

An aerial photograph of downtown Indianapolis, Indiana, featuring the Indiana State Capitol building in the foreground and the city skyline in the background under a clear blue sky.

IN Indiana Campaign 2022-2025 Advertising ROI

More to Discover
IN INDIANA

Longwoods
INTERNATIONAL

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ABOUT LONGWOODS INTERNATIONAL

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Established in 1978 as a market research consultancy, Longwoods International is a premier market research firm that is a respected leader within the travel and tourism industry. With offices in Toronto, Ohio, Indiana, Michigan, Idaho, New York, and Wisconsin, Longwoods **conducts strategic market research** for public- and private-sector clients throughout North America, Europe and the Pacific Rim.

Longwoods is known for a multitude of destination marketing services, most notably:

➔ **Overnight and day visitor profiles**, including visitor volumes and expenditures, through **Travel USA®**, the largest American domestic travel study, begun in 1990.

➔ **Destination advertising awareness, return-on-investment of advertising campaigns,** and **measuring the impact of advertising on a destination's image** across a wide range of leisure travel attributes.

➔ **"Halo Effect"** of tourism advertising on a destination's image for broader economic development objectives.

➔ **Resident sentiment research**, which investigates both practical and emerging concerns among residents in a destination regarding tourism, including topics such as economic development, perceived environmental impacts, overtourism, and residents' quality of life.

➔ **Custom qualitative and quantitative research**

Soundly grounded in scientific principles, our research methodologies have been **peer-reviewed**, intensely scrutinized by legislators and the media, and critically evaluated by academics and economists. Our **scientific integrity has been recognized** with numerous Best Practice awards, as well as invitations for speaking engagements across North America.

With the acquisition of Clarity of Place, Longwoods now also offers cutting-edge approaches to help destinations **evaluate the alignment of the needs of visitors with those of residents**, the community capacity for destination growth, the health of their brand image, and their ability to remain competitive.

RESEARCH OVERVIEW: IN INDIANA ROI



The campaign consisted of both traditional and online media including:

Digital
Social Media
Out-of-Home

PROJECT OVERVIEW

Longwoods was engaged to conduct a program of research designed to measure the ROI and advertising awareness of Indiana Destination Development Corporation's IN Indiana spring and summer 2025 advertising campaign.

A benchmark study was conducted after the conclusion of the advertising period to **measure awareness of specific ads, estimate the impact of advertising awareness on intentions to visit, and measure short-term conversion that occurred during and shortly after the campaign period.**

The estimates of the campaign's impacts on visits to Indiana are conservative in that:
Trips taken/intended by people in the absence of advertising are backed out.
Conservative control procedures help ensure that only advertising-influenced trips are included.

KEY FINDINGS: RETURN ON INVESTMENT

RETURN ON INVESTMENT

The 2025 spring and summer IN Indiana campaign produced an additional 1.2 million trips to Indiana that otherwise would not have materialized in the absence of this advertising.

Using estimates of average visitor expenditures from Longwoods International's Travel USA®, it is estimated that these incremental Indiana visitors spent \$173.4 million while in Indiana in 2025.

When related to total advertising costs of \$7 million, this translates into a return on investment of \$25 in visitor spending for each ad dollar spent in 2025. Those incremental expenditures yielded \$18.6 million in taxes for out-of-state markets and a return on investment of \$2.67 in taxes for each ad dollar spent in out-of-state markets.

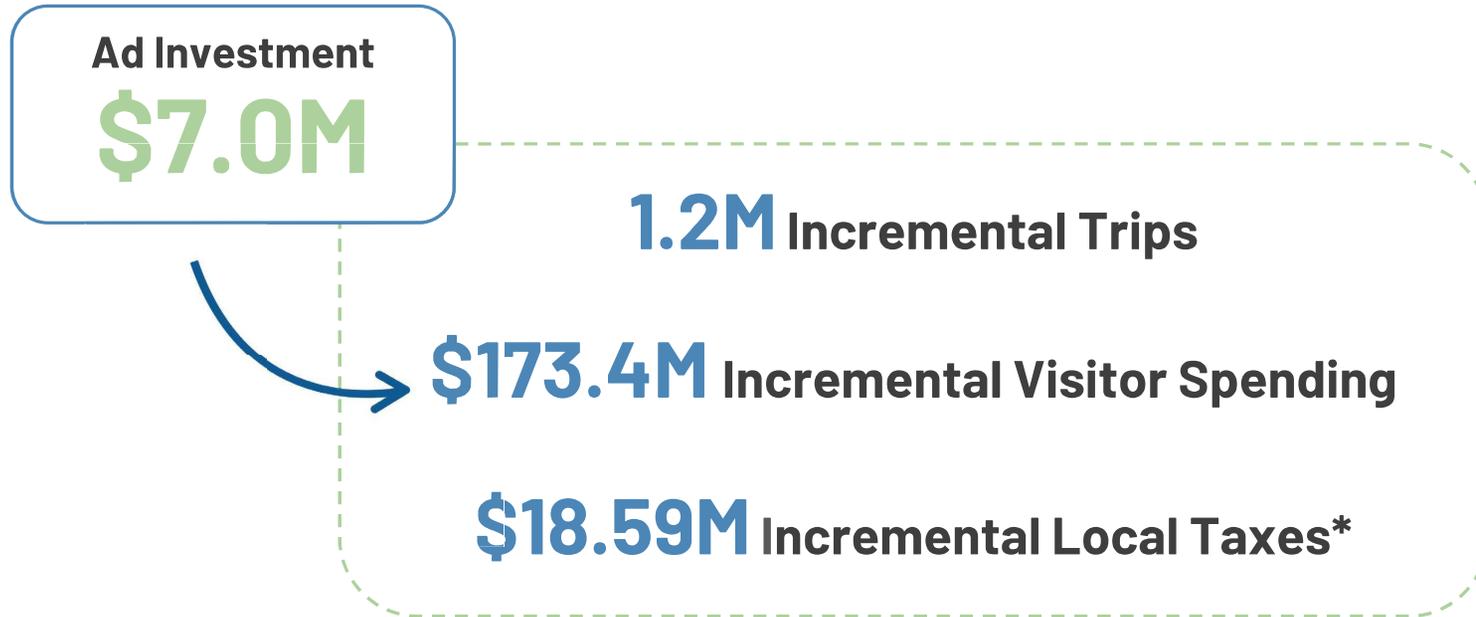
Looking at the 2022 - 2025 IN Indiana combined campaign for out-of-state only markets, IDDC's work has earned 4 million incremental trips to Indiana, which resulted in \$571.3 million in incremental spending and \$62.8 million in incremental taxes that would not have been collected were it not for these campaigns. The four-year spending return on investment for out-of-state markets is \$32, and the tax return on investment is \$3.57 for every dollar spent in advertising.

[RETURN ON INVESTMENT]

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IN INDIANA RETURN ON INVESTMENT: 2025 ONLY



THE BOTTOM LINE – IN INDIANA: OUT-OF-STATE MARKETS

