

TOURISM MATTERS IN ELKHART COUNTY



made for elkhart county



ELKHART GOSHEN NAPPANEE MIDDLEBURY BRISTOL WAKARUSA MILLERSBURG NEW PARIS

**CRAFTSMANSHIP AND THE
ENTREPRENEURIAL SPIRIT
DEFINE ELKHART COUNTY.**

**IT IS WHY WE LOVE
OUR COMMUNITY.**



**IT IS WHY
WE BELIEVE IN HERE.**



WHAT IS THE ELKHART COUNTY CVB?

The Elkhart County, IN Convention & Visitors Bureau is a private not-for-profit corporation serving as the official tourism advertising and public relations champion for Elkhart County. We were incorporated in 1988.

We are accountable to the Elkhart County Innkeeper Tax Commission, created by state law to administer the innkeeper tax collected through Elkhart lodging properties with 30 or more rooms.

We champion Elkhart County's entrepreneurs by promoting tourism and nurturing placemaking initiatives. Together with our partners throughout our community, we build collaborative relationships to amplify our impact.

Our staff combines a deep passion for Elkhart County with decades of experience working with Elkhart County's tourism and hospitality interests. We have spearheaded the development and launch of highly regarded and award-winning initiatives such as the Heritage Trail Audio Driving Tour, the Quilt Gardens along the Heritage Trail, the Elkhart County Area Guide, Vibrant Communities, and Epic Art Adventures featuring Seward Johnson sculptures.

**THE ELKHART COUNTY CVB IS THE STEWARD
OF ELKHART COUNTY'S WELL CRAFTED LIFE
AND EXPERIENCES, DEDICATED TO ENHANCING
TOURISM AND COMMUNITY VIBRANCY.**

IMPACTFUL INVESTMENTS:

VISITORS TO ELKHART COUNTY SUPPORT THE ECONOMIC VITALITY OF OUR REGION

Small businesses are the foundation of the tourism and hospitality industry in Elkhart County.

But small does not mean insignificant.

Our nimble and entrepreneurial partners jump at opportunities to innovate, often working together to build exceptional products and experiences to the delight of their customers.

We grow and evolve and deliver economic impact to Elkhart County that is sustainable in its diversity.





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**FOR EVERY \$1 OF VISITOR ASSESSMENT,
VISITORS SPEND \$221.**

**WITHOUT VISITOR SPENDING,
EACH RESIDENT WOULD PAY
\$352 MORE IN TAXES TO MAINTAIN
CURRENT GOVERNMENT SERVICES.**



MORE THAN \$823 MILLION IN ANNUAL ECONOMIC IMPACT

**VISITORS SPEND MORE THAN \$560 MILLION IN
ELKHART COUNTY WITH TOURISM AND HOSPITALITY
BUSINESSES CONTRIBUTING AN ADDITIONAL \$263 MILLION**

**WORKERS IN THE ELKHART COUNTY TOURISM AND
HOSPITALITY INDUSTRY EARN NEARLY \$170 MILLION IN WAGES**

**NEARLY \$200 MILLION IN TAX REVENUE
AT THE LOCAL, STATE AND FEDERAL LEVEL GENERATED**

**MORE THAN 7,000 JOBS
SUPPORTED IN ELKHART COUNTY**

**OVER 600K ROOM NIGHTS SOLD IN 2024,
GENERATING 4+% IN INCREASED REVENUE
OVER 2023 FOR LODGING OPERATORS**



SOURCE: CERTEC, INC



WE BELIEVE IN HERE: OUR VISION FOR THE FUTURE OF ELKHART COUNTY

Visitors are drawn to authentic experiences that provide exceptional value and create meaningful, lasting connections to a destination. Elkhart County's tourism and hospitality industry is in a strong position to fulfill this demand by building upon its existing attractions, enhancing visitor offerings, and making strategic investments in future development.

With a large audience within an easy 3-hour drive, Elkhart County has the opportunity to drive sustainable growth by attracting both repeat visitors and new business.

We envision a growing Elkhart County destination bursting with:

- Richly curated arts and cultural experiences, events and festivals.
- Outdoor recreation opportunities that are interconnected with each community.
- Youth and participation sports events tapping into cutting-edge growth potential.





ELKHART
INDIANA
**WELL
CRAFTED**
• USA •
COUNTY



WE BELIEVE IN HERE:

OUR INVESTMENT IN ELKHART COUNTY

Created in 2007, the award-winning **QUILT GARDENS** and **QUILT MURALS** are free and open to the public May 30 - September 15 annually.

The **HERITAGE TRAIL AUDIO DRIVING TOUR** delivers significant traffic to each city and town in Elkhart County.

SPONSORSHIP AND DESTINATION DEVELOPMENT funding totaling more than \$500,000 supporting a wide range of events from the Lerner 100 celebration, Goshen First Fridays, community theater and arts such as Elkhart County Symphony, Elkhart Civic Theatre, Premier Arts and Phoenix Performing Arts, festivals ranging from the Elkhart Jazz Festival, Maple Syrup Festival, Mistletoe Market at the 4-H Fairgrounds and the Nappanee Apple Festival, outdoor recreation activities on the Pumpkinvine Nature Trail and more.

DIGITAL MARKETING SUPPORT through destination-wide promotion, a pilot program boosting select events, and educational opportunities delivered on-demand.

ELKHART COUNTY CVB STAFF EXPERTISE on attractions, events, community organizations and development projects.

OUR VISION

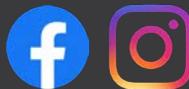
Elkhart County is a Well Crafted, year-round destination that embodies a diversity of arts and cultural attractions, vibrant downtowns, sports and outdoor adventures, grounded in craftsmanship and an entrepreneurial spirit, attracting multi-generational audiences.

OUR MISSION

The Elkhart County CVB is the county's champion for tourism promotion and placemaking initiatives to achieve economic vitality and enhanced quality of place through diverse affiliations and collaborations.



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SCAN TO LEARN
MORE ABOUT THE
ELKHART COUNTY CVB