



2016 Performance Results

Elkhart County, IN Convention & Visitors Bureau, Inc.



At-a-Glance Companion Piece to the ECCVB, Inc. 2017 Place-Based Key Initiatives and Business Plan



Visitor Spending

average travel party



3.1 people



3.2 days



\$96 pp / per day

713
ECCVB partnerships

\$635,227 partner dollars invested in co-op programs

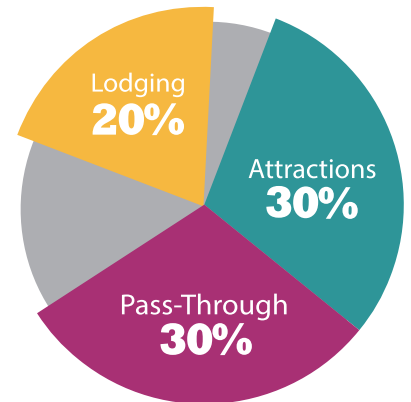
489,376
room nights sold



\$229,286 invested in Marketing and Advertising generated

32 million in visitor spending

Travel Expenditures by Industry Sector



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

\$3.1 million in visitor spending



\$217,383 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!