



VISIT NOBLE COUNTY 2025 ANNUAL IMPACT REPORT



Visit Noble County
401 E Diamond Street, Suite 112
PO Box 07 Kendallville, IN 46755

Letter from the CEO

Grace E Caswell, Visit Noble County



Dear Friends and Supporters,

Reflecting on 2025, I am filled with gratitude and pride for what we've accomplished together at Visit Noble County. 2025 has been a testament to the strength of our partnerships, the creativity of our community, and the vibrant spirit of our county.

Our tourism economy remained strong in 2025, with \$160,000 collected in Inkeeper's Tax. Visit Noble County distributed over \$8,000 in grants supporting local events, festivals, nonprofits, programs, and attractions, and published and distributed 15,000 Visitor Guides to markets inside and outside Indiana.

Key initiatives included the Countywide Banner Program, T-shirt design contest, and Fall Photo Contest. Visit Noble County supported major county events such as the 4-H Fair, Onion Days Festival, Chain O' Lakes Festival, Stone's Trace Pioneer Festival, Pumpkin Fantasyland, Apple Festival of Kendallville, Kendallville Car Show, outdoor concerts, and holiday events.

A significant milestone in 2025 was America 250 in Noble, marking the nation's upcoming 250th birthday. Visit Noble County worked with museums, local governments, libraries, and historical organizations to advance countywide collaboration and public engagement. Ongoing partnerships were strengthened through Interagency Meetings, Community Learning Center Leadership Meetings, local Chambers, and Thrive Noble County.

Visitor experiences continued to improve through the unified Mural & Public Art Trail, the Tombstone Trail, and enhancements to restaurants, venues, and amenities. Investments in digital tools, data, and staff training supported strategic decision-making. Visit Noble County also marked one year at the Community Learning Center, increasing efficiency, collaboration, and more than tripling foot traffic. Looking ahead to 2026, Visit Noble County remains focused on strengthening tourism and promoting community pride.

With gratitude,
Grace E Caswell

A handwritten signature in black ink that reads "Grace E Caswell". The signature is written in a cursive, flowing style.

Indiana Visitor Economy Highlights (2024)



	2023	2024	GROWTH
VISITORS	81.7 M	83.3 M	VOLUME GROWTH: 1.9% Domestic: 99+% International: <1% Day: 63% Overnight: 37% Business: 14% Leisure: 86%
VISITOR SPENDING	\$16.2B	\$16.9 B	SPENDING GROWTH: 4.7% Average Spend/Trip: \$203 Domestic Spend/Trip: \$198 International Spend/Trip: \$991
TAXES GENERATED	\$2.8 B	\$3.2 B	GROWTH IN TAXES GENERATED: 4.1% Federal: \$1.35 B State: \$1.1 B Local: \$740 M
INDIANA JOBS SUPPORTED	208 K	210 K	EMPLOYMENT GROWTH: 0.8% <i>(Full & Part-Time)</i>
WAGES & SALARIES PAID	\$6.4 B	\$6.7 B	WAGE GROWTH: 4.6%
ECONOMIC CONTRIBUTIONS	\$10.4 B	\$10.9 B	ECONOMIC IMPACT GROWTH: 4.9%

Noble County Visitor Data Highlights (2024)

Visitation & Travel

Total Visitor Trips: 1,173,455

- In-State Visitors: 60% of total trips
- Out-of-State Visitors: 40% of total trips

While the majority of trips originated in Indiana, out-of-state visitation continues to play a critical role in overall economic impact.

Visitor Spending & Economic Impact

Total Visitor Spending: \$31,938,960

- Out-of-State Share of Spending: 50.3%

Out-of-state visitors accounted for just under half of total trips, yet generated the majority of visitor spending—underscoring the importance of destination marketing beyond state lines.

Short-Term Rental Performance

Average Occupancy Rate: nearly 50%

Total Short-Term Rental Revenue: \$1,440,823

- Total Listing Nights Booked: 6,317
- Total Room Nights Booked: 15,815

Short-term rentals remain a key component of Noble County's lodging mix, supporting both overnight visitation and extended stays across the county

Data tools acquired in 2025 allow Visit Noble County to conduct retrospective and longitudinal analysis of visitor activity. One platform, Datafy, uses geofencing-based, anonymized mobility data to measure visitation patterns, origin markets, dwell time, and event-related travel behavior. This specialized software licensing and advanced training were made possible through investment from the Community Foundation of Noble County, strengthening our capacity for data-driven tourism strategy and evaluation.

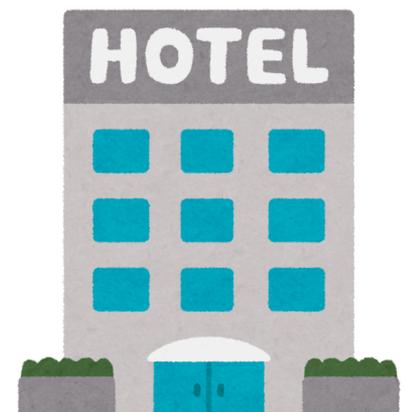
Overview of Noble County Tourism's 2025 Economic Impact



Visit Noble County received approximately \$160,000* in County Innkeepers Tax (CIT) Collection in 2025.

Lodging Stock Continues to GROW in Noble

- **(4) Hotels & Motels**
- **(1) Bed and Breakfasts**
- **(18) Cabin Rentals at Chain O Lakes State Park**
- **(2) Cabin Rentals at Bixler Lake**
- **(60+) Airbnb & Vrbo short-term rental properties**



Visitor Center

Visit Noble County moved to Suite 112 inside of the Community Learning Center in January 2025

472



total visitors to our Visitor Center compared to only **165** total visitors in 2024



Website & Social Media



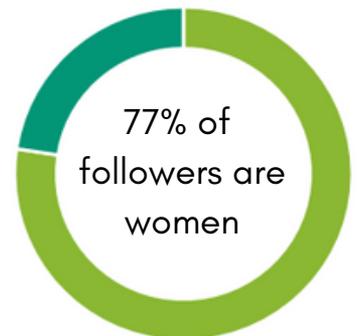
1.9k
69.5k

new followers on Facebook & Instagram
content interactions on Facebook & Instagram

1,405 Trips were attributed to a visit to our website

Some of our engaged visitors came from:

- Chicago, IL
- Indianapolis, IN
- Plymouth, IN
- Ferndale, MI



Alexis A. Wagner

Operations and Data Intelligence Director
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Graduated from Engage Noble Leadership Academy.



2025 Event Impact

Apple Festival of Kendallville

October 4-5, 2025

Estimated Attendees: 30,000+
Estimated Economic Impact: \$1,175,652
42.8% of visitors were from out-of-state



Ligonier Marshmallow Festival

August 29 - September 1, 2025

Estimated Attendees: 30,000
Estimated Economic Impact: \$1,066,216
41.7% of visitors were from out-of-state





Noble County Tourism Grants, Programs, & Sponsorships

In 2025, Visit Noble County reinvested over \$8,000 directly back into Noble County through strategic grants, programs, and sponsorships—leveraging an average investment of \$575 to strengthen events, nonprofits, and placemaking efforts driving visitation, local spending, & community pride.

These targeted investments supported the following organizations and initiatives:

- Acres Land Trust
- Black Pine Animal Sanctuary
- Chain O’Lakes Festival
- Community Learning Center
- Ligonier Marshmallow Festival
- Mid-America Windmill Museum
- Noble Trails
- Northeastern Center
- Stone’s Trace
- Thrive Noble County
- Crossroads United Way, Power of the Purse
- Historic Downtown Kendallville, Creative Convergence
- Kendallville Parks Department with the Noble County YPN
- Historic Strand Theatre



Fun Fact: In 2025, Noble Trails experienced a surge in trail users, reaching a total of 94,643. This marks an increase of 4,680 from 2024, attributed to the new trail expansion and the marketing initiatives funded by this grant.

Visit Noble County Invests \$7,500 in Great Indiana Golf in 2025

Great Indiana Golf (GIG) is one of Noble County's strongest drivers of overnight visitation and repeat tourism, showing continued year-over-year growth and strong forward bookings.

2025 Key Results

- Total Golf Visitation: 2,486 golfers (+40 over 2024)
- Visitor Age Range: 20–75 years
- Booking Lead Time: 1 year to 2 weeks (many returning groups)

Revenue & Growth

- 2025 GIG Revenue: \$929,533
- 2024 Revenue: \$861,659
- Year-over-Year Growth: +7.88%



*GIG visitors consistently support local gas stations, grocery stores, liquor stores, and restaurants in Noble County**

Lodging Impact

- Overnight Room Nights: 2,350
- Best Western Kendallville Revenue: \$335,077 (+\$45,310 over 2024)
- Decreased Fort Wayne hotel use indicates more guests staying in Noble County

Marketing Performance

- The new GIG website generated an estimated 35% increase in quote requests
- 100+ Visit Noble County Visitor Guides distributed at Novi MI Trade Show

Return on Investment

Visit Noble County's \$7,500 investment helped generate nearly \$930,000 in golf-related revenue, increased local overnight stays, and secured repeat visitation—reinforcing GIG's value as a high-performing tourism partnership.



2025 Awards and Distinctions



Fort Wayne Reader's Choice

- Named a **Winner for Best Travel Agency** and **Finalist for Best Nonprofit** in the 2025 Readers' Choice Awards for LaGrange & Noble Counties

Hoosier Hospitality Award

- Cyndi Schlemmer, CVB Board Secretary, received **an IDDC 2025 Hoosier Hospitality Award**

Best in Indiana Awards

- Visit Noble Won the **2025 Online Travel Guide/Printed Travel Publication** and the **Travel Organization** categories.

2025 Collaborative Projects and Programs



- America 250 in Noble County planning
- Bridging Barriers Accessibility Campaign
- Creative Convergence Training, Events, & Projects
- Datafy Investment - Community Foundation of Noble County
- Destination Noble Banners, T-shirts, & Photo Contest
- Engage Noble Leadership Academy
- Great Indiana Golf Packages
- NoblePalooza expanded partnership
- MapMe Digital Map Collaborative
- ShopNoble Holiday Gift Baskets
- Tombstone Trail brochures and guidebook





Bridging Barriers

Accessibility Improvement Project

Our happiness is directly connected to our perceptions of how well we belong within the world around us. Bridging Barriers is a project led by the Noble County Convention and Visitors Bureau, Inc., in collaboration with the Community Foundation of Noble County, AWS Foundation, and The Arc Noble County Foundations, aimed at identifying and eliminating barriers to inclusion and accessibility for all individuals to the many assets in our community.

Project Summary & Key Wins

Phase I - Data Collection: Surveys and demographic research identified accessibility needs and gaps for residents and visitors with disabilities. **Phase II - Website Updates:** Survey insights informed updates to the website with clearer accessibility information.

Phase III - Accessibility Improvements: UserWay and Wix tools upgraded the site to WCAG 2.1 AA/AAA standards, enhancing navigation, contrast, and usability. **Phase IV - Navigation & Accessibility Page:** Added a dedicated Accessibility page, improved navigation, and updated the Accessibility Statement.

Key Wins:

Data-driven accessibility insights

Updated, more informative website

Technical improvements meeting WCAG 2.1 AA/AAA standards

New Accessibility landing page and better navigation

10% of the marketing budget is now dedicated to accessibility

Associations, Memberships, & Partnerships



Visit Noble County Top Tourism Investors



Thank you!

We are profoundly grateful to the investors and industry partners who have supported our mission to promote tourism in 2025. They have played a crucial role in contributing to economic growth in Noble County. Their investment is not just in our mission, but in the vibrant future of our community. Thank you for believing in and championing our vision!

LEGACY BUILDER

\$50,000



TRAIL BLAZER

\$28,000



TRAIL BLAZER

\$15,000



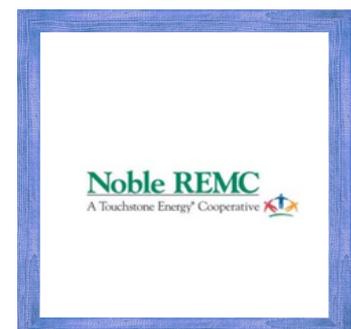
CHAMPION

\$2,500



CHAMPION

\$2,500





KROGER COMMUNITY REWARDS

An easy way to support us is to sign up for Kroger Community Rewards! When you make a purchase at Kroger with your Rewards card, Kroger will donate a small percentage of your purchase to us!

How To Sign Up

1. Visit <http://www.kroger.com> and log in to your account
2. Scan the QR code to navigate to the Community Rewards page and click Link Your Shopper's Card. On the app, navigate to the Rewards section, where you will find Community Rewards
3. Search for **Noble County Convention & Visitors Bureau** either by name or ES974
4. Click Enroll

