

# IS THERE MORE THAN CORN IN INDIANA ???

May 5, 2008





Indiana is home to all this?!?!?  
And here I thought they only had corn...



- ✓ 43 distinct colleges and universities
- ✓ 11 casinos
- ✓ 34 wineries
- ✓ 90 covered bridges
- ✓ 54 racing venues
- ✓ 74 museums
- ✓ 450+ natural lakes
- ✓ 1000's more attractions...



Courtesy of [www.VisitIndiana.net](http://www.VisitIndiana.net)

## Quality of Life Survey

- Sponsored by the IUPUI Dept of Tourism, Conventions, and Event Management
- Typically conducted annually during a 1-2 week timeframe in October
- Administered by students studying in the department, under faculty supervision
- Respondents must be Indianapolis residents ages 18 or older.
- Individual responses are anonymous and kept strictly confidential.
- In 2007, 355 responses were obtained.

## Cultural Tourism

In the 2007 survey, cultural tourism is defined as “experiencing the diverse mosaic of places, traditions, arts, celebrations, and experiences that the Indianapolis area offers to residents and visitors”, and “...is an important component of an overall tourism plan that emphasizes the total Indianapolis Experience.”

## Resident Perceptions

In order to learn more about the perception of Indianapolis residents toward cultural tourism, we consider the following five areas:

- **Are We Aware?**
- **Are We Receptive?**
- **Are We Convinced?**
- **Are We Active?**
- **Are We Committed?**



# Are We Aware...

- ...of the city's recent accomplishments in cultural tourism?
- ...of the city's plans for developing the Cultural Trail?
- ...of the city's culture because of cultural tourism promotion?

## POSITIVE OBSERVATIONS

- Overall awareness levels are rising.
- Cultural tourism promotion is valuable to new residents.
- Females, older residents, and those with greater LOR are more aware.



## NEGATIVE OBSERVATIONS

- Males and younger residents are less aware.
- Some confusion exists regarding the relationship between the Cultural Trail and cultural tourism as a whole.
- Less than 1/2 of all respondents are aware of local cultural tourism efforts.



## CONCLUSION...



# Are We Receptive...

- ...in that meeting and talking to tourists is a positive experience?
- ...in that meeting tourists from around the world is life enriching?
- ...in that more people from different cultures and traditions moving to Indianapolis makes the city a better place to live?

## POSITIVE OBSERVATIONS

- More than 6 in 10 believe meeting tourists is life enriching.
- Males, older residents, and newcomers are particularly receptive.
- Nearly 2/3's of respondents in 2005 and 2006 stated that Indianapolis is a better place to live due to additional diverse cultures and traditions.



## NEGATIVE OBSERVATIONS

- Barely 1/2 of respondents in 2007 believe the city is a better place to live as a result of cultural diversity.
- Females are much less receptive in 2007 than during 2005, 2006.
- Scarcely half of respondents feel meeting tourists is a positive experience.



## CONCLUSION...



# Are We Convinced...

- ...that cultural tourism helps create a positive image of Indianapolis?
- ...that promoting it can raise the profile of Indianapolis around the world?
- ...that cultural tourism is good for the Indianapolis economy?
- ...that it results in more attractions and events for the benefit of residents?
- ...that investing in cultural activities for tourists is good for residents?
- ...that special events and festivals help create a community spirit?

## POSITIVE OBSERVATIONS

- More than 6 in 10 believe cultural tourism helps create a positive image of Indianapolis and raise its profile around the world.
- Approximately 2/3's believe that cultural tourism is good for the economy, benefits residents, & helps to create a community spirit.
- Greater levels of conviction are present among males, Caucasians, younger respondents, and those of higher income.



## NEGATIVE OBSERVATIONS

- Females, African Americans, & older respondents are much less convinced on all concepts except community spirit.
- Males & newcomers are more certain of economic benefits than additional activities for residents.
- Mid-range income respondents appear particularly less convinced.



## CONCLUSION...



# Are We Active...

- ...by taking pride in the way Indianapolis looks and feels in regard to its many attractions, events, and activities?
- ...by enjoying the cultural attractions the city offers?
- ...by enjoying the citywide events and festivals?

## POSITIVE OBSERVATIONS

- 2/3's are proud of the diverse cultural offerings Indianapolis presents, and actively attend citywide events and festivals.
- Female, Caucasian, and younger respondents are more active.
- Nearly 6 in 10 enjoy the cultural attractions Indianapolis offers.



## NEGATIVE OBSERVATIONS

- Support for cultural attractions decreased in 2007, especially among females, African Americans, & younger respondents.
- Those with higher income have greater levels of pride in the city's cultural offerings, but are less likely to attend events & festivals.
- The group who enjoys attending festivals but not cultural attractions has a higher ratio of male, non-Caucasian, & lower income respondents.



## CONCLUSION...



# Are We Committed...

...in that Indianapolis has the potential to succeed as a cultural tourism destination?

...in that more should be done to promote cultural tourism in Indianapolis?

## POSITIVE OBSERVATIONS

- Nearly 6 in 10 agree that more should be done to promote cultural tourism, particularly younger and higher-income respondents.
- 2005 and 2006 results revealed that a growing percentage of respondents saw Indianapolis as prepared, eager, and able to attract cultural tourists.



## NEGATIVE OBSERVATIONS

- In 2007, less than 1/2 believe the city has the potential to succeed as a cultural tourism destination, a 22% decline from 2006.
- Although commitment levels within all groups have declined, support among females & African Americans has suffered greatly.
- Respondents with higher income and longer LOR are particularly less confident that the city has the potential to succeed in cultural tourism.



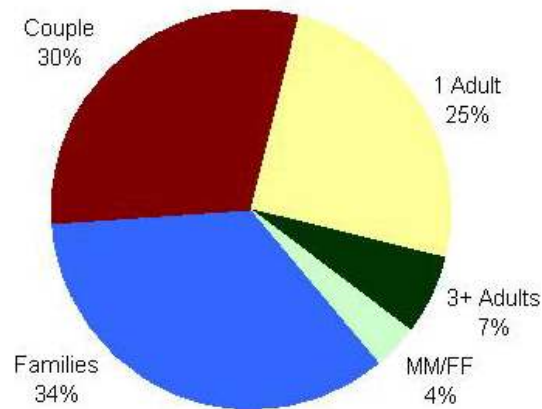
## CONCLUSION...



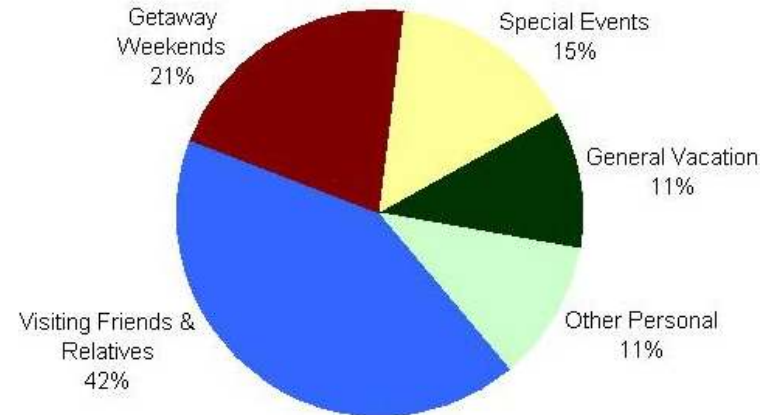
# Indiana Tourists

- There were nearly 63 million visitors to Indiana during 2006.
- These visitors generated nearly \$10 billion in spending, up 20% from 2004.
- 71% of all spending was for leisure.
- For overnight leisure guests...

Who Is Visiting Indiana?



Why Are They Visiting?



- The 42% of overnight leisure guests visiting friends and relatives account for the **lowest** portion of traveler spending.
- 36% of all overnight leisure guests **come from Indiana**.

Courtesy of 2006 Visitor Profile, D.K. Shifflet & Associates, Ltd.  
<http://www.in.gov/tourism/pdfs/2006VisitorProfileReport.pdf>



# A Call To Action

- We as Indianapolis residents believe cultural tourism is valuable, and are reasonably active in local events; however, we are not aware of the city's efforts, are not particularly receptive to tourists and their cultures, and are rather pessimistic about Indianapolis' chances for success.
- A sizable portion of Indiana tourists are Indiana residents, and most Indiana tourists travel to visit friends and relatives.
- Our perception as residents likely impacts the opinions of visitors, their activities during their visits, and the frequency of their future visits.
- We can hardly expect visitors to our city and state to disregard the negative opinions of its people and visit cultural attractions we ourselves are unwilling to support.
- We as residents have the responsibility to participate, educate, and remain optimistic. After all, we have chosen to call Indiana our home. We have the most convenient access to all it has to offer, and we have the choice whether to experience its events and activities and embrace its culture.
- Simply put, we as residents must improve our own perceptions of cultural tourism in order to successfully improve those of tourists.

***IS* there more than corn in Indiana? Of course!**

**Experience it, and spread the word!!!**



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Thank  
You!!!

