

Location

Bloomington and Monroe County are located in the Midwest region of the United States, among the beautiful rolling hills of south central Indiana. Bloomington is approximately 50 miles from Indianapolis and within 100 miles of both Cincinnati, Ohio and Louisville, Kentucky. Over half of the United States population lives within a day's drive of Bloomington.

Population & Size

With a population of nearly 70,000, the City of Bloomington includes 20 square miles. Monroe County has a total population of nearly 123,000 and covers 394 square miles. Over 90% of Bloomington's population has a high school diploma and over 80% have a college degree or higher.

Cultural Diversity

Although US Census numbers indicate that 87% of the area's population is Caucasian, the presence of Indiana University ensures a lively mix of cultures and ethnicities around Bloomington. Of the remaining population, slightly over 5% are Asian, just over 4% are African American and 2.5% are Latino. Bloomington is home to centers celebrating the cultures of Tibetan Buddhists, African Americans, Asian Americans, Jewish Americans and Latinos.

Climate

Bloomington has four distinct seasons. Summer temperatures average highs in the mid 80's. Average winter temperatures are in the mid 30's. See the table below for more specific information.

Month	High (F)	Low (F)	Precipitation (in)
January	34	18	2.7
February	39	21	2.5
March	49	30	3.6
April	63	42	3.7
May	73	52	3.7
June	82	61	4.0
July	85	65	4.3
August	84	63	3.5
September	78	55	2.7
October	66	43	2.5
November	51	33	3.0
December	30	24	3.0

Transportation

Bloomington is conveniently located near several state highways, including Highway 37 and just minutes from Interstate 65, making it an easy trip from almost anywhere for travelers who drive. Bloomington is less than one hour from the Indianapolis International Airport, and is easily accessible for air travelers with nine convenient round trips per day to and from the airport offered by Bloomington Shuttle Service. Once in town, transportation is as easy as hopping onto a city or campus bus, renting a car, calling a cab or limo or chartering a shuttle for large groups.

Tourism

Bloomington's tourism industry employs nearly 4,000 full-time equivalent residents bringing home over \$51 million in incomes, making tourism the third largest industry in the area! Over \$258 million in economic impact is attributed to the travel and tourism industry each year. During 2000, visitor expenditures in the Bloomington area also led to the receipt of \$19.5 million in state government revenues and \$10.5 million in local government revenues. Bloomington hosts an average of 3 million visitors per year.

Total # of Hotel Rooms	Hotel Tax	State Sales Tax
2,300	5%	6%

Indiana University

One of the nation's top universities, Indiana University was founded in 1823 as the first college west of the Allegheny Mountains. Since then, this outpost of learning in the wilderness has been transformed into an educational and cultural oasis for students and visitors from around the world. Total enrollment is now approaching 40,000 and includes students from all 50 states and more than 130 countries. Students choose IU for its outstanding research resources, facilities and academic programs, 110 of which are ranked in the top 20 nationally.

IU is also home to several visitor attractions and performance venues including the I.M. Pei designed IU Art Museum and the IU Auditorium, which hosts a number of nationally-known performers and Broadway shows each year. And, of course the Hoosiers athletic teams have won 24 NCAA titles over the years in everything from Basketball to Soccer to Swimming! Of course, you'll want to stop by Assembly Hall and take in the mementos of the school's well-respected basketball tradition. A few other things you won't want to miss include the world-renowned School of Music, the Kinsey Institute, and a walking tour of campus, named one of the *five most beautiful campuses* in the nation by Thomas A. Gaines in his book The Campus as a Work of Art.

Athletics

Home of the Indiana Hoosiers and IU's award winning Division of Recreational Sports, Bloomington has a rich athletic tradition, but the Hoosiers aren't the only athletic action in town! Bloomington Parks and Recreation maintains the Frank Southern Ice Arena for loads of wintertime fun including hockey, figure skating and public ice skating. Bloomington also plays host to several state, regional and national athletic events including the Indiana State High School Athletic Association Track and Field Finals, the Big Ten Swimming and Diving Finals, the Speedo Champions Swimming Series, Amateur Softball Association National Tournaments, American Youth Basketball Tournaments and Amateur Athletic Union events.

Wineries & Brew Pubs

Bloomington is home to Indiana's largest and oldest operating winery, Oliver Winery, established in 1972 as well as Butler Winery, established in 1984. Both wineries offer unique, award winning wines and both are a part of the Indiana Uplands Wine Trail, a network of seven wineries in south central Indiana's hill country. Bloomington also boasts both the state's oldest microbrewery, Bloomington Brewing Company, and the region's largest brew pub, Upland Brewing Company!

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Art Galleries & Museums

Bloomington is home to a variety of top-notch museums and art galleries. The annual Downtown GalleryWalk, held four times each year, showcases local and regional artwork in nine area galleries all located within walking distance. Museum attractions include the I.M. Pei-designed IU Art Museum for the serious art lover, the WonderLab Museum of Science Health and Technology for the kids, the Lilly Library where you can see the Gutenberg Bible, and the Mathers Museum of World Cultures where you can learn about cultures from Australia to Zimbabwe! Several area historical museums focus on local history and heritage, including the Monroe County History Center, the Farmer House Museum and the Hinkle-Garton Farmstead Museum. And, of course there's the world-famous Kinsey Institute for Research in Sex, Gender and Reproduction!

Outdoor Recreation

The 1979 movie "Breaking Away" showed the world that Bloomington loves bicycling, and of course we do, with the annual Hilly Hundred Bicycle Weekend each October, but bicycling isn't everything! From birding to rock climbing, Bloomington is the perfect place for outdoor adventure. With Indiana's largest inland lake, two smaller lakes, the state's only national forest, two state forests and several city and county parks and nature preserves, Bloomington's the place experience the great outdoors! Bloomington's recreation trail system is set to expand in fall 2007 with the completion of the downtown portion of the B-line Trail System, a former CSX railway corridor. The county has also recently announced a recreational trail project for the area west of the city that will eventually link visitors with the nearby town of Ellettsville.

Guides and outfitters are available to set you up on a guided fishing excursion, kayak eco-tour, or wilderness survival course. Hoosier Heights Indoor Climbing Facility is available for rock-climbing adventure, even when the weather doesn't cooperate! Birders won't want to miss the annual Eagle Watch Weekend held in February at the Fourwinds Resort and Marina, featuring three days of birding caravans, special programming and live animal demonstrations for beginners or advanced birders.

Tasty Treats

Culinary Tourism is the hottest niche to emerge within the travel industry in years. Culinary Tourism is all about unique and memorable food and drink experiences and Bloomington has plenty of both! The international flavor of Indiana University has spilled over into the downtown Bloomington restaurant scene in a big way. You'll find a plethora of unforgettable dining experiences, from down-home Hoosier cookin' to flavors from around the globe. Sample unique specialties from Afghanistan, Israel, Morocco, Thailand, Turkey and of course Tibet (there are three Tibetan restaurants to choose from). Vegetarian options are a mainstay on most area menus, and the recently opened Roots restaurant on the downtown square serves only vegetarian and vegan specialties.

While you're in town, take the opportunity to visit the Bloomington Cooking School, where you can choose from a variety of classes taught by the area's top chefs that stimulate both the appetite and the mind.

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Limestone Heritage & Architecture

Bloomington is located in the heart of limestone country, and boasts a proud heritage of working with the celebrated stone. You'll see a wide range of historical and architectural landmarks throughout the IU campus, the City of Bloomington, Monroe County and beyond! Stop by the Bloomington Visitors Center for walking tours that highlight architectural treasures throughout the area or to learn more about how Indiana Limestone has been used around the world, including multiple state capitols, the Empire State Building and the reconstruction of the Pentagon after the September 11 terrorist attacks. If you're interested in learning to carve, check out the Indiana Limestone Symposium, held each year in June at the Bybee Stone Company in nearby Ellettsville.

Performances

Bloomington and Indiana University offer audiences a real treat when it comes to the performing arts. With on-campus options that range from dramatic theater, ballet and opera to world-class music and Broadway shows and in-town venues like the restored historic Buskirk-Chumley Theater, the John Waldron Arts Center and the Bloomington Playwrights Project, there's a performance available almost every night! The university's Jacobs School of Music is known around the world as one of the best and offers over 1,000 performances each year, many of which are free to the public. The IU opera theater season is the longest continuously running opera season in the Western Hemisphere.

Bloomington's musical heritage goes all the way back to Hoagy Carmichael, who attended Indiana University and wrote some of his most famous tunes, including *Stardust*, right here in B-town! Since then, the local musical scene has continued to grow and today, you'll find numerous performances at both university venues and local nightclubs, such as The Bluebird and Second Story. Bloomington has hosted such nationally-known acts as the Indigo Girls, Nickel Creek and, of course, our very own John Mellencamp!

Cultural Connections

Although a Midwestern city, Bloomington has many cultural connections around the world, including two sister cities in Santa Clara, Cuba and Posoletga, Nicaragua. Several cultural centers are located in Bloomington, most notably the Tibetan Cultural Center. The only center of its kind in the nation, the TCC was founded by the Dalai Lama's brother, Professor Thubten Norbu, in 1979 and continues to enrich the lives of Bloomington's many visitors and residents. Other cultural highlights are the Mathers Museum of World Cultures, where you can explore the cultural significance of objects from Australia to Zimbabwe, the Dagom Gaden Tensung Ling Tibetan Monastery, and a plethora of international eateries, featuring authentic cuisines from Tibet, Morocco, Israel, Turkey, Afghanistan and more!

If you like your culture with a side of music, be sure to visit during the annual Lotus World Music and Arts Festival. Held each year in September, the Lotus Festival is beloved by locals and visitors alike. The festival brings musicians from around the world to the Bloomington area for five days of cultural and musical harmony. Other cultural festivals in Bloomington include the Latino Festival, Multi-Cultural Festival and the Soul Food Picnic.

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Annual Festivals & Events

From art festivals to musical events to celebrating the Bald Eagle, there's almost always something going on in Bloomington. Here are a few examples of major festivals held throughout the year.

January	PRIDE: Bloomington's GLBT Film Festival
February	Chocolate Festival/ Week of Chocolate Theta Antique Show Eagle Watch Weekend Bloomington Arts Week
March	Indiana Heritage Quilt Show
April	Indiana University Little 500 Race Spring Nature Expo
May	Bloomington Early Music Festival
June	Bloomington Garden Walk Art Fair on the Square and Taste of Bloomington Indiana Limestone Symposium
July	Tibet Fest BubbleFest
August	Latino Summer Festival
September	4 th Street Festival of the Arts
October	Lotus World Music and Arts Festival Hilly Hundred Bicycle Weekend
November	Wings on the Water Canopy of Lights Holiday Market
December	Chimes of Christmas
Multiple Dates:	Farmers Market – Saturday mornings, April – October Downtown Gallery Walks – First Friday, April, July, Oct. & Dec.

Visitor Information

Bloomington/Monroe County Convention & Visitors Bureau
2855 N. Walnut Street
Bloomington, IN 47404
812-334-8900 or 800-800-0037
www.visitbloomington.com

Travel Media

Bloomington welcomes travel writers that wish to experience our destination. Preference is generally given to writers who are on assignment, but active freelance writers are also welcomed as the budget permits. The Bloomington CVB is happy to arrange interviews with local personalities, provide images of the Bloomington area, fact-checking and other services. See the Travel Media section at www.visitbloomington.com for more information.

For more information, or to arrange a personalized press trip to the Bloomington area, please contact Tosha Daugherty, Director of Marketing/Communications, at 800-800-0037 or tosha@visitbloomington.com.

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