



Bloomington
INDIANA

**2024 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's marketing efforts mainly target three types of tourists: Leisure, Sports, and Meetings/Business Travelers.

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.



WHAT HAD THE MOST IMPACT IN 2024?



Solar Eclipse

April 8, 2024. 90% lodging occupancy Sunday-Monday.
Once in a lifetime community event.

Indiana University Football

11-2 record. Made football playoffs. Ranked #10 nationally.
Over \$60 million in estimated football economic impact.
Football enthusiasm is exploding.

Airbnb

Short-term rental bookings grew by 27% in
Monroe County in 2024.

Eating!

Visitors spend over \$150 million on food in
Monroe County every year.

ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

Tourism spending grew by 8% in Monroe County in 2023.

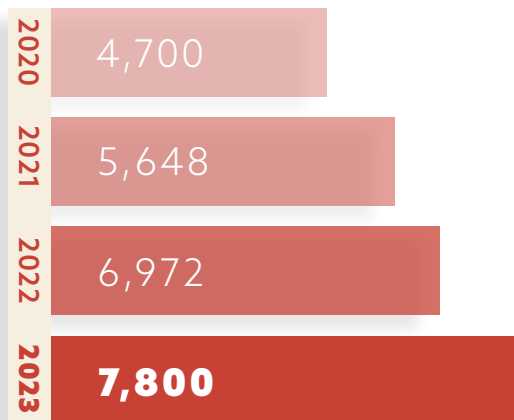
VISITORS SPENT



WAGES GENERATED



JOBS SUPPORTED



TAX RECEIPTS GENERATED STATE & LOCAL



Source: 2023 Economic Contribution of Tourism in Monroe County. 2024 data available in early 2026.

ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

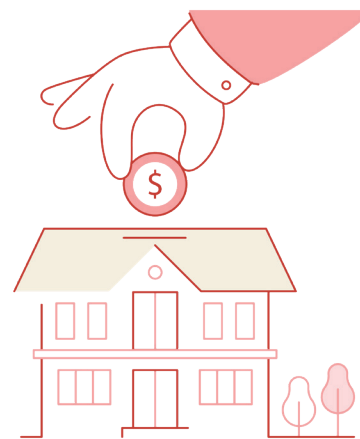
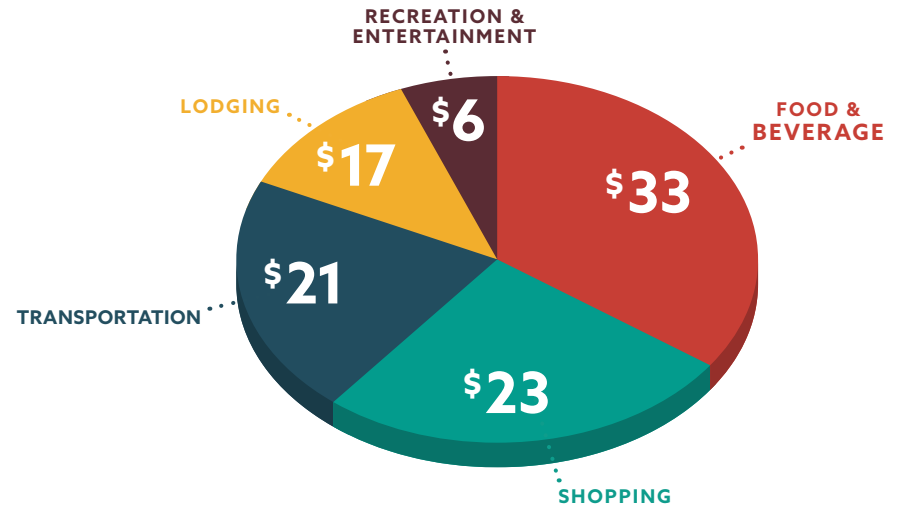
For every **\$100** spent by a visitor in **Monroe County**:



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



Over 1/3 of all food and beverage
revenue in Monroe County is
generated by visitors. This number
does not include Indiana University
student spending.



Airbnb and other short-term rentals continue to gain market share not only in the Bloomington area, but across the world. 20% of the lodging rooms purchased in Monroe County in 2024 were short-term rentals.

Total lodging rooms purchased in Monroe County:

2022 = 658,435

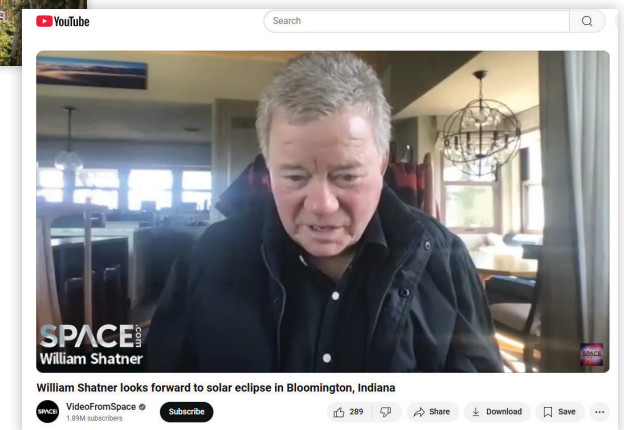
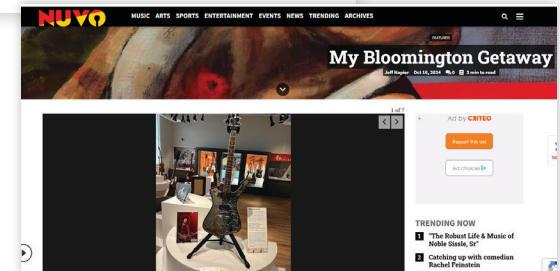
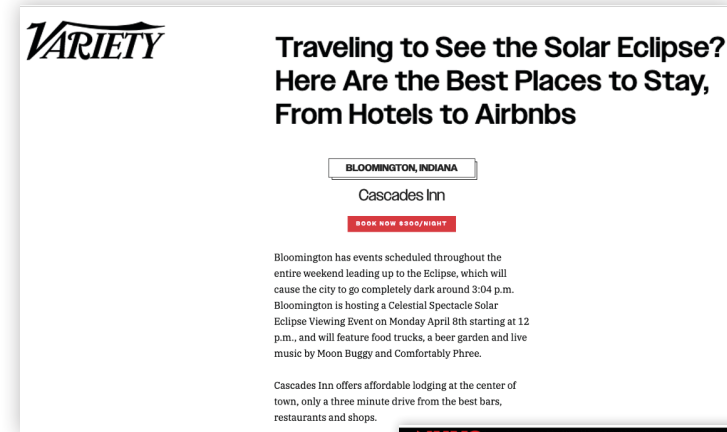
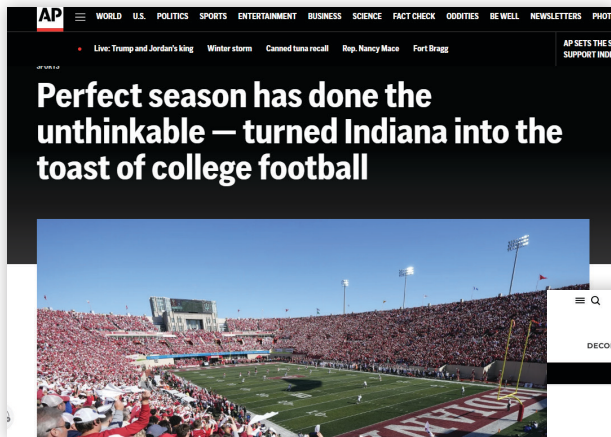
2023 = 688,308

2024 = 698,837

Source: 2023 Economic Contribution of Tourism in Monroe County. 2024 data available in early 2026.

2024 MEDIA HIGHLIGHTS

13 media pitches managed by Visit Bloomington were sent to targeted travel, lifestyle, local, regional, national, and broadcast journalists. We tracked over 1,000 articles mentioning Bloomington/Monroe County in the news in 2024. Hundreds were about the solar eclipse.



LEISURE TOURISM MARKETING

SPRING/SUMMER



LEISURE TOURISM MARKETING

FALL/WINTER



DIGITAL ENGAGEMENT



TOTAL WEB USERS

TOTAL WEB SESSIONS

AVERAGE TIME ON SITE

MOBILE SESSIONS

2024

872,200

1,187,314

1:20

849,557

2023

825,025

1,163,671

1:27

847,152

2022

791,990

1,087,236

1:58

796,835



Ran 25

contests on

visitbloomington.com

2,784 people

registered to win.

1,055,383

targeted e-mails with a **33%** open rate and **19,897** click-throughs. **5,302** new subscribers to our e-news for a total distribution each time of **38,532**.

2,097

events were listed on visitbloomington.com.

Over 13 Million

total clicks on visitbloomington.com.

25,952

click-throughs from visitbloomington.com to hotel partner websites.

121

published blog posts.

Awarded over 40

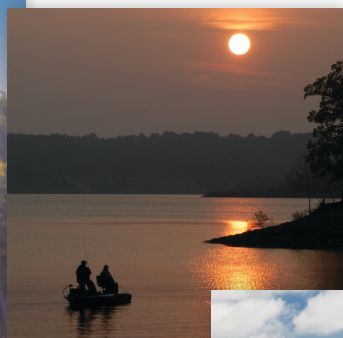
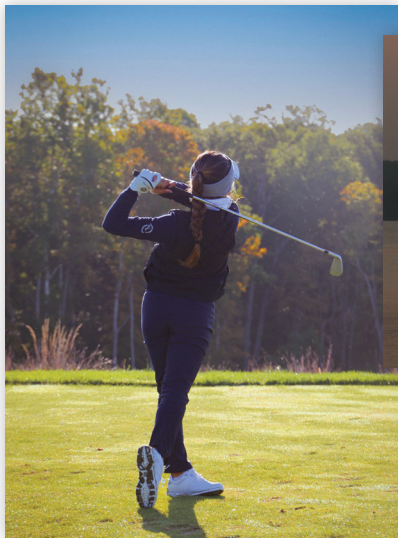
sponsorships and over \$300,000 in funding to partners.



SPORTS TRAVEL MARKETING

Sports enthusiasts flock to the Bloomington and Monroe County area to witness Indiana University athletics and other spectator sporting events. They also come to participate in various recreational opportunities such as camping, cycling, and fishing. **17% of our visitors are here to watch or participate in sports.**

Visit Bloomington promotes the Monroe County area as a place to host basketball, soccer, baseball, and other types of group sporting events. They visit in big numbers. The impact of hosting a sports tournament for 50 traveling teams during the summer is significant for the area.



Monroe County is investing in Karst Farm Park by installing turf fields, improved lighting, and other upgrades which will help make the facility more attractive to event organizers. Construction work begins in 2025. Visit Bloomington is already partnering with the Monroe County Parks & Recreation Department to bring new events to the park when these improvements are complete.

CONVENTION MARKETING

THE BEST NEWS: The Monroe County Capital Improvement Board made significant progress on the expansion of the Monroe Convention Center in 2024. Construction is scheduled to start summer 2025. Track their progress at monroecib.com.

2024 highlights:

Successfully hosting the Indiana Society of Association Executives Convention in July. LinkedIn page saw a 22% increase in followers. Surpassed 1,000 active meeting planner contacts in our sales database.

14% of our visitors are here for business reasons.

Visit Bloomington generated 50 leads and 20 bookings for group sporting and meeting events in 2024.



2025 MONROE COUNTY TOURISM

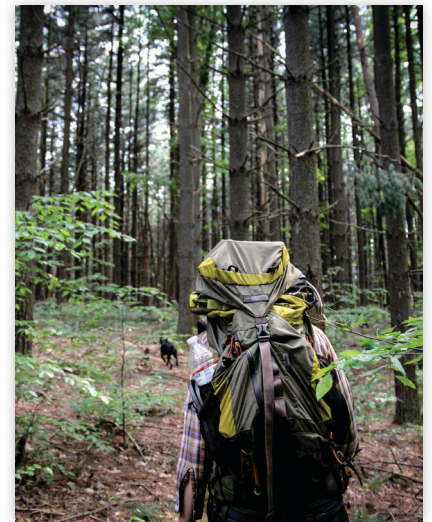
Modest growth of 1-3% in the tourism industry is expected in 2025.

Consumers will be cautious with discretionary travel spending due to administration changes at local, state and federal levels. Expect a slow start.

Visiting friends and relatives and affordability are primary drivers of trip decisions.
Trip planners want easy-to-redeem discounts.

Wellness, leisure, road trips, and nostalgia travel continue to grow in popularity. All good for our area.

More event planners are considering smaller secondary markets to cut costs. Again, good for us.





VISITBLOOMINGTON.COM

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