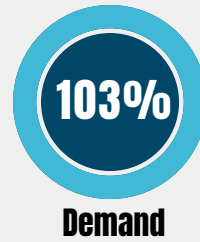


Note: Following the opening of multiple hotels throughout the county, both occupancy rate and RevPAR appear deflated.



## How did the destination perform?

Monthly pulse check on Hendricks County in terms of hotel demand, visitor spending and overall visitation.

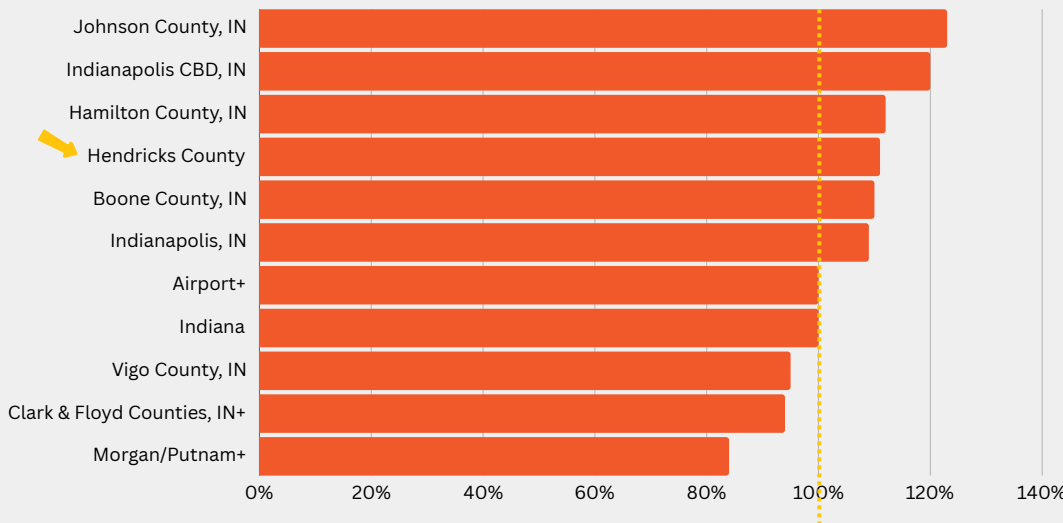
### Hendricks County Performance

- The combination of the **solar eclipse** and **summer travel** contributed to rising demand in recent months, **surpassing peak levels for three consecutive months**.
- According to geolocation data, the main contributors to visitation were business travel in **commercial districts**, **youth sports** and **motorsports** events.
- Hendricks County hotels absorbed the recent supply increase in 6 months, which indicates a healthy market.

### Regional Comparison

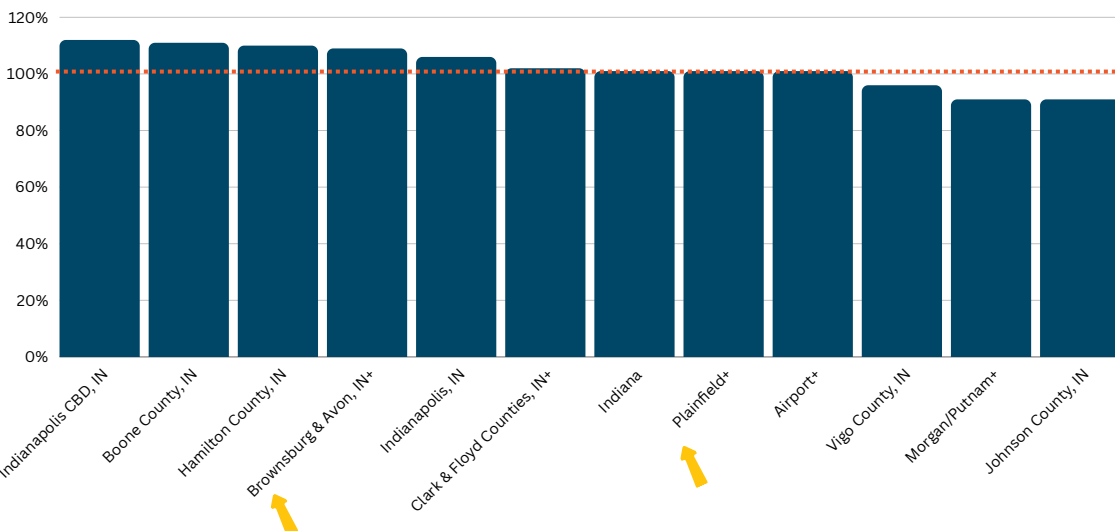
- The **revival of group travel** is evident in the performance of Downtown Indianapolis hotels as demand experienced 12% growth over peak levels.
- With the exception of Vigo, Johnson and Morgan/Putnam counties, all segments we track have seen **demand surpass peak levels through June**.

## How has occupancy compared to Indiana averages?



- Hendricks County has outperformed the state in occupancy rate like many Central Indiana segments.
- With the Summer travel season in full gear, occupancy rates continue to rise. In June, Hendricks County hotels filled nearly 73% of their room supply which is above the national average (70%).

## How has demand compared to peak levels?



- Overall, the state of Indiana continues to perform well as all segments we monitor have come close to or exceeded demand levels set in 2022, year-to-date.
- For the first time since 2022, travel demand in Hendricks County has consistently surpassed peak levels for three consecutive months, beginning in April when the total solar eclipse boosted visitation.