

Fort Wayne, Indiana

VisitFortWayne®
INDIANA

Shared Economy Resources Webinar



Fort Wayne, Indiana

Welcome and Introductions

Introduction to *Visit Fort Wayne* - Kristen Guthrie

- Who We Are, What We Do

Fort Wayne, Indiana



Fort Wayne, Indiana



Top 10 Reasons to Visit Fort Wayne

Join us in Fort Wayne, Indiana this summer for these can't-miss attractions and events!

- 1. NEW THIS SUMMER!** Fort Wayne's three rivers meet at **Promenade Park**, where families can enjoy river access, a Dineen Canopy Trail, food, and fun! Learn more at VisitFortWayne.com/Riverfest.
- 2. The award-winning Fort Wayne Children's Zoo** offers two new exhibits in 2017. In addition to their roller coaster and activities is every part of the zoo. It's no wonder the zoo has been named "One of the Top 100 Zoos for Kids".
- 3. Our butterfly exhibit is back!** Walk among these beauties and maybe even let one land on your finger! as butterflies invade our **Botanical Conservatory**.
- 4. Discover the great outdoors along Fort Wayne's more than 100 miles of trails, kayak and canoe trails, or Fort Wayne's 80 parks.**
- 5. TinCaps Baseball** has been named the "1st Fan Experience in Minor League Sports" and features an awesome downtown ballpark, great family fun, food, and tickets starting at \$6!
- 6. Science Festival** is home to **Science on a Sphere** - a three-dimensional globe that teaches earth and space systems in a whole new dimension! It's just one of the amazing exhibits at our hands-on science center.
- 7. Headwaters Park**, our downtown festival plaza, hosts unique ethnic festivals, outstanding collaborations of the arts, and amazing events. We're throwing a party and you're invited! Find your favorite at VisitFortWayne.com/Festivals.
- 8. Search downtown to find the 50 pieces of public art** and more than a dozen unique murals - be sure to take a picture with your favorite! VisitFortWayne.com/PuMArt.
- 9. There's a reason they call us the City of Restaurants!** From local favorites, to your favorite national chain, we've got hundreds of great options that your family will love!
- 10. Discover outstanding deals, discounts and coupons** and start planning your getaway today at VisitFortWayne.com/Summer!

We make it easy! One visit to VisitFortWayne.com and your family getaway is planned! Start planning a getaway they'll love at www.VisitFortWayne.com.



Visit Fort Wayne
Sponsored

You'd have to travel the whole world to uncover the resources that await just a short drive away at The Genealogy Center in Fort Wayne, Indiana!
Join us on the adventure of several lifetimes!

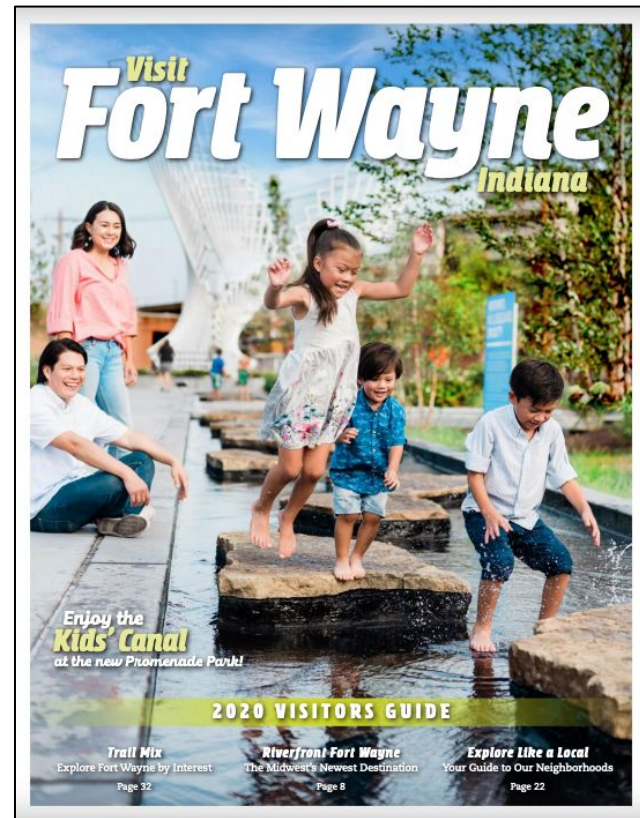
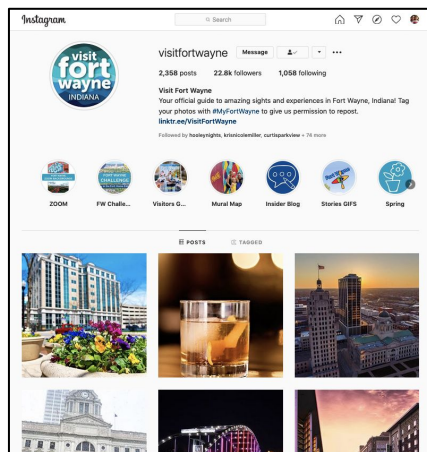
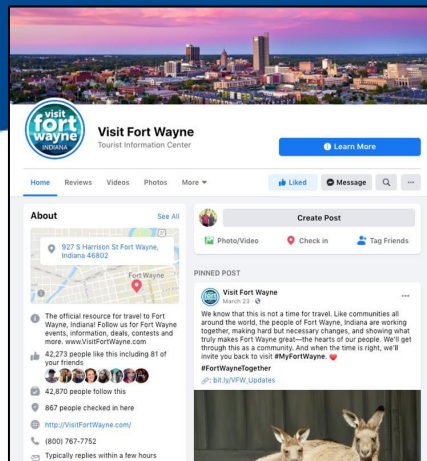
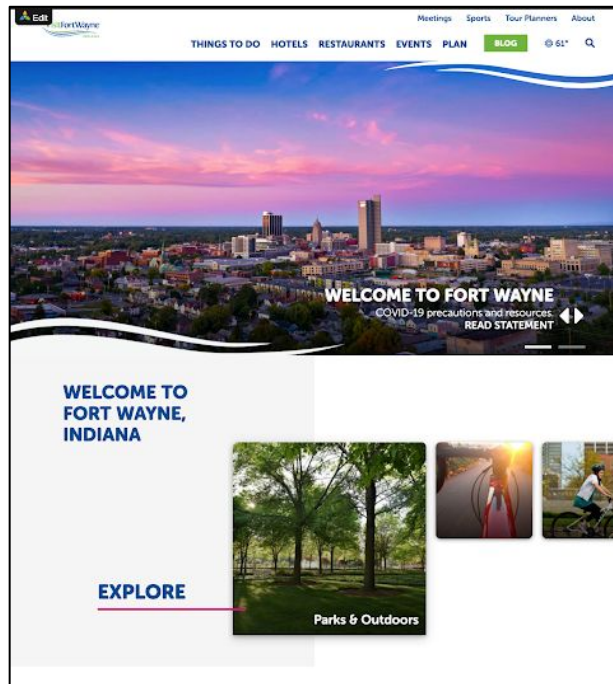
VISITFORTWAYNE.COM
Uncover Your Story at The Genealogy Center [Learn More](#)

163 Comments 1,163 Shares 100K Views

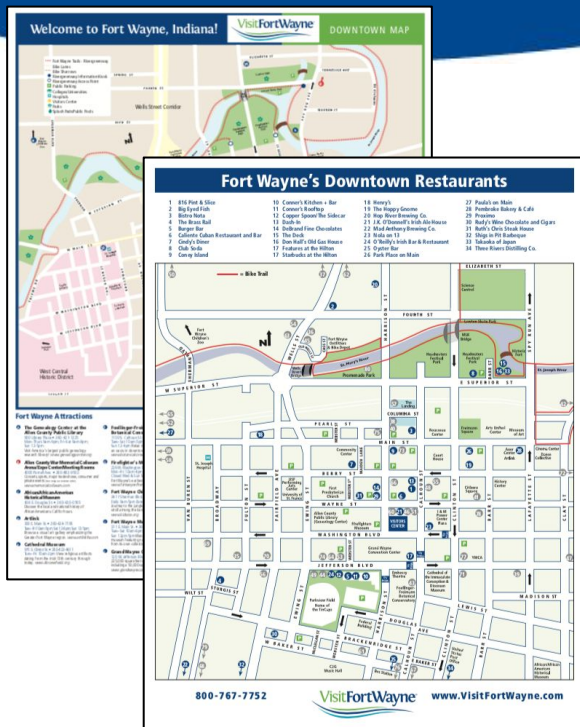
Like Comment Share



Fort Wayne, Indiana



Fort Wayne, Indiana



Introduction to Visit Fort Wayne - Kristen Guthrie

- **Our desire to work with Airbnb, Uber, Lyft - members of the shared economy, hosts of Fort Wayne's visitors**

Fort Wayne, Indiana

Free Resources Available to You



**Welcome to
Fort Wayne, Indiana!**

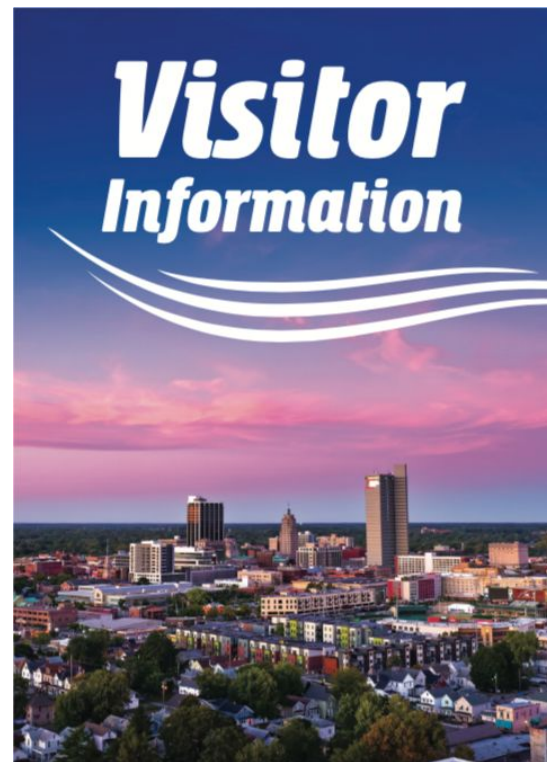
Need Visitor Information?

www.VisitFortWayne.com

www.VisitFortWayne.com

Visitor Information at Your Fingertips!
Find trip ideas, restaurant recommendations, coupons, maps, and more!

The graphic features a green background with a white silhouette of a hand holding a smartphone. The smartphone screen displays the VisitFortWayne.com website. To the right of the phone, there are four small images: a baseball stadium, a family of four, a group of people at a restaurant, and a tiger. The text 'Need Visitor Information?' is in a blue box, and the website URL is in a green box.



Free Resources Available to You

- “Current Events of the Week”:
tabletop info stands/ display holders

This week's current events



Current Fort Wayne Events for the Weekend of 10.18.19

Fright Night

Saturday, October 19 • Downtown Fort Wayne

Enjoy a spook-takular day of haunts featuring the all-ages “Zombie Walk,” plus more frightful fun like the Pumpkin Zone for kids, a Murder Mystery for adults, and much more.

Haunted Lantern Tours

Saturday, October 19 • The Old Fort

Love a good ghost story? Tour the Old Fort at night, lit only by candlelight, as a historic interpreter shares tales of encounters with the Fort's resident ghosts in the 1800s!

DIA Fort Wayne

Saturday, October 19 • Grand Wayne Convention Center

Celebrate the Day of the Dead—Día de Los Muertos—during Fright Night! This celebration of life includes music, taco vendors, hands-on art activities, and more.

Champions of Magic

Saturday, October 19 • Embassy Theatre

Join five world-class illusionists for a mind-bending evening! Part of the Fright Night festivities, this show includes mind reading, close-up magic, and large-scale illusions.

Halloween Spooktacular

Sunday, October 20 • Auer Performance Hall at Purdue University Fort Wayne

The whole family will love the Philharmonic's kid-friendly Halloween Spooktacular performance, with music from *Harry Potter*, *Lord of the Rings*, and *Wonder Woman*!

CurrentFortWayne.com
Your Source for Community Events

POWERED BY
VisitFortWayne
FOUNDATION

Free Resources Available to You

- Visitors Guides, Tear-off Maps, Visitor Resources (restaurant listings, riverfront and trails guides, self-guided tours)

PROMENADE PARK

202 W. SUPERIOR STREET
FORT WAYNE, IN 46802



NORTH RIVER BANK

- 1 PARKVIEW TREE CANOPY TRAIL
- 2 NORTH BANK WETLANDS
- 3 NORTH DOCK
- 4 PNC PLAYGROUND
- 5 ACCESSIBLE PLAYGROUND

SOUTH RIVER BANK

- 6 AMERICAN ENTERPRISES AMPHITHEATRE
- 7 THE JOURNAL GAZETTE FOUNDATION DINING GARDENS
- 8 JULIN LAWN ACCESSIBLE EVENT LAWN
- 9 SWEETWATER BANDSHELL
- 10 OLD NATIONAL BANK PLAZA
- 11 ROTARY FOUNTAIN
- 12 DOEMER KIDS CANAL
- 13 LITTLE CREEK BIODIVERSITY
- 14 PARK FOUNDATION PAVILION
- 15 BETSY CHAPMAN FAMILY GARDENS
- 16 CONVERGENCE LINDA HOWARD, 2016, PRESENTED BY THE WATERFIELD FOUNDATION
- 17 GREENSCAPE STEPS

ACCESSIBILITY

Promenade Park is for everyone. We've designed the park for maximum accessibility with features such as gradual sloping walking paths, ramps and more. Learn more about all of our accessibility accommodations at www.visitfortwayne.com/visitfortwayne/accessible.

SERVICES

- 17 TRUBBLE RIVERSIDE CAFÉ & TAP
- 18 RESTROOMS
- 19 BABY CHANGING STATION
- 20 WHEELCHAIR RENTALS
- 21 ICE CREAM STANDS
- 22 VENDING MACHINES
- 23 PUBLIC ART
- 24 TRAILS
- 25 PLAYGROUND
- 26 PAVILION
- 27 FOUNTAIN
- 28 BANDSHELL
- 29 DINING GARDENS
- 30 LAWN
- 31 CANAL
- 32 WETLANDS
- 33 TRAIL
- 34 DOCK
- 35 PLAYGROUND
- 36 ACCESSIBLE PLAYGROUND

Riverfront
Visit Fort Wayne
Always moving.

FORT WAYNE PARKS AND RECREATION

Fort Wayne Public Art

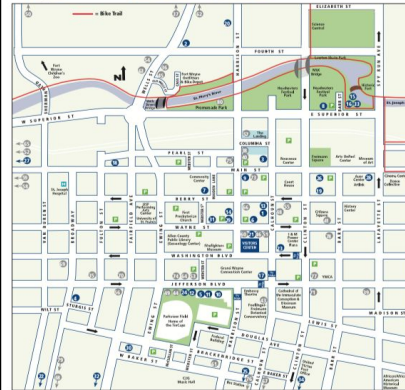
Fort Wayne is exploding with new art and is quickly becoming a hub for creative expression. Enjoy murals that span whole alleys, and new innovative sculptures that are truly making this city a premiere art destination. Here's just a few examples of the public art around Fort Wayne, but make sure to visit them all! If you visit any of these masterpieces, share it with us on social media with [#myFortWayne](https://www.visitfortwayne.com/visitfortwayne/publicart)!



[VisitFortWayne.com/publicart](http://www.visitfortwayne.com/publicart)

[VisitFortWayne](https://www.visitfortwayne.com)

Fort Wayne's Downtown Restaurants



1. Elk Road & Son
2. The Green Room
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800-767-7752

[VisitFortWayne](https://www.visitfortwayne.com)

www.visitfortwayne.com

Visit Fort Wayne Indiana

Enjoy the Kids' Canal at the new Promenade Park!

2020 VISITORS GUIDE

Trail Mix
Explore Fort Wayne by Interest
Page 11

Riverfront Fort Wayne
The Midwest's Newest Destination
Page 8

Explore Like a Local
Your Guide to Our Neighborhoods
Page 22

Free Resources Available to You

- Weekly informational e-newsletters - “Groups In Town” and others
- Show Your Badge
- Fort Wayne information you can email to those who book with you

Groups in Town

A look at the meetings, conventions and tournaments visiting Fort Wayne in the coming weeks.

VisitFortWayne
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- Continuing Communication - Materials We Will Email to You
- Using the Visitors Center as a Resource
- What Else Do You Need?

Fort Wayne, Indiana

Resources for unique challenges during covid recovery

- Emily Stuck

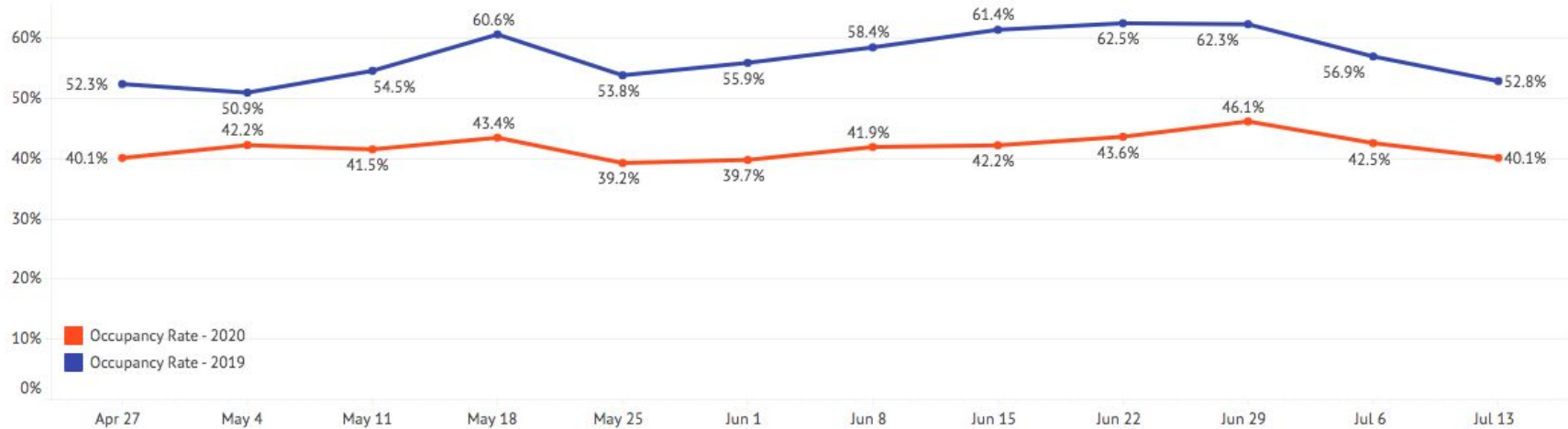
AIRDNA



Fort Wayne, Indiana

AIRDNA

Occupancy - United States



- $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$
- Airbnb properties are staying around 40% despite COVID-19

Hotels are seeing an occupancy percentage of roughly 29% while extended stay properties are seeing 40%.

- In Allen County we were seeing 50%-53% prior to COVID-19.
- This means prior to COVID- every night in Allen County we had an average of 2,500 visitors in our community.
 - *Allen County has roughly 5,450 hotel rooms*

Fort Wayne, Indiana

- Large Gatherings
 - June 14/July 4
- Concerts/Attractions
 - June 14
- Sporting Events
 - July 4th

BACK ON TRACK INDIANA PLAN EXPLAINED

KEY



	STAGE 1: March 24 - May 4	STAGE 2: May 4 - 23	STAGE 3: May 24 - June 13	STAGE 4: June 14 - July 3	STAGE 5: July 4 and Beyond
Social Gatherings	10 People or Fewer	25 People or Fewer	100 People or Fewer	250 People or Fewer	250+ People Permitted
Facial Coverings	Recommended	Recommended	Recommended	Optional	Optional
Government Offices	Closed to the Public	Limited Public Access	Limited Public Access		
Manufacturing, Industrial					
Office Settings		Remote Work Encouraged	Remote Work Encouraged		
Retail					
Restaurants		May 11th			
Bars and Clubs					
Gyms					
Personal Services		May 11th*			
Entertainment and Tourism					
Religious Services		Services May Convene Following Guidelines Starting May 8th	Services May Convene Following Guidelines	Services May Convene Following Guidelines	

Note: This roadmap is subject to change based on CDC guidance and other new information. Local governments may impose more restrictive guidelines. Stage 2 will begin on May 11 for Lake and Marion counties and May 18 for Cass County.

*Visit backontrack.in.gov for more information and guidelines for reopening Indiana and industry specific guidance for face coverings, etc.



Group business on the books for 2020:

- Conference & Meetings
- Tradeshows
- Sports Tournaments

Leisure travel will also begin to return this year -
it just might look different

American Traveler Behaviors in Response to COVID-19

47%

Say they will
probably take a
"staycation"
this summer

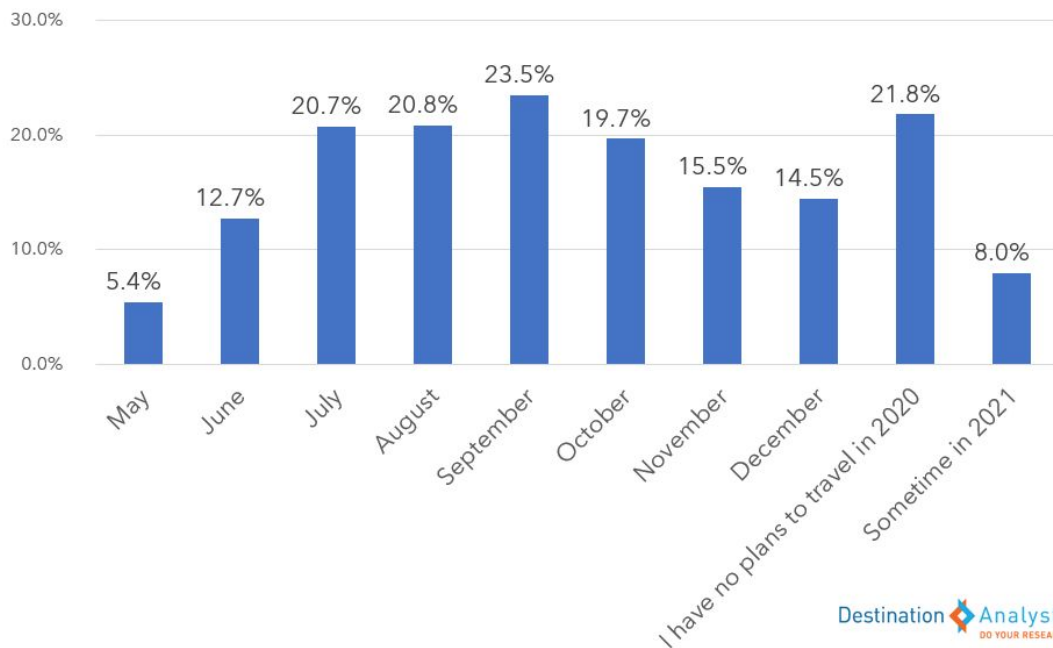


National travel sentiment survey conducted
March 20-22, 2020

Destination  Analysts

Months Americans Currently Have Plans to Take a Leisure Trip

As of May 3rd, 2020



Travelers are looking for:

- Cleaning processes explained and clear
- Hand sanitizer available
- Facial coverings
- Contactless check-in or booking
- Offer local amenities to guests and knowing what is open in your community

Resource Links

<https://www.airdna.co/covid-19-data-center>

<https://www.airdna.co/blog/how-mid-term-stays-may-rescue-short-term-rentals>

<https://www.airbnb.com/resources/hosting-homes/t/coronavirus-updates-34>

<https://str.com/data-insights-blog>

<https://www.destinationanalysts.com/covid-19-insights/covid-19-shareable-media/>

<https://www.lyft.com/safety/coronavirus>

<https://www.uber.com/blog/driver-announcements/>

<https://www.backontrack.in.gov/>



VisitFortWayne.com/FromHome



- Comments from Kelly Benton, local Airbnb owner
- Questions?

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