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**CAMPAIGN UNVEILING  
MEDIA KIT**



## **HENDRICKS COUNTY TOURISM CAMPAIGN UNVEILING AGENDA**

Chateau Thomas Winery  
December 5<sup>th</sup>, 2006  
2:00 p.m. to 5:00 p.m.  
Special Presentation begins at 3:00 p.m.

Opening Remarks:  
Emory T. Lencke  
Executive Director  
Hendricks County Convention and Visitors Bureau

Introduction:  
Emiley Matherly  
Production Director  
Indiana Office of Tourism Development

Campaign Announcement:  
Jaime Bohler Smith  
Associate Director  
Hendricks County Convention and Visitors Bureau

*Enjoy light refreshments before and after the presentation compliments of Chateau Thomas Winery and the Hendricks County Convention and Visitors Bureau*



**For Immediate Release**

**Contact:**

**Jaime Bohler Smith, 317.718.8750**

**“Fast Track to Family Fun” revealed as new Hendricks County Tourism campaign**

**DANVILLE, IN (December 5, 2006)** – Looking to increase the number of visitors and extend the length of stay of current tourists, Hendricks County Convention and Visitors Bureau (HCCVB) Officials unveiled their new marketing campaign today at Chateau Thomas Winery in Plainfield. Beginning immediately, “Fast Track to Family Fun!” will be utilized in all new marketing materials and collateral as a positioning statement for the destination.

“This is an exciting day for the promotions of Hendricks County as a destination to travelers,” remarked Debra Beasley, President of the Hendricks County Tourism Commission which governs the offices of the HCCVB. “This new statement allows us to position ourselves in the market as an engaging, unique, action-packed and of course a FUN opportunity for leisure travelers.”

“We did a tremendous amount of research in the past few years to determine the best way to move forward with our next wave of marketing,” said Jaime Bohler Smith, HCCVB Associate Director. “Our Product Development and Messaging Research clearly identified there are four distinct segments of leisure travelers and this statement allows us to speak to them through specifically tailored messages.” According to the studies, travelers to Hendricks County can be grouped as Families, Cultural enthusiasts, Motorsports fans and Historical and Education seekers. Also as part of the campaign the HCCVB’s Business Development and Marketing Plan will identify the best practices and opportunities for packaging travel that is appealing to each of these segments individually and collectively.

In the research “Fast Track to Family Fun!” was a clear winner with the majority of travel motivators scoring in the excellent portion of the scale. This new campaign will begin implementation with website redevelopment in the spring, along with new Visitors Guides and Events Guides to distribute to guests. Other implementation will follow including print advertising in the regional market, a direct mail campaign, email communications and increased development of the group tour and convention market.

The new material can be viewed on [www.TourHendricksCounty.com](http://www.TourHendricksCounty.com). The Hendricks County Tourism Commission is dedicated to the advancement of the County communities through increasing the awareness outside of Hendricks County of the attractions and economic value within Hendricks County. The HCCVB is solely funded by a portion of the 8% innkeeper’s tax, of which 6.5% is dedicated to the HCCVB for the promotion of county tourism. For more information visit the website at [TourHendricksCounty.com](http://TourHendricksCounty.com), or call 317-718-8750.

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**Hendricks County Tourism Fast Facts**

**Visitors create \$344 Million of Economic Impact in Hendricks County each year.**

**Annually, Hendricks County welcomes over 1.5 Million visitors to the county.**

**10,240 jobs in Hendricks County are related to tourism.**

**Hendricks County ranks sixth in visitation in the State of Indiana.**



## TOURISM RESEARCH FACTS

### **Economic Development**

Visitors spend nearly \$8.9 Billion in Indiana each year.

In Hendricks County, the economic impact of tourism realized \$344 Million in 2004.

Hendricks County experienced over 1.5 Million visitors annually in 2003.

10,240 jobs in Hendricks County are related to tourism.

### **Tourism Positioning**

A positioning statement allows a destination to communicate the unique selling proposition (USP) to visitors in the target demographics. This statement is a tool to draw visitors to a destination. For Hendricks County, we will target the leisure markets of families, motorsports fans, cultural enthusiasts, and historical / educational seekers.

### **Fast Track to Family Fun! Research**

Database Market Analysis – Conducted in spring 2006 to analysis the current data that has been collected by the HCCVB since 2000 in response to advertising through the previous campaigns.

Destination Awareness Research\* – Gauge the familiarity of the general traveling population within a 250 mile radius with the familiarity of Hendricks County as well as the familiarity with the communities within the county.

Product and Message Development\* – Assess the current marketability of tourism product in Hendricks County, and also evaluate what products would induce an increased length of stay in Hendricks County.

Image Campaign Research\* – Test the image resonance with the general traveling population within 250 miles regarding three different positioning statements and visual treatments. The Fast Track to Family Fun! scored in the excellent range in over 50% of the six travel motivators; and scored good in the remaining motivators. The other two options only had ratings of acceptable with less than 10% scoring in the good range.

Conversion Study – The HCCVB will perform a conversion study in 18-24 months to gauge the effectiveness of the Fast Track to Family Fun! campaign. Comparisons will be made to the baseline study being done winter 2006.

*\* These studies were performed inclusively in summer/fall 2006.*



**Hendricks County Tourism Commission d/b/a  
Hendricks County Convention and Visitors Bureau**

The Hendricks County Tourism Commission d/b/a Hendricks County Convention and Visitors Bureau (“HCCVB”) was formed in 1999 as a result of Hendricks County Ordinance 38-1997. The HCCVB is the official Destination Management Organization in Hendricks County and is dedicated to the advancement of the county communities through increasing the awareness outside of Hendricks County of the attractions and economic value with Hendricks County. The HCCVB is funded solely by an innkeeper’s tax which is charged to consumers of overnight lodging at facilities located within Hendricks County staying less than 30 days at one location. The current Innkeeper’s Tax rate for Hendricks County is 8%. This was raised from 5% in October of 2005 to allow a portion of the Innkeeper’s Tax to be used for the development of a county park, a county fairground or a county promotion. For 2006 the HCCVB receives 6.5% of the total collections, and the remaining 1.5% was split between the Hendricks County 4-H Fairgrounds and Conference Complex and the Hendricks County Parks and Recreation Department. The HCCVB is governed by a nine member Tourism Commission, of which seven of the members are appointed by the Hendricks County Commissioners and two of the members are appointed by the largest municipality in the county; currently Plainfield; by the Plainfield Town Council.

**Emory T. Lencke**

**Executive Director; Hendricks County Convention and Visitors Bureau**

Emory T. Lencke joined the HCCVB in 2001, after serving as the Brownsburg Chamber of Commerce Executive Director. As a long time resident of Hendricks County, Lencke honed his skills with 35 years of retail management with the Kroger Company; including the retail store in Danville. He currently resides in Brownsburg with his wife Sandy; his four children and two grandchildren. Lencke is the current Treasurer for the Association of Indiana Convention and Visitors Bureau as well as President of Leadership Hendricks County, and a 1999 graduate of the LHC program.

**Jaime Bohler Smith**

**Associate Director; Hendricks County Convention and Visitors Bureau**

Jaime Bohler Smith is a veteran of Indiana’s tourism industry, and joined the HCCVB in 2002. Smith is a long time resident of Hendricks County, having graduated from Danville Community High School in 1994 and currently resides in Pittsboro with her husband, Scott. Smith is currently attending Marian College and also in the process of completing her Certified Destination Management Executive (CDME) accreditation through Destination Management Association International. Smith is the President of the Central Indiana Tourism Marketing Cooperative, a 2006 finalist of Central Indiana’s Junior Achievement Indy’s Best and Brightest and a 2003 graduate of Leadership Hendricks County.



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**2006 Hendricks County Tourism Commission Members:**

Debra Beasley, Beasley's Orchard, Danville, President

Kent McPhail, Greater Plainfield Chamber of Commerce, Vice President

Allan Bolante, Comfort Suites Brownsburg, Treasurer

Lynne Fuller, F2/Inc., Danville, Secretary

Amit Patel, Comfort Inn Plainfield

Larry Paynter, The Coachman Restaurant, Plainfield

Michelle Sieradzki, O'Reilly Raceway Park at Indianapolis, Brownsburg

Richard "Dick" Thompson, Hendricks County Council, North Salem

Lew White, Lew White Tours, Avon