



Vision



HAMILTON COUNTY TOURISM, INC

LEADERS IN DESTINATION MANAGEMENT

\$300

Hamilton County Tourism marketing efforts return over \$300 in visitor spending for every advertising dollar spent

2018 Best Places to Work in Indiana



\$10M

Almost \$10 million invested in grants & community projects

Hamilton County welcomes visitors in 36 hotel properties with just over 4,300 rooms

36

21

Market Watch: 40% more hotel rooms since 2013. An additional 800 rooms possible by early 2021

Challenge

HAMILTON COUNTY
GREAT PLACES
TO LIVE, WORK,
PLAY & VISIT

TRANSFORMING THE LANDSCAPE

In this fast-paced world, if you aren't moving forward you are moving backward.

Hamilton County Tourism has always been a progressive organization leaping into the future, and in 2015 it made a deliberate decision to vision strategically by identifying six areas of focus. In 2016, Hamilton County Tourism adopted a 10-year Vision 2025 plan designed to propel the organization toward a national standard of operating excellence while supporting visionary place-making in our communities.

The organization dug deeper to recruit and train an exceptional staff, established performance goals guaranteeing success, and concentrated on the six areas of focus that aligned with other strategic planning efforts in the region. All while keeping an eye open for opportunities that would continually enhance our product or gain market share.

What does it mean to strive for national standards in tourism development and marketing?

For us it means a destination and an organization known for **innovative** strategies and design; a **diversity** of product, people and thought; a **vibrant** lifestyle rich in culture; and the ability to **attract** a large market share.



**Best Places
to Live** 
**Money Magazine, Best Places to Live*



**WISE
INVESTMENTS
& FISCAL
RESPONSIBILITY**

**DIGITAL
MARKETING &
CONNECTIVITY**

**GROUPS &
THE VISITOR
EXPERIENCE**

**COMMUNITY
& PRODUCT
DEVELOPMENT**

B I G W I N S C O M P L E T E D

- Adopted robust financial software system
- Renewed accreditation with distinction
- Best Places to Work designation

- Year-round digital marketing
- \$338 ROI for advertising
- National leader in Google Travel Products activation

- Comprehensive sales and service departments
- Welcome program for hotels and events
- At-your-door ambassador training program

- Nickel Plate Express train experience
- US Bicycle Routes 35, 50 and Monon Trail experiences
- Zagster bike share support
- Noblesville alley activation plan

N E X T U P

- Hamilton County Economic Development Corporation talent attraction management contract
- Sponsorship sales program
- Standard operating procedures for all departments
- Destination development investment team

- Share marketing assets with local efforts
- Local top 10 list creation
- Positioning and packaging around trails and nightlife
- Visitor information kiosks
- Experiential storytelling

- HC Sports Authority strategic plan
- Regional co-operative lead generation and sales strategy
- Countywide volunteer website and recruiting
- Group incentive funding

- White River regional master plan
- Expanded bike routes in central Indiana
- 4-H Fairgrounds brand enhancements
- Creative economy collaboration

H O W D O Y O U F I T I N ?

- Workforce attraction leadership
- Board and committee work
- Sponsorship

- HCT partnership through the PIN network
- Subscribe to newsletter and social media
- Kiosk installations
- PR and Marketing Power Hour

- Volunteer ambassador training
- Sales missions and tradeshow participation
- Hotel Power Hour

- Grants participation
- Collaboration on community development projects
- Identify community investment partners

MARKETING INTELLIGENCE

NEW* STRATEGIC ALLIANCES & ADVOCACY

BIG WINS COMPLETED

- Digital marketing and research office
- Biannual future events and monthly major events calendars
- Biannual Hotel Power Hour
- Market valuation of sports facilities
- Study trips for best practice and inspirational planning
- Sports Summit
- High School tourism hospitality certificate

NEXT UP

- Event survey program
- Event transportation cost analysis
- Regular published reports, infographics and presentations
- Summit events and learning labs
- Staff certifications
- Marketing assistance and co-operative

HOW DO YOU FIT IN?

- iPad survey loan program
- Attend learning events
- Subscribe to Major Events calendar
- Be a partner and engage in projects and programs
- Facility valuation program
- Share visitor information and attendance

WE DON'T ASK **WHY.**

WE ASK

why not.

**A previous focus area on Nightlife has been incorporated into a number of areas including marketing and development by adding a new Creative Economies program. In its place, we'll focus on Strategic Alliances and Advocacy.*

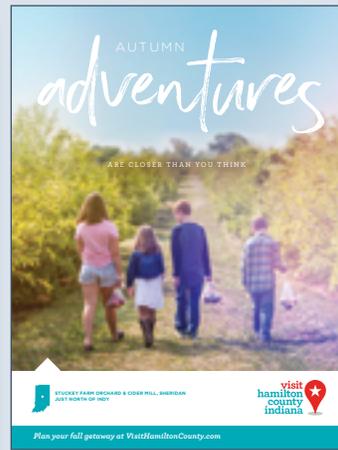
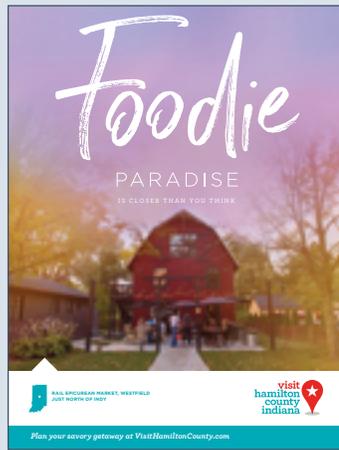
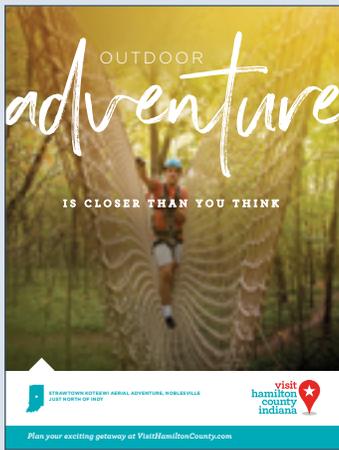
RUOFF HOME MORTGAGE MUSIC CENTER
NOBLESVILLE, IN

THE
Brand

JUST NORTH
OF INDY

WISHERS | NOBLESVILLE

STONYCRE
46TH ANN
HARVES
Sept. 29
Stonycre
317.775



HAMILTON COUNTY
MARKETING
**INNOVATING
FOR BUSINESS**



Truly 360 recognizes HCT marketing team as a top Google Travel performer in the nation



An average 102% increase YOY for seven digital marketing KPIs

Over 400,000 impressions in national stories valued at \$600,000 in just six months in 2018



\$15M
Over 200 direct sales opportunities with clients each year leading to over \$15M in potential business



100,000 travel guides & calendars distributed annually



TOP ROW:
Chicago 2018 Fall Ad campaign Print Advertisements

BOTTOM ROW:
Winter Calendar of Events,
2018 Travel Guide,
Tourism Works





COVER: THE PALLADIUM | CARMEL, IN

BOARD OF DIRECTORS

JEFFREY BROWN

Director at Large
Schahet Hotels

NORMAN BURNS

Secretary/Treasurer
Conner Prairie

TODD BURTRON

City of Westfield

BOB DUBOIS

Chairman
Noblesville Chamber of Commerce

JEREMY GEISENDORFF

Vice Chairman
Cambria Suites - Noblesville

JOHN HUGHEY

Immediate Past President
Fishers Arts Council

JUDI JOHNSON

City of Noblesville

GARY MILLER

Staybridge Suites - Fishers

ANDREW NEWPORT

Director at Large
Ruoff Home Mortgage Music Center/Live Nation

AL PATTERSON

Hamilton County Parks & Recreation

JIMIA SMITH

Pedcor Companies/Carmel City Center

SCOTT SPILLMAN

HSE S.P.O.R.T.S.

MARK TRUETT

Center for the Performing Arts/Palladium

EX-OFFICIO:

CHRISTINE ALTMAN

Counsel

FRED GLYNN

Hamilton County Council

HCT STAFF CONTACT:

BRENDA MYERS

President/CEO
Hamilton County Tourism, Inc.
37 E. Main Street
Carmel, IN 46032

TOURISM COMMISSION

LISA HANNI

ANDREA HUISDEN

TIFFANY PASCOE

ROBYN PAUKER

DONNA PRATHER

CHRIS RENNER

ANGIE SMITHERMAN

BILL SMYTHE

HOWARD STEVENSON

BRENDA TOLSON

PERRY WILLIAMS

*Tourism Commission appointed members as of press time 1/2019

