

# Bloomington

INDIANA

2018

COMMUNITY  
TOURISM REPORT



The Convention & Visitors Bureau of Monroe County, dba **Visit Bloomington**, is the official destination marketing organization for Monroe County and Bloomington. A proud community economic development partner, the organization is managed by a 15-member Board of civic leaders and staffed by nine tourism marketing professionals.

Visit Bloomington's mission is to promote Monroe County to potential travelers resulting in increased visitation and positive economic impact for the area.

Visit Bloomington receives 60% of the Monroe County Innkeepers Tax collections to fund its marketing, programs and operations.

**\$1.8 MILLION**

*2018 Budget*

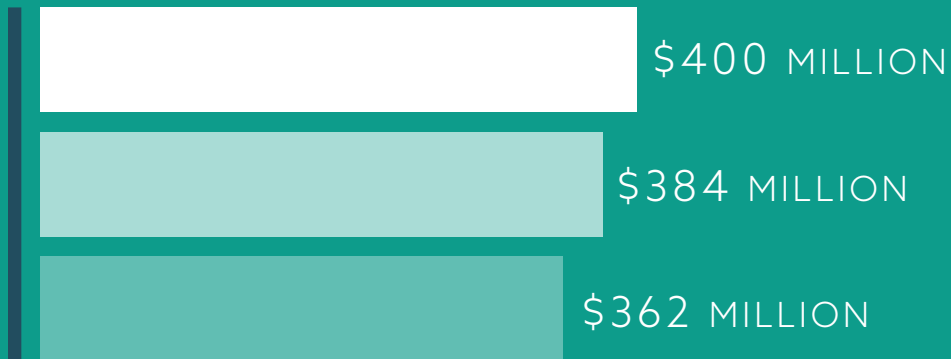


# ECONOMIC IMPACT OF TOURISM

on Monroe County



## VISITORS SPENT



## WAGES GENERATED BY TOURISM



## JOBS SUPPORTED BY TOURISM



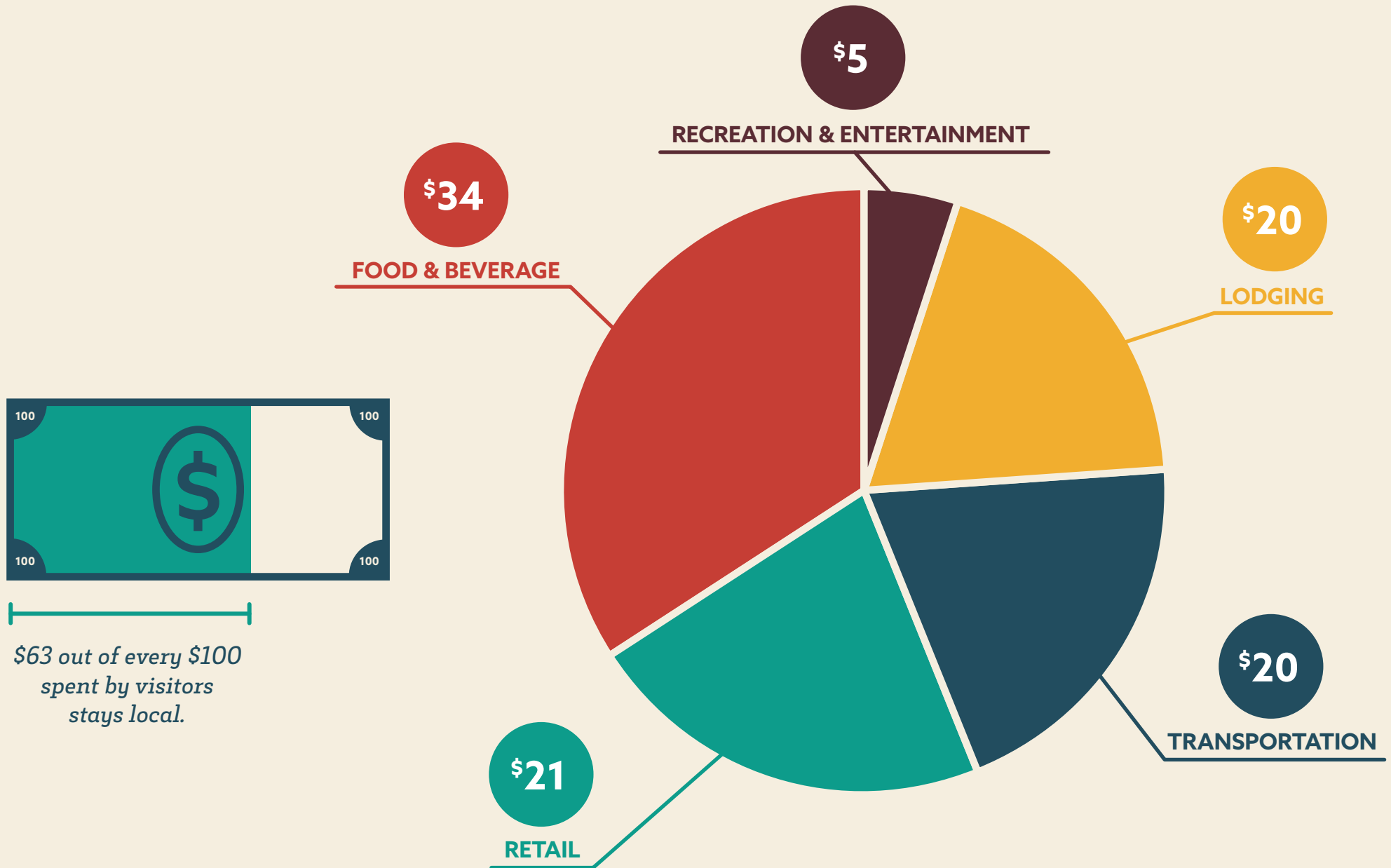
## STATE & LOCAL TAX RECEIPTS GENERATED BY TOURISM



*8% of all Monroe County jobs are touched by visitors in some way. In addition to the hospitality and entertainment industries, tourism directly supports jobs in health, social, education, finance, insurance and other professional services.*



# FOR EVERY \$100 SPENT BY A VISITOR IN MONROE COUNTY:



# MISSION FOCUS

## Drive Visitor Demand

Produce effective sales and promotional activities.

## Strengthen Visitor Experiences

Provide personalization, engagement and quality service.

## Communicate Tourism Relevancy & Viability

Build stronger community and partner relationships.

# 2017-2019 STRATEGIC GOALS

Enhance Brand Awareness

PAGES 7-11

Increase Sales Conversions

PAGE 12

Support Product Development

PAGE 13

Engage Community Audiences

PAGE 14

Ensure Financial and Administrative Effectiveness

PAGE 15

# 2018 INITIATIVES

Drive Weekday Business

Support Convention Center Expansion



# ENHANCE BRAND AWARENESS

2018 Marketing Campaigns

## Target Markets



## Target Personas



BIG EVENT



LIFELONG LEARNER



HEALTH NUT



TASTEMAKER

## Mediums



WEB & SEARCH



OUTDOOR



PRINT



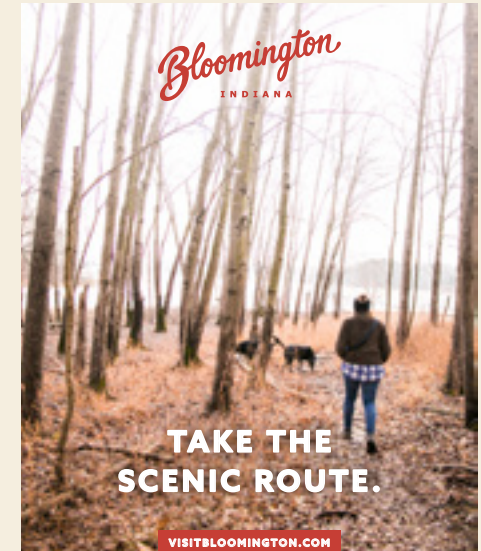
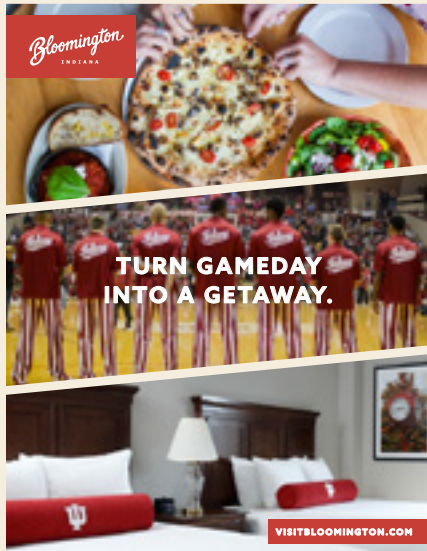
RADIO



SOCIAL



VIDEO





The screenshot shows the Visit Bloomington website. At the top left is the "Bloomington INDIANA" logo. To the right is a navigation menu with links for "SEARCH", "MEETINGS & GROUPS", "SPORTS", "MEDIA", "EVENTS", "ABOUT US", and social media icons. Below the navigation is a horizontal menu with buttons for "THINGS TO DO", "EVENTS", "RESTAURANTS", "HOTELS", "TRIP IDEAS", and "MAKE A PLAN". The main image is a winter scene of the Indiana University archway, with snow on the ground and trees, and two people walking through the archway. Below the image is the heading "Welcome to Bloomington, Indiana" and a paragraph of text describing the town and university. At the bottom are two smaller images: "BLOOMINGTON BY THE SEASONS: WINTER" and "BEST WINTER HIKES".

**Bloomington**  
INDIANA

SEARCH | MEETINGS & GROUPS | SPORTS | MEDIA | EVENTS | ABOUT US

THINGS TO DO | EVENTS | RESTAURANTS | HOTELS | TRIP IDEAS | MAKE A PLAN

## Welcome to Bloomington, Indiana

There are two defining characteristics that have shaped this Indiana town and its people: the land and the university. The hills, forests, and lakes provide a sanctuary; one that is valued and protected. The **limestone** is quarried and milled by hard-working **Hooosiers**, and turned into beautiful buildings and sculptures throughout the area and the nation. Students and faculty from across the country and the world flock to **Indiana University**, bringing ideas and dreams to a community that embraces them all. It's a place that nurtures **artists** and scientists, farmers and philosophers, athletes and **musicians**. It's a community of aspirations and inspirations, a breeding ground for transformations. Welcome to Bloomington.

BLOOMINGTON BY THE SEASONS: WINTER

BEST WINTER HIKES



# VISITBLOOMINGTON.COM USERS

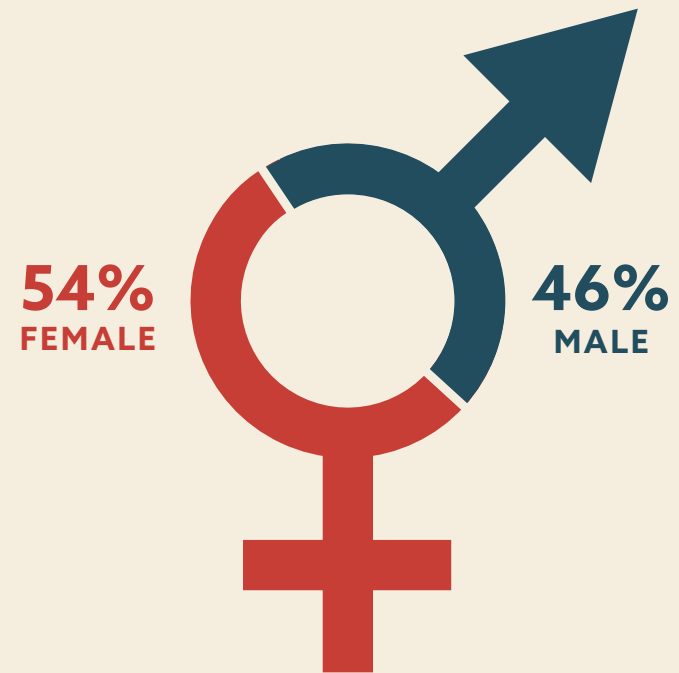
	2018	2017	% CHANGE
<b>TOTAL WEB SESSIONS</b>	981,001	580,525	+69%
<b>TOTAL WEB USERS</b>	634,317	403,945	+57%
<b>TOTAL PAGEVIEWS</b>	1,829,722	1,268,251	+44%
<b>AVERAGE PAGES VISITED</b>	1.87	2.19	-15%
<b>AVERAGE TIME ON SITE</b>	1:32	1:50	-16%
<b>BOUNCE RATE</b>	61%	64%	-5%
<b>MOBILE SESSIONS</b>	645,942	317,707	+103%
<b>BLOG VIEWS</b>	508,246	98,393	+417%
<b>LISTING VIEWS</b>	334,664	270,793	+24%
<b>EVENT LISTING VIEWS</b>	217,282	186,817	+16%
<b>THINGS TO DO VIEWS</b>	210,254	172,226	+22%
<b>EVENTS CALENDAR VIEWS</b>	169,319	160,552	+5%



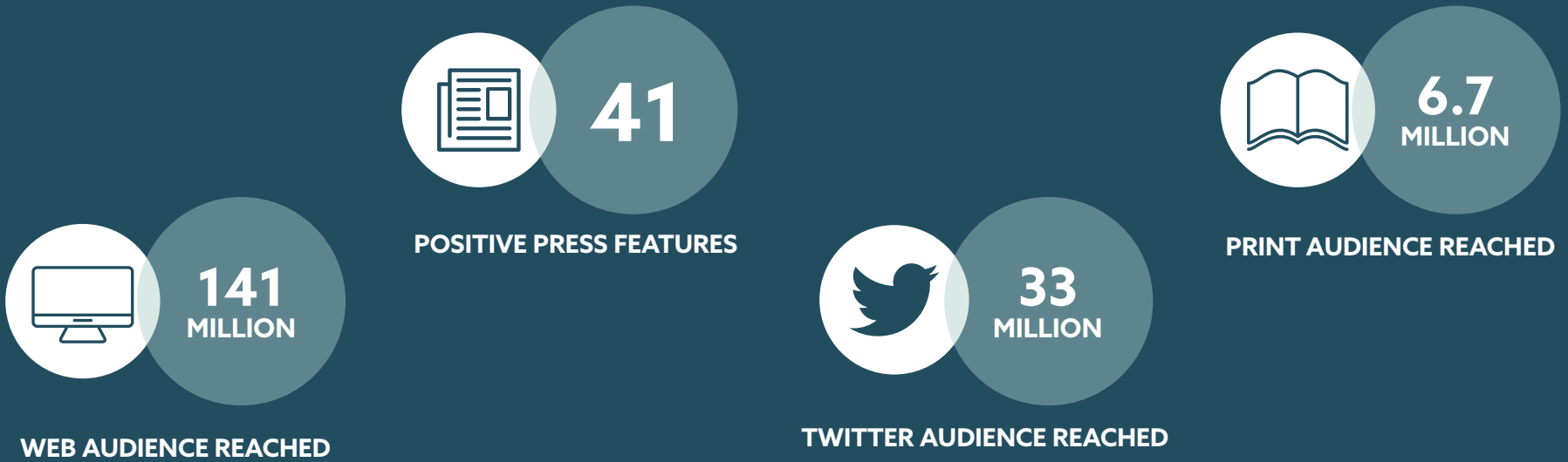
# VISITBLOOMINGTON.COM USERS

*By Market*

<u>USER CITY</u>	<u>GROWTH COMPARED TO 2017</u>
CINCINNATI	438%
CHICAGO	165%
LOUISVILLE	69%
INDIANAPOLIS	63%
EVANSVILLE	60%



# VISIT BLOOMINGTON EARNED MEDIA REPORT



## MEN'S JOURNAL

“It may not elicit the name recognition of Crater Lake or Lake Tahoe, but Lake Monroe is Indiana’s biggest body of water, boasting a 10,750-acre surface area and surrounded by woodsy terrain and backcountry trails in the Hoosier National Forest. Set out for the day with a boat rental from Fourwinds Marina or grab a kayak or paddleboard with Lake Monroe Boat Rental.”

AMAZING LAKE GETAWAYS FOR EVERY ADVENTURER, SUNNY MONTEFIORE

## Forbes

“Bloomington, Indiana is home to Indiana University, one of the most beautiful college campuses in the country and my beloved alma mater (go Hoosiers!). During the summer, budget-friendly Bloomington is bright, buzzing, green and blissfully empty. Rent a bike and pedal your way through the forests and streams of IU’s empty campus and along the B-Line Trail. Spend an afternoon sipping hand-crafted sour ales at Upland Brewery or sweet, fruity wine at Oliver Winery.”

CHEAP SUMMER TRAVEL: 23 PLACES TO GO IN 2018, LAURA BEGLEY BLOOM

## The Daily Meal

All Things Food & Drink

“Bloomington is a surprising city for many reasons. Did you know it’s home to a Buddhist monastery and Mongolian yurts? Well, the food scene in the home of Indiana University is just as unexpected. Especially since it’s so healthy! Here you’ll find spots like Laughing Planet Café where they serve California-style burritos packed with organic and locally-produced ingredients. The Owlery offers high quality vegetarian food at affordable prices.”

50 BEST FOODIE TOWNS IN AMERICA, JORDI LIPPE-MCGRAW



# INCREASE SALES CONVERSIONS

*Created 137 leads/assists/programs for partners:*



32

CONFERENCE



26

SPORTS



79

LEISURE



USA WATER POLO CHAMPIONS CUP

# SUPPORT PRODUCT DEVELOPMENT

The Monroe Convention Center Expansion project plans are underway. Visit Bloomington is participating in those plans and hoping to relocate to the new center upon completion.

## 2018 GRANT WINNERS

African American Arts Institute  
 Artisan Guilds of Bloomington  
 Arts Fair on the Square  
 Bloomington Blues and Boogie Woogie Piano Festival  
 Bloomington Creative Glass Center // Glass Pumpkin Patch  
 Bloomington Handmade Market  
 Cardinal Stage Company  
 Fourth Street Festival of the Arts and Crafts  
 IU Cinema // Wounded Galaxies  
 Indiana Heritage Quilt Show  
 Limestone Comedy Festival  
 Lotus World Music and Arts Festival

## LODGING SNAPSHOT

### HOTELS

**AVAILABLE NIGHTLY ROOMS**

2018	2017
2,540	2,283

**YEAR END TOTAL OCCUPANCY**

69%	65%
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**AVERAGE SUN-THURS NIGHTLY ROOMS SOLD**

1,553	1,433
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**AVERAGE FRI-SAT NIGHTLY ROOMS SOLD**

1,849	1,762
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**TOTAL ANNUAL ROOMS SOLD**

582,442	535,004
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**YEAR END AVERAGE DAILY RATE**

\$112.22	\$111.24
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### AIRBNB

**AVAILABLE NIGHTLY ROOMS**

434	277
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**YEAR END TOTAL OCCUPANCY**

48%	44%
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**TOTAL ANNUAL ROOM NIGHTS SOLD**

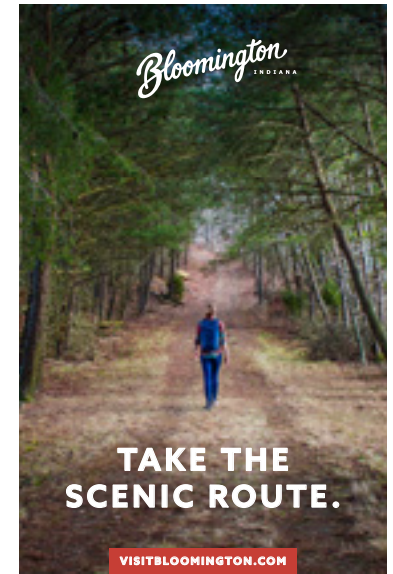
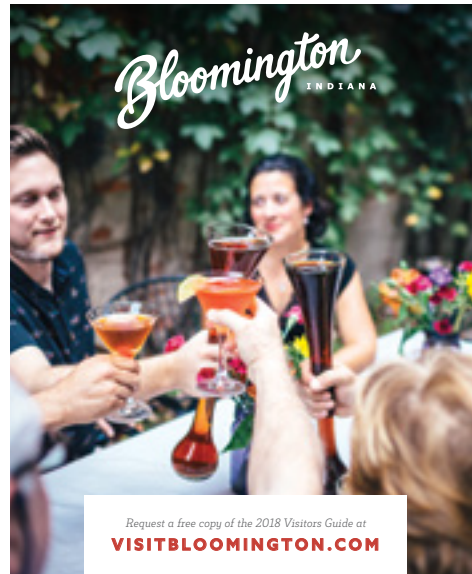
76,037	45,497
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**YEAR END AVERAGE DAILY RATE**

\$99	\$105
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# ENGAGE COMMUNITY AUDIENCES



# ENSURE FINANCIAL AND ADMINISTRATIVE EFFECTIVENESS

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FOLLOW MONROE COUNTY BUDGET PROCESS.

PRODUCE FULL ANNUAL FINANCIAL AUDIT.

ACCREDITED BY DESTINATIONS INTERNATIONAL.

ENGAGED BOARD WITH CHECKS AND BALANCES IN PLACE.

# Bloomington

INDIANA

**VISITBLOOMINGTON.COM**

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