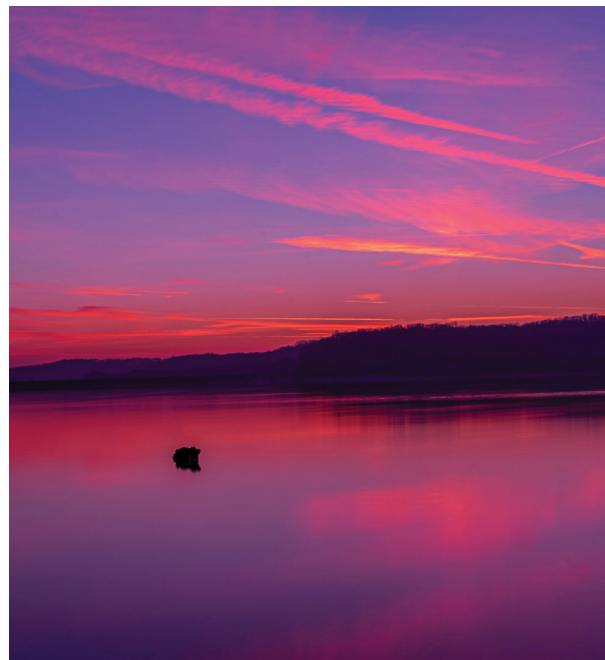




# 2019 COMMUNITY TOURISM REPORT

*Bloomington*  
INDIANA



# ABOUT VISIT BLOOMINGTON



**The Convention & Visitor Bureau of Monroe County, dba Visit Bloomington**, is the official destination marketing organization for Monroe County and Bloomington, Indiana. Visit Bloomington is a 501(c)(6) nonprofit that has been in operation since 1977. The organization is managed by a 15-member Board of Directors and staffed by eight tourism marketing professionals.

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

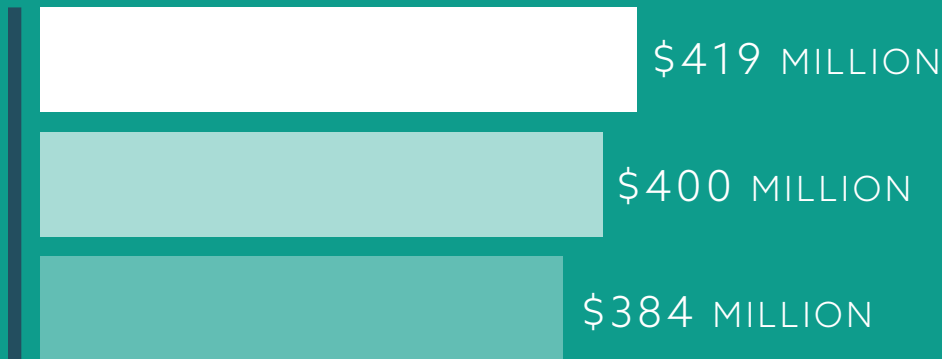
**Visit Bloomington** receives 60% of the Monroe County Innkeepers Tax collections to fund its marketing programs and operations. *The 2019 budget was approximately \$1.9 million.*

# ECONOMIC IMPACT OF TOURISM

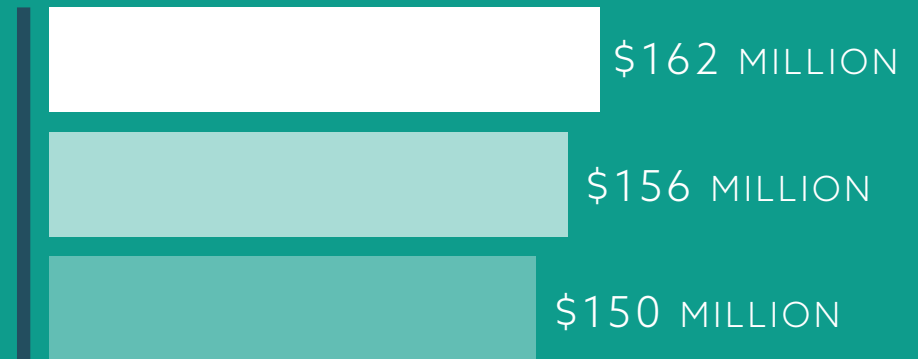
on Monroe County



## VISITORS SPENT



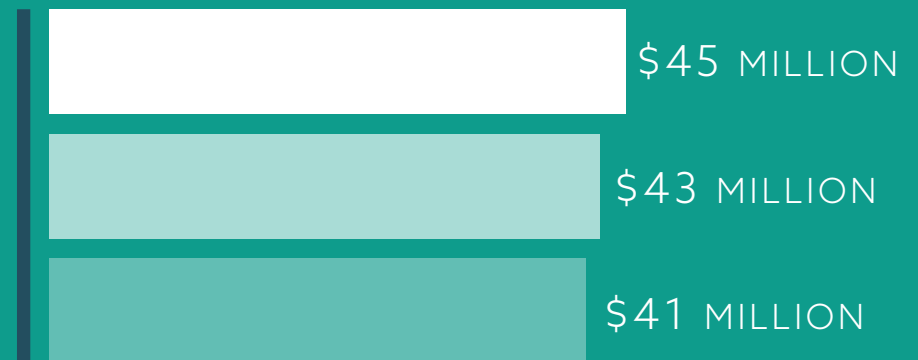
## WAGES GENERATED BY TOURISM



## JOBS SUPPORTED BY TOURISM



## STATE & LOCAL TAX RECEIPTS GENERATED BY TOURISM



*Tourism is the fifth largest job-producing industry in Monroe County with approximately 7.5% of all jobs supported by tourism to the region. 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

# 2019 INITIATIVES

Drive Weekday Business

Support Convention Center Expansion



# ENHANCE BRAND AWARENESS

2019 Marketing Campaigns

## Target Markets



## Target Personas



BIG EVENT



LIFELONG LEARNER



HEALTH NUT



TASTEMAKER

## Mediums



WEB & SEARCH



OUTDOOR



PRINT



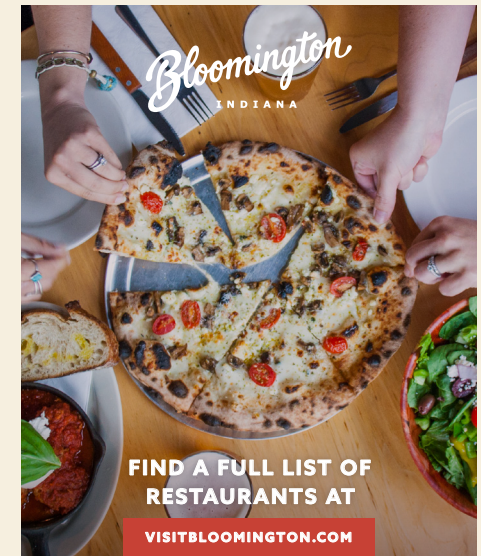
RADIO

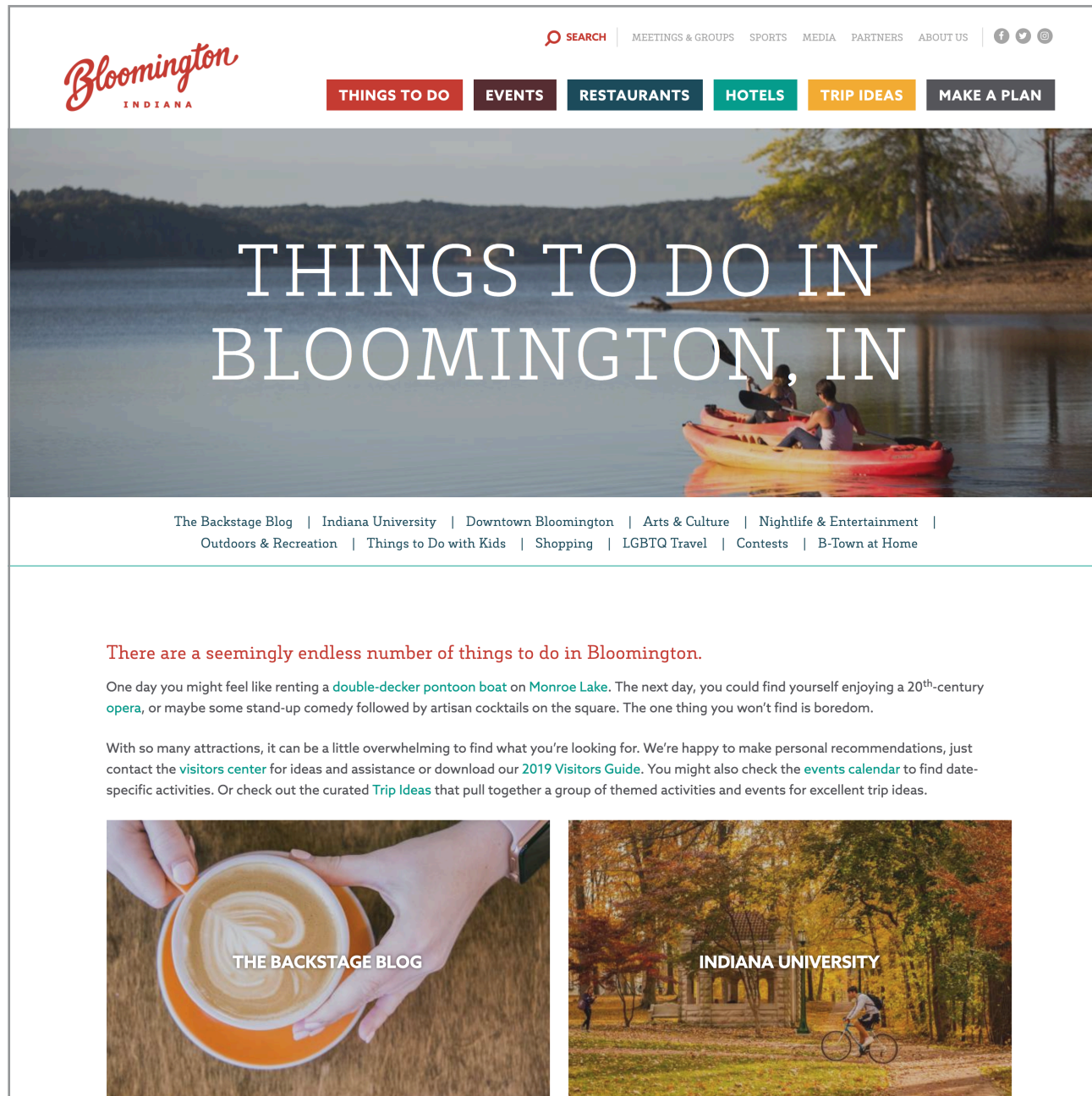


SOCIAL



VIDEO





The screenshot shows the Visit Bloomington website. At the top left is the logo for Bloomington, Indiana. To the right is a search bar and a navigation menu with links for MEETINGS & GROUPS, SPORTS, MEDIA, PARTNERS, and ABOUT US. Below this is a secondary navigation bar with buttons for THINGS TO DO, EVENTS, RESTAURANTS, HOTELS, TRIP IDEAS, and MAKE A PLAN. The main banner features a photograph of two people in a red and yellow pontoon boat on a lake, with the text 'THINGS TO DO IN BLOOMINGTON, IN' overlaid. Below the banner is a horizontal list of links: The Backstage Blog | Indiana University | Downtown Bloomington | Arts & Culture | Nightlife & Entertainment | Outdoors & Recreation | Things to Do with Kids | Shopping | LGBTQ Travel | Contests | B-Town at Home. The main content area contains a paragraph about the variety of activities in Bloomington, followed by two image-based links: 'THE BACKSTAGE BLOG' (with an image of a latte) and 'INDIANA UNIVERSITY' (with an image of a cyclist on a path).

There are a seemingly endless number of things to do in Bloomington.

One day you might feel like renting a [double-decker pontoon boat](#) on [Monroe Lake](#). The next day, you could find yourself enjoying a 20<sup>th</sup>-century [opera](#), or maybe some stand-up comedy followed by artisan cocktails on the square. The one thing you won't find is boredom.

With so many attractions, it can be a little overwhelming to find what you're looking for. We're happy to make personal recommendations, just contact the [visitors center](#) for ideas and assistance or download our [2019 Visitors Guide](#). You might also check the [events calendar](#) to find date-specific activities. Or check out the curated [Trip Ideas](#) that pull together a group of themed activities and events for excellent trip ideas.





# VISITBLOOMINGTON.COM USERS

	2019	2018	% CHANGE
TOTAL WEB USERS	686,594	634,317	+8.3%
TOTAL WEB SESSIONS	960,133	981,001	-2.13%
TOTAL PAGEVIEWS	1,994,068	1,829,722	+8.98%
AVERAGE PAGES VISITED	2.08	1.87	+11.35%
AVERAGE TIME ON SITE	1:41	1:32	+9.59%
BOUNCE RATE	52.87%	60.87%	-13.15%
NEW SESSIONS	665,678	621,392	+7.13%
MOBILE SESSIONS	609,160	645,547	-5.64%

## CONTENT CREATION

*Hosted*

24

*Social Media Influencers*

*Published*

80

*Blog Posts*

*Executed*

27

*Website Contests*



# VISITBLOOMINGTON.COM USERS

*By Market*

<u>USER CITY</u>	<u>GROWTH COMPARED TO 2018</u>
BLOOMINGTON	16%
CHICAGO	112%
INDIANAPOLIS	7%
LOUISVILLE	32%
EVANSVILLE	38%



# VISIT BLOOMINGTON EARNED MEDIA REPORT



45

POSITIVE PRESS FEATURES



16.9  
MILLION

ONLINE/PRINT AUDIENCE REACHED



“Bloomington is best known as the home of Indiana University (and the setting for the 1979 Academy Award nominated film *Breaking Away*), but there is so much more to this small, vibrant town seated amongst the limestone quarries and rolling hills of southern Indiana and the Hoosier National Forest. Here’s what to do while you’re in town.”

BLOOMINGTON IS BUSTLING,  
ABBY GARDNER



“About an hour southwest of town, the charming college town of Bloomington, IN makes for a scenic escape. In the morning, grab your coffee and Southern-style shrimp and grits at the airy, down-home Sweet Grass. When the great outdoors beckons, explore the rolling hills and trails of Hoosier National Forest or enlist in kayaking, fishing and boat rentals at Monroe Lake.”

WHAT TO DO IN INDIANAPOLIS, FROM FOOD TO RACE CARS AND EVERYTHING IN BETWEEN,  
KATE DONNELLY



“The visit-cation trip is certainly gaining traction across the country and is something that we’ve seen in Bloomington, Indiana, for years. Touring colleges is one of the last trips parents and their kids will ever take while they all still live under one roof. A new beginning of sorts, so why not make the most of it and really dig into the destination?”

LOOKING AT COLLEGES WITH YOUR KIDS? TAKE A VISIT-CATION,  
JORDI LIPPE-MCGRAW



# INCREASE SALES CONVERSIONS

*Created 149 leads/assists/programs (137 in 2018) for partners:*



36

CONFERENCE



30

SPORTS



83

LEISURE



# SUPPORT PRODUCT DEVELOPMENT

The Monroe Convention Center expansion project continues to move forward as 2019 comes to a close. Visit Bloomington supports those plans with a goal of relocating to the new center upon completion.

## 2019 GRANT WINNERS

Bloomington Boogies

Bloomington Handmade Market  
Summer Fair

Cardinal Stage

FlowMotion

Fourth Street Festival Of The Arts &  
Crafts

Indiana Heritage Quilt Show

Midway Music Festival

Created the *Bloomington Music Expo*  
and *Freezefest* is coming in 2020!



## LODGING SNAPSHOT

### HOTELS

#### OCCUPANCY RATE

2019	2018	% CHANGE
60.7%	68.7%	-11.7%
923,485	843,110	9.5%
560,807	579,611	-3.2%

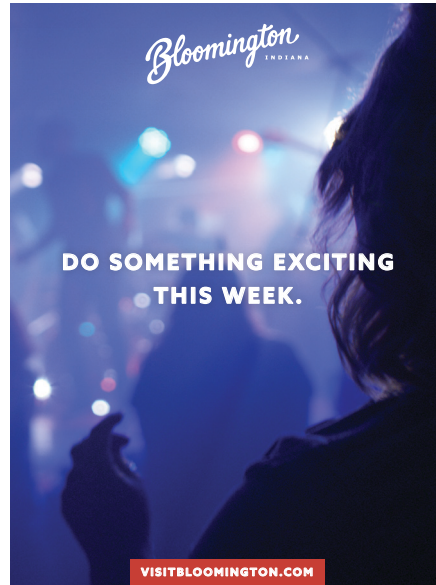
#### HOTEL ROOM SUPPLY

#### HOTEL ROOM DEMAND

### AIRBNB

Airbnb and other types of short term rentals continue to explode in the market. The state of Indiana began some regulation of short term rentals on July 1, 2019. That will help provide more reliable rental numbers in future years. There were approximately 400 short term rentals available in the Bloomington market as of December 2019. Airbnb reported over **10,000 rentals of their properties** from June to August 2019.

# ENGAGE COMMUNITY AUDIENCES



# ENSURE FINANCIAL AND ADMINISTRATIVE EFFECTIVENESS

---

FOLLOW MONROE COUNTY BUDGET PROCESS.

PRODUCE FULL ANNUAL FINANCIAL AUDIT.

ACCREDITED BY DESTINATIONS INTERNATIONAL.

ENGAGED BOARD WITH CHECKS AND BALANCES IN PLACE.

# BOARD OF DIRECTORS

**David Smiley, PRESIDENT**

Indiana University Recreation, Park,  
& Tourism Studies

**Kirby Brown, VICE PRESIDENT**

Hyatt Place

**Hollie Lutz, SECRETARY**

Indiana University Memorial Union

**Dawn Crawford**

Holiday Inn Express

**Scot Davidson**

Old National Bank

**Mick Renneisen**

City of Bloomington

**Paul Wagoner**

Grant Street Inn

**Lennie Busch**

OneWorld Enterprises

**Aleisha Kropf**

WonderLab Museum

**Ben Minnich**

Homewood Suites

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**Graham Shepfer**

Indiana University  
Conferences

**Mark Skirvin**

Indiana University Athletics

**Sean Starowitz**

City of Bloomington

**Stacey Weatherholt**

Oliver Winery

## STAFF MEMBERS

**Mike McAfee**

Executive Director

**Laura Newton**

Assistant Director

**Nia Jones**

Content Coordinator

**Pete Nelson**

Sports Sales Manager

**Marcia Roach**

Finance Director

**Teal Strabbing**

Visitor Service Manager

**Erin White**

Leisure Marketing & Travel  
Media Director

**Alyssa Wood**

Graphic Designer





# Bloomington

INDIANA

[VISITBLOOMINGTON.COM](http://VISITBLOOMINGTON.COM)

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BLOOMINGTON, IN 47404 | 812.334.8900

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