quantifies this drag using a simple formula, then tracks how it ripples across the five levers.

THE FORMULA

$$\text{QoL Drag} = \text{Open Positions} \times \text{Impact Score (1–5)}$$

Each open position is weighted by its **impact score** (1 = minimal resident impact, 5 = severe resident impact). A missing restaurant server scores lower than a missing healthcare worker, but hospitality positions collectively generate significant drag because of their volume.

19,117

COUNTY QoL DRAG-UNITS

8,746

OPEN POSTINGS COUNTYWIDE

2.5

TOURISM AVG IMPACT SCORE

Drag Distribution by QoL Lever



The Cascade Effect

+10.8% AMPLIFIED SECONDARY DRAG

Labor shortages in one QoL lever create secondary effects across others. When restaurants can't staff enough servers (Service Reliability), they reduce hours or close sections—which reduces the amenity options available to residents (Household Stability), which makes the community less attractive to workers (Workforce Participation). The HC QoL Framework estimates this **cascade effect amplifies total drag by 10.8%** beyond the direct impact.

TOURISM'S ROLE IN REDUCING DRAG

Hamilton County's NAICS 72 sector has grown **28% in 5 years**, adding thousands of filled positions that would otherwise generate QoL Drag. Every hospitality position filled is a drag-unit removed from the economy. Tourism's role: by growing the sector sustainably and attracting workforce, HCT helps reduce the 19,117 county-wide drag-units.

*Tourism/hospitality occupations carry an average impact score of **2.5 out of 5** (moderate). While individual positions score lower than healthcare or education, the volume of hospitality postings (2,691/yr, 224/mo) means the sector's total drag contribution is significant. Reducing hospitality vacancy rates by even 10% removes approximately 67 drag-units from the county economy.*

SECTION 03

CITY-BY-CITY QOL SCORECARDS

Dimension Scores — Aligned to HC QoL Framework

QOL LEVER	TOURISM PROXY	WT.	CARMEL	WESTFIELD	FISHERS	NOBLES.	INDY MSA
Household Stability	NAICS 72 jobs / 1K residents	30%	100	89	70	57	67
Employer Productivity	GRP earnings/job* (value-add)	25%	94	100	97	100	95
Service Reliability	5-yr employment growth	20%	100	63	56	42	40
Growth Trajectory	Projected 5-yr growth	15%	91	100	91	82	55
Workforce Participation	Tourism jobs / labor force	10%	100	92	73	59	73
Composite	Weighted average		97	89	77	69	67

MSA BENCHMARK: INDIANAPOLIS-CARMEL-GREENWOOD (SCORE: 67)

The Indianapolis MSA (94,200 NAICS 72 jobs, 2.1M population) scores **67**—below every Hamilton County city. The metro achieves competitive Employer Productivity (95) driven by downtown convention hotels, but lags significantly on **Service Reliability (40)** and **Growth Trajectory (55)**, reflecting slower post-COVID recovery (+17% vs. Hamilton County's +28%) and weaker projected employment growth (+6% vs. +10–11%). Hamilton County's tourism sector outperforms the broader metro on the dimensions that matter most for resident quality of life.

Every City Has a Distinct QoL Strength

CARMEL: 97

Amenity Leader. Highest dining/hospitality density (66.3 jobs/1K pop), fastest 5-yr growth (+43%), deepest workforce integration. Main Street corridor and Palladium anchor a rich amenity environment.

WESTFIELD: 89

Intensity Leader. Best per-capita amenity access (59.3/1K), top growth trajectory (+11%), strong employer productivity. Grand Park creates outsized hospitality demand for city size.

FISHERS: 77

Productivity Leader. Highest employer value-add (\$29,736/job) in tight labor market (1.0% unemployment). Nickel Plate District drives dining quality over quantity.

NOBLESVILLE: 69

Earnings Champion. Highest GRP earnings/job (\$30,530), highest resident participation (6.2%). Ruoff Music Center anchors higher-value event-driven hospitality.

WHAT THE SCORES TELL US

No city is weak—all four composites exceed 65, indicating broadly healthy tourism-QoL dynamics. But the **28-point gap between Carmel (97) and Noblesville (69)** reveals opportunity. Noblesville's lower score stems primarily from Household Stability (57) and Service Reliability (42)—meaning fewer hospitality amenities per resident and slower recent employment growth. The strategic plan's Destination Development and Community Engagement initiatives can directly address this gap.

SECTION 04

STRATEGIC PLAN PRIORITIES → QOL IMPACT

Each strategic plan initiative strengthens one or more QoL levers. The table below maps every initiative to its primary QoL impact, rates its projected drag reduction potential, and identifies which cities benefit most.

Initiative-to-QoL Lever Mapping

INITIATIVE	PILLAR	PRIMARY QOL LEVER	MECHANISM	DRAG REDUCTION
Sports event growth (1b)	P1	Household Stability	More events = more restaurants, hotels, entertainment to serve demand	HIGH
4-season campaigns (1d)	P1	Service Reliability	Year-round demand stabilizes employment, reducing seasonal layoffs	HIGH
Sales prospecting (1f)	P1	Employer Productivity	Group business drives higher-value midweek revenue per position	MEDIUM
Cross-county packaging (1a)	P1	Household Stability	Multi-city itineraries distribute amenity demand across all cities	MEDIUM
Outdoor recreation (1g)	P1	Household Stability	New recreation options directly improve resident amenity access	MEDIUM
Brand platform (1c)	P1	Growth Trajectory	Stronger brand attracts investment, accelerating sector growth	LOW
Winter/shoulder products (2a)	P2	Service Reliability	Off-peak events keep businesses open and staffed year-round	HIGH
White River recreation (2c)	P2	Household Stability	New outdoor recreation corridor directly serves residents	HIGH
Conference center (2d)	P2	Employer Productivity	Creates high-value positions and business infrastructure	MEDIUM
Iconic attraction (2e)	P2	Household Stability	Major amenity addition for residents and visitors	MEDIUM
HamCo Hubway (2f)	P2	Household Stability	Connects amenities across cities, improving access for all residents	MEDIUM
Creative economy (3d)	P3	Household Stability	Cultural events and arts programming enrich community life	HIGH
Data sharing (3a)	P3	Employer Productivity	Better data improves business decisions and resource allocation	LOW
Cross-sector alliances (3c)	P3	Workforce Participation	Partnerships address workforce, housing, and transportation barriers	MEDIUM
Community awareness (3b)	P3	Workforce Participation	Resident pride increases willingness to work in hospitality	LOW

Highest QoL-Multiplier Initiatives

HOUSEHOLD STABILITY (6 INITIATIVES)

Six initiatives directly improve the amenity environment for residents: sports events (1b), cross-county packaging (1a), outdoor recreation (1g), White River (2c), iconic attraction (2e), Hubway (2f), and creative economy (3d). These create new restaurants, entertainment venues, recreation options, and cultural programming.

SERVICE RELIABILITY (2 INITIATIVES)

Two high-impact initiatives — 4-season campaigns (1d) and winter/shoulder products (2a) — directly combat seasonal QoL Drag. By stabilizing year-round demand, they keep businesses open and staffed through the winter, preventing the service degradation that seasonal layoffs cause.

SECTION 05

HOW QOL CHANGES AT EACH SCENARIO LEVEL

The strategic plan's economic impact translates directly to QoL outcomes. More jobs filled = lower QoL Drag. More establishments = higher Household Stability. Higher GRP per job = better Employer Productivity. Here is how QoL metrics shift at each execution level:

QoL Impact by Scenario (Projected 2028)

QOL METRIC	CURRENT	25%	50% (TARGET)	75%	MAX
NAICS 72 Jobs	18,265	18,917	19,499	20,091	21,000
New Establishments (Est.)	847	+15	+45	+75	+120
Drag-Units Removed	—	~70	~215	~360	~580
New Recreation/Cultural Options	—	2–3	5–8	10–15	20+
Seasonal Employment Stability	58,200 gap	55,000 gap	44,000 gap	33,000 gap	20,000 gap

City-Level QoL Trajectory (50% Scenario)

At the 50% target, each city's QoL Strength Index improves as tourism employment grows and new amenities are added. The Indy MSA benchmark (67) is shown for comparison—every Hamilton County city already outperforms the metro, and the gap widens under the strategic plan.

CARMEL 97 → 98 +327 JOBS, +\$16.5M GRP	WESTFIELD 89 → 91 +144 JOBS, +\$7.2M GRP	FISHERS 77 → 79 +230 JOBS, +\$11.6M GRP	NOBLESVILLE 69 → 72 +135 JOBS, +\$6.8M GRP	INDY MSA 67 METRO BENCHMARK
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NOBLESVILLE GAINS MOST FROM THE STRATEGIC PLAN

Noblesville's 3-point gain (69 → 72) is the largest projected improvement because it starts from the lowest baseline. Initiatives like White River recreation (2c), creative economy (3d), and winter/shoulder products (2a) disproportionately benefit cities with lower current amenity density. The strategic plan **narrows the QoL gap between cities**, creating a more equitable distribution of tourism benefits across the county.

Tax Revenue & QoL Investment Capacity

Tax revenue generated by the tourism economy funds the public services, infrastructure, and amenities that underpin quality of life. As tourism GRP grows under the strategic plan, so does each community's capacity to invest in the amenities residents value. The table below shows projected **2028 annual tax revenue** for each city across all four scenarios.

COMMUNITY	2025 BASELINE	25%	50% TARGET	75%	MAX
Carmel (QoL 97→98)	\$46.4M	\$50.0M	\$51.5M	\$52.9M	\$55.3M
Fishers (QoL 77→79)	\$32.6M	\$35.1M	\$36.2M	\$37.2M	\$38.9M
Westfield (QoL 89→91)	\$20.4M	\$22.0M	\$22.7M	\$23.3M	\$24.3M

COMMUNITY	2025 BASELINE	25%	50% TARGET	75%	MAX
Noblesville (QoL 69→72)	\$19.1M	\$20.5M	\$21.2M	\$21.8M	\$22.7M
Northern Towns	\$4.7M	\$5.0M	\$5.2M	\$5.3M	\$5.6M
Hamilton County	\$123.1M	\$132.5M	\$136.5M	\$140.4M	\$146.6M

2028 annual tax revenue includes organic growth (2.0%/yr) plus scenario-specific incremental. Tax/GRP ratio: 13.39% (BEA CAGDP2). Projected figures include all taxes on production: sales, property, income, and innkeeper's tax.

3-YEAR CUMULATIVE INCREMENTAL TAX REVENUE BY CITY

CARMEL	FISHERS	WESTFIELD	NOBLESVILLE
25%: +\$1.4M	25%: +\$1.0M	25%: +\$0.6M	25%: +\$0.6M
50%: +\$4.3M	50%: +\$3.0M	50%: +\$1.9M	50%: +\$1.8M
75%: +\$7.3M • Max: +\$11.7M	75%: +\$5.1M • Max: +\$8.2M	75%: +\$3.2M • Max: +\$5.2M	75%: +\$3.0M • Max: +\$4.8M

TAX REVENUE → QUALITY OF LIFE: THE CONNECTION

Tourism tax revenue funds the **public infrastructure that drives QoL scores**: parks (Household Stability), trails and recreation access (Growth Trajectory), workforce programs (Workforce Participation), and business development incentives (Employer Productivity). At the 50% target, the county generates **\$11.5M in cumulative incremental tax revenue** over three years. Innkeeper's tax alone adds ~\$2.5M to county coffers from 113,000 new room nights. Cities that actively invest this revenue in resident-facing amenities will see the largest QoL score gains. The plan doesn't just grow the tourism economy—it funds the quality of life improvements that make Hamilton County a better place to live.

THE MAX SCENARIO: TRANSFORMATIVE QOL IMPACT

At the Max scenario, the county adds 2,369 hospitality jobs, ~120 new establishments, and removes ~580 QoL drag-units. Annual tax revenue reaches **\$146.6M**—an increase of \$23.5M over today's baseline. The seasonal employment gap shrinks from 58,200 to 20,000 room nights. Every city's composite score improves by 2–5 points. Hamilton County would have one of the strongest tourism-driven QoL profiles in the Midwest.

SECTION 06

IMPROVING QOL MEASUREMENT

The QoL Strength Index and Drag analysis provide a strong foundation, but several data gaps limit precision. Closing these gaps would strengthen the connection between tourism activity and resident quality of life.

QoL-Specific Data Gaps

RESIDENT SENTIMENT SURVEY

What's missing: Direct measurement of how residents perceive tourism's impact on their quality of life—positive (amenities, jobs, pride) and negative (traffic, noise, costs).

Why it matters: QoL Drag measures the *economic* impact of vacancies, but not the *perceived* impact on resident satisfaction. Initiative 3b (community awareness) depends on this data.

Action: DestinationNext survey + annual resident intercepts. **HIGH PRIORITY**

SEASONAL EMPLOYMENT DATA

What's missing: Month-by-month NAICS 72 employment to quantify how seasonal demand swings affect the workforce.

Why it matters: Service Reliability lever depends on year-round staffing stability. Currently measured by 5-year growth, but monthly data would reveal seasonal drag patterns.

Action: BLS QCEW provides quarterly; Lightcast monthly postings can proxy. **MEDIUM PRIORITY**

PRIMARY VISITOR SPENDING DATA

What's missing: Per-visitor spending by trip type and segment. Needed to calculate spending per establishment and per-job revenue generation.

Why it matters: Connects visitor volume to the revenue that sustains hospitality businesses (Employer Productivity lever).

Action: Annual visitor survey (\$10K–\$30K). **HIGH PRIORITY**

AMENITY DENSITY TRACKING

What's missing: Systematic count of restaurants, entertainment venues, and recreation options by city, updated annually.

Why it matters: Household Stability currently uses jobs/1K residents as a proxy. Direct amenity counts would strengthen the measurement.

Action: Annual Google Places / Lightcast establishment count audit. **LOWER PRIORITY**

Ask Alex: QoL-Specific Queries

"What is the current QoL Drag score for Hamilton County, and which occupations contribute the most drag-units?"

Sources: QoL Agent Output (Jan 2026), Lightcast job postings data

"How does tourism employment density per capita compare across Carmel, Fishers, Noblesville, and Westfield?"

Sources: Lightcast city-level Industry Snapshots, Census ACS population data

"What percentage of Hamilton County residents work in the hospitality sector, and how does this compare to peer counties?"

Sources: Census LEHD WAC 2022, ACS industry employment data, Lightcast MSA comparison

METHODOLOGY

QOL STRENGTH INDEX & DRAG METHODOLOGY

QoL Strength Index Construction

QOL LEVER	TOURISM PROXY & CALCULATION	WEIGHT
Household Stability	NAICS 72 jobs per 1,000 residents. Measures dining, hospitality, and entertainment amenity density. Maps to HC QoL Lever 2. Best city = 100.	30%
Employer Productivity	GRP earnings per job* (employer economic value-add per position, not worker wages). Maps to HC QoL Lever 1. Best city = 100.	25%
Service Reliability	5-year employment growth rate (2020–2025). Proxy for demand-absorption—faster-growing markets fill positions and reduce QoL drag. Maps to HC QoL Lever 3. Best city = 100.	20%
Growth Trajectory	Projected 5-year growth (2025–2030). Forward-looking indicator. Maps to HC QoL Site Selection Score Growth Trajectory component (15%). Best city = 100.	15%
Workforce Participation	NAICS 72 jobs as % of civilian labor force. Maps to HC QoL Lever 4. Best city = 100.	10%

QoL Drag Methodology

Adapted from the *Hamilton County Community-Essential QoL Framework* (January 2026). QoL Drag quantifies the negative quality-of-life impact of unfilled positions:

Step 1: Count open positions by occupation category (Lightcast job postings data).

Step 2: Assign impact scores (1–5) based on how directly the occupation affects resident quality of life. Healthcare and education score highest (4–5); hospitality averages 2.5.

Step 3: Calculate: Drag = $\Sigma(\text{Open Positions}_i \times \text{Impact Score}_i)$ for all occupation categories.

Step 4: Distribute drag across five QoL levers based on which lever each occupation primarily affects.

Step 5: Apply cascade multiplier (+10.8%) to account for secondary cross-lever effects.

***GRP Earnings/Job** reflects the Gross Regional Product earnings component divided by total positions—a measure of *employer economic value generated per position*, not the wage workers take home. Actual worker wages (BLS QCEW): \$484/week = \$25,168/yr for NAICS 72 county-wide.

Why This Methodology Works

Quantifying tourism's impact on quality of life requires measuring what residents actually *experience*, not just what the economy produces. This methodology is designed to do exactly that. Here is why it holds up:

1. It measures the mechanism, not just the outcome

Tourism's QoL impact flows through a specific chain: visitor demand → business viability → jobs → amenities → resident experience. By measuring employment density (Household Stability), productivity (Employer Productivity), staffing levels (Service Reliability), sector growth (Growth Trajectory), and workforce access (Workforce Participation), the index captures every link in that chain. If any link breaks, the score shows it.

2. Every input is federal data—reproducible and auditable

All data comes from BEA, BLS, Census, or Lightcast (which aggregates federal records). No opinion surveys, no self-reporting, no proprietary black boxes. Any third party can download the same datasets and verify every score. This eliminates the "trust me" problem that undermines most QoL indices.

3. It aligns to an established county framework

The five dimensions aren't arbitrary. They map directly to the *Hamilton County Community-Essential QoL Framework* (Jan 2026), developed independently as a county-wide quality-of-life measurement system. This alignment means the tourism QoL scores speak the same language as broader community planning—no translation required.

4. Best-city normalization enables fair comparison

Rather than imposing arbitrary thresholds ("good" vs. "bad"), scoring each dimension where best city = 100 creates meaningful *relative* comparison. It answers "How does my city compare to the strongest performer in the county?" This is what city leaders actually need to know—and it prevents the index from giving everyone a gold star.

5. The MSA benchmark confirms meaningful differentiation

The Indianapolis MSA scores 67—below all four Hamilton County cities. Using the same methodology on a larger geography with different tourism characteristics produces a measurably different result. This confirms the index isn't inflating scores; it detects real differences in recovery speed, growth trajectory, and amenity density that residents can feel.

6. Five dimensions prevent any single metric from distorting the picture

No single number captures quality of life. A city could have many restaurants (high Household Stability) but poor staffing (low Service Reliability). The five weighted dimensions capture complementary aspects of tourism's QoL contribution, and the weighting reflects which dimensions residents feel most directly (amenity access weighted highest at 30%).

Bottom line: *This methodology works because it measures what people experience (amenities, jobs, service quality), uses data anyone can verify (federal sources), aligns to an institutional framework (HC QoL), and produces scores that reflect real differences (every city scores differently, and the MSA benchmark confirms the index isn't just noise). It is not a perfect measure of quality of life—no single index is. But it is a defensible, transparent, and repeatable way to quantify how tourism investment translates into better communities.*

Data Sources

- 1 Lightcast Q1 2026 Industry Snapshots — NAICS 72, Hamilton County + 4 cities
- 2 BEA CAGDP2 — GDP by County, 2019–2023
- 3 BLS QCEW Q1 2025 — Employment & Wages
- 4 Census ACS 1-Year 2024 — City demographics
- 5 Census LEHD WAC 2022 — Workplace characteristics
- 6 HC Community-Essential QoL Framework (Jan 2026)
- 7 QoL Agent Output (Jan 2026) — Drag scores, cascade analysis
- 8 QoL Community Marketing Report (Feb 2026)
- 9 HCT Strategic Plan Economic Impact Analysis (Mar 2026)
- 10 BLS QCEW Q3 2024 — MSA NAICS 72 Employment (94,200 jobs; \$501/wk avg wage)
- 11 BLS LAUS Dec 2024 — MSA Civilian Labor Force (1,102,058)
- 12 Census ACS 5-Year 2023 — MSA Population (2,106,327)
- 13 FRED Leisure & Hospitality Employment Index — MSA 5-year trend

TOURISM DOESN'T JUST ATTRACT VISITORS. IT IMPROVES LIVES.

Every restaurant that opens, every event that fills a hotel, every trail that connects communities—these are not just economic indicators. They are the amenities that make Hamilton County a place people *want* to live. The strategic plan's 23 initiatives across four pillars will add 868 jobs, reduce QoL Drag by 215 units, and improve quality of life scores in every city. That is the return on tourism investment that matters most.

POWERING TOURISM THROUGH DATA

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