

## INDIANAPOLIS STORY ANGLES

# SOMETHING IS HAPPENING IN INDY

Indy

*With over \$2 billion in tourism-related developments, and a record-breaking year for tourism, Indy is trending as America's best mid-sized city.*



## MOTOR SPEEDWAY MUSEUM MAKEOVER

Experience the “The Greatest Spectacle in Racing” any day of the year at the newly renovated IMS Museum, opening in April 2025. This \$89 million investment is the first renovation in nearly 40 years and will add a new 6,000-sq.-ft. mezzanine level educational exhibits and experiences for race fans. The reimagined museum will continue to feature favorite vehicles and artifacts, but will blend in STEAM programs with a focus on interactive experiences to drive the next generation of race fans.

## INCREASED AIRLIFT IN INDY

In May, the Indianapolis International Airport (IND), ranked #1 in North America, will launch its inaugural transatlantic flight to Dublin, establishing Indy's connections to European destinations. With this new route, alongside new nonstop flights to Nashville and Portland (Oregon), IND now offers 52 nonstop routes, including service to every major U.S. hub.



## BASKETBALL'S HOME COURT

After successfully hosting the NBA All-Star event last winter, Indy will welcome the WNBA All-Star event in July. Following record-breaking success for NBA All-Star, Indy is poised to make this year's WNBA All-Star Weekend the best in the league's history. Basketball will be a consistent theme throughout the year, as Indy will also host the Big Ten Men's and Women's Basketball Tournaments, along with DI Men's Sweet Sixteen and Elite Eight. As they say, basketball is grown in Indiana.

## AMERICA'S NEWEST RIVER CITY

For the past decade, Indy has worked underground to redirect the tunnel system to make the river that runs right through downtown Indy recreationally clean. Simultaneously, 58 miles of the White River are undergoing one of the country's largest river redevelopment plans, allowing visitors and residents to enjoy new water recreational activities through companies like Frank's Paddlesports Livery.



Get more information and start planning at [VISITINDY.com](https://www.visitindy.com)

# IF YOU KNOW, YOU KNOW

## INDY'S FEVER IS RISING

As a city with a thriving sports scene, the women of the Indiana Fever are changing the trajectory of the WNBA. The Fever are the most-watched team nationwide and have topped all attendance records for home and away games with record-setting ticket sales. The future is bright with franchise cornerstones Aliyah Boston, Caitlin Clark, and Kelsey Mitchell. With the WNBA All-Star Game coming in July 2025, the city is red hot for the Fever.



## A CENTENNIAL CELEBRATION

New exhibits will greet visitors as they celebrate the world's largest children's museum turning 100. The Children's Museum of Indianapolis was founded in a small carriage house and has grown to become a nationally ranked destination and *USA Today's* "#1 Children's Museum in the U.S." From a "Mickey Mouse Clubhouse" exhibit, a new 110' Ferris wheel, and a bilingual "Story Vault" display, families can explore exhibits celebrating new and old.



## INDY IS A CYCLING CITY

Indy is investing an unprecedented \$150 million in trails. After recently expanding the acclaimed Cultural Trail an additional 2-miles, expanding the B&O Trail, and launching a fleet of 325 e-bikes, Indy has become one of the best cities to see from a bike seat. Timed with the country's 250th birthday (2026), Indy is poised to celebrate a comprehensive trail infrastructure called The Trailways, making it America's most connected city.



## HOTELS: FIVE HOTELS IN FIVE YEARS IN A FIVE-MILE RADIUS

- #1: InterContinental Hotel, 170 rooms (opening: Winter 2025)
- #2: Kimpton Hotel, 130 rooms (anticipated opening: 2026)
- #3: Signia by Hilton, 800 rooms (anticipated opening: Fall 2026)
- #4: Shinola, 170 rooms (anticipated opening: 2027)
- #5: 21c Museum Hotel, 150 rooms (anticipated opening: 2028)

## CALENDAR PREVIEW

### FEBRUARY

- WWE Royal Rumble
- NFL Combine

### MARCH

- Big Ten Men & Women's Basketball Tournaments
- DI Men's Basketball Sweet Sixteen & Elite Eight

### APRIL

- Indianapolis Motor Speedway Museum Reopens

### MAY

- I Made Rock N Roll Festival
- 109th Running of the Indy 500

### JUNE

- Black Heritage & Legacy Trail Launches

### JULY

- WNBA All-Star Game

### AUGUST

- BUTTER 5: A Fine Art Fair



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