



Santa Claus
INDIANA



Lincoln's
Indiana Boyhood Home

Spencer County Visitors Bureau

2025 ANNUAL REPORT



DEDICATED
TO THE CHILDREN OF THE WORLD
BY THE SPENCER COUNTY VISITORS BUREAU
1954

Lincoln's closed left hand symbolizes his desire to hold the Union together, and his open right hand symbolizes his desire for a strong, positive, postwar reconciliation with the South.

Will Clark, Sculptor



OUR MISSION: To increase overnight visitation to Spencer County's lodging facilities by advertising and publicizing its natural, historical, and man-made attractions as a family destination.

2025 INNKEEPER'S TAX

The Spencer County Convention Recreation and Visitor Commission (SCCRVC) is funded through the Spencer County Innkeeper's Tax. The 5% tax is paid on overnight lodging at hotels, cabins, and vacation rentals throughout Spencer County. The SCCRVC contracts with the nonprofit Spencer County Visitors Bureau, Inc. (SCVB) to operate the Visitors Bureau office and fulfill the marketing/communications initiatives that promote Spencer County as a destination.



TOTAL INCOME

2025 Funds: \$687,169
 2024 Funds Received in 2025: \$65,698.73
 Innkeeper's Tax = 98% of total income

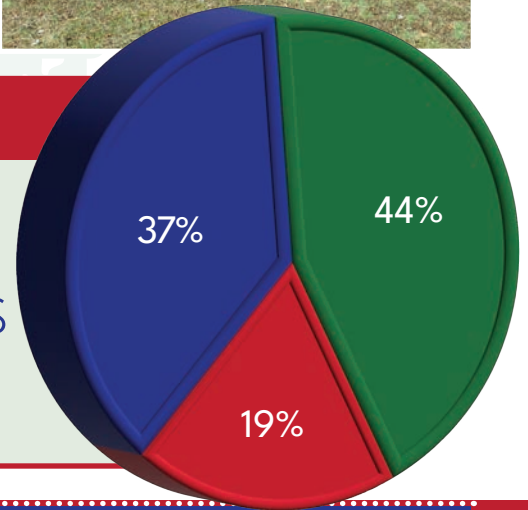
\$753,800

2025



EXPENSES

- MARKETING
- WAGES & BENEFITS
- OPERATIONAL



CAPITAL PROJECTS

Budgeted: \$40,000
 Actual: \$25,728

VISITOR CENTER ENHANCEMENTS



Mural



Lincoln Room & Lighting Enhancements



Landscape Updates

TOURISM ENHANCEMENT GRANTS

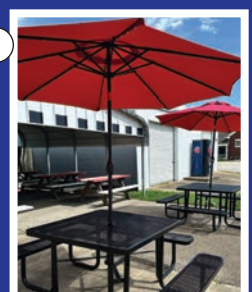
9 Awards Total
 Awarded \$10,000



Santa Claus Arts Mural



Santa's Reindeer Ranch Shelter



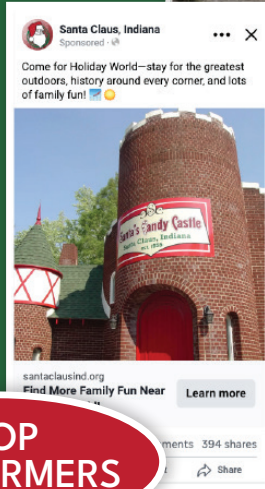
Fat Daddy's Grill & Chill Outdoor Dining

2025 DIGITAL ADVERTISING CAMPAIGNS

Goal: Increase destination awareness & visitation throughout Spencer County

Total Impressions:
18,356,624

Total Clicks:
219,963



TOP PERFORMERS



Search Impressions:
320,405

Total Search Clicks:
52,172

VISITINDIANA.COM



\$10,000
for 77 tourism
business listings
=
738

WEBSITE SESSIONS



\$2,800
for Visitor Guide
listing
=
1,656

VISITOR GUIDE REQUESTS

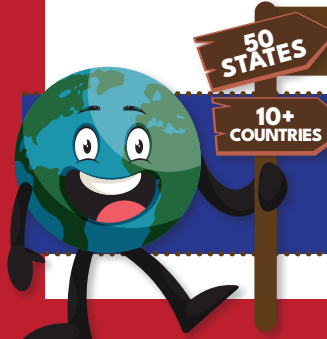
VISITOR GUIDE DISTRIBUTION

Spent
\$10,605

Includes paid routes all over Indiana
+ IL, MO, KY, and TN

Distributed
51,000+
guides on paid routes

Stocked
21
Indiana rest areas



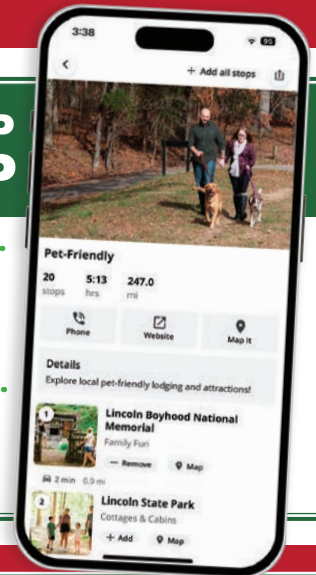
TOP MARKETS:
Indianapolis, Chicago, Cincinnati

Destination Information
Requests Fulfilled
2,132

DESTINATION TRIP PLANNER APP

Downloads
4,009

Views
166,871



SPENCER COUNTY WEBSITE STATS



539,609

SESSIONS

49%

ENGAGEMENT
RATE

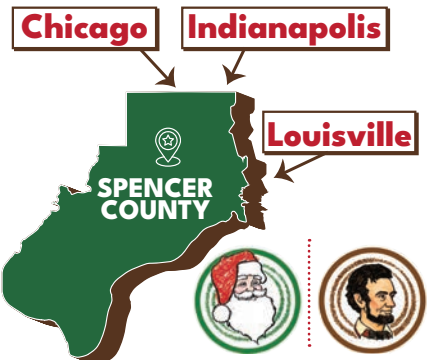


1.1
MILLION
PAGEVIEWS

TOP REFERRING SITES



WHERE VIEWERS COME FROM —TOP 3 MARKETS—



SOCIAL MEDIA

BY VIEWS

 **11,152,933**



 **59,954**

 **166,285**



 **6,065**

 **504,823**



 **37,936**

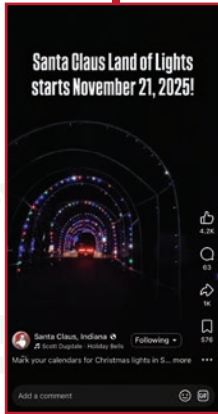
 **705,634**



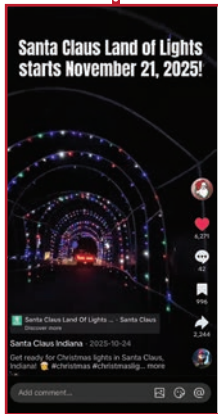
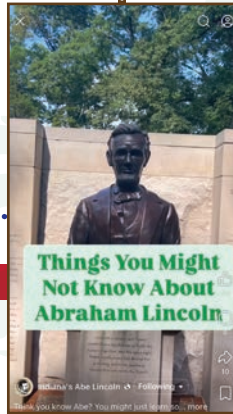
 **1,474**

TOP ORGANIC POSTS

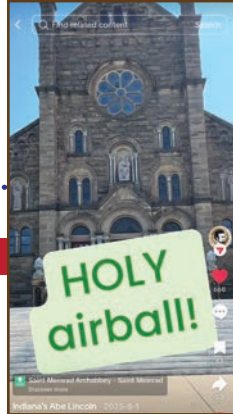
video



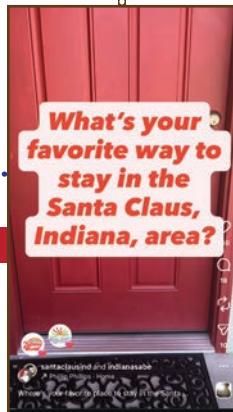
BY VIEWS



BY VIEWS



BY VIEWS



EMAIL MARKETING

Leisure
e-Newsletter
Subscribers

44,980

+16%▲



Local
e-Newsletter
Subscribers

215

+7%▲

MEDIA MENTIONS

