

Bloomington

INDIANA

2017

COMMUNITY
TOURISM REPORT

The Convention & Visitors Bureau of Monroe County, dba **Visit Bloomington**, is the official destination marketing organization for Monroe County and Bloomington. A proud community economic development partner, the organization is managed by a 15-member Board of civic leaders and staffed by nine tourism marketing professionals.

Visit Bloomington's mission is to promote Monroe County to potential travelers resulting in increased visitation and positive economic impact for the area.

Visit Bloomington receives 60% of the Monroe County Innkeepers Tax collections to fund its marketing, programs and operations.

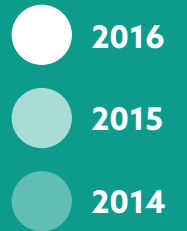
\$1.6 MILLION

2017 Budget

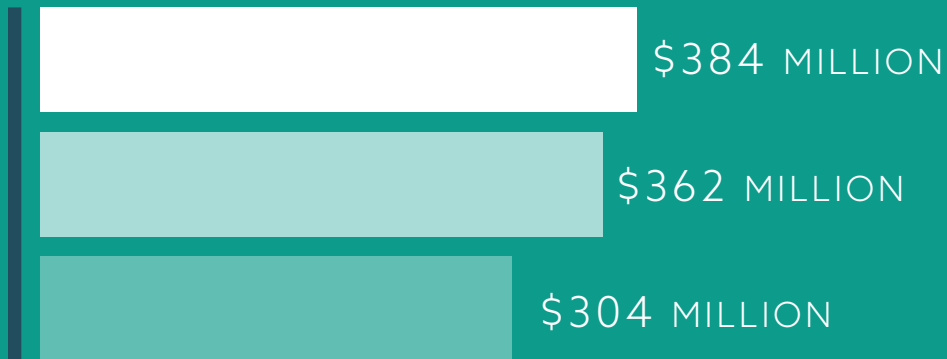


ECONOMIC IMPACT OF TOURISM

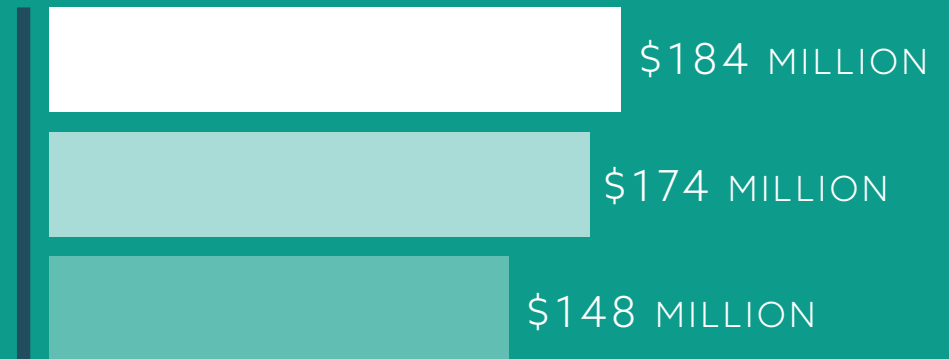
on Monroe County



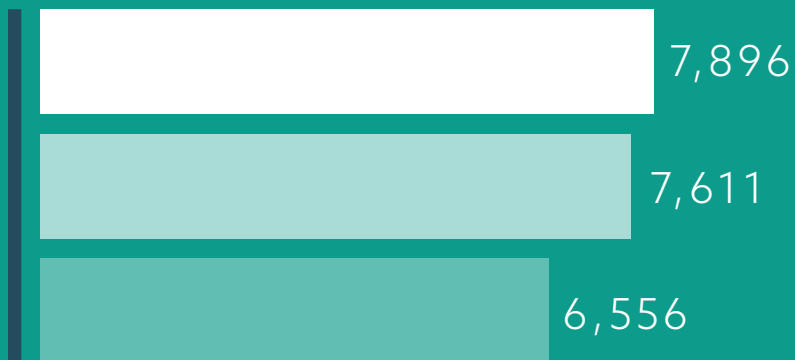
VISITORS SPENT



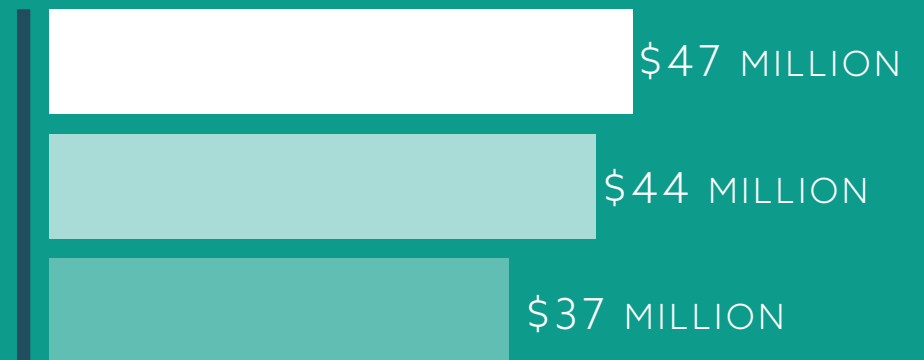
WAGES GENERATED BY TOURISM



JOBS SUPPORTED BY TOURISM



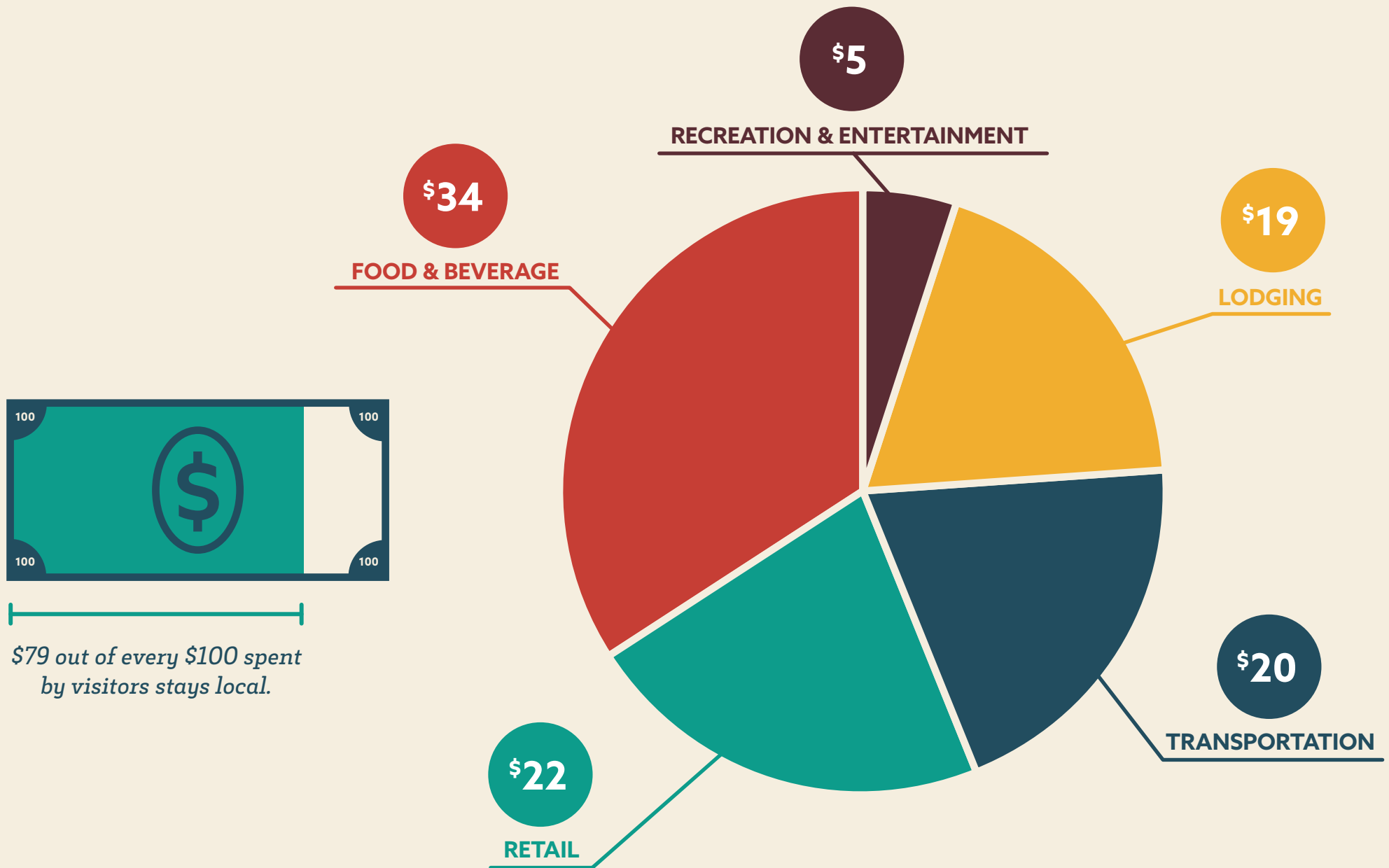
STATE & LOCAL TAX RECEIPTS GENERATED BY TOURISM



9% of all Monroe County jobs are touched by visitors in some way. In addition to the hospitality and entertainment industries, tourism directly supports jobs in health, social, education, finance, insurance and other professional services.



FOR EVERY \$100 SPENT BY A VISITOR IN MONROE COUNTY:



MISSION FOCUS

Drive Visitor Demand

Produce effective sales and promotional activities.

Strengthen Visitor Experiences

Provide personalization, engagement and quality service.

Communicate Tourism Relevancy & Viability

Build stronger community and partner relationships.

2017-2019 STRATEGIC GOALS

Enhance Brand Awareness

PAGES 7-13

Increase Sales Conversions

PAGE 14

Support Product Development

PAGE 15

Engage Community Audiences

PAGE 16

Ensure Financial and Administrative Effectiveness

PAGE 17

2017 INITIATIVES

Drive Weekday Business

Support Convention Center Expansion

Create Tourism Awareness



ENHANCE BRAND AWARENESS

2017 Spring and Fall Brand Awareness Campaigns

Target Markets



Target Personas



BIG EVENT



LIFELONG LEARNER



HEALTH NUT



TASTEMAKER

Mediums



DIRECT MAIL



OUTDOOR



PRINT



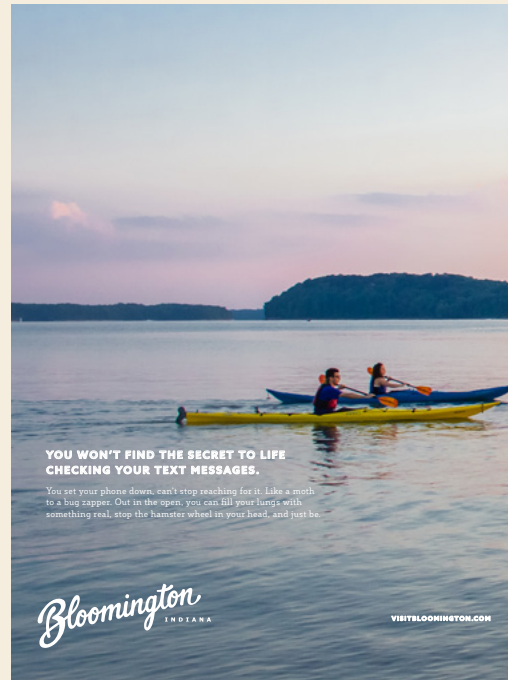
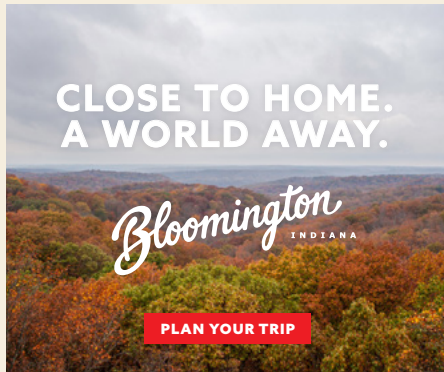
RADIO




SOCIAL



VIDEO




Bloomington SEARCH MENU

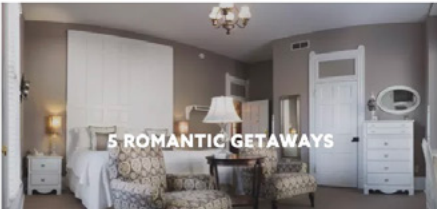


Welcome to Bloomington, Indiana

There are two defining characteristics that have shaped this Indiana town and its people: the land and the university. The hills, forests, and lakes provide a sanctuary; one that is valued and protected. The limestone is quarried and milled by hard-working Hoosiers, and turned into beautiful buildings and sculptures throughout the area and the nation. Students and faculty from across the country and the world flock to Indiana University, bringing ideas and dreams to a community that embraces them all. It's a place that nurtures artists and scientists, farmers and philosophers, athletes and musicians. It's a community of aspirations and inspirations, a breeding ground for transformations. Welcome to Bloomington.



INDOOR ACTIVITIES TO TRY THIS WINTER



5 ROMANTIC GETAWAYS

ENGAGEMENT & ORGANIC TRAFFIC

Quality over Quantity


General **traffic** and **clicks** to our web properties are important but social media has proven that clicks aren't as important as online engagement. **Online engagement** is inspiring visitors to navigate our properties through multiple pages, watching video, purchasing merchandise, clicking a partner website or providing feedback in a variety of ways. It's quality over quantity as the more engagement we have, the more likely someone is to plan a trip.

Organic traffic is when a visitor arrives on our site by querying a search engine and clicking on our listing that appears on the screen. Because the visitor was already engaged enough to type in the query, organic traffic is also highly qualified and we invest more resources in ensuring our listings get selected. We are pleased we **grew our organic traffic by 27%** in 2017. Our search engine optimization and promotional efforts will remain a priority for us so that we continue being selected from the listings and growing important organic traffic.

We outperform the industry standards on **average time on site** and **average pages per visit** but bounce rate is a concern for us. Bounce rate is the percentage of visitors to a particular website who navigate away from the site after viewing only one page.



Better
optimization.



More precise
landing points.



Fresher
content.

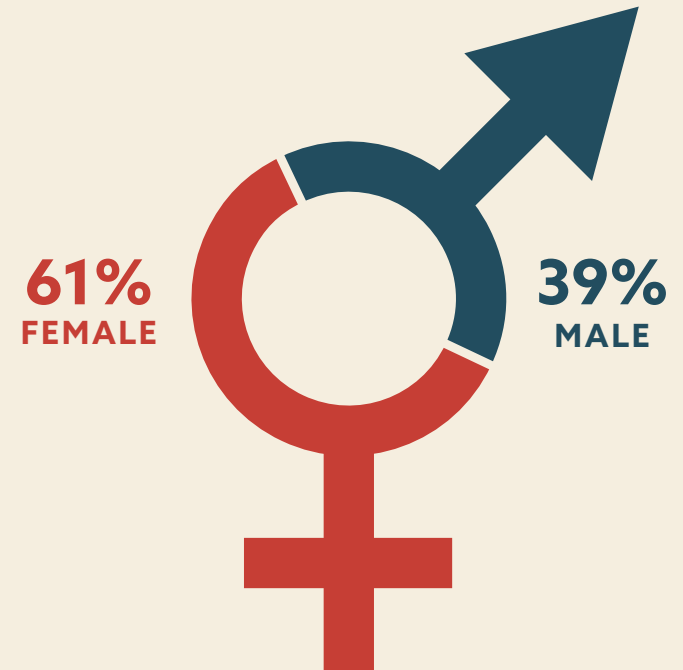
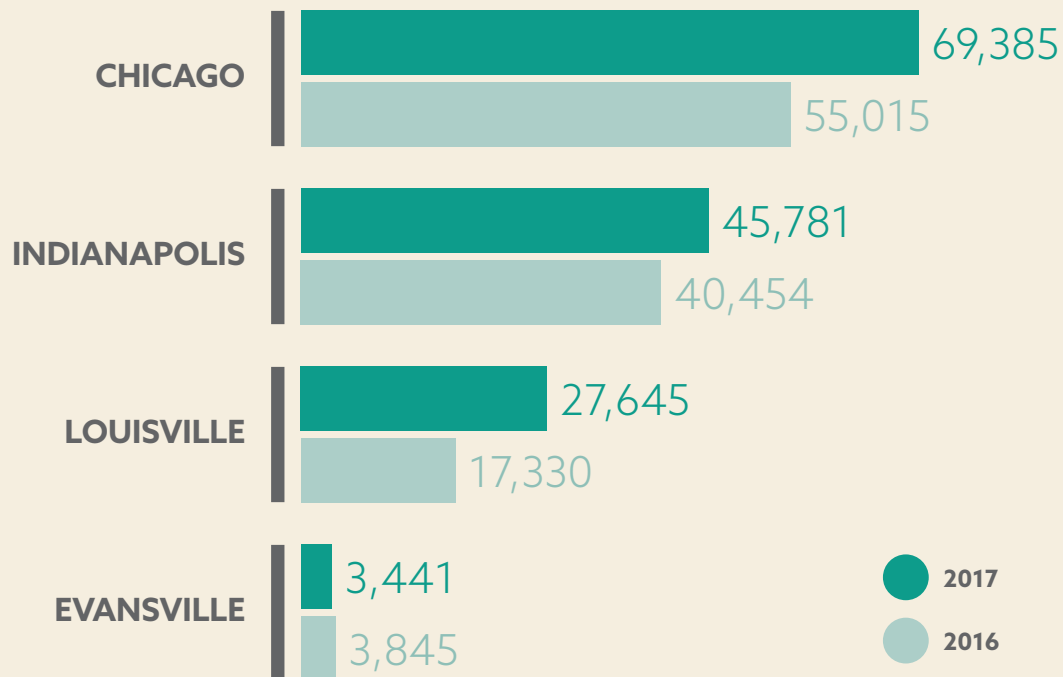
VISITBLOOMINGTON.COM USERS

	2017	2016
TOTAL WEB SESSIONS	586,815	554,115
TOTAL WEB USERS	405,281	415,600
TOTAL PAGEVIEWS	1,297,216	1,195,624
AVERAGE PAGES VISITED	2.21	2.16
AVERAGE TIME ON SITE	1:54	1:57
BOUNCE RATE	64%	61%
MOBILE SESSIONS	54%	43%
HOME PAGE VIEWS	140,218	107,068
EVENTS PAGE VIEWS	122,545	58,901
THINGS TO DO PAGE VIEWS	30,721	26,066
OUTDOOR PAGE VIEWS	18,954	6,727
RESTAURANTS PAGE VIEWS	18,688	10,629
HOTELS PAGE VIEWS	14,164	5,510



VISITBLOOMINGTON.COM USERS

By Market



Web traffic from our three largest target markets in Chicago, Indianapolis and Louisville saw decent growth in 2017 but Evansville remains a challenging market to penetrate. Evansville was the top responder to our 2017 Pandora ads and we look forward to seeing those results grow in the future as we create awareness of the easy drive on I-69.

SOCIAL MEDIA

Average Engagement Rates & Top Posts



2.1%

*Industry average 0.9%



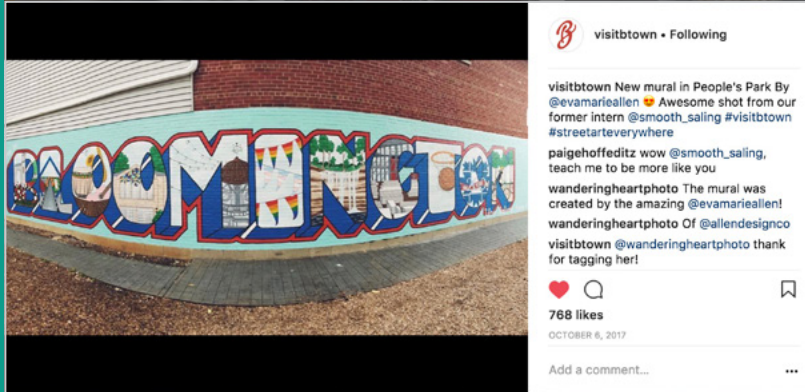
4.7%

*Industry average 1.7%



2.4%

*Industry average 0.05%



LIKES 768 **COMMENTS** 10 **ENGAGEMENT** 7.35%



LIKES 697 **COMMENTS** 4 **ENGAGEMENT** 7.08%



REACH 18.5k
REACTIONS 720
COMMENTS 66
ENGAGEMENT 7%
CLICKS 1.1k

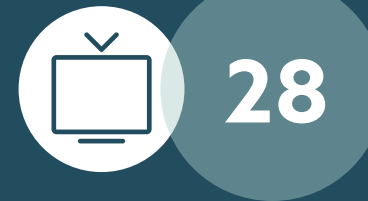


REACH 13.3k
REACTIONS 466
COMMENTS 25
ENGAGEMENT 8%
CLICKS 1.3k

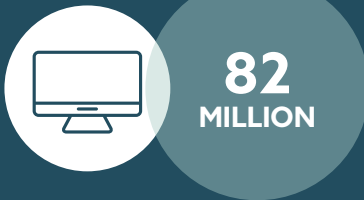
VISIT BLOOMINGTON EARNED MEDIA REPORT



POSITIVE PRESS FEATURES



BROADCAST SEGMENTS



WEB AUDIENCE REACHED



TWITTER AUDIENCE REACHED



PRINT AUDIENCE REACHED



“The stage for the so-called biggest opener in Indiana football history just got a little bigger. ESPN’s pregame show College GameDay will be in Bloomington for IU’s season opener against Ohio State on Aug. 31.”

– ESPN COLLEGE GAMEDAY, TWITTER



“When you think about American music cities, you probably think Nashville, NYC, and New Orleans, but between its Indiana University student population (approximately 50,000) and its being home to Secretly Canadian, one of the most sensational and influential indie music labels, Bloomington is a fantastic music town and an incubator for emerging artists.”

– BEST BUDGET DESTINATIONS IN AMERICA, PART IV: THE MIDWEST, LIZA WEISSTUCH



“Outside of Indianapolis, you can say Bloomington is the most culturally diverse city in the state. IU is credited for attracting international students and their families to the area. From dozens of eclectic restaurants to the annual Lotus World Music and Arts Festival, it is a cultural destination of the Midwest.”

– BLOOMINGTON TOWN HALL

INCREASE SALES CONVERSIONS

Created 125 leads/assists/programs for partners:



23

CONFERENCE



30

SPORTS



72

LEISURE



2017 GRANT WINNERS

Bloomington PRIDE Summerfest
Cardinal Stage Company & WonderLab
Museum Spring Events
Bloomington Blues & Boogie Woogie
Piano Festival
IU Alumni Association Homecoming
Krampus Night

Artisan Guilds of Bloomington
Holiday Show
Limestone Comedy Festival
Lotus World Music & Arts Festival
B'Town Jazz Fest
Middle Coast Film Fest
Great Glass Pumpkin Patch

SUPPORT PRODUCT DEVELOPMENT

The Monroe Convention Center expansion project moves forward.

The 1% Monroe County Food & Beverage Tax was approved by the county as the expansion funding source and planning of expansion and host hotel begins in early 2018.

THREE NEW HOTELS BROKE GROUND AND ARE SCHEDULED TO OPEN IN 2018:

The Graduate Bloomington
(145 ROOMS)

Home2 Suites
(107 ROOMS)

La Quinta Inn
(72 ROOMS)

BLOOMINGTON INVENTORY

2,300

Approximate number of hotel rooms in 2017

300+

Airbnb rentals

324

Number of rooms to be added in 2018

3,000

Approximate number of hotel rooms in 2018

BLOOMINGTON OCCUPANCY

HOTEL OCCUPANCY

WEEKEND OCCUPANCY

WEEKDAY OCCUPANCY

HOTEL RATE

HOTEL ROOM NIGHTS SOLD

2017

65.4

77.8

63.2

\$111.18

535,476

2016

62.1

77.7

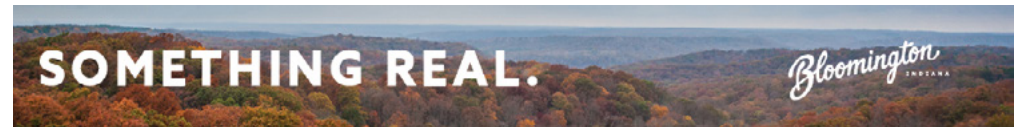
60.5

\$112.19

515,379

Strong corporate and construction business in the market continue to fuel weekday hotel business.

ENGAGE COMMUNITY AUDIENCES



ENSURE FINANCIAL AND ADMINISTRATIVE EFFECTIVENESS

FOLLOW MONROE COUNTY BUDGET PROCESS.

PRODUCE FULL ANNUAL FINANCIAL AUDIT.

ACCREDITED BY DESTINATIONS INTERNATIONAL.

ENGAGED BOARD WITH CHECKS AND BALANCES IN PLACE.

Bloomington

INDIANA

VISITBLOOMINGTON.COM

2855 N. WALNUT ST. | 800.800.0037
BLOOMINGTON, IN 47404 | 812.334.8900

