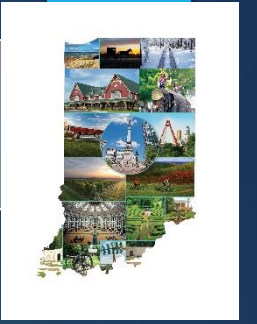


Indiana Office of Tourism Development

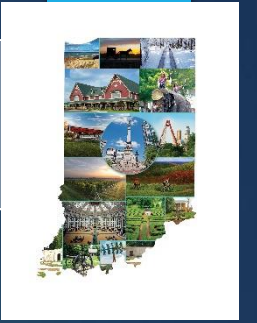


What we do?

- Promote Indiana travel
- Tourism development
- Hospitality industry job creation

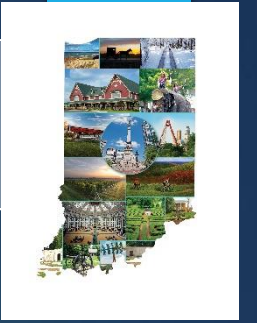


Indiana Office of Tourism Development



Indiana destinations welcomed a record
80 MILLION visitors
(A 1.3% increase over the previous year.)

Indiana Office of Tourism Development

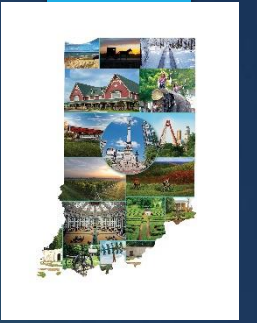


How Can the State
Help You Attract
Visitors to Your Area?



Our Channels

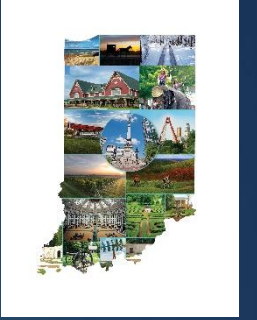
- VisitIndiana.com
- VisitIndianaGolf.com
- PeteDyeGolfTrail.com
- FilmIndiana.com
- VisitIndianaFall.com
- VisitIndianaTourism.com



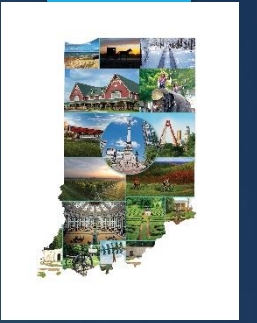
A screenshot of the VisitIndiana.com website. The header features the "INDIANA Est. 1816" logo and navigation links for "THINGS TO DO", "LODGING", "FOOD & DRINK", "EVENTS", "TRIP IDEAS", "DISCOUNTS", and "BEST OF INDIANA". The main banner has a blue background with the text "Find Your Next Indiana Getaway" and a "Take the Quiz" button. Below the banner are three columns: "EVENTS" with a "So Much to Experience in Indiana" section containing filters for "What events interest you?" and "When?", "BEST OF INDIANA" with a "Public Opinion Rules" article, and "ON THE BLOG" with a "Hike Through an Abandoned Theme Park" article.

Our Channels

- Industry newsletter
- Consumer emails
- Facebook
- Twitter
- Instagram

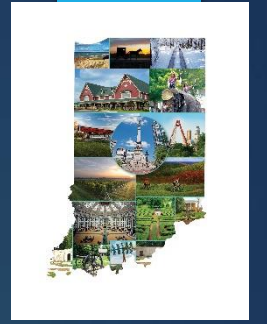


Printed Assets



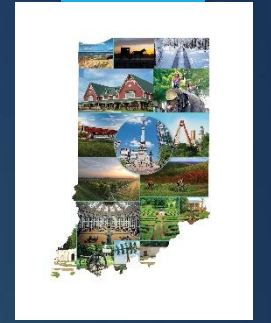
- Travel Guide
- Indiana Roadway Map
- Golf Guide
- Group Guide
- Beer & Wine Guide
- Agritourism Guide

How Can You Get on VisitIndiana.com?



- Free listings, premium listings
- Indiana Insider Blog
- Submit your events
- Two Monthly Consumer emails

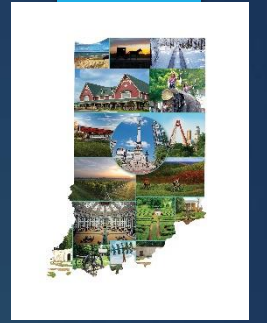
How Can You Get on VisitIndiana.com?



- Free event listings
- 574,000+ visits in 2018
- Average time on events page 1:57
- Information for Consumer Emails comes from these listings
- Sent to 75,000 subscribers
- 43,000+ opens per month

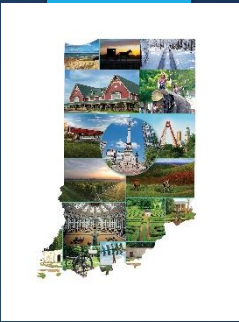


Consumer Email Program



- Submit Event Button & Fill out the form
- Festivals & Events Email
 - Sent on the 3rd Wednesday each month
- Things to Do & Discounts email
 - sent on the 4th Wednesday each month

Consumer Email Program




What gets included?

- Regional representation
- Diversity of attractions/events
- Blog content gets preference
- Must Link to VisitIndiana.com

Upcoming Indiana Festivals & Events


Weekends Sept. 23 - Oct. 29




Holiday World Halloween Weekends
3mi+ Claus, IN [See on Map](#)

This family-friendly special event includes the rides you love, plus lots of Halloween shows and fun! Be amazed with 12 acres of corn mazes and hayrides!

[View Event >](#)




Oct 1 - 29




The Big Peach October Fun Festival
Brazzaville [See on Map](#)

During weekends in October families can enjoy a fun festival including a pumpkin patch, corn maze, bounce house, and games.


[View Event >](#)



Oct 2-7



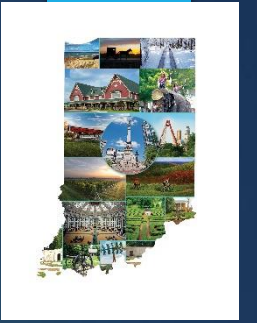
All October Long



How to Learn About New Opportunities?

VisitIndianaTourism.com

- Sign up
- Stay in the know
- Industry Newsletter
 - Grants, Jobs
 - Events



Dashboard Content Structure People Configuration Reports Hello emily.mcnelly Log out

HONEST to GOODNESS INDIANA Est. 1816 Log In to Ad Portal Contact Us f t v

News & Resources for the Indiana Tourism Industry

WHY TOURISM MATTERS TOURISM RESEARCH ADVERTISING OPPORTUNITIES DIGITAL ASSETS MEDIA CENTER GROUP TRAVEL FOR INDUSTRY PARTNERS

Why Tourism Matters to Indiana

View statistics on the value of tourism to the Indiana economy ▶

Recent News

OCT 24 Office of Community and Rural Affairs Announces Opening of Community Development Block Grant Round 3 ▶

INDIANAPOLIS – The Indiana Office of Community and Rural Affairs (OCRA) announces a third round for 2017 of Community Development Block Grants (CDBG) is now open and accepting proposals from...

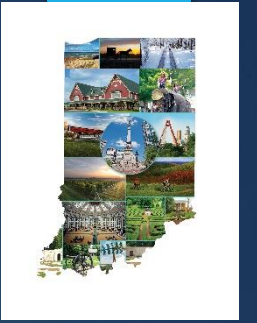
OCT 23 Indiana Bicentennial Torch Relay Wins Statewide Award ▶

Indianapolis— A project that touched each of Indiana's 92 counties is the winner of a statewide award. The Indiana Historical Society (IHS) proudly presents the Indiana Office of Tourism Development...

Lt. Governor Suzanne Crouch
Indiana Welcomes over 77 million visitors to the state each year.
[Read More](#)

Have you seen our commercials?
Up north, soaring sand dunes guard your sandcastles. The south claims

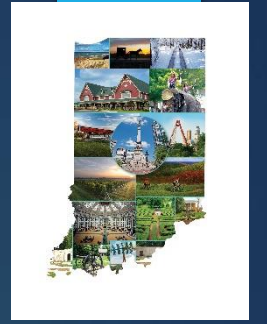
Other Opportunities



Special events:

- Visit Indiana Week
- Best of Indiana
- 12 Days of Giveaways
- Indiana State Fair
- Hoosier Hospitality Awards

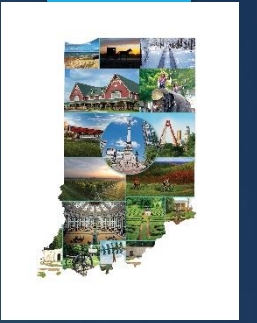
Other Opportunities



Destination Development Grant

- Competitive Matching Grant
- Between \$50,000 and \$250,000
- Applications Due in December
- Finalists Present to Indiana Tourism Council

Thank you!



Questions?

[INDIANA]
Est. 1816™