

## SAY \$6,000,000 BROUGHT TO CITY BY CONVENTIONS

Indianapolis Was Host to 279 Meetings, Says C. of C.

Indianapolis was host in 1925 to forty-three national and international conventions, 172 State conventions, thirty regional and fourteen miscellaneous events of more than local interest, the annual report of the Chamber of Commerce shows. Dick Miller, president of the City Trust Company, was chairman of the convention bureau. The total was 279 conventions and events, and increase of fourteen over 1924.

Some interesting facts concerning convention attendance were revealed in the report. Attendance from outside the city at the 279 conventions touched 326,126. In order to place a monetary value upon convention visitors, the attendance must be multiplied by the number of days spent in Indianapolis by each visitor, the result being called "transient day attendance." The attendance at conventions was 363,277 and at events, 192,900, a total of 556,177 transient days.

### \$6,000,000 Spent

At a recent meeting of the International Association of Convention Bureaus held in Des Moines, Iowa, the actual monetary value of a convention visitor based on estimates from twenty-four convention cities was decided to be \$11.25 a day. On this basis, convention visitors spent more than \$6,000,000 in Indianapolis during 1925, all of this amount representing money earned in other localities and spent here.

As an evidence of what may be expected of conventions during 1926, the report shows that already ninety-eight conventions and seven events have been definitely scheduled for the year. The estimated attendance at those conventions and events is approximately 45,000 visitors with a total transient day attendance of 150,000 days. This number is steadily being added to and evidence points to an even greater success in 1926.

### Big Printing Bill

Throughout the year the convention bureau printed 10,000 copies of a folder entitled "Attractive Indianapolis." Approximately 50,000 of these have been distributed, while 4,000 copies of the booklet "Indianapolis Invites You" have been placed in the hands of secretaries of organizations and of influential members of these organizations. A large

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### ANOTHER PROSPEROUS YEAR

THE USUAL GAINS IN ALL DEPARTMENTS

		Growing Steadily	INSURANCE IN FORCE
1905		\$325,000.00	\$325,000.00
1906		3,158,315.63	3,158,315.63
1907		8,234,444.92	8,234,444.92
1908		3,937,135.59	3,937,135.59
1909		3,760,237.61	3,760,237.61
1910		4,451,264.48	4,451,264.48
1911		5,756,550.86	5,756,550.86
1912		7,011,554.27	7,011,554.27
1913		8,655,788.49	8,655,788.49
1914		10,231,921.21	10,231,921.21
1915		12,021,820.06	12,021,820.06
1916		13,665,053.54	13,665,053.54
1917		15,532,346.26	15,532,346.26
1918		20,456,374.44	20,456,374.44
1919		27,006,018.90	27,006,018.90
1920		31,275,345.88	31,275,345.88
1921		35,236,427.74	35,236,427.74
1922		40,882,131.98	40,882,131.98
1923		46,628,369.17	46,628,369.17
1924		55,000,000.00	55,000,000.00

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EDWARD B. RAUB Vice-Pres. and Counsel JOE G. CALDWELL Agency Manager  
JOSEPH R. RAUB Secretary DR. J. Y. YOUNG  
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