



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



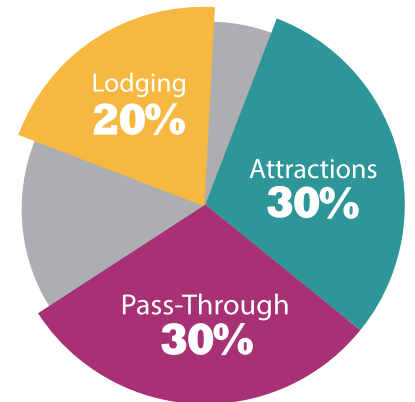
\$229,286 invested in Marketing and Advertising generated

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!