

HAMILTON COUNTY TOURISM



HOTEL SUMMIT

— 2024 —



SALES

Laura Kelner, Director of Sales



CONNECT WITH US



LAURA KELNER
Director of Sales

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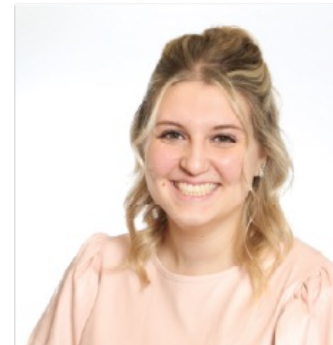
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JESSICA HESLIN
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YTD COUNTY SALES PERFORMANCE

| Goals | YTD | Annual Goal | % of Annual Goal |
|----------------------------------|--------|-------------|------------------|
| Leads to Hotels | 108 | 142 | 71% |
| Room Nights from Leads to Hotels | 35,081 | 29,097 | 120% |
| Groups Booked Definite | 66 | 101 | 68% |
| Room Nights Definite | 15,371 | 20,200 | 76% |
| Out of Area Site Visits | 5 | 8 | 62% |

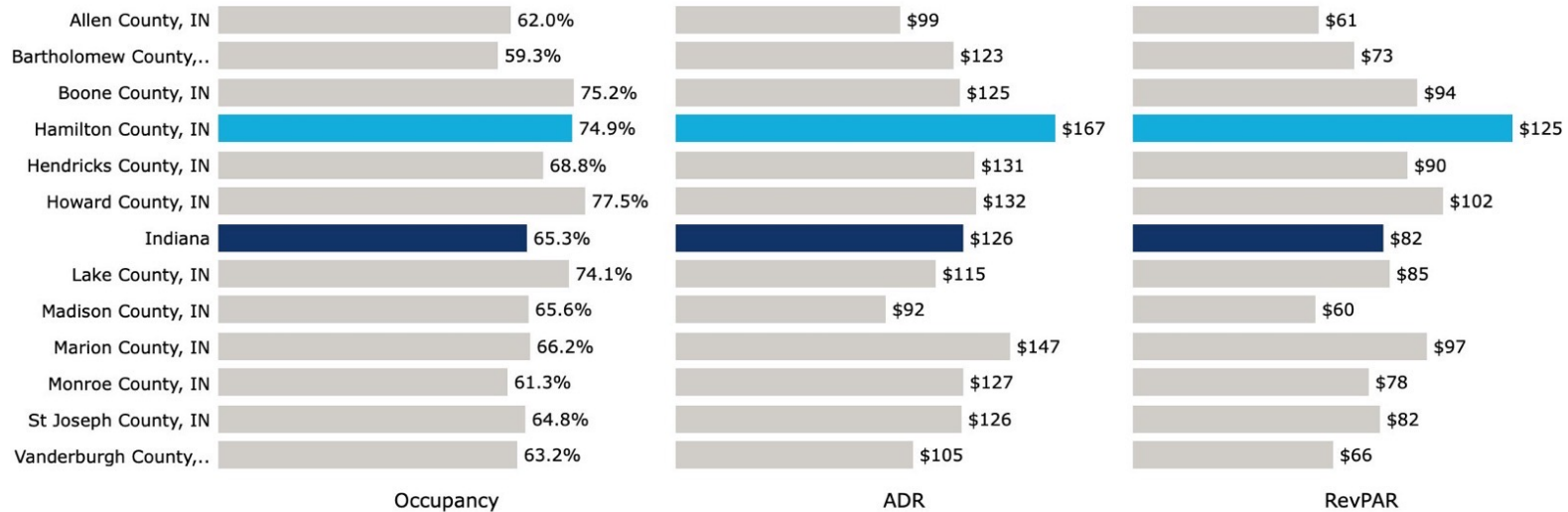


COMPETITIVE MARKET PERFORMANCE

Hamilton County, IN vs. Comp. Markets

Month:
 Report Type:
 Compare to:
 Supply:
 Markets:

July 2024, Comp. Markets Hotel KPIs



SALES ADVERTISEMENTS



HOST YOUR GROUP'S NEXT MEETING OR CONFERENCE IN HAMILTON COUNTY, INDIANA, FOR A BIG OUTCOME.

30,000

SG. FT. OF MEETING SPACE UNDER ONE ROOF WITH HOTEL

5,000+

HOTEL ROOMS

30

MINUTES FROM THE INDIANAPOLIS INTERNATIONAL AIRPORT

25

MINUTES FROM DOWNTOWN INDIANAPOLIS

<1

DAY DRIVE FOR HALF THE U.S. POPULATION

\$

AFFORDABLE MEETING DESTINATION



JUST NORTH OF INDY

Start planning your next meeting at MeetInHamiltonCounty.com.





SPORTS

Carl Daniels, Director



CONNECT WITH US



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HAMILTON COUNTY SPORTS AUTHORITY

2024 Branding Update



THREE PILLARS OF HCSA

- Build the Brand
- Develop Event Capacity - Host Events
- Be an Advocate



SPORTS CONFERENCES

- TEAMS – September 23-26 Anaheim, CA
- US Sports Congress – December 9-11 Port Charles, FL

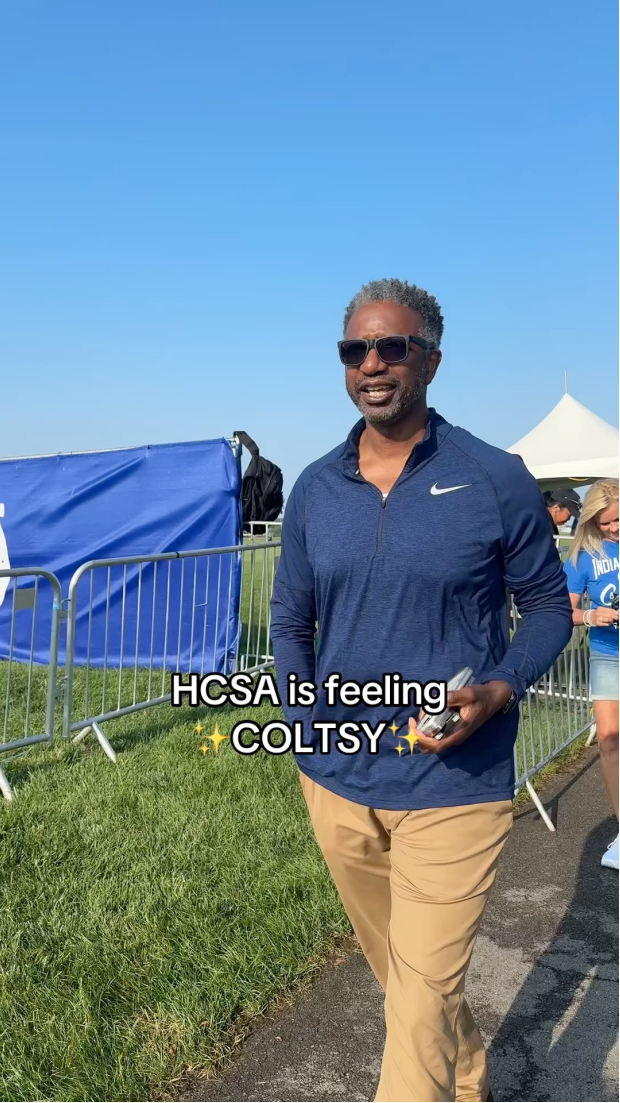


2025 Major Events Calendar

| | |
|---|-----------------------|
| Hoosier Presidents Day Showcase (Volleyball) | February 15-16 |
| Circle City Women’s Showcase (Soccer) | February 21-23 |
| Circle City Men’s Showcase (Soccer) | February 28 - March 2 |
| US LAX Central Qualifier (Lacrosse) | March 29-30 |
| Crossroads of America – Boys Showcase (Soccer) | April 11-13 |
| Crossroads of America – Girls Showcase (Soccer) | April 25-27 |
| USA Wrestling Women’s National Duals | June 17-21 |
| The Grail & Mid America Invitational (Lacrosse) | June 28-29 |
| Indiana Women’s Running Festival | August 29-30 |
| Grand Park Cup (Soccer) | August 30-31 |
| Indiana Showcase Showdown – Cheer | September 9 |
| Geist Half Marathon | September 13 |
| Fall Grand Prix (Lacrosse) | October 18-19 |
| Indianapolis Women’s College Showcase (Soccer) | November 28-30 |
| Indianapolis Men’s College Showcase (Soccer) | December 5-7 |

The official Hamilton County 2025 Major Events Calendar will be released in the next 2 weeks.





HCSA is feeling
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MARKETING

Ashley Ledford, Director of Marketing & Promotions



CONNECT WITH US



ASHLEY LEDFORD

Director of Marketing & Promotions

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SARAH HALE

Digital Marketing Coordinator

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2024 MARKETING UPDATES

Discover Campaign – Spring/Fall

- Print
- TV + Connected TV/OTT
- Radio + Streaming Audio
- Cross -Device Display
- Organic + Paid Social
- SEO + Paid Search

Tenderloin Tuesday™
Around the Table
Holiday Campaign



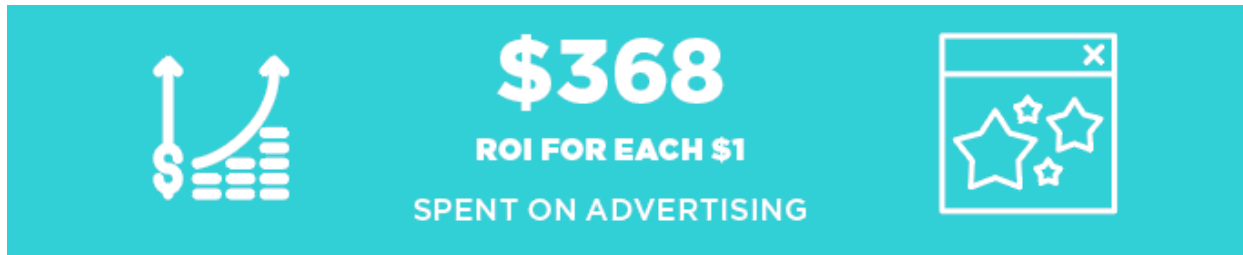
Discover the artist, the foodie and the adventurer in you and you'll be certain to discover the kid in you too. Discover all of you. All in one place. Plan your getaway today!

VisitHamiltonCounty.com





DISCOVER CAMPAIGN PERFORMANCE



- Spring Campaign wrapped 5/27
- 125,000 trips influenced and about \$156 million in visitor spending
- ROI of \$368 for each \$1 spend on advertising
- Ad Awareness in Chicago grew from 25% to 33% YOY

HAMILTON COUNTY'S TOP MARKETS

- Chicago - 8.5% of visitors and 24% of visitor spending
- Fort Wayne - 6.6% of visitors and 5% of visitor spending
- Louisville, KY - 5.0% of visitors and 4% of visitor spending
- Cincinnati, OH - 3.6% of visitors and 9% of visitor spending



MORE TO EXPLORE



INVEST HAMILTON COUNTY

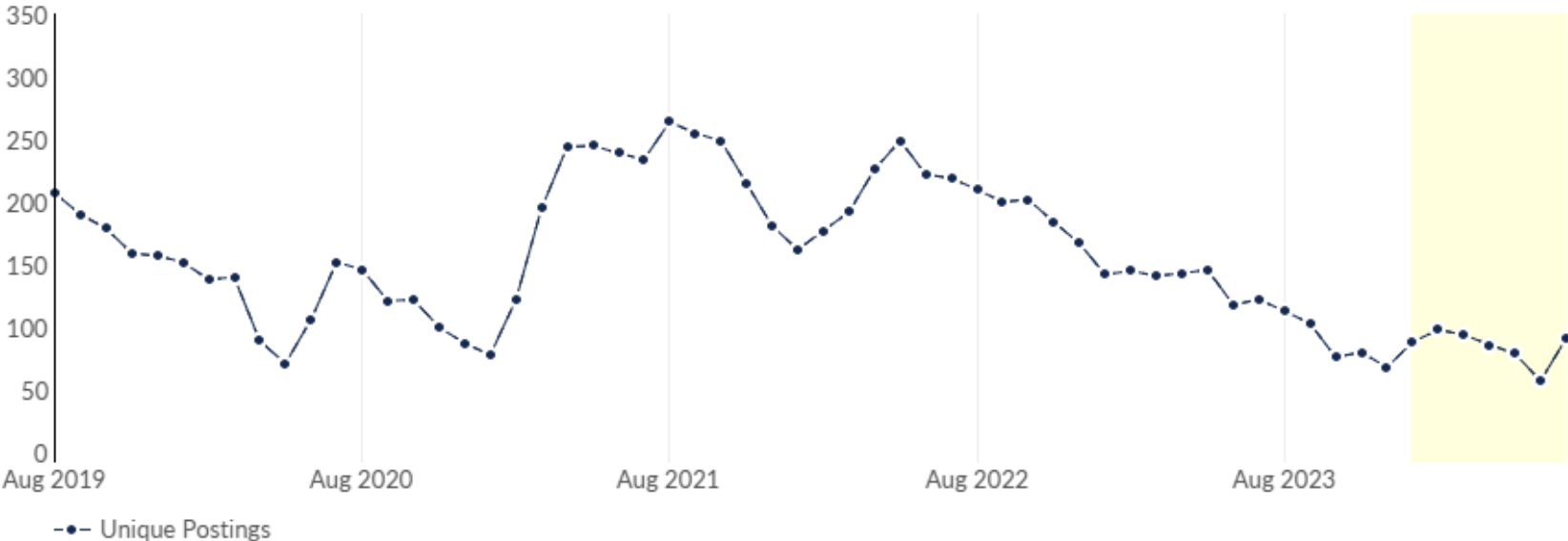
*Mike Thibideau, President & CEO, Invest Hamilton County
VP of Workforce Strategy, Hamilton County Tourism*



JOB OPENINGS-5 YEARS HOTELS IN HAMILTON COUNTY, INDIANA

Unique Postings Trend

[Jump to Job Postings Table](#) ■■■



STAFFING PATTERNS 2019 vs 2024

HOTELS IN HAMILTON COUNTY, INDIANA

| <input type="checkbox"/> | SOC | Description | Employed in Industry (2019) | Employed in Industry (2023) | Employed in Industry (2024) | Change (2019 - 2024) | % Change (2019 - 2024) | % of Total Jobs in Industry (2023) | Median Hourly Earnings |
|--------------------------|---------|--|-----------------------------|-----------------------------|-----------------------------|----------------------|------------------------|------------------------------------|------------------------|
| <input type="checkbox"/> | 37-2012 | Maids and Housekeeping Cleaners | 303 | 241 | 245 | -58 | -19% | 23.5% | \$15.29 |
| <input type="checkbox"/> | 43-4081 | Hotel, Motel, and Resort Desk Clerks | 158 | 204 | 208 | 50 | 32% | 20.0% | \$14.63 |
| <input type="checkbox"/> | 35-3031 | Waiters and Waitresses | 82 | 68 | 70 | -12 | -15% | 6.6% | \$13.42 |
| <input type="checkbox"/> | 49-9071 | Maintenance and Repair Workers, General | 60 | 56 | 57 | -3 | -5% | 5.5% | \$23.92 |
| <input type="checkbox"/> | 11-9081 | Lodging Managers | 25 | 38 | 39 | 14 | 56% | 3.7% | \$24.14 |
| <input type="checkbox"/> | 35-2014 | Cooks, Restaurant | 44 | 32 | 33 | -11 | -25% | 3.1% | \$15.78 |
| <input type="checkbox"/> | 35-9011 | Dining Room and Cafeteria Attendants and Bartender Helpers | 30 | 25 | 25 | -5 | -17% | 2.4% | \$13.96 |
| <input type="checkbox"/> | 51-6011 | Laundry and Dry-Cleaning Workers | 26 | 24 | 25 | -1 | -4% | 2.4% | \$15.36 |



QUESTIONS?



DATA SLIDE PLACEHOLDER





THANK YOU FOR ATTENDING!

