

THE POWER OF TRAVEL

SEEQUINCY
ANNUAL REPORT
2023

3-COUNTY TOTALS: ADAMS, HANCOCK, PIKE

\$196M RECORD VISITOR SPEND

supporting **1,448 TOURISM JOBS**
+ **\$9.5M LOCAL SALES TAX**

ADAMS **\$131.9M** VISITOR SPEND > UP 17% **1,107 TOURISM JOBS > UP 144**

HANCOCK **\$ 29.9M** VISITOR SPEND > UP 21% **192 TOURISM JOBS > UP 21**

PIKE **\$ 34.5M** VISITOR SPEND > UP 14% **149 TOURISM JOBS > UP 14**

QUINCY HOTEL/MOTEL TAX HIT RECORD HIGH
\$1.3M up 19%

2022 Travel Data provided by US Travel Association

The 3-county area has a total population of 98,704 residents and 1,572 hotel rooms, with 752 rooms in Quincy.

FUNDING

\$473,244
ANNUAL BUDGET

\$187,163
DCEO GRANT 2023
FY MAY 2022-APR 2023

\$120,000
HOTEL/MOTEL TAX RECEIVED
JAN-DEC 2023

\$100,000
CITY OF QUINCY
TOURISM FUNDING 2023

\$66,081
SUPPLEMENTAL 2023

NEW INITIATIVES

ITI Digital Travel Software: 1,500 auto-delivered events into web calendar. Events pulled from Etix, Google, 15 area Facebook pages and Eventbrite. Auto-updated, producing a full arts, entertainment and events calendar for the area.

KAKAK QUINCY Rent Fun contract for 4 self-checkout kayaks; equipment on the Quincy Riverfront to begin Spring 2024.

BIKE QUINCY now offers FREE 2-hr bike rentals for all, as a hospitality/marketing tool.

SUMMER FLAVOR TOURS

Record-breaking season with 245 people into downtown Quincy + \$11,400 in direct spending to eight local businesses.

2023 ACTIONS + STATS

TOTAL # OF PRINT/DIGITAL ADS PLACED: (TripAdvisor, Preservation Mag, Midwest Living, AAA, Travel Taste & Tour, IL Times, STL Times, Chicago Life, Group Tour Media, Premier Travel Media, Adventure Outdoors, Feast Mag)	65 ads placed
INFLUENCER STATS: Facebook + influencer site visits Social Media Contest + Impressions	6K accts reached / 3,422 visits 90 entries / 55,044 impressions
BILLBOARDS: Hwy 61 Troy, MO / Ave of Saints Keokuk, IA	75,619 weekly eyes on impression
PROMOTIONAL BROCHURES 10 different brochures printed + digital	44,600 copies
TRAVEL GUIDE DISTRIBUTION: STL Area + Lake of the Ozarks hotels & attractions, State Tourist Info Centers, area hotels / attractions FlippingBook Digital Guide on SeeQuincy.com Direct Lead Response + Facebook Ads	30K distributed 2K digital views 400 guides mailed
DIGITAL REACH: FB annual reach: 361.3K (up 168%) IG annual reach: 11.7K (up 52%)..... eNews Google Ads: 6.25K clicks , with 151 local actions to visit SeeQuincy.com: 56K users	10.2K followers 1.6K followers 4,165 subscribers 90.2K annual impressions 55K new visitors
TRIPADVISOR: Digital Campaign DIRECT RESPONSE LEADS: Midwest Living / AAA	3,077,568 impressions / 2,157 clicks 600+ ad generated leads

ANNUAL EVENTS SUPPORTED BY SEEQUINCY + BET ON Q FUNDS

Quincy Shootout, Great River Eagle Days, Q-Town Baseball Tournaments, Flavor Tours, Fishing for Freedom, Lincoln Days Civil War Re-enactment, Pepsi Little People's Golf Tournament, QFest Art Faire, Friends of the Trails Ultimate Ride, 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, Hoops Midwest Tournaments, Sugar Cookie Classic, Psycho Billy Cadillac Racing Tour, Mississippi Beekeepers Convention, Santa Zephyr, Juneteenth, Disc Golf Tournament, ACS IL Billiards Tournament, Greater Midwest Pool Association Junior Tournament.

MISSION To enhance the economy of Adams, Hancock and Pike Counties through the promotion of the area as a leisure and overnight destination.

SEEQUINCY BOARD OF DIRECTORS

CHAIRMAN Jeff Scott, Kent Snider, Joi Austin, Mark Aleman, Jarid Jones, Eric Entrup, Amy Graham, Jessica Funk, Caroline Campbell

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