



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.

MISSION STATEMENT

We will lead the growth of regional tourism by clearly defining our role in stewarding the destination experience and attracting appropriate visitation.

VISION STATEMENT

We will, collaborating with our partners, energize tourism as a cultural, economic and societal benefit, and guide a thriving regional tourism destination.

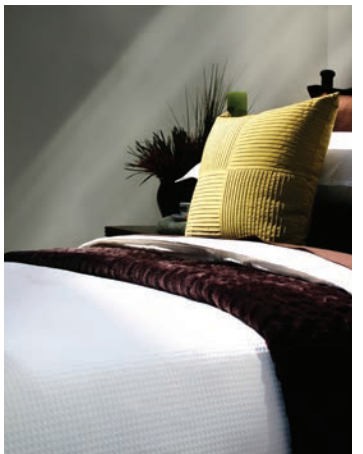
HOW WE ARE ABLE TO MARKET HENDRICKS COUNTY

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 slated to open in 2018



HOW WE CAN HELP

WE PROVIDE:

- Educational & Networking Opportunities
- Community Support Letters
- Bid Preparation
- Marketing
- Co-Op Opportunities Educational, Advertising, Photography

IN 2016:

\$32,108 grant dollars funded to 35 organizations

14,296 welcome bags created

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.



Tourism Impact

\$582 saved in taxes for local households because of visitors coming to Hendricks County

\$59.7 million Tax dollars generated by visitors

TOURISM=7th largest industry in Hendricks County (excluding Government)

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

Economic impact study conducted by Rockport Analytics and Reach Market Planning, utilizing 2015 data.



Visitor Spending

\$244.7 million Spent by Hendricks County visitors

4,879 jobs Supported by visitors

33% Food & Beverage



27% Retail



20% Recreation & Entertainment

12% Lodging



8% Transportation



Visitors

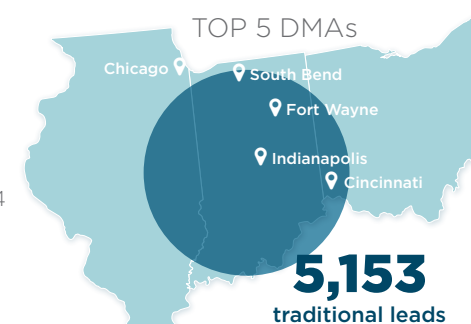
Who visits Hendricks County? Mainly leisure travelers and group travelers. And while the two groups have some characteristics in common, we reach out to them very differently. See below for insights into who these visitors are and why they come to visit.

DISTRIBUTED



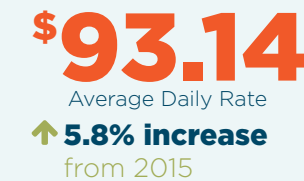
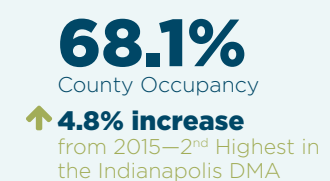
LEISURE TRAVELERS

- Live in 125-mile radius of Hendricks County
- Interested in Family Fun: Women 25+ with younger children in home
- Interested in Outdoor Rec: Men/Women 25-54 with active lifestyle with or without children
- Interested in Arts & Culture: Men/Women 35+ with no children or older children



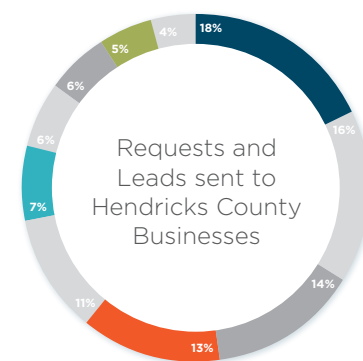
HOTELS & VACATION RENTALS

OBTAINED FROM STR REPORT



GENERAL LEADS

- 18% Wedding
- 16% Athletic/Sports
- 14% Motorcoach
- 13% Meetings/Conference
- 11% SMERF
- 7% Other
- 6% Hobby & Vocational
- 6% Government
- 5% Agricultural
- 4% Trade



GROUP TRAVELERS

MEETINGS

- Meetings and Conferences held through 2020 with up to 1,000 attendees
- Midwest Meeting Planners
- Small Market Meeting Planners
- Corporate and Association Meetings
- Hobbyist/Niche Groups

MOTORCOACH

- Group Tour Operators from Indiana and surrounding states
- Tours lasting 1-3 days
- Hub and Spoke Tours
- Overnight Stops

WEDDINGS

- Traditional, Rustic and Outdoor Weddings with up to 250 guests
- Indianapolis-area engaged females age 18-44

SPORTS

Youth Sports Organizations

- Baseball
- Basketball
- Cheerleading
- Soccer
- Softball
- Volleyball

Athletic Event Associations

- Trail Running
- Half Marathons
- Triathlons
- Cycling Events

2016 Media

PAID MEDIA

VHC ads influenced **43,826** visitors from Indiana and the Louisville markets of which **33% stayed overnight** in Hendricks County (9,835).

The summer and fall campaigns generated **\$5 million** in visitor spending with a **return on investment of \$89 for every dollar** VHC spent in advertising (average for local DMO's is \$59).

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

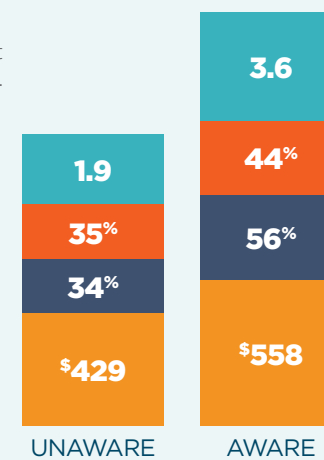
MEETINGS

Number of Nights

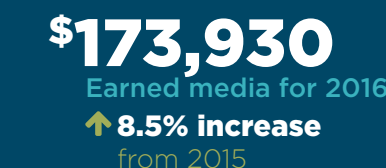
Stayed Overnight

Kids on Trip

Trip Spending



EARNED MEDIA



Coverage from:

- AAA Home & Away
- American Roads Travel Magazine
- Group Tour Media
- Indiana Insider Blog
- Indianapolis Business Journal
- Indianapolis Monthly
- My Indiana Home

- The Walking Tourist
- Travel Indiana
- WIBC
- WISH-TV
- Fox 59
- ...and more!

OWNED MEDIA

SOCIAL MEDIA



Use **#inHendricks** when posting on social media



TECHNOLOGY
Mobile 51.5%, Desktop 29%, Tablet 19.5%

EMAIL NEWSLETTER
3,471 Subscribers

“Visit Hendricks County (VHC) has been an invaluable aid in helping us plan our State Convention workshop sessions for Alpha Delta Kappa Honorary Teachers' Sorority. The April convention is held at The Palms in Plainfield, and from the time I contacted VHC in January to explain the kinds of sessions I was hoping to offer, their assistance in planning and follow-up were **thorough and very helpful**. In fact, they initiated contact with several area businesses, and by the time I contacted them for follow-up, they had already penciled us in. **I am very grateful for VHC's continuing assistance.**”

—Clara Fromme, Alpha Delta Kappa

“We booked our fall wedding at the Avon Wedding Barn before we knew about all of the great services Visit Hendricks County provides. When we found out they could help us book our hotel, find a DJ, caterers, cake, etc. we were **delighted! It was a pleasure to work with VHC and our wedding in Hendricks County was absolutely perfect!**”

—Laura Deluca

VISIT HENDRICKS COUNTY

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

INFO@VISITHENDRICKSCOUNTY.COM

#inHendricks

STATE OF HENDRICKS COUNTY TOURISM

2016 VISIT HENDRICKS COUNTY ANNUAL REPORT



VISIT HENDRICKS COUNTY

