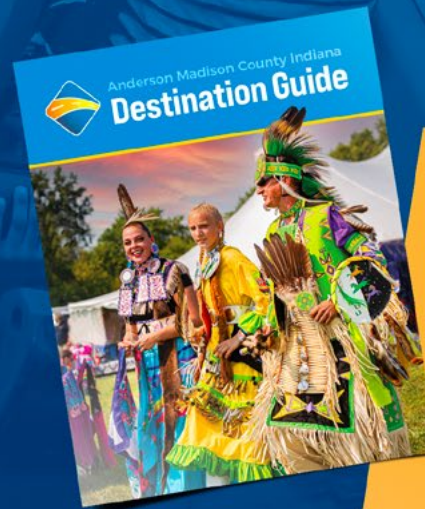


ANDERSON MADISON COUNTY VISITORS BUREAU ANNUAL IMPACT REPORT 2025



VisitAndersonMadisonCounty.com

To us, it's home. To you, it's your home away from home. With numerous dining options, more than 50 unique shops and a variety of fairs, festivals, and attractions throughout the year, you will quickly see why we love this community.



ANNUAL AWARDS CONGRATULATIONS TO THIS YEAR'S RECIPIENTS!

MARK P. LAMEY OUTSTANDING VOLUNTEER – AMY MCCURRY

Amy McCurry is a leader within our communities. As the owner of the McCurry'Osity Shop in Alexandria, she is also an advocate for our small, boutique shops and 'shop local' programs. Amy can be found regularly volunteering around the county and supporting quality of place events and initiatives.

MARK P. LAMEY OUTSTANDING VOLUNTEER – TERRY TAYLOR

Awarded posthumously, Terry Taylor, served as the Board Chair for the Visitors Bureau, owned and operated the Madison County Soap Box Derby, and was a past President for the Indiana Black Expo – Anderson Chapter. Terry was passionate about Madison County, our cultural diversity, and the youth within our county.

PRESIDENTS AWARD – FRANKTON HERITAGE DAYS

2025 was Frankton's 50th annual Heritage Days. Celebrating a 50th of anything is a milestone. Frankton Heritage Days has grown and evolved over the years into such a vibrant celebration that annually brings more people together and highlights the pride and traditions of a community.

MISSION STATEMENT

The AMCVB mission is to promote and develop community brand experiences to achieve sustainable tourism growth and quality of place.

PROMISE STATEMENTS

Visitor Promise: We champion Madison County brand experiences.

Partner Promise: We deliver stakeholder value through brand storytelling, business development, visitor intelligence, and education/advocacy support.

Community Promise: We provide the residents of Madison County benefits through tourism.

WE ARE MADISON COUNTY NEWSLETTER

The *We Are Madison County* newsletter is produced and distributed every other month from multiple county stakeholders. The newsletter promotes positive stories highlighting quality of place and growth developments.

STAFF

Mark Thacker,
Executive Director
Maureen Lambert,
Marketing Tourism Director
Kristin Lennis,
Office Manager
Brenna Sealy,
Digital Content Coordinator

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Vice Chairman
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Honorary Board Member
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Honorary Board Member

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Patrick Haulter,
Vice President
Janet Stover,
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Abby Shores,
Treasurer
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At Large
Darla Sallee,
At Large
Amy Turner,
At Large



THE IMPORTANCE OF TOURISM

Tourism plays an important role in boosting local economies, creating jobs, and promoting cultural exchange. The Anderson Madison County Visitors Bureau's marketing plan focuses on achievable results by highlighting local attractions, fostering partnerships, and utilizing targeted campaigns to increase visitation, enhance community engagement, and drive sustainable economic growth.



PROMOTING A HEALTHY JOB MARKET

Approximately 6.8% of all people working in Madison County are supported by visitors to the county. Madison County tourism supported 3,538 jobs. Of those, 2,924 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 \$127.5 million benefiting a broad array of local businesses. Businesses that directly served visitors saw value-added of \$90.4 million in 2024, up 3.9% from 2023. In 2024, tourism supply chain businesses received value-added of more than \$17.1 million.



CONTRIBUTING TO PUBLIC EDUCATION & OTHER GOVERNMENT SERVICES

State & local (S&L) tax revenue collected from tourism in Madison County is sufficient to fund 1,685 Indiana public school students. S&L tax collections were enough to fund roughly 386 Indiana public school teachers.



CAPTURING AND RETAINING DOLLARS SPENT BY VISITORS

Of every dollar spent by visitors to Madison County, 61¢ in economic impact is returned to the local area. Of every dollar spent by visitors to Madison County, 34¢ went toward paying the salaries of 3,538 area citizens.



HELPING TO RELIEVE THE TAX BURDEN OF COUNTY HOUSEHOLDS

About 11¢ of each visitor dollar went towards the payment of S&L. If tourism did not exist, each of the 52,843 households in Madison County would have to pay an additional \$423 per year in taxes to maintain current levels of state & local government services.

MADISON COUNTY VISITOR EXPENDITURES

2024 @ \$209.2 Million

Expenditures include:

- Hotel, food and beverage (F&B), rental homes, shopping, recreation, etc.
- Visitors from Indiana, U.S. & international
- Leisure & business trips
- Overnight or day trips

TOURISM CONTRIBUTION TO MADISON COUNTY ECONOMY

Retained in Madison County \$127.5 Million

Minus Import Leakages -\$81.7 Million

Leakages refer to goods & services that are imported into Madison County due to insufficient local supply. Examples include retail goods, food, cleaning supplies, computer equipment, and raw materials.

VALUE TO MADISON COUNTY BUSINESSES

Direct Tourism Industry GDP \$90.4 Million

Indirect & Induced Tourism Industry GDP \$37.1 Million

Total Local Workers Supported by Tourism* 3,538

Direct Tourism refers to businesses that serve Madison County visitors (e.g., hotels, restaurants, retail, entertainment)

Indirect & Induced tourism includes construction, business services, wholesale trade, personal services, etc.

2024 data
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Sources: NEA's 2024 State Rankings, Moody's Analytics, IMPLAN, Indiana Department of Revenue, U.S. Census, Rockport Analytics. © 2026 Rockport Analytics, LLC. All Rights Reserved.

DATA DRIVEN DECISIONS

AVG. MONTHLY VISITORS **49k** 

TOTAL TRIPS **721.6k**

VISIT NIGHTS **912.6k**

TOTAL VISITOR SPEND **\$51.5M**

TOP ORIGINS

1ST INDIANAPOLIS, IN
83.8K TRIPS

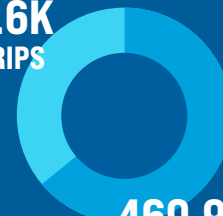
2ND FT. WAYNE, IN
76.9K TRIPS

3RD CHICAGO, IL
47.2K TRIPS



DAY VS OVERNIGHT TRIPS

260.6K
DAY TRIPS
36%



460.9K
OVERNIGHT TRIPS
64%

2025 data
Placer.ai data

TOP 3 CATEGORIES SPEND

HOTELS
\$15.3M 38.1% OF TOTAL



RETAIL
\$7.4M 18.6% OF TOTAL



GROCERIES AND FOOD STORES
\$6.4M 16.1% OF TOTAL



2025 DIGITAL PERFORMANCE OVERVIEW

WEBSITE Source: Abstract Technology Group

- **1.71 million** search impressions
- **27,300 users** from organic search
- Homepage: **308,000** impressions
- Calendar page: **261,000** impressions
- **155,000** total sessions in 2025
- **10%** year-over-year increase in traffic

ORGANIC SOCIAL MEDIA Source: Sprout Social

- **6.2 million+** impressions
- **186.8%** year-over-year post impressions increase
- **69.6%** year-over-year engagements increase

PAID SOCIAL MEDIA Source: Two Six Digital

- **3.8 million+** impressions
- **137,291** link clicks
- **30,000+** more clicks year-over-year
- **256,000+** total engagements
- **\$0.08** cost per click (global average: \$0.63)
- **6.7%** overall click-through rate (global average: 0.9%)

NEWSLETTERS Source: Constant Contact

- **191,390** emails sent
- **40%** open rate (+10% vs industry average)



EVENTS AND ATTRACTIONS

Madison County has a broad spectrum of events with something perfect for everyone. At the Anderson Madison County Visitors Bureau, we promote thousands of events, track data on over one hundred events, and host three unique events. Scan the QR code to learn more about what is happening in Madison County.

SCAN FOR MORE EVENT INFO



TOURISM WEEK

During **National Travel and Tourism Week**, the Visitors Bureau provided free ice cream at seven Madison County owned and operated ice cream shops. Visitors Bureau staff and volunteers engaged with customers at each location to educate and highlight the economic and quality-of-place impact of tourism in Madison County.

TASTE OF MADISON COUNTY

To celebrate the **unique culinary craft in Madison County**, we promoted and visited over 50 local, nonchain restaurants. Encouraging both out of market visitors and local residents to try something different, we garnered new energies to 'hidden dining gems' in Madison County.

WHITE RIVER FOOD TRUCK FESTIVAL

Madison County has a **diverse variety of locally owned food trucks and craft adult beverage vendors**. We brought over 20 of these food and beverage options together for an evening of culinary treats along with 10 local artisan booths, a DJ, live entertainment, bounce house, petting zoo and face painting. This festival provides entertainment for the entire family.



MURAL TRAIL

The Madison County Mural Trail showcases 40 vibrant murals across four communities. Each mural is created by artists who celebrate the area's distinct history, culture, and character, transforming public spaces into vivid storytelling canvases that reflect local pride, creativity, and enduring spirit of the region.



BALL OF PAINT

Alexandria proudly is home to **The World's Largest Ball of Paint**, a record-breaking roadside attraction where visitors can leave their mark by adding a fresh layer to more than 30,000 coats of paint. Each layer creates a colorful, ever-growing masterpiece, and every visitor receives a certificate to commemorate their unique contribution.



GOLF MADISON COUNTY

Tee off in Madison County, where beautiful golf courses across Alexandria, Anderson, Elwood, and Pendleton invite players of every skill level to enjoy the game. From relaxing rounds to friendly challenges, each course offers scenic views, welcoming fairways, and a fun experience perfect for beginners, seasoned golfers and everyone in between.

2025 QUALITY OF PLACE INITIATIVES



Elwood – Mary Beth Dunnichay Aquatic Center



Pendleton – Porch Music Festival



Anderson – Artist Alley #3



Pendleton – Pickleball Courts



Anderson
Madison County
Visitors Bureau

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Markleville – Fox Community Building