



2022 – 2023

The Importance of Tourism

The Anderson Madison County Visitors Bureau Marketing Plan has achievable results – improve data and insights that make travel more equitable, diverse and accessible – creating experiences with all social economic status.

Mobile users dominate at 70%. Website traffic from handheld devices is a strong majority of web sessions, at nearly 74%.

Travel Trends

- Domestic tourism and travel close to home
- Open-air activities
- Nature based products
- Rural Tourism

Future Trends

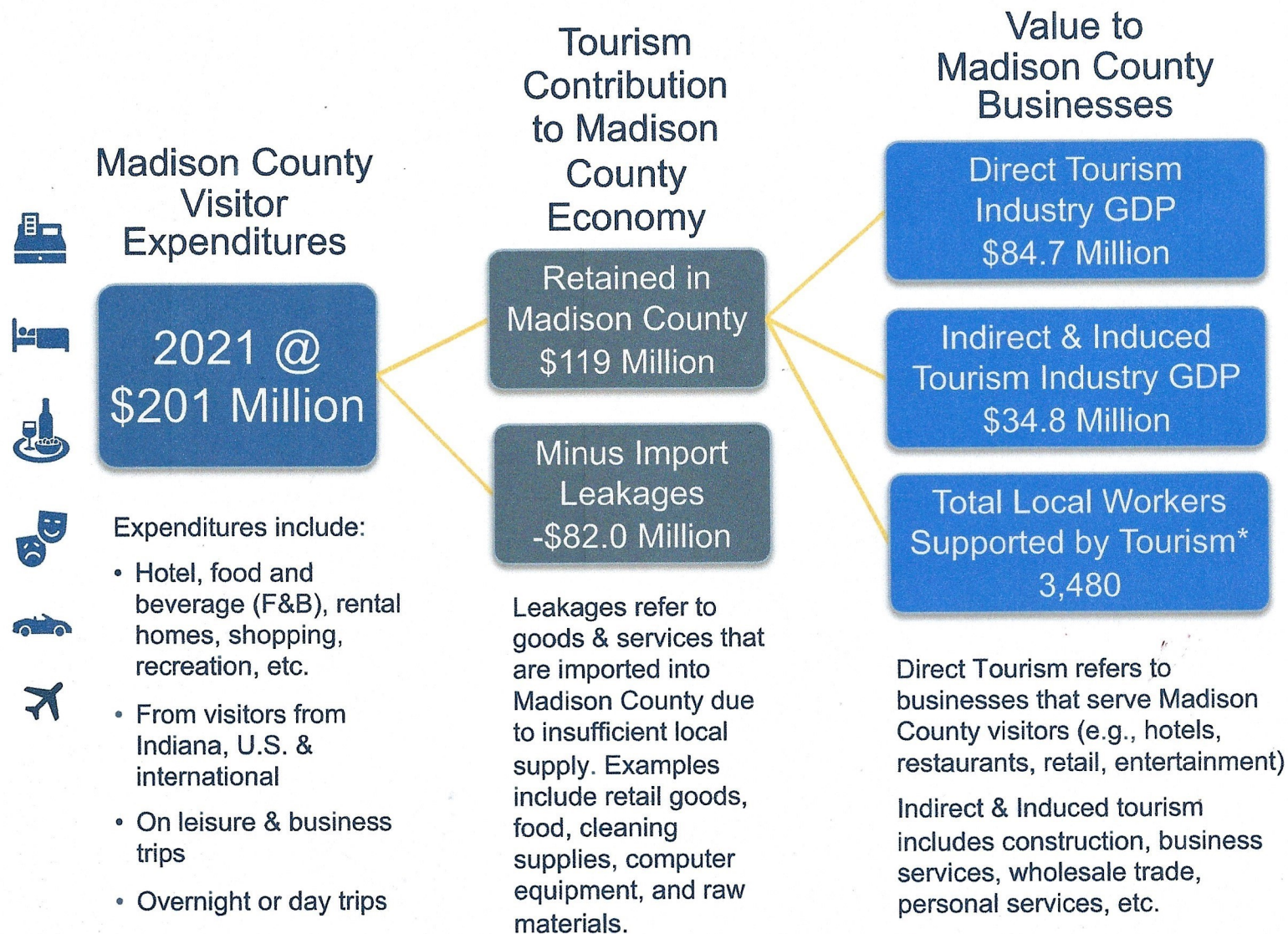
- Voice Search & Voice Control – Mobile Assistants like Siri/Google Assistant are turning to voice search. Structuring your website content properly so it appears in voice search
- Virtual Reality – Online VR Tours – visitors can experience all from their home – hotels, outdoor activities, attractions

2022 US Occupancy

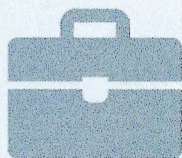
Average 58.2%

Average Daily Rate – increased by 6.3%

The Progression of Tourism Spending in Madison County's Economy



Putting the Benefits of Madison County Tourism in Perspective

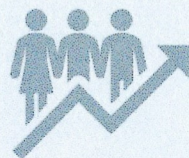


Promoting a Healthy Job Market

Approximately 7% of all people working in Madison County are supported by visitors to the county.

Madison County tourism supported 3,480 jobs. Of these, 2,870 were directly employed in a tourism-related job.

Tourism is the 6th largest industry (5th not including Government) in Madison County (by jobs).

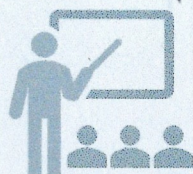


Benefiting County Businesses

Visitors generated top-line sales totaling \$119 million benefiting a broad array of local businesses.

Businesses that directly served visitors saw value-added of \$84.7 million in 2021, up 41% from 2020.

In 2021, tourism supply chain businesses received value-added of more than \$16.3 million.



Contributing to Public Education & Other Government Services

State & local (S&L) tax revenue collected from tourism in Madison County is sufficient to fund 1,705 Indiana public school students.

S&L tax collections were enough to fund roughly 405 Indiana public school teachers.



Capturing and Retaining Dollars Spent by Visitors

Of every dollar spent by visitors to Madison County, 59¢ in economic impact is returned to the local area.

Of every dollar spent by visitors to Madison County, 33¢ went toward paying the salaries of 3,480 area citizens.

Helping to Relieve the Tax Burden of County Households



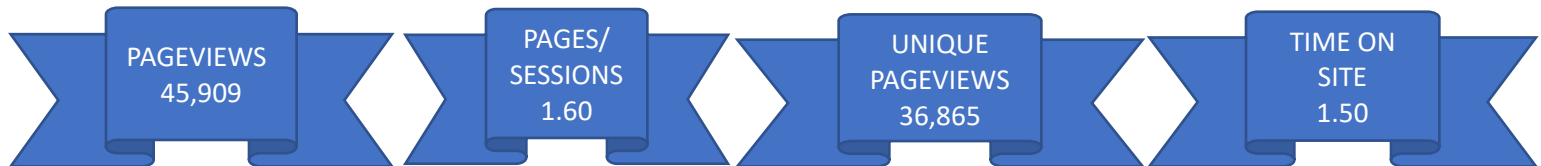
About 11 cents of each visitor dollar went towards the payment of state and local taxes (S&L).

If tourism did not exist, each of the 51,355 households in Madison County would have to pay an additional \$423 per year in taxes to maintain current levels of state & local government services.

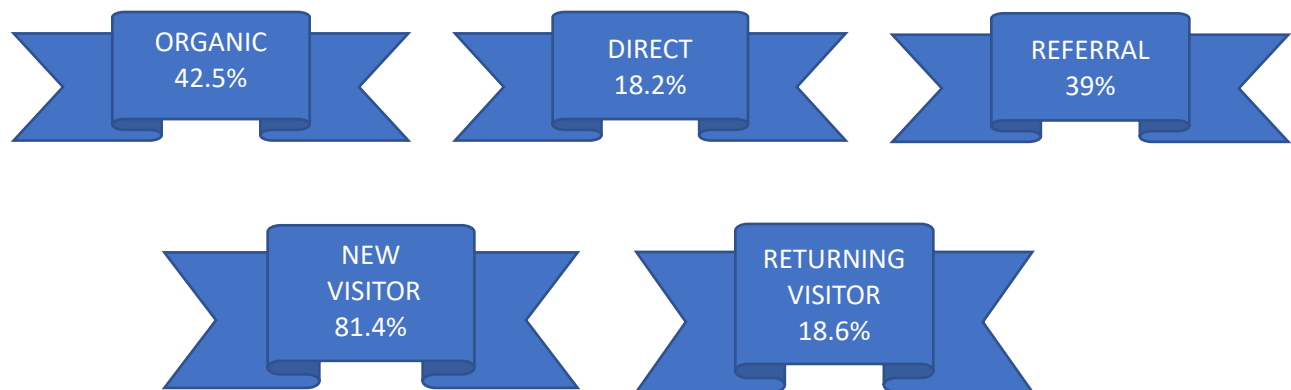
2022 OVERALL PERFORMANCE



WEBSITE PERFORMANCE



TRAFFIC TYPE



NEWSLETTER ANALYTICS

