

# 2025 ANNUAL REPORT



# TABLE OF CONTENTS



03  
Overview



04  
2025 Project Review



05  
Financial Highlights



06  
Community & Visitor Overview



07  
Visitor Insights



08  
Digital Analytics



09  
Outbound Travel Analysis



10  
Strategic Opportunities & Recommendations



11  
Strategic Opportunities & Recommendations



12  
Contact Us

# OVERVIEW



## Vision

To further elevate the attractiveness of our area, we are committed to enhancing the appearance and beautification of key locations that impact tourism. Through collaboration with local businesses, organizations, and public partners, we aim to foster tourism that benefits our residents and visitors alike, while providing exceptional service and insights to create memorable experiences for everyone who visits our county.

## Mission

To promote our vibrant community as a unique travel destination while striving to enhance the visitor experience by showcasing our rich cultural heritage, natural beauty, and diverse recreational opportunities.

## Areas of Focus

### Training, Planning, & Marketing

We made training and planning our priority this year. The Commission completed Purdue Extension Board Training sessions, created an annual marketing plan, and implemented new marketing efforts. This groundwork keeps projects on track and strengthens tourism across the county.

### Heritage & Recreation

We put the spotlight on three strengths: history that shaped us, culture that brings us together, and recreation that gets people moving. Our campaigns featured historic landmarks, hometown traditions, and fresh outdoor fun to inspire visits all year.

### Beautification, Pride, & Partnerships

This year was all about pride in our place. We teamed up with nonprofits, city teams, and small businesses to host welcoming events, support local projects, and add color to everyday spaces. By working side by side, we turned big ideas into simple, lasting improvements.

# 2025 PROJECT REVIEW



Throughout 2025, the Visitors Bureau advanced a wide range of initiatives designed to strengthen tourism, expand partnerships, and enhance the visitor experience in Daviess County. We introduced new grant programs to support local nonprofits and community organizations, helping them elevate events, programming, and visitor engagement. Our regional visibility grew significantly through expanded billboard advertising in Terre Haute, Vincennes, Jasper, and Evansville, reaching new audiences and reinforcing our presence across southern Indiana.

To further enhance data-driven decision-making, we established a new contract with Placer.ai to access detailed visitor analytics, movement patterns, and demographic insights. This year also marked the creation of the Best of Daviess County Awards, celebrating outstanding contributions across our tourism community. Additionally, we launched the Bicentennial Bison project—featuring “Davie the Bison” and a countywide scavenger hunt—encouraging both residents and visitors to explore the county while celebrating 200 years of local history.

Together, these initiatives created strong momentum for the year and set the stage for our most impactful achievements, highlighted in the following Top 3 Projects section.

## Feasibility Study

This year, the Visitors Bureau partnered with Hunden Partners and HWC Engineering to complete a comprehensive feasibility and economic impact study for a potential Daviess County Event Center. The study analyzed local and regional market demand, community input, comparable facilities, and financial projections to determine the optimal size, features, and long-term impact of a new conference and event facility. The recommended concept includes a 20,000-square-foot conference center designed to serve local needs, attract regional events, and strengthen tourism and economic growth.

## Event Calendar

This year, we launched a new countywide events calendar to streamline event promotion. To boost participation, we partnered with Shake Broadcasting to offer free radio advertising to organizers who submit their events. Calendar listings now receive expanded exposure through Discover Southern Indiana, Visit Indiana, our bi-annual six-county mailer, and new Local Information Hubs—starting with the Commons installation in partnership with RTC Communications and Discover Downtown Washington. Events are also shared through the Local Loop, Visitors Bureau social media, and prioritized in our paid marketing campaigns, including Google ads, social media ads, and billboards.

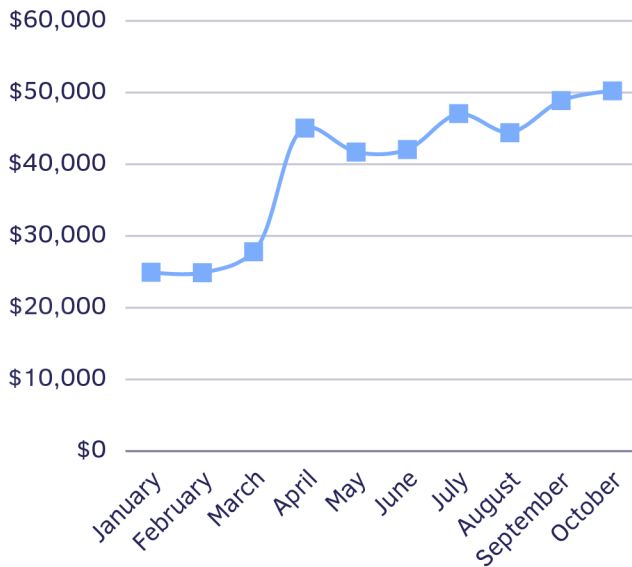
## Visitors Guide

This year, we completed a full redesign of the Daviess County Visitors Guide to better showcase our communities, attractions, and visitor experiences. The new edition features updated visuals, improved navigation, and fresh local event imagery captured in partnership with Natasha Smith Photography. The guide will be printed and ready for distribution by January 2026, serving as a key marketing tool to welcome visitors and support tourism growth across the county.

# FINANCIAL HIGHLIGHTS



Here's a quick look at what mattered most financially this year. From rising revenue to controlled expenses, these highlights capture the progress we made and the priorities driving our next steps.



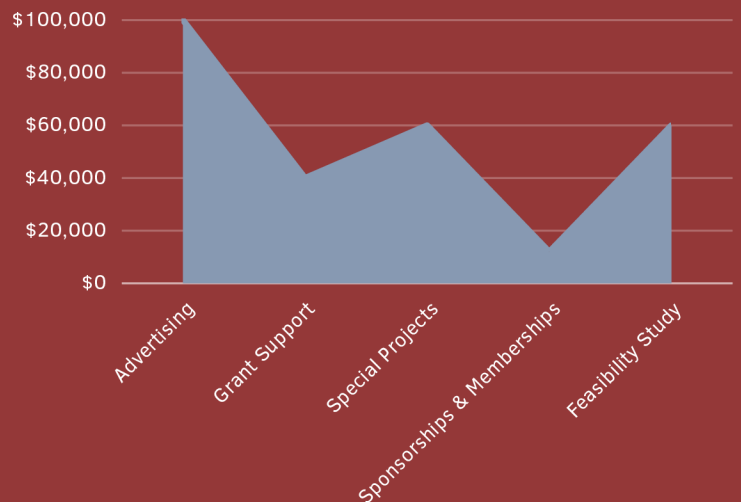
## Total Revenue

Innkeepers tax revenue rose steadily in 2025, starting near twenty-five thousand in winter and climbing through the year. A strong spring led to a jump in April, with momentum carrying into summer. By October, monthly revenue topped fifty thousand, reflecting healthy visitor demand and lodging activity.

2024 revenue: \$401,866.90

## Total Expense

Top cost areas (estimated): Advertising was the largest at \$100,000. Special Projects and the Feasibility Study followed at \$60,000 each, with Grant Support at \$40,000 and Sponsorships and Memberships at \$12,000.



# COMMUNITY & VISITOR OVERVIEW

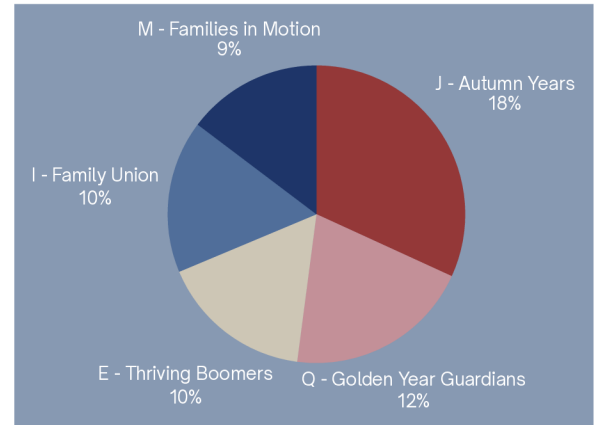


Understanding who we are as a community—and who we attract as visitors—is essential to shaping our tourism strategy. This section provides a snapshot of Daviess County’s demographic makeup and evolving population trends. By examining age, household structure, income levels, and long-term growth patterns, we gain insight into the strengths of our local market and how these characteristics influence both visitation and economic opportunity. This foundational data sets the stage for interpreting travel behavior and planning effective tourism initiatives.

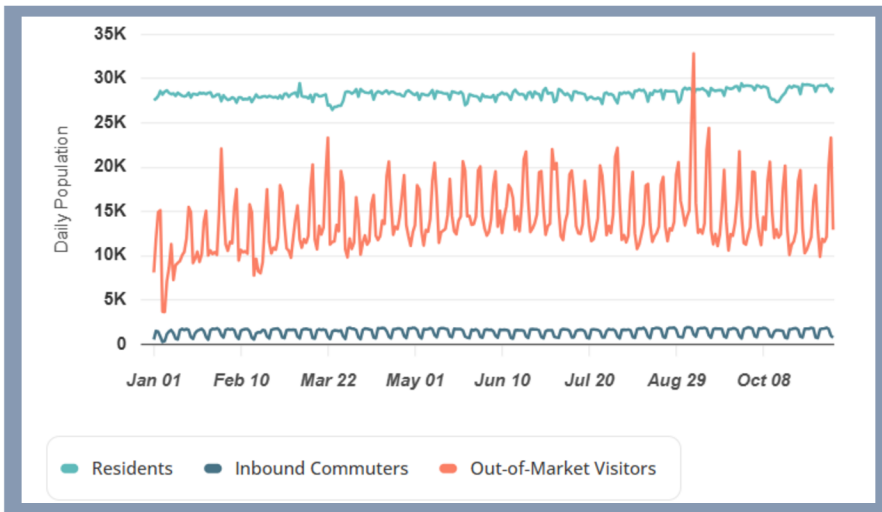
## Demographic Profile

Demographic Profile provides a range of demographic and psychographic insights about markets’ residents, employees, and visitors based on a range of third-party datasets. The insights are generated at the Census Block Group level and aggregated to present market-level insights.

\*2025 Out-of-Market top five demographic profiles shown.



## Population Trend



The Daily Population Trend presents the activity of each audience type within the market throughout the report date range. Use this chart to examine market activity and identify trends and peaks in visitation.

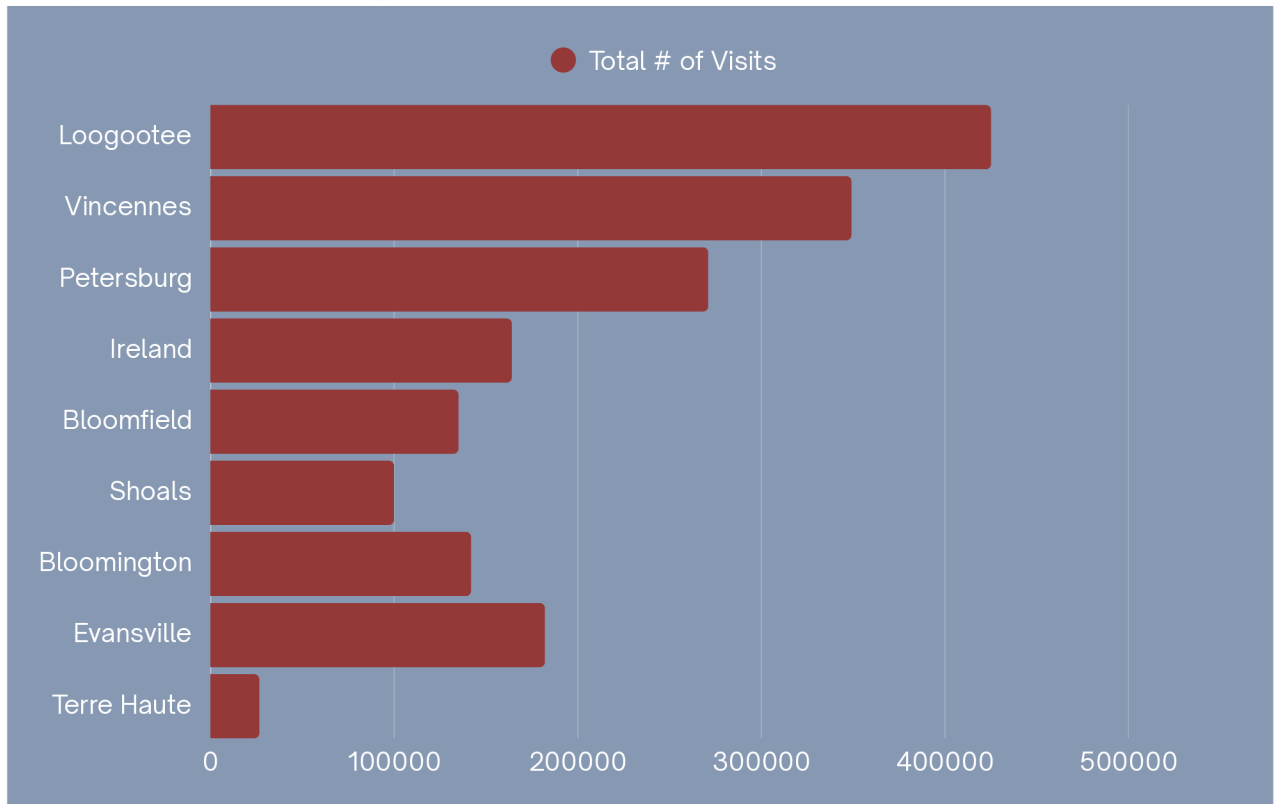
## Market Population Metrics

<b>Out-of-Market Visitors</b> Number of people that visit the market, but do not live or work in it. Those who pass through the market but do not stop for at least 10 minutes.	<b>900.3K (-1.2% YOY)</b>
<b>Daytime Population</b> Number of people who are present in the market during normal working hours.	<b>29.6K</b>
<b>Non-Resident Visits</b> Visits by out-of-market visitors and Inbound Commuters.	<b>4.9M (+1.2% YOY)</b>

# VISITOR INSIGHTS

Tourism is shaped by the people who choose to spend time in our county. This section breaks down key visitor insights—including where our visitors originate and the locations they most frequently explore while here. The data highlights the geographic markets driving visitation, identifies high-performing attractions, and reveals what experiences resonate most with travelers. These insights help guide targeted marketing campaigns and enhance the visitor experience by focusing on the activities and destinations that matter most to our guests.

## Top Visitor Origins



## Top Visitor Places / Most Visited Areas

For clarity, this report focuses on tourism-related locations. Essential services such as gas stations and grocery stores, which naturally receive high traffic from both visitors and residents, were excluded from the top destination list, and is non-chain only.




Name	City	Total Visits
Gasthof Amish Village	Montgomery	163.5K
Odon Locker	Odon	67.7K
Dutch Pantry	Odon	32K
American Table	Washington	31.9K
Bobbe's Pizza	Washington	29.5K

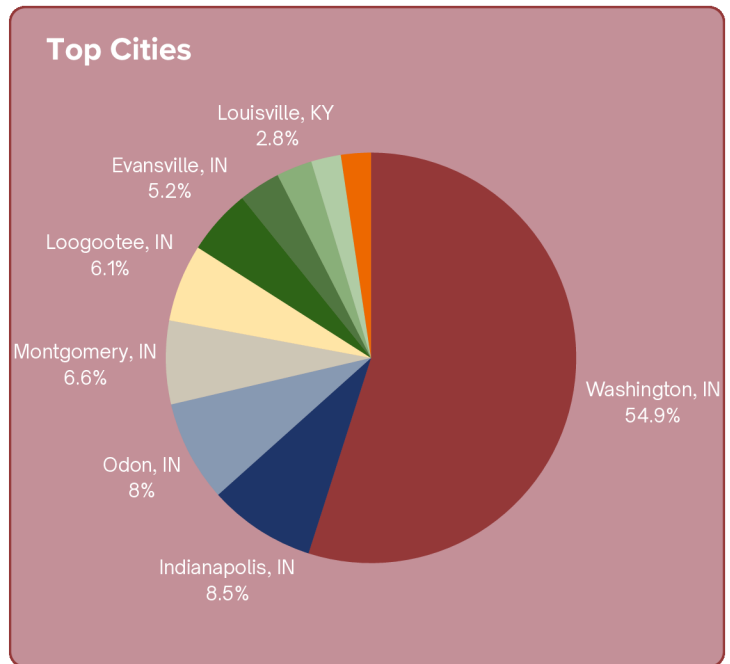
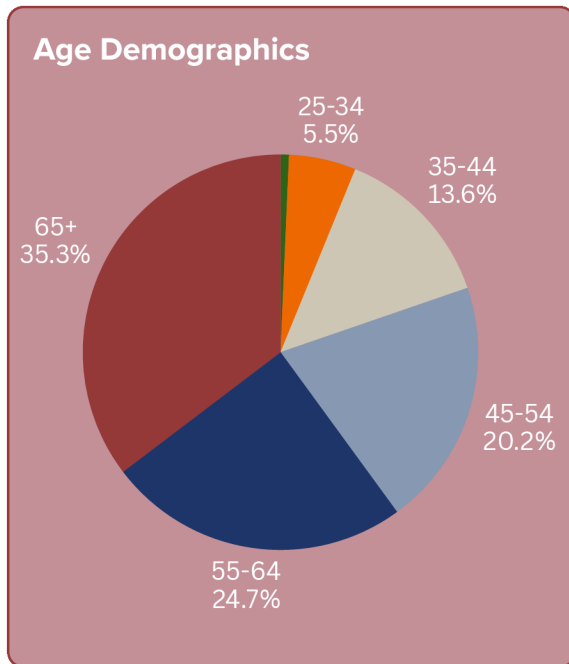
# DIGITAL ANALYTICS






This year marked the launch of our new social media profiles, a new website, and new Google Business Profile, giving us a fresh start across all platforms. The following metrics highlight our first year of growth, engagement, and reach as we continue expanding our online visibility.

## Social Media

 <b>58.3%</b> Female	 <b>41.7%</b> Male	Total New Followers <b>4,336</b> 
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## Website

Site Sessions <b>4,881</b> 	Unique Viewers <b>3,927</b> 	Avg. Session Duration <b>3m 52s</b> 
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Organic Search <b>1,869</b>	Direct Search <b>1,783</b>	Paid <b>21</b>	Referral <b>1,217</b>
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## Google Business Profile

Profile Interactions <b>259</b>	Calls <b>10</b>	Directions <b>214</b>	Website Clicks <b>35</b>
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# OUTBOUND TRAVEL ANALYSIS



While tourism focuses primarily on who comes into our county, understanding where our residents travel out to can be just as valuable. Outbound travel patterns help identify experiences or amenities our community currently lacks—and where new opportunities may exist for growth. By analyzing where locals spend their travel dollars, we can spot potential attractions, events, or services that would keep more tourism activity within Daviess County, strengthening the local economy and enhancing the overall quality of place.

## Where Our Residents Travel

Name	City	Total Visits
Eastland Mall	Evansville	260.9K
The Promenade	Evansville	233.7K
Lloyd Crossing	Evansville	230.8K
Evansville Pavilion	Evansville	215.6K
Whitehall Crossing	Bloomington	204.6K

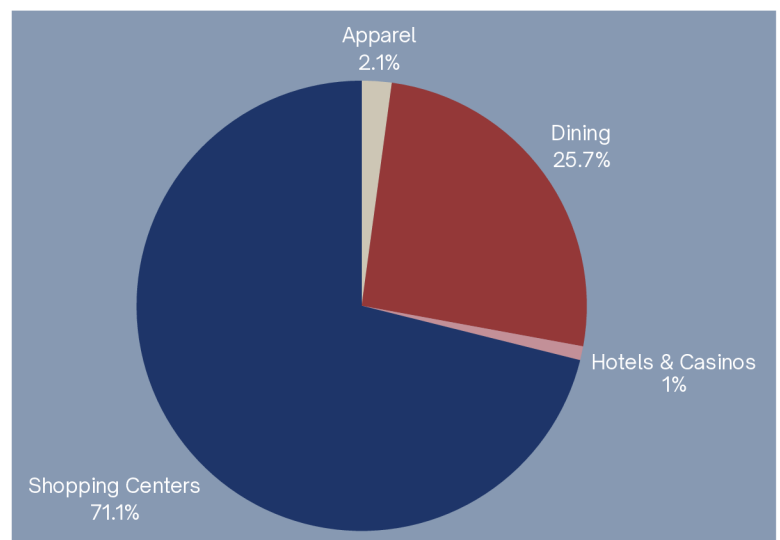
While shopping destinations make up the majority of outbound travel by residents, additional insights emerge when the data is viewed by category. Dining and entertainment destinations also attract a significant share of resident travel and highlight opportunities for growth within Daviess County.

## Outbound Travel by Category

### Notable Opportunities:

Outbound travel is heavily driven by **shopping** needs, particularly apparel, specialty goods, and home décor. Strengthening local retail offerings—or supporting new boutique and specialty shops—would help retain resident spending and create a more vibrant visitor experience.

Residents frequently leave the county for sit-down and **casual dining**, signaling clear demand for more full-service restaurant options. Expanding unique or family-friendly dining experiences could capture local spending and enhance visitor satisfaction.



# STRATEGIC OPPORTUNITIES & RECOMMENDATIONS

## Strengthen Dining & Retail Offerings

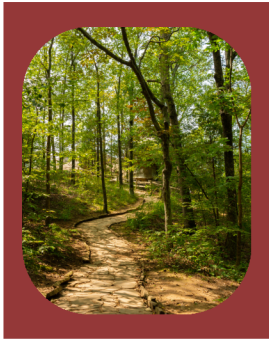


*Outbound travel data shows clear demand for more sit-down dining and specialty retail options.*

### Recommendation:

- Prioritize restaurant and retail recruitment in partnership with economic development.
- Support local entrepreneurs through promotions, pop-up opportunities, and business development resources.
- Highlight dining and shopping gaps in investor packets through Placer.ai data.

## Enhance Destination Appeal Through Experience Development



*Filtered visitor data reveals which tourism-related places attract the most interest, but also where offerings may be limited.*

### Recommendation:

- Develop new or expanded experiences around nature, heritage, family activities, and local culture.
- Encourage partnerships that activate underused assets (trails, historic locations, parks, etc.).
- Promote local events that create repeat visitation and encourage longer stays.

## Target High-Potential Visitor Markets



*Top visitor origin data suggests that certain nearby counties or metro areas consistently generate visitation.*

### Recommendation:

- Focus marketing dollars on these proven markets.
- Build tailored messaging for day-trippers, regional weekend travelers, and family audiences.
- Strengthen partnerships with neighboring counties to cross-promote experiences.

# STRATEGIC OPPORTUNITIES & RECOMMENDATIONS



## Improve Visitor Navigation & Information Access



*As tourism assets grow, clear wayfinding and information access becomes more important.*

### Recommendation:

- Expand digital tools (interactive maps, itineraries, event calendars).
- Support the countywide signage and wayfinding strategy already in development.
- Improve visibility for small businesses and attractions through coordinated directories and signage.

## Develop a Resident Retention Strategy Through Tourism



*Outbound travel insights show what residents leave the county to find—often dining, shopping, or entertainment.*

### Recommendation:

- Use this data to guide local business recruitment and quality-of-life improvements.
- Highlight resident-focused wins (new restaurants, events, shops) as part of tourism messaging.
- Position the Visitors Bureau as a partner in community development, not just visitor marketing.

## Elevate Events as Economic Drivers



*Events generate strong visitation and overnight stays when strategically supported.*

### Recommendation:

- Expand messaging around signature events that attract out-of-county visitors.
- Strengthen event support programs to help local organizers grow attendance.
- Use data from event mobility, attendance, and demographic trends to refine the annual calendar.

# CONTACT US



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- Dave Rhoads
- Kip Kelley
- Debbie Goodwin
- Nathan Rihm

# THANK YOU