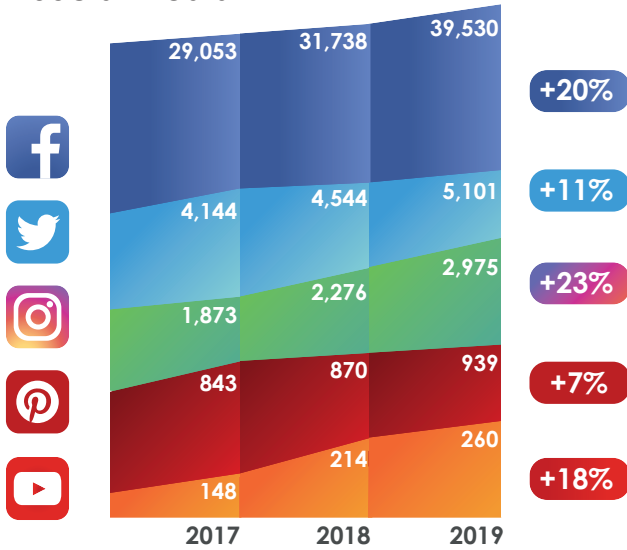
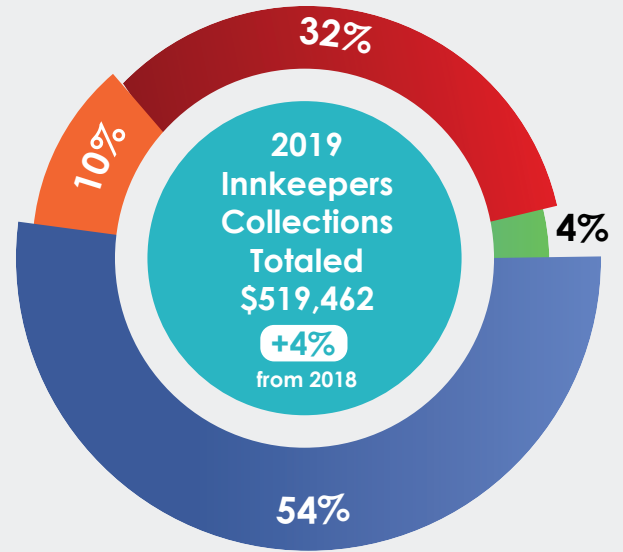


Social Media



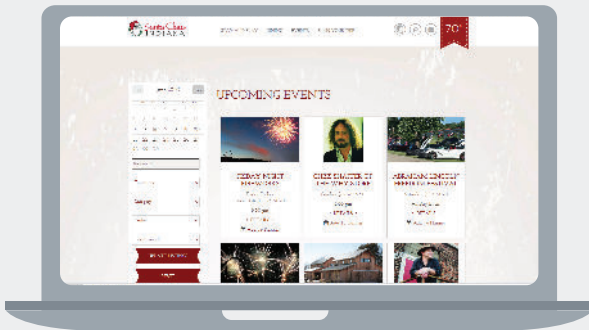
Over **48,000 total likes** and **18% growth** from 2018 for Lincoln & Santa Claus channels combined.



Expenses by Category

- Marketing
- Operational
- Payroll
- Savings

Website Visits



791,489 Page Views
+9,110 from 2018

299,719 Total Visits
+1,322 from 2019

239,769 Unique Visitors
+8,912 from 2018

Facebook was the top referring site. The events page was the most visited page (excluding homepages).

Marketing Pieces



Produced over **133,000** information marketing resources

PR Pitches

Pitched & secured national media coverage in several outlets



THE KELLY CLARKSON SHOW

Mrs. Koch represented the destination on the Kelly Clarkson Show December 19, 2019



NEW Event Grants!

Supports initiatives for new events in the county that will attract additional visitors.

2019 Grant Recipients

- Lincoln Amphitheatre
- Spencer County Fair
- Santa Claus Parks & Rec

Spencer County Visitors Bureau, Inc.

2019 Annual Report Highlights



Santa Claus
INDIANA



Lincoln's
Indiana Boyhood Home

Vision

To make Spencer County, Indiana, a leading year-round overnight destination for families.

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.

Funding

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, bed & breakfasts, vacation rentals, and rental RVs throughout Spencer County. The SCCRVC contracts with the nonprofit Spencer County Visitors Bureau, Inc. (SCVB) to operate the visitors bureau office and fulfil the marketing/communications initiatives that promote Spencer County as destination.

In 2019, Spencer County Innkeeper's Tax collection totaled \$521,051. The total collection is a 4.21% increase compared to 2018.

The SCVB launched a new grant program in 2019 to help jumpstart tourism events in Spencer County. \$1,500 was granted to three recipients in 2019 with the remaining funds rolled into 2020 to create a larger tourism events grant(s). Lincoln Amphitheatre, Spencer County Fair, and Santa Claus Parks & Recreation received tourism event grant funds in 2019.

Marketing

- Digital Advertising Campaigns

The SCVB spent over \$150,000 in seasonal digital marketing campaigns to drive website traffic.

Markets targeted include St. Louis, Indianapolis, Louisville, and areas in between. These campaigns included digital, social, billboard, video, search, and retargeting initiatives.

In addition, the SCVB purchases a destination listing on TripAdvisor and advertises specifically on the TripAdvisor website for those looking for trip ideas. Approximately \$12,000 was spent in 2019.

- Indiana Tourism Resources

The Indiana Office of Tourism Development hosts a website and produces the Indiana Travel Guide. The SCVB purchases online and print listings for each tourism business in Spencer County. Listings are valued at \$380; with a bulk purchase discount, the 2019 SCVB investment totaled \$15,020. Tourism events are also added to the state's website at no charge. In addition, the SCVB purchased two event ads in the 2019 Indiana Festival Guide.

- Website

Two themed websites are used to promote Spencer County as a destination (SantaClausInd.org and IndianasAbeLincoln.org). Each website includes listings for 22 lodging properties, 41 attractions/parks, and 28 restaurants. Websites also include lodging packages, discounts/deals from tourism businesses, an interactive map to show how closely sites are located, restaurant menus, tourism events, the Bearded Blog, and more.

In 2019, the combined pageviews for the websites reached 791,000. The most visited page on both sites, excluding the homepages, was the Events page.

- Destination Kiosks

Three destination kiosks are available in Spencer County: lobby of Comfort Inn & Suites in Rockport, outside of Holiday Foods in Santa Claus, and one available at Holiday World & Splashin' Safari during summer/fall seasons and then at Santa's Lodge the rest of the year. The kiosks list the same information as websites plus a photo booth and are available for visitors during their visit.

- Social Media

Each destination theme (Santa Claus and Indiana's Abe) is represented on Facebook, Instagram, Twitter, Pinterest, and YouTube. In addition, the SCVB is listed on LinkedIn and Google. Combined, the social platforms saw an 18% growth compared to 2018.

The Santa Claus, Indiana, Facebook page is consistently the top referring site for the SantaClausInd.org website.

The Bearded Blog features trip ideas, tourism business and event highlights, and promotes local tourism. Blogs are posted and emailed at least once a week. The Family Fun Trip Planner is a bi-weekly e-newsletter sent to subscribers with more trip ideas, tourism features, event promotion, etc. Both consistently show an above-average open rate.

- Brochures & Information Resources

Over 133,000 information pieces were professionally produced in 2019 to help visitors and potential visitors learn more about Spencer County. The SCVB produced 102,000 destination brochures to tout attractions throughout Spencer County along with lodging, restaurants, annual events, and general trip ideas. In addition, 5,000 destination maps were updated and printed in 2019. Maps include a key for attractions, lodging, and restaurants. Brochures and maps are distributed to local partners, stocked at select Midwest rest areas and along interstate routes, mailed

in information requests, and available at the visitors bureau.

For the fall season, the SCVB creates a Family Fall-O-Weekends rack card with tourism events for weekends in September and October. For the Christmas season, the SCVB prints a rack card to highlight holiday events and packages during December.

For visitors staying overnight, an in-room lodging brochure is distributed to properties to let guests know about local attractions and restaurants.

- Local Events Flyer

An Every Door Direct flyer is mailed to every Spencer County residence around Labor Day weekend to promote local fall and Christmas events to families in the county. 10,000 flyers were printed last year.

- Information Requests

More than 2,000 information packets were mailed out in 2019. The SCVB purchases an ad for travelers to request the destination brochure in the Indiana Travel Guide (\$2,200) and received more than 500 information requests from this outlet in 2019.

- Visual Assets

The SCVB produced two virtual tours in 2019 to showcase Lincoln Boyhood National Memorial and Santa Claus Museum & Village.

Seasonally and as needed, the SCVB coordinates photo and video shoots at selected tourism businesses to utilize in advertising, online listings, social media, etc.

Media Relations

- Media Assistance

Throughout the year, the SCVB pitches story ideas, hosts media, assists with and fact checks articles, coordinates custom itineraries, and more. In 2019, the SCVB pitched and secured an appearance on The Kelly Clarkson Show (December) as well as inclusion in several outlets such as CarRentals.com, Midwest Traveler Magazine, Chicago Parent, WISH-TV, IndyStar, KSDK's Show Me St. Louis, Southern Indiana Living Magazine, MSN Lifestyle, Forbes.com, POPSUGAR.com, USA Today, Fox News, and more.

- Midwest Travel Journalists Association

As an associate member of the Midwest Travel Journalists Association, the SCVB has a relationship with many representatives of the Midwest travel industry. Two media marketplaces each year allow personal pitches to media for upcoming seasons.

- Local Stakeholders

The SCVB hosts seasonal tourism partner meetings to help share updates and info from the visitors bureau and hear from partners. Meetings highlight updates and upcoming projects/events from local tourism businesses and provide a networking opportunity.

In the spring of 2019, the SCVB hosted Google to assist tourism businesses with Google Listings claims, best practices, and a general “how to” to make use of the free – and necessary – service.

In the fall of 2019, the SCVB team hosted a session with the Indiana Office of Tourism Development and the Indiana Department of Transportation to educate partners on signage opportunities to help promote their businesses.

Groups

- Groups ranging from motor coach trips to hobbyist retreats and family reunions are targeted throughout the year via trade shows and emails. SCVB coordinates special incentives, custom itineraries, etc. to help bring groups of various sizes to the destination.
- The SCVB attends trade shows throughout the year to network with tour operators, develop new contacts, and encourage group travel to the destination. In 2019, the SCVB attended two shows: African American Travel Conference and Going on Faith Travel Conference.

Visitors Center

- In December, the SCVB purchased land with plans to build a visitors center in the near future.

Visitors Bureau Staff

- Executive Director – Melissa Arnold
- Office Manager – Julie Schnell
- Marketing Coordinator – Alexandra Brooks resigned in September; Karen Graybill started in November



Spencer County Convention Recreation and Visitor Commission & Spencer County Visitors Bureau, Inc. Board

- President – Dave Lovell, Lake Rudolph Campground & RV Resort
- Vice-President – Ashley Blankenbaker, Holiday World & Splashin’ Safari
- Treasurer – Matt Hinshaw, Santa’s Lakeside Cottages and Key Realty
- Secretary – Jenny Wilkerson, Corner House Bed & Breakfast
- Member – Faye Hedinger, Monkey Hollow Winery and Distillery
- Member – Nancy Kaiser, Lincoln Pioneer Village & Museum
- Member – Sharon Raven, Comfort Inn & Suites