

Industry Insights: Why Tourism?

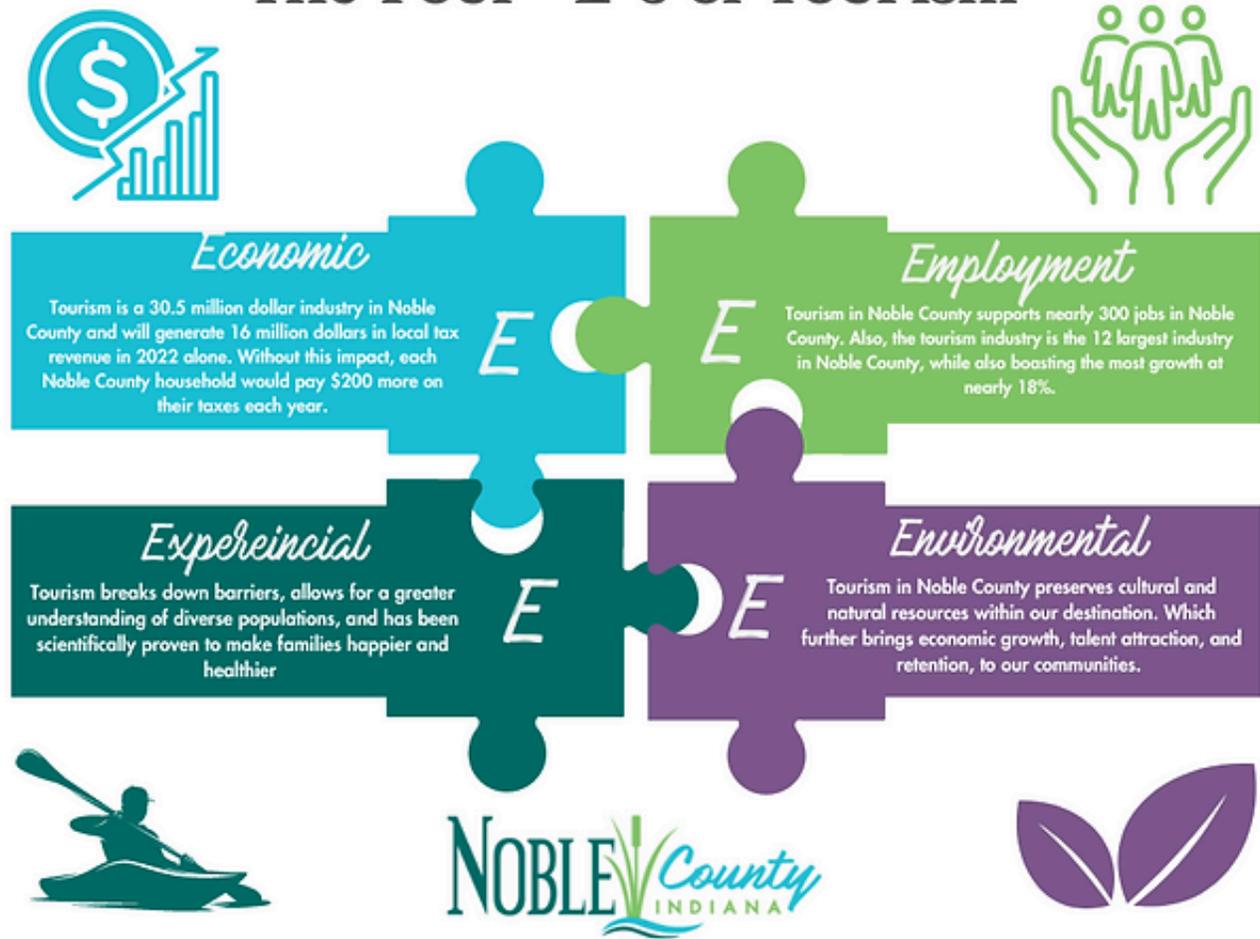


The importance of tourism in Noble County.

The Noble County Convention and Visitors Bureau plays a pivotal role in driving both private and public sector growth. Our mission is to balance tourism and economic development while prioritizing the well-being of Noble County residents. Our comprehensive 2024-2028 strategic plan strengthens partnerships with local governments and the hospitality industry, ensuring that we highlight and market the county's unique assets to visitors while enhancing access to this information for residents. This heightened awareness has fostered a deep sense of pride among locals. By showcasing the entire county, every community benefits from the positive impact of tourism. Through authentic storytelling, we invite others to discover and cherish Noble County, where nature inspires and rejuvenates.

Did you know the four E's of tourism?

The Four "E"s of Tourism



The Four E's of Tourism

The first "E" is Economic. Tourism is a \$32.5 million industry in Noble County and generated nearly \$17 million in local tax revenue in 2022. Without this impact, each household in Noble County would pay over \$200 more in taxes annually.

The second "E" is Employment. Tourism in Noble County supports nearly 300 jobs and ranks as the 12th largest industry, showing the highest growth at nearly 18%. Statewide, 1 in 10 people work in tourism, a field offering high-paying jobs with transferable skills.

The third "E" is Experiential. Tourism breaks down barriers, fosters understanding of diverse populations, and has been scientifically proven to make families happier and healthier over time.

The fourth "E" is Environmental. Tourism in Noble County, and throughout Indiana, helps preserve cultural and natural resources. This, in turn, drives economic growth, attracts talent, and enhances community retention.