



What we do

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.

HOW WE ARE ABLE TO MARKET HENDRICKS COUNTY

The Hendricks County Tourism Commission oversees the use of the 8% Innkeeper's Tax. 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:

62.5% funds Visit Hendricks County Marketing, Sales & Operations

18.75% goes back to the County for the development of the County Parks and the County Fairgrounds, totaling over \$3.8 million in revenue since 2005

18.75% funds debt service on the 2016 Innkeeper's Tax bonds supporting the Conference Center project opening this summer



80% of every \$1 spent by visitors remains in the county to support local business

Economic impact study conducted by Rockport Analytics and Reach Market Planning, utilizing 2016 data.



Tourism Impact

\$616 saved in taxes

for local households because of visitors coming to Hendricks County

\$64.2 million

Tax dollars generated by visitors

TOURISM = 6th largest industry

in Hendricks County (excluding Government)

Visitor Spending

\$263 million

Spent by Hendricks County visitors

5,130 jobs

Supported by visitors

Online Tools

We're continually updating and improving VisitHendricksCounty.com to help all types of visitors:

- ▶ **MEETINGS AND CONFERENCES** including venue comparison charts
- ▶ **WEDDING AND EVENT PLANNING** with vendor alternatives
- ▶ **GROUP TRAVEL** including suggested itineraries
- ▶ **BLOG** with multiple writers to appeal to many audiences
- ▶ **LEISURE TRAVELERS** with all sorts of things to do, restaurants to try and places to stay

Welcome to HENDRICKS COUNTY

STAFF



Jaime Bohler Smith
EXECUTIVE DIRECTOR
16 YEARS OF SERVICE



Tracy Whetstone
COMMUNITY OUTREACH MANAGER
10 YEARS OF SERVICE



Sarah Ferguson
DIRECTOR OF MARKETING
10 YEARS OF SERVICE



Kara Harlan
SALES MANAGER
8 YEARS OF SERVICE



Josh Duke
COMMUNICATIONS MANAGER
7 YEARS OF SERVICE



Karen Eddy
OFFICE MANAGER
6 YEARS OF SERVICE



Kim Fox
MARKETING DATA COORDINATOR
1 YEAR OF SERVICE



Meghan Hazelgrove
VISITOR SERVICES COORDINATOR
2 YEARS OF SERVICE



Becky Harris
DIRECTOR OF SALES
9 YEARS OF SERVICE

TOURISM COMMISSION MEMBERS

Kent McPhail
PRESIDENT • Plainfield Town Council

Jennifer Smith
VICE PRESIDENT • Staybridge Suites & Holiday Inn Express Plainfield

Low White
TREASURER • Low White Tours

Clay Chafin
SECRETARY • Plainfield Parks & Recreation Department

Lynne Fuller
PAST PRESIDENT • F2/Inc. Tourism Consulting

Amber Armstrong
Commonwealth Hotels

Caleb Brown
Hendricks County Council

Julie Callis
The Shops at Perry Crossing

Marsha Stone
Indianapolis International Airport



33%
Food & Beverage



27%
Retail



19%
Recreation & Entertainment



13%
Lodging



8%
Transportation



TOURISM SUPPORTS SMALL BUSINESS, IMPROVES QUALITY OF LIFE AND ENHANCES THE LOCAL ECONOMY.

VISIT HENDRICKS COUNTY

f t i p #inHendricks

VISITHENDRICKSCOUNTY.COM

1-800-321-9666 INFO@VISITHENDRICKSCOUNTY.COM

8 West Main St. Danville, IN 46122

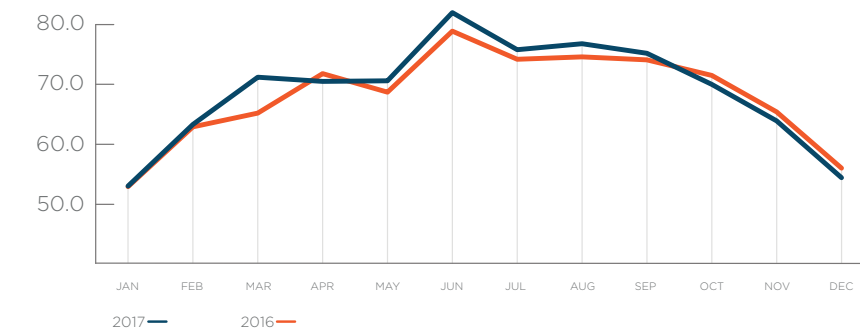


Visitors

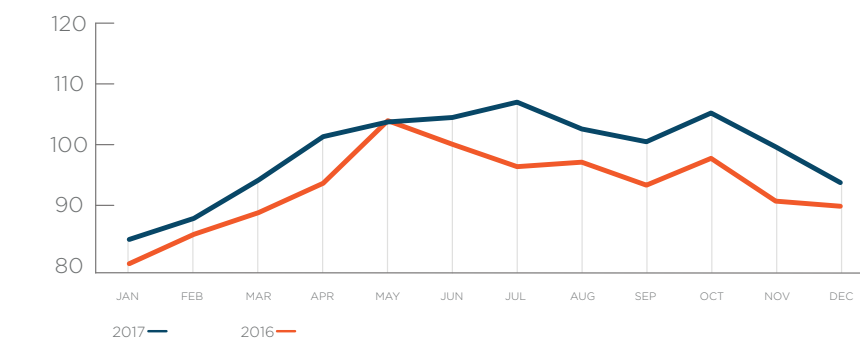
Market Segments

2017 Media

MONTHLY OCCUPANCY



MONTHLY ADR



HOTELS & VACATION RENTALS OBTAINED FROM STR REPORT

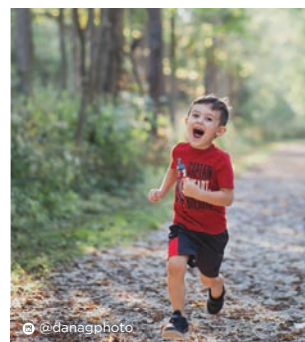
68.9% County Occupancy
0.8% increase from 2016

68.5% Brownsburg/Avon Occupancy

70.4% Plainfield Occupancy

\$98.70 Average Daily Rate
6% increase from 2016

LEISURE TRAVELER



MEETINGS & CONFERENCES



WEDDINGS



MOTORCOACH



SPORTS

\$76,667

Earned media for 2017

\$24,763 Magazine	\$3,750 Newsletter	\$32,384 Newspaper
\$75 Radio	\$8,025 Television	\$7,670 Web

OWNED MEDIA TOP 3

VISITHENDRICKSCOUNTY.COM

REFERRING SITES

Facebook, Twitter, BreadBasket.com

PAGES

Events, Things to Do, Mayberry in the Midwest

TOP BLOG POSTS

Kid's Planet Opens in Brownsburg
 8 Indoor Activities for the Kids in Hendricks County
 Top 10: Holiday Light Displays in Hendricks County

REGIONS

Indiana, Illinois, Kentucky

TECHNOLOGY

Mobile 66.4%, Desktop 25.5%, Tablet 8.1%

EMAIL NEWSLETTER

3,422 Subscribers

UNIQUE PAGE VIEWS
411,605

UNIQUE SITE VISITS
204,880

SOCIAL MEDIA

Use **#inHendricks** and tag us when posting on social media.

f **16,540 likes**
 (8.43% increase)
 @VisitHendricksCounty | #inHendricks

i **1,311 followers**
 (23.71% increase)
 @HendricksCounty | #inHendricks

t **3,867 followers**
 (10.33% increase)
 @HendricksCounty | #inHendricks

2017 VISIT HENDRICKS COUNTY ANNUAL REPORT

VISIT HENDRICKS COUNTY



STATE OF HENDRICKS COUNTY TOURISM

