



2020 HAMILTON COUNTY TOURISM

SUMMER POWER HOUR





Welcome!

Brenda Myers
President/CEO | Hamilton County Tourism, Inc.



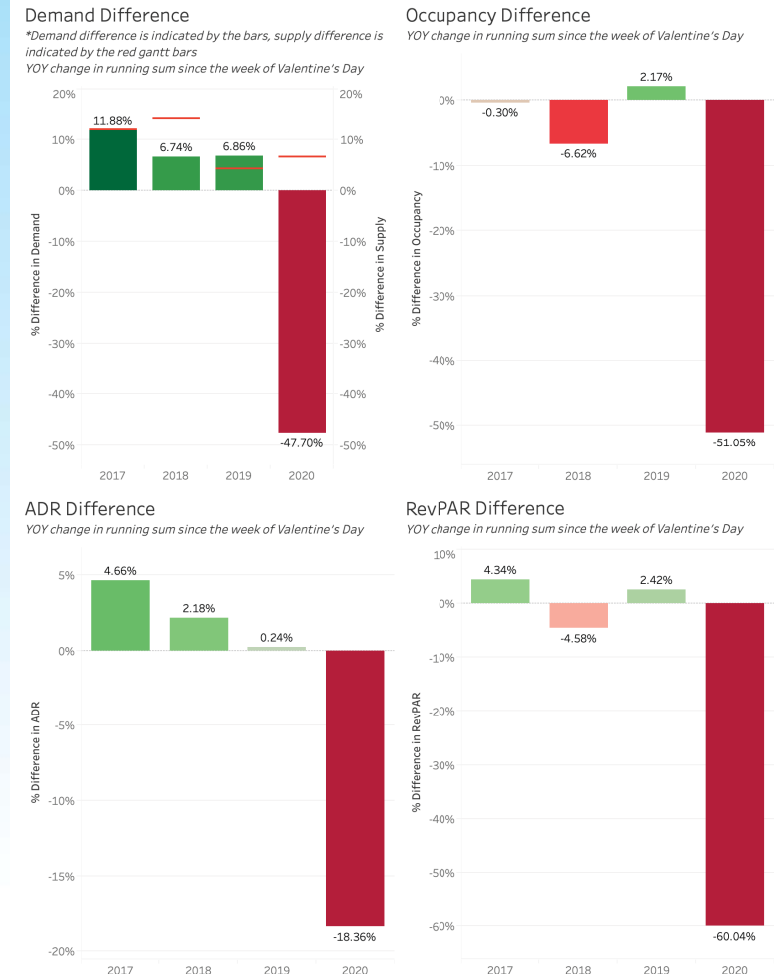
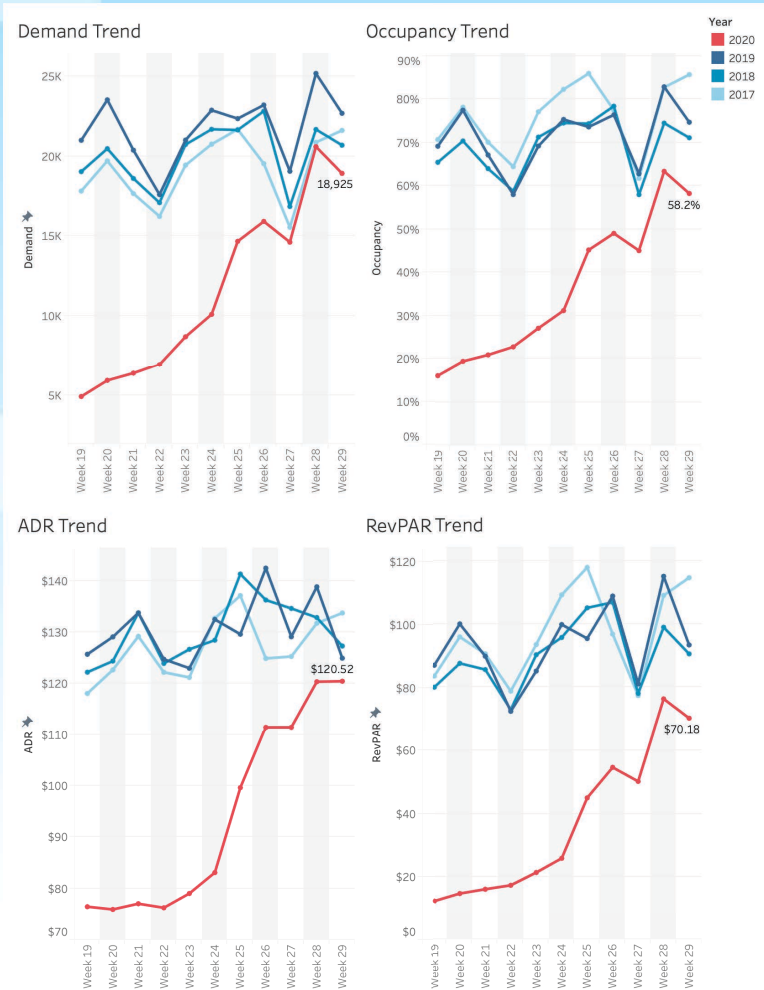


Hotel Data Trends

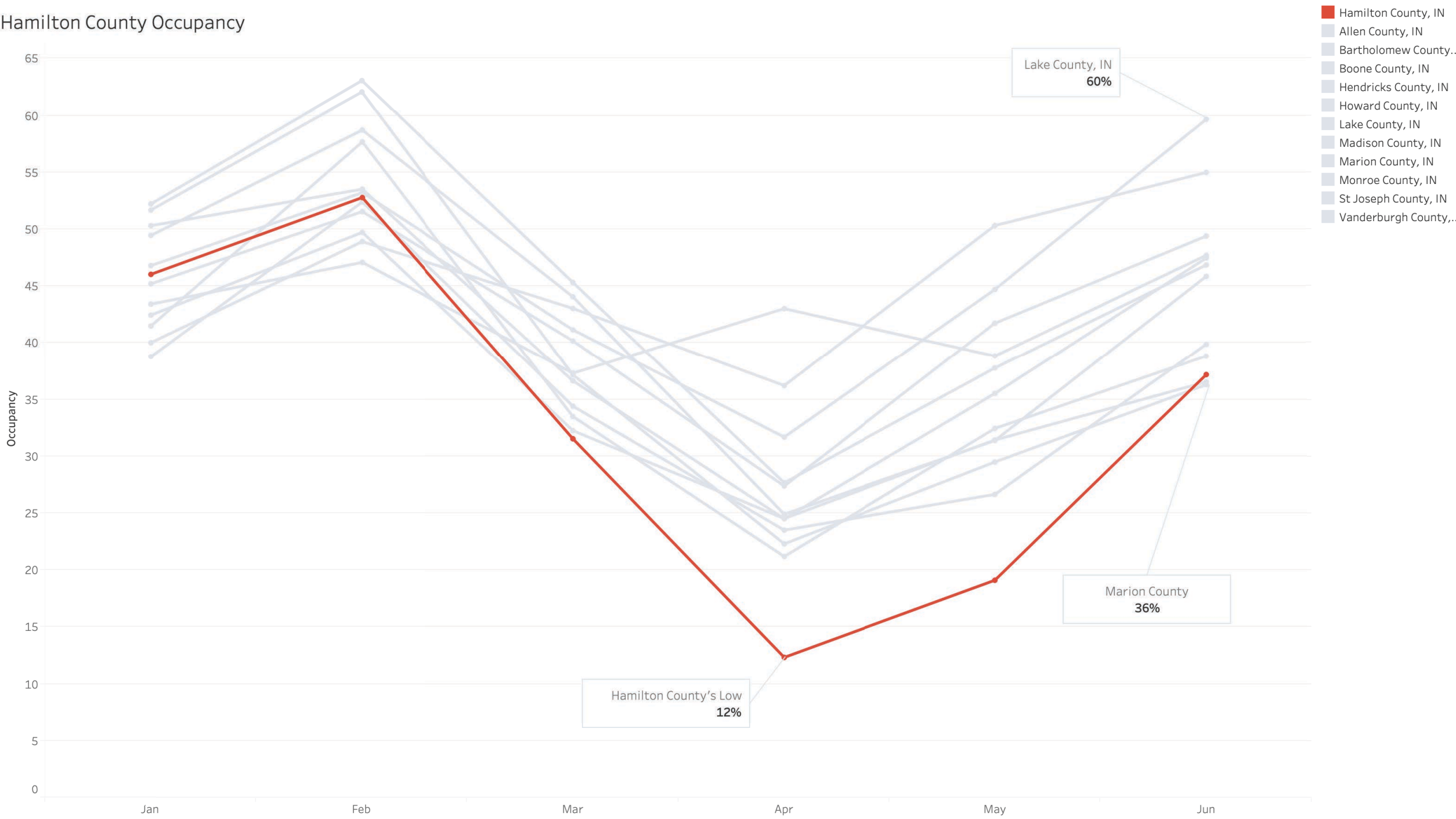
Jordan Musall | Marketing Manager



Monitoring Recovery Weekly

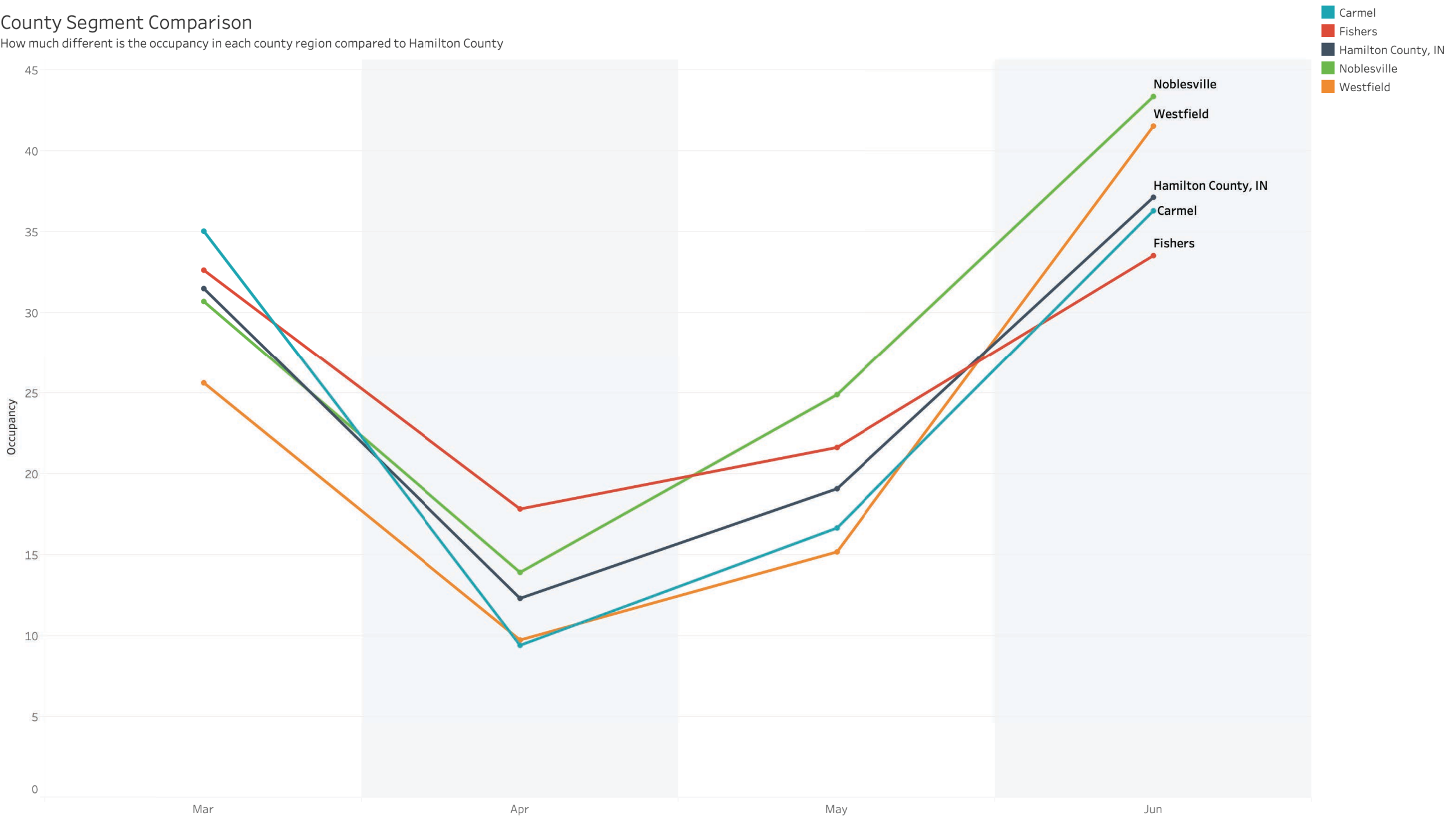


Hamilton County Occupancy



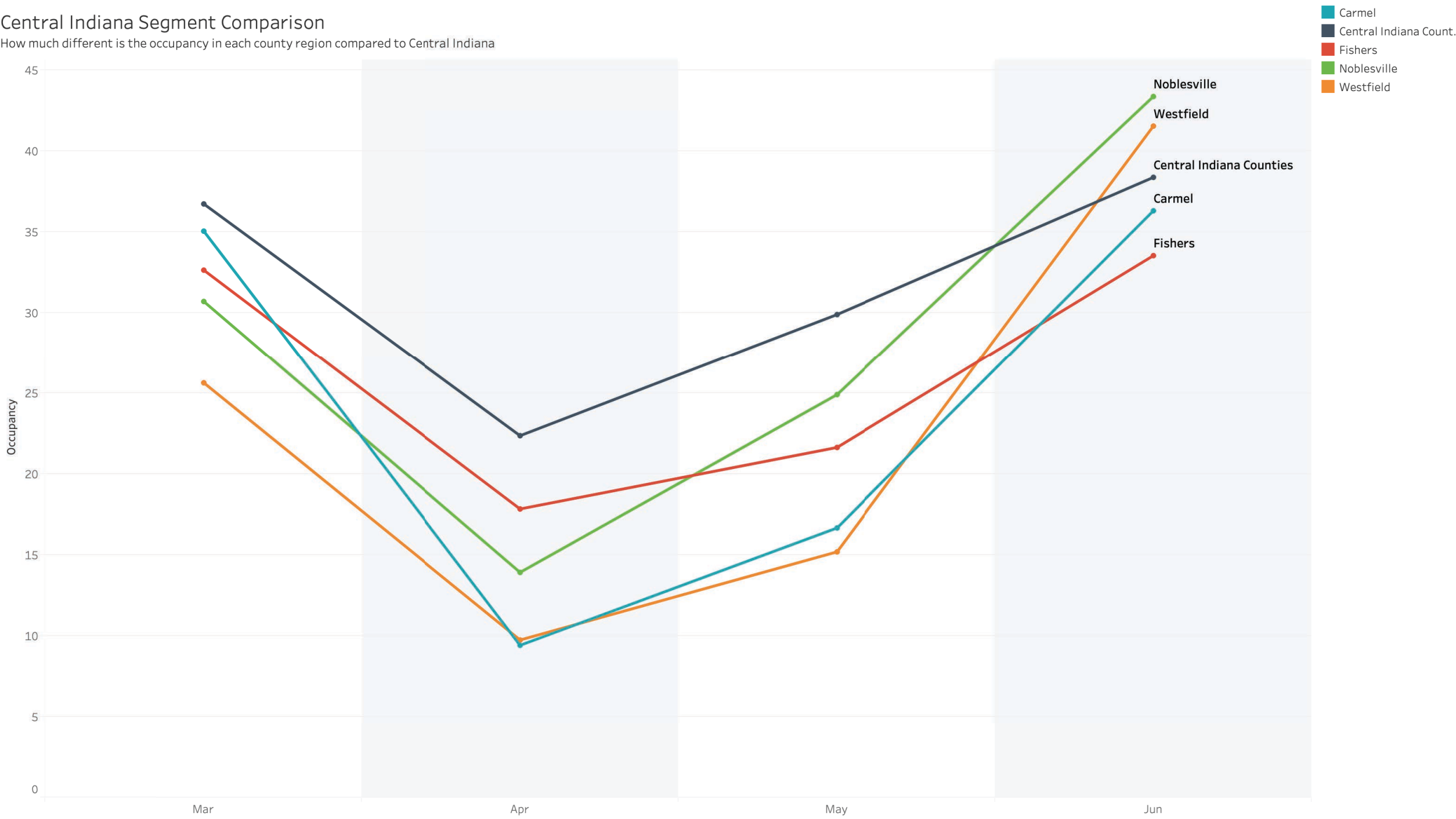
County Segment Comparison

How much different is the occupancy in each county region compared to Hamilton County



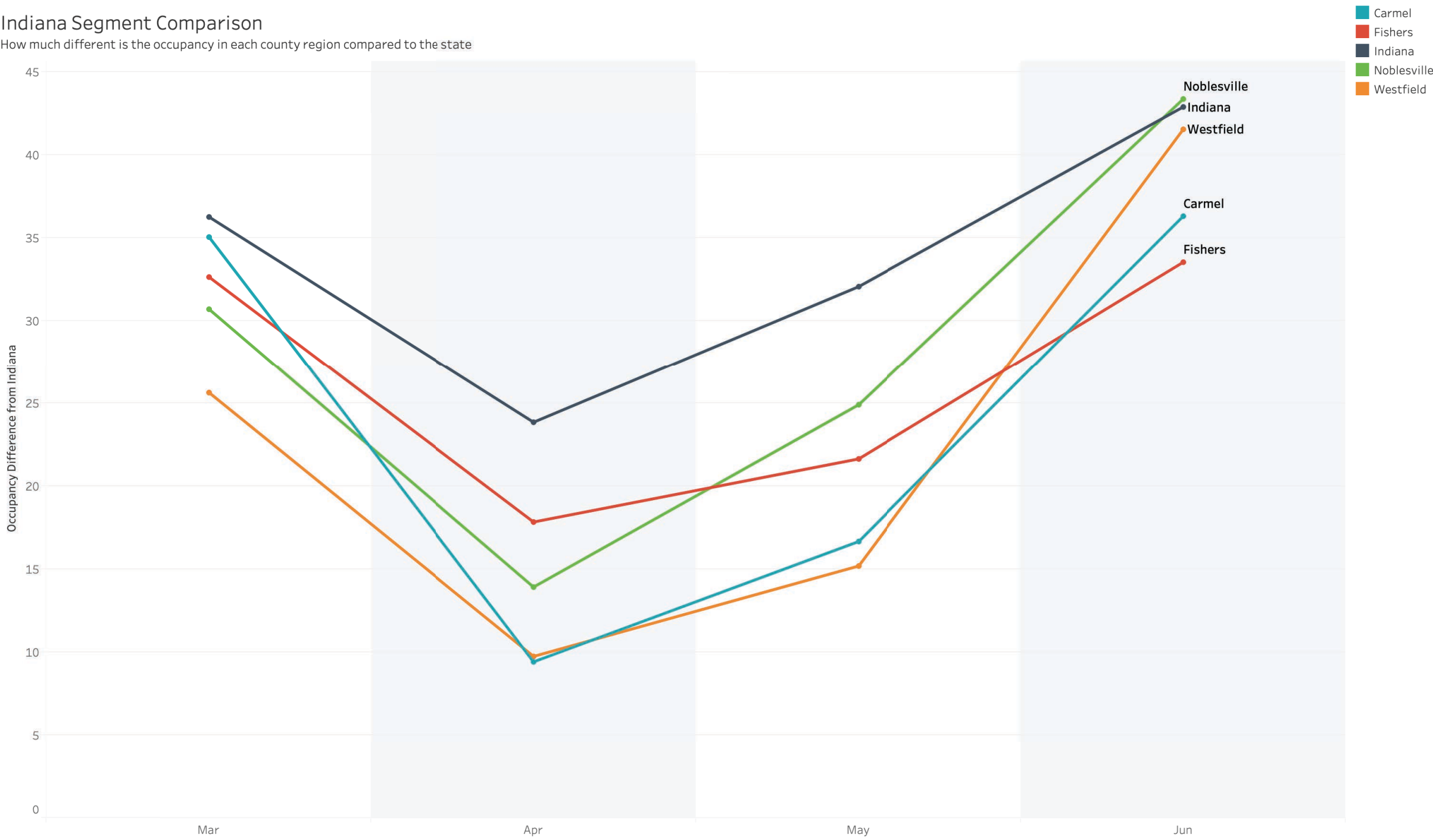
Central Indiana Segment Comparison

How much different is the occupancy in each county region compared to Central Indiana



Indiana Segment Comparison

How much different is the occupancy in each county region compared to the state



2020 Leisure Market Recovery

Ashley Ledford | Director of Marketing

Katie Utken | Digital Marketing Manager



Traditional Media Buy Schedule

Market	Media	JUNE					JULY				AUGUST			
	Week of:	1	8	15	22	29	6	13	20	27	3	10	17	24
FT. WAYNE	Effectv													
	WPTA (ABC)													
	EPTA (NBC)													
	GPTA (MyTV)													
	WAJI-FM													
	WFWI-FM													
	WLDE-FM													
CHICAGO	WLIT-FM													
	WBBM-AM													
	WUSN-FM													



Traditional Media Buy Details

Spend: \$25,000

TV Packages: EffecTv (formerly Comcast), ABC, NBC, MyTV

30 sec. spot focusing on outdoors – “Oh so... OPEN”

Nearly 2 million impressions

Bonus!

35 radio packages placed in Ft. Wayne and Chicago valued at \$25,000






Digital Media Buy Details

Targeting:

- Indiana residents, excluding central Indiana
- Ages 30-55
- Interests in outdoor recreation, summer vacation, family travel

Some advertising in central Indiana highlighting stay-cations and things to do this summer






Visit Hamilton County, Indiana

Written by Katie Utken [?] · May 28 at 1:50 PM ·

Our waterways, trails and green spaces are oh, so...open!



VISITHAMILTONCOUNTY.COM

An Outdoor Weekend Getaway is Closer Than You Think

Learn More



Visit Hamilton County, Indiana

Written by Katie Utken [?] · June 15 at 11:05 AM ·

When your family is ready for a new adventure, the wide open spaces of Hamilton County will be waiting.



VISITHAMILTONCOUNTY.COM

Making Family Memories is Closer Than You Think

Learn More



Visit Hamilton County, Indiana

Written by Katie Utken [?] · June 15 at 11:05 AM ·

Our waterways, trails and green spaces are oh, so...open!



VISITHAMILTONCOUNTY.COM

An Outdoor Weekend Getaway is Closer Than You Think

Learn More



Visit Hamilton County, Indiana

Written by Katie Utken [?] · June 30 at 8:38 AM ·

Paddle down the White River, bike along the Monon Trail and zipline through the trees - all in Hamilton County.



VISITHAMILTONCOUNTY.COM

A Family Weekend Getaway is Closer Than You Think

Learn More



Visit Hamilton County, Indiana

Sponsored ·

Bring the family for a day of outdoor adventures on the expansive grounds of Conner Prairie.



VISITHAMILTONCOUNTY.COM

Plan a Visit to Conner Prairie - Now Open!

Like

Comment

Share





Marketing Results

As of July 27

Facebook Stats

- 1,022,000 impressions
- 18,458 clicks to the website
- \$0.10 cost per click
- 3.54% click-thru rate



Website Stats since June 1st

- 11,300 pageviews on Summer landing page
- 9,700 pageviews on Conner Prairie landing page
- 5,900 pageviews on Reopening landing page
- 270 Travel Guide requests
- 25,600 users from Chicago MSA
- 2,330 users from Ft. Wayne MSA





Sports & Groups Market Recovery

Laura Kelner | Director of Sales



Summer Sports Recovery

Grand Park Impact
Baseball, Soccer, Lacrosse
Out-of-State Interest

AAU Diving Championships
August 1-9, Noblesville, IN





Future Groups Recovery

- Communication to Meeting Planners
 - Sales staff changes
 - Safe, sanitized and distancing protocols
 - “We are oh, so open”
- Digital Messaging & Social Media
- Hybrid Meetings
- Outlook for Q3 & Q4



We are, oh...so OPEN!

Our restaurants, hotels, shops and meeting facilities are open for business and will be 100% open in July. We are doing everything to be prepared for your group's arrival. And we know you are too.

If you're like us, you're monitoring the CDC guidelines. You're reviewing government mandates. You're putting together plans, protocols and procedures. Because keeping guests, employees and communities safe is the top priority of our partners. In fact, our hotels and restaurants are going a step further and are signing the [Hoosier Hospitality Promise](#). The more we can prepare now, the better off we'll be.

Rest Assured. When the time comes, we'll all be ready together.

Sincerely,

[Laura Kelner](#)





Hotel Roundtable

Laura Kelner | Director of Sales & Sports, Moderator

Jeffrey Brown | Schahet Hotels

Gary Miller | Staybridge Suites Indianapolis/Fishers

Kelly Tabeling | Dora Hotel Company

Robin Turner | Cambria Hotel Westfield

Please submit your questions using the Q&A link.

If you have a question for a specific panelist, please indicate that.



AH&LA's DAY OF ACTION

Take part in our National Day of Action -- Save Hotel Jobs –Wednesday, July 29th. The hospitality sector has been one of the hardest hit industries. Without fiscal and legislative action, our industry will continue to struggle.

We NEED 100,000 actions from our industry, including calls, letters, and social posts to flood the offices of Members of Congress.

Toolkit materials are now available to ensure our efforts are effective, efficient, and easy for you to join us in our grassroots advocacy effort day.

Join us to amplify our voices and save our industry. Thank you in advance for your support and your action!





Thank You!

“The sun is a daily reminder that we too can rise again from the darkness, that we too can shine our own light.”

- Sara Anja



Save the Date



Annual Data Summit
Thursday, September 10, 2020
9 - 10 a.m.

