

HENDRICKS COUNTY VISITORS

vis•i•tor (noun)
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



HOTELS & VACATION RENTALS

1,674 rooms available within 26 hotels

\$87.99 Hotel Average Daily Rate

65.3% Average Occupancy

Group Traveler

HOW WE REACH THEM

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

BRIDAL

MOTORCOACH

HOW WE REACH THEM

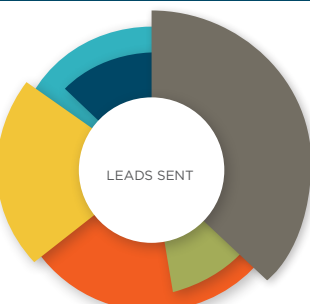
- 500 Profile Sheets handed out
- Met with 44 Travel Planners at American Bus Association Marketplace and Heartland Travel Showcase

SPORTS

HOW WE REACH THEM

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

GENERAL 245 Requests and Leads sent to Hendricks County Businesses



2015 MEDIA

Paid Media

- Print
- Search Engine Marketing
- Radio
- Social Media
- Pandora

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

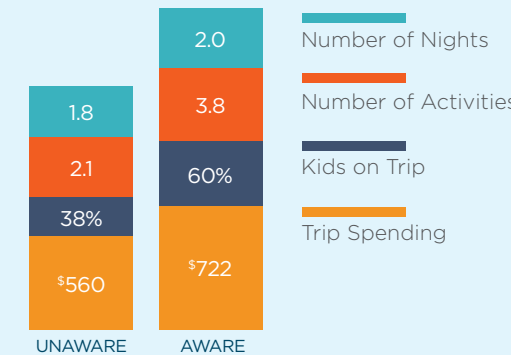
206% Aware Households

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).

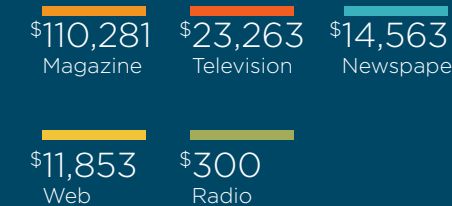
The summer and fall campaigns generated **\$14 million** in visitor spending with a **return on investment of \$158 for every dollar** VHC spent in advertising.



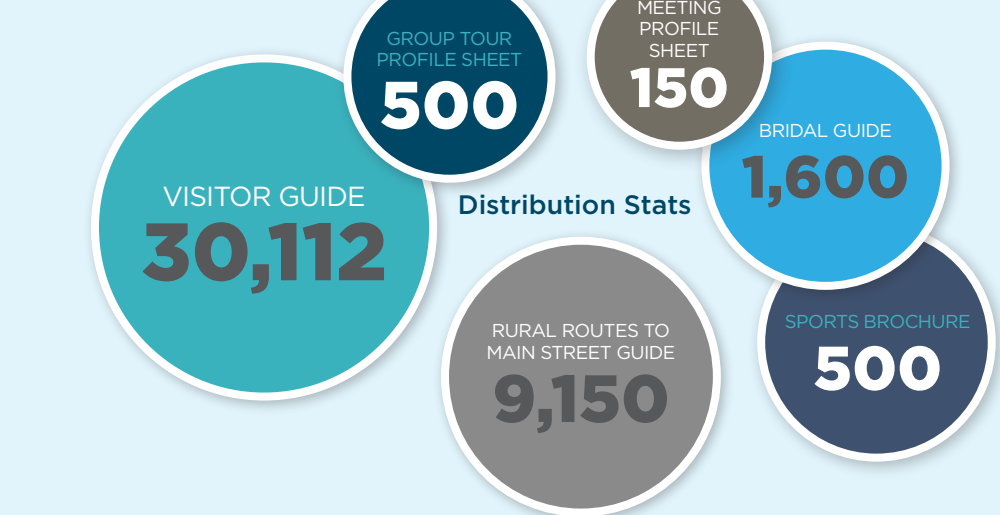
Earned Media

Coverage from:
Indianapolis Monthly
Fox 59
AAA Home & Away
Group Tour Magazine
Midwest Living
Indiana Insider Blog
...and more!

\$160,260 Earned media for 2015
281% increase from \$42,000 in 2014



Owned Media



Social Media

13,964 likes
Facebook.com/VisitHendricksCounty

712 followers
Instagram.com/HendricksCounty

2,993 followers
@HendricksCounty | #inHendricks

42,271 clicks
on links to our website from Visit Hendricks County social media pages



STATE OF HENDRICKS COUNTY TOURISM 2015 Visit Hendricks County Annual Report

