



Bloomington
INDIANA

2023 COMMUNITY
TOURISM REPORT

ABOUT VISIT BLOOMINGTON



The Convention & Visitors 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 volunteer Board of Directors and staffed by nine tourism marketing professionals.

Visit Bloomington's mission is to responsibly promote Monroe County to potential visitors resulting in economic growth and ultimately improved quality of life for the area.

Visit Bloomington receives the majority of our revenue from a portion of the Monroe County Innkeeper's Tax collected by county lodging facilities. These funds are used for marketing programs and operations. Visit Bloomington is annually audited by an independent accounting firm.



MONROE COUNTY: WE ARE LUCKY TO CALL IT HOME

Bloomington, Indiana is one of America's premier university towns. Bloomington and Monroe County offer great food and drink, college sports, outdoor adventure, live music, cool art, and good times to enjoy daily. The area is safe, affordable, and everyone is welcome here.

2023 was another record year for tourism in Monroe County with approximately 2.5 million people visiting. People want to be here for both leisure and business travel.

College destinations with facilities and cultural amenities are post pandemic and recession strong!



ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

Tourism is the 5th largest job-generating industry in Monroe County

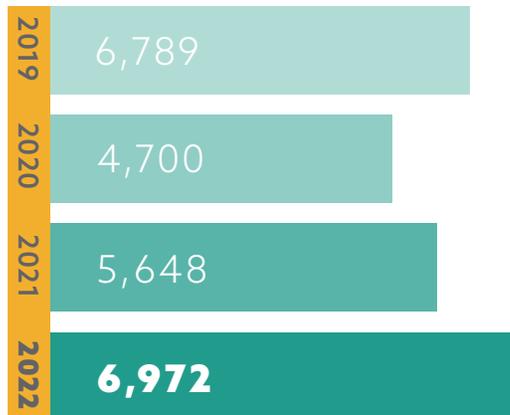
VISITORS SPENT



WAGES GENERATED



JOBS SUPPORTED



TAX RECEIPTS GENERATED STATE & LOCAL



Source: 2022 Economic Contribution of Tourism in Monroe County. 2023 data available in early 2025.



ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

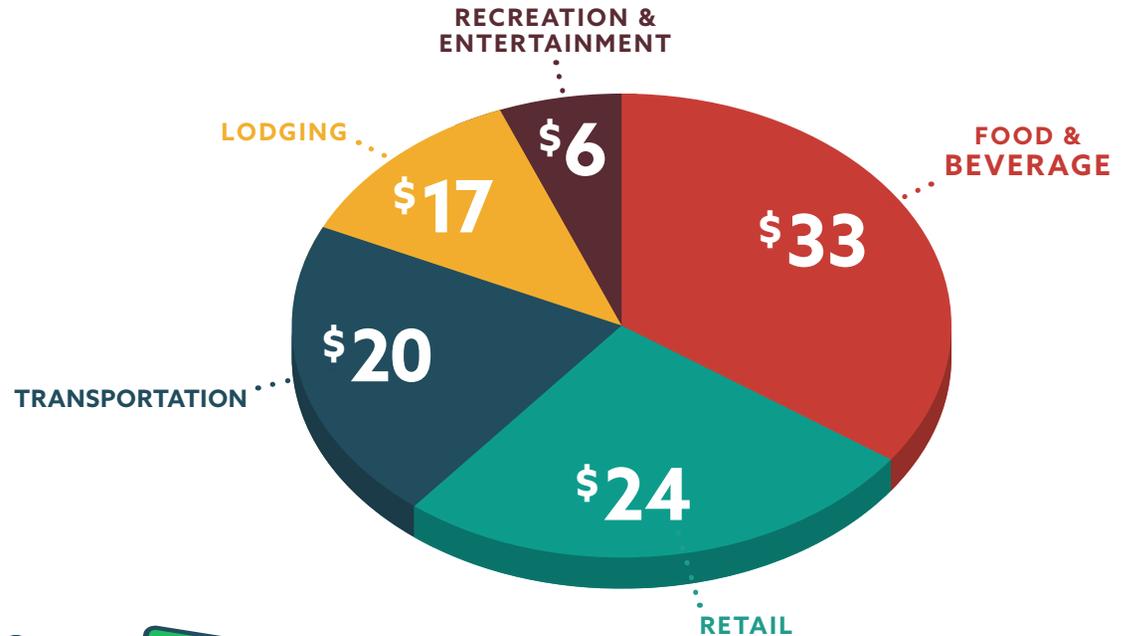
For every **\$100** spent by a visitor in **Monroe County**:



\$61 out of every **\$100** spent by visitors stays local.



37% of all food and beverage revenue in Monroe County is generated by visitors. This number does not include Indiana University student spending.



680,000 lodging rooms were purchased in Monroe County in 2023.

Source: 2022 Economic Contribution of Tourism in Monroe County. 2023 data available in early 2025.

2023 MEDIA HIGHLIGHTS

Media pitches sent by Visit Bloomington to targeted travel, lifestyle, local, regional, national, and broadcast journalists resulted in more than 380 stories mentioning Bloomington/Monroe County.



WISH-TV



FORBES



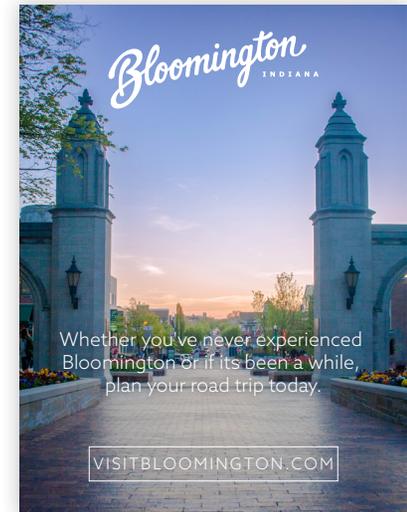
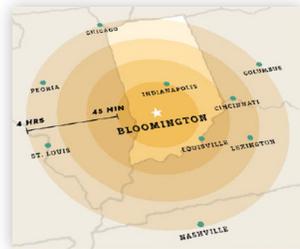
INDY NOW FOX59



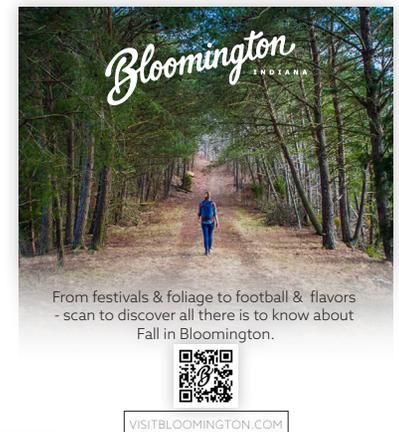
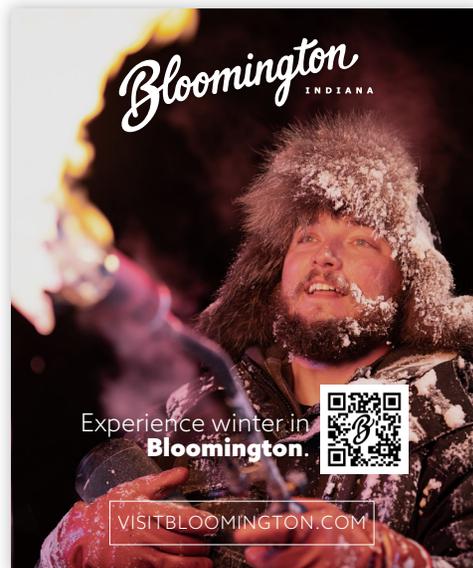
ADVENTURE CYCLING

LEISURE TOURISM MARKETING

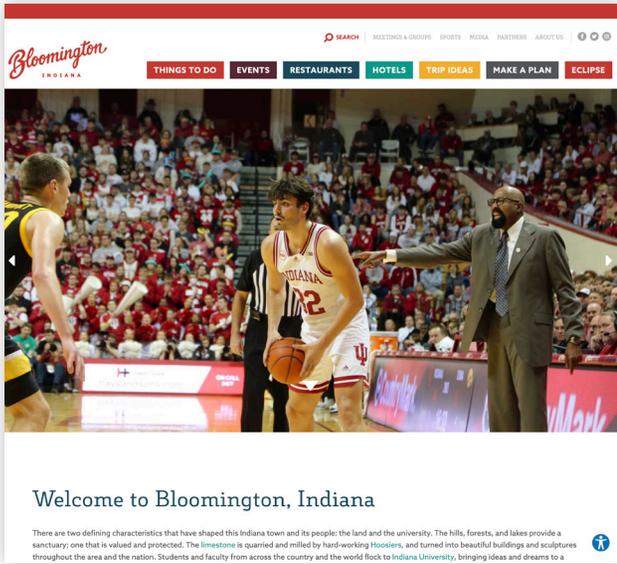
SPRING/SUMMER



FALL/WINTER



DIGITAL ENGAGEMENT



TOTAL WEB USERS

TOTAL WEB SESSIONS

AVERAGE TIME ON SITE

MOBILE SESSIONS

| | 2023 | 2022 | 2021 |
|----------------------|-----------|-----------|---------|
| TOTAL WEB USERS | 825,025 | 791,990 | 672,796 |
| TOTAL WEB SESSIONS | 1,163,671 | 1,087,236 | 674,928 |
| AVERAGE TIME ON SITE | 1:27 | 1:58 | 1:53 |
| MOBILE SESSIONS | 847,152 | 796,835 | 649,615 |

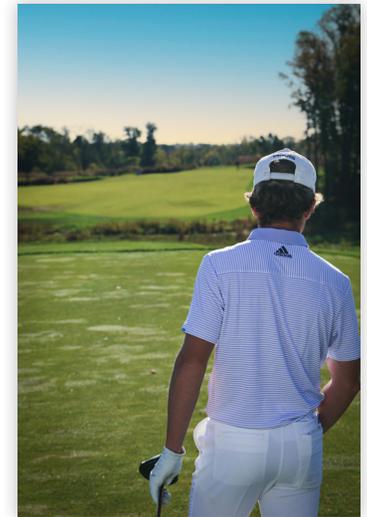


| | | | | | | |
|-------------------------------|--|--|--|---|--------------------------|-------------------------------------|
| Launched musicbloomington.com | 1,001,336 targeted e-mails sent out with a 35% open rate and 23,432 click-throughs | 1,961 events were listed on visitbloomington.com | Over 11 Million total clicks on visitbloomington.com | 22,637 click-throughs from visitbloomington.com to hotel partner websites | 149 published blog posts | 25 contests on visitbloomington.com |
|-------------------------------|--|--|--|---|--------------------------|-------------------------------------|

SPORTS AND BUSINESS TRAVEL

Bloomington has built a reputation as an exceptional college sports town and all of Monroe County is an ideal destination for competitors and fans. Visit Bloomington attends national sporting event trade shows each year to recruit events that can be held in our community (including Indiana University) when facilities are available.

Visit Bloomington generated 18 sporting event leads and 13 sporting event bookings in 2023.



Meeting groups want the atmosphere created by the combination of Indiana University's culture and Bloomington's unique community personality. Statewide associations and Midwest/Great Lakes area based groups are a good fit for Bloomington.

Visit Bloomington generated 25 meeting leads and 18 meeting bookings in 2023.

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Host your event in Bloomington for an unforgettable experience.

Bloomington is the perfect place to host a small-to-mid-size meeting, convention, or conference. Offering unique and flexible venues, a hub for higher education at Indiana University, a nationally-revered culinary scene, as well as natural wonders like the Hoosier National Forest and Monroe Lake, Bloomington is sure to wow your guests during and after your event.

COMPLIMENTARY SERVICES

- Bus Transportation Assistance
- Event Promotion
- Registration Bags & Nametags
- Welcome Table
- Attendance Builders
- Convention Planning
- Room Block Assistance
- Finding Speakers
- Welcome/VIP Gifts
- B-Town Information

Why Meeting Planners Love B-Town

Group-Friendly Restaurants

Hotels with Meeting Spaces

Unique Venues

Post-Meeting Activities

SHAUN BALLARD | Convention Sales Manager | shaun@visitbloomington.com | 812.330.4304

PROGRESS: Plans for Karst Farm Park athletic field improvements and Monroe Convention Center expansion moved forward in 2023.



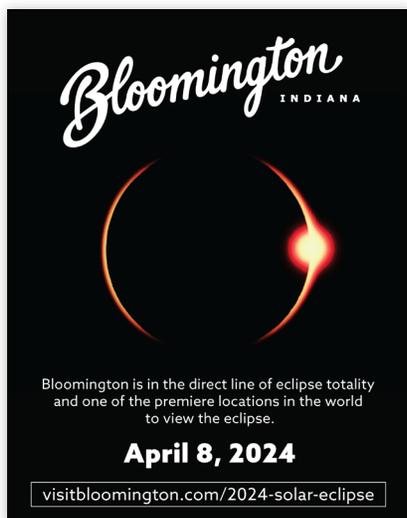
2024 OUTLOOK AND TRAVEL TRENDS

2024 tourism forecast is for slight growth (less than 3%) in overall travel and spending here in the Bloomington area and domestically across the country.

Budget travel, staying close to home, seeking local experiences, outdoor adventure, and authentic sustainable travel practices are hot travel trends in 2024. Those are all a good fit for the Bloomington market.

Two top priorities for Visit Bloomington in 2024 are supporting the newly formed Capital Improvement Board and their progress on expansion of the Monroe Convention Center and helping the community and partners plan for the Total Solar Eclipse to ensure it is a good experience for all.

Key 2024 Visit Bloomington partnerships include those with the Buskirk-Chumley Theater, Constellation Stage & Screen, Cosmic Songwriter Festival, Granfalloon, Indiana Society of Association Executives, Indiana University Athletics, No Dishes, Switchyard Park Thursday Night Music Series, and many more.



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VISITBLOOMINGTON.COM

VISITORS CENTER

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