



2025

SoIN TOURISM
ANNUAL REPORT



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About SoIN Tourism

SoIN Tourism supports the visitor economy, which improves the quality of life for people in our community. Our work helps create jobs, lower taxes, and make Southern Indiana a thriving place to live, work and play.

Our Impact

SoIN Tourism markets the two-county region (Clark and Floyd) to attract more visitors. When visitors experience our hospitality, they bring outside money into our community. Visitor spending helps sustain and create jobs and raises the quality of life for those living here. Unless you were born here, everyone is a visitor first!



How We Tell the SoIN Story

Marketing Communications

We help tell the world about SoIN through paid advertising, media relations and storytelling. These initiatives motivate people in our target markets to visit so they can experience SoIN's personality and quality of place.

Sales

In partnership with group-friendly tourism businesses, SoIN Tourism promotes the area as a destination for group travel, sporting events and meetings.

Visitor Services

Once visitors come to SoIN, we provide helpful travel information and insider insights to enhance their experience, which can lead to repeat visits.

Collaboration with Partners

Partners who participate with SoIN Tourism's industry initiatives – offered with no membership fees – enjoy the benefits of networking, collaboration, and industry educational opportunities. Partners who keep their business listings, events and special offers up to date on our website gain exposure to expanded audiences through SoIN Tourism's sales, marketing communications and visitor services.

For tourism industry businesses who would like to be more involved, visit GoSoIN.com/business.

Want a closer look at how we work to increase visitation to SoIN? To view our 2026 Sales and Marketing Plan, visit GoSoIN.com/Business and click on Plans, Research & Reports.



New in SoIN

New experiences keep the destination fresh and exciting, giving residents opportunities to create memories and enticing visitors to return.



11 Restaurants



6 Experiences



2 Shops



1 Event Space



2025 SoIN Award Winners

For a second year, tourism community members submitted nominations to recognize outstanding tourism businesses. This year's awards reflected the initiative, determination and spirit of the small businesses that make SoIN a unique destination.

Liam Newlin
Spirit of SoIN



Distillery 64's
Liquid Legends Fest
SoIN to Collaboration



The Mercantile
New in SoIN



Tourism Makes a Difference



Tourism supports **7,370** jobs. Of these, more than **6,003** are direct tourism jobs.



For every tourism dollar spent in SoIN, **55 cents** stays local.

\$558
Million

in Tourism Spending

Tourism is the seventh largest industry in Clark and Floyd counties (SoIN). Visitor spending in SoIN totaled more than \$558 million in 2024.

Household Tax Savings



Without tourism, SoIN households would pay **\$764 more** in yearly taxes to sustain current government services.

Source: 2024 Economic Contribution of Tourism in Clark & Floyd Counties, Rockport Analytics

Marketing Communications

SoIN Tourism uses marketing communications campaigns to enhance brand awareness and drive visits to our destination.

Marketing and Paid Advertising

Seasonal campaigns (including connected TV ads, social media, search engine marketing and print ads) help SoIN Tourism promote the community as a desirable place to visit.

The 2025 campaign reached nearly **2.9M households** in these target markets

- Cincinnati
- Indianapolis
- Columbus, Ohio
- Detroit
- Chicago
- St. Louis
- Nashville, Tenn.
- Lexington



Social Media & Email Marketing

Engaging followers in meaningful conversations through social media and email newsletters gives people positive insights about visits to SoIN.



22,022

Emails Sent
Monthly Avg.



2.86%

Open Rate
Industry Avg.: 2.43%



SoIN in the News

SOUTHWEST OHIO
Parent



A Jam-Packed Family Road Trip to Southern Indiana

Things to Do Home

NIGGLE SIFE • JANUARY 13, 2025

MidwestLiving



Get Ready for The Final Season of Stranger Things with Real-Life Spooky Indiana Attractions—including a Stranger Things Hotel Suite

NEW YORK POST

Day 1



Bat signal: How to hit a family holiday home run in legendary Louisville


By Penn Conant Skunking

Published Sep. 23, 2025, 9:29 a.m. ET

Comments

Forbes

Stranger Things Of SoIN



These U.S. Haunted Trails, Tours And Passports Are Frightfully Fun

By Michelle Greenblatt

Published Oct. 10, 2025, 11:00 a.m. ET

TTW TM
TRAVEL AND TOUR WORLD



Haunted Trails and Passport Programmes in the US: A Journey Through Paranormal Destinations Across the Country

Published on October 21, 2023

WHAS11 abc
ON YOUR SIDE



Southern Indiana looks to build tourism with \$1 million investment

A new educational pavilion at the Falls of the Ohio State Park and a new downtown space in Clarksville are among the projects.



The SoIN Community Embraces Tourism

Results from the latest Longwoods International resident sentiment study show a spike in support for tourism and tourism development in Southern Indiana. **Of survey respondents, 85% of residents believe tourism is beneficial for the local area.** This is a 10% increase from a 2021 resident sentiment study.

Highlights of the Resident Sentiment Survey

74%

expressed a desire to see more tourists visiting the area

75%

support the development & hosting of more major events to attract tourists

73%

agree that tourism is important for their local economy

“

When residents have a high level of pride and interest in tourism, it's easier to attract businesses and talent to grow the community.”

Jim Epperson, CDME, Executive Director, SoIN Tourism

”

Source: Southern Indiana Resident Sentiment, 2024, Longwoods International

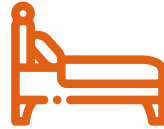
Sales & Visitor Services

Attending marketplaces and conferences, SoIN Tourism develops relationships with motorcoach professionals who can bring busloads of visitors to SoIN.

Sales Activities

- Met with **342 tour planners** at 9 travel industry trade shows (up 6% from 2024)
- Generated **36 leads** from travel industry trade shows
- Provided trade show notes to partners via the Team SoIN Partner Portal
- Conducted **2 sales missions**
- Hosted **5 tour operators** for site visits or familiarization tours

Tracked Group Tours Who Visited SoIN



64

Motorcoach Overnight Stays
Up 23% from 2024



262

Motorcoach Day Trips
Up 7% from 2024

Visitor Services

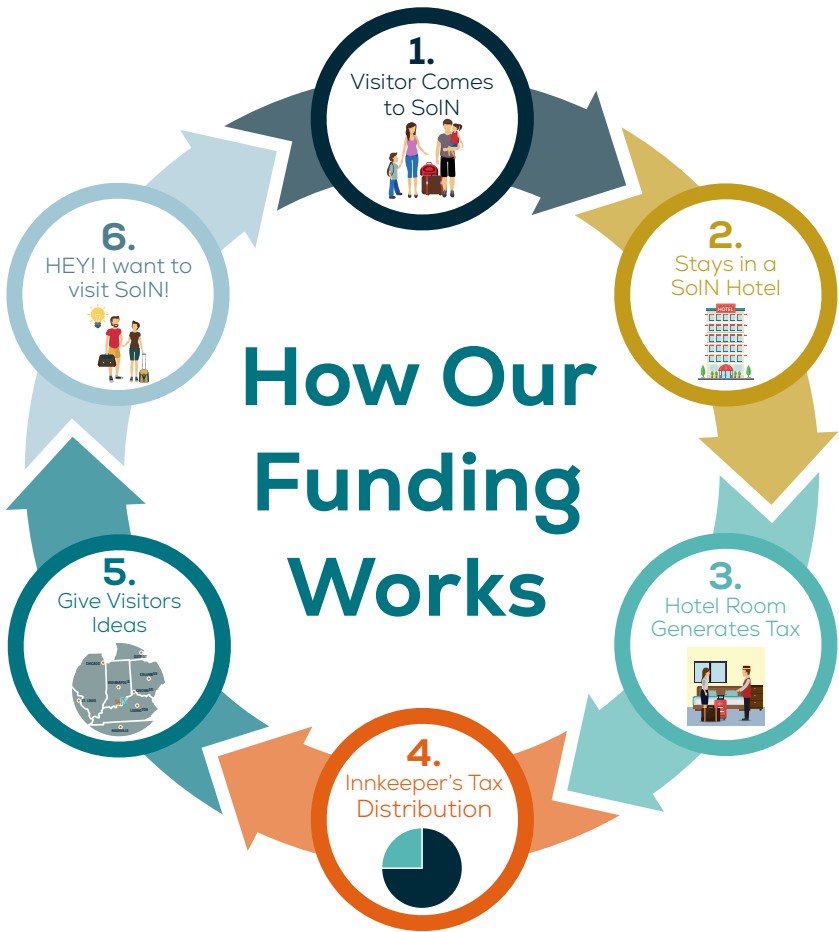


5,900
Visitors serviced
at the SoIN
Visitor Center



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 bit.ly/2026financials.

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.

Looking Ahead to 2026

In 1976, then Clark County Chamber of Commerce President Jim Keith and Executive Director Gary Tyler championed an initiative to create the Clark-Floyd Counties Convention & Tourism Bureau. It was established in collaboration with state legislators.



Now known as SoIN Tourism, the bureau will celebrate its golden anniversary of leading the local tourism industry.

Leading a thriving industry, SoIN Tourism will continue to shepherd the destination into the next 50 years.

2025 Board of Managers

Appointing Authorities

Five authorities appoint SoIN Tourism's Board of Managers.

Clark County Commissioners

Jeffersonville Mayor

Floyd County Commissioners

New Albany Mayor

Clarksville Town Council

Officers

Courtney Lewis, President

New Albany

Rick Lovan, Vice-President

Jeffersonville

Fannie Broxon, Secretary

Clark County

Mark Bliss, Treasurer

Floyd County

Board Attorneys

Beau Zoeller

Alyssa Cochran

Board Members

Eric Ballenger

Jeffersonville

Jim Book

Clark County

Ronald Ellis

Jeffersonville

David Duggins

Floyd County

Tammi Gibson

Clarksville

Pat Harrison

New Albany

Kyle Hoehn

Clarksville

Logan Hostettler*

Clark County

Connie Sipes

New Albany

Ed Zastawny*

Clark County

**Partial term*

SoIN Tourism Staff

Jim Epperson, CDME

Executive Director

Luanne Mattson

Chief Marketing Officer

Todd Read

Senior Tourism

Manager

Nicole Kraemer

Director of Operations

Katerina Koehler

Senior Marketing

Manager

Kia Black

Research and Data

Manager

Anna Rosales-Crone

Communications

Manager

Marissa Murphy

Marketing Specialist

Janelle Wilhelm

CRM and Website

Specialist

Connie Reeves

Lead Travel Counselor

Travel Counselors

Kelly Duch

Mike Johnson

Rebecca Risley