



Industry News 2013

Dear Partner,

As your lieutenant governor, I am honored to represent and oversee the state's tourism efforts. Indiana is recognized as a tourism leader and destination due to your dedication of making our state better for travelers! I'm looking forward to being a part of your efforts to continue the momentum.



I grew up in Southern Indiana very close to Holiday World & Splashin' Safari, and I've seen first-hand the successes of Indiana's tourism industry. With the opening of I-69, I'm anxiously awaiting the developments and growth that will further benefit tourism's efforts. There are also many other developments across our state that will have great positive impact on the lives of our citizens and visitors alike.

I hope by now you have had a chance to meet Mark Newman, IOTD's new executive director. If I had one word to describe Mark it would be - *passionate*. I am confident through Mark's leadership many key initiatives will foster major results.

Part of IOTD's new focus will be tourism development initiatives in four key areas: Agriculture and Culinary, Heritage, Arts and Culture, and Sports and Outdoor Recreation. Leveraging these key areas will help elevate the image and profile of our state as a tourism destination.

I'm excited to be traveling our state and look forward to meeting you. I know Mark and his staff will be hard at work assisting you on making Indiana the best travel destination it can be. Please feel free to provide any suggestions, comments or concerns to [Mark and his team](#).

Together we will take Indiana from *Good to Great!*

Sue Ellspermann
Lt. Governor

Update Your VisitIndiana.com Listings for 2013

Give your [VisitIndiana.com](#) listing a makeover with a new image and updated content for the new year. To update, access your listing via your [Ad Portal account](#). If questions, contact your [Regional Account Executive](#).

Add your 2013 *events* and *discounts* to [VisitIndiana.com](#) for free via your [Ad Portal account](#). These listings are utilized in IOTD's consumer event and discount email program and are sent monthly to approximately 11,000 people who have specifically requested this information.

Tourism Literacy Pilot Project

IOTD has been working with the Promise Road Elementary School in Noblesville on a tourism literacy pilot project. Developed by Miss Haas' fourth-grade class, the unit introduces the students to Indiana's 92 counties via exploration of each county's geography, economy, climate and history assets. This literacy project has been developed under the fourth-grade Social Studies standards requirement, which also encompasses reading and writing core standards.

The students final projects are audio-visual presentations and can be viewed [here](#). IOTD is working with the Department of Education to implement this program into fourth-grade curriculum statewide.

The goal of this program is to create a network of influential, home-grown ambassadors to enhance the image and profile of Indiana to stimulate travel for those to come. For more information, contact [Mark Newman](#).

Tourism Council Remixed

Under the direction of Dr. Jonathan Day in Purdue University Hospitality Management Department, the Indiana Tourism Council members gathered this past December to develop a new direction and vision for IOTD and the tourism industry as a whole. Future council meetings will be held in a new platform to produce and develop ideas to move the industry forward.

The next meeting will be March 13 at 1:30pm in Indianapolis. If interested in attending please RSVP to Amanda Neyron at aneyron@visitindiana.com. She will provide specific details when they become available.

2013 Hoosier Hospitality Conference

This 2013 Hoosier Hospitality Conference is scheduled for March 12-13 in Indianapolis. This popular event is designed to present relevant tourism best practices and solutions. [Register today!](#)

2013 Midwest Cultural Tourism Conference

IUPUI will be hosting the [Midwest Cultural Tourism Conference](#) on April 22 in Bloomington. As part of the conference, IUPUI and the Efrogmson Family Fund will once again award a \$25,000 grant for cultural tourism excellence. Grant application can be found on the conference website. The deadline for applying is March 18, 2013.

2013 Community Conversations Call for Applicants

Each year the [Bowen Center for Public Affairs](#) at Ball State University and Indiana Humanities Council hold a Community Conversations series designed to help communities tackle challenging issues. The focus of the Community Conversation series for the next three years will be *Bicentennial 2016: The Next Indiana*. If you wish to host one of these workshops, contact [Dr. Sally Jo Vasicko](#) for more information. Application deadline is March 15, 2013.

Tourism Cares 2013 Academic Scholarship Available

Fifty merit based Academic Scholarships are being awarded in the range of \$1,000 to \$4,000 each to total more than \$70,000. Undergraduate and graduate students pursuing tourism, travel or hospitality degrees and concentrations are eligible. Completed applications must be received by April 1, 2013. The online application and additional information can be found at <http://www.tourismcares.org/student-programs/scholarship-programs/academic-scholarship-program>.

This Month's Industry News

Below are some of the great things happening in Indiana. Got a story to share, send it to VisitIN@VisitIndiana.com.

- Jim Morris, *President of Pacers Sports & Entertainment*, was presented the 2013 Bill McGowan Award by VisitIndy.
- Harrison County CVB honors Bonnie McBride and Jerry Ann Pionkowski for 20 years of service.
- Group Tour Media is producing an Indiana Group Travel Guide. For more information, [click here](#).
- French Lick Resort is hiring more than 300 people for their 2013 season. Apply [online](#). Interview sessions will be held March 12 and 14.
- Country Victorian Bed & Breakfast in Middlebury was recently awarded Guest Favorite Award by [BnB Finder.com](#).
- Holiday World & Splashin' Safari's Mammoth water coaster is a finalist in About.com's Readers' Choice Awards for Best New Water Park Ride. Vote for Mammoth [here!](#)