



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 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.

ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

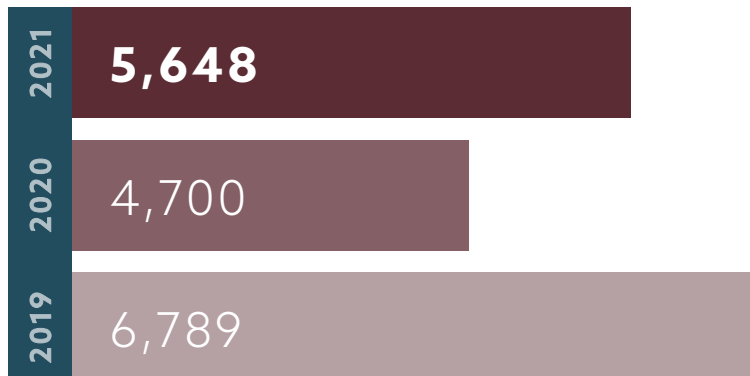
VISITORS SPENT



WAGES GENERATED



JOBS SUPPORTED



STATE & LOCAL TAX RECEIPTS GENERATED



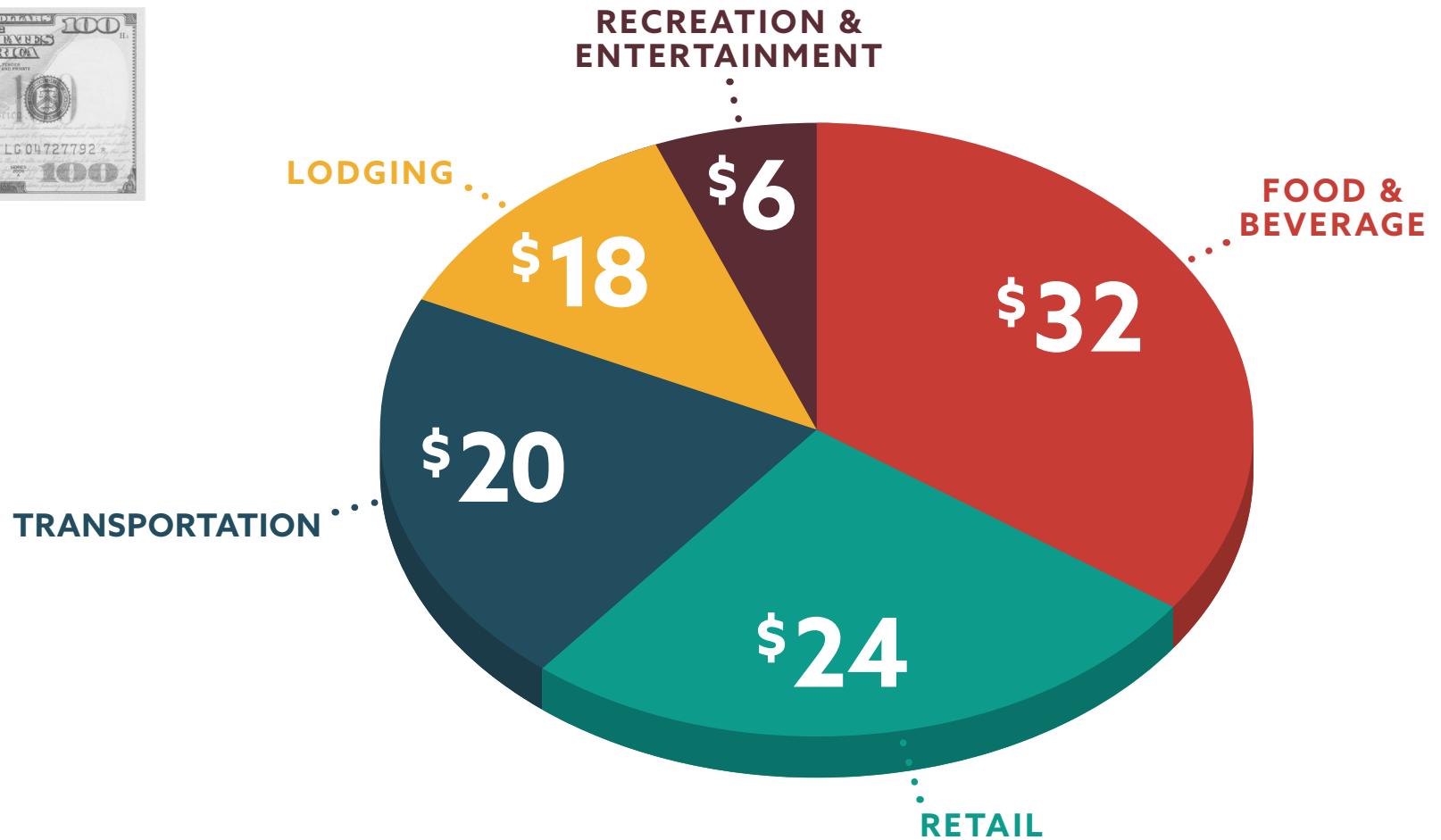
Source: 2021 Economic Contribution of Tourism in Monroe County. 2022 data available in early 2024.

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.



Source: 2021 Economic Contribution of Tourism in Monroe County. 2022 data available in early 2024.

2022: REBOUNDED FROM THE PANDEMIC

Revenge travel was in full effect as the tourism industry in Bloomington and Monroe County continued to recover from the pandemic in 2022. Visitors flocked to our area in record numbers to enjoy this safe, affordable, culturally rich destination.

Forbes.com 22 Best Places to Travel:
"A must-stop on any Midwest road trip and one of the best small towns in the U.S., this Hoosier city should be on your radar for 2022."

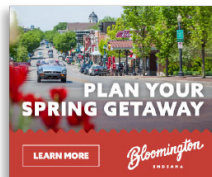
USA Today's 10 Best Destinations: "Bloomington, Indiana, less than a 4-hour drive from Chicago and an hour south of Indianapolis, is a vibrant Hoosier city that should be on travelers' radars as one of the best small town cultural spots in the United States."

Budget Travel: "Bloomington, a well known college town, home to prestigious Indiana University, and a mecca for great restaurants. However, this charming Midwestern city has a whole lot more to offer."

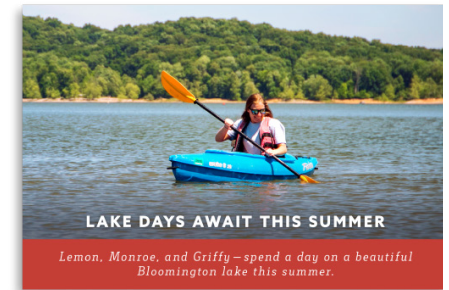


LEISURE TOURISM MARKETING

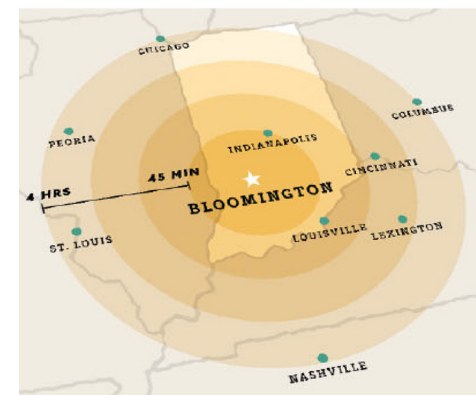
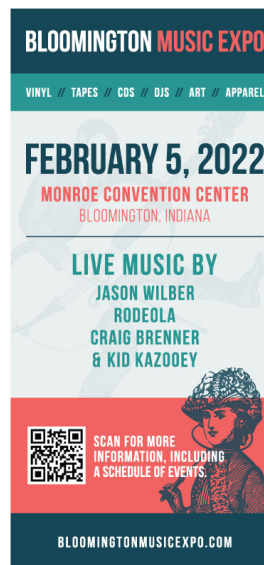
Spring Campaign



Summer Campaign



Fall/Winter



DIGITAL ENGAGEMENT



	2022	2021	2020
TOTAL WEB USERS	791,990	672,796	536,604
TOTAL WEB SESSIONS	1,087,236	674,928	678,879
TOTAL PAGEVIEWS	2,367,415	1,978,852	1,393,459
AVERAGE PAGES VISITED	2.18	2.18	2.05
AVERAGE TIME ON SITE	1:58	1:53	1:36
BOUNCE RATE	48.07%	47.40%	54.83%
MOBILE SESSIONS	796,835	649,615	389,629

14,988

entries to our digital promotional contests

7,033

new subscribers to our e-newsletter

133

new blog posts

106

media stories mentioning Bloomington/Monroe County

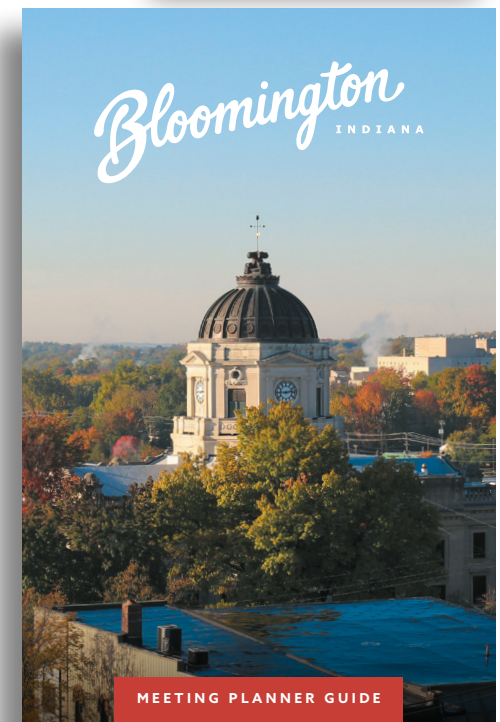
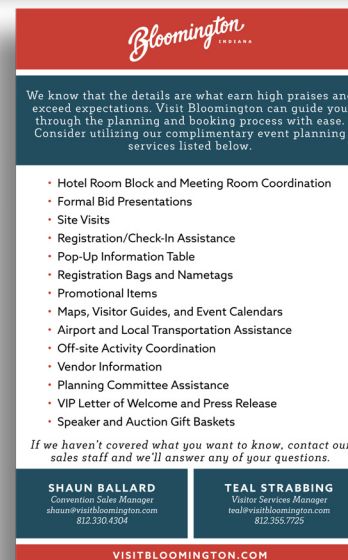
SPORTS AND BUSINESS TRAVEL

Bloomington is a sports town and all of Monroe County is an ideal destination for competitors and fans. Aquatic sports, golf, and track & field continue to be areas of growth for sports tourism.

Visit Bloomington generated 23 new sporting events leads and 21 sporting event bookings in 2022.

Meeting planners choose the Bloomington area is an event destination because we are safe, affordable, walkable, easy to navigate, have quality facilities and their attendees love coming here because it makes them feel like a college kid again. Small events of up to 250 attendees are the perfect size for us to host. Statewide associations and Midwest based groups are a good fit for our area.

Visit Bloomington generated 43 new meeting convention leads and 21 meeting bookings in 2022.



2022 OUTLOOK AND TRAVEL TRENDS

2022 was a record year for tourism in Monroe County as far as volume of travelers in the market and overall visitor spending. We expect to see slight growth in 2023.

We will continue to grow in popularity as a destination because we are a small, affordable, safe, fun college town and people love to come here and experience those things as well as our outdoor adventure and arts amenities.

We will continue to focus on growing tourism during the slower times of the year and attracting Sunday through Thursday visitation. Supporting the expansion of the Monroe Convention Center and helping to establish the Bloomington Music Initiative are two top priorities.



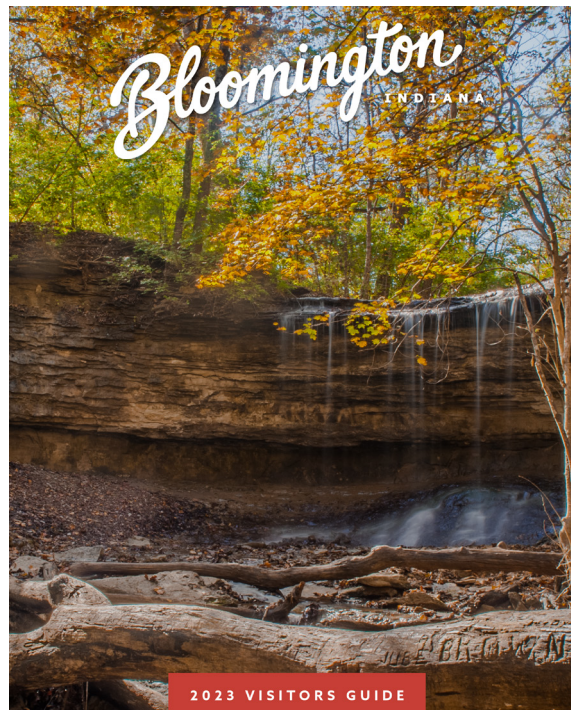
Host your convention or meeting in Bloomington, IN
Contact **Shaun** for assistance in planning your upcoming event.

SCAN THE QR CODE
TO GET STARTED.



SHAUN BALLARD, CONVENTION SALES MANAGER
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