

2025 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 2025?

Indiana University Football

Hoosiers are the 2025 undefeated 16-0 national champions!
Best team in the history of NCAA football! Heismendoza! Cignatty!
Season generated over \$60 million in economic impact and priceless
media exposure and good will for Bloomington and Indiana.



ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

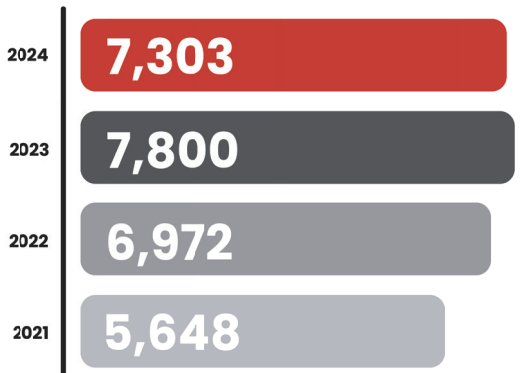
VISITORS SPENT



WAGES GENERATED



JOBS SUPPORTED



TAX RECEIPTS GENERATED



Source: 2024 Economic Contribution of Tourism in Monroe County. 2025 data available in early 2027.

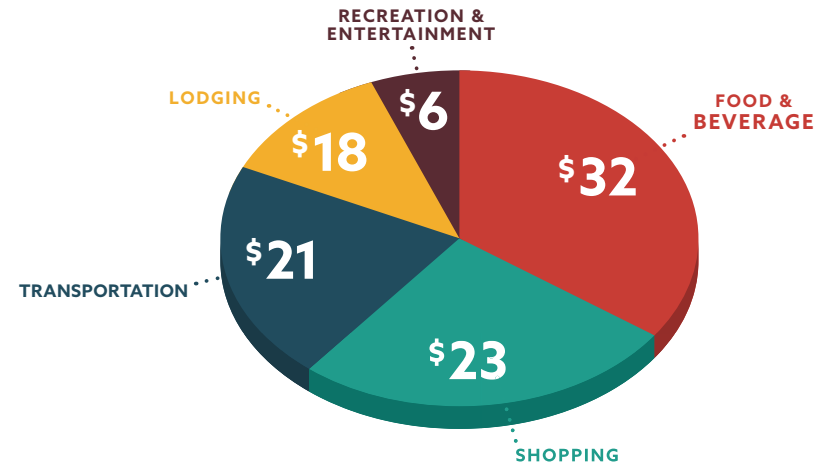


ECONOMIC IMPACT OF TOURISM IN MONROE COUNTY

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

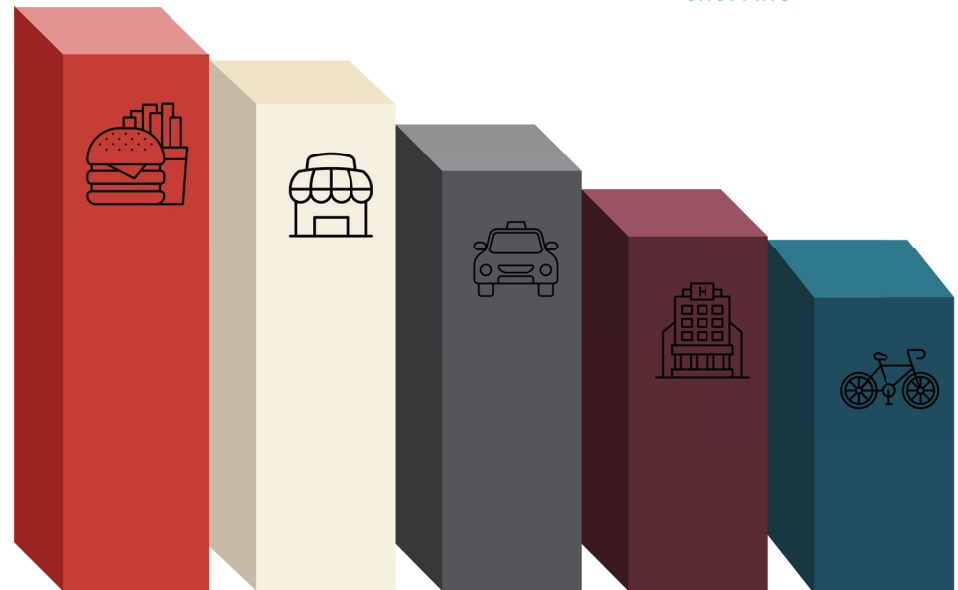


\$64 out of every **\$100**
spent by visitors
stays local.



In 2024, visitors spent:


- \$163 million on food & beverages.
- \$114 million shopping.
- \$103 million on transportation.
- \$90 million on lodging.
- \$29 million on recreation & entertainment.



Source: 2024 Economic Contribution of Tourism in Monroe County. 2025 data available in early 2027.

2025 MEDIA HIGHLIGHTS

18 media pitches managed by Visit Bloomington were sent in 2025 to targeted travel, lifestyle, local, regional, national, and broadcast journalists. We tracked 604 unique stories about the area.



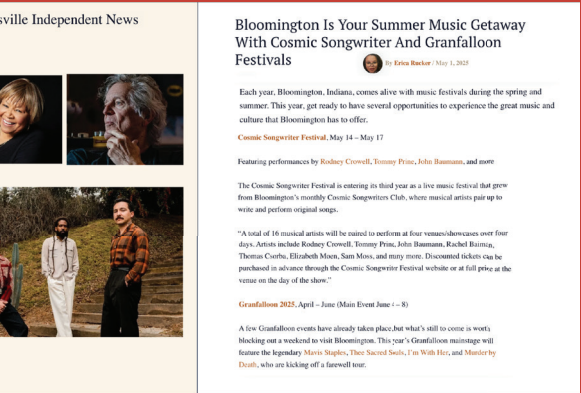
MEETING SPOTLIGHT
Bloomington Convention Center to Break Ground June 3
 By Gerry Barré | May 27, 2025 3:55pm

The Monroe County Capital Improvement Board has announced the official groundbreaking of the Bloomington Convention Center on June 3. This event marks the beginning of a significant expansion of the Monroe Convention Center and the city's event spaces and offerings.

The entire project will be renamed the Bloomington Convention Center and will comprise over 700,000 square feet of flexible meeting and event space and over 100,000 square feet of space in the facility overall. The venue will be able to accommodate a wide variety of events, including conventions, conferences, trade shows, concerts, meetings, sporting events and more. The expansion is currently scheduled for completion in 2027.

For over two decades, Bloomington has established itself as a premier destination for small meetings, conferences, conventions and other business-related group events throughout Indiana, the Midwest and the Great Lakes region. The new Bloomington Convention Center will significantly expand the city's capacity to host larger groups, accommodating up to 600 attendees. A 225-room hotel is also being planned as part of the development.

The city's proximity to nearby feeder towns, Indiana's largest lake and national forest, coupled with its numerous outdoor attractions, enhances its appeal to meeting planners seeking diverse Midwest experiences in a well-known college town. Located along the I-49 corridor, Bloomington is easily accessible for Midwest business travelers, with transportation from the Indianapolis International Airport taking less than an hour.



Louisville Independent News
Bloomington Is Your Summer Music Getaway With Cosmic Songwriter And Granfallon Festivals
 By Erin Barker | May 1, 2025

Each year, Bloomington, Indiana, comes alive with music festivals during the spring and summer. This year, get ready to have several opportunities to experience the great music and culture that Bloomington has to offer.

Cosmic Songwriter Festival, May 14 – May 17

Featuring performances by Rodney Crowell, Tommy Price, John Baerman, and more

The Cosmic Songwriter Festival is entering its third year as a live music festival that grew from Bloomington's monthly Cosmic Songwriters Club, where musical artists pair up to write and perform original songs.

"A total of 16 musical artists will be raised to perform at four venues/showcases over four days. Artists include Rodney Crowell, Tommy Price, John Baerman, Rachel Blain, Thomas Curtis, Elizabeth Mook, Sam Moon, and many more. Discounted tickets can be purchased in advance through the Cosmic Songwriter Festival website or at full price at the venue on the day of the show."

Granfallon 2025, April – June (Main Event June 1 – 3)

A few Granfallon events have already taken place but what's still to come is worth blocking out a weekend to visit Bloomington. This year's Granfallon minifestival will feature the legendary Myra Bregins, The Sacred Seals, I'm With Her, and Marley & Dashi, who are kicking off a farewell tour.



Newsweek
 Readers' Choice

9. Oliver Winery | Bloomington, IN

Indiana's oldest winery offers charming garden-and-pond surroundings with intimate production tours and curated tastings. Guests can also enjoy casual wine flights outdoors in shaded picnic areas. With approachable wines—from dry reds to seasonal spritzers—and welcoming rooms, it suits both newcomers and aficionados seeking relaxed charm.

Photo courtesy of iStock by Getty Images

Photo courtesy of Oliver Winery

Best Winery Tour 2026



MidwestLiving
These Are the Best College Town Getaways in the Midwest
 By Brian Garrido | Published on September 17, 2025

Midwest campus towns aren't just about game-day crowds or late-night pizza runs. Find award-winning restaurants, unique lodging, and compelling attractions.

Bloomington, Indiana

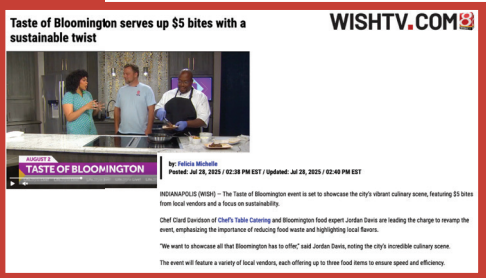
Shaped by Indiana University, Bloomington strikes a balance between college-town mood and a global diversity of food, retail, and culture. Start your day in the **Quintessential Student District**, centered around the country's oldest Arts and Crafts building at the heart of town. Grab a cup of house-roasted joe at **Local Bakery** and call it before browsing only at **Brand Beauty**. Kids can discover the **Wonders of Science Museum**, or adults can catch a show or enjoy the galleries at the **John Muir Center for the Arts**. Bloomington is known for its variety of international cuisine. Sample gourmet and authentic at **Golden Cafe**, South Asian fare at **Amli India**, farm-to-table plates at **The Elm**, or wood-fired pizzas at **Oliver's Pizzeria**. I welcome walking off calories on the multi-use, three-mile **Loop Trail** that connects downtown to other neighborhoods, or checking out local performances at the 1922 **Buskirk-Chumley Theater**.



FOX 19 NOW
Planning a trip to Bloomington, Indiana
 Updated: Jul 30, 2025 at 7:00 AM CDT

Making a Daycation in Bloomington

HEADLINES: none and Android device
 GRANT BRACKEN | ROBERTSON, RASOON, LEWIS | HEAT ADVISORY



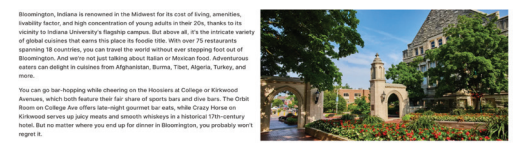
Wishtv.com
Taste of Bloomington serves up \$5 bites with a sustainable twist

By Felicia Michelle
 Posted: Jul 24, 2025 / 12:38 PM EST | Updated: Jul 24, 2025 / 12:40 PM EST

INDIANAPOLIS (WISH) – The Taste of Bloomington event set to showcase the city's vibrant culinary scene, featuring \$5 bites from local vendors and a focus on sustainability.

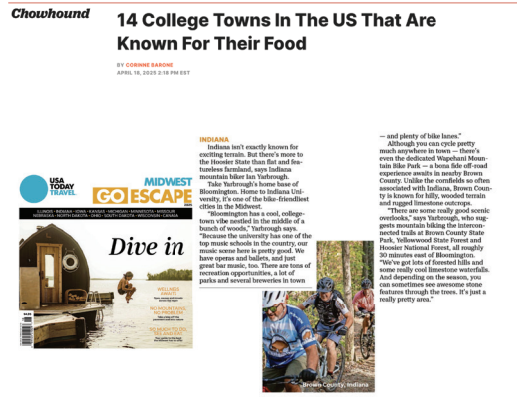
Chief Chef Davidson Clark's Taste Catering and Bloomington food event, Jordan Davis are leading the charge to revamp the event, emphasizing the importance of reducing food waste and highlighting local flavors.

"We want to showcase all that Bloomington has to offer," said Jordan Davis, setting the city's incredible culinary scene. The event will feature a variety of local vendors, each offering up to three food items to ensure speed and efficiency.



Bloomington, Indiana is renowned in the Midwest for its cost of living, amenities, livability factor, and high concentration of young adults in their 20s, thanks to its proximity to Indiana University's flagship campus. But above all, it's the immense variety of global cuisines that sets this place apart from the rest. With over 75 restaurants spanning 18 countries, you can travel the world without ever leaving the city of Bloomington. And we're not just talking about Italian or Mexican food. Adventurous eaters can delight in cuisines from Afghanistan, Burma, Tibet, Algeria, Turkey, and more.

You can go beer-hopping while observing on the Hoosiers at College or Kirkwood Avenues, which both feature their fair share of sports bars and dive bars. The Great Room on College Ave offers late-night gourmet bar eats, while Cray Cray House on Kirkwood serves up juicy meals and smoothie bars in a historical 19th-century hotel. But no matter where you end up for dinner in Bloomington, you probably won't regret it.



Chowhound
14 College Towns In The US That Are Known For Their Food
 BY CORINNE BARONE
 APRIL 18, 2025 2:16 PM EST

INDIANA
 Indiana isn't exactly known for exciting trails. But there's more to the Hoosier State than just the Hoosiers. Bloomington, Indiana, is a hidden gem in the Midwest. Home to Indiana University, it's one of the Midwestern cities in the Midwest.

"Bloomington has a cool, college-town vibe nestled in the middle of a forest of woods," says the author.

"Because the university has one of the top music schools in the country, our music scene here is pretty good. We have opera and ballet, and a great live music scene. There are tons of recreation opportunities, a lot of parks and several breweries in town."

— and plenty of lake houses!
 Although you can cycle pretty much anywhere in town — there's even the dedicated Magdalen Mount Lake Park — a more laid-off road experience awaits in nearby Brown County. Unlike the crowded areas often associated with Indiana, Brown County is known for its lush, wooded forests and rugged limestone outcrops.

There are some really good scenic overlooks, like Lullaburg, who are great for scenic views. There are also some really good limestone materials. And depending on the season, you can sometimes see awesome stone features through the trees. It's just a really pretty area."



USNews
15 Fun College Towns in the Midwest
 Academic excellence and personality define these Midwestest towns.

Bloomington, Indiana
 Known for its passionate sports culture, Bloomington, Indiana comes alive during basketball season, as students pack the iconic Assembly Hall to root for the Hoosiers. Tailgates are also lively, particularly since the Hoosiers reached the College Football Playoff for the first time in 2024. Kirkwood Avenue next to the Indiana University—Bloomington campus is home to restaurants and shops. The historic Buskirk-Chumley Theater music venue, and famous bars like The Upstairs Pub and Nick's English Hut. Across town are popular spots like Mother Bear's Pizza, Upland Brewing and Oliver Winery. Nearby Monroe Lake and Brown County offer beaches, boating, biking, trail running and fishing.

LEISURE & BUSINESS TRAVEL MARKETING

Bloomington
INDIANA

Scan to request your **free** 2026 visitors guide and discover Bloomington's best outdoor attractions.

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Hit the Trails**

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Bloomington
INDIANA

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

Convention Center Expansion

- New meeting/exhibit space
- Renovated existing space
- Additional HQ hotel
- **Projected 2027 opening**

SHAUN BALLARD, CONVENTION SALES MANAGER
shaun@visitbloomington.com | 812.330.4304 | 2855 N. Walnut St., Bloomington, IN 47404

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LEISURE & BUSINESS TRAVEL MARKETING



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BLOOMINGTON**




SUMMER IN BLOOMINGTON

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DIGITAL ADS



Start planning your next event at the new Bloomington Convention Center, opening in 2027!




**Expanded Bloomington Convention Center
Coming in 2027!**



LEARN MORE

A Stage for Every Sound



**TASTE
OF BLOOMINGTON**

SATURDAY AUGUST 2

TASTEOFBLOOMINGTON.COM

DIGITAL ENGAGEMENT

2025 Digital Engagement Statistics:

12.1 million actions on visitbloomington.com.

Average active website users per 30 minutes = 62.

Over 650,000 active website users.

Over 640,000 new website users.

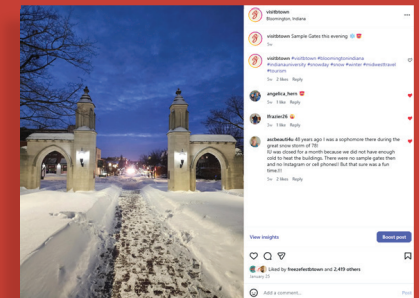
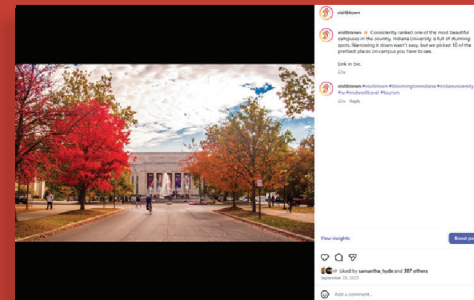
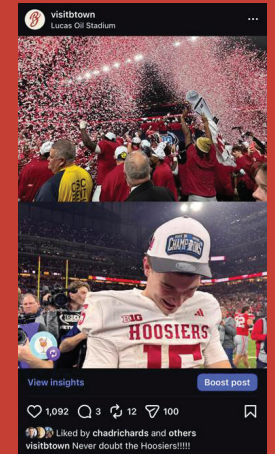
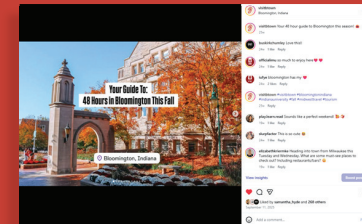
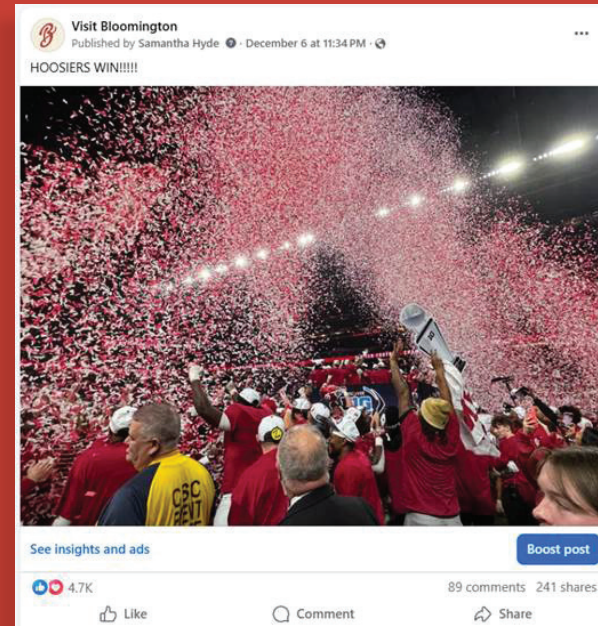
Published 173 blog posts.

Created Taste of Bloomington and America 250 microsites.

Sent 992,807 e-mail newsletters - 34% open rate - 18,884 clicks.

Provided funding to over 20 partners through event support program.

Now have 45,000 Facebook and 25,000 Instagram followers.

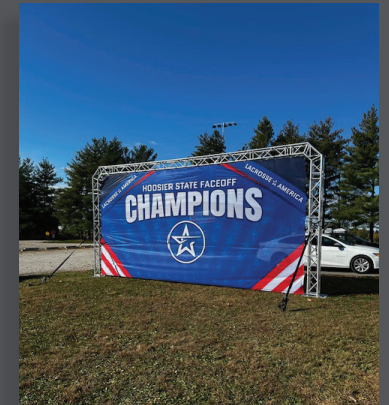


Visit Bloomington is learning how to use Artificial Intelligence (AI) to help promote Bloomington and Monroe County to visitors. AI captures Visit Bloomington content creation to support Google, Microsoft and other tourism web research related to Bloomington and Monroe County. Visit Bloomington's goal is to turn those searches into human visitors.

SPORTS TRAVEL MARKETING

Visit Bloomington promotes the **Monroe County** area as a destination for hosting aquatics, basketball, golf, and other types of group sporting events. The positive impact of hosting a sports tournament for 50 traveling teams during the summer or 100 golfers midweek is significant for the area.

Visit Bloomington's Hoosier Sports Corporation created 23 sporting event leads and 17 sporting event bookings in 2025. Multiple new events came to Karst Farm Park including lacrosse and ultimate frisbee. We helped host five golf events over a 6-week period with four of them taking place midweek.



CONVENTION MARKETING

Visit Bloomington serves as the destination sales and marketing arm of the Monroe Convention Center and other meeting venues, creating 23 meeting leads and 11 bookings in 2025.

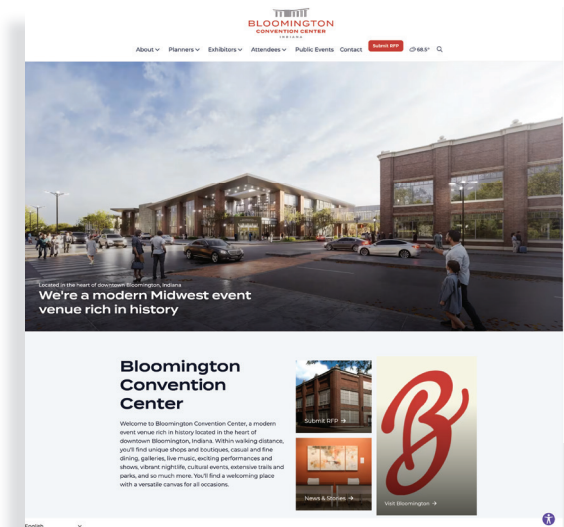
The long-awaited expansion of the Monroe Convention Center broke ground in the summer of 2025. The new building is scheduled to be completed in early 2027 and the remodel of the existing building will be done in late 2027.

The project has been renamed the **Bloomington Convention Center** and Visit Bloomington worked closely with the center management team to develop new branding and a new website located at www.bloomingtonconvention.com.

Bloomington Convention center brand platform:

Cutting Edge Nostalgia

This direction honors the Convention Center’s storied past while embracing its forward-looking role in the community. Once a Ford assembly plant and a downtown landmark where locals gathered to glimpse the latest cars, the building has long served as a hub of innovation and connection. Today, that legacy continues in a state-of-the-art venue designed to bring people together—whether for business, celebration, or creativity. The identity reflects this dual spirit: clean and contemporary in its execution, but grounded in warmth, authenticity, and local pride. It’s a space that lives larger than its footprint, one that pairs modern amenities with timeless character, just steps away from IU’s campus and Bloomington’s vibrant downtown.



2026 MONROE COUNTY TOURISM

90% of Americans who have taken an overnight trip in the last three years plan to do so again in 2026. But there is more concern about the economy than in recent years and travelers are using caution when making trip plans and purchases. When there is less disposable income, many times hospitality-related purchases such as dining out, shopping, and overnight lodging can be the first to get cut. That's why it's more important than ever to deliver quality experiences with excellent service, all at a great value to your customers.

34% of American travelers will take a trip to attend a professional or college sporting event in 2026 and 52% will travel to attend a cultural or entertainment event.

AI says:

“Tourism in 2026 is defined by intentionality, personalization, and immersive experiences. Travelers are prioritizing wellness, cultural depth, sustainability, and adventure, while leveraging both technology and human experience to plan meaningful journeys. Event-driven travel, luxury experiences, and emerging destinations are shaping the global tourism landscape, reflecting a shift from passive sightseeing to active, purposeful exploration.”



Bloomington
INDIANA

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