



2018 Performance Results

Elkhart County, IN Convention & Visitors Bureau, Inc.



At-a-Glance Companion Piece to the ECCVB, Inc. 2019 Place-Based Key Initiatives and Business Plan



Visitor Spending

average travel party



977
ECCVB partnerships

\$922,926 partner dollars invested in co-op programs

526,471
room nights sold

 **\$670,400** invested in Advertising generated

\$22.5 million in visitor spending

Based on total Innkeepers Tax collected ...
the ECCVB leveraged \$1 collected into \$15 of visitor spending



Distribution of the **Heritage Trail** self-guided audio driving tour generated

\$2.5 million in visitor spending



\$300,961 awarded in Sponsorships and Grants

200,000 Heritage Trail Adventures area guides and **30,000** maps distributed