



# 2017 Performance Results

Elkhart County, IN Convention & Visitors Bureau, Inc.



At-a-Glance Companion Piece to the ECCVB, Inc. 2018 Place-Based Key Initiatives and Business Plan



## Visitor Spending

average travel party



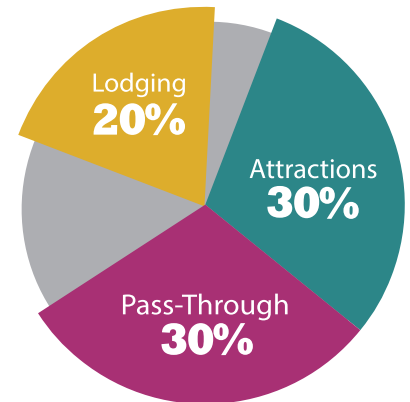
**705**  
ECCVB partnerships

**\$726,113** partner dollars invested in co-op programs

**504,458**  
room nights sold

 **\$287,000** invested in Marketing and Advertising generated **\$24 million** in visitor spending

### Travel Expenditures by Industry Sector



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

**\$2 million** in visitor spending



**\$215,287** 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!