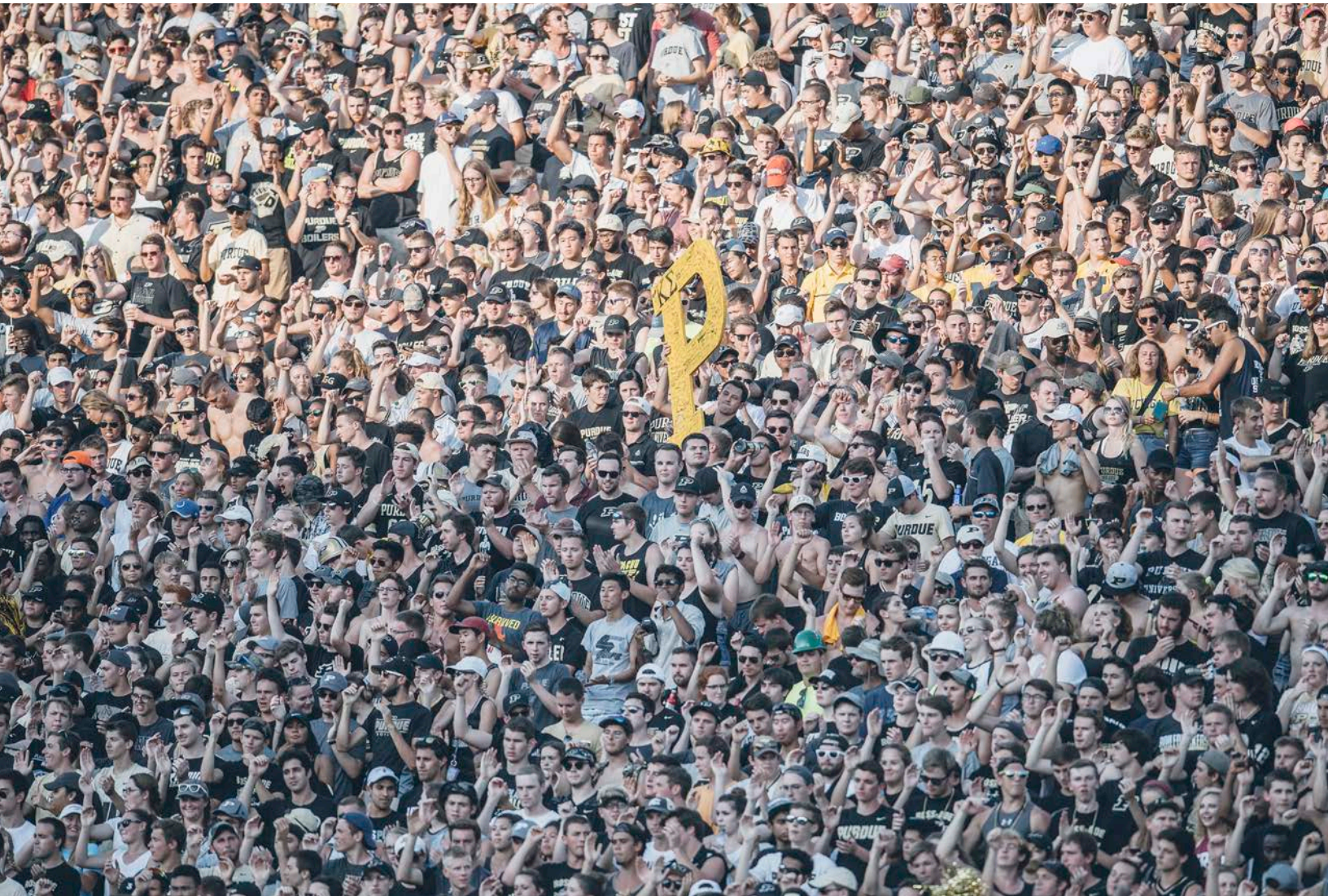


# VISIT LAFAYETTE-WEST LAFAYETTE

## 2018-19 Community Report



TWO GREAT CITIES, ONE GREAT UNIVERSITY.



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# OUR MISSION

Visit Lafayette-West Lafayette markets and promotes the area as a visitor destination for conventions, meetings, leisure and sports travel, working collaboratively with other entities to enhance local economic development.

# BOARD MEMBERS

- |                                      |                |                 |
|--------------------------------------|----------------|-----------------|
| David Byers, <i>Chair</i>            | Dave Bathe     | Dave Sattler    |
| Becky Barnes, <i>Vice Chair</i>      | Rich Ghiselli  | Kathy Vernon    |
| Karen Hirsh-Cooper, <i>Secretary</i> | Rachel Johnson | Teresa Witkoske |
| Nick Bonora, <i>Treasurer</i>        | Allen Nail     | Dave Zimmerman  |
|                                      | Joe Payne      |                 |



## Meet the Staff

Jo Wade, *President*

Lisa Morrow, *Vice President*

Ashley Gregory, *Director of Sales*

Corey Davis, *Sports Marketing Manager*

Sara Erickson, *Director of Communications*

Sam Buckles, *Visitor Information Specialist*

### Visitor Information Specialists (VIS)

In addition to the VIS team member listed above, Visit Lafayette – West Lafayette utilizes student internships, which are often from Purdue's Hospitality and Tourism Management program. These students fill the additional spots for our VIS team. They are the face of the community to many visitors and are invaluable to the Visit team.



The Visitors Center services the needs of local residents, newcomers and visitors to the community. The Visit Lafayette-West Lafayette offices are housed in the **Lafayette-West Lafayette Visitors Center, located at 301 Frontage Road, Lafayette, Indiana 47905**. This convenient location is just steps from Interstate 65 at exit #172 and State Road 26 E.

**In Tippecanoe County, there are 30+ lodging facilities, over 360 restaurants and a variety of attractions.** Among those attractions are Purdue University; the nationally recognized Tippecanoe Battlefield landmark; Wolf Park; Fort Ouiatenon, where the area's largest festival, the Feast of the Hunters' Moon, is held; the Art Museum of Greater Lafayette; a vibrant downtown, filled with public art and galleries, historic architecture, the restored 1882 courthouse, Riehle Plaza and a pedestrian/bicycle bridge over the Wabash River, where many festivals and events are held; historic neighborhoods; The Farm at Prophetstown and Prophetstown State Park.

The Visitors Center provides a wealth of brochures and information about things to see and do in Tippecanoe County as well as other Indiana attractions. Our Visitor Information Specialists strive hard to know the community and all it has to offer in order to answer visitor, resident and newcomer questions.

In 2018, the Visitors Center assisted over 3,800 individuals or families walking in the doors and serviced over 3,300 phone and email requests. In addition, over 166,000 brochures, produced by Visit Lafayette-West Lafayette were distributed. These brochures went to visitors as well as 1,000 local businesses, such as Purdue University, hotels, realtors and others needing attraction and recruitment materials.

# WHY TOURISM MATTERS TO LAFAYETTE–WEST LAFAYETTE



by Jo Wilson Wade, President & CEO

We pass wonderful area attraction sites, like the Haan Museum every day; we may not even think of how it supports our community. For example, the Haan Museum has events and tours all the time and 68% of their guests, in 2018, were out-of-town visitors. The Feast of the Hunters' Moon festival had an average attendance of 45,000 attendees in the last several years. Of those attending The Feast 70% or 30,000+ are visitors from outside Tippecanoe County. The Tippecanoe Battlefield Interpretive Center and History Store was visited, in 2018, by over 12,000 people from 47 states and 18 foreign countries. Descendants of battle veterans are frequent visitors. Battlefield employees say it is a moving experience for them to come to see where their ancestors fought, and in some cases, died. One man told of having 5 ancestors in the battle. These businesses, attractions and events define our community, provide our families with jobs and contributed \$396.9 million in spending by visitors to Tippecanoe County's economy in 2017. Adventures that provide a lifetime of memories.

**Travel matters, and it improves Lafayette-West Lafayette in ways that have a wide-reaching impact on local residents.** Travel in Tippecanoe County supports over 6,107 jobs, 4,956 direct jobs in travel and hospitality related positions. Travel and tourism has additional impacts that we do not always see: travel can strengthen families, foster hometown pride, and build bridges that connect us with one another. Visitor spending supports businesses, events and attractions with additional customers which helps the community as a whole thrive.

**Travel Matters to America.** At the national level, travel is critical to the U.S. economy and American jobs. As a leader in workforce development and career advancement—travel creates and supports 15.6 million jobs across the U.S.—making it the seventh-largest private sector employer. In 2017, traveler spending generated \$164.7 billion in total tax revenue, including \$76 billion in state and local revenue. That \$76 billion can pay for a host of critical resources: it's more than enough to pay all state and local police and firefighters, or the more than one million public high school teachers.

**Travel is powerful for cities and states, and Indiana is no exception.** Travel, tourism and hospitality set another record, in 2017, with 80 million visitors up 3.7% from 2016. Indiana tourism supports over 199,830 full time jobs and contributes \$12.7 billion in spending by visitors to Indiana's economy. The most recent study represents the seventh year in a row of spending gains by visitors to Indiana destinations. Indiana tourism generated more than \$1.4 billion in state and local tax receipts. Visitor spending added \$9.8 billion to the state's gross domestic product. Tourism is now the 10th largest private sector employer in the state.

Think back to your first job. Maybe you worked at Arni's, Bruno's or Frozen Custard or maybe your kids work there now. These are all businesses that have history in our community and drive many friends and relatives back for their favorite menu item. Triple XXX Family Restaurant is famous for being one of Indiana's first drive-in restaurants. They are also famous for their root beer and burgers, and for being on Guy Fieri's Diners, Drive-ins, and Dives show. Many visitors come just to check out Triple XXX. For many—one third of Americans to be exact—travel is the front door to a promising career. Americans whose first job was in travel have an average career salary of \$81,900, and two in five of those whose first job was in travel are now earning more than \$100,000.

**Think about how travel matters to all small business in Tippecanoe County:** travel-dependent leisure and hospitality is the largest small business employer in the U.S. Visitors look for local shops and galleries, they seek out independent, unique opportunities to taste the food, sip the wine, find new breweries and meet the owner or artist. Wildcat Creek Winery reports their guest book shows visitors from every state in the USA and from twelve different countries. McCord Candies established in 1912, recently purchased by new owners, is a good example of our hardworking small business community that visitors find. McCord's pulled more than 30,000 candy canes between the middle of October and December 24, shipping some of their candy canes to 17 states in 2017 and to 26 states in 2018. They had more than 4,000 visitors, on site, watching the candy cane making process in November and December, 2018.

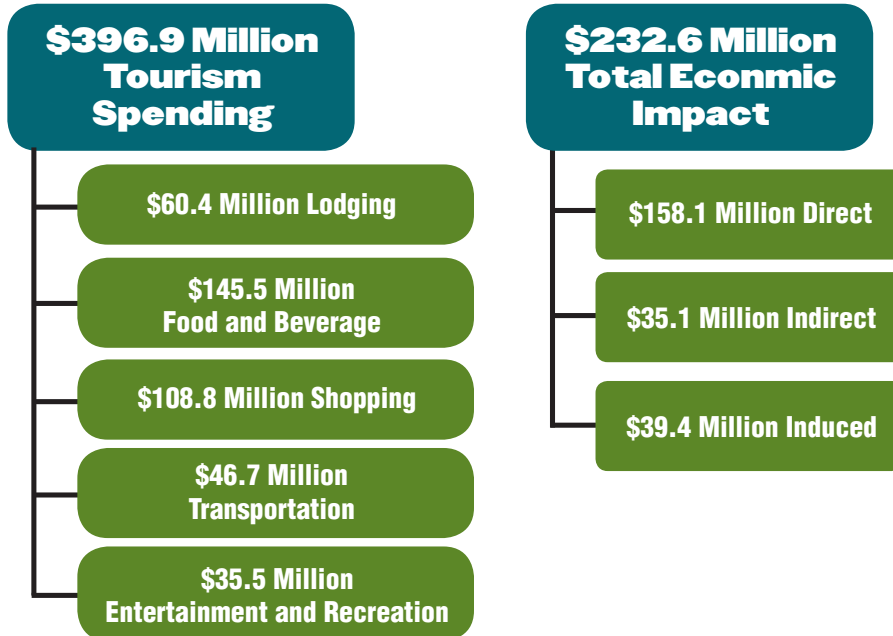
Those are only a few reasons why it's so important to keep welcoming visitors to Lafayette-West Lafayette—and why the hospitality industry is elevating the message of **"Travel Matters"** during **National Travel and Tourism Week (NTTW)** May 5-11. We encourage you to join us in observing NTTW this year, and celebrate all that travel does for Tippecanoe County, Indiana, and for our country as a whole.

**Here are a few ways to get involved:**

- Explore and get to know your community, be a knowledgeable and proud advocate of all there is to do in the area.
- Visit the HomeOfPurdue.com website, engage with our social media sites on Facebook, Twitter and Instagram and #homeofpurdue.
- Share photos or videos of your favorite festival, live local band or interesting local experience.
- Vacation in Your Own Backyard and remember to invite friends and relatives to join you!

# Economic Impact of Visitor Spending in Tippecanoe County.

## TOURISM AND IMPACT



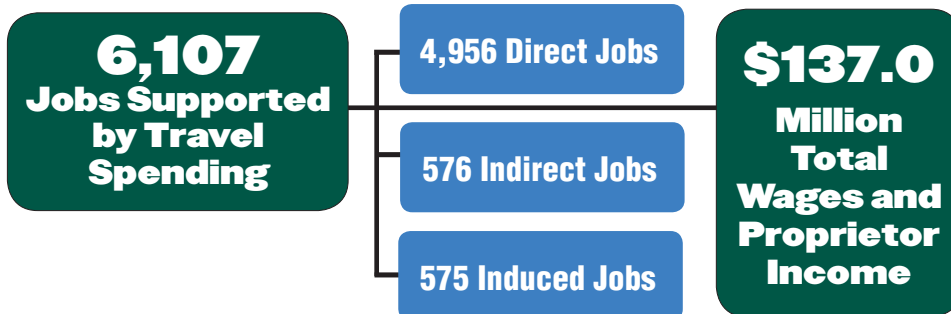
**VISITORS  
GENERATED  
FEDERAL, STATE,  
AND LOCAL  
TAX REVENUE  
TOTALING \$44.1  
MILLION IN 2017**

For every tourism dollar spent in Tippecanoe County in 2017, \$0.59 cents 'stayed' local and contributed directly to the gross county product of Tippecanoe County. This includes impact on the direct (tourism-oriented), indirect (supply chain) and induced (income) industries. The remaining 41 cents of every dollar is 'leaked' to the supply chain outside of Tippecanoe County.

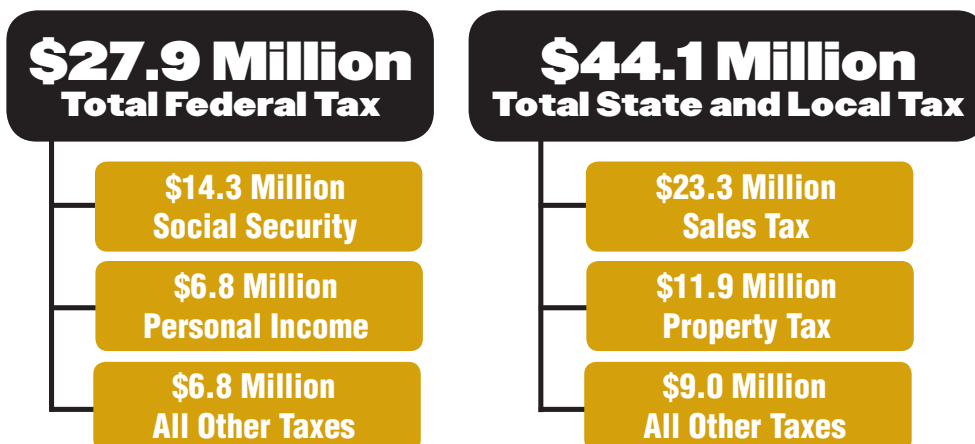
Spending by travelers generates a total of 6,107 jobs in Tippecanoe County with over 80% of those jobs being direct jobs. This includes jobs in the industries directly supporting the visitor such as the arts and retail trade but also in supply chain sectors like transportation. The income of direct and indirect workers also goes to support industries like arts, retail trade, and transportation.

For every \$1.00 spent on tourism in Tippecanoe County in 2017, 7 cents goes to federal taxes and 11 cents goes to state and local taxes. Federal tax collections include corporate & personal income taxes, excise taxes and social security collections. State and local tourism-derived taxes include sales taxes, property taxes and lodging taxes.

## JOBS AND WAGES



## TAX REVENUE GENERATED



Another  
RECORD  
year for

# INDIANA TOURISM

Visitor spending resulted in \$9 Billion in total economic impact  
The 7th Consecutive Year of Growth

80 MILLION  
TOTAL VISITORS

One Million More Visitors  
+ 1.3% over the previous year

Indiana hosted  
415,000 trips from  
international visitors



Innkeepers tax collections  
rose to \$105 Million (+ 5%)



Record High Overnight Visits!  
31.2 Million Person Stays

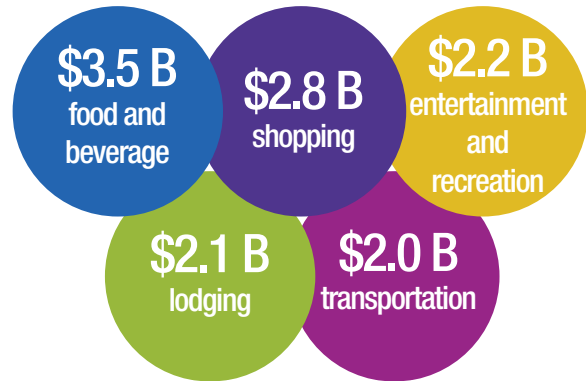
48.8 Million Day Trips

Visitor  
spending  
supported  
**2,630**  
more jobs  
+ 1.4% over the previous year

VISITORS  
SPENT A RECORD  
**\$12.7 Billion**  
in Indiana  
+ 3.7% over previous year



Visitors spent \$158 per trip  
+ 2.5% over the previous year



**TOURISM SAVES  
HOOSIERS MONEY**  
Without Tourism, each  
Indiana household would  
pay \$561 more in taxes.

**SAVES \$561 STATE AND LOCAL TAXES**



VISITOR SPENDING  
INCREASED  
**3.7% OVER  
PREVIOUS YEAR**



VISITOR SPENDING  
SUPPORTS 199,830 INDIANA JOBS

- 1 in 19 Indiana Workers has a job because of Tourism
- Tourism is responsible for 5% of all Indiana jobs

TOURISM DRIVES  
INDIANA'S ECONOMY



- \$9.8 Billion contribution to Indiana's Gross Domestic Product
- 72¢ of every visitor dollar stays in Indiana
- \$1.4 Billion generated in State and Local Tax



## Indiana Office of Tourism Development, 2018

This is the sixth consecutive year tourism's economic impact was measured. This study used data from 2017, the most recent year complete data was available. The study was commissioned by IOTD and conducted by Rockport Analytics, an independent market research and consulting company that specializes in economic impact and feasibility studies for the travel, tourism and hospitality industry.

[www.VisitIndianaTourism.com](http://www.VisitIndianaTourism.com)

The 2016 study was recently revised. Revisions were prompted by the discovery of an error in the IMPLAN Model user interface which overvalued the amount of visitor retail spending that was retained in the Indiana economy during 2016. This especially impacted the induced effects of tourism. Other visitor spending categories were unaffected by this error. The error was corrected and 2016 impacts were re-estimated to ensure accurate comparisons with 2017 figures.

# U.S. TRAVEL INDUSTRY IMPACT

(all data 2017 unless indicated otherwise)

## FACTS ABOUT A LEADING AMERICAN INDUSTRY THAT'S MORE THAN JUST FUN



In 2017,  
**\$1 trillion**  
in traveler spending...



Generated a total  
**\$2.4 trillion**  
in economic output



Supported a total of  
**15.6 million**  
American jobs

### Business Travel (Direct)

Spending \$319.1 billion  
Taxes \$52.8 billion  
Jobs 2.6 million jobs

### General Business Travel

Spending \$187.2 billion  
Taxes \$30.8 billion  
Jobs 1.5 million jobs

### Meetings, Events & Incentive Travel

Spending \$131.9 billion  
Taxes \$22 billion  
Jobs 1.1 million jobs

### Leisure Travel (Direct)

Spending \$716.7 billion  
Taxes \$111.9 billion  
Jobs 6.2 million jobs

*Each household would pay  
**\$1,300 more in taxes**  
without the tax revenue  
generated by travel and tourism.*



Direct spending by resident and international travelers in the U.S. averaged **\$2.8 billion a day**, **\$118.2 million an hour**, **\$2 million a minute** and **\$32,800 a second**.

## Sources of Travel Spending Total = \$1 trillion

**\$257B** Foodservices    **\$220.4B** Lodging    **\$192B** Public Transportation    **\$151.4B** Auto Transportation    **\$106.8B** Recreation/Amusement    **\$106.9B** Retail

## BY THE NUMBERS

**15.6 million:** Jobs supported by travel expenditures (includes 8.8 million directly in the travel industry and 6.8 million in other industries)

**\$258.8 billion:** Wages shared by American workers directly employed by travel

**\$164.7 billion:** Tax revenue generated by travel spending for federal, state and local governments

**2.7%:** Percentage of nation's gross domestic product (GDP) attributed to travel and tourism

**1 out of 9:** U.S. jobs that depend on travel and tourism

**No. 7:** Where travel ranks in terms of employment compared to other major private industry sectors

**2.3 billion:** Number of person-trips that Americans took for business and leisure purposes

**83%:** Percentage of travel companies that are considered small businesses (2015)

**76.9 million:** International arrivals in the U.S. in 2017, including 38.9 million from overseas markets

Travel is among the **top 10 industries** in 49 states and D.C. in terms of employment

# COMMUNITY INVOLVEMENT & PARTNERSHIPS

The Visit Team strives to create awareness and partnerships with local stakeholders and tourism partners. Throughout 2018, the Visit Team worked to ensure that travel was a part of the discussion. Here are the various ways we continue to achieve that goal.



## Community Relations

- Emailings during the year to update our stakeholders/partners on what the Visit Team is doing.

- Organized monthly VIP meetings: 2018 locations included: Brokerage Brewing Company, Subaru of Indiana Automotive, Coyote Crossing Golf Club, Tourism Tailgate, Teays River Brewing and Public House, Wabash and Erie Canal, Black Blanket Farms Bed and Breakfast, Wabash Walls Art Tour, Wea Creek Orchard, Northend Community Center, and McCord Candies.

- Tippecanoe County Hotel/Motel Association (TCHMA) meetings to get our hotels together for networking, chatting, partnering and addressing issues and concerns.

- Visited with community leaders, attractions and stakeholders throughout the year.

- Welcomed and created opportunities to speak to groups to educate them on the economic importance of the visitor industry to the community.

- Served on The Farm at Prophetstown board. Work continues to revitalize The Farm as a viable attraction.

- Paid for/coordinated the twice yearly updates of the information kiosks, located in the downtown districts.

- Supported the Arts Community and Tippecanoe Arts Federation by volunteering or serving on committees: West Lafayette Public Art Committee, Art on the Wabash Core Planning Team, City of Lafayette Public Art Review Committee, TASTE of Tippecanoe and the Art & Culture Task Force. Supported efforts to provide reports to keep the designation as an Indiana Cultural District.

- Hosted a Tourism Week Tailgate Party at the Visitors Center to increase awareness of Visit Lafayette-West Lafayette and area attractions.

- Participated on City, Greater Lafayette Commerce and Purdue committees to further solidify and expand on partnerships. Examples are: Cultural District Signage Committee, West Lafayette Grand View Cemetery, Wabash River Enhancement Committee, Purdue's Community Relations Advisory Committee, Purdue's Hotel & Tourism Management Strategic Alliance Council, Purdue Conference Collaboration, Friends of Downtown and other strategic planning groups.

- Attended and/or volunteered at community festivals and events: Feast of the Hunters' Moon, TASTE of Tippecanoe, Indiana Fiddlers' Gathering, Wabash Riverfest, Round the Fountain Art Fair, Art on the Wabash, Mosey Down Main Street, Gallery Walks, Boilermaker Gold Rush Community Fair, Bravo for the Arts and more.

- Educated various groups throughout the year on Visit Lafayette-West Lafayette and the services available as well as the economic importance of what we do. This was done via speeches to service clubs, Purdue groups, classes and community groups. Held quarterly educational breakfasts for community leaders and tourism partners.

- Provided brochures and/or posters, banners and booths for various community events.

- Provided brochure racks and brochures for placement throughout the community.

- Participated in opportunities with Purdue to help us inform parents, students and visitors.

## State, Regional Activities

- Participated in statewide organizations: Indiana Tourism Association and Board and Government Relations Committee, Indiana Tourism Conference Programming Committee, Indiana Foodways Alliance and Board, Sports Indiana and Board, Cities of the Big Ten and Pete Dye Golf Trail, National Football Foundation and Indiana State Festival Association.
- Represented the Western Region of Indiana on the Indiana Tourism Council.

## Grant Program

Visit Lafayette-West Lafayette offers a matching grant program that assists local not-for-profit organizations with projects that increase tourism business in Tippecanoe County. Dollars awarded can only be used for out of town marketing. It is our philosophy that funding such projects will draw and increase the number of visitors, especially overnight visitors, to Tippecanoe County, thereby providing added economic benefits to the community.

Grant applications and guidelines can be found at [homeofpurdue.com/contact/grants.html](http://homeofpurdue.com/contact/grants.html)

## Awards In 2018

- Evil on Erie Haunted Attraction - \$1,500
- Farm at Prophetstown - \$780
- Feast of the Hunters' Moon - \$10,000
- Friends of Downtown - \$3,000
- Greater Lafayette Commerce - \$10,000
- Niches Land Trust - \$418
- Tippecanoe Arts Federation - \$7,500

# MARKETING MATERIALS

Visit Lafayette-West Lafayette (VLWL) actively markets the community to leisure, sports, group and meeting travelers. The following are the key ways we accomplish this.

## Indiana Office of Tourism Development Marketing

VLWL places a strong emphasis and a large part of print and web marketing dollars on cooperative partnerships.

### 2018 marketing partnerships included:

- Chicago Parent
- Indiana Festival Guide
- Indianapolis Monthly
- Indiana Recreation Guide
- Indiana Travel Map
- Indiana Travel Guide
- Louisville Magazine
- Midwest Living
- Visit Indiana website listings and contests

## Printed Marketing Materials

Designed, printed and distributed over 166,000 brochures consisting of the following marketing pieces:

- Visitors Guide Magazine
- Downtown Brochure
- Golf Brochure
- Meeting Planners Guide
- Public Art Trail Brochure
- Recreation Guide
- Wabash Heritage Trail Guide



## Information Signage–Downtown Kiosks

The first two informational signage kiosks were unveiled downtown in March 2010. These double-sided, large information signs are 3 feet wide by 4 feet tall and include a map and directional information for shopping, dining, attractions, nightlife and entertainment, public art, as well as festivals in the downtown districts. There are currently 17 kiosks in place, with plans for additional ones.



## Purchased Advertising Placement

In addition to our 2018 Indiana Tourism Cooperative Partnerships and ads listed under our niche areas, our 2018 advertising placement included the following publications:

- Greater Lafayette Commerce Discover Magazine
- Facebook Campaigns
- Monticello Where Publication
- Purdue Basketball and Football Programs
- Purdue Parent Guide
- Travel IN Magazine
- Trip Advisor Campaigns
- Visit Indy

## Electronic Marketing

### Community Websites

- We maintain several informative sites:
- HomeOfPurdue.com
  - ReadySetGoDowntown.com
  - StayandPlayHomeOfPurdue.com
  - TippecanoeCountyCourthouse.com
  - tourdelafayette.com
  - tourdewestlafayette.com



## Social Networking

The Lafayette-West Lafayette Social Media strategy is to enhance awareness and create a strong online presence for Visit Lafayette-West Lafayette through the use of Social Media tools. The tools used are the following: A Home of Purdue Blog, Facebook, Twitter, Pinterest, Instagram and YouTube accounts. The blog is the main focus of the social media program—all other tools will point back to the blog.

These tools will promote local tourism (restaurants, attractions, hotels, special events, Purdue activities, etc.) in the community and beyond to draw visitors to the area. In 2018 we had over 28,000 visits to our Home of Purdue blog.



### Additional Leisure Websites

Visit Lafayette-West Lafayette maintained a presence on various other websites, such as TravelIN, Trip Advisor, Visit Indiana, Sports Indiana, etc. We are continually looking at sites we can place community content on.

**Database Marketing:** Email campaigns went out throughout the year to over 17,000 permission-based email contacts to increase awareness of what the community has to offer.



# MEDIA COMMUNICATIONS

In an effort to bring more awareness to travel writers, publications and the local media about tourism in Tippecanoe County, we utilize print, social and internet marketing as well as networking to reach out and encourage these organizations to publish our information.

## Indiana Media Marketplace

Media Marketplaces are Indiana Office of Tourism Development sponsored events that bring together traditional travel writers as well as bloggers with tourism organizations for a day of networking and marketing specific story ideas. This is an inexpensive and effective way to build a presence within the state so that travel writers have our community in mind when preparing to publish a story. Contact with 60 media outlets was made at the 2018 Indiana Media Marketplace.

## Press Releases

We issue press releases on a regular basis for items of interest to the local and regional media outlets in an effort to keep the community aware of what is happening in the local tourism industry as well as keep the regional media aware of what we have to offer.

## Media Relations

We create a proactive, targeted media blitz calendar to include the following types of campaigns:

- Attractions, including downtown
- Cultural arts history activities
- Festivals
- Special event hotel packages (Valentine's Day, girlfriend getaways, holiday shopping, etc.)
- Sports events
- Stay & Play packages
- Travel magazine editorials
- Upcoming local events



# GROUP TOURS

Visit Lafayette-West Lafayette actively promotes and markets the community as a group tour destination to motorcoach operators, bank travel clubs, student groups and educators. Below is an overview of some of the things we have done to promote the destination in the past year.



## Services We Offer

Complete tour planning, customized itineraries, lodging assistance, step-on guide service, map and direction assistance, welcome bags, photography and promotional brochures. We serve as the liaison between the planner and the local lodging properties, restaurants, attractions and other venues. If there is something else a group needs, all they need to do is ask and we will do our best to find a solution to their request.

## Group Tours Serviced or Booked

We provided direct planning, booking and/or servicing assistance to over 45 groups. Those groups ranged from group tour companies to schools and other pre-formed groups.

## Memberships

### American Bus Association (ABA)

 has a program called the "Best of the Best" which recognizes the best attractions, restaurants, festivals and hotels in North America. Local award winners have been the Feast of the Hunters' Moon (1994, 2008, 2010, 2013 and 2014, 2018) and the Purdue Christmas Show (1998, 2003, 2010) and Wolf Park in 2016. This is a wonderful marketing tool for us to promote the area to groups.

## Group Tour Print and Electronic Marketing:

- Postcard mailings were sent throughout the year to leads and potential leads
- Profile sheets were passed out at tradeshows and sent to various group travel leaders throughout the year in paper and electronic form
- Information listing on various websites, including associations we are members of
- Email campaigns to leads & potential leads throughout the year
- Web pages dedicated to group travel on [homeofpurdue.com](http://homeofpurdue.com)
- Article in 2018 Group Travel Guide with Group Tour Media
- Itinerary in 2018 Indiana Tour Planner with Premier Tour Media
- Group Tour Magazine Ad in their 2018 Indiana Group Travel Guide and website



### FAM (Familiarization) Tour

We participated in a state wide FAM Tour in August 2018 for a motorcoach full of group leaders that work with Nancy & Udean Christian Tours out of Newton, NC. They did a loop around Indiana to get the group leaders interested in Indiana tours. In our area, the group visited the Wabash and Erie Canal, Inspired Fire Glass Studio and Gallery and the Haan Museum in the short time they were here. They also stayed at a local hotel. Christian Tours is coming back with groups twice in 2019 for a very similar tour and hope to continue with more in 2020.



# MEETINGS & CONVENTIONS MARKETING

Visit Lafayette-West Lafayette actively promotes and markets the community as a meeting and convention destination to meeting planners, wedding planners, reunion organizers, etc. Here's an overview of some of the things we have done to promote the destination in the past year.

## Services We Offer

Single step arranging, assist with lodging needs, site inspections, facility guide and information, informational brochures, welcome letters, tour assistance, program planning assistance, media kit/ media contacts, registration assistance, and speaker suggestions. We serve as the liaison between the planner and the local lodging properties, restaurants, attractions and other venues. If there is something else a group needs, all they need to do is ask and we will do our best to find a solution to their request.

## Meeting and Convention Groups Serviced or Booked

In 2018, there were over 320 reported conventions and meetings held in our community. They utilized space such as Purdue University, local lodging venues, church facilities, banquet spaces and more. These meetings generated over 59,000 delegates with each delegate spending an estimated average of \$130 per day. We provided direct planning, booking and or servicing assistance to over 65 meeting groups. Those groups ranged from religious organizations to government, fraternal, wedding, reunion and university programs.

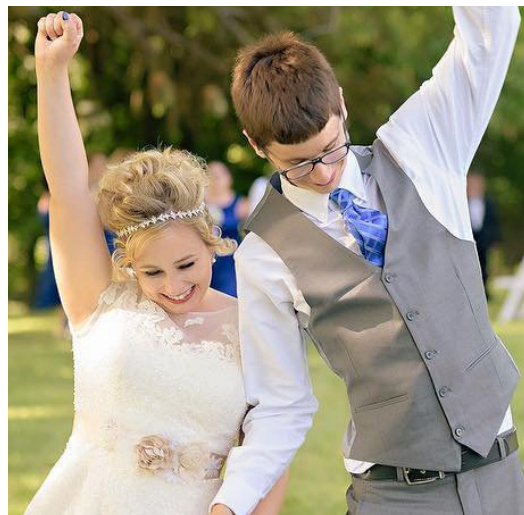
## Educational Events



**Indiana Chapter of Meeting Professionals International (IMPI)** — We attended meetings and symposiums in Indianapolis that allow for education and networking.



**Indiana Society of Association Executives (ISAE)** — We attended monthly/ quarterly meetings and luncheons in Indianapolis for educational and networking opportunities. Also attended the annual convention held in Muncie, IN.



## Meeting & Conventions Print and Electronic Marketing

- IMPI directory ad
- Facility guide updated and reprinted
- Postcard mailings and letters sent throughout the year to leads and potential leads
- Profile sheets provided to various associations in print and electronic forms
- Email campaigns throughout the year to leads and potential leads
- Web pages dedicated to meeting planners on the homeofpurdue.com website
- Information listings on various websites, including the associations of which we are members
- Ad in the 2018 Midwest Meetings annual guidebook
- Midwest Meetings article mention, Winter 2018
- Small Market Meetings, January 2018
- Ad in the 2018 Indiana Meeting Planners Int'l. Resource Guide & website
- Meetings and Events Magazine article



## Meetings Memberships



Professional organization comprised of corporate & independent meeting planners, special event planners, hoteliers, transportation companies, audio visual experts and other suppliers.



ISAE provides the state's leading educational and networking events designed specifically for the needs of association executives. Members share their professional leadership and wide variety of skill sets with many outstanding associations in Indiana.

# SPORTS MARKETING



We work to promote Lafayette-West Lafayette as a competitive amateur sports destination and to bring tournaments into this market. Below is an overview of some of the things we do to accomplish those goals.

## Services We Offer

We can assist with lodging needs, site inspections, facility guides and information, informational brochures, welcome letters, program planning assistance, media kit/media contacts, connect with local organizing committees, supply volunteers and registration assistance. We can prepare bids on your behalf or supply the information regarding community information, and write and advocate for grant applications. If there is anything else needed to make a sporting event successful, just ask and we will do our best to assist.

## Sports Events Serviced/Booked

Direct assistance was given to over 25 sporting events. These events ranged from state competitions to Purdue club sports to youth tournaments. The majority of these groups utilized overnight stays.

## Trade Shows & Educational Conferences Attended:



### NASC Sports Event Symposium

The NASC Sports Event Symposium is the annual meeting of the National Association of Sports Commissions (NASC), the non-profit trade association for the sports events and tourism industry. This conference allows sports destinations to meet with hundreds of decision-makers responsible for organizing sports events. It provides an opportunity to grow professionally, exchange ideas, and drive more business at one of the largest gatherings of top executives in the sports events and tourism industry. In 2018, the event was held in Minneapolis, MN. Partnering with Sports Indiana, a dozen event owners were invited to a private dinner party to discuss sport opportunities within the state of Indiana. Separately, Visit Lafayette-West Lafayette conducted a total of 22 overview and individual appointments.

**Events Attended** Various events of interest were attended to gauge the potential of hosting new events in our community.

## Sports Print and Electronic Marketing:

- Letters were sent throughout the year to leads and potential leads
- Information listing on various websites, including associations we are current members of
- Email campaigns sent to leads and potential leads throughout the year
- Web pages dedicated to sports on [homeofpurdue.com](http://homeofpurdue.com)
- Social media campaigns including Facebook, Twitter and blogs
- Ad in Sports Event Magazine 2018 Planner Guide



## Golf Marketing

Stay and Play: We work with participating area golf courses and clubs to promote golf Stay and Play packages. This is done through attendance at regional golf shows, print, media, and online marketing, as well as permission-based email campaigns. We also develop our own print brochure that is available at the Visitor Center, area hotels, golf courses and distributed at shows.

## Sports Memberships



NASC is the only association for sports event travel. This is the place to share best practices and information in order to be more successful at sports tourism across the nation. It is regarded as the #1 resource for sport tourism professionals. The annual Sports Symposium is a tradeshow put on by the organization to bring all the players together.

This organization brings together more than 200 organizations/corporations and 60,000,000 registered participants in organized youth sports programs. The NCYS encourages safety first to help youth be the best they can on the field. Grant opportunities and educational pieces are part of the membership benefits.

This is a non-for-profit organization comprised of allied sports and tourism representatives. The mission is to promote Indiana as a premier destination for sports-related events. The grant program is a major component of the organization. It distributes money to assist communities in attracting and growing high quality sporting events. Other benefits of membership include networking opportunities, educational session, centralized resources and discounts at trade shows.

## Golf Shows Attended:

In 2018, the local team attended the Chicago Golf Show, the West Michigan Golf Show. Between the three shows, more than 600 potential golf leads were collected.



## Golf Print and Electronic Marketing:

- Google Ads Campaign
- New website created to promote Stay and Play offerings
- Promotional video created to highlight area course
- New promotional items used at golf shows to highlight the new website
- IndianaGolf.com housed a destinations page and banner ad
- Ad in Indiana Golf Guide 2018 issue
- Ad in Midwest Golf Magazine show guide, spring, summer and fall 2018 issues
- GolfTrips.com
- Ad in Links & Libations Magazine

