

INDIANA OFFICE OF TOURISM DEVELOPMENT 2019 Annual Report



Enhancing the economic vitality of Indiana through leadership and resource support to the Indiana travel industry for awareness building, tourism-related product development and job creation.

The Economic Power of Indiana's Tourism Industry*

- Visitor spending resulted in \$9.3 Billion in total economic impact this past year
- The 8th consecutive year of economic impact growth
- 81 Million total visitors spent a record \$13.2 Billion in Indiana
- One Million more Indiana visitors than previous year
- 203,900 Indiana jobs are supported by visitor spending



- The Indiana tourism economy generates \$1.4 Billion in state and local tax revenue
- Innkeepers tax collection rose to \$104 Million

*This study used data from 2018, the most recent year complete data was available. The study was conducted by Rockport Analytics.

Leisure Travel Marketing

The Indiana Office of Tourism Development motivates visitors to come to Indiana, enjoy local attractions and establishments and spend money to support the local economy and tourism-related jobs.



Representing Indiana

The Indiana Office of Tourism Development generates publicity for Indiana's travel destinations and participates in substantial outreach efforts in Indiana, across the US and internationally.

Publicity

- Several media outreach efforts including Media Marketplace
- Generated 1000+ earned media hits
- Hosted international travel writers with partners from Great Lakes USA (GLUSA)



Conferences/Trade Shows

- 12 different outreach opportunities last year
- Reaching leisure travelers, group tour operators, golfers and other audiences

Spring/Summer Campaign

- Interactions increased year over year by 113%
- Pageviews of VisitIndiana.com/Getaways landing page were up 15%

Fall Campaign

- Website traffic from ads increased 6x over previous year
- VisitIndiana.com sessions increased 23%

VisitIndiana.com

- 2,826,588 sessions, 40% more sessions than last year
- 445,302 clicks to tourism partners' websites

Social Media

- 53.2 million impressions, a 74% increase over previous year
- 12 Days of Giveaways Instagram contest generated 652,417 impressions and 19,056 entries
- All time high impressions on Facebook, Instagram and Twitter
- Web traffic from social media saw 98% increase over previous year

VisitIndianaGolf.com

- New website featuring over 400 Indiana golf courses
- Over 130% more website sessions than previous year

Pete Dye Golf Trail

- Seven Indiana courses designed by golf's greatest architect
- Pete Dye courses dominated GolfWeek's Best of Indiana list

Lincoln Amphitheatre

- All nine of the season's shows were sold out
- Over 18,500 visitors total and 765 season tickets sold



Sponsorships

- Indiana had a meaningful presence at large special events including agritourism, group travel and premier sporting events

Community

- A partner of some of Indiana's best-attended events including Indiana State Fair, Indiana Boat Sport & Travel Show, National FFA Convention and others
- Lt. Governor's annual Hoosier Hospitality Awards were presented to 15 representatives of the Tourism industry and The Will Koch Indiana Tourism Leadership Award, the highest tourism honor given by the state

International

- Lt. Governor Suzanne Crouch led a delegation to Mexico to grow the tourism, agriculture and economic development profile of Indiana
- Also attended a German/Swiss sales mission with Great Lakes USA (GLUSA)



Film Indiana

- The Indiana Film Commission showcases the state's assets, resources, and locations to local and out-of-state production companies
 - Last year, 933 applications were received by films desiring to shoot in Indiana



Destination Development Grants

- \$470,000 awarded to the City of LaPorte for completion of the Dunes Event Center and South Bend Chocolate Company for a new factory/educational attraction
- Grand openings celebrated two previous grant recipients, the expansion of the Indiana Military Museum in Vincennes and refurbishment of French Lick Scenic Railway's historic first-class passenger cars

Distinctions

- Indiana now has its first National State Park! The 15,000-acre Indiana Dunes National Park is located in northwest Indiana along the Lake Michigan shore
- These distinctions are putting Indiana on the map! Indiana Dunes National Park was named to Frommer's Best Places to Go in 2020

Looking Ahead

- The newly formed Indiana Destination Development Corporation, led by Secretary and CEO Elaine Bedel, will begin operations as a public-private agency on July 1, 2020
- Indiana Office of Tourism Development's current leadership and staff will report to the new IDDC, which is charged with business, talent, student and visitor attraction to the state

INDIANA OFFICE OF TOURISM DEVELOPMENT TEAM

Misty Weisensteiner, Director

Amy Howell, Director of Communications and Media Relations

Kyle Johnson, Digital Communications Specialist

Noelle Szydyk, Director of Planning and Development,
Sport Tourism and Outdoor Recreation

Josh Alsip, Project Manager

Marc Steczyk, Director, Lincoln Amphitheatre



Indiana Office of Tourism Development
VisitIndiana.com