

ANNUAL REPORT

QUINCY AREA CONVENTION & VISITORS BUREAU

MISSION : *To enhance the economy of Adams, Hancock and Pike Counties through the promotion of the area as a destination for overnight visitors*

2021



P 1 NUMBERS:FUNDING + BUDGET



P 2 ECONOMIC IMPACT + STATS



P 3 NEW/UPDATED GUIDES



P 4/5 MARKETING CAMPAIGNS

BOARD

JEFF SCOTT
CHAIRMAN/RESTAURATEUR
RAQUEL PIAZZA
1ST VICE CHAIR/
ADAMS COUNTY BOARD REP
JOI CUARTERO AUSTIN
2ND VICE CHAIR
JARID JONES
TREASURER
MARK ALEMAN
SECRETARY/HOTEL REP
ERIC ENTRUP
CITY COUNCIL REP
AMY GRAHAM
HANCOCK COUNTY REP
DAVID CAMPHOUSE
PIKE COUNTY REP
CAROLINE CAMPBELL
AT LARGE
CHARLIE DOAN
LIFETIME MEMBER

STAFF

HOLLY CAIN
EXECUTIVE DIRECTOR
LORI TUTTLE
MARKETING MANAGER
KRISTINA MILLER
OFFICE MANAGER

go rogue
SEE QUINCY.COM

enjoy
illinois

NUMBERS 20/21

SeeQuincy serves the three-county area of Adams, Hancock and Pike Counties with a total population of 98,815 residents.

PRIMARY FUNDING SOURCES



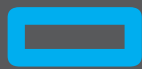
STATE OF ILLINOIS, DEPARTMENT OF COMMERCE & ECONOMIC OPPORTUNITY

The IL Office of Tourism/DCEO provides a local tourism & convention bureau grant—an incentive-based grant from prior year’s population, lodging and restaurant taxes.



CITY OF QUINCY AND ADAMS COUNTY HOTEL/MOTEL TAX

SeeQuincy promotes 831 lodging rooms in Quincy and a total of 1,608 rooms in the 3-county area including hotels, bed & breakfasts and airbnb/vrbo rentals.



CITY OF QUINCY TOURISM FUNDING

SeeQuincy is allocated \$100K/yr for direct tourism marketing for a period of three years (2021-2023) from the City of Quincy Tourism Fund.

ANNUAL BUDGET

(up \$210,508 over 2020)

\$383,508

2021 DCEO GRANT

FY: MAY 2020-APR 2021 (up \$82,913)

\$163,008

2021 HOTEL/MOTEL TAX RECEIVED

JAN-DEC 2021

City of Quincy Hotel/Motel Tax Revenue \$1,031,079

(up \$362,110 over 2020)

\$112,936

2021 CITY OF QUINCY TOURISM FUNDING

FY: APR 2021 inception

\$ 79,745

SUPPLEMENTAL REVENUE SOURCES

Travel Guide Ad Sales, Private Home Tours, Quincy Merchandise Sales

JAN-DEC 2021

\$ 27,819

IMPACT/STATS20/21

ECONOMIC IMPACT OF TOURISM 2020 *Travel Data provided by US Travel Association*

COUNTY	2020 VISITOR SPENDING (\$ MILLIONS)	LOCAL TOURISM JOBS
ADAMS	\$ 93.4	892 (up 102)
HANCOCK	\$ 16.6	139 (down 61)
PIKE	\$ 32.9	147 (up 37)
TOTAL	\$ 142.9 (17% decrease from 2019)	1,178 (up 88 over 2019)

LOCAL VISITOR STATS 2021

The Villa Kathrine has acted as Quincy's Tourist Info Center and Great River Road Interpretive Center since 1987, accommodating visitors from all 50 states and 99 countries.

Visitor Origins: 20% Quincy | 51% Tri-States of IL, MO & IA | 27% All Other States

Reasons for visit : 40% Sightseeing | 20% Vacation | 19% Visit Friends & Family | 9% Business
6% Shopping | 6% Museums

The SeeQuincy staff assisted 211 visitors throughout the year Mon-Fri, at the Villa Kathrine. The CVB offices are located in the building to provide support of the 100% volunteer-based Tourist Information Center serving the Quincy area.

SOCIAL MEDIA STATS 2021 Quincy Area Convention & Visitors Bureau See Quincy

SeeQuincy.com 79,312 sessions | 88% new users | 149,004 page views | 1:11 average length of visit

Facebook followers 6,217 | reach 195,334 (up 104%) | 695 new likes

Instagram follows 1,430 | reach 52,676 (up 845%) | 131 new follows

eNews letter 3,923 monthly subscribers (up 16% over 2020)

SEEQUINCY SPONSORED EVENTS 2021

AMTRAK 50TH ANNIVERSARY EVENT
EARLY TIN DUSTERS
FISHING FOR FREEDOM
FLAVOR TOURS
FRIENDS OF THE TRAILS ULTIMATE RIDE
GREAT RIVER EAGLE DAYS
MISSISSIPPI VALLEY WINE TRAIL
MS QUINCY SCHOLARSHIP PAGEANT
OKTOBERFEST
PEPSI LITTLE PEOPLE'S GOLF TOURNAMENT
QHS SHOOTOUT
QTOWN BASEBALL TOURNAMENTS
QUINCY GEMS BASEBALL
THANKSGIVING BASKETBALL TOURNAMENT
TITAN FIRECRACKER SWIM MEET

ACCOLADES

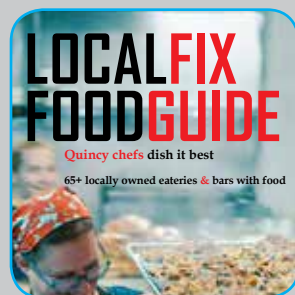


SeeQuincy's *Inside Guide to Group Planning* was a 2021 Award Winner at the Illinois Governor's Conference on Travel & Tourism. The guide along with the integrated Facebook campaign took the prize for *Best Social Media Marketing*.

NEW/UPDATED GUIDES

SeeQuincy created & launched five new keystone pieces and printed a total of over 60,000 copies of the guides in 2021. All are also available digitally on SeeQuincy.com.

-  2021 AREA TRAVEL GUIDE
-  SMILE MILE
-  ABUNDANT ARCHITECTURE
-  BOGO MUSEUM GUIDE
-  MID MOD QUINCY
-  BIKE QUINCY
-  GATEWAY CITY
-  AG MUSEUM
-  MISSISSIPPI VALLEY WINE TRAIL
-  EARLY TIN DUSTERS COLOR RUN
-  LOCAL FIX FOOD GUIDE
-  GREAT RIVER EAGLE DAYS



MULTIMEDIA MARKETING 2021

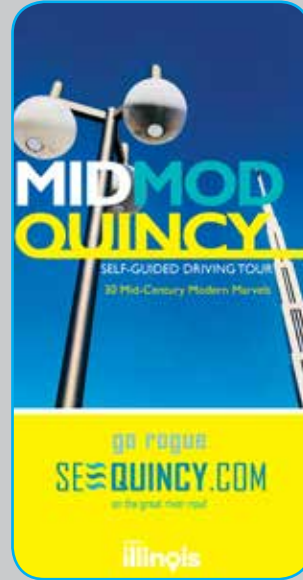
Ad/campaign samples across 20 diverse platforms + stats/results

NATIONAL

-  **TRIP ADVISOR > June-July**
267,154 impressions | 218 clicks
-  **PRESERVATION MAG > Summer/Fall**
Direct Leads > 158 travel packets sent
-  **MIDWEST LIVING MAG > Nov/Dec**
Direct Leads > 284 travel packets sent

MISSOURI

-  **IP TARGETED DIGITAL > STL METRO > June-Dec**
907,197 impressions | 998 direct ad clicks
-  **ST LOUIS PUBLIC RADIO**
Driving Tours Promo 97 spots aired
-  **STL POST MEDIA > June 13-July 12**
3,766 online page views
144,400 social media impressions
5,613 clicks | CTR: 3.8%
817 paid reactions | total reach 58,096
-  **FEAST MAGAZINE**
-  **BILLBOARDS > STL AREA**
Weekly EOI (Eyes on Impression) > 51,445
-  **BROCHURE DISTRIBUTION > STL/OZARKS**
CTM Media Group: 2021 Quincy Travel Guide
St. Louis Hotels + Lake of the Ozarks area
St. Louis > Distributed: 7,000
Lake of the Ozarks > Distributed: 5,600
-  **WEBSTER-KIRKWOOD TIMES**
-  **HANNIBAL VISITORS GUIDE**



TRIP ADVISOR TARGETED DIGITAL CAMPAIGN



TARGETED DIGITAL CAMPAIGNS > METRO STL

MULTIMEDIA MARKETING 2021

Ad/campaign samples across 20 diverse platforms + stats/results

ILLINOIS

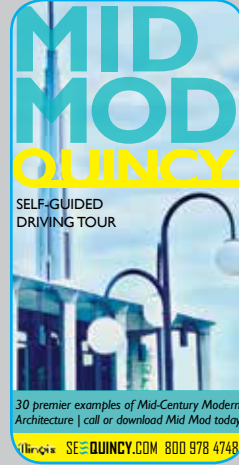
- ENJOY ILLINOIS MAGAZINE
- NEWCITY CHICAGO
- IL TIMES (IT) SPRINGFIELD
- JOURNAL-COURIER POST
- MCDONOUGH COUNTY VOICE
- ARTS/QUINCY

GROUPS

- SMALL MARKETS MEETINGS
- GROUP TOUR MEDIA
- FLAVOR TOURS (a SeeQuincy Program) > June-Sept
- PRIVATE HOME TOURS (a SeeQuincy Program)

- IN-HOUSE GOOGLE PAID ADS > June-Dec > IA, MO, IL markets
18.25K impressions | 2.17K clicks
316 actions showing intent to visit

- VIRTUAL RAILCAM > Jan-Dec (Located at Quincy Amtrak Station)
1,053,517 views



PRESERVATION MAGAZINE / SMALL MARKETS MEETINGS



BILLBOARDS : TROY, MO : I-61 NORTH > SUMMER + FALL



ILLINOIS TIMES > SUMMER



JOURNAL COURIER > WINTER