



BEANBLOSSOM BOTTOMS NATURE PRESERVE
PHOTO BY KYAH HIERS

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 15-member Board of Directors and staffed by nine 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 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.

ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

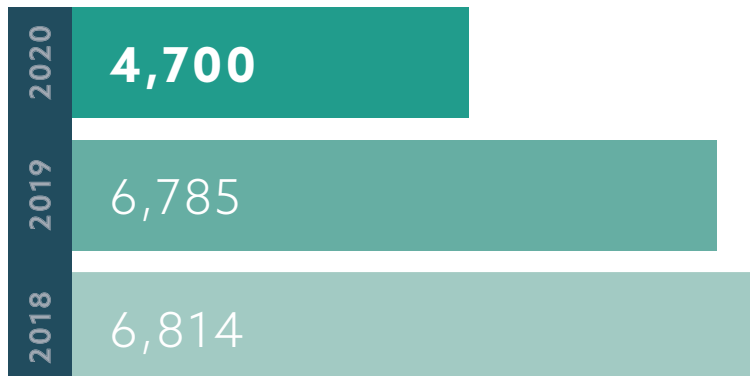
VISITORS SPENT



WAGES GENERATED



JOBS SUPPORTED



STATE & LOCAL TAX RECEIPTS GENERATED



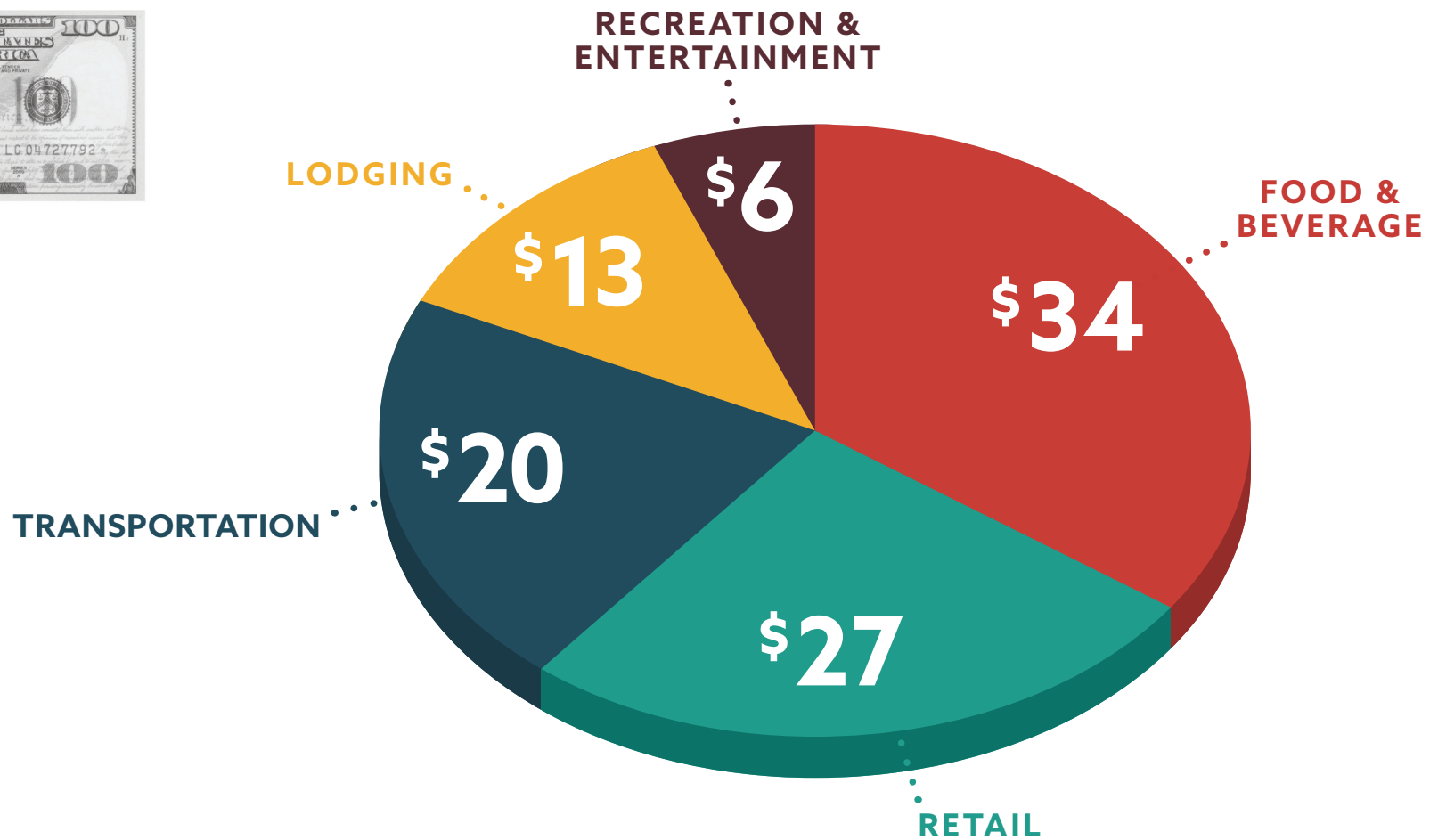
Source: 2020 Economic Contribution of Tourism in Monroe County

ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

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



\$60 out of every **\$100**
spent by visitors
stays local.



Source: 2020 Economic Contribution of Tourism in Monroe County

POSITIVELY IMPACTING QUALITY OF LIFE

2,000 tourism-related jobs were lost in Monroe County in 2020 due to the COVID-19 pandemic.

As the economy began to recover in 2021, labor and supply challenges grew. Hotels, restaurants, attractions, retail shops, and other hospitality and entertainment organizations are adapting to this reality. Education, healthcare, and many other professional services that tourism helps support are experiencing these challenges, too, as they continue to recover.

All of these industries work together to positively impact quality of life in our region. Visit Bloomington salutes the brave people working in healthcare, education, culinary, retail, lodging, entertainment, and so many other industries for their heroic efforts during the pandemic and beyond.

Thank you for keeping us safe!



2021 AREA TOURISM SUMMARY

The tourism industry is rebounding from the pandemic and is cautiously optimistic for long-term, safe stability from new virus strains and surges. **Visit Bloomington continued to be COVID-cautious with our marketing efforts in 2021.**

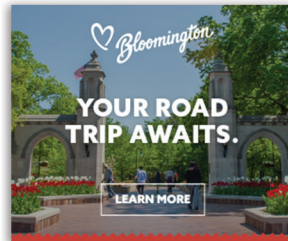
Responsible messaging remains a priority for us, as our promotions target potential visitors who are motivated to travel and seek safe experiences. Smaller, less dense destinations, outdoor recreation options, entire home lodging rentals, wide open spaces, and outdoor dining were among the popular features sought by visitors in 2021, and Monroe County offers an abundance of those.

Good news: Market-wide lodging business grew by 60% in 2021 after declining by 40% in 2020!

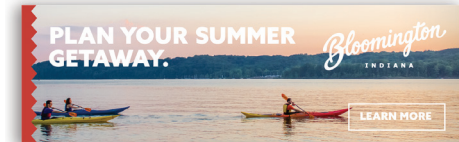


LEISURE TOURISM MARKETING

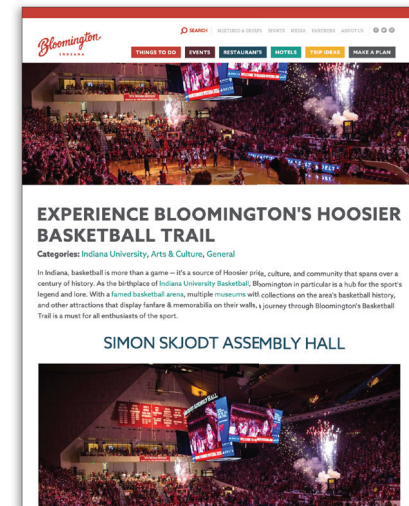
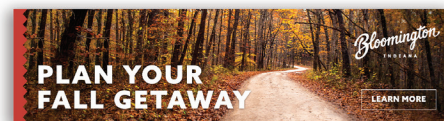
Spring Campaign



Summer Campaign



Fall Campaign



DIGITAL ENGAGEMENT

	2021	2020	2019
TOTAL WEB USERS	672,796	536,604	686,594
TOTAL WEB SESSIONS	674,928	678,879	960,133
TOTAL PAGEVIEWS	1,978,852	1,393,459	1,994,068
AVERAGE PAGES VISITED	2.18	2.05	2.08
AVERAGE TIME ON SITE	1:53	1:36	1:41
BOUNCE RATE	47.40%	54.83%	52.87%
MOBILE SESSIONS	649,615	389,629	609,160

12,500

entries to our digital promotional contests

6,200

new subscribers to our e-newsletter

122

new blog posts

67

new Crowdriff galleries

WITH

16,800

user-tagged images

22%

increase in Facebook followers

AND A

15%

increase in Instagram followers

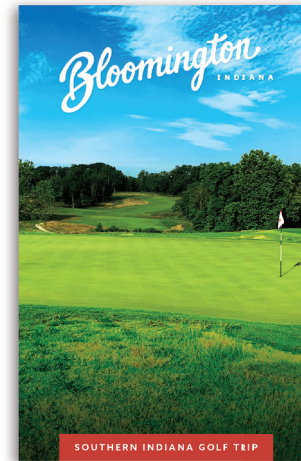


SPORTS AND BUSINESS TRAVEL

It makes sense that travel associated with team and youth sports was the first type of travel to begin recovering from the pandemic in late 2020 and through 2021. Many of those competitions are held outdoors and/or allow for distancing among the participants and spectators. Golf, track & field, and soccer events were strong in Monroe County in 2021.

Business travel is of course lagging behind sports and leisure-related trips. That too makes sense as companies are not willing to risk sending their employees on the road during a pandemic. Meeting planners continued to postpone events in early 2021, looking for dates later in the year or perhaps in 2022. **By the end of 2021, event attendance had recovered to more than 50% of previous years**, and that number will steadily grow as the pandemic stabilizes.

Monroe County is well-suited for hosting sports and meeting groups because we are a safe, smaller, and affordable destination. These attributes will continue to be important as we come out of the pandemic.



2022 OUTLOOK AND TRAVEL TRENDS

The first quarter of 2022 started strong with travel revenues in the market at 2019 levels, which was a record year. This year will continue to be a year of pandemic recovery and overall slow growth in the tourism industry.

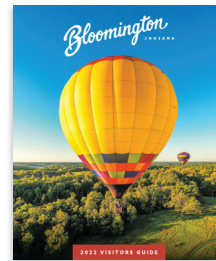
Key travel trends:

- People will travel in larger party sizes and have longer trip durations.
- Road trips, day trips, and outdoor adventure trips will remain popular.
- Trip planners will be more rate-sensitive.
- Guests will have higher service and safety expectations.

Freezefest 2022



2022 Visitors Guide / Rack Card / Print Ads / Downtown Kiosks





VISITBLOOMINGTON.COM

VISITORS CENTER

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