



Vision



HAMILTON COUNTY TOURISM VISION 2025
2019 PROGRESS REPORT

HAMILTON COUNTY TOURISM, INC
**LEADERS IN
DESTINATION
MANAGEMENT**

\$300

Hamilton County Tourism
marketing efforts return
over \$300 in visitor
spending for every
advertising dollar spent

2018 Best Places
to Work in Indiana



\$10M

Almost \$10 million invested
in grants & community projects

Hamilton County
welcomes visitors
in 36 hotel
properties with
just over
4,300 rooms

36

21

Market Watch:
40% more hotel
rooms since 2013. An
additional 800 rooms
possible by early 2021

Challenge

TRANSFORMING THE LANDSCAPE

In this fast-paced world, if you aren't moving forward you are moving backward.

Hamilton County Tourism has always been a progressive organization leaping into the future, and in 2015 it made a deliberate decision to vision strategically by identifying six areas of focus. In 2016, Hamilton County Tourism adopted a 10-year Vision 2025 plan designed to propel the organization toward a national standard of operating excellence while supporting visionary place-making in our communities.

The organization dug deeper to recruit and train an exceptional staff, established performance goals guaranteeing success, and concentrated on the six areas of focus that aligned with other strategic planning efforts in the region. All while keeping an eye open for opportunities that would continually enhance our product or gain market share.

What does it mean to strive for national standards in tourism development and marketing?

For us it means a destination and an organization known for **innovative** strategies and design; a **diversity** of product, people and thought; a **vibrant** lifestyle rich in culture; and the ability to **attract** a large market share.

HAMILTON COUNTY
GREAT PLACES
TO LIVE, WORK,
PLAY & VISIT



**Best Places
to Live**
**Money Magazine, Best Places to Live*



WISE INVESTMENTS & FISCAL RESPONSIBILITY	DIGITAL MARKETING & CONNECTIVITY	GROUPS & THE VISITOR EXPERIENCE	COMMUNITY & PRODUCT DEVELOPMENT
BIG WINS COMPLETED			
<ul style="list-style-type: none"> Adopted robust financial software system Renewed accreditation with distinction Best Places to Work designation 	<ul style="list-style-type: none"> Year-round digital marketing \$338 ROI for advertising National leader in Google Travel Products activation 	<ul style="list-style-type: none"> Comprehensive sales and service departments Welcome program for hotels and events At-your-door ambassador training program 	<ul style="list-style-type: none"> Nickel Plate Express train experience US Bicycle Routes 35, 50 and Monon Trail experiences Zagster bike share support Noblesville alley activation plan
NEXT UP			
<ul style="list-style-type: none"> Hamilton County Economic Development Corporation talent attraction management contract Sponsorship sales program Standard operating procedures for all departments Destination development investment team 	<ul style="list-style-type: none"> Share marketing assets with local efforts Local top 10 list creation Positioning and packaging around trails and nightlife Visitor information kiosks Experiential storytelling 	<ul style="list-style-type: none"> HC Sports Authority strategic plan Regional co-operative lead generation and sales strategy Countywide volunteer website and recruiting Group incentive funding 	<ul style="list-style-type: none"> White River regional master plan Expanded bike routes in central Indiana 4-H Fairgrounds brand enhancements Creative economy collaboration
HOW DO YOU FIT IN?			
<ul style="list-style-type: none"> Workforce attraction leadership Board and committee work Sponsorship 	<ul style="list-style-type: none"> HCT partnership through the PIN network Subscribe to newsletter and social media Kiosk installations PR and Marketing Power Hour 	<ul style="list-style-type: none"> Volunteer ambassador training Sales missions and tradeshow participation Hotel Power Hour 	<ul style="list-style-type: none"> Grants participation Collaboration on community development projects Identify community investment partners

MARKETING INTELLIGENCE

NEW* STRATEGIC ALLIANCES & ADVOCACY

BIG WINS COMPLETED

- Digital marketing and research office
- Biannual future events and monthly major events calendars
- Biannual Hotel Power Hour
- Market valuation of sports facilities
- Study trips for best practice and inspirational planning
- Sports Summit
- High School tourism hospitality certificate

NEXT UP

- Event survey program
- Event transportation cost analysis
- Regular published reports, infographics and presentations
- Summit events and learning labs
- Staff certifications
- Marketing assistance and co-operative

HOW DO YOU FIT IN?

- iPad survey loan program
- Subscribe to Major Events calendar
- Facility valuation program
- Share visitor information and attendance
- Attend learning events
- Be a partner and engage in projects and programs

WE DON'T ASK **WHY.**

WE ASK

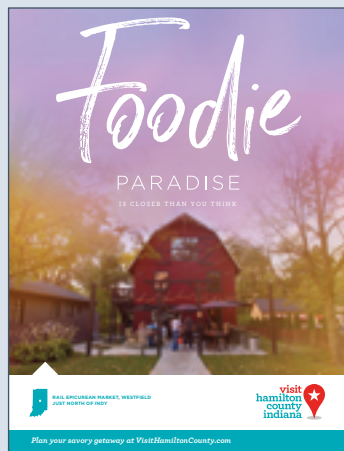
why not.

**A previous focus area on Nightlife has been incorporated into a number of areas including marketing and development by adding a new Creative Economies program. In its place, we'll focus on Strategic Alliances and Advocacy.*

RUOFF HOME MORTGAGE MUSIC CENTER
NOBLESVILLE, IN



THE Brand



HAMILTON COUNTY MARKETING INNOVATING FOR BUSINESS



Truly 360 recognizes HCT marketing team as a top Google Travel performer in the nation



An average 102% increase YOY for seven digital marketing KPIs

Over 400,000 impressions in national stories valued at \$600,000 in just six months in 2018



\$15M

Over 200 direct sales opportunities with clients each year leading to over \$15M in potential business



100,000 travel guides & calendars distributed annually



TOP ROW:
Chicago 2018 Fall Ad campaign Print Advertisements

BOTTOM ROW:
Winter Calendar of Events,
2018 Travel Guide,
Tourism Works





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AL PATTERSON

Hamilton County Parks & Recreation

JIMIA SMITH

Pedcor Companies/Carmel City Center

COVER: THE PALLADIUM | CARMEL, IN

SCOTT SPILLMAN

HSE S.P.O.R.T.S.

MARK TRUETT

Center for the Performing Arts/Palladium

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*Tourism Commission appointed members as of press time 1/2019