

A CITY ON THE RISE



Visitor Trends

- Indio attracts over 2.4M unique annual visitors
- 70% of visitors travel more than 25 miles, supporting regional tourism infrastructure like hotels, restaurants, and entertainment



Economic Growth

- Average Household Income: \$97,782
- Population Growth from 93,442 to 98,010 by 2029
- Homeownership rising to 55.3% by 2029
- Home Values expected to reach \$697K by 2029



Retail & Commercial Demand

- \$13.7M projected growth in apparel & accessories
- \$66M increase in food & grocery demand
- Strong consumer interest (MPI >100) in:
 - Fast food
 - Jewelry
 - Mobile technology



Workforce & Business Landscape

- 2,351 businesses employing 36,306 workers
- 52.6% in blue-collar or service roles—supporting logistics, construction, and retail
- High jobs-to-population ratio compared to peers
- 27.7% commute under 10 minutes—strong local workforce base

Demographic Snapshot

- Households (2024): 29,817
- Average Household Income: \$97,782
- Hispanic Population: 70.8%
- Diversity Index: 81.9
- Median Age: 38.6 – a sign of long-term residential stability

Strategic Development Zones

- Downtown Revitalization: walkable, cultural, event-driven
- Retail Infill: along Hwy 111 and key growth corridors
- The City actively supports development with a streamlined entitlement process and business-friendly staff



Miguel Ramirez-Cornejo

Economic Development Director

mcornejo@indio.org



ECONOMIC DEVELOPMENT