

# THE POWER OF TRAVEL

## SEEQUINCY ANNUAL REPORT 2022

### ADAMS COUNTY AT A GLANCE

**\$112M**

**VISITOR SPEND**  
UP 18.6M OVER 2020

**\$19M**

**LODGING SPEND**  
UP 4.3M OVER 2020

**\$27.7M**

**FOOD/BEVERAGE SPEND**  
UP 3.2M OVER 2020

**963 JOBS**

**TOURISM JOBS**  
UP 71 OVER 2020

**\$1,169,489**

**QUINCY HOTEL/MOTEL TAX**  
RECORD HIGH 2022

2021 Travel Data provided by US Travel Association

VISITOR SPEND > HANCOCK COUNTY \$24.6M / PIKE COUNTY \$30M

### FUNDING

**\$439,163**  
**ANNUAL BUDGET**

**\$187,163**  
**DCEO GRANT 2022**  
**FY MAY 2021-APR 2022**

**\$111,170**  
**HOTEL/MOTEL TAX RECEIVED**  
**JAN-DEC 2022**

**\$100,000**  
**CITY OF QUINCY**  
**TOURISM FUNDING 2022**

**\$10,520**  
**SUPPLEMENTAL 2022**  
Merch Sales, Private Home Tours, Misc



### 2022 ACTIONS + STATS

<b>TOTAL # OF PRINT/DIGITAL ADS PLACED:</b> (TripAdvisor, Preservation Mag, Midwest Living, AAA, Travel Taste & Tour, IL Times, STL Times, Chicago Life, Group Tour Media, Premier Travel Media, Good Housekeeping/Woman's Day)	60 ads placed
<b>DIRECT RESPONSE LEADS:</b> Preservation Mag/ Midwest Living/ AAA	1.1K ad generated leads
<b>TARGETED DIGITAL + RADIO CAMPAIGNS:</b>	
IP Targeted Digital STL Metro .....	658,776 impressions / 1,224 clicks
GeoTargeting Springfield, IL (7,639 visits directly to 5 restaurants + 7 hotels) .....	306K impressions / 820 clicks
STL Public Radio .....	108 spots / 367K impressions
StarRadio .....	240 60-second commercials
<b>BILLBOARDS:</b> Hwy 61 Troy, MO / Ave of Saints Keokuk, IA .....	75,619 weekly eyes on impression
<b>PROMOTIONAL BROCHURES</b> 21 different brochures printed + digital .....	67,750 copies
<b>TRAVEL GUIDE DISTRIBUTION:</b> STL Area + Lake of the Ozarks hotels & attractions, State Tourist Info Centers, area hotels/attractions .....	30K distributed
<b>SOCIAL MEDIA STATS:</b>	
FB 2022: 17 paid campaigns/157,969 impressions/46,913 reach .....	7,524 (up 21%)
IG (up 85% of accounts engaged in the last 90 days) .....	1489 follows
eNews .....	4,205 subscribers (up 7%)
Google Ad Performance (up 47% over 2021) .....	30.7K impressions / 4.86K clicks

### ANNUAL EVENTS SUPPORTED BY SEEQUINCY

Quincy Shootout, Great River Eagle Days, Q-Town Baseball Tournaments, Flavor Tours, Fishing for Freedom, Lincoln Days Civil War Re-enactment, Quincy Grand Prix of Karting, Quincy Gems Baseball, Titan Firecracker Classic Swim Meet, Pepsi Little People's Golf Tournament, QFest Art Faire, Friends of the Trails Ultimate Ride, Quincy Bay Blow Out Duck Calling Contest, Oktoberfest, Early Tin Dusters Fall Color Run, Quincy Preserves Home Tours, Private Home Tours of Quincy, Festival of Lights, Tri County Catfish Trail, Mississippi Valley Wine Trail

### NEWLY SPONSORED EVENTS SUPPORTED BY SEEQUINCY + BET O Q FUNDS

Hoops Midwest Youth Basketball Tournaments/2,720 people/500 hotel rooms  
ACS IL Billiards Championships/700+ participants/689 hotel rooms [Returning Apr '23 + new Jr. Championships July '23]  
RiverFest/3,600 attendees

**MISSION** To enhance the economy of Adams, Hancock and Pike Counties through the promotion of the area as a leisure and overnight destination. The three-county area has a total population of 98,815 residents and 1,608 lodging rooms.

**FUNDING** The IL Office of Tourism/Department of Commerce & Economic Opportunity provides an incentive-based grant, based upon prior year population, lodging and restaurant taxes. The City of Quincy Tourism Fund allocates \$100K/yr to SeeQuincy for tourism marketing (2021-2023). SeeQuincy receives a portion of the City of Quincy Hotel/Motel Tax.