



# ANNUAL REPORT 2021

## 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.

# 2021 INNKEEPERS TAX

## 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 fulfill the marketing/communications initiatives that promote Spencer County as a destination.

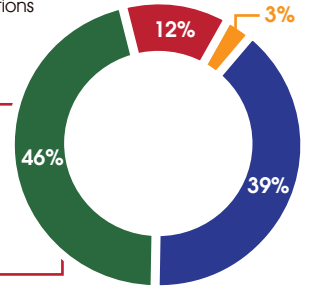


**\$373,239** 2021 BUDGET

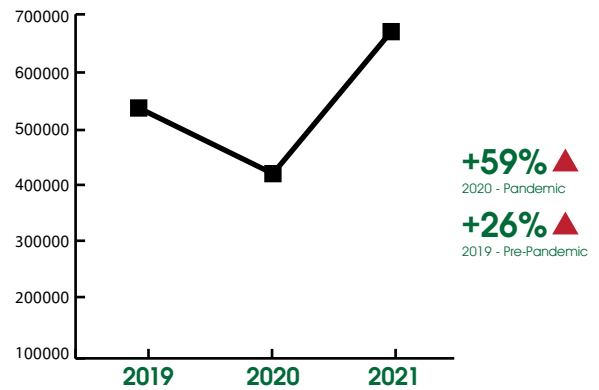
• based on 2020 income and pandemic predictions

**\$396,896** ACTUAL EXPENSES

- MARKETING
- EMPLOYEE BENEFITS
- OPERATIONAL
- VISITOR CENTER DEVELOPMENT



**\$677,511** 2021 TOTAL INNKEEPERS TAX COLLECTED



**\$280,614** REMAINING 2021 FUNDS

• earmarked in savings for upcoming grants and projects

Other funds – 2021 Federal and State Grants/Funds = \$48,896

# DIGITAL ADVERTISING CAMPAIGNS

Four digital campaigns focused on destination awareness and spreading visitation throughout Spencer County.



**\$100,500\***  
in digital ads

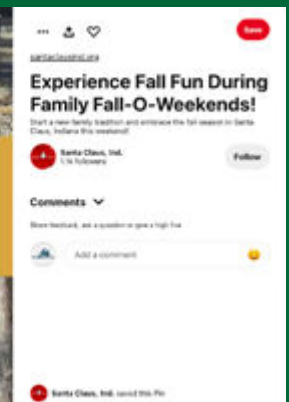
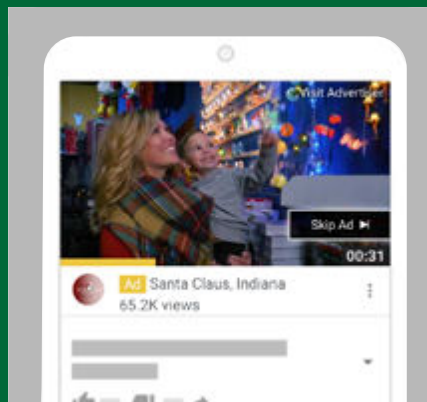
\*Additional \$28k for 2021 billed in 2022 Q1



**10,645,895**  
impressions



**159,315**  
clicks



# VISITINDIANA.COM

3.17 million web sessions in 2021

Spent **\$11,200** in advertising that included a printed brochure advertisement and **68** online tourism business listings

**2,378**  
REFERRALS TO VB WEBSITES

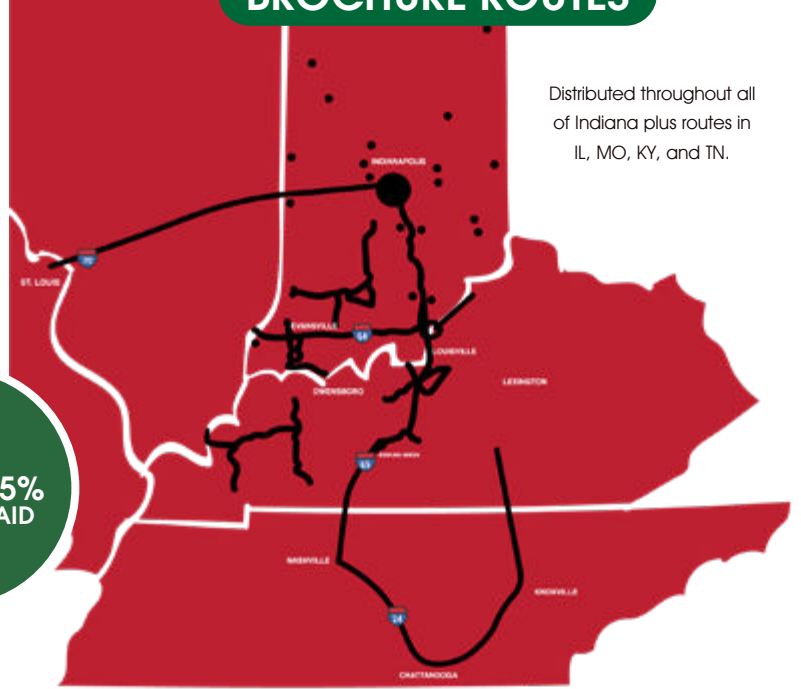
**1,396**  
BROCHURE LEADS

## BROCHURE DISTRIBUTION

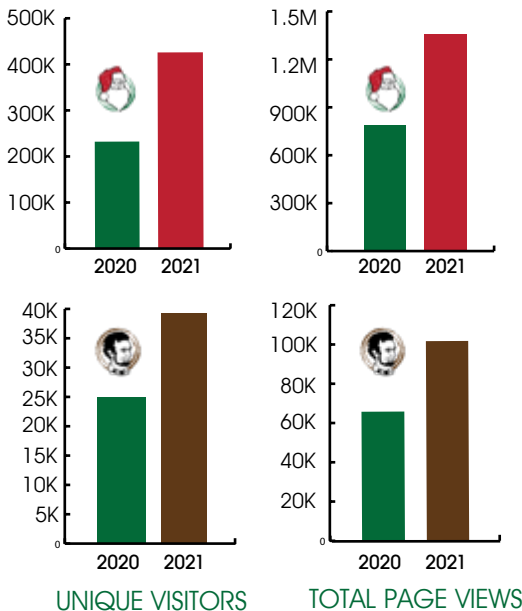
Spent **\$10,227.50**  
Distributed **59,775** brochures on paid routes  
**19** rest areas in Indiana distributed brochures  
**32,225** brochures distributed locally and mailed info requests



## BROCHURE ROUTES



## WEBSITE GROWTH



## TOP STATS



PAGEVIEWS



TOP REFERRING SITE



TOP MARKETS OF VISITORS

Chicago, Atlanta, & Indianapolis



Website Views from Mobile Devices

**80%** SantaClausInd.org

**69%** IndianasAbeLincoln.org



AGE RANGE DEMOGRAPHICS

**18-34** **45-64**

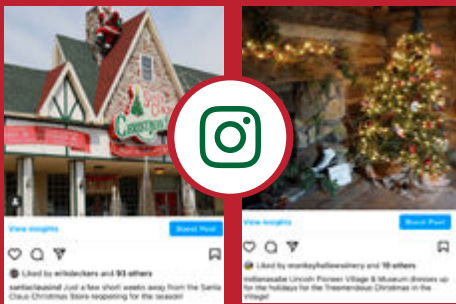




# SOCIAL GROWTH



## TOP POSTS



Launched @SantaClausInd on TikTok December 2021  
11k views!



## FOLLOWERS



2020 - 2021



**+17.82%**

39,280 **46,280**

**+ 3.94%** ▲

2,588 **2,690**



**+8.18%** ▲

3,191 **3,452**

**+ 32.84%** ▲

335 **445**



**+0.93%** ▲

4,417 **4,458**

**+0.99%** ▲

812 **820**



**+ 28.34%** ▲

868 **1,114**

**+12.64%** ▲

174 **196**

## VIDEO VIEWS



**+289.43%** ▲

21,200 **82,559**

**+3.12%** ▲

1,605 **1,655**

# EMAIL GROWTH

## NEWSLETTER

3,191

14,626

Subscribers:

2020

2021

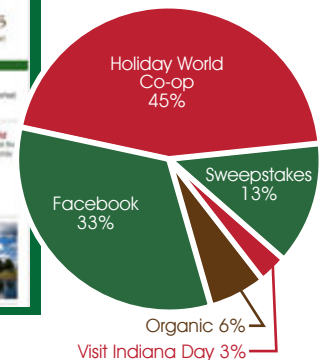
**+262%** ▲

Sent 25 bi-weekly emails to e-news subscribers

Highest Open Rate



ENEWS SIGNUP LEADS TOTAL OF 11,425



## BEARDED BLOG

660

797

Subscribers:

2020

2021

**+21%** ▲

Sent 52 weekly emails to Bearded Blog subscribers

Highest Open Rate

