



# 2015 Performance Results

Elkhart County, IN Convention & Visitors Bureau, Inc.



At-a-Glance Companion Piece to the ECCVB, Inc. 2016 Place-Based Key Initiatives and Business Plan



**\$924,875** partner dollars invested in co-op programs

## Visitor Spending

average travel party



3.1  
people



3.2  
days



\$96  
pp / per day

**447,974**  
room nights sold

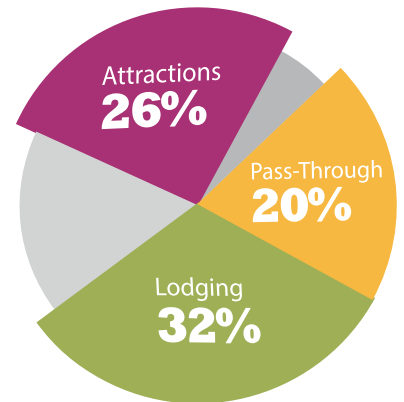
**\$229,286**  
invested

in Marketing  
and Advertising  
generated

in visitor spending

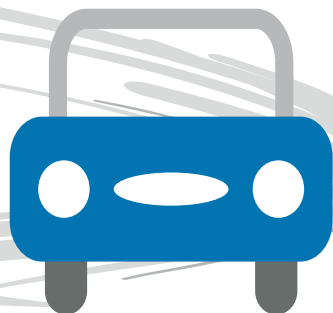
**\$28**  
million

## Travel Expenditures by Industry Sector



## Distribution of the Heritage Trail self-guided audio driving tour generated

**\$3**  
million  
in visitor spending



**\$200,000**

awarded in Sponsorships and Grants

More than **5,500** jobs  
in Elkhart County are due to visitor spending.  
That's over six percent of all jobs in the county!