

ECONOMIC IMPACT OF TOURISM



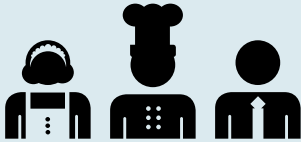
5.3M

Annual Visitors to
St. Joseph County



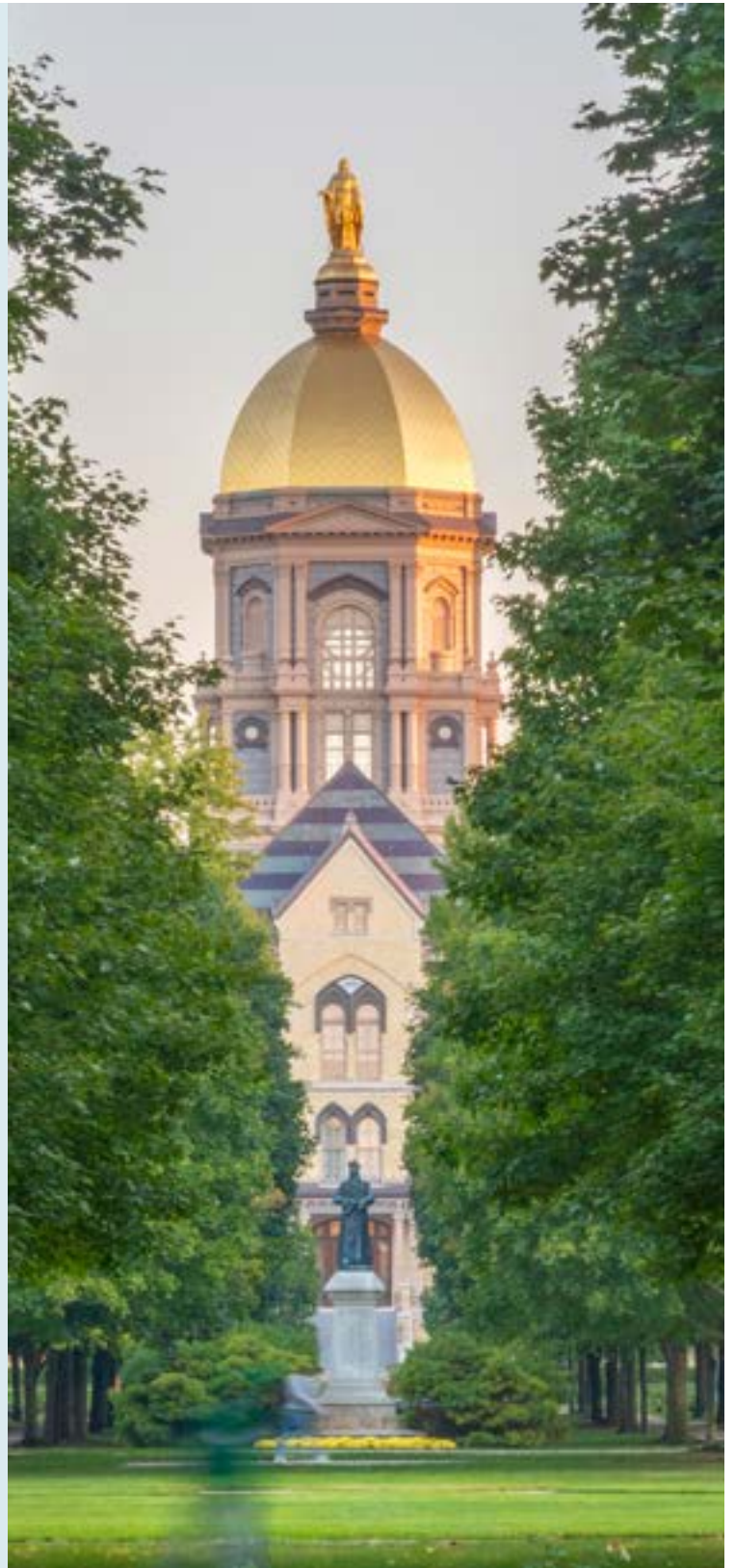
\$1.2B

Annual Visitor Spending
in St. Joseph County



8,553

Total Direct Jobs
from Tourism



2022 Annual Report
Visit South Bend Mishawaka

101 N. Michigan Street, Suite 300
South Bend, IN 46601

800.519.0577 | visitsouthbend.com





2022

Annual Report

DIGITAL CAMPAIGNS

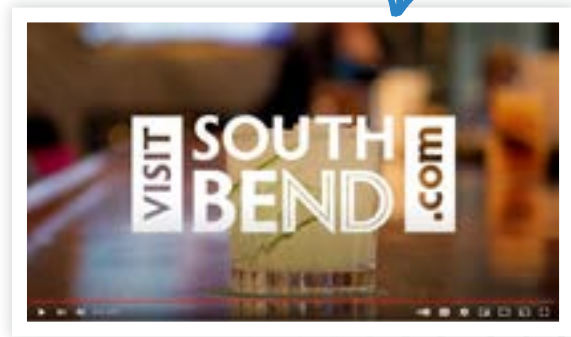
20M+
Impressions

314K+
Clicks

\$0.60
Cost Per Click

1.56%
Click-Through Rate

Top Performing Video



May | **755K+ Views** | Explore the Dining Scene in South Bend



Ironworks Ice Rink Ribbon Cutting

LEISURE MARKETING ROI

2.3M+
Hotel Searches

51K+
Nights

29K+
Hotel Bookings

\$7.3M+
Hotel Revenue Generated

TO WATCH

NOTABLE HOSPITALITY PROJECTS

- 📍 Mishawaka Fieldhouse
- 📍 Morris Performing Arts Center
- 📍 Potawatomi Zoo
- 📍 Four Winds Casino
- 📍 Ironworks Ice Rink & Event Space

COMMUNITY ENGAGEMENT

\$198,723 Total Awarded

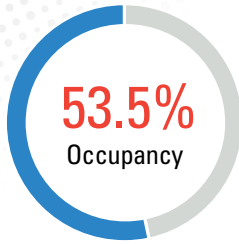


NIAA Mens Soccer

INVESTMENT IN THE COMMUNITY:

	Awarded	Events
Bid Fund	\$58,900	7
Event Sponsorship	\$139,823	38

YEAR-END HOTEL DATA



53.1% in 2021

RECORD YEAR

★ **\$124.45**

Avg. Daily Rate
\$106.22 in 2021

★ **\$66.58**

RevPAR
\$56.43 in 2021

★ **976,129**

Demand
952,092 in 2021

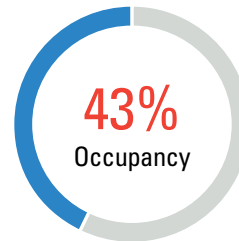
SHORT TERM RENTALS

Airbnb & VRBO



HOW DO WE COMPARE TO INDIANA AS A WHOLE?

	Occupancy	ADR	RevPAR
2022	58.7%	\$112.70	\$66.12
2021	53.1%	\$96.94	\$54.37



37% in 2021

\$476

Avg. Daily Rate
\$354 in 2021

\$205

RevPAR
\$133 in 2021



Major League Quadball

SPORTS

86 Events

142,498

Attendees

35,983

Room Nights

\$23.7M

Economic Impact

MEETINGS

15 Events

9,978

Attendees

5,117

Room Nights

\$4.2M

Economic Impact