

# 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.

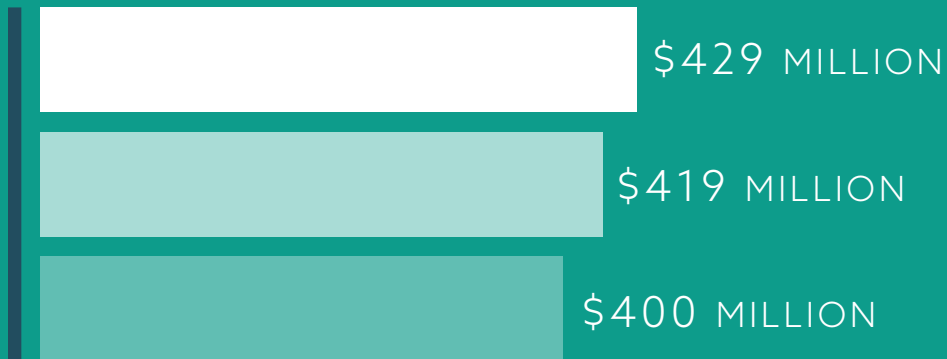
**Visit Bloomington** receives 60% of the Monroe County Innkeepers Tax collections to fund its marketing programs and operations. Those funds were reduced by 31% to \$1.3 million in 2020 due to COVID-19.

# ECONOMIC IMPACT OF TOURISM

on Monroe County



## VISITORS SPENT



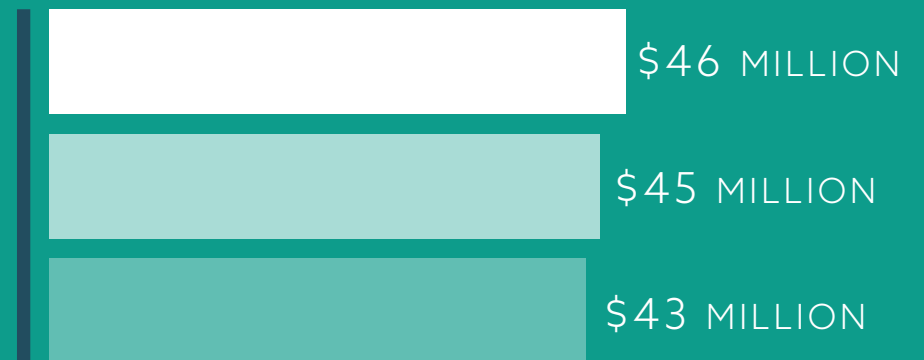
## WAGES GENERATED BY TOURISM



## JOBS SUPPORTED BY TOURISM



## STATE & LOCAL TAX RECEIPTS GENERATED BY TOURISM



*Tourism is the fifth largest job-producing industry in Monroe County with approximately 7.4% 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. Many tourism and hospitality jobs require people to work weekends and odd hours. This fits well in a college town such as Bloomington with a student workforce seeking those types of flexible jobs.*



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



\$62 out of every \$100  
spent by visitors  
stays local.



# 2020 AREA TOURISM SUMMARY

*2020 was extremely challenging and Visit Bloomington thanks our partners, our Board of Directors, the Monroe County Convention & Visitors Commission, and all the leaders and citizens of Monroe County and Bloomington for their support.*

Promoting tourism and safe travel during a pandemic can be a conundrum. The coronavirus forced us to adapt our priorities and marketing efforts as the world quickly changed on a daily basis. Visit Bloomington focused on supporting safety measures for our community and visitors while helping hospitality businesses. We communicated with our audiences about products, services, and experiences still available. By promoting these businesses at a time of great need, we were able to serve both them and our residents who required those services. We stopped all paid media we could and adjusted the tone of our messaging to reflect the situation.

It was important to us to help and provide value to our partners and support the community in whatever way we could. We had to be more responsible, mobile, flexible, creative and adaptable than ever before.

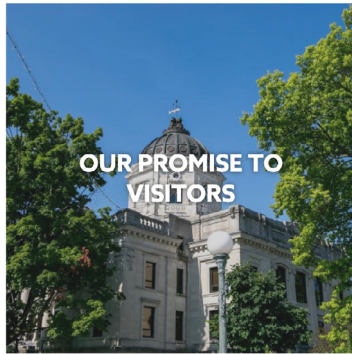


# SUPPORT LOCAL

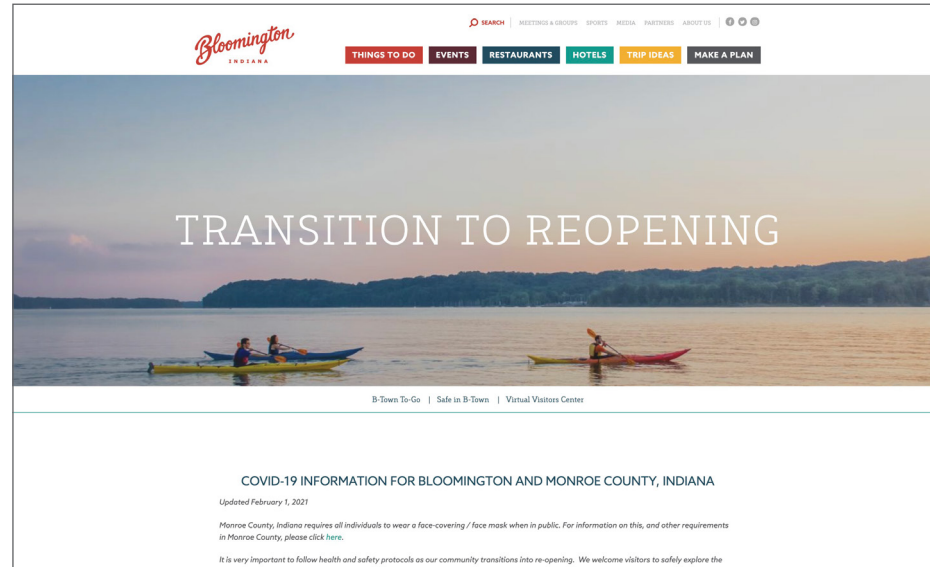
## B-Town At Home



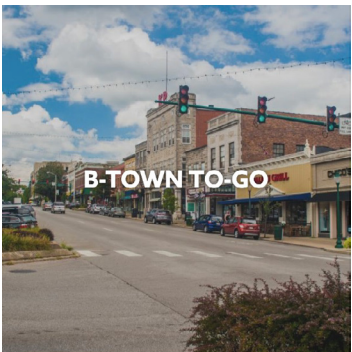
## B-Town Virtual



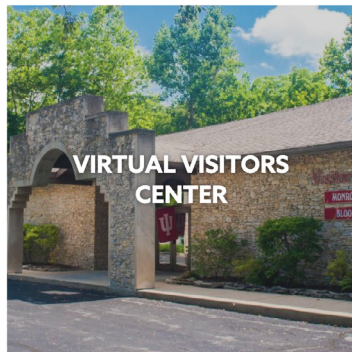
## COVID Promise to Visitors



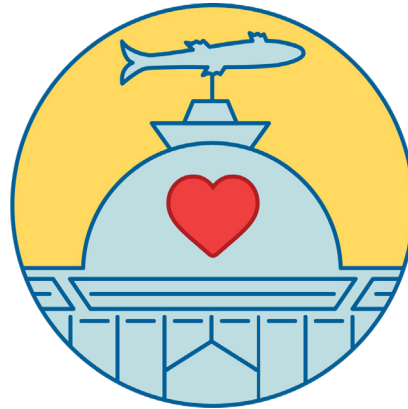
## B-Town To Go



## Virtual Visitors Center



## B-Town Summer Challenge



## Black Owned Business Directory

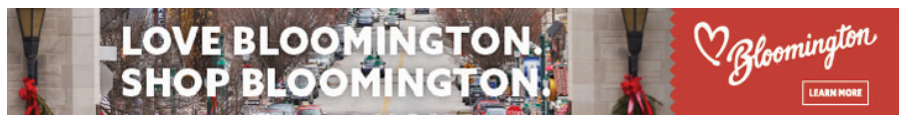
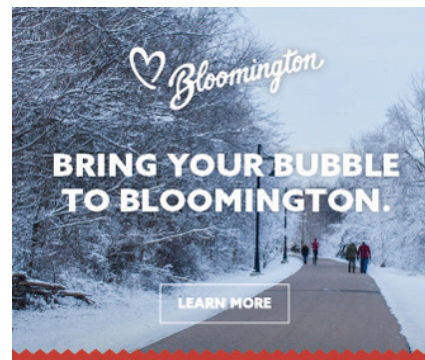
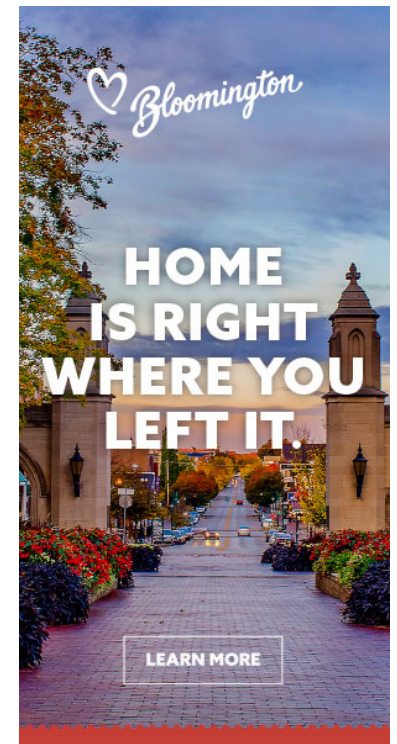
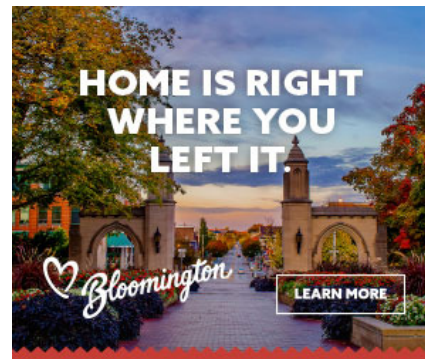
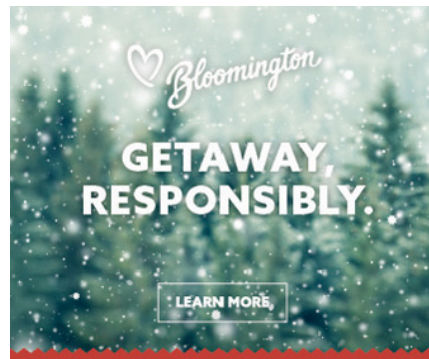


## Restaurant Week Promotion



# FALL AND WINTER CAMPAIGNS

Research indicated travelers were seeking safe, less-crowded, closer-to-home getaway trips. Campaign target markets were primarily all of Indiana and Indiana University alumni around the country. Media purchased were radio and digital (social media and search and display ads on Google and Bing networks). Campaign messaging encouraged people to come here to safely escape the big city and spend time with family and friends while reassuring the area offers plenty of outdoor recreation opportunities as well as clean and safe hotels, restaurants, and attractions.





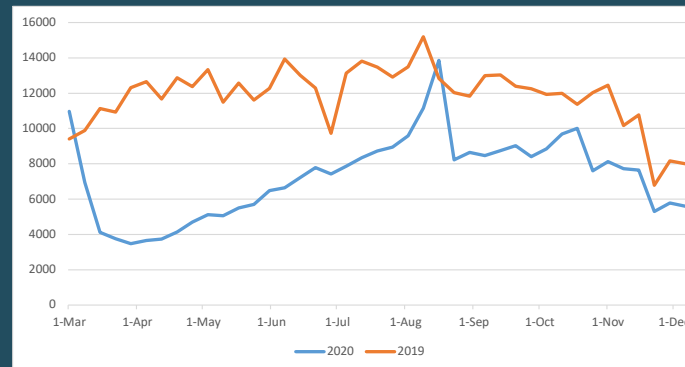
# VISITBLOOMINGTON.COM USERS

The visitbloomington.com website saw increases in fall traffic on the site in 2020 compared to fall 2019, but overall traffic on the site was down approximately 30% for the year.

	2020	2019	2018
TOTAL WEB US	536,604	686,594	634,317
TOTAL WEB SESSIONS	678,879	960,133	981,001
TOTAL PAGEVIEWS	1,393,459	1,994,068	1,829,722
AVERAGE PAGES VISITED	2.05	2.08	1.87
AVERAGE TIME ON SITE	1:36	1:41	1:32
BOUNCE RATE	54.83%	52.87%	60.87%
NEW SESSIONS	530,779	665,678	621,392
MOBILE SESSIONS	389,629	609,160	645,547

2020 worldwide tourism revenues decreased by approximately 40% from the previous year and that is similar to the local market here in Bloomington and Monroe County.

LODGING ROOMS CONSUMED IN MONROE COUNTY 2019-2020

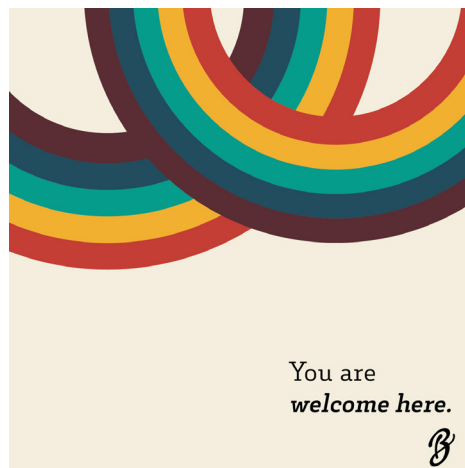
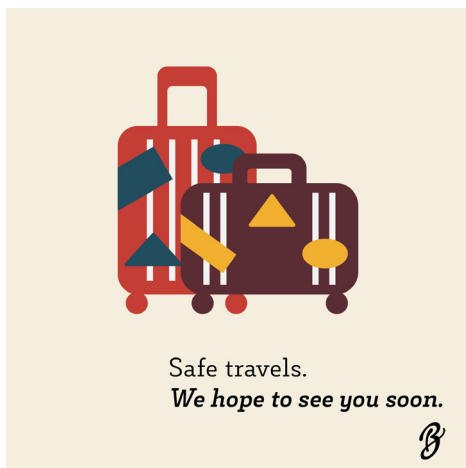


# 2021 FORECAST

Through February 2021, Visit Bloomington is cautiously optimistic the pandemic is improving and that vaccines will be widely distributed in the spring and summer. Research indicates this will help consumer confidence in travel to rebound during the summer and fall of 2021.

This is encouraging for a safe and busy fall of visitors coming to Monroe County to attend special events at Indiana University and throughout the area. Business and sports groups displaced by COVID-19 have been rebooking fall 2021 dates as well as into 2022. Ending the pandemic will speed recovery through 2022 and tourism could be on track to be back to pre-coronavirus levels in 2023.

Travelers will continue to seek smaller destinations, closer to home that offer safe experiences. Bloomington and Monroe County are well suited for that. Visit Bloomington and their Board of Directors will continue to promote safe and responsible travel and adapt our operational and marketing strategies through 2021 while monitoring the pandemic.



# Bloomington

INDIANA

**VISITBLOOMINGTON.COM**

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