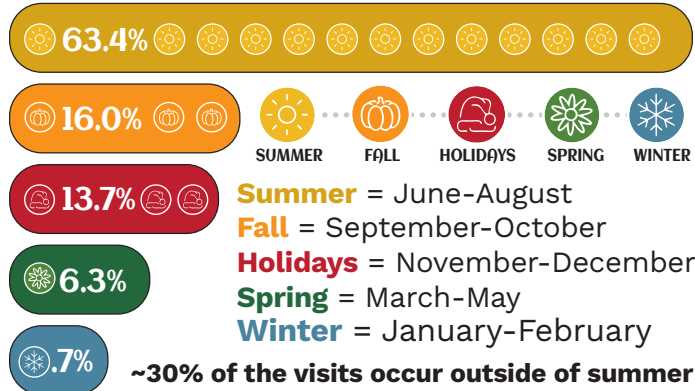


SPENCER COUNTY Visitor Feedback SURVEY

The **Spencer County Visitor Feedback Survey** was conducted from November 2024 – December 2025. 652 responses were collected. Not all questions were required to answer and many included multiple choices or open-ended answers. The survey was distributed through emails from the Spencer County Visitors Bureau, Holiday World & Splashin' Safari, and Lincoln Amphitheatre along with flyers through tourism businesses.

WHEN THEY VISIT



How Visitors Discover Us

Word of Mouth 42.3%

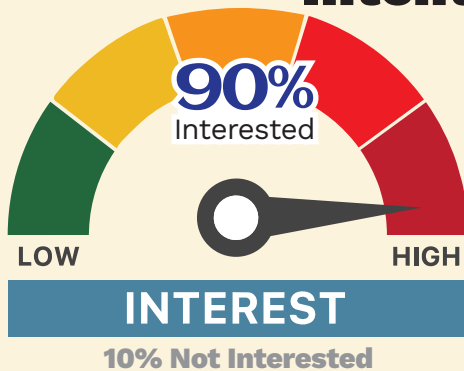
Holiday World Ads 31.1%

Online Search 24.3%

Other 23.8%

Facebook 19.2%

Intent vs. Actual Visitation



82%
Visited
(last 5 years)

18%
Did Not
Visit

28%
Visited
1x

38%
Visited
2-9x

16%
Visited
10+

73% Visited Holiday World & Splashin' Safari

Where Visitors Come From

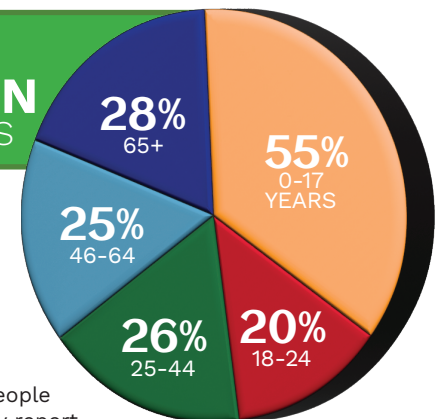
DMA-level origin derived from public ZIP data.



AGE COMPOSITION OF TRAVEL PARTIES

4.9
Average
Group Size

Percentages reflect total people represented; respondents may report across multiple age groups.



**Santa Claus
INDIANA**



Lincoln's
Indiana Boyhood Home

SPENCER COUNTY VISITORS BUREAU

Visitors Are Family Focused and Highly Engaged—Many Returning Multiple Times.

Overnight Guests

Where Visitors Stay

69% Stayed in Spencer County

19% Out of County

12% Vacation Rentals/
Friends Other



64% Of those who did NOT stay overnight live close enough to drive home

WHAT THEY SAY

"We love the charm, the friendliness, and how family focused everything feels. It's a place we're happy to return to."

Holiday World Activities
FOOD LIKE THEMING hot
Santa TOWN
Park shops
CHRISTMAS STORE
Chocolate
visit Castle
SHIPPING
RESTAURANTS
small MUSEUM CANDY
HOSPITALITY
VARIETY
close

Satisfaction & Loyalty



AVERAGE RECOMMENDATION SCORE
9.3/10



AVERAGE LIKELIHOOD TO RETURN
9.1/10

"Many buildings looked run down and in need of fresh paint. The area could use more theming and lights to feel more festive."

TIME nothing PARK
OPTIONS LITTLE
Prices ENOUGH
Food far holiday
World STAY
visit Camp
CHRISTMAS
EVERYTHING FAST LACK
afford PLACES Service
EXPENSIVE
ROOM Town
SANTA LODGING
Restaurant



Santa Claus
INDIANA



Lincoln's
Indiana Boyhood Home

SPENCER COUNTY VISITORS BUREAU