

Life is Better
IN INDIANA



An Open-Source Campaign

IN INDIANA

The Indiana Destination Development Corporation (IDDC), in partnership with the Indiana Governor's Office, has created and released the first and only open-source and fully inclusive messaging platform that unites Indiana around a primary identifier — IN Indiana — linked with a universally adaptable modifier.

Additionally, the Indiana Destination Development Corporation (IDDC) created a free tool kit for immediate download that allows real Hoosiers and destinations to share their personal experiences that happen right here IN Indiana with the world.

IN Indiana is the first campaign where DMOs and other stakeholders can participate, collaborate, and craft their personal message as they cobrand with the state. This allows Hoosiers, Hoosier businesses and destinations IN Indiana of all sizes to unite and strengthen each other's voices and help one another to meet their needs and goals.

In short, IN Indiana amplifies authentic voices and stories from real Hoosiers and destinations around the state. With the power and versatility of the IN Indiana open source tool kits, everyone has access to participate IN Indiana and invite neighbors to stay, play and build a life here.

GOVERNMENT PARTNERSHIPS



Clifty Falls State Park

Experience Nature
IN INDIANA

Looking for outdoor adventures full of unexpected moments?

Here, you'll find miles of dune covered coastline, tunnels of trees, and hidden ravines that take your breath away. Between 32 state parks and lakes, 15 state forests and two off-road riding areas, there's plenty to discover. And with countless campgrounds and seven Indiana State Park Inns, you'll always be surrounded by the great outdoors.

Ready to start your adventure?
GET IN AT VISITINDIANA.COM

#

Explore State Parks
IN INDIANA

PLAN YOUR TRIP AT
VISITINDIANA.COM

CLIFTY FALLS STATE PARK

DMO PARTNERSHIPS



Indy | IN INDIANA

Your Love Indy Moment Awaits

From a romantic gondola ride, family paddle boat adventure, leisurely stroll or bike ride along the canal, to plenty of hidden spots where you can enjoy world-class dining, your perfect #LoveIndy moment is simply waiting to be discovered this summer.

SOAK UP YOUR #LOVEINDY MOMENT THIS SUMMER AT VISITINDY.COM

Indianapolis Canal Walk



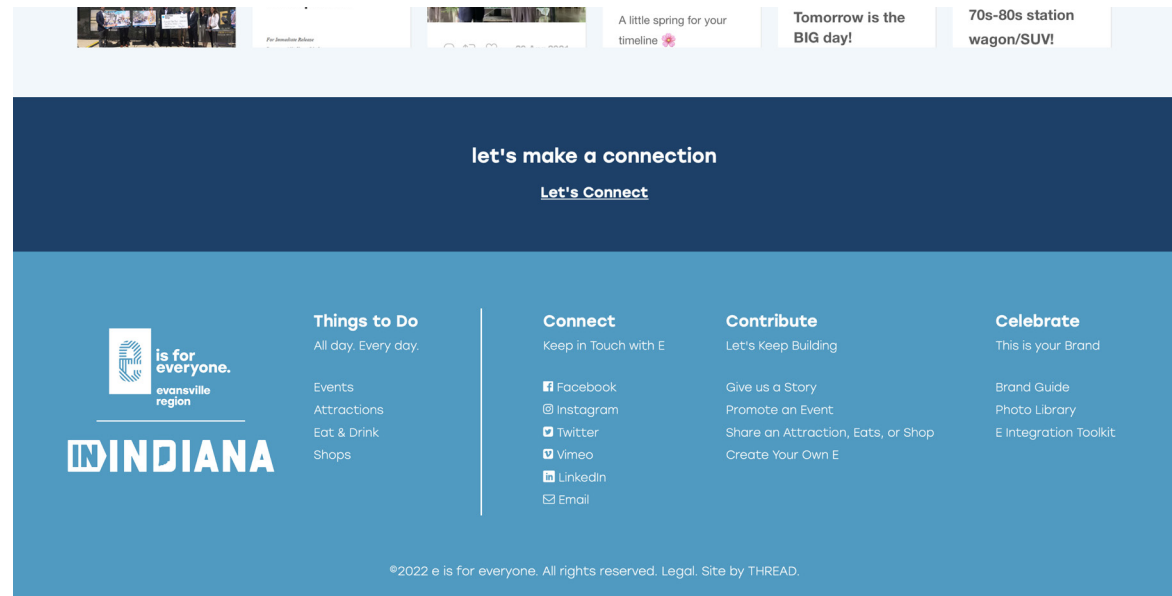
Indy The Children's Museum of Indianapolis

Family Fun
IN INDIANA



Adventure Awaits
Indy | IN INDIANA

MUNICIPALITY PARTNERSHIPS



RETAIL PARTNERSHIPS



UNIVERSITY PARTNERSHIPS



IN INDIANA



IN INDIANA



Visit Clifty Falls
IN INDIANA

HARD ROCK CASINO

the South Shore
INDIANA

Hard Rock
CASINO
NORTHERN INDIANA

SUMMER IS BETTER
IN Steuben County
INDIANA

Robert Stewart Bridge, Downtown Columbus

Discover Something New
IN INDIANA

A remarkable modern architecture awaits your arrival — and it's closer than you think. Just a short trip from Louisville and you can take in awe-inspiring art and design, magnificent sculptures, and man-made wonders alike. Explore Indiana's picturesque towns, browse eclectic shops, and tour beautiful gardens. You're invited to discover arts and culture IN Indiana.

DISCOVER SOMETHING NEW AT VISITINDIANA.COM

Champions are Crowned
IN INDIANA

PETE DYE
GOLF TRAIL

Discover Arts & Culture
IN INDIANA

Explore the South Shore
IN INDIANA

PLAN YOUR TRIP AT
VISITINDIANA.COM

Adventure
IN INDIANA

PLAN YOUR TRIP AT
VISITINDIANA.COM

Take an Adventure
IN INDIANA

Take in the Natural Beauty of Patoka Lake

Less than 65 miles west of Louisville and you've arrived at 26,000 awe-inspiring acres of land and water. At 8,800 acres, Patoka Lake provides habitat for freshwater jellyfish and bald eagle nesting sites. It's also located just south of the historic towns of French Lick and West Baden — where history truly meets luxury. With the hills of the Hoosier National Forest as your backdrop, you can stay at a pair of Four-Diamond hotels, with three nationally-recognized golf courses, two rejuvenating spas, and a Vegas-style casino. If you're looking for a much-needed getaway, this hidden gem is sure to impress.

Ready to start your adventure?
GET IN AT VISITINDIANA.COM/INFRENCHLICK

Visit the Dunes
IN INDIANA

GET IN AT VISITINDIANA.COM

EXPLORE

Wilstem Wildlife Park

ADVENTURE AWAITS
IN French Lick
INDIANA

Champions are Crowned
IN INDIANA

PETE DYE
GOLF TRAIL

Conner Prairie

More to Discover
IN INDIANA

PLAN YOUR TRIP AT
VISITINDIANA.COM

The Harmonist Labyrinth at New Harmony

Find Your Way
IN INDIANA

Outdoor Adventure and unexpected moments are just a short drive away.

Ready to start your adventure?
GET IN AT VISITINDIANA.COM

Relax Along the South Shore
IN INDIANA

Visit French Lick
IN INDIANA

Retreat Outside
IN INDIANA

HEADLINE EXAMPLES PER GOAL

TOURISM

More to Discover

IN INDIANA

Experience Nature

IN INDIANA

Find Your Adventure

IN INDIANA

INVITATION

Tell Your Story

IN INDIANA

Find Your Seat at the Table

IN INDIANA

Stay Awhile

IN INDIANA

PRIDE

Life is Better

IN INDIANA

Free to Be

IN INDIANA

Build Your Legacy

IN INDIANA

PERSONALIZATION

We Create

IN INDIANA

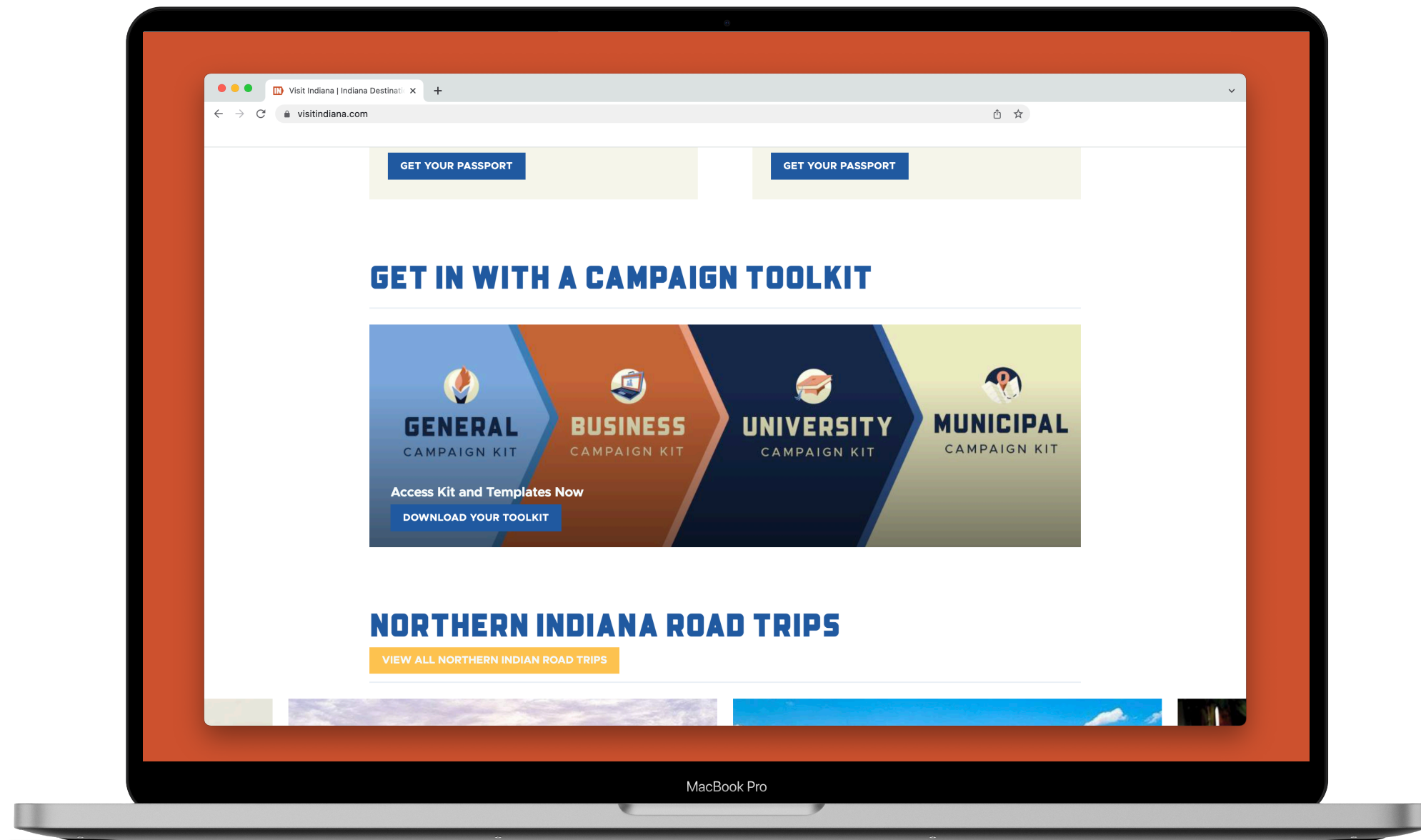
Visit the Dunes

IN INDIANA

Boiler Up

IN INDIANA

VISITINDIANA.COM



WHERE CAN I ACCESS THESE TEMPLATES AND ELEMENTS?

All IN Indiana templates and campaign elements are available for use at visitindiana.com/campaign-kits.

More to Discover

IN INDIANA