



2026

SALES & MARKETING PLAN

The “SMarketing” Plan



📍 Jammin' in Jeff at the Jeffersonville Riverstage

Introduction

Dear Tourism Partners and Stakeholders:

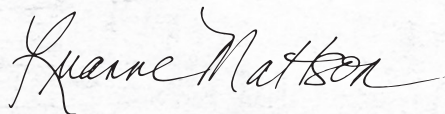
Each year, SoIN Tourism creates a sales and marketing plan to guide how we promote SoIN – Clark and Floyd counties – as a destination. Our goal remains simple: to attract more visitors for getaways, group tours, events, and sports, while strengthening the quality of life for the people who live in our community. This work depends on collaboration with our partners – the businesses, attractions, and organizations that bring the SoIN brand to life.

In 2026, SoIN Tourism will celebrate our organization's 50th anniversary, a milestone that highlights both our history and our momentum. With developments like Origin Park, the Monon South Trail, the Clarksville Conference Center and more, we are positioned to grow in leisure, group, and sports travel markets. At the same time, we will monitor emerging technologies, ensuring SoIN-generated content is visible in AI-powered searches and digital platforms that shape travel decisions.

As always, our success depends on working together. By sharing your stories, engaging with our programs and collaborating on new opportunities, we can strengthen SoIN's visibility and create memorable experiences that keep people coming back. This will enable the entire tourism industry to continue generating economic benefits that benefit the community.

Thank you for being a vital part of the tourism industry. We look forward to celebrating your future successes in 2026.

Sincerely,

A handwritten signature in black ink, reading "Kuanne Matton". The signature is fluid and cursive, with the first name "Kuanne" and last name "Matton" clearly distinguishable.

Chief Marketing Officer

SoIN Tourism's Core Principles & Priorities

To attract visitors to our area, SoIN Tourism develops its strategies by following a set of core principles and priorities. These guidelines help us use our resources to adhere to our mission and vision.



SoIN Tourism promotes the entire area and celebrates the quality of life that tourism brings to our communities. Tourism spending supports jobs and amenities that residents also can access. This tourism infrastructure helps make weekend concerts, events, the arts, restaurants, parks, and many other activities possible.

Tourism's Economic Impact*



Visitors spent
\$550.2 million
on goods and
services in 2023.



Taxes from visitor
spending helped
fund **4,750** public
school students.



Visitor spending
supported
7,291 jobs.

*Source: Rockport Analytics, LLC, 2023

The SoIN Brand Story

SoIN is a vibrant riverfront destination with all the sights, sounds, history, heritage, flavors and fun visitors want in a getaway – all with a welcoming dose of Hoosier Hospitality that truly makes their time special.

Familiar enough that guests feel at home but different enough to surprise and delight people with every visit, SoIN is the perfect complement to the urban hustle and bustle of our neighbor across the river, Louisville. Our destination has a unique and attractive story to tell.



OUR MESSAGING IS ORGANIZED AROUND

SoIN's Brand Attributes

Riverside / Waterfront



Ohio River scenery and history

Ohio River Greenway
Riverside dining and recreation

Falls of the Ohio State Park

Outdoor Recreation



Rolling hills, atypical midwestern topography

Knobstone Trail
Bike Trails
Class IV rapids on the Ohio River

Culinary



Eclectic and growing restaurant scene

Comfortable, unfussy vibe
Craft beer, wine and spirits

History & Heritage



Lewis & Clark and the Corps of Discovery

Steamboat history
African American History (Underground Railroad)
Haunted tours

Arts & Culture



Festivals, events, and arts experiences

Growing maker / creative culture
Storyed performing arts

SWOT Analysis

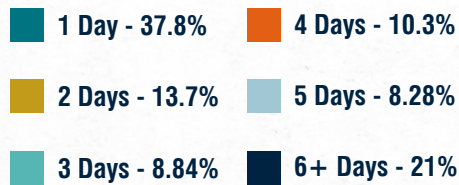
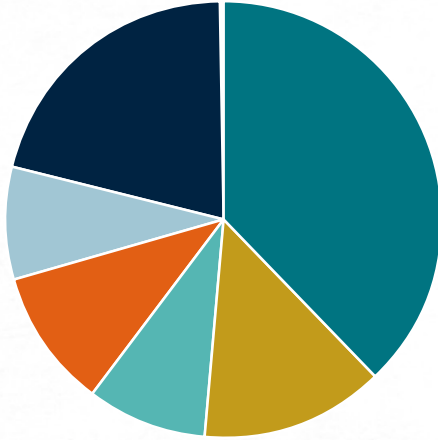
Each year we conduct an analysis of the destination's Strengths, Weaknesses, Opportunities and Threats. SoIN Tourism will lean on its strengths, minimize its weaknesses, capitalize on opportunities and monitor threats to further our mission.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Most residents welcome more tourism development in SoIN. • SoIN is an emerging destination. • SoIN Tourism has become a trusted industry organization and community resource. • Consistency in Visitor Services engages both visitors and residents. • Destination's brand is strengthened. • SoIN is recognized as a viable, up-and-coming group market destination. • SoIN Tourism has stronger engagement with a core group of industry partners; new partners become key allies. • SoIN Tourism has found a way to stand out as a unique destination that complements the Louisville experience. • SoIN Tourism's calendar has become a central hub for events. 	<ul style="list-style-type: none"> • Lodging properties are aging; lack of diversity in property type limits booking opportunities. • SoIN Tourism's relatively small budget size puts the organization at a disadvantage in media markets compared to our competitive set (Hendricks County, Hamilton counties, MeetNKY). Growth creates opportunities, but it exceeds SoIN Tourism staff's capacity to market and sell the destination. This causes SoIN to prioritize expenditures, which may miss opportunities. • Lack of coordination among cities, towns, counties, etc. fragments the destination, hampering the ability to tell consistent story. • Residents feel they are not asked to give input on tourism development.
Opportunities	Threats
<ul style="list-style-type: none"> • Educate residents and tourism stakeholders about tourism's economic and quality of life impacts. • Growing opportunities in sports market. • Increase community engagement by capitalizing on SoIN Tourism's 50-year anniversary. • Outdoor experiences (Origin Park, Ohio River Greenway, Wildwater, South Monon, etc.) help differentiate the destination. • Engage residents as cheerleaders for the destination. • Passage of Tourism Improvement District legislation during 2026 legislative session can lead to enhanced marketing and development funding. • Advance the Conference Center project in partnership with the Town of Clarksville • Continue to engage education partners and build sustainable talent pipeline to meet tourism partners' needs. • Help elevate tourism partners' ability to market their businesses to residents and visitors. 	<ul style="list-style-type: none"> • Political landscape creates caution within the tourism industry • Budget reduction for state agency partners (IDDC, IDNR) isolates SoIN Tourism's marketing impact, forcing us to rely only on our budget versus collaborative efforts with the state. It also further degrades the quality of experiences at state park properties. • Uncertainty in digital landscape. • Economic uncertainty. • Unstable local government funding. • Narrow engagement among tourism industry partners can limit SoIN Tourism's representation of the destination.

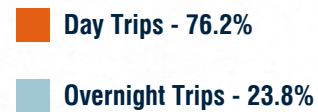
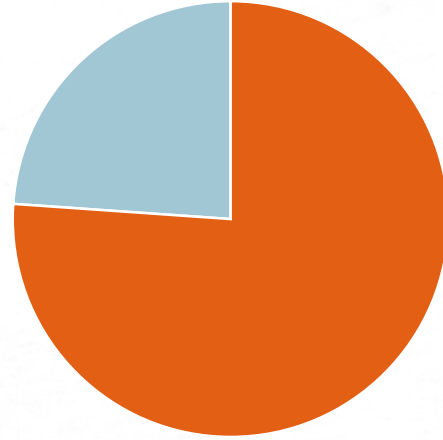
Visitor Information & Data

Data for this period: 7/1/24-6/30/25

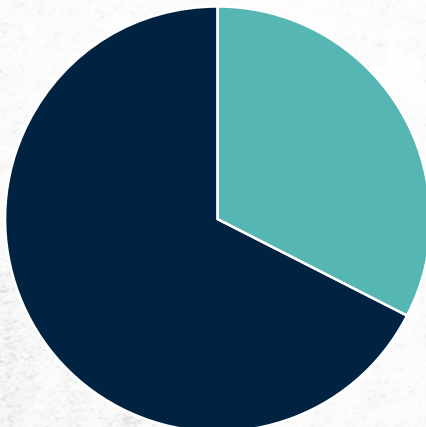
Visitor Days by Length of Stay



Day vs Overnight Visitors



Repeat vs One-Time Visitors



SoIN Tourism's Target Markets

SoIN Tourism targets the following locations because research indicates these markets are the most receptive to SoIN Tourism's brand messaging.

1. Indianapolis, Ind.
2. Columbus, Ohio
3. Lexington, Ky.
4. Detroit, Mich.
5. Nashville, Tenn.
6. Cincinnati, Ohio
7. St. Louis, Mo.
8. Chicago, Ill.

Personas

To shape messages effectively and influence decision making, it's helpful to think of customers as individuals who have a lifestyle – or travel style – and with needs that our destination can meet.



Michelle Mom

The family travel planner, has kids in sports, family recreation
With affordable, kid-friendly activities and great opportunities to get outdoors, SoIN is an ideal place for family fun with easy access to Louisville.



Friend Trips - Drew Brew/Gloria Girlfriend

Girls' trip planner, relaxing getaway, entertainment with friends
Guys' trip planner, active getaway, entertainment with friends
With convenient hotels, a diverse live music scene, a nearby casino, six golf courses and craft breweries, SoIN offers easy getaways with plenty of fun.



Couples - Clyde & Connie/Terry & Morgan

Weekend getaway, one-day excursion, evening out
Always up for something different, Clyde and Connie Couple will find SoIN an unexplored and unexpected source of culture, cuisine and a way to "get away" without going far.

Traveling LGBTQ+ couples seek the chance to explore new areas, talk to interesting people, shop for one-of-a-kind items, and discover culinary options to tempt the palate.
SoIN offers walkable downtowns that welcome couples and friends of all stripes with its easygoing, accepting attitude. A wide variety of dining options allow travelers to experience local and regional flavors.

Tom/Tess Tour Operator

Group tour planner, may own buses
SoIN gives Tom and Tess affordable options to build unique tours that can stand alone or complement a Louisville itinerary.

Partner Support

SoIN Tourism doesn't own our destination's attractions, restaurants, or hotels, nor do we operate the festivals held here. Our partners deliver those experiences to people who visit and live in Clark and Floyd counties.

As a destination marketing organization, we promote the visitor experiences our partners offer. We strengthen our community by helping partners reach new audiences and by collaborating to create new opportunities. We share our partners' stories in our marketing and messaging. In turn, we attract visitors to our destination; they can experience SoIN through the businesses that make up our destination.

Objectives

- 1. Be the go-to marketing resource for tourism businesses who want to increase their knowledge; help partners implement sound marketing strategies.**
- 2. Consult with partners to identify unique visitor experiences and enhance them using Experience Economy® principles.**

Goals

- 1.** Coach partners to enhance leisure and group travel experiences that entice, engage, and extend visitor stays.
- 2.** Increase programs designed to drive visitors to partners' businesses.
- 3.** Engage with visitors by having the Mobile Visitor Center present at partners' high-traffic attractions and events.
- 4.** Increase distribution of SoIN Tourism's main collateral piece, the annual Visitor Guide, to potential and current visitors.

Partner Resources and Opportunities



SoIN Tourism Partnerships

- Opportunity to upload business listing, events and special offers to GoSoIN.com
- Connect partners with journalists who tell SoIN stories
- Extended stories through SoIN Tourism's monthly Newsletters and Social Media



Tourism Industry Support

- Network and collaboration opportunities at Team SoIN meetings
- One-on-one coaching and assistance at Ask SoIN events
- Partner education and resource sharing



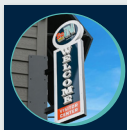
SoIN Visitor Guide

- Annual publication provides engaging stories for the destination
- Visitors use these for trip planning, inspiration
- More than 55,000 copies distributed annually



Group Tour Efforts

- Sell destination at travel trade shows
- Advise partners on product development for groups
- Affordable turnkey group marketing solutions
- Include appropriate partners in familiarization tours and site visits



Provide Visitor Services

- Engage visitors at events via Mobile Visitor Center
- Spotlight partners at Visitor Center
 - » Encourage use of customized itineraries via True Omni software
 - » Stock locally-sourced products
 - » Provide brochure rack opportunities
- Consult with partners to improve the visitor experience
- Consumer outreach through travel shows

Leisure Travel

Whether visiting friends or relatives, having a getaway or experiencing one-of-a-kind attractions, leisure travel represents a significant number of visitor trips to SoIN. Through marketing, communications, and visitor services, SoIN Tourism develops strategies and implements tactics to attract visitors from our top feeder markets. We lead with our brand attributes: riverside, outdoor recreation, arts & culture, history, and culinary to promote the authentic SoIN visitor experience.

Objectives

- 1. Establish in the minds of potential visitors that Southern Indiana's lodging, attractions, events, dining, and retail are desirable options for a weekend getaway destination by itself or to complement a Louisville visit.**
- 2. Deliver messages within each stage of the marketing funnel to reinforce SoIN as a getaway destination.**
- 3. Ensure our destination is cited and SoIN Tourism-generated content is referenced in AI overviews and by leading AI platforms for appropriate destination-related searches.**

Goals

- 1.** Host 6-12 travel journalists/bloggers on either individual or group familiarization tours.
- 2.** Increase SoIN passport program engagement by 5% over 2025 levels.
- 3.** Increase number of email newsletter subscribers while exceeding industry average for click-through rates.
- 4.** Encourage travel planning by distributing SoIN Tourism's Visitor Guide through lead generation and fulfillment. Maintain local Visitor Guide distribution; increase distribution within target markets via lead generation, fulfillment and travel trade contacts.
- 5.** Establish measurement parameters within top AI platforms used in searches for travel destinations to inform future marketing decisions in the evolving AI landscape.

Key Strategies

- A.** Determine how SoIN is reflected in terms of traveler sentiment, specificity, and alignment with our corporate brand strategy.
- B.** Review and monitor how our destination is reflected within top AI engines on a quarterly basis.
- C.** Implement tactics designed to make relevant SoIN-related content available to and usable for AI engines.
- D.** Expand media coverage by targeting journalists from diverse perspectives to generate stories about SoIN as a welcoming, accessible destination.
- E.** Use compelling storytelling and integrated marketing campaigns to engage visitors, attract them to our website, and provide clear calls to action to visit.
- F.** Engage a public relations firm to increase our reach and expand community relations efforts.
- G.** Continue developing Visitor Center programs to enhance its role in the community and make it a must-visit destination for visitors and residents.
- H.** Focus marketing to enhance brand recognition with audiences in SoIN Tourism's target markets.
- I.** Engage with potential visitors who attend regional & local events, consumer travel shows, and balloon events, providing information and incentives to explore SoIN as a getaway destination.
- J.** Leverage cooperative advertising opportunities with the Indiana Destination Development Corporation for greater exposure of the SoIN brand, driving engagement with ticketed partner events.

Sales and Destination Services

Whether it's by a themed motorcoach tour, an industry meeting, a sports tournament or an event, SoIN Tourism's Sales and Destination Services team strives to help key decision makers choose the area as a destination for group business.

SoIN Tourism's creative product development, packaging, and itinerary building has raised awareness of the SoIN brand among influencers in the group market. The team fosters strong relationships in collaborative projects among regional partners to strengthen offerings in these ever-changing markets. The team generates leads, services clients, offers site visits and hosts potential customers on familiarization tours to motivate people to choose SoIN for their group's destination.

Since SoIN lacks dedicated conference facilities, the area is a good fit for the "SMERF" market (social, military, educational, religious, and fraternal meetings). In addition, events such as Abbey Road on the River work well here.

Objectives

- 1. Establish SoIN – either by itself or combined with other nearby destinations – as a must-visit destination that is safe and inclusive for group tours, meetings, events and sports.**
- 2. Achieve greater partner engagement and encourage collaboration among partners.**
- 3. Use strategic storytelling, consistent advertising, and sustained visibility to solidify SoIN as an authentic, worthwhile destination in the group tour, meetings and sports markets.**
- 4. Discover potential regional meeting opportunities among residents and stakeholders involved in business, association, religious, fraternal, or affinity organizations and assist in bid requests when appropriate.**
- 5. Engage with local municipal sports managers to maximize facility usage, capitalizing on increased sports market trend.**

Goals

- 1.** Connect with 200 Group Tour Planners (group leaders & tour operators)
- 2.** 200 Day Trips; 40 Overnight Motorcoaches
- 3.** Orchestrate and execute at least one familiarization tour for group tour operators
- 4.** Plan and execute up to two tour operator site visits for stakeholders within the meetings, conventions, or sports markets.
- 5.** Meet with three qualified meeting planners or sports tournament rights holders and produce leads for development.
- 6.** Service four meetings and/or sports events from beginning to end.

Key Strategies

- A.** Promote the SoIN brand in marketing efforts within group influencer networks (group tour operators, meetings, and sports).
- B.** Increase the number of partners who participate in the motorcoach market by training them on group tour needs; Visitor Experience Manager will coach partners on enhancing experiences via one-on-one training and meetings to create customizable, themed experiences that could be sold as premium packages to tour operators and meeting planners.
- C.** Complement sales activities with targeted trade publication advertising and personalized digital content.
- D.** Work with local meeting and sports facility owners to secure events for growth in both room night revenue and economic impact for the destination.
- E.** Obtain grants from the Indiana Sports Commission's Team Indiana with renewed emphasis on luring sports events.
- F.** Identify unique events like Abbey Road on the River that shine a national spotlight on our area and sell these kinds of unique experiences to the group tour market.
- G.** Work with local governments, corporate partners and stakeholders to encourage their participation in hosting events.

2025 Business Development Calendar

Date	Event	Type
Jan. 8-14	ABA Marketplace	Travel Trade
Feb. 21 & 22	Chicago Travel and Adventure Show	Consumer Outreach
March	Indiana Media Marketplace	Media Trade Show
March 4-7	NTA Contact	Travel Trade
April 19-21	Circle Wisconsin Midwest Marketplace	Travel Trade
April 28 - May 1	SATW Central States Chapter	Media Trade Show
May 21-25	Abbey Road on the River	Consumer Outreach
June 8-10	Travel Alliance Partners (TAP Dance)	Travel Trade
June 7-10	PRSA Travel & Tourism Conference	Media Trade Show
June 11-13	Midwest Travel Network	Media Trade Show
Aug. 21-24	Student and Youth Travel Conference	Travel Trade
Aug. 22-24	Outdoor Writers Assoc. of America	Media Trade Show
October	Great Day Travel Marketplace	Travel Trade
Fall	Group Tour Sales Mission	Travel Trade
Fall	Visit Indiana Media Mission	Media Outreach
November	National Tour Association (NTA)	Travel Trade
November	Ontario Motorcoach Association	Travel Trade
Ongoing	SoIN Tourism outreach at Regional Events	Consumer Outreach

Key Performance Indicators

	Measurement		What it monitors
Earned Media	<ul style="list-style-type: none"> Number of placements Impressions 	<ul style="list-style-type: none"> Sentiment 	<ul style="list-style-type: none"> Increased awareness Third party endorsement
Website	<ul style="list-style-type: none"> Visits (sessions) Unique visitors New visitors Bounce rate 	<ul style="list-style-type: none"> Average time spent on site Referrals to partner websites Visitor interests 	<ul style="list-style-type: none"> Health of our brand Strength of our marketing Number of referrals to our site
Extranet	<ul style="list-style-type: none"> Event submissions Updated listings 	<ul style="list-style-type: none"> Lead pick-ups Special offer submissions 	<ul style="list-style-type: none"> Partner engagement
Email Marketing	<ul style="list-style-type: none"> Click-through rate 	<ul style="list-style-type: none"> Email newsletters distributed 	<ul style="list-style-type: none"> Consumer engagement Partner engagement
Advertising	<ul style="list-style-type: none"> Response to digital ads/campaigns Email addresses collected 	<ul style="list-style-type: none"> Best uses for media sources based on type, editorial, circulation, and leads collected 	<ul style="list-style-type: none"> Ad effectiveness Channel effectiveness
Event Development	<ul style="list-style-type: none"> Attendance 	<ul style="list-style-type: none"> Visitor spending levels while attending event 	<ul style="list-style-type: none"> Potential Economic Impact
Event Marketing <i>(i.e. Balloon events, local festivals, consumer shows)</i>	<ul style="list-style-type: none"> Email addresses collected Quality of emails collected 	<ul style="list-style-type: none"> Quality of event/show for email collection Number of QR code uses 	<ul style="list-style-type: none"> Consumer engagement Lead collection Brand/destination awareness
Social Media	<ul style="list-style-type: none"> Total followers Leads generated 	<ul style="list-style-type: none"> Total sign-ups for giveaways 	<ul style="list-style-type: none"> Consumer engagement Partner engagement Community engagement
Meetings, Events & Conference Sales	<ul style="list-style-type: none"> Sales contacts generated Actual leads generated 	<ul style="list-style-type: none"> Site inspections hosted Lost business (estimated room nights) 	<ul style="list-style-type: none"> Lead collection Brand awareness Business development Health of meetings market
Visitor Services: Meetings	<ul style="list-style-type: none"> Events hosted & serviced Room nights generated 	<ul style="list-style-type: none"> Total attendance Number of welcome bags distributed 	<ul style="list-style-type: none"> Lead collection Brand awareness
Group Travel	<ul style="list-style-type: none"> Tour planner contacts generated Potential number of visitors Actual leads generated 	<ul style="list-style-type: none"> Total overnight coaches reported Total daytrip coaches reported Percent of partners reporting to SoIN 	<ul style="list-style-type: none"> Lead collection Brand awareness Business development Health of group market Potential economic impact
Visitor Services	<ul style="list-style-type: none"> Email addresses collected Number of visitors serviced 	<ul style="list-style-type: none"> Merchandise sales Partner referrals Visitor inquiry location Number of Visitor Guides distributed 	<ul style="list-style-type: none"> Consumer engagement Community engagement Lead collection Visitor Satisfaction Partner engagement
Sports Market	<ul style="list-style-type: none"> Tournaments booked 	<ul style="list-style-type: none"> Total attendees expected 	<ul style="list-style-type: none"> Potential economic impact