

TIMOTHY SPENCER PHOTOGRAPHY



THE POWER OF TRAVEL

SEEQUINCY ANNUAL REPORT 2024

3-COUNTY TOTALS: ADAMS, HANCOCK, PIKE

\$203.2M RECORD VISITOR SPEND

\$15.6M LOCAL SALES TAX
BANNER YEAR: **UP 64%**

SUPPORTING 1,474 TOURISM JOBS

QUINCY HOTEL/MOTEL TAX \$1.3M

FUNDING

\$578,244
ANNUAL BUDGET

\$187,163
DCEO GRANT 2023
FY MAY 2023-APR 2024

\$120,000
HOTEL/MOTEL TAX RECEIVED
JAN-DEC 2024

\$100,000
CITY OF QUINCY
TOURISM FUNDING 2024

\$71,081
SUPPLEMENTAL 2024

SUMMER FLAVOR TOURS

Hosted 199 people into downtown Quincy and produced \$8,557 in direct spending to eight local businesses.

KAYAK QUINCY

Self-checkout rental program on Quincy Bay, started Spring 2024; 199 RENTALS

* NEW GRANT PROGRAM: LEGUP

The Legacy Event Grant Program launched May '24 with the mission to sustain and grow legacy events in the Quincy community that create a strong visitor impact and/or edify quality of life for area residents. Funding is provided by the local Food & Beverage Tax; \$100K total allotment, awarded May 1-Apr 30 annually.

ADAMS	\$138.9M VISITOR SPEND > UP 5.3%	1,130 TOURISM JOBS
HANCOCK	\$ 30.4M VISITOR SPEND > UP 1.5%	193 TOURISM JOBS
PIKE	\$ 33.9M VISITOR SPEND > -1.5%	151 TOURISM JOBS

2023 Travel Data provided by US Travel Association

The 3-county area has a total population of 96,800 residents and 1,577 hotel rooms, with 804 rooms in Quincy

2024 ACTIONS + STATS

TOTAL # OF PRINT/DIGITAL/GEOTARGETED ADS PLACED: (Conde Nast Traveler, Preservation Mag, Midwest Living, NPR, Travel Taste & Tour, IL Times, STL Times, Chicago Life, Group Tour Media, Premier Travel Media)	63 ads placed
INFLUENCER STATS > Flavor Tours + 85 Watering Holes Campaigns Facebook Reach Instagram Reach	132,000 people 9,200 people
BILLBOARDS: Hwy 61 Troy, MO / Ave of Saints / Hannibal	151,577 weekly eyes on impression
PROMOTIONAL BROCHURES 12 different brochures printed + digital COUNTER MAPS + OFFICIAL CITY OF QUINCY MAPS	51,500 copies 5K 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 295 guides mailed
DIGITAL REACH: FB annual reach: 549.5K views (up 52%) / content interactions up 5% IG annual reach: 13.9K views / reach up 72%)..... eNews Google Ads: 6.25K clicks , with 1.36K local actions to visit SeeQuincy.com	11K followers 1.7K followers 4,088 subscribers 140K annual impressions 63K new users / up 14%
DIRECT RESPONSE LEADS: Midwest Living	520 ad-generated leads
SOCIAL MIRROR SUMMER CAMPAIGNS: Flavor Tours/Kayak Quincy..... 60-mile radius / 396,871 Impressions / 1,616 direct clicks to website	.53% total engagement rate; 5 times the average of 0.07%
ITI DIGITAL CALENDAR	806 events promoted
DIGITAL CAMPAIGNS: Flavor Tours, Kayak Qcy: Reach TV / Digital Audio ...	188K total impressions 186K overall complete rate

ANNUAL EVENTS SUPPORTED BY SEEQUINCY + BET ON Q FUNDS AND *LEGUP GRANTS

Quincy Shootout, Great River Eagle Days, Q-Town Baseball Tournaments, Flavor Tours, Fishing for Freedom, Pepsi Little People's Golf Tournament, Midsummer Arts Faire, Blues in the District, Friends of the Trails Ultimate Ride, Oktoberfest, Early Tin Dusters Fall Color Run, Quincy Preserves Home Tours, Private Home Tours of Quincy, Tri-County Catfish Trail, Mississippi Valley Wine Trail, Lincoln Days Civil War Reenactment, Quincy Grand Prix, Hoops Midwest Tournaments, Sugar Cookie Classic, Psycho Billy Cadillac Racing Tour, Santa Zephyr, Juneteenth, Disc Golf Tournament, ACS IL Billiards Tournament, Gem City Concerts, Greater Midwest Pool Association Junior Tournament, Quincy Freedom Fest, Fall-Con/Great River Film Festival, Taylorville Concert

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, Jarid Jones, Eric Entrup, Amy Graham, Jamie Beasley, Brian Fox, Caroline Poles

SEEQUINCY TEAM

EXECUTIVE DIRECTOR Holly Cain, PR/MARKETING MANAGER Lori Tuttle, OFFICE MANAGER Megan Masterman

