VISIT HENDRICKSCOUNTY

Destination Defined

CONNECTING THE COMMUNITY, VISITORS & RESIDENTS

Our Path Forward

Our strategic pillars

will guide the future of tourism in Hendricks County, creating a truly bright future for the county and giving an even better experience to both residents and visitors alike.

Leading Through
Organizational Excellence

Building a more effective and stronger destination organization to **lead**, **partner**, and **advocate** for the future of Hendricks County as a destination

Leading Through
Destination Development

Building a more appealing and competitive destination through **programming**, **investments**, and other **quality-of-place** attributes

Leading Through
Connectivity of Industry & Community

Building a stronger, **more connected** tourism industry across Hendricks County, creating a better **quality of life**

Leading Through
Awareness & Marketing

Building a brand promise ensuring Hendricks County is the choice for **visitors** and **residents**

LET'S STAY CONNECTED

To request further information on any of the research conducted, please contact Marketing@VisitHendricksCounty.com

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VISIT HENDRICKSCOUNTY



Visit Hendricks County is envisioning the future of the county and plans to deliver transformative destination leadership programs on behalf of the community as we embark on the new calendar year.

The goal is purposeful planning, and Visit Hendricks County intends to provide leadership to connect resident quality of life to destination success.

Mission

Enhance tourism and improve residents' quality of life through *leading* destination development, *fostering* industry-community connections, and *promoting* the county through trusted and impartial leadership.

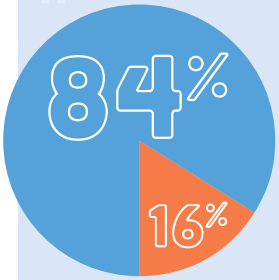
Vision

Be a trailblazer in destination development, *driving excellence* in connectivity and awareness for Hendricks County. We strive for *sustainable growth* that reflects our deep understanding of the industry's *economic benefit* and adapt to the *changing needs* of both the industry and our community.

TOP 10 Research Findings

TO CONNECT THE COMMUNITY, VISITORS & RESIDENTS

1.



WHERE DO RESIDENTS SPEND THEIR FREE TIME?

84% of residents spend their free time **IN HENDRICKS COUNTY**

16% spend their free time outside of Hendricks County, mostly in **DOWNTOWN INDIANAPOLIS** and the **NORTHSIDE**

2.

WHY DO RESIDENTS CHOOSE TO SPEND THEIR FREE TIME WHERE THEY DO?

Inside Hendricks County

EASE
FAMILIARITY
COST

VS

Outside Hendricks County

MORE OPTIONS
FAMILIARITY
LIKING WHAT'S OFFERED

3.

Resident participants noted a lack of diversity and inclusivity for local cultural offerings when comparing in-county vs. out-of-county free time activities.

The more diverse the population, the more likely they are to spend their free time outside of Hendricks County because of what is offered.

4.

FREE TIME ACTIVITIES

When surveyed on what activities they are most interested in for their free time, residents listed **restaurants, outdoor amenities,** and **events and festivals** as their top activities for both in the county and outside the county.



5.



VISITOR PERCEPTIONS

When assessing the image of Hendricks County for visitation, we compared Hamilton County, Evansville, Johnson County, Terre Haute, and SoIN *(which includes both Clark and Floyd County).* While Hendricks County didn't rank above third place, the study showed the importance of marketing to move to higher ranks.

48% of all respondents were aware of the Visit Hendricks County ads.

6.

Quality of Place

Destination Development & Product Enhancement efforts should be concentrated on some of the most desired destination attributes *(quality of place)* highlighted by visitors including adding more:

ADVENTURE, UNIQUE EXPERIENCES, DINING OPTIONS, AND CHILDREN'S ACTIVITIES.

We should also concentrate on positioning Hendricks County as a fun and exciting place to visit with interesting towns and lots to see and do.

7.

POSITIVE PERCEPTIONS *of the county are influenced by marketing and visitation.*

The perceptions of Hendricks County as a great place to live, start a career, own a business, and raise a family is **MORE THAN TWO TIMES HIGHER** *if they have been exposed to marketing messages or taken a trip to the county.*

8.

What is LOVED about Hendricks County?

When tourism partners and community stakeholders were surveyed to share insight into the community values, the top five words used to describe what is loved were:

- Safe 71%
- Welcoming 61%
- Outdoorsy 49%
- Authentic 48%
- Traditional 47%

9.

IT'S ABOUT QUALITY OF LIFE

It is important for the organization, Visit Hendricks County, **TO PROVIDE INFORMATION, BE A RESOURCE, AND STAY MINDFUL OF RESIDENTS AND QUALITY OF LIFE.**

By leveraging important data and maintaining a **LOCAL/RESIDENT FOCUS,** *this destination leadership organization will be able to contribute to the* **QUALITY OF LIFE FOR ALL.**

10.

The most important Key Findings regarding community leaders' and stakeholders' perceived priorities for the Vision of Hendricks County were:

FUN:
more activities and venues

CONNECTIVITY:
brand identity, community conversations, and physical linkage

INCLUSIVITY:
a welcoming mentality for residents and visitors

MANAGED GROWTH:
find the balance between too much change and too rapid change

Research conducted by:
Ball State University: *Resident Insights on Leisure Time Activities and Quality of Place Amenities* | Clarity of Place: *Destination Relevancy Survey* | Longwoods International: *Hendricks County Visitor Image Study*