



Indiana Tourism Association Announces Award Winners

INDIANAPOLIS (March 22, 2023) – Indiana’s annual tourism conference was held March 20-22 in Elkhart, Indiana.

The Indiana Tourism Awards were presented on Tuesday, March 21. The awards honor tourism businesses who are creative, innovative and maximize the dollars invested. The winners were:

- Best Advocacy Initiative – Indiana State Festivals Association
- Best Brochure – Holiday World & Splashin’ Safari
- Best Cooperative Partnership – Elkhart County, IN CVB
- Best Culinary Focused Marketing Campaign – Indiana Foodways Alliance and Indiana Destination Development Corporation
- Best Digital Marketing Campaign – Visit Bloomington
- Best Event/Festival (Marketing Budgets under \$300,000) – Greencastle Music Fest
- Best Event/Festival (Marketing Budgets over \$300,000) – Visit Michigan City LaPorte
- Best New Experience (Marketing Budgets under \$300,000) – Steuben County Tourism Bureau
- Best New Experience (Marketing Budgets over \$300,000) – Visit South Bend Mishawaka
- Best New Merchandise – Visit Fort Wayne
- Best Overall Marketing Campaign – Indianapolis Zoo and Borshoff
- Best Specialty Item – Shelby County Tourism and Visitors Bureau
- Best Visitors Guide (Marketing Budgets under \$300,000) – Visit Madison, Inc.
- Best Visitors Guide (Marketing Budgets over \$300,000) – Visit Fort Wayne

In addition to the above awards, the Indiana Tourism Association gave out an individual award based on merit:

Indiana Tourism Association Member of the Year – The Member of the Year award is designed for members of the association who stepped forward and provided exemplary service and leadership to the industry and the association. This year’s award went to Luanne Mattson, SoIN Tourism.

Two hundred tourism leaders from around the state came to the [Indiana Tourism Conference](#) for networking and educational sessions over the three-days.

The Indiana Tourism Association’s mission is advocating the value of tourism in Indiana and supporting the best practices of its members. Established in 1980, the association partners with the Indiana Destination Development Corporation, Association of Indiana Restaurant and Lodging and other statewide associations to support tourism investment and promotion as an economic contributor to the state.

For more information, visit www.IndianaTourismAssociation.com.

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