

We are
Greater
together.



Visit

LAFAYETTE
WEST LAFAYETTE
TWO GREAT CITIES, ONE GREAT UNIVERSITY.

2019-2020
COMMUNITY REPORT



WELCOME TO THE VISITORS CENTER

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 400 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 2019, the Visitors Center assisted over 4,000 individuals or families walking in the doors and serviced over 3,900 phone and email requests. In addition, over 133,480 brochures, produced by Visit Lafayette-West Lafayette were distributed. These brochures went to visitors as well as 1,178 local businesses, such as Purdue University, hotels, realtors and others needing attraction and recruitment materials.

MEET THE TEAM



Jo Wade
President



Lisa Morrow
Vice President



Ashley Gregory
*Director of Partnerships
and Data*



Emily Weisenberger
Sports Manager



Sara Erickson
Director of Communications



Janet Martinez
Sales Manager

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BOARD MEMBERS

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Visitor Information Specialists (VIS)

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.

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.

THE SPIRIT OF TRAVEL

This Community Report is about Visit Lafayette–West Lafayette’s 2019 events and information, all before COVID-19 hit our area. While 2019 was a good year and we are happy to share that info, it is impossible to not address what is currently happening within our travel and hospitality industry.

These have been trying times for all of us. The quarantine, while necessary to contain this pandemic, has taken a tremendous toll on the hospitality industry. Whether the workers remained at work or were quarantined at home, the lack of travelers and need to social distance seems to have been especially hard on this friendly, hospitable industry and the people that work within it. However, they have picked themselves up by the boot straps and quickly rebounded with new creative ideas to function during this pandemic, as they make new plans for how to handle the future. The team members of this hard-hit industry, whether furloughed or still working, have had to deal with fear, loneliness and depression. Yet with the feelings brought on by this pandemic they have shown great kindness, support and strength through these times.

This industry continues to amaze with how resilient and thoughtful hospitality people and the small business owners of this community can be. They have supported our health community and essential workers throughout their tough times, with food, rooms and caring. They have provided carry out, shared

ideas with other businesses, shared space to gather while maintaining physical distance, and have virtually entertained us many times to boost our spirits. Like everyone else they have thought about the smallest and sweetest of goals which is to return to doing what they do best; showing hospitality to guests and visitors and providing entertainment and opportunities for all of us to gather with friends and family.

We at Visit Lafayette–West Lafayette are honored to work with our colleagues in the Travel and Hospitality Industry. It is filled with amazing, resilient, congenial, smart people that are willing to share their services, talents and kindness as needed to get through this current hurdle. This is true of our entire community, but especially strong in hospitality.

A favorite story I read in an article recently was titled, Is the Pandemic Making You Smarter by Nick Tasler. He tells the story of Isaac Newton discovering gravity during his time in quarantine. Newton was in quarantine for the 1665 bubonic plague in the London area. He was an undistinguished mathematician sent home to quarantine. Newton noticed an apple fall from a tree. This was not the first time but for some reason this mundane event struck him as interesting and the rest is history. Newton

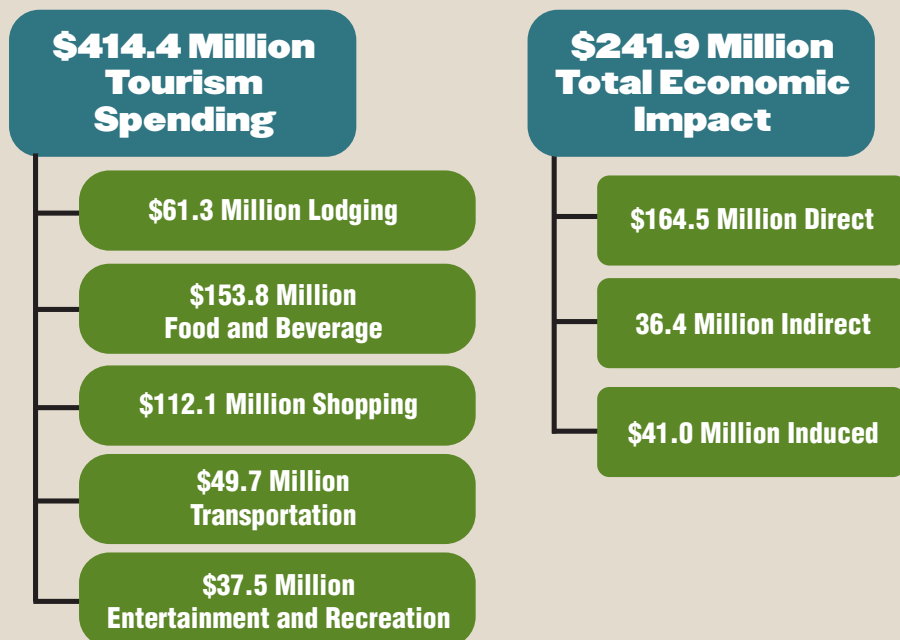


used his time in quarantine for many other important scientific discoveries as well. This is a reminder that without distractions your mind is able to creatively think about your interests. Our hospitality industry interests during this time period have been kindness and creativity in dispensing their hospitality.

We do not know what travel and entertainment will look like post COVID-19 or how long it will take to get back to the new or next normal. We do know as travelers dip their toes back in the waters to travel it will be close to home at first. It will be our local community engaging with all our community has to offer. When you feel comfortable to start a return to the new normal, think about starting in your own backyard first. Take time to learn about all the amazing opportunities in our area while supporting our outstanding hospitality industry. Invite your friends and family to visit and share what a wonderful community we have.

2018 Economic Impact of Visitor Spending in Tippecanoe County

TOURISM AND IMPACT



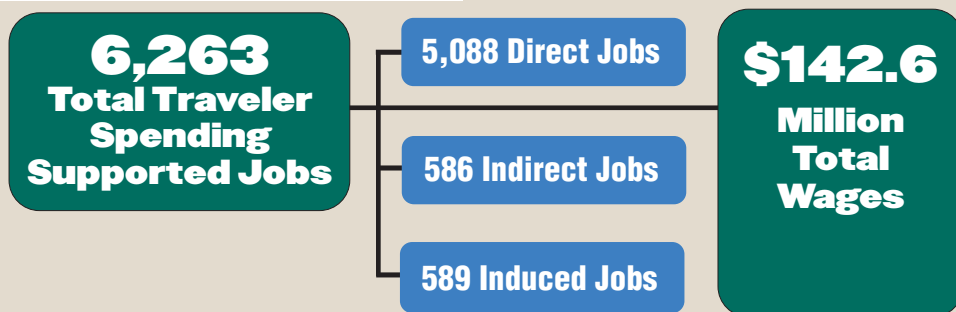
VISITORS GENERATED FEDERAL, STATE, AND LOCAL TAX REVENUE TOTALING \$45.6 MILLION IN 2018

For every tourism dollar spent in Tippecanoe County in 2018, 58 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 42 cents of every dollar is 'leaked' to the supply chain outside of Tippecanoe County.

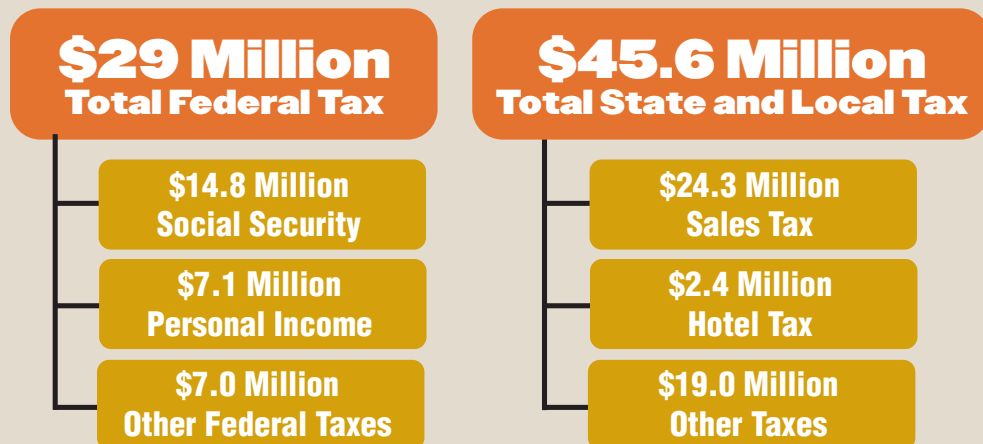
Every \$66,167 spent on tourism in Tippecanoe County in 2018 supported a job, resulting in an average of \$22,774 in gross wages. This includes jobs in the industries directly supporting the visitor such as the arts and retail trade but also in supply chain sectors like transportation. The income of 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 2018, 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 \$9.3 BILLION in total economic impact.
The 8th Consecutive Year of Growth.

ALMOST
81 MILLION
TOTAL VISITORS

One Million More Visitors
+ 1.3% over the previous year

Indiana hosted
457,000 trips from
international visitors

Innkeepers tax collections
rose to \$104 Million (+ 3%)

Record High Overnight Visits!
31.6 Million Person Stays

49.5 Million Day Trips

VISITORS
SPENT A **RECORD**
\$13.2 Billion
in Indiana
+ 4.2% over previous year

VISITORS
SPENT
\$163 per trip
+ 2.8% over the
previous year

\$3.7 B
food and
beverage

\$2.9 B
shopping

\$2.3 B
entertainment
and
recreation

\$2.1 B
lodging

\$2.1 B
transportation

TOURISM DRIVES INDIANA'S ECONOMY

- **\$9.3 Billion** contribution to Indiana's Gross State Product
- **71¢** of every visitor dollar stays in Indiana

**TOURISM
EMPLOYED**
152,600
people
2% over the
previous year

SAVES
\$566 STATE AND LOCAL
TAXES

**TOURISM SAVES
HOOSIERS MONEY**
Without Tourism, each
Indiana household would
pay \$566 more in taxes.

TOURISM SUPPORTS STATE & LOCAL GOVERNMENT
\$1.4 Billion generated in tax revenue. This could pay for
35% of all police and fire expenses across the state.

VISITOR SPENDING
INCREASED
4.2% OVER
PREVIOUS YEAR



VISITOR SPENDING SUPPORTS
203,900 INDIANA JOBS
Tourism is responsible for
5% of all Indiana jobs



Indiana Office of Tourism Development

This is the seventh consecutive year tourism's economic impact was measured. This study used data from 2018, 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

U.S. TRAVEL INDUSTRY IMPACT

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



In 2019,
\$1.1 trillion
in traveler spending...



Generated a total
\$2.6 trillion
in economic output



Supported a total of
15.8 million
American jobs

Business Travel (Direct)

Spending \$334.2 billion
Taxes \$55.1 billion
Jobs 2.5 million jobs

General Business Travel

Spending \$195.0 billion
Taxes \$32.0 billion
Jobs 1.5 million jobs

Meetings, Events & Incentive Travel

Spending \$139.3 billion
Taxes \$23.1 billion
Jobs 1.1 million jobs

Leisure Travel (Direct)

Spending \$792.4 billion
Taxes \$124.6 billion
Jobs 6.5 million jobs

Each household would pay
\$1,398 more in taxes
without the tax revenue
generated by travel and
tourism.



Direct spending by resident and inter-
national travelers in the U.S. averaged
\$3.1 billion a day,
\$128.6 million an hour, **\$2.1 million a**
minute and **\$35,700 a second**.

Sources of Travel Spending Total = \$1.1 trillion

\$278.9B Foodservice **\$242.3B** Lodging **\$210.8B** Public Transportation **\$169.7B** Auto Transportation **\$117.8B** Recreation/Amusement **\$107.3B** Retail

BY THE NUMBERS

15.8 million: Jobs supported by travel expenditures (includes 9 million directly in the travel industry and 6.8 million in other industries)

\$277.4 billion: Wages shared by American workers directly employed by travel

\$179.7 billion: Tax revenue generated by travel spending for federal, state and local governments

2.9%: Percentage of nation's gross domestic product (GDP) attributed to travel and tourism

1 out of 10: 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)

79 million: International arrivals in the U.S. in 2019

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 2019, 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: 2019/2020 locations included: Whittaker Inn, TCHA History Center, McCaw Park, Columbian Park, River City Community Center, Exploration Acres, McAlister Park Disc Golf, Bask Aroma, Haan Museum of Indiana Art, Riverside Skating Center, and Great Skates.

- 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, Indiana Group Tour Partners and Indiana Group Tour Subcommittee.
- 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/

Awards In 2019

Evil on Erie Haunted Attraction - \$1,500
Farm at Prophetstown - \$1,850
Feast of the Hunters' Moon - \$10,000
Friends of Downtown - \$2,700
Greater Lafayette Commerce - \$10,000
Imagination Station - 3,000
Indiana Fiddlers' Gathering - 2,000
Lafayette Tournaments - 5,000
Niches Land Trust - \$375
Tippecanoe Arts Federation - \$10,000

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.

2019 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

Advertising Placement

In addition to our 2019 Indiana Tourism Cooperative Partnerships and ads listed under our niche areas, our 2019 advertising placement included the following publications:

- Carroll County Visitors Guide
- GLC Discover Magazine
- Monticello Where Publication
- Purdue Basketball and Football Programs
- Purdue Parent Guide
- Travel IN Magazine
- Trip Advisor Campaigns
- Visit Indy



Information Signage–Downtown Kiosks

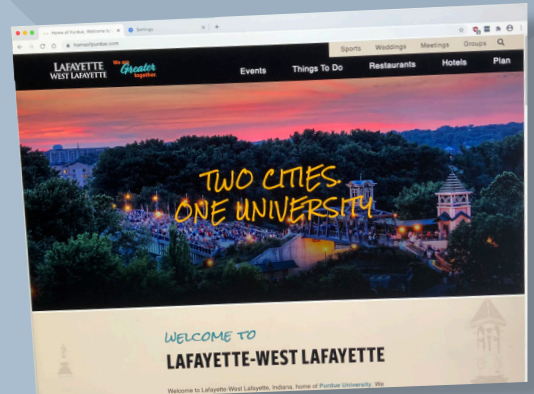
The first two informational signage kiosks were unveiled downtown in March 2010. These double-sided, large information signs are 3 feet wide by 4 feet tall and include a map and directional information for shopping, dining, attractions, nightlife and entertainment, public art, as well as festivals in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

Electronic Marketing

Community Websites

We maintain several informative sites:

HomeOfPurdue.com
ReadySetGoDowntown.com
StayandPlayHomeOfPurdue.com
TippecanoeCountyCourthouse.com
tourdelafayette.com
tourdewestlafayette.com



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

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 2019, 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: Numerous 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 87 media outlets was made at the 2019 Indiana Media Marketplace.



Indiana Tourism Assoc. (ITA) Media Trip

The Indiana Tourism Association sponsored media trip provides members an opportunity to meet with media outside Indiana to share about their destination. The goal is to showcase the best of Indiana to markets that may not be familiar with what Indiana has to offer. In 2019, the media trip was to Louisville, Kentucky. Contact with 11 media outlets was made at the Louisville ITA media trip.

Press Releases

Press releases are issued 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, historical 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

News You Can Use

Every quarter we pitch stories in the "Lafayette-West Lafayette News You Can Use" email series. The series provides media with 5-6 major happenings, newsworthy updates taking place, etc. as a way of promoting the area to PR writers and bloggers.

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 35 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:

- Profile sheets were passed out at tradeshow 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
- Article in 2019 Group Travel Guide with Group Tour Media
- Itinerary in 2019 Indiana Tour Planner with Premier Tour Media
- Article in Group Tour Media
- Photo listing on website of Destinations International Magazine



WE PROVIDED ASSISTANCE TO OVER 35 GROUPS.



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 2019, 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 74,000 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.

Meetings Memberships

Indiana Chapter of Meeting Professionals International (IMPI) — Professional organization comprised of corporate & independent meeting planners, special event planners, hoteliers, transportation companies, audio visual experts and other suppliers.

Indiana Society of Association Executives (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.

Meeting & Conventions Print and Electronic Marketing

- Facility guide updated and reprinted
- 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 2019 Midwest Meetings annual guidebook & Winter Issue
- Ad in Small Market Meetings, January and May 2019 issues.
- Meetings and Events Magazine article



LAFAYETTE – WEST LAFAYETTE, INDIANA
Life is about stories. Add to yours here.

Offering meeting planners countless choices:
278 Different Restaurants • 55 Meeting Venues
15 Art Galleries • 8 Golf Courses • 5 Conference Hotels
And 1 Lafayette-West Lafayette Meeting Expert
ready to assist you from the first step to the last!

800-872-6648     **HomeOfPurdue.com**

Visit LAFAYETTE WEST LAFAYETTE
TWO GREAT CITIES. ONE GREAT UNIVERSITY.

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 20 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 Host Bid Symposium — In September of 2019, Indianapolis hosted the Championship host symposium at the NCAA Headquarters. Attendees were provided information about the bidding process for more than 500 preliminary and final host sites for NCAA championships, in all three divisions, that will be awarded for the 2022-23 through 2025-26 academic years. NCAA championship sport managers were on hand for one-on-one conversations to give details, such as facility and hotel needs, about the 86 championships that are available for host sites.

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

Sports Print and Electronic Marketing:

- Web pages dedicated to sports on homeofpurdue.com
- Social media campaigns including Facebook and blogs
- Listing in Sports Planning Guide 2019 Edition
- Email campaigns sent to leads and potential leads throughout the year
- Information listing on various websites, including associations we are current members of

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.

Golf Shows Attended:

In 2019, the local team attended the Cincinnati and Chicago Golf Shows. Between the two shows, more than 600 potential golf leads were collected.

Golf Print and Electronic Marketing:

- Google Ads and Facebook Campaigns
- Ad in Golf Now Chicago print & web
- Promotional items used at golf shows to highlight the Stay and Play packages
- IndianaGolf.com housed a destinations page and banner ad
- GolfTrips.com



Sports Memberships

Sports ETA — Sports ETA (formerly 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. Sports ETA provides educational videos, webinars and articles throughout the year.

National Council of Youth Sports — 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.

Team Indiana — Team Indiana (formerly Sports Indiana) is 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.

