WHO WE ARE

Destination marketing organizations

(DMOs) are charged with representing a specific destination and helping the long-term development of communities through a travel and tourism strategy.

Staff

Jaime Bohler Smith • EXECUTIVE DIRECTOR Sarah Ferguson . DIRECTOR OF MARKETING Josh Duke · COMMUNICATIONS MANAGER

Amv Gossman · MARKETING ASSISTAN Becky Harris · DIRECTOR OF SALES

Tracy Whetstone . GROUPS MANAGER

Kara Harlan · SALES ASSISTANT Karen Eddy · VISITOR SERVICES COORDINATOR

Wendy Doyle . OFFICE COORDINATOR

Tourism Commission Members

Kent McPhail

This tax is paid by visitors who stay overnight in lodging facilities located in Hendricks County and passed through the hotel to the county. The tax dollars collected break down as follows:

funds Visit Hendricks County Marketing,

goes back to the County for the development of

funds VHC-guided tourism projects, including the

the County Parks and the County Fairgrounds,

totaling over \$3 Million in revenue since 2005

62.5%

Sales & Operations

Hendricks County?

The Hendricks County Tourism Commission

oversees the use of the 8% Innkeeper's Tax.

We will lead the growth of regional tourism by

experience and attracting appropriate visitation.

We will, collaborating with our partners, energize

How we are able to market

clearly defining our role in stewarding the destination

MISSION

VICE PRESIDENT • F2/Inc. Tourism Consulting Lew White

TREASURER • Lew White Tours

Jennifer Smith

SECRETARY • Staybridge Suites & Holiday Inn Express Plainfield

PRESIDENT · Plainfield Town Council

Lee Tesdahl

PAST PRESIDENT · Artistic Designs Gallery

Amber Armstrong Commonwealth Hotels, Inc.

Clay Chafin

Plainfield Parks & Recreation Department

Randy Simpson

Lucas Oil Raceway Park

recently announced Plainfield Conference Facility Richard "Dick" Thompson Hendricks County Council

WHAT WE DO

8% INNKEEPER'S

IN 2015:

919,991

HOW WE CAN HELP

WE PROVIDE:

grant dollars funded

4,367 welcome bags created

© Educational & Networking **Opportunities**





Your Networking Go-To

We are involved with most every travel entity you will need, so we are in a position to connect you with the people and organizations that will help you reach your goals.

















Bridal Network

Community Events Hendricks County

TOURISM IMPACT

TOURISM supports small business. **improves** quality of life

and enhances the local economy.

TOURISM=6th largest industry

Visitor Spending by Category

\$637 saved in taxes

coming to Hendricks County

\$58.2 million

Tax dollars generated by visitors



Food & Beverage

27%





ranked #9 out of 92 counties in tourism dollars

Economic impact study conducted by Rockport Analytics

and Reach Market Planning, utilizing 2014 data.



\$239.3 million



Lodging



ROY ORWIG, GOOD NEWS TRAVELS



VISITHENDRICKSCOUNTY.COM

8 West Main St. Danville, IN 46122 1-800-321-9666







HENDRICKS COUNTY VISITORS

A visitor is one who travels outside of 50 miles to attend an event or activity.

Leisure Traveler

VISITING HOUSEHOLD INFO

- Mostly Female
- Aged mid 40s
- Majority are married
- Typical income <\$50K
- Most Caucasian
- Have kids in the household

We gained 5,159 traditional leads from

VisitIndiana.com Midwest Living Indiana Travel Guide AAA Home and Away Magazine VisitHendricksCounty.com





Daily Rate

Average Occupancy



Group Traveler

- •1,600 Bridal Guides handed out
- Happily Ever After Bridal Event
- 3rd Party Wedding Shows





- rketplace and Heartland

HOW WE REACH THEM

- 500 Sports Brochures handed out
- Sports Indiana, National Association of Sports Commissions
- Housing Agencies Partnerships



Weddinas Hobby & Vocational

24% Athletic/ Conferences

Motorcoach

2015 MEDIA

Paid Media

- Search Engine Marketing Radio
- Social Media Pandora

How our advertising influences the visitor (2015 vs 2014):

Earned Media

Coverage from:

Indianapolis Monthly

AAA Home & Away

Group Tour Magazine Indiana Insider Blog

Fox 59

..and more!

1206%

113% Influenced trips

14% Economic Impact ♦ VHC ads influenced **70,171 visitors** from Indiana and the Louisville markets of which 51% stayed overnight in Hendricks County (19,594).

• The summer and fall campaigns generated \$14 million in visitor spending with a return on investment of \$158 for every dollar VHC spent in advertising.



\$160,260 Earned media for 2015

↑281% increase

\$11,853 \$300

\$110,281 \$23,263 \$14,563

Magazine Television Newspaper

REFERRING SITES PAGES Events, Things to Do, Blog **63.7**% REGIONS **TECHNOLOGY EMAIL NEWSLETTER** Mobile 58.9%, Desktop 25.6%, 5,755 Subscribers



Social Media













712 followers





STATE OF HENDRICKS COUNTY TOURISM

Annual Report

2015 Visit Hendricks County

HENDRICKSCOUNTY

16-VHC NationalTravelTourismWeek PrintPiece 2.indd 7-12

SMERF