



2020 SoIN TOURISM ANNUAL REPORT

#SoINThisTogether

Letter to Stakeholders

To our Valued Partners, Community Members and Stakeholders:

Quarantine **Testing**
Justice *Unprecedented*
Essential *Mask up*
Pandemic *Asymptomatic*
Unmute **Remote**
Vaccine *Lockdown* *Pivot*
Social distance **Coronavirus**

These are just some of the words considered for 2020's word of the year. Indeed, at least one dictionary couldn't settle on just one word. Such was the magnitude of change.

We can't summarize the year's impact on southern Indiana's hospitality and tourism industry in a one-page letter or in an entire annual report. But we don't need to. Each of you lived it. In our community engagement survey, we found that nearly 80% of our residents and stakeholders had an increased appreciation for the tourism and hospitality industry's value because of the Covid-19 crisis. Sometimes you "don't know what you got 'til it's gone."

SoIN Tourism, the destination marketing organization for Clark & Floyd Counties, is charged with improving our area's quality of life. We promote our region to visitors, some of whom turn into residents, workers, and business owners.

While everyone worked with fewer resources to minimize the pandemic's damage and shutdowns, dwelling on the past won't help us achieve our vision. Let's honor the people who suffered and were lost. Let's lift up those who have been treated unjustly. Let's remember our struggles and our favorite businesses that are no longer open. Let's pay all the ultimate respect by getting back to work investing in our community. Let's build a better place to visit, live, work, invest and play.

We are thankful for our relationships with our community partners and are anxious to develop more. With your support and partnerships, we'll make SoIN a place even more people will love.

Jim Epperson, CDME, CTA
Executive Director

Connie Sipes
Board President





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The Story of 2020. A Pandemic Timeline

REact/REspond

MARCH & APRIL

Partner Support

- Outreach to partners: Are you safe? What do you need?
- Link to resources (Loans, grants, etc.)

Consumer Messaging: Support local

- Promote restaurant carryout options and online shopping
- Inspire travelers to visit once we reopen

Blog Highlights

Support Local Restaurants - Carryout & Delivery in Southern Indiana

March 19, 2020 by Katerina Guljas



Tourism Partners Doing Good for the Community

April 10, 2020 by Mike Attebury



Southern Indiana Virtual Backgrounds

April 02, 2020 by Katerina Guljas



REgroup

MAY & JUNE

Partner Support

- Assist partners in reopening following Governor Holcomb's Back On Track plan
- Provide travel sentiment research
- Develop partner toolkit to aid in safe reopening plans
- Launched the Hoosier Hospitality Promise



Signed up
42
partners

Inspire Travelers

- We're SoIN this Together campaign (with Visit Indiana's IN this Together)
- Hoosier Hospitality Promise partner spotlight

Blog Highlights

Southern Indiana Dining - Picnics & Patios

June 11, 2020 by Katerina Guljas



Stay at Home Shopping in Southern Indiana

May 06, 2020 by Katerina Guljas



REdis

JULY & AUGUST

Partner Support

- Partners shared recs
- SoIN meetings
- Notified partners of g
- Produced travel safe
- Joined Visit Indiana's
- featuring SoIN partn

Inspire Travelers

- Hoosier Hospitality P
- spotlight
- Launched summer v
- Sent Visitor Guides t
- Cincinnati Magazine

Blog Highlights

The Sporting Club & Outdoor Paradise

August 14, 2020 by Katerina Guljas



A Golfer's Dream: 5 Courses

July 24, 2020 by Cory Cochran



Recover

AUGUST

Recovery efforts at Team
grant opportunities
ly videos masked
s road trip campaign
ers
Promise partner
visitor campaign
o Indianapolis Monthly,
subscribers

at the Farm:



Southern Indiana



REconnect

SEPTEMBER - NOVEMBER

Partner Support

- Partners shared recovery efforts at Team SoIN meetings
- Branded SoIN mask sales proceeds benefit the Lee Initiative

Inspire Travelers

- Hoosier Hospitality Promise partner spotlight
- Launched fall campaign
 - » Record months for visits to GoSoIN.com
 - » Record referrals to partners' websites

Blog Highlights

New mural in Jeffersonville's Claysburg neighborhood

September 11, 2020 by Erica Rucker



Southern Indiana Celebrates Underground Railroad Month

September 11, 2020 by Erica Rucker



REcover

DECEMBER

Partner Support

- Provide travel sentiment research
- Partners shared recovery efforts at Team SoIN meetings

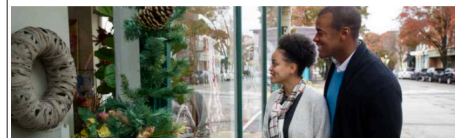
Inspire Travelers

- Launched winter visitor campaign

Blog Highlights

Support Local: Southern Indiana Holiday Shopping Guide

November 27, 2020 by Katerina Guljas



Southern Indiana: A Year in Pictures

December 30, 2020 by Katerina Guljas



New to Southern Indiana in 2020

December 04, 2020 by Katerina Guljas



Marketing Communications

Leisure Market

SoIN Tourism brands our area as a family-friendly destination with one-of-a-kind experiences. We used multi-layered campaigns that include print, digital, and social media. As the pandemic began, we narrowed our target geographic area and used budget-friendly channels to reach visitors. As the economy stabilized, we expanded our reach and channels.

Advertising Target Geographic Area

In 2019 our target markets included Indianapolis, Evansville, Columbus, Cincinnati, Nashville, Chicago, Lexington and others.

The pandemic caused us to shift marketing to a smaller targeted area. Throughout the year we adjusted our marketing to respond to changes in travel demand.



Email Marketing

Through marketing and visitor outreach, SoIN Tourism has developed a database of engaged email subscribers. The marketing team sends monthly e-newsletters with tips to enjoy visiting SoIN.



6,464
Average Monthly
Subscribers



70,478
Newsletters
Sent

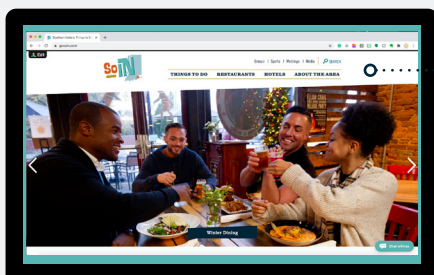


23%
Open Rate
Industry average: 14.7%

12.8%
Click Through Rate
Industry average: 4.9%

Website

SoIN Tourism continually improves the user experience. We refer consumers to our website with marketing campaigns designed to encourage visits to our area.



153,901
Users Visited GoSoIN.com
28% increase over 2019



**Record Website
Visits in September
& October 2020**

Three Main Goals



Keep SoIN top of mind.



Support our partners.



Promote healthy, safe travel.

Advertising Results



**3.1 Million
Impressions**



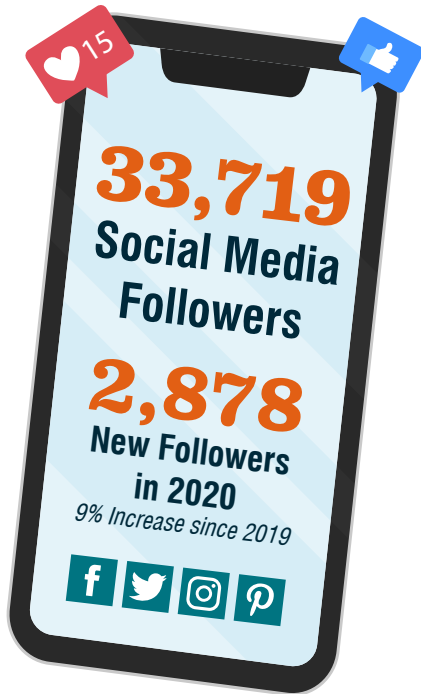
**39,000
Landing
Page Views**



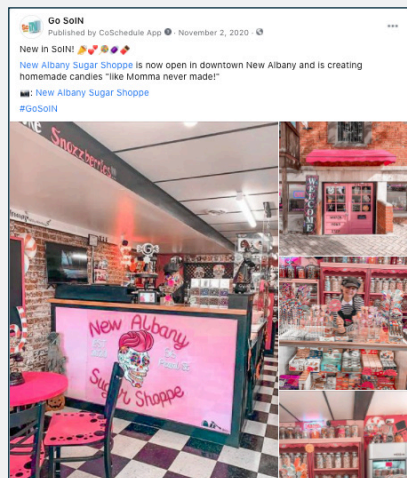
**901
Leads
Generated**

Social Media

Through social media platforms we speak directly with our fans and followers - potential visitors - to engage them in meaningful conversations about our destination.



Top Social Media Post



Top Facebook Post:
198.7 Impressions
382 Likes, 240 Comments, 1.4k Shares

Visitor Services

We distributed
20,000
visitor guides
to Indianapolis Monthly &
Cincinnati Magazine
subscribers.



Sales & Services

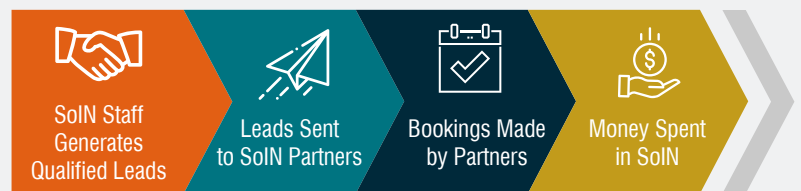
SoIN Tourism staff sells the area to group, sports, event and meeting planner stakeholders. Sales for motorcoach, meetings, events and sports groups is a multiyear process. It starts with convincing these stakeholders that their clients will enjoy experiences in SoIN.

The year started with a rush of activity. Sales staff attended four consumer travel shows in Chicago, Columbus, Indianapolis, and Pittsburgh. The pandemic then forced tours, events, meetings and sporting events to cancel.

SoIN Tourism pivoted quickly to salvage 2020 business and rebook it in 2021 when possible. **We continued to prospect and build on relationships through virtual and (covid-19 safe) in-person trade shows, promoting the Hoosier Hospitality Promise.**

In a year that could have been disastrous, some contacts even began to consider SoIN as a destination for the first time.

How SoIN Tourism Works



Attended **5**
trade shows



9 tours and
events scheduled or
rescheduled for 2021

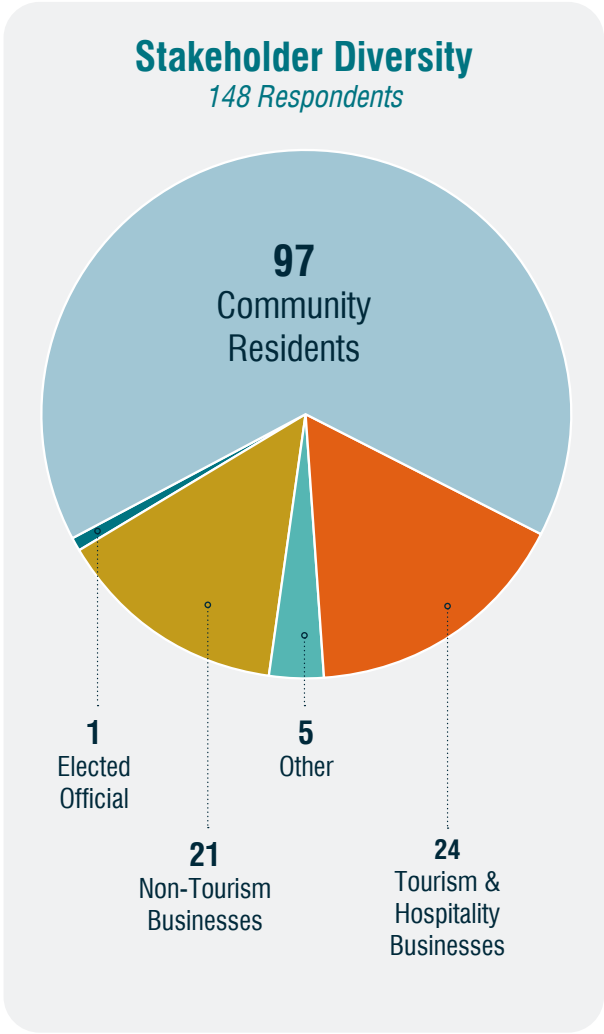
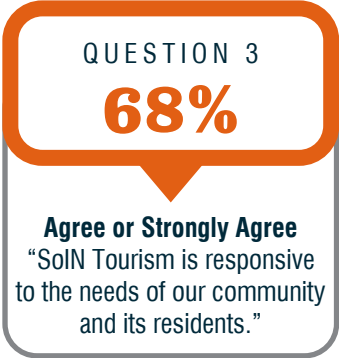


Generated **30** leads
(meetings, motorcoach
markets)



How does the community view SoIN Tourism, its work and the tourism industry? We surveyed the community to find out.

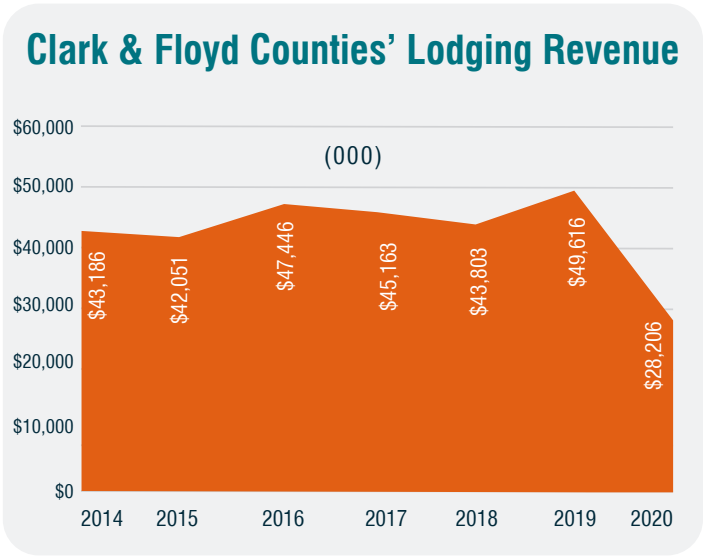
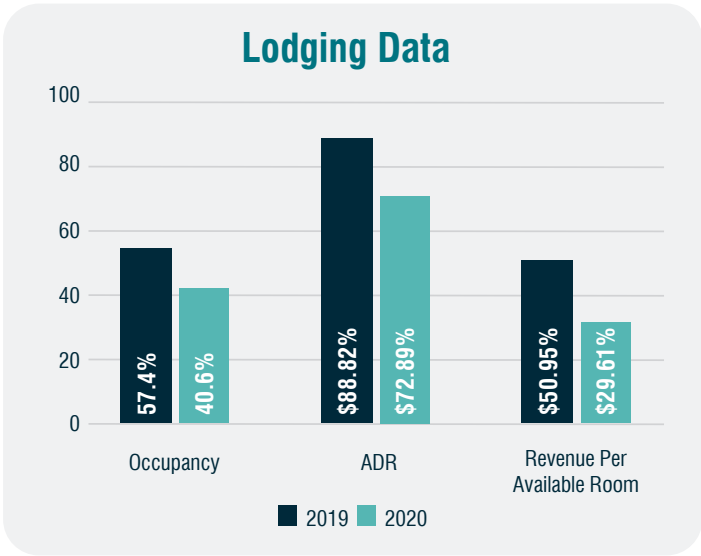
Survey Results



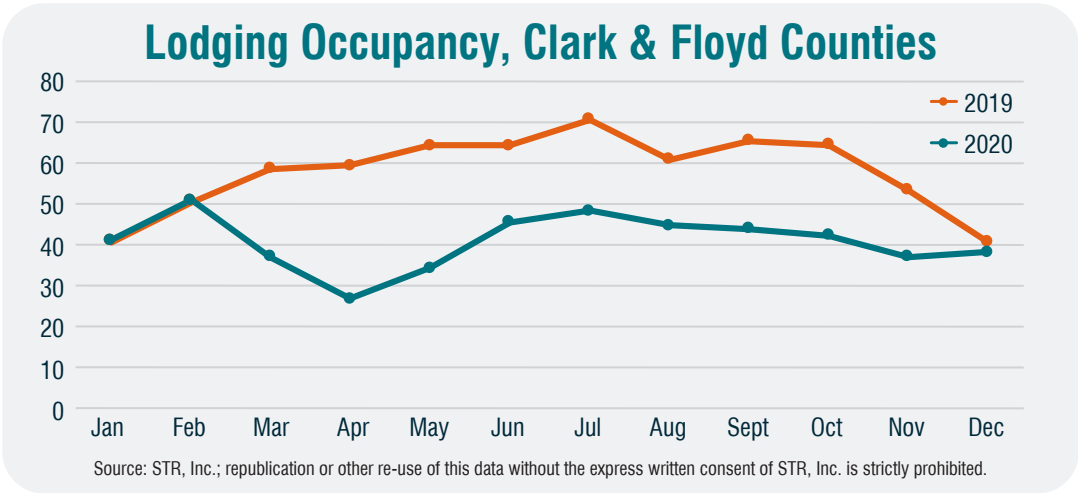
Lodging Industry Performance



Year-over-year demand for southern Indiana hotel rooms had been on a relatively stable trajectory. Tourism industry partners looked forward to 2020 with optimism. With the declaration of a national emergency in March, the lodging industry suffered.



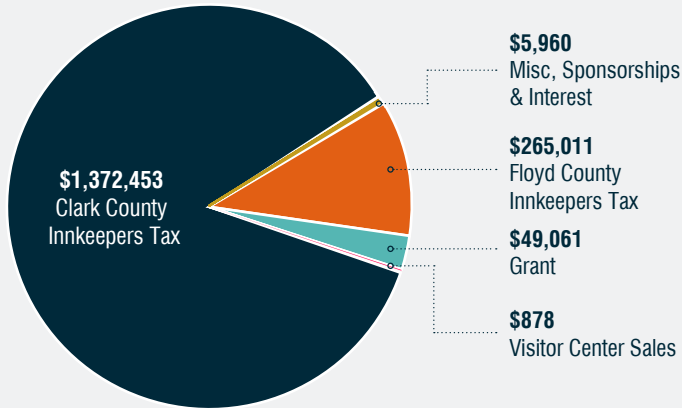
After the state reopened, demand increased steadily. Lodging revenues reflected that drop in demand and have not recovered fully, as the virus is yet to be contained.



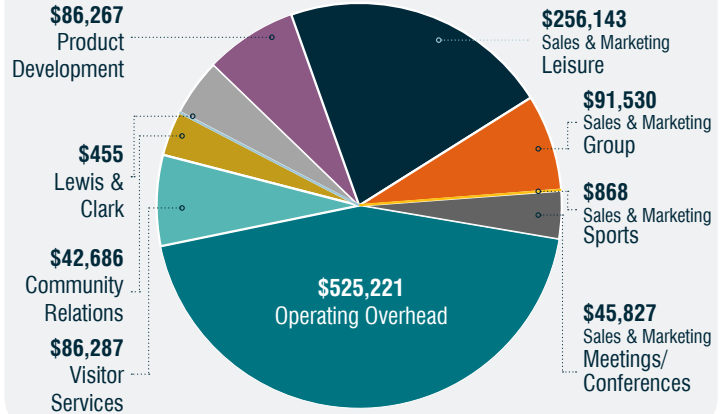
With vaccines being distributed, we expect trends to improve in 2021.

2020 Financials

Revenue by Source



Expenses by Market Segment



Capital Development

Tourism Capital Development Bonds

SoIN Tourism's funding is unique among Indiana's destination marketing organizations. A portion of its funding is dedicated to debt service that provides seed funds for public and private investment in new destination product. These debts, in the form of municipal bonds, are held by any one of our city, town or county partners with the principal and interest paid by one-fourth of Clark-Floyd Counties innkeepers tax collections. Capital development funds continued to retire debt service for our municipal partners despite the pandemic.

Bond Description	Transactions	Balance
Jeffersonville Arts & Cultural District September 2017, \$1,000,000 original issue	Beginning Balance 1/1/2020	\$577,472.97
	Payment on Principal 9/10/2020	-\$98,583.57
	Interest Payment 9/10/2020	\$22,520.09
	Ending Principal 12/31/2020	\$478,889.40
New Albany Visitor & Historic Tourism Generator (Riverfront*, Loop Island & Culbertson), May 2018, \$825,000 original issue *\$380,000 transferred to Flow Park component from Riverfront component in 2019	Beginning Balance 1/1/2020	\$531,446.39
	Payment on Principal 5/12/2020	-\$76,174.07
	Interest Payment 5/12/2020	\$25,837.87
	Ending Principal 12/31/2020	\$455,272.32



Board of Managers, 2020

Officers

Connie Sipes, President
New Albany

Carlene Bottorff, CTA, Treasurer
Jeffersonville

Dana Huber, CTA, Vice President
New Albany

Dylan Fisher, CTA, Secretary
Clark County

Board Members

Paul Kiger, CTA
New Albany

Rosalie Dowell
Floyd County

Rick Lovan, CTA
Jeffersonville

Eric Ballenger
Jeffersonville

Pat Harrison
New Albany

Tony Singleton
Clark County

Mark Bliss
Floyd County

John Gilkey
Clarksville

Darci Schiller
Clark County

Board Attorneys

Jack Vissing

Michael Gillenwater

Appointing Authorities

Clark County Commissioners

Jeffersonville Mayor

Floyd County Commissioners

New Albany Mayor

Clarksville Town Council

SoIN Staff

Jim Epperson, CDME, CTA
Executive Director

Katerina Guljas, CTA
Visual Content Manager

Travel Counselors

Luanne Mattson, CTA
Assistant Director

Mike Attebury, CTA
Visitor Services Coordinator

Kailee Blair

Todd Read, CTA
Trade & Consumer Sales
Manager

Nicole Kraemer, CTA
Operations Manager

Karen Davis, CTA

Brittany Schmoetzer, CTA

Clint Bryant, CTA
Website & CRM Manager

Shirley Bell, CTA
Accounts Payable &
Payroll Clerk

Aidan Grant, CTA

Glenn Haven, CTA

Mike Johnson, CTA

Mallory Jewell, CTA

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