



Connect

with **VisitFortWayne**

Visit Fort Wayne Summer Marketing Plan

and the

“Top 10 Things You Can Do to
Attract More Visitors This Summer!”



Visit Fort Wayne Summer Marketing Plan



Summer Leisure Advertising

- We spend the majority of our ad budget to promote “family getaways” during the summer
- Advertise in over 30 cities between 50-200 miles of Fort Wayne (South Bend, Toledo, Indianapolis and all points in between)
- Utilize radio, TV, print, web, social media, pr, articles and more!



Print

Over one million inserts –

Put in regional newspapers and on newsstands

Over 700,000 print ads

Placed in dozens of travel pubs, summer event guides, “things to do” publications throughout region

Big City. Bigger Heart.

You'll love family getaways in Fort Wayne!

Just two hours east of South Bend, a heart-warming getaway awaits.

Reconnect with your family this summer in Fort Wayne, Indiana.

Hey South Bend!

Your Potawatomi Zoo Membership gets you 50% off admission at the Fort Wayne Children's Zoo - named the "#1 Indiana Summer Gotta Do!"

VisitFortWayne
INDIANA

Find getaway ideas, overnight packages, and deals at:
VisitFortWayne.com • 1-800-767-7752

2014 GUIDE

Big Summer FUN!

Check inside for deals and trip ideas!

You'll love family getaways in Fort Wayne!

Just a few hours away, a heart-warming getaway awaits in Fort Wayne, Indiana!

Indiana's second-largest city offers the big city attractions and activities that you're looking for - in a friendly, affordable city that will warm your heart!

VisitFortWayne
INDIANA

Start Planning a Great Family Getaway They'll Love - in Fort Wayne, Indiana!
www.VisitFortWayne.com



TV

- Our Summer Commercial will run on Comcast “mom” stations throughout the region
- We also run special promotions with Network stations and PBS Kids in South Bend, Toledo, and Indianapolis (TV ads and online contests and promotions)
- In 2014, our ad on WISH TV (Indy)’s online had a click-thru-rate of 6.74%, and the video ad had a CTR of 11.88% - the highest they’ve ever had!!
(National average is 1.59%)



VisitFortWayne

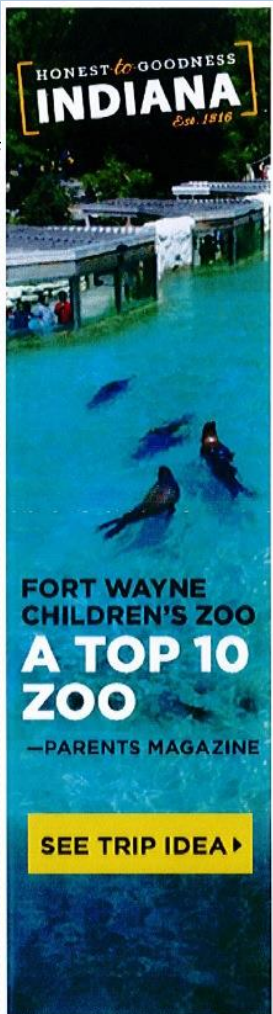
Radio

We produce weekly call-ins to 20 stations in 50-200 mile radius to encourage listeners to plan a “quick trip”: *“What’s going on in Fort Wayne this weekend?”*

Call-ins aired on 20 stations, 3 times a week, for 10 weeks (2 million impressions/week for 12 weeks!)

Pandora campaign in target markets – 1.44% CTR (they consider 1.3% “highly successful!”)





Online Ads

We target the same region and market (moms in the 50 - 200 mile area) with ads on Google, YouTube and Facebook

In 2014, the summer online campaign totaled **19 million impressions** to an audience of around **2 million people**.



Big City. Bigger Heart.

Click here for Trip Ideas, Deals, Events and more!

VisitFortWayne
INDIANA

Email Promotions

Hotels | Attractions | Restaurants | Events | Deals | Insider Blog | Videos



Fort Wayne Weekly

Plan your next getaway in Fort Wayne, Indiana!



Chalk Walk

Based on the Italian art of street painting, artists from Fort Wayne and all over the nation take their pastels to the streets as part of this exciting annual event. Come join the 22,000 viewers who come out to watch beautiful (and sometimes mind-bending) pictures take shape beneath their feet. It's all part of the Three Rivers Festival - an event you won't want to miss!

Learn More



Hotels | Attractions | Restaurants | Events | Deals | Insider Blog | Videos



2014 GUIDE

Big Summer FUN!



You'll love family getaways in Fort Wayne!

Just a few hours away, a heart-warming getaway awaits in Fort Wayne, Indiana. Indiana's second-largest city offers the big city attractions and activities that you're looking for - in a friendly, affordable city that will warm your heart!

10

Reasons your family will LOVE Fort Wayne, Indiana this summer!

From catch-them-before-they-re-gone experiences, to tried and true favorites, we've got a great family getaway in store for you this summer!



Things To Do | Calendar of Events | Hotels | Maps | Coupons & Packages | Insider Blog

WIN A GETAWAY TO FORT WAYNE!

Big City. Bigger Heart.



Spend a heart-warming family getaway in Fort Wayne, Indiana this summer!

Social Media

Everyday we populate Facebook, Twitter, Instagram, Pinterest and our blog with information

- Facebook: Reaching **150,000** people monthly
- Twitter: Earning **203,600** impressions monthly
- *FW Insider* blog: **23,000** pageviews a month

Visit Fort Wayne
Sponsored · Edited [?] · @

Save the Date: The 40th Annual Johnny Appleseed Festival will take place September 20-21!

Celebrate one of Fort Wayne's top festivals with two days full of demonstrations, crafts, antiques, roving entertainment, children's area, military reenactment, farmer's market and food!

More info: bit.ly/Y6doWQ



Visit Fort Wayne
Sponsored · Edited [?] · @

Broadway at the Embassy Contest!

Win two tickets to Mamma Mia! on October 20, hotel stay, DeBrand Chocolatier and free attractions passes. Enter here: bit.ly/1mlSb6l

Like · Comment · Share · 113

BENNY ANDERSSON & BJÖRN ULVÆLUS'
MAMMA MIA!

ABBA®

VisitFortWayne
Nov 16, 3:12pm via TweetDeck

@HotelFitChamps We are really excited for the golf tournament! It will be a great thing for our community. #manygolfans

Hide conversation

HOTEL FITNESS **HotelFitChamps:** Thanks to @VisitFortWayne for sharing Championship news. It's going to be an exciting year of sports for the city. <http://t.co/lbAGItHp>
2:00pm, Nov 16 from TweetDeck

VisitFortWayne: @HotelFitChamps We are really excited for the golf tournament! It will be a great thing for our community. #manygolfans
3:12pm, Nov 16 from TweetDeck

Travel Writers



ONE TANK TRIPS PACKED WITH FUN

TOUR FAMILY-FRIENDLY
DESTINATIONS WITHIN THE STATE

Rebecca Wood

As the weather warms and spring break approaches, you may be looking for a change of pace. Consider taking a one-tank trip to one (or more) of the many family-friendly destinations within Indiana, including the following list of some family favorites.

KIDSCOMMONS

Columbus's **kidsccommons Children's Museum** offers three floors with interactive exhibits, the most popular being a giant toilet (yes, you read that right!) Children can climb into the colossal commode and crawl or slide down its plumbing. The toilet has attracted national attention to the museum and even appeared twice on *The Tonight Show* with Jay Leno. Other popular exhibits include a climbing wall, art studio and bubble-blogy room.

Within the same kid-friendly city block of kidsccommons families can visit **Zaharakos**, a century-old ice cream parlor, and **The Commons**, a spacious, free indoor playground.

FORT WAYNE ATTRACTIONS

To see one of the top ten zoos in the nation, visit the **Fort Wayne Children's Zoo**, which spans 42 acres with over 1,500 animals. Special attractions include the Sky Safes and the Australian Outback. This summer guests can feed giraffes, get up close with a lion and see the splendor of the Great Barrier Reef.

Science Central is a three-story interactive museum that fuses family entertainment with science education. Visit the flock to the high rail bike where brave participants ride



TRAVEL ACTIVE GETAWAY



Drive time

The *thwack* of a golf club hitting a ball briefly interrupts early-morning birdsong at the tee box at **Bridgewater Golf Club** in Auburn, Indiana. And at **Cherry Hill Golf Club** in Fort Wayne, 17 miles south. And in Marion's **Walnut Creek Golf Course**, 65 miles north of Indianapolis.

These three courses, plus a few more, are conveniently located along Interstate-69, running from Indy north to Fort Wayne and points beyond. If you're planning a golf-centric getaway, the formal 189 Golf Trail provides a great starting point. But you don't have to stick to the trail to have a weekend full of engaging and challenging golf.

MORE TO EXPLORE

A charming small town and a walkable downtown make Auburn, Indiana, a great hub for a golfing weekend. For information, contact the DeKalb County Visitors Bureau (260/927-1499; dekalbcvb.org).

What to do

Within easy driving distance of Auburn's **Bridgewater Creek Golf Club** (260/925-8184; bridgewatercgc.com) is country clublike **Cherry Hill Golf Club** in Fort Wayne (260/485-8727; cherryhillgc.com) and **Walnut Creek Golf Course**, a family-owned course in Marion (765/998-7651; walnutcreekgolf.com). The 169 Golf Trail website highlights other courses (69golf.com). Rounds with a cart start at \$30; call ahead to reserve tee times.

Auburn Cord Duesenberg Automobile Museum Car-lovers cruise the luxury car manufacturer's 1920s Art Deco showroom near Auburn's Main Street (260/925-1444; automobilemuseum.org).

National Automotive and Truck Museum of the United States Adjacent to the automobile museum, this former car factory displays some 190 speedsters, muscle cars and trucks (260/925-9100; natmus.org).

Where to eat

Mad Anthony's Tap Room 51p Gabby blonde ale in the tap room of this local brewery (260/927-0500; madrbrew.com).

Where to stay

Inn at Windmere Expect spacious guest rooms at this bed-and-breakfast; from \$115 (260/925-3303; innatwindmere.com).

PHOTOGRAPH: BRIAN CONNER



SIGHTSEEING OTR EPISODES ODDS & ENDS ROAD QUIRK AMERICA VIDEO ARCHIVE

The Genealogy Center

Posted by Bill Cleven in ROAD QUIRK, VIDEO 1 month ago 934 Views Comments Off



Fort Wayne, Indiana welcomes over 100,000 visitors each year to the Allen County Public Library. The Genealogy Center located on the library's second floor is one of the most highly acclaimed in the country. People from all over the United States travel to Fort Wayne to search for documents relating to their family history.

The library staff can help a person that is just starting the process or trying to piece together years worth of research. Some of the assets available for free, include things you'd otherwise have to pay for on popular genealogy websites.

Here's a quick look at inside the center and a visit with Curt Witcher who is a long time manager at the library and a genealogy enthusiast.



2014 Results

Web Traffic –

24% increase in unique visitors to VisitFortWayne.com
from 2013 to 2014

Nearly **3 million pageviews** annually

Visitors Center –

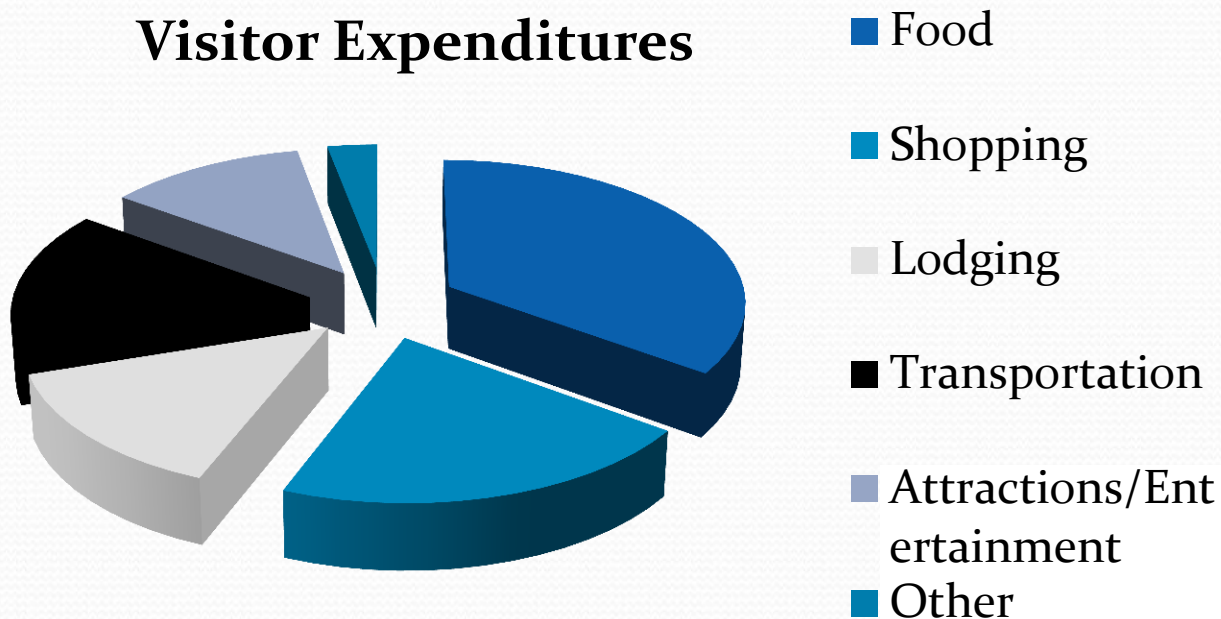
Inquiries **up over 70%** from 2013

Visitors Guide requests inquiries **up 140%**

Visitors Are Coming!

5.8 million visitors come to Fort Wayne each year, spending **\$496 million** in our community

Visitor Expenditures



The Top Ten Things You Can Do to Market Your Business to Visitors This Summer



Enhancing Your Presence on Visit Fort Wayne.com

- Send us your high resolution horizontal photos.
- Check your listing description, and send us new copy if needed.
- Tell us about your events and send us event photos.

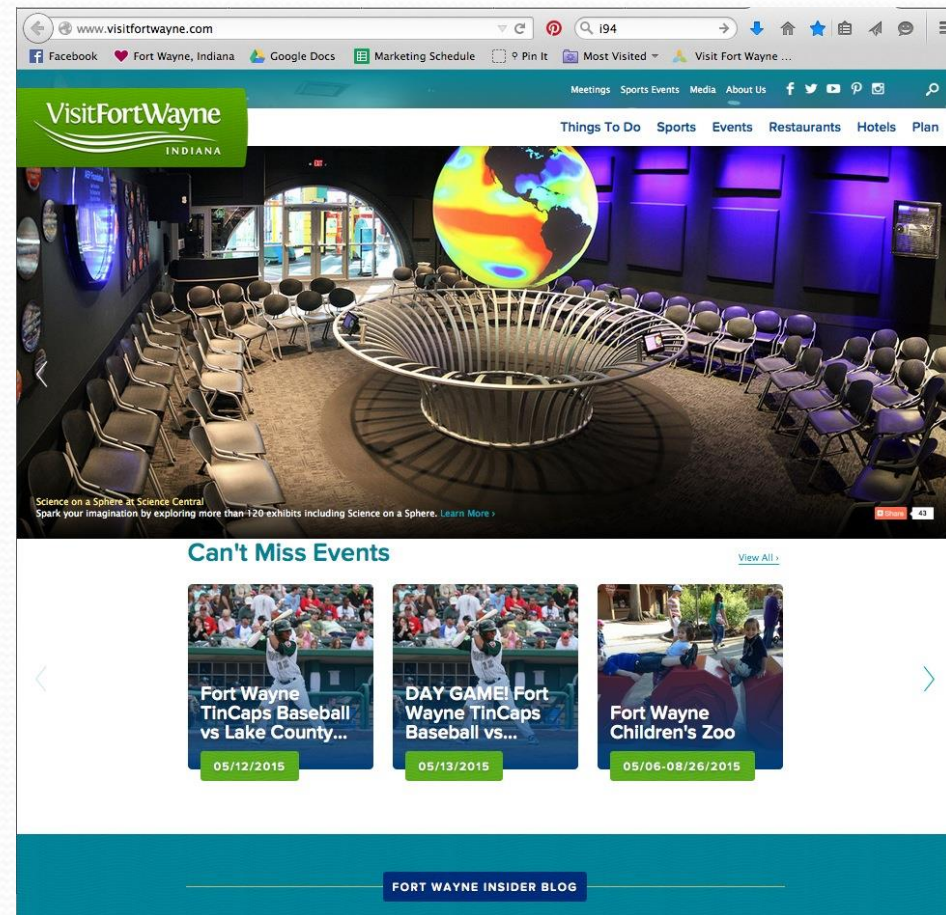










Photo Examples (listings)

Meetings Sports Events Media About Us      


Things To Do Sports Events Restaurants Hotels Plan

[<< Back to Listing](#)

DeBrand Fine Chocolates

Address: 10105 Auburn Park Drive Fort Wayne, IN 46825
Phone: (260) 969-8335
Fax: (260) 969-8334
Website: www.debrand.com



[DETAILS](#) [AMENITIES](#)

Tours begin with a video presentation, sampling and a peek into the DeBrand Kitchens and end in the elegant DeBrand Chocolate Shoppe. Visit DeBrand's beautiful corporate headquarters to see their chocolatiers in action! You'll enjoy a short video on the history of DeBrand and view their chocolate making kitchens where you'll see the artisan process involved in making their coveted chocolates. DeBrand Tours are a great way for people of all ages to add a little fun and chocolate to their day! For available open tour dates and times visit www.debrand.com/about-us/tours/. Each tour typically lasts 20-45 minutes. Tours

Photo Examples (trip ideas)



The screenshot shows the VisitFortWayne website. The header features the logo "VisitFortWayne INDIANA" on the left and navigation links for "Meetings", "Sports Events", "Media", and "About Us" on the right, along with social media icons for Facebook, Twitter, YouTube, Pinterest, and Instagram. Below the header is a secondary navigation bar with links for "Things To Do", "Sports", "Events", "Restaurants", "Hotels", and "Plan". The main content area displays a large photograph of an outdoor dining area with people seated at tables under umbrellas. A wooden archway in the foreground contains the text "SWEET TRIP IDEAS". A "Share" button is visible in the bottom right corner of the photo. Below the photo is a horizontal menu with links for "All Things to Do", "Attractions", "Museums & Galleries", "Genealogy", "Trip Ideas" (highlighted in yellow), "Downtown +", "Shopping", "Parks and Trails +", "Performing Arts", "Spring Break 2015 +", and "Pro & League Sports". Below the menu is a section titled "Downtown Fort Wayne" with a sub-header "Downtown Fort Wayne" and a paragraph of text: "The heart of our community, downtown Fort Wayne is the hub of our business culture, but its also where you'll find our arts, dining and nightlife communities. It's where you'll find the best festivals, yummiest eats, and coolest experiences." At the bottom of the screenshot, a small "Downtown Fort Wayne" label is visible.

VisitFortWayne
INDIANA

Meetings Sports Events Media About Us f t y p i

Things To Do Sports Events Restaurants Hotels Plan

Outdoor Dining at The Deck

Share

[All Things to Do](#) [Attractions](#) [Museums & Galleries](#) [Genealogy](#) [Trip Ideas](#) [Downtown +](#) [Shopping](#)
[Parks and Trails +](#) [Performing Arts](#) [Spring Break 2015 +](#) [Pro & League Sports](#)

Downtown Fort Wayne

The heart of our community, downtown Fort Wayne is the hub of our business culture, but its also where you'll find our arts, dining and nightlife communities. It's where you'll find the best festivals, yummiest eats, and coolest experiences.

Downtown Fort Wayne

Photo Examples (e-newsletters)



Insider Tips

Winter Comfort Foods

See where our Insiders go to warm up with some [great comfort foods](#) in the "City of Restaurants" in our [Insider Blog!](#)

Learn More

Hotels | Attractions | Restaurants | Events | Deals | Insider Blog | Videos

VisitFortWayne
INDIANA



Fort Wayne Weekly

Plan your next getaway in Fort Wayne, Indiana!



Feature

Chalk Walk

Based on the Italian art of street painting, artists from Fort Wayne and all over the nation take their pastels to the streets as part of this exciting annual event. Come join the 22,000 viewers who come out to watch beautiful (and sometimes mind-bending) pictures take shape beneath their feet. It's all part of the Three Rivers Festival - an event you won't want to miss!

Learn More



Photo Examples (blog posts)

[← Back to Blog](#)

Downtown Fort Wayne buildings abound in history

Posted on May 4, 2015 at 8:01AM



There is no shortage of history in Fort Wayne. You can see it especially reflected in the historic buildings downtown. Here are a few not to be missed:



Posted on May 11, 2015 at 8:01AM by Lauren C.

Unwind at Nick's Martini & Wine Bar



In the past year or so, Fort Wayne has been a hotbed for new locally owned restaurants and bars. It's been real to experience this trend firsthand. Among the recent additions to the Fort Wayne nightlife scene is Nick's Martini & Wine Bar. Located in the East State Village, not far from the [Museum](#).

Posted in: Arts and Entertainment, and Nightlife Dining, Dining and Restaurant, Entertainment, Visit Fort Wayne



Posted on May 10, 2015 at 8:01AM by Amanda K.

Experience the Ancient Art of Bonsai Trees at the Botanical Conservatory



Over a thousand years ago, the Chinese created a unique horticultural art form—a miniature replica of a tree, situated in a pot instead of in the earth. Later, the Japanese utilized this art form in their society and gave it the name "bon-sai," which means "planted in a container." [More...](#)

Posted in: Attractions and Museums, Botanical Conservatory, Children's Activities, Downtown Fort Wayne, Family Friendly, Festivals and Special Events, Visit Fort Wayne



Posted on May 9, 2015 at 2:00PM by The History Center

Celebrating the Old City Hall and Fort Wayne History



May is National Historic Preservation Month (NHPM) (www.preservationaction.org/take-action/preservation-month/) and since the Chief Exchange House has been much in

Optimizing Your Site for Visitors

- What is Search Engine Optimization? (SEO)
- Google rolled out mobile friendly update on April 21
- SEO Tips and Resources

(see handout)

Visit Fort Wayne Extranet



Visit Fort Wayne Extranet- What is it?

- Your personal portal to access your member information that is seen on our Visit Fort Wayne website!
- The Extranet allows YOU to be in charge of your business's:
 - Content
 - Photos
 - Listings
 - Hotel packages
 - Coupons
 - Sales Leads (*Hotels Only*)



TIP: How to better market and communicate with Visit Fort Wayne about your attraction, hotel and restaurant:

- Hotel Packages
- Event Submission
- Sales Leads
- Visit Fort Wayne's Extranet



Hotel Packages

Hotel Packages

- The Visit Fort Wayne Extranet allows members to upload hotel packages onto Visit Fort Wayne's website.
- Why is it important?
 - FREE exposure!
 - More clicks on your website listing, more bookings at your hotel
 - The Visitors Center refers to them
 - Visit Fort Wayne submits all hotel packages to our state's tourism website- *VisitIndiana.com*



Visit Fort Wayne Extranet



Username:

Password:

Remember Username:

[Forgot Password?](#)

Login



ACCOUNT DETAIL: DON HALL'S GUESTHOUSE

Account Information

Account ID: 10323	Status: Member
Account: Don Hall's Guesthouse	Region: --None--
Account (sort): Don Hall's Guesthouse	Email:
Parent:	Web Site: www.donhalls.com
Formerly:	

Phone/Fax Numbers

Primary: (260) 489-2524	Alternate:
Toll Free:	Fax: (260) 489-7067

Address Information

Physical Address

1313 W. Washington Center Rd
Fort Wayne, IN 46825
UNITED STATES

Billing Address

1313 W. Washington Center Rd
Fort Wayne, IN 46825
UNITED STATES

Shipping Address

1313 W. Washington Center Rd
Fort Wayne, IN 46825
UNITED STATES






















Web

Coupons

Add New Coupon

Filters: All Coupons --Any Type--

Page 1 of 1

Action	Offer Title	Pending	Redeem Start	Redeem End	Post Start	Post End
  	Adventure Package for Two	No	04/01/2015	10/31/2015	04/01/2015	10/31/2015
  	Fort Wayne Children's Zoo Package	No	04/25/2015	08/31/2015	04/25/2015	08/31/2015
  	Komets Fan Getaway Package	No	10/01/2014	04/30/2015	10/01/2014	04/30/2015
  	Mad Ants Getaway Package	No	11/01/2014	04/30/2015	11/01/2014	04/30/2015
  	Romance Package	No	01/01/2015	12/31/2015	01/01/2015	12/31/2015
  	Standard Hotel Room Package	No	01/01/2015	12/31/2015	01/01/2015	12/31/2015
  	Taste of Fort Wayne Package (must be 21)	No	01/01/2015	12/31/2015	04/10/2015	12/31/2015

Page 1 of 1

COUPON: NEW COUPON FOR DON HALL'S GUESTHOUSE

[Save](#) [Save & New Coupon](#) [Close](#)

Colored fields are required.

Coupon Information

Offer Title:

Offer Link:

Offer Text:

Coupon Image

Selected Image:



Coupon Dates

Redeem From:

Redeem To:

Post From:

Post To:

Coupon Categories

Available

- Coupons-General
- Coupons-Attractions
- Coupons-Business
- Coupons-Dining
- Coupons-Entertainment
- Hotel Packages - Family

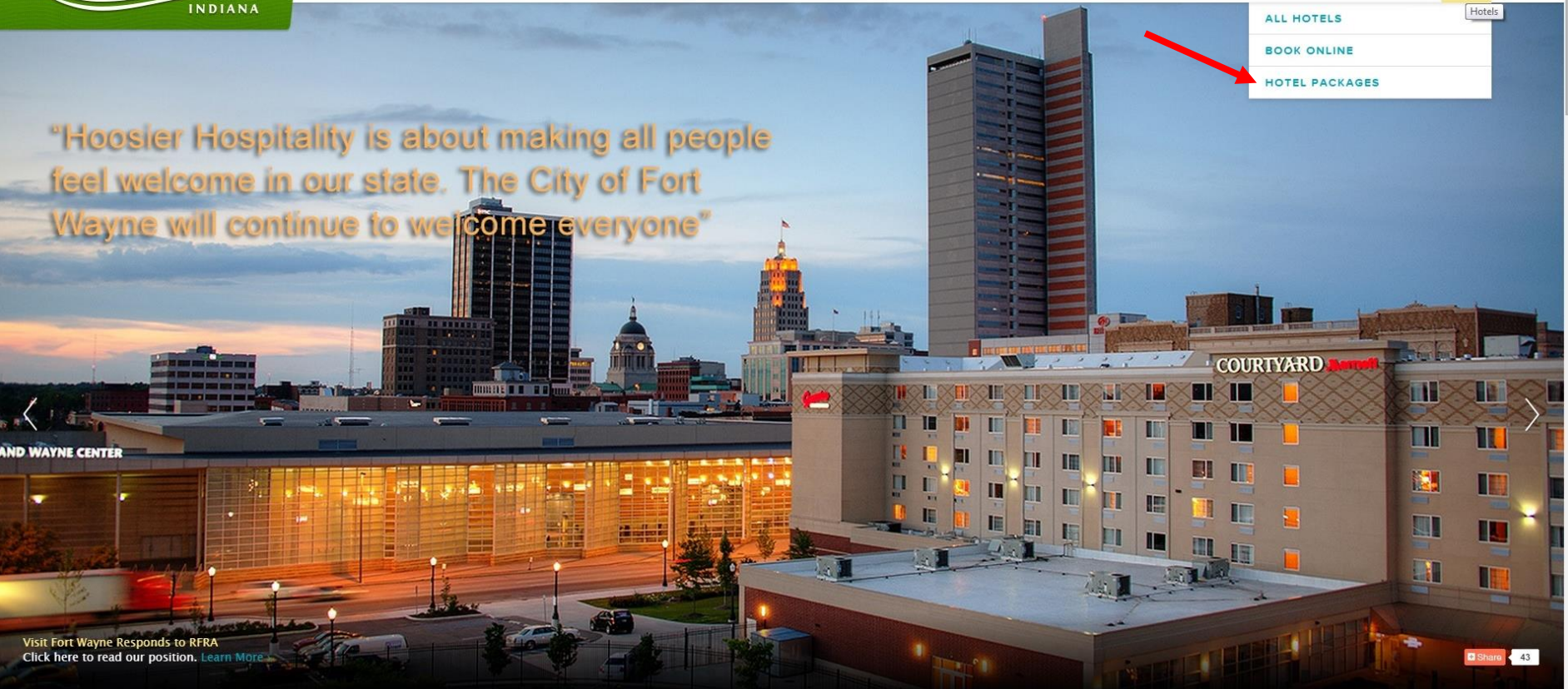
Selected

--None--



- ALL HOTELS
- BOOK ONLINE
- HOTEL PACKAGES

"Hoosier Hospitality is about making all people feel welcome in our state. The City of Fort Wayne will continue to welcome everyone"





Visit Fort Wayne Responds to RFRA
Click here to read our position. [Learn More](#)



hotel packages

Hotel Packages ▼ Sort By: Current ▼ Keywords

From: 05/06/2015  To: 01/31/2016  **SEARCH**

[Next Page >](#)



20% OFF
Regular Room Rate

20% OFF
Regular Room Rates

Candlewood Suites
January 30, 2015 – January 31, 2016
Must mention coupon when making reservation. Must present at check-in. [More >](#)

 [Map It](#)



25% Off
Regular Room Rates

25% Off Reg Rates

Homewood Suites by Hilton
January 22 – December 31, 2015
[More >](#)

 [Map It](#)



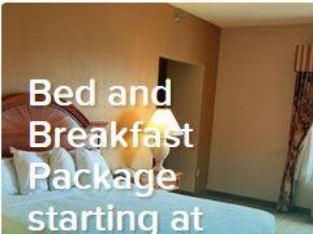
Adventure Package for Two

Don Hall's Guesthouse
April 1 – October 31, 2015
This package includes overnight stay at Don Hall's Guesthouse Hotel, breakfast and two dinners in the Grille Restaurant as well as a four hour rental for one of the following a canoe, two [More >](#)

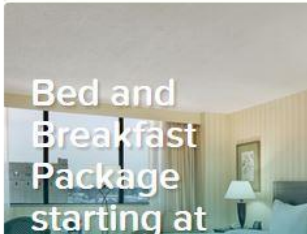
 [Map It](#)



Auburn Cord Duesenberg Festival Package
starting at \$129.99



Bed and Breakfast Package
starting at



Bed and Breakfast Package
starting at



[<< Back to Listing](#)

Don Hall's Guesthouse

Address: 1313 W. Washington Center Rd Fort Wayne, IN 46825

Phone: (260) 489-2524

Fax: (260) 489-7067

Website: www.donhalls.com



DETAILS

AMENITIES

MEETING FACILITIES

SPECIAL OFFERS



Fort Wayne's only independent full-service hotel includes free dinner and breakfast with the low rate of \$99. Conveniently located off I-69 exit 311B offering free WIFI, indoor and outdoor pools, fitness center, in-house laundry, full-service restaurant and lounge with entertainment plus plenty of hospitality/banquet rooms for any size party up to 500 people. Rooms \$99-\$185.



Adventure Package for Two

Don Hall's Guesthouse
April 1 – October 31, 2015
This package includes overnight stay at Don Hall's Guesthouse Hotel, breakfast and two dinners in the Grille Restaurant as well as a four hour rental for one of the following a canoe, two [More >](#)

[Map It](#)



Fort Wayne Children's Zoo Package

Don Hall's Guesthouse
April 25 – August 31, 2015
This package includes overnight stay at Don Hall's Guesthouse Hotel, breakfast and two dinners in the Grille Restaurant as well as two adult tickets to the Fort Wayne Children's Zoo. Hotel [More >](#)

[Map It](#)



Komets Fan Getaway Package

Don Hall's Guesthouse
October 1, 2014 – April 30, 2015
This package includes overnight stay at Don Hall's Guesthouse Hotel, two breakfasts and two dinners in the Grille Restaurant as well as two tickets for any Komets Hockey home game (no date) [More >](#)

[Map It](#)



Mad Ants Getaway Package

Don Hall's Guesthouse
November 1, 2014 – April 30, 2015
This package includes overnight stay at Don Hall's Guesthouse Hotel, breakfast and two dinners in the Grille Restaurant as well as two tickets to a Mad Anthony home game. Hotel rates [More >](#)

[Map It](#)



Romance Package

Don Hall's Guesthouse
January 1 – December 31, 2015
This package includes overnight stay at Don Hall's Guesthouse Hotel, breakfast and two dinners in the Grille Restaurant as well as a bottle of Kenwood Champagne, and DeBrand's Chocolates. [More >](#)

[Map It](#)



Standard Hotel Room Package

Don Hall's Guesthouse
January 1 – December 31, 2015
Don Hall's Guesthouse 1313 W. Washington Center Road Fort Wayne, IN 46825 (260) 489-2524
Our hotel features an indoor swimming pool with a hot tub, high speed internet, and high [More >](#)

[Map It](#)

Park and Fly Package starting at \$139.00
Fort Wayne, IN
Valid Mar 12 – Dec 31, 2015

🔗 [SAVE NOW](#)

Comfort Suites Southwest – Romance Package

• \$229.00 PLU...

Romance Package starting at \$229.00
Fort Wayne, IN
Valid Mar 12 – Dec 31, 2015

🔗 [SAVE NOW](#)

Comfort Suites Southwest – Zoomania Package

• \$199.00 PLU...

Zoomania Package Starting at \$199.00
Fort Wayne, IN
Valid Mar 12 – Sep 30, 2015

🔗 [SAVE NOW](#)

Don Hall's Guesthouse – Dinner and Breakfast Package

• \$85.00 PLUS ...

Located <5 miles from Coliseum, Glenbrook Square Mall, Science Central, Downtown Fort Wayne, IN
Valid Feb 11 – May 31, 2015

🔗 [SAVE NOW](#)

Don Hall's Guesthouse – Komets Fan Getaway Package

• \$129 PLUS TAX

Includes overnight stay at Don Hall's Guesthouse Hotel and two Komets tickets!
Fort Wayne, IN
Valid Mar 18 – May 30, 2015

🔗 [SAVE NOW](#)

Hampton Inn Southwest – Sky Zone Package

• \$119 PLUS TAX

Valid on Friday and Saturday.

- Hotel Packages on VisitIndiana.com



TIPS: Hotel Packages

- Let the title grab the visitor's attention – but keep it short!
- Partner with local attractions and restaurants
- Try different types of packages
- Photos matter
- You can never upload too many hotel packages!

ACCOUNT DETAIL: COURTYARD BY MARRIOTT DOWNTOWN FORT WAYNE

[Edit](#) [Delete](#) [Clone](#) [Account Recap](#) [Merge](#) [Bookmark](#) [Return](#)

Account Information

Account ID: 14627	Status: Member
Account: Courtyard by Marriott Downtown Fort Wayne	Region: --None--
Account (sort): Courtyard by Marriott Downtown Fort Wayne	Email:
Extranet Parent:	Website: www.marriott.com/fwadt
Invoicing Parent:	Formerly:
Invoice Balance: \$0.00	Pending: Listings: 0 Coupons: 0 Media: 0
Search Keywords:	

Assigned Users

Assigned Tags

Manager: Dennis Robinson	<ul style="list-style-type: none"> From Website Hotels / Full Service Meeting Facilities / All Hotel Facilities
--------------------------	--

Phone/Fax Numbers

Primary: (260) 490-3629	Alternate:
Tollfree:	Fax: (260) 490-7608

Address Information

Physical Address	Billing Address	Shipping Address
1150 South Harrison Street Fort Wayne, IN 46802 UNITED STATES	1150 South Harrison Street Fort Wayne, IN 46802 UNITED STATES	1150 South Harrison Street Fort Wayne, IN 46802 UNITED STATES

Tracking/History

[Contacts](#) [Listings](#) [Web](#) [Amenities](#) [Traces](#) [Orders](#) **Benefits Summary** [Dues & Invoicing](#) [Partner Referrals](#) [Notes](#) [Communications](#) [Status History](#) [Social Media](#) [Update Tab Display](#)

[Inkind/Expense](#) [Leads](#) [Services](#) [Events](#) [Articles](#) [Web Site](#) [Coupon Hits](#) [Advertising Opportunities](#) [Fams/Site Inspections](#)

Start Date: 2015 End Date: 2015 [Refresh](#)

Coupon Title	Hits
Vera Bradley Outlet Sale Package starting at \$109	709

[Edit](#) [Delete](#) [Clone](#) [Account Recap](#) [Merge](#) [Bookmark](#) [Return](#)



- Hotel Package posted in January- could only redeem it only from April 7-12



- The Visit Fort Wayne Extranet will allow members to see their real-time stats in the **Benefits Summary Tab**
 - The more unique the hotel package- the more hits!
 - Hotels will be given this feature within the next few weeks!
- Since our new website launch in January- the hotel packages page has been viewed over 27,000 times!

Tracking/History

Contacts Listings Web Amenities Traces Orders **Benefits Summary** Dues & Invoicing Partner Referrals Notes Communications Status History Social Media Update Tab Display

Inkind/Expense Leads Services Events Articles Web Site Coupon Hits Advertising Opportunities Fams/Site Inspections

Start Date: January 2015 End Date: May 2015 Refresh

Coupon Title	Hits
Adventure Package for Two	119
Fort Wayne Children's Zoo Package	96
Komets Fan Getaway Package	204
Mad Ants Getaway Package	34
Romance Package	56
Standard Hotel Room Package	240
Taste of Fort Wayne Package (must be 21)	27

Edit Delete Clone Account Recap Merge Bookmark Return



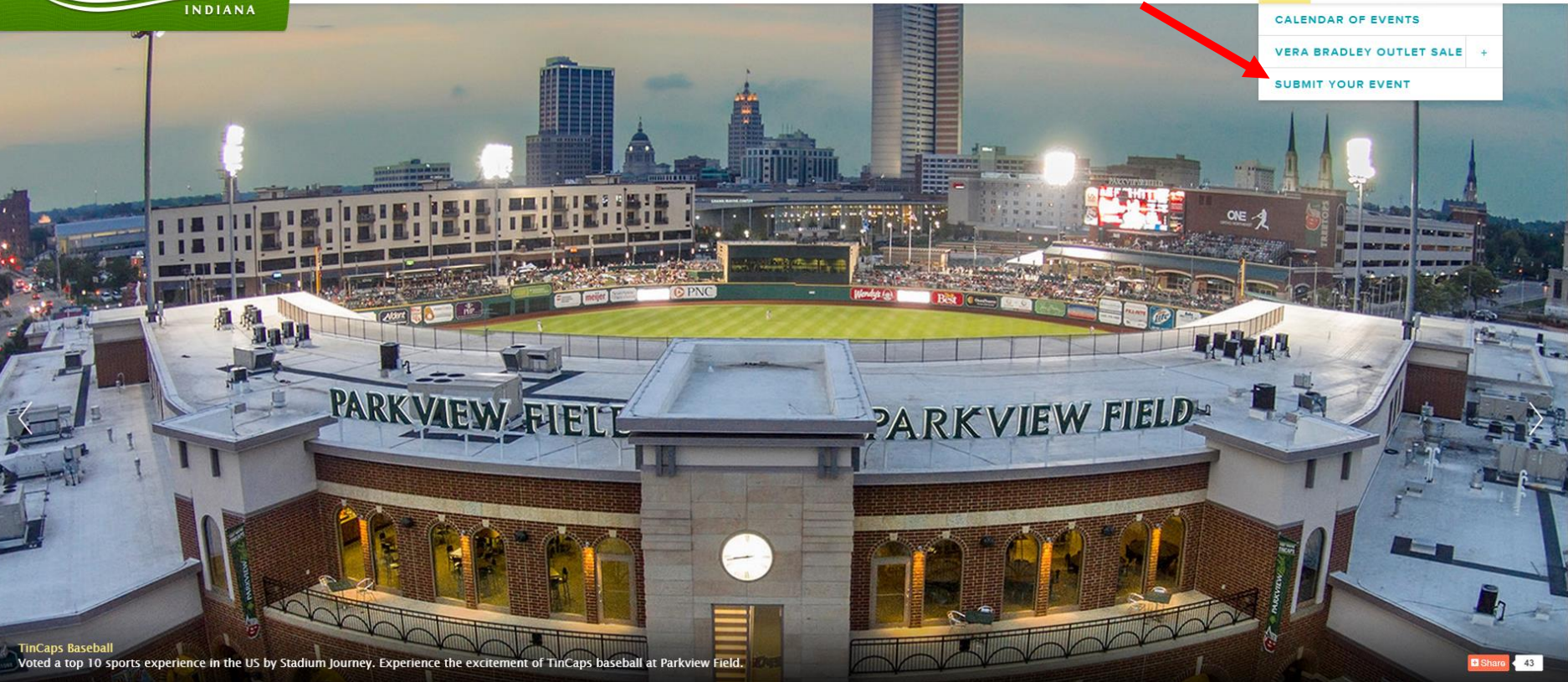
Event Submission

Calendar of Events

- One of the most viewed sections on our website
- 260,833 page views on events total since January 1
- We use those events you submit for our social media, blog, contests and much more!
- Again, photos matter
- Tell us as much detail as possible for the event- prices, times, etc.
- Remember- these events need to have a visitor focus or something they could possibly attend



- CALENDAR OF EVENTS
- VERA BRADLEY OUTLET SALE +
- SUBMIT YOUR EVENT



TinCaps Baseball Voted a top 10 sports experience in the US by Stadium Journey. Experience the excitement of TinCaps baseball at Parkview Field.

Share 43



Submit Your Event

Fill out the fields below in order to have your events listed in our online calendar. Please note: Your event will not automatically be added to the calendar once you click "Submit Event" at the bottom of the form. It will first go through an approval process to make sure that it contains all the information needed to be added. You will be notified if your event can not be approved.

Event Information

Event Title:*

Event Category: --None--

Event/Start Date:* 

Event Recurrence

No event recurrence, this event will occur only on the date shown above.

You can click the other buttons above to create a daily, weekly, monthly, or yearly recurring event.

Event Description


- CALENDAR OF EVENTS
- VERA BRADLEY OUTLET SALE +
- SUBMIT YOUR EVENT



TinCaps Baseball
Voted a top 10 sports experience in the US by Stadium Journey. Experience the excitement of TinCaps baseball at Parkview Field.


05/05/2015

Special Events




35th Annual National Print Exhibition
Artlink Gallery
Apr 24, 2015 to May 27, 2015
(Every Sunday, Tuesday, Wednesday, Thursday, Friday, Saturday)

Map It




Alexander Solomon: Solitude of Space
Fort Wayne Museum of Art
Mar 14, 2015 to May 17, 2015
(Every Sunday, Tuesday, Wednesday, Thursday, Friday, Saturday)

Map It



American Brilliant Cut Glass
Fort Wayne Museum of Art
Jan 02, 2015 to Jul 03, 2015 (Every Sunday, Tuesday, Wednesday, Thursday, Friday, Saturday)

Map It



Castle Gallery "Emerging Spring" National and Regional Art Exhibit
Castle Gallery
Apr 01, 2015 to May 09, 2015
(Every Tuesday, Wednesday, Thursday, Friday, Saturday)

Map It



Cinco de Mayo - Celebration at El Azteca
El Azteca Restaurant
May 05, 2015

Map It



Expedition Earth
Science Central
Jan 10, 2015 to May 17, 2015
(Recurring daily)

Map It

[<< Back to Listing](#)

Science Central

Address: 1950 N. Clinton St. Fort Wayne, IN 46805

Phone: (260) 424-2400

Fax: (260) 422-2899

Website: <http://www.sciencecentral.org>



DETAILS

EVENTS

SPECIAL OFFERS



Spark your imagination at Science Central! Explore 120+ exhibits, including Science On a Sphere, and discover great gifts in our Gift Shop. Open: Tues-Fri, 10am-4pm; Sat, 10am-5pm; Sun, 12-5pm. Closed Mondays and Tuesdays during the school year.

Admission: \$8.00 Adults/ \$8.00 Children (3-12)/ \$7.00 Seniors 65+ / Children 2 and under free.

[Map View](#) | [What's Nearby](#)

Science Central

Address: 1950 N. Clinton St. Fort Wayne, IN 46805

Phone: (260) 424-2400

Fax: (260) 422-2899


Website: <http://www.sciencecentral.org>



DETAILS

EVENTS


SPECIAL OFFERS



Expedition Earth
Science Central
Jan 10, 2015 to May 17, 2015
(Recurring daily)

A photograph showing a person's hands and arms reaching out towards a large, vertical, textured object, possibly a fossil or a piece of scientific equipment, in a museum setting.


 Map It



Festival of Trains
Science Central
Nov 27, 2015 to Nov 29, 2015
(Recurring daily)

A photograph of a large, multi-story brick building with several tall, colorful chimneys (red, yellow, green, blue) against a clear blue sky. The building has the words "CITY LIGHT AND POWER" visible on its facade.

 Map It



Maize
Science Central
Sep 13, 2015 to Jan 03, 2016 (Every
Sunday, Wednesday, Thursday,
Friday, Saturday)

A photograph of the same brick building with colorful chimneys as seen in the previous event card, under a clear blue sky.

 Map It

Science Central

Address: 1950 N. Clinton St. Fort Wayne, IN 46805

Phone: (260) 424-2400

Fax: (260) 422-2899

Website: <http://www.sciencecentral.org>



[DETAILS](#)

[EVENTS](#)

[SPECIAL OFFERS](#)

A promotional coupon for Science Central. The coupon has a blue and white color scheme. At the top, it says "BUY ONE, GET ONE" in large, bold letters. Below that, it says "For hours of operation and driving directions please visit our website! sciencecentral.org". The main text of the coupon reads "Buy One, Get One" in a large font, followed by "Science Central Expires: 01/31/2016". Below that, it says "Science Central is a non-profit organization. One coupon per transaction. Must purchase full-price, General Admission to redeem. Covers up to two (2). Not valid with other promotion or group discount." At the bottom of the coupon, there is a "More >" link.

[Map It](#)

Sales Leads

- *Hotels Only*

- Visit Fort Wayne will still send an email notification for a sales lead- but the response needs to be handled via the extranet.



Fri 3/20/2015 2:15 PM

josie@visitfortwayne.com

CVB Sales Lead 2015 American Holistic Nurses Association Regional Conference

To Emily Eckenbarger

NEW SALES LEAD



Visit Fort Wayne
 927 South Harrison St.
 Fort Wayne, IN 46802
 Phone: 260.424.3700
 Fax: 260.424.3914

Created: 03/20/2015
Response Due Date: 03/31/2015
Decision Date: 04/30/2015
From: Josie O'Donnell, Director of Group Sales -- (260) 424-3700, josie@visitfortwayne.com
Lead ID: 13107
Organization: American Holistic Nurses Association
Market Segment: Healthcare
Lead Source: Destinations Showcase
Meeting: AHNA Regional Conference
Contact: Nicole Malcom
 Director of Operations
Company: American Holistic Nurses Association

MEETING REQUIREMENTS

Requested Dates: 09/24/2015 to 09/26/2015
Meeting Dates: 09/24/2015 to 09/26/2015
Alternate Dates: to
 to

ROOMS FORECAST

Show Attendance: 100
Room Attendance: 20
Requested Rooms: 15
Requested Peak: 10

	Thu, 09/24/15	Fri, 09/25/15	Sat, 09/26/15	Sun, 09/27/15	Mon, 09/28/15	Tue, 09/29/15	Wed, 09/30/15
Requested Rooms	5	10					

COMPETITION

None at this time largely due to active Local AHNA members.



ALL LEADS - CURRENTLY 176 IN VIEW

Filters: --Any Status-- | --All Groups-- | --All Responses-- | Search By Keyword

Starts With: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

Lead Type	Opportunity ID	Opportunity	Organization	Hotel Response Date	Arr/Dept Dates	Status	Responded	Create Date
Meeting Sales	13076	2019 National Meeting	American Baptist Association	03/04/2015	Jun 15-21, 2019	Closed/Lost	No	02-18-2015
Meeting Sales	12882	2018 CdLS Conference	CORNELIA DE LANGE SYNDROME FOUNDATION, CDLSF		Jun 28-Jul 1, 2018	Closed/Lost	Yes	08-27-2014
Meeting Sales	13024	2018 Square Dance Convention	Academy for Advanced and Challenge Enthusiasts	09/30/2014	Jun 20-24, 2018	Closed/Lost	No	11-20-2014
Meeting Sales	12852	2018 Women's State Tournament	Indiana State USBC WBA	09/30/2014	Mar 23-25, 2018	Closed/Won	No	05-13-2014
Meeting Sales	12881	2018 DI Men's Basketball Second and Third Rounds	National Collegiate Athletic Association	11/01/2014	Mar 15-18, 2018	Closed/Lost	Yes	08-21-2014
Meeting Sales	12828	2017 Convention and Reunion	REDHORSE Association	02/20/2014	Sep 24-28, 2017	Pending	Yes	01-31-2014
Meeting Sales	13039	2017 CFC International and Costello Syndrome Family Network Combined International Conferences	CORNELIA DE LANGE SYNDROME FOUNDATION, CDLSF	12/09/2014	Jul 22-31, 2017	Closed/Lost	No	12-09-2014
Meeting Sales	13023	2017 Square Dance Convention	Academy for Advanced and Challenge Enthusiasts	10/23/2014	Jun 14-18, 2017	Closed/Lost	No	11-20-2014
Meeting Sales	12586	2017-2020 Annual Conventions	Lads to Leaders/Leaderettes	06/03/2013	Apr 14-16, 2017	Pending	Yes	05-14-2013
Meeting Sales	12846	2017 Heartland Travel Showcase	Heartland Travel Showcase		Feb 23-26, 2017	Closed/Lost	Yes	04-16-2014
Meeting Sales	12830	2016 State Convention	Beta Sigma Phi	05/30/2014	Oct 20-23, 2016	Closed/Lost	Yes	02-06-2014
Meeting Sales	13069	2016 Fall Conference	Indiana Criminal Justice Association	02/18/2015	Oct 4-7, 2016	Closed/Lost	No	02-10-2015
Meeting Sales	12872	2016 Annual Convention	Association of Indiana Counties, Inc.		Sep 25-29, 2016	Closed/Lost	No	07-31-2014
Meeting Sales	13063	Abundance	LifeWay Christian Resources	03/20/2015	Sep 8-11, 2016	Pending	No	01-13-2015
Meeting Sales	12878	2016 National SCRABBLE Championships	North American SCRABBLE Players Association	12/31/2014	Aug 3-10, 2016	Closed/Lost	Yes	08-07-2014
Meeting Sales	13057	The Main Event-2016	LifeWay Christian Resources	12/18/2014	Jul 22-23, 2016	Closed/Lost	No	12-10-2014
Meeting Sales	12548	2016 International Convention	Automobile License Plate Collectors Association	09/02/2013	Jul 18-24, 2016	Closed/Lost	Yes	12-11-2012
Meeting Sales	12610	2016 National Meeting	National Fishing Lure Collectors Club	03/01/2014	Jul 12-16, 2016	Closed/Lost	No	07-29-2013
Meeting Sales	12365	2016 MG Rally	North American Council of MG Registers		Jun 20-25, 2016	Closed/Lost	Yes	02-13-2012
Meeting Sales	12827	2016 National Workshop	North American Police Work Dog Association	05/30/2014	Jun 17-25, 2016	Pending	Yes	01-23-2014
Meeting Sales	13037	2016 Goalball National Championship	The United States Association of Blind Athletes	12/12/2014	Jun 16-18, 2016	Pending	No	12-09-2014
Meeting Sales	12877	2016 Square Dance Convention	Academy for Advanced and Challenge Enthusiasts	09/30/2014	Jun 15-19, 2016	Closed/Lost	Yes	08-06-2014
Meeting Sales	12841	2016 Annual AHNA Conference	American Holistic Nurses Association	12/30/2014	Jun 7-11, 2016	Pending	Yes	03-18-2014
Meeting Sales	13104	North Central Region Forum	National Association of Women in Construction	03/17/2015	Apr 21-24, 2016	Pending	No	03-17-2015
Meeting Sales	13020	Midwest Region Annual Session	Progressive National Baptist Convention, Inc	11/20/2014	Apr 3-8, 2016	Pending	No	11-06-2014

Starts With: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

Number of Results: 25 | Page 1 of 8

• Sales Leads on the extranet



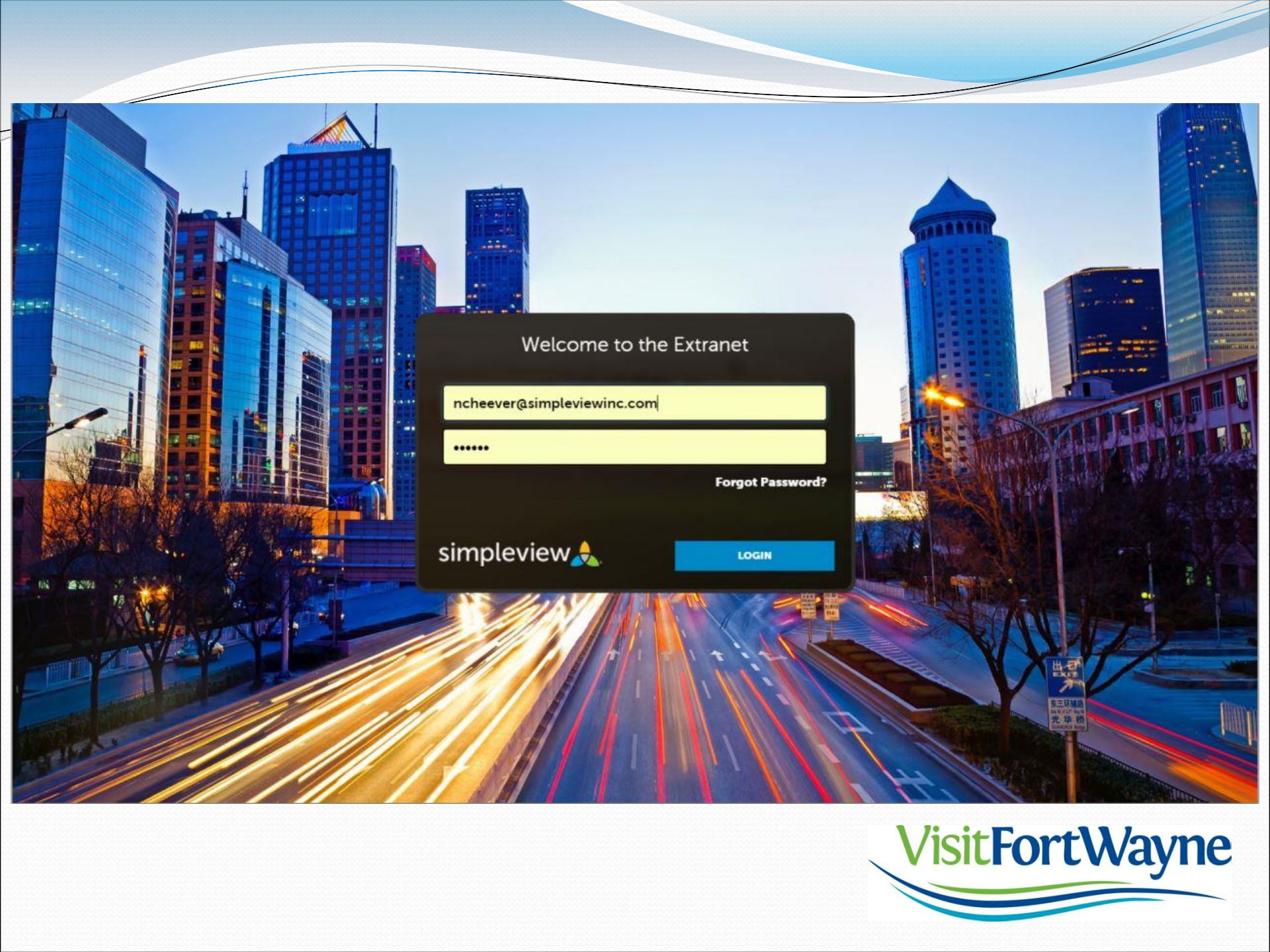
What's to Come with the Extranet!



Responsive Extranet

- In the next 6-7 months Simpleview will be updating Visit Fort Wayne with a new responsive extranet
 - Easier to read on a mobile phone or tablet
- Quicker real-time data that you as partners of Visit Fort Wayne can look at to see what is working for you on our site
- We want you to always be improving your online presence with us
 - Photos, listing, specials, hotel packages






Welcome to the Extranet

ncheever@simpleviewinc.com|

[Forgot Password?](#)

simpleview 

LOGIN

VisitFortWayne 

At A Glance

[See All](#)

211
Listing Views



85
Listing Click Throughs













16
Offer Views











Post Board

[NEW POST](#)

- FSC Management**
04/07/2015
Got kind of tired packin' and unpackin' - town to town and up and down the dial. Straightnin' the curves. Flatnin' the hills Someday the mountain might get 'ern but the law never will. Come and play. Everything's A-OK. Friendly neighbors there that's where we meet. Can you tell me how to get how to get to Sesame
 (6) 
 - UserGroup Hotels**
04/09/2015
It's raining in Cleveland.
 
 - UserGroup Hotels**
04/09/2015
Welcome to this thing!
<http://www.google.com>
 (1) 
 - FSC Management**
04/09/2015
Another Post.
 
 - Simpleview, Inc**
04/07/2015
test again
 (1) 
- [More Posts](#)

Opportunities

-  Cfeerick Misc Meeting 2015
02/12/2015
-  The Internet Marketing Center
04/04/2014
-  Tour The Internet Marketing Center
04/04/2014
-  Media The Internet Marketing Center
04/04/2014
-  MiscLead The Internet Marketing Center
04/04/2014
-  Event The Internet Marketing Center
04/04/2014
-  Test Tour Lead
09/14/2010
-  Pie Bake Off 2010
09/14/2010

Partner Bulletins

- Hurricane Alert**
Hurricane Chris has been upgraded to a Category 4 storm and it's headed our way.
[View Full](#)
- Display First**
Should Display first
[View Full](#)
- Review Your Visitors Guide Information!!!!**
It's time to review the information that will be placed in the 2013-2014 Visitors Guide.
[View Full](#)
- Member/Partner Training Docs**
Are you new to the partner extranet or just need a refresher?
[View Full](#)
- Training Docs**
Are you new to the partner extranet or just need a refresher?
[View Full](#)

Member Profile
Manage your Properties

- Properties
- Contacts
- My Benefits

85
Listing Click Throughs



16
Offer Views



See All

Post Board

NEW POST

- FSC Management**
04/07/2015

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6 Comments
- UserGroup Hotels**
04/09/2015

It's raining in Cleveland.

1 Comment
- UserGroup Hotels**
04/08/2015

Welcome to this thing!
<http://www.google.com>

1 Comment
- FSC Management**
04/08/2015

Another Post.

1 Comment
- Simpleview, Inc**
04/07/2015

test again

1 Comment

[More Posts](#)

Partner Bulletins

- Hurricane Alert**
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[View Full](#)
- Training Docs**
Are you new to the partner extranet or just need a refresher?
[View Full](#)



Collateral

Manage your Collateral

See All

- ☰ Listings
- 📄 Special Offers
- 📅 Leisure Events
- 📷 Media
- 📊 Occupancy



85

Listing Click Throughs



16

Offer Views



Partner Bulletins

Hurricane Alert

Hurricane Chris has been upgraded to a Category 4 storm and it's headed our way.

[View Full](#)

Display First

Should Display first

[View Full](#)

Review Your Visitors Guide Information!!!!

It's time to review the information that will be placed in the 2013-2014 Visitors Guide.

[View Full](#)

Member/Partner Training Docs

Are you new to the partner extranet or just need a refresher?

[View Full](#)

Training Docs

Are you new to the partner extranet or just need a refresher?

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Post Board

NEW POST

FSC Management

04/07/2015

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Welcome to this thing!
<http://www.google.com>

(1)

FSC Management

04/08/2015

Another Post

Simpleview, Inc

04/07/2015

test again

(1)

[More Posts](#)



- Keep your Visit Fort Wayne listing current!
- We want visitors to know what you have going on!



Social Media and the Visitor

Social Media

There are *many* Social Media channels.

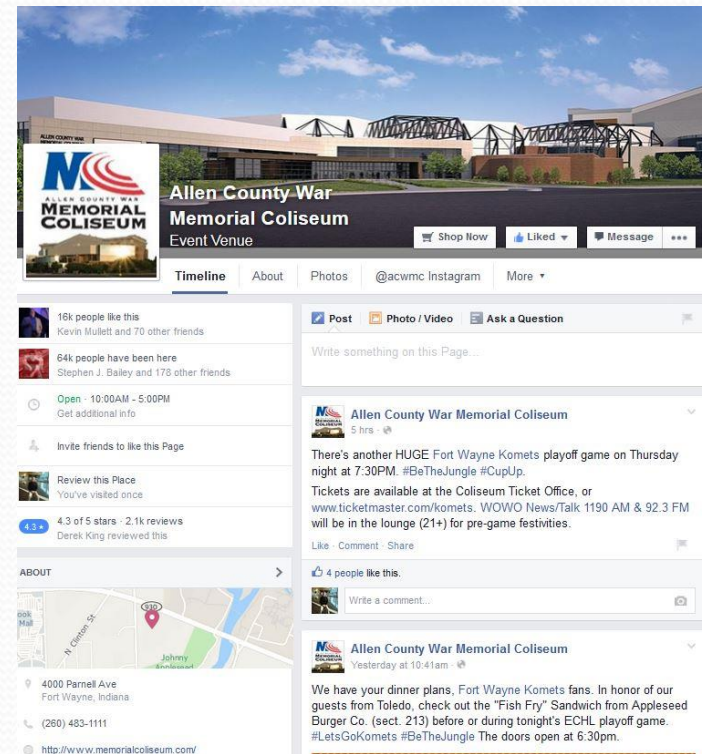
Facebook and Twitter are most efficient for restaurants, hotels and attractions.

Social media helps your business reach new costumers; increase brand awareness; and learn about your own business.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Twitter logo, consisting of the word "twitter" in white lowercase letters and a white bird icon on a light blue rectangular background.The VisitFortWayne logo, featuring the text "VisitFortWayne" in blue and green, with a stylized blue and green wave graphic below it.

Tip #1: Spring Cleaning

- **Update all old information**
Contact, website, phone #
- **Add NEW/BEST photos**
Food? Amenities? People?
- **Read and respond to reviews**
Say thank you, learn from reviews



Tip #1 Spring Cleaning (cont.)



Fort Wayne Children's Zoo

434 Reviews | #1 of 60 things to do in Fort Wayne
Nature & Parks, Zoos & Aquariums, Outdoor Activities



Overview | Reviews (434) | Q&A (1) | Location

Save | Write a Review

Improve this listing

Get directions

Address: 3411 Sherman Blvd., Fort Wayne, IN 46808
Phone Number: +1 260-427-6800
Website

Description: Winner of the 2014 TripAdvisor Travelers' Choice Award ...and also voted... read more

TripAdvisor Reviewer Highlights [Read all 434 reviews](#)

Visitor rating

Excellent	348
Very good	73
Average	12
Poor	1
Terrible	0

"Loved it."
Very clean zoo. Early May, some things are still closed. Some animals aren't there or out for show. \$55 for 2 adults and 3 kids. \$6 stroller rental. Good! drinks... read more

Reviewed May 1, 2015
frequentflyer0011 via mobile



Tip #2: Share Good/New News!

- What's New?
- What's Coming Up?
- Ask Questions
- Run Contests
- Share Reviews



Extra tip: Under 100 words, photo, link

Tip #3: Post between 1 PM-5 PM

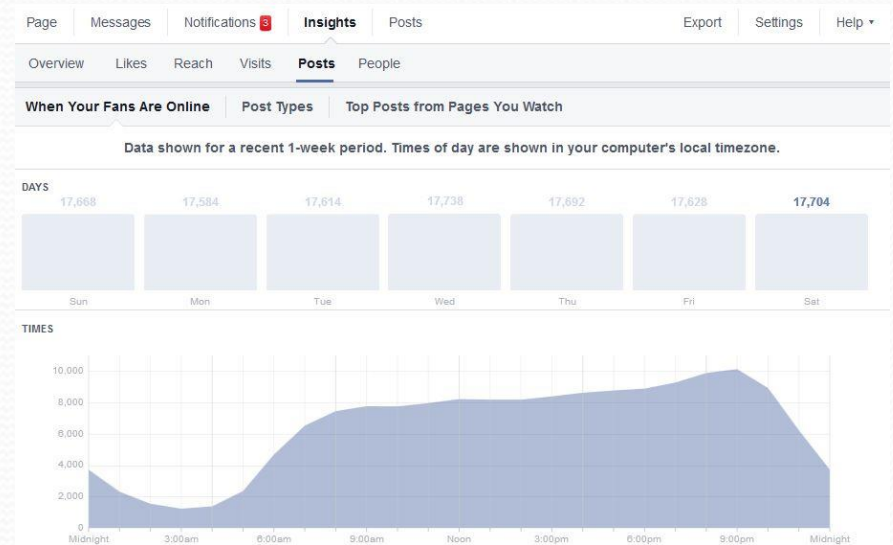
- Highest engagement period is after lunch/before work ends.
- Save time and schedule posts.
- Boost posts for higher viewing!



Tip #3: Post between 1 PM-5 PM

The screenshot shows the 'Boost Post' interface for a post from 'Visit Fort Wayne'. The post text reads: 'Zoo Brew returns to Fort Wayne Children's Zoo on August 211 Tickets will go on sale May 19 at 10 AM. http://bit.ly/r1zMV8bC'. The interface includes sections for 'AUDIENCE' (with targeting options like 'People who like your Page'), 'BUDGET AND DURATION' (with a total budget of \$20.00 and an estimated reach of 2,800 - 7,300 people), and 'PAYMENT'. A 'Boost' button is visible at the bottom right.

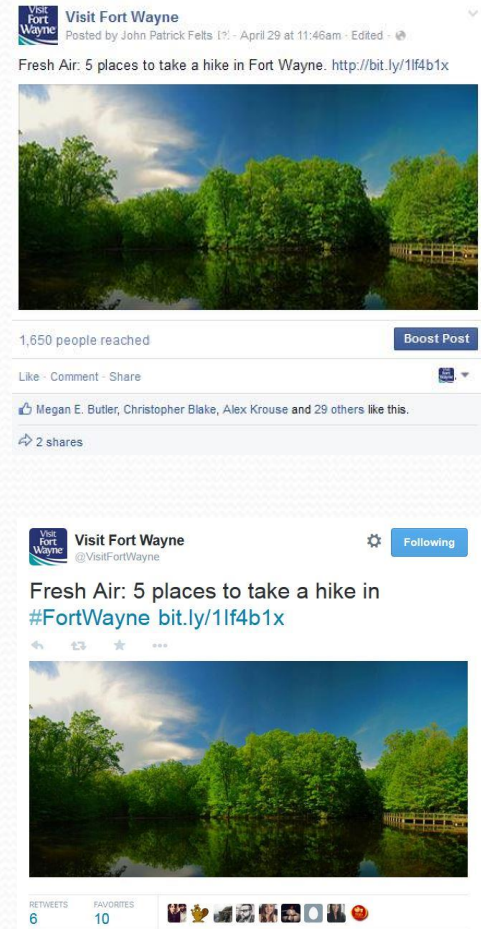
Boosting Post



Facebook Insights

Tip #4: C.O.P.E.

- **Create Once Post Everywhere.** Social media strategy used to save time and stay consistent with message.
- Craft a weekly calendar, pick a times to post, and promote message on both channels.



Review

- Update Social Media pages with new information and photos.
- Share what's new, what's coming up, ask questions
- Post between 1 PM-5 PM (test other times, too)
- C.O.P.E. strategy





Fort Wayne Insider Blog



Fort Wayne Trip Ideas
Fort Wayne offers something for everyone all year long. Use our trip ideas to help plan your next getaway! [Learn More >](#)

0 items 43

Can't Miss Events

[View All >](#)



**ROUNDING
THIRD**
May 1, 2, 8, 9, 15, 16
Arena Dinner
by Theatre: Carol Howell-Wasson
Rounding Third
05/01-05/16/2015

**Fort Wayne Derby
Girls Spring Roll**
05/15-05/17/2015

**Salomon Farm
Fiber Arts
Celebration**
05/15-05/16/2015

FORT WAYNE INSIDER BLOG

Kickstart your summer with the second annual Kickstart Festival!

Kickstart Fort Wayne kicked off in a big way last year with the inaugural Kickstart festival! A celebration of bikes, art and music in downtown Fort Wayne, Kickstart is ready to become the official start of summer festival in its second year! On Saturday, May 16, the Main Street Arts Campus will ... [Read More >](#)

Fort Wayne Insider Blog

Purpose: Provide a unique perspective of the great attractions, activities, dining options, events, etc. in Fort Wayne

How do we accomplish this?

- Blog Wish List
- More than 30 writers
- Updated daily



Posted on March 2, 2015 at 10:01AM by Katie R.

Get Your Burger on at Bravas Burgers



If you've ever had a taste of a Bravas hotdog, you know that I am not exaggerating when I say that after your first bite you will be dreaming of the amazing gourmet dogs forever. Having worked in Downtown Fort Wayne for two summers, I knew that if Bravas was out and about in the city my lunch ... [More >](#)

Tags: [Brava's Food Inc.](#), [Bravas](#), [Bravas Dogs](#), [Dining](#), [Dining and Restaurants](#), [dining Fort Wayne](#), [dining in downtown Fort Wayne](#), [dining out](#), [dinner](#)

Posted In: [Dining and Restaurants](#), [Downtown Fort Wayne](#)

Log In Tweet 7 8+1 0

Posted on April 6, 2015 at 12:01 PM by Jasmine B.

Other Things to do During the Vera Bradley Outlet Sale



Looking for other things to do in Fort Wayne while you're here for the Vera Bradley Outlet Sale? Here are just some of the many things to do in the Fort from April 8 - 12! [DeBrand Fine Chocolates Extended Open Tour](#) 10105 Auburn Park Drive. April 8th - 11th: 10 a.m. - 6 p.m., ... [More >](#)

Posted on April 30, 2015 at 9:01AM by Katie R.

Celebrate Mother's Day in Fort Wayne



Mother's Day is quickly approaching, and if you're anything like me time may or may not have gotten away from you and you have yet to make those special plans to celebrate your favorite mom, or motherly figure. However, you don't have to worry! There are plenty of things going on in Fort Wayne on ... [More >](#)

Tags: [Mothers Day](#), [Mother's Day buffet](#)
Posted In: [Attractions and Museums](#), [Downtown Fort Wayne](#), [Seasonal Activities](#)



Fort Wayne Insider Blog

Benefits:

- Details and depth
- 23,000 page views per month
- Content lives forever

Results:

- Year total views to May 6: 54,137
- Top post of 2015 – Kids Eat Free: 7,806 (March 16)
- Last year's Kids Eat Free Post: 4,734



Fort Wayne Insider Blog

What you can do:

- Update our Calendar of Events
- Communicate with us

Fort Wayne Insider Blog

Latest Posts

Posted on May 11, 2011 at 8:01 AM by Lauren C.

Unwind at Nick's Martini & Wine Bar



In the past year or so, Fort Wayne has been a hotbed for new locally owned restaurants and bars. It's been hard to experience this trend firsthand. Among the recent additions to the Fort Wayne nightlife scene is Nick's Martini & Wine Bar. Located in the East State Village, not far from the ... [More](#)

Posted in: Arts and Entertainment, Food Nightlife Dining, Dining and Restaurants, Entertainment, Visit Fort Wayne



Posted on May 10, 2011 at 6:01 AM by Amanda K.

Experience the Ancient Art of Bonsai Trees at the Botanical Conservatory



Over a thousand years ago, the Chinese created a unique horticultural art form—a miniature replica of a tree, situated in a pot instead of in the earth. Later, the Japanese utilized this art form in their society and gave it the name "bon-sai," which means "planted in a container." ... [More](#)

Posted in: Attractions and Museums, Botanical Conservatory, Children's Activities, Downtown Fort Wayne, Family Friendly, Festivals and Special Events, Visit Fort Wayne



Posted on May 9, 2011 at 2:00 PM by The History Center

Celebrating the Old City Hall and Fort Wayne History



May is National Historic Preservation Month (NHP). (www.preservationnation.org/take-action/preservation-month/) and since the Chief Richardson House has been much in



Regional Radio Contests

Regional Radio Contests

- Promoting special events as weekend getaways
- 25 stations
- Year-round
- Last year: \$300,000 in free advertising

The screenshot displays the B100 website interface. At the top, the B100 logo is accompanied by the tagline "Today's Best & Most Country!". Below the logo are social media icons for Facebook, Twitter, and Text, along with a "LISTEN LIVE Auto Park" button and a speaker icon. A navigation bar includes links for HOME, CODY & DEB IN THE MORNING, ON DEMAND, ON-AIR, CONCERTS, CONTESTS, EVENTS, and ABOUT US. The main content area features a large advertisement for a "Weekend Getaway for 4!" in Fort Wayne, Indiana, with a "CLICK HERE" button and the text "Escape to Fort Wayne, Indiana Win a Getaway Weekend in Fort Wayne!". To the right, a sponsored message for "INSTANT AUTO FINANCE" is displayed, featuring a music player for "That Ain't My Truck" by Rhett Akins and a "100% Guaranteed Credit Approval, In 10 Minutes or Less!" offer.

Regional Radio Contests

Help us promote your event to the region!

We're always looking for more attractions, deals, events, etc. to share and promote.

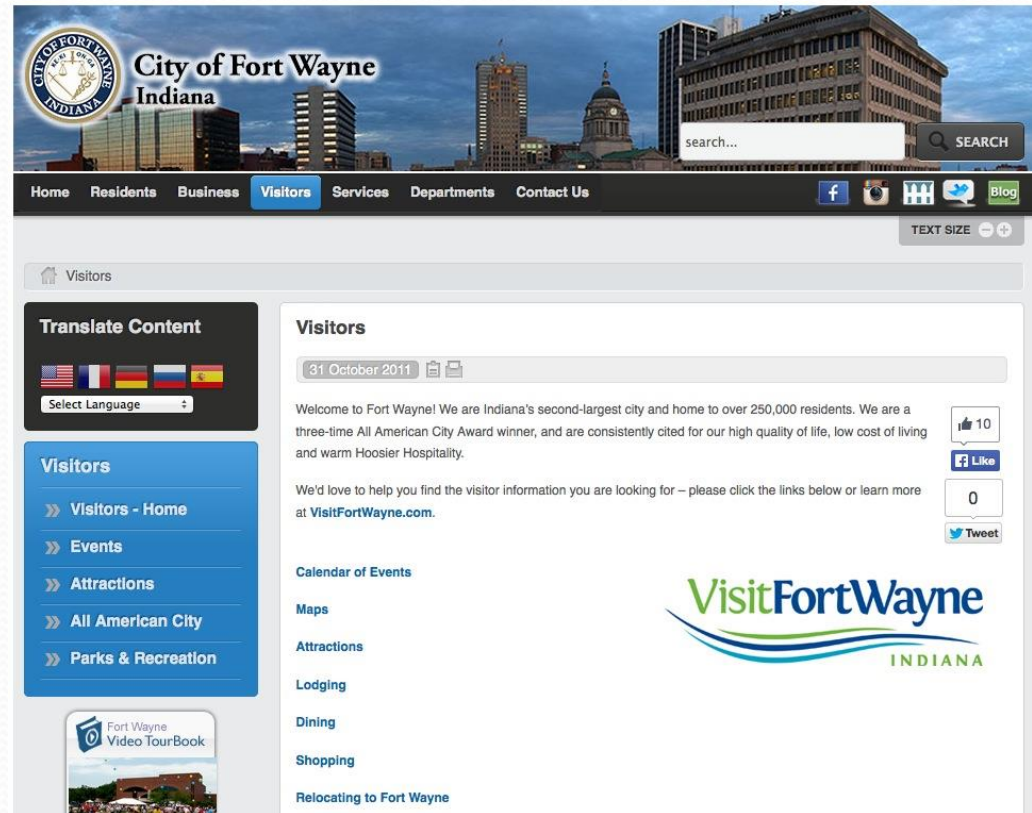


How You Can Better Welcome Fort Wayne's Visitors



Welcoming Fort Wayne's Visitors

- Put Visitor Information on Your Site and Link to Our Site From Yours – Maps, Trip Ideas, Hotels, Visitor Information, etc



Welcoming Fort Wayne's Visitors

Here's what's going on this week in Fort Wayne:

BEST events of the week



Phil Pops Series: Pixar in Concert

May 2

Embassy Theatre

The Fort Wayne Philharmonic presents Pixar in Concert, with visually stunning clips and memorable scores from each of Pixar's movies.



Beoir Go Leoir

May 2

JK O'Donnell's Irish Ale House

JK O'Donnell's is proud to host it's third annual beer festival, Beoir Go Leoir (Gaelic for "Lots of beer"), featuring Midwest breweries plus many more.



Putnam County Spelling Bee

May 1 - 3

Arts United Center

This musical tells a hilarious tale of six adolescent outsiders vying for the spelling championship.



Miami Indian Heritage Days

May 2

Chief Richardville's House

Local artists, performers, and representatives from the Miami Indians and other Native American groups demonstrate aspects of their great heritage.



Nunsense

May 1 - 3

First Presbyterian Theater

Nunsense is a wildly entertaining, hilarious musical spoof about the misadventures of five nuns trying to manage a talent show.

For more information (including prices, times and locations) for these events visit HostThemHere.com/events.

Access our full calendar, maps, trip ideas, coupons, and more at VisitFortWayne.com.

host them  here.com

 VisitFortWayne

- Post the BEST EVENTS OF THE WEEK list at your front desk
- At your table, simply choose “BEST Events of the Week PDF” and we will send it to you!

 VisitFortWayne

Welcoming Fort Wayne's Visitors

- Know “Who’s in Town”
– and welcome them on your outdoor signage, front desk, and in person!
- Make sure you have Visitors Guides, maps and more on site!

Who's Visiting Fort Wayne This Week?

VisitFortWayne



Below is a list of conventions, conferences, sports tournaments, trade shows and special events that are visiting Fort Wayne this week. For a complete list of calendar of events, [click here](#).

Who's Here This Week: May 4-10

disABILITIES Expo, May 9
Memorial Coliseum (1,200 attendees)
[Event info](#)

Gym Rats Basketball Association State Championship, May 9-10
Spiece Fieldhouse (3,750)
[Event info](#)

12 & Under Hoosier Classic Basketball Tournament, May 9-10
Ash Centre (300)
[Event info](#)

Welcoming Fort Wayne's Visitors

- Learn more about packages available to enhance your online presence
- Talk to Dennis today!



The screenshot displays the VisitFortWayne Indiana website. The header includes the logo and navigation links for Meetings, Sports Events, Media, About Us, and social media icons. A secondary navigation bar lists Things To Do, Sports, Events, Restaurants, Hotels, and Plan. The main banner features a photo of people at a music trade show with the text "Sweetwater Gearfest June 12-13 - Largest Music Trade Show in the US...more". Below the banner are links for "Calendar of Events", "Vera Bradley Outlet Sale", and "Submit Your Event". The "Events" section is highlighted, showing a "FORT WAYNE SPOTLIGHT" with links to historic tours, gluten-free spots, Apulee's online, a genealogy center, and a place to stay. Two event cards are visible: "Sweetwater" (a music event) and "FORT WAYNE CHILDREN'S ZOO" (celebrating 50 years). At the bottom, there is a search filter with options for Day, Week, Month, a date range (From: 5/04/2015), a category dropdown, and a search button.

Connect with Visit Fort Wayne

- Make Sure You Get Our Communications!
 - “Who’s in Town?” Weekly Email
 - BEST Events Weekly Email
 - *Visit Fort Wayne* Updates for Industry Partners
 - Follow us on Social Media
 - [Facebook.com/FortWayneIN](https://www.facebook.com/FortWayneIN)
 - [Twitter.com/VisitFortWayne](https://twitter.com/VisitFortWayne)
 - [Instagram.com/VisitFortWayne](https://www.instagram.com/VisitFortWayne)
 - [YouTube.com/VisitFortWayne](https://www.youtube.com/VisitFortWayne)



In Conclusion

- Are there other things that you were hoping we would cover?
- Please join us for Roundtable Discussions by topic
- For those staying for lunch and the TinCaps game
- PowerPoint available online at VisitFortWayne.com/connect





Connect

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