



# 2024

SoIN Tourism  
Community  
Report



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## About SoIN Tourism

SoIN Tourism supports the visitor economy so people in our community can experience the quality of life they deserve. Our work helps lower taxes, create jobs and make Southern Indiana a healthy, thriving place to live, work and play.

## Our Impact

SoIN Tourism markets the two-county region (Clark and Floyd) to attract more visitors. Visitors experiencing our hospitality spend money in our area that drives economic development. This spending injects outside money into our community, which sustains and creates jobs. It raises the quality of life for those living here. Unless you were born here, everyone is a visitor first!



# How We Make It Happen

## Marketing

We work to improve the brand of SoIN – Clark and Floyd counties – through storytelling, public relations, and marketing campaigns.

## Sales

We work in partnership with group friendly tourism businesses to promote and sell SoIN as a destination for group travel, sporting events, and meetings.

## Visitor Services

We engage with visitors to provide compelling and helpful travel information, which enhances their visit and can lead to repeat visits in SoIN.

## Collaboration

We provide opportunities for tourism industry businesses to network and collaborate, which helps create a unified, attractive destination.

**For tourism industry businesses who would like to become more involved, contact [Luanne@GoSoIN.com](mailto:Luanne@GoSoIN.com).**

Want a closer look at how we work to increase visitation to SoIN? To view our 2025 Sales and Marketing Plan, visit [GoSoIN.com/Business](https://GoSoIN.com/Business) and click on Reports.



# New in SoIN

A destination in bloom, SoIN saw more than 20 new businesses open in 2024. These new businesses keep the destination fresh and exciting, allowing visitors and residents to have new experiences in SoIN.



**9** Restaurants



**4** Experiences



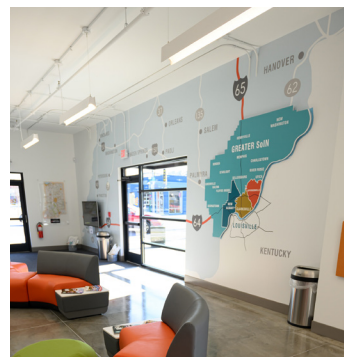
**8** Shops



**1** Hotel



SoIN Tourism's new Visitor Center opened in 2024 in a high traffic location. We served **76% more visitors at this new location.**



# How Tourism Makes a Difference



Tourism supports **6,935** jobs. Of these, more than **5,562** are direct tourism jobs.



For every tourism dollar spent in SoIN, **56 cents** stays in SoIN.

**\$509**  
**Million**  
in Tourism Spending

Tourism is the seventh largest industry in Clark and Floyd counties (SoIN). Visitor spending in SoIN totaled more than \$509 million in 2023.

## Resident Tax Savings

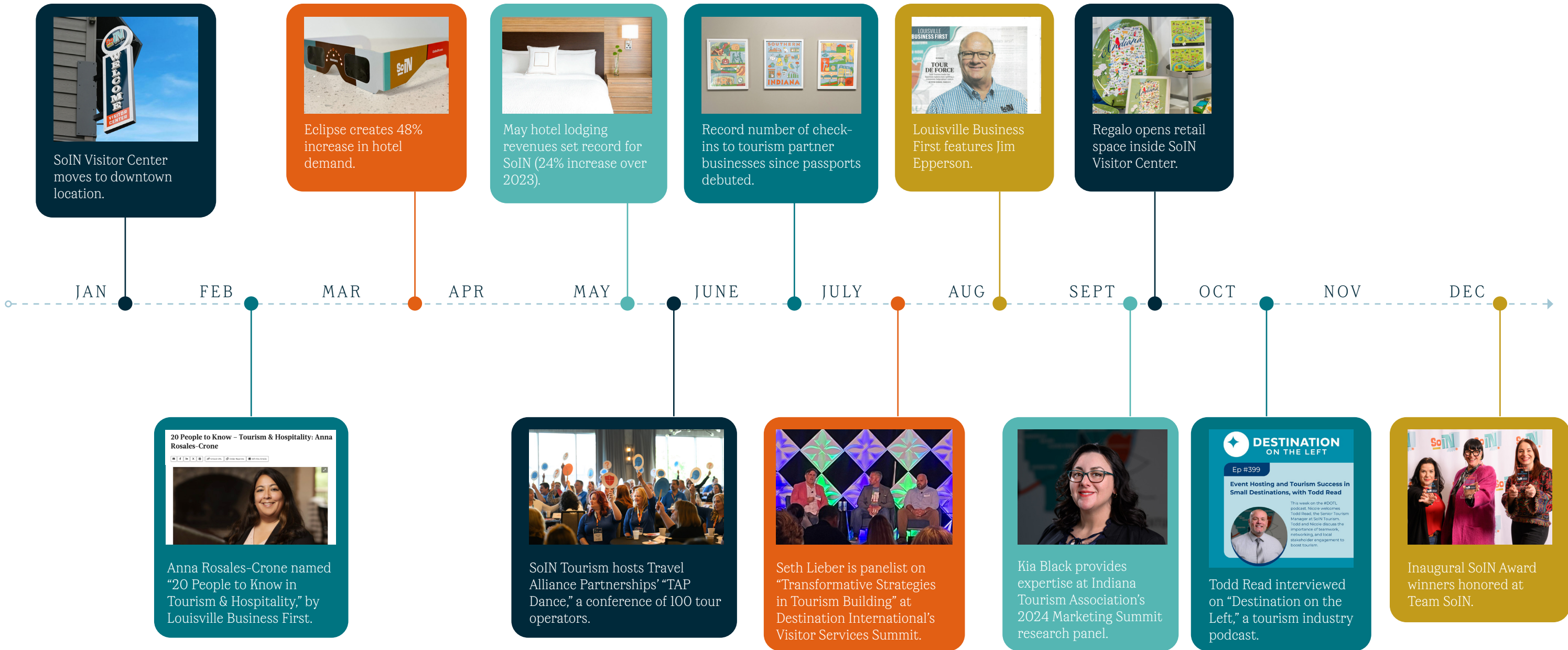


Without tourism, SoIN residents would pay **\$720 more** in yearly taxes to sustain current government services.

Visitor spending contributes to our local economy in the lodging, dining, transportation, and shopping sectors. In addition, visitors pay innkeeper taxes equal to 6% on accommodations each night. This generates \$56.7 million in state and local taxes.

*\*Source: Rockport Analytics, 2022*

# 2024 SoIN Milestones





# Future Developments

**Several new projects are under development that will attract visitors to the SoIN region.**

## **Falls of the Ohio Educational Pavilion**

A dedicated space for learning, programs, and events.

## **Event Center at Origin Park**

A new event center, including garden spaces, will host weddings, corporate events, and intimate concerts.

## **Monon South Trail**

A proposed 57-mile trail between Mitchell and the Clark/Floyd County border that connects eight local communities.

## **Town of Borden Historic Bank Building Repurpose**

An event space and trailhead along the Monon South Trail, which will highlight community destinations and connections to regional attractions.

## **Clarksville Central Green Enhancements**

A versatile public space that will serve as a hub for cultural and social activities, fostering both tourism and local engagement.

## **Jeffboat Redevelopment**

A former 80+ acre shipyard, this waterfront site will be transformed into a mixed used development with residences, restaurants and ample greenspace.

## **Charlestown Family Activities Park Expansion**

Phase 2 of the Family Activities Park Expansion will include installing a sand volleyball court, mini soccer fields and a patio area for relaxation.



Event Center at Origin Park



# TAP Dance Conference

## SoIN Tourism successfully bid on “TAP Dance” a nationwide travel conference, hosted by Travel Alliance Partnerships (TAP) in Clark and Floyd counties.

The conference was an immersive event designed to showcase SoIN to the 100 group tour professionals who attended. The two-day conference was followed by a two-day familiarization tour of the surrounding region.

Conference attendees visited more than 30 attractions and businesses. They experienced world-class dining, live music and entertainment, walking tours, historic landmarks, hands-on experiences, shopping, tastings, tours – even hot air balloon rides.

Attendees expressed a wish to see even more of the area. Several groups have already booked future trips to SoIN.

“

*I wanted to send you a note of thanks for hosting one of the most memorable conferences that we have ever had. Todd Read was a great partner to our event planning team and your destination had the exact surprise and wow factor that we like to showcase to our tour operators and delegates.*

”

**Nicole Mahoney, CEO**  
Travel Alliance Partnerships





# Media Placements

**Forbes**

FORBES > LIFESTYLE > TRAVEL

## Three Ways To Explore Southern Indiana, Louisville's Underrated Neighbor

Jared Ranahan Contributor @ Jared Ranahan is a reporter who covers travel and ecotourism.

Apr 27, 2024, 04:33pm EDT

The Big Four Bridge was completed in 1935.

Long renowned for its booming whiskey industry and prowess at horse racing, the city of Louisville serves as a major tourist destination on the northern edge of Kentucky—yet those who venture across the Ohio River will find a truly underrated destination on the southern edge of Indiana. Across the tri-municipality area of Jeffersonville, Clarksville and New Albany, visitors can explore fascinating museums and pristine natural

“Three Ways To Explore Southern Indiana, Louisville's Underrated Neighbor” – **Forbes**

**TRAVEL PULSE**

## US Destinations Ripe With Locally Owned Tourism Businesses

Louisville, KY / Southern Indiana

“US Destinations Ripe with Locally Owned Tourism Businesses” – **Travel Pulse & MSN Ireland**

**PERMANENT RESULTS**

## North Dakota Today – Midwest Millennial – July 23

“Midwest Millennial, New Albany Indiana” – **North Dakota Today**

**EVANSVILLE Living**

FRESH CONTENT IN YOUR INBOX WEEKLY

## Rolling on the River in Jeffersonville and New Albany, Indiana

Sunny side of Louisville shines in these neighboring towns.

By Akem Parrish-Hill | March 14, 2024

“Rolling on the River in Jeffersonville and New Albany, Indiana” – **Evansville Living**

**THE BUSINESS JOURNALS**

ACROSS LOUISVILLE

## SoIN Tourism's Jim Epperson on selling the community to visitors

“SoIN Tourism's Jim Epperson on selling the community to visitors” – **Louisville Business First**

**Other Media Placements**

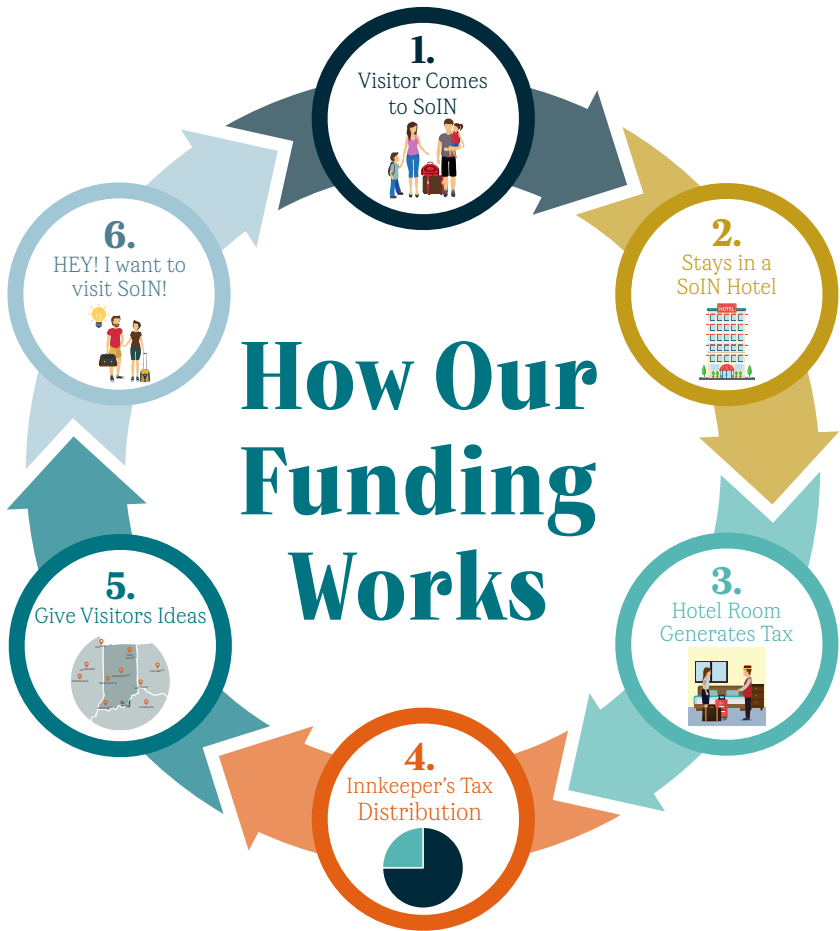
**Louisville Business First's tourism issue** – Impact of Tourism

**Small Market Meetings** - Indiana's School Spirit

**AARP** - 4 Charming Pumpkin Patches to Celebrate Fall

# A Success Based Funding Formula

The more we drive tourism, the more money we make to...drive tourism.



**1 & 2**

Visitors spend money in the tourism industry: food & beverage, lodging, recreation & entertainment, retail, transportation.

**3**

Hotel spending generates innkeeper taxes.

**4**

Innkeeper's tax funds SoIN Tourism activities in two buckets:  
 1. Tourism Capital Development Funds and  
 2. SoIN Tourism's marketing, sales, communications, visitor services, and research.

**5**

SoIN Tourism markets to potential visitors in these markets.

**6**

Visitors get ideas to visit and book trips to SoIN.

# SoIN Tourism Financials



To review SoIN Tourism’s financials scan the QR code or visit [GoSoIN.com/business](https://GoSoIN.com/business) and click on reports.

## Tourism Capital Development Funds

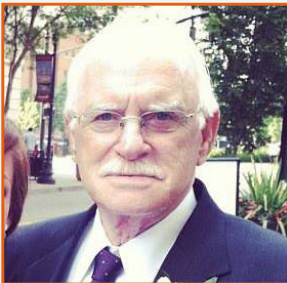
Unique among Indiana’s destination marketing organizations is SoIN Tourism’s Capital Development Fund, which is used to retire debt in the form of municipal bonds. These bonds are held by our city, town or county partners. The bonds act as seed money for public and private investment in tourism projects within Clark and Floyd counties.

### Honoring Decades of Dedication



#### **Carlene Bottorff**

SoIN Tourism honored Carlene Bottorff’s 36 years of service as a member of our board of managers by naming our board room the Carlene Bottorff Board Room. She provided wise counsel to the organization and served many of those years as treasurer.



#### **Glenn Haven**

SoIN Tourism would like to thank Glenn Haven for his 20 years of service as a travel counselor at the Henryville Welcome Center.

# 2024 Board of Managers

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## Appointing Authorities

Five authorities appoint SoIN Tourism’s Board of Managers.

**Clark County Commissioners**

**Floyd County Commissioners**

**Clarksville Town Council**

**Jeffersonville Mayor**

**New Albany Mayor**

## Officers

**Eric Ballenger, President**

Jeffersonville

**Courtney Lewis, Vice-President**

New Albany

**Mark Bliss, Treasurer**

Floyd County

**Rick Lovan, Secretary**

Jeffersonville

## Board Members

**Jim Book**

Clark County

**Fannie Broxon**

Clark County

**Ronald Ellis**

Jeffersonville

**Tammi Gibson**

Clarksville

**Pat Harrison**

New Albany

**Kyle Hoehn**

Clarksville

**Connie Sipes**

New Albany

**Jill Stock**

Floyd County

**Ed Zastawny**

Clark County

## Board Attorney (Interim)

**Michael Wilder**

## SoIN Tourism Staff

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**Jim Epperson, CDME**

Executive Director

**Luanne Mattson**

Chief Marketing Officer

**Katerina Koehler**

Senior Marketing  
Manager

**Todd Read**

Senior Tourism Manager

**Larissa Nemeth**

Digital Strategy Manager

**Nicole Kraemer**

Operations Manager

**Anna Rosales-Crone**

Communications  
Manager

**Seth Lieber**

Visitor Services  
Coordinator

**Kia Black**

Research and Data  
Manager

**Marissa Murphy**

Marketing Coordinator

**Travel Counselors**

**Cheryl Neal**

**Glenn Haven**

**Mike Johnson**

**Rebecca Risley**

**Kelly Duch**

**Connie Reeves**