

TOURISM MATTERS

— IN ELKHART COUNTY —



Tourism matters
because it supports
local businesses,
creates jobs, and
brings new energy to
the communities we
LOVE to call home.

**ELKHART
COUNTY
CVB**



ELKHART COUNTY, INDIANA

ELKHART GOSHEN NAPPANEE MIDDLEBURY
BRISTOL WAKARUSA MILLERSBURG NEW PARIS

WE BRING PEOPLE TOGETHER

HOW IT PAYS OFF FOR ELKHART COUNTY

Elkhart County's community of makers powers the visitor economy, providing the Elkhart County CVB with the tools that attract investment, create opportunity and drive success that benefit us all.



*"One of America's
Most Scenic Drives!"*

Editors of Life®

Through our extensive communications program that markets and promotes Elkhart County, **visitors who come to our area support the small businesses** that are the foundation of the tourism and hospitality industry. **They support the economic vitality of our region.**

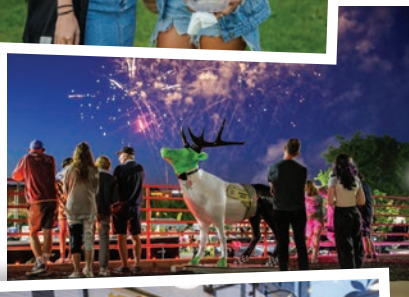




Festivals, live music, a vibrant arts and culture scene, and thriving downtowns and picturesque rural spaces combine to create an attractive destination that leisure travelers, tour groups and sports travelers find compelling.



It is also why Elkhart County residents love where they live, and why the Elkhart County CVB believes in here.



**WE
BELIEVE
IN HERE.**



IN 2025, VISITORS WHO CAME TO ELKHART COUNTY SPENT MORE THAN **\$625 MILLION**



Plus, Elkhart County **tourism and hospitality businesses and attractions contributed another \$294 million** to support their operations

That's an economic impact of close to \$920 million in 2025

TOURISM AND HOSPITALITY ARE CLOSE TO A \$1 BILLION BUSINESS

More than **\$200 million generated** in federal, state and local tax revenue

Visitor spending **contributed nearly \$43 million** in taxes to the local economy

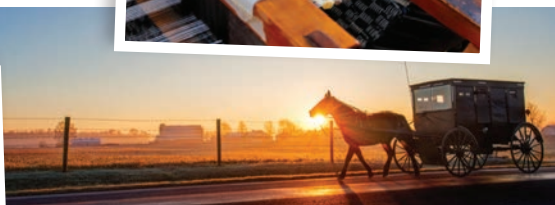




**5,394 jobs directly
created by the visitor
economy**

Tourism generated over
\$187 million in salaries
paid by local businesses,
up 11% from 2023

**685K ROOM
NIGHTS SOLD
IN 2025**



**\$500,000+ invested annually
by the Elkhart County CVB in
support of events and programs
that residents *and* visitors **love****

THE FOUNDATION IS STRONG

As a private nonprofit corporation governed by state law, the Elkhart County, IN Convention & Visitors Bureau leverages its experience and expertise to share widely with visitors about Elkhart County's most vibrant places, events and experiences.



Working with Elkhart County's entrepreneurs and attractions, **we identify, nurture and support high-impact opportunities to develop programs** that enhance our area's attractiveness to leisure travelers, tour groups, sports events and other travelers.



Throughout our history, the Elkhart County CVB staff has utilized its vast knowledge and experience in advertising, promotion, development and communications.

The Elkhart County CVB has created the time-tested successes such as the Heritage Trail audio driving tour and the award-winning Quilt Gardens, while supporting new and growing festivals, events, public art, and parks and trails.





@FAMILYTRAVELGO



@THEPARADOXNURSE



@MANDI.BROUILLETTE



@SOUTHBENDELKHARTREGION

BEYOND THE NUMBERS

We can share the data, but people tell the story. **Real people are discovering Elkhart County**, loving what they find and sharing it with the world.



@BRAXVANDERVORTREALTOR



@JAMESKRABILL





LOOKING AHEAD

Like our small business partners, the Elkhart County CVB innovates, looking for prime opportunities to grow the economic impact of the visitor economy and using industry-standard data analysis and forecasting to inform decision-making.



With the tourism and hospitality industries growing in Elkhart County and showing no signs of slowing, the Elkhart County CVB will continue to invest in programs that enhance the visitor experience and resident quality of life.



Public art initiatives, live music and the powerful stories of Elkhart County's vibrant creators and entrepreneurs will be among the drivers of future activity.

Curating the most meaningful aspects of Elkhart County's places and **supporting programs that matter** to our cities and towns will keep the Elkhart County CVB at the forefront of impactful tourism and hospitality development.



BUILT FOR THE DESTINATION

The Elkhart County CVB is a private, nonprofit organization established to promote tourism and the economic benefits it brings to our communities. We're an accredited destination organization through Destinations International's Destination Marketing Accreditation Program (DMAP), a designation we've maintained for more than 15 years.

Our work is supported in part through Elkhart County's innkeeper's tax, a 5% tax collected on qualifying short-term lodging stays. Under Indiana Code, these funds support the work of the county's visitor organization, helping us market Elkhart County, attract visitors and groups, and grow the economic impact of tourism throughout the county.

CONNECTED TO THE INDUSTRY

The Elkhart County CVB stays connected at the local, regional, state and national levels through industry associations, destination partnerships and community organizations.

Our network includes Destinations International, American Bus Association, Indiana Tourism Association, Indiana Chamber of Commerce, NITDC, Elkhart County's chambers of commerce and many other industry and community partners.

This is just a snapshot of the connections that help us bring ideas, relationships and opportunities back to Elkhart County.



Jon Hunsberger, Executive Director
3421 Cassopolis St., Ste 100 | Elkhart, IN 46514

[VisitElkhartCounty.com/eccvb](https://www.visitelkhartcounty.com/eccvb)