



2018 Performance Results

Elkhart County, IN Convention & Visitors Bureau, Inc.



At-a-Glance Companion Piece to the ECCVB, Inc. 2019 Place-Based Key Initiatives and Business Plan



Visitor Spending

average travel party



977
ECCVB partnerships

\$922,926 partner dollars invested in co-op programs

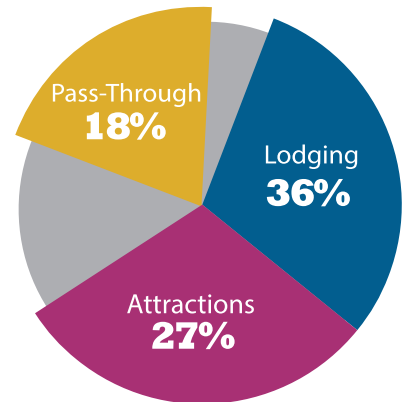


\$246,212 invested in Promotions and Advertising generated

22.5 million in visitor spending

526,471 room nights sold

Travel Expenditures by Industry Sector



Heritage Trail self-guided audio driving tour generated

\$2.5 million in visitor spending



\$300,961 awarded in Sponsorships and Grants

More than **6,200** jobs in Elkhart County were due to the expenditures made in the tourism and travel industry. That's over six percent of all jobs in the county!