SeeQuincy MARKETING REPORT Sept 2021

submitted by Lori Tuttle

go rogue SE**≋QUINCY**.COM



You provide the agenda, we'll provide the adventure

gucci rooms grasshoppers mob mansions mediterranean castles tunnel tours mississippi brews

Contact us or download your Inside Guide for the Curious Meeting Planner

SE**≋QUINCY**.COM 800.978.4748

Included in the report is a sampling of ads utilizing SeeQuincy's City of Quincy tourism funding as well as the State of Illinois grant. Note the symbols for each below. [The last page lists supporting stats for city funding to date]



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Group Travel Leader

IL Meeting Guide in Small Market Meetings > Fall issue (Oct release)



DRIVE THE FIVE + SUMMER FLAVOR TOURS / Group Tour Mag Food & Drink / Aug 2021

Self-guided driving tours have taken top billing this year among SeeQuincy's travel options. The tours offer distinct and invigorating experiences for groups to enjoy with a variety of genres represented. Ignite your inner artist, designer, historian, or chef.

Below are our TOP FIVE driving tour recommendations:

- **Gateway City Guide** | Quincy's prominent role in history as a place of refuge and a gateway city in its first three decades | Twenty significant sites and compelling stories from 1835-1865 including Underground Railroad stops
- Mid-Mod Quincy | A fabulous exploration of 30 premier examples of innovative 20th Century Mid-Modern architecture with vintage shopping suggestions along the way
- Mural Find + Dine | Art hits the wall celebrating the artistic diversity of the city | Featuring 24 murals ranging from
 nostalgic ghost works to striking new creations, matched with nearby eateries & bars
- Off the Record | Bizarre, brow-raising, astounding & amazing | Thirteen places associated with intriguing former area residents are revealed in this mysterious tour
- Abundant Architecture | The city with over 3,500 structures contributing to the National Register of Historic Places deserves a dedicated architectural guide | Our signature driving tour explores 48 stops with an East End Walking Tour {ask about Private Home Tours to see the interiors of these beauties}

For the curious foodie, *Summer Flavor Tours* offer the perfect marriage of food & history on a walking adventure to five venues in Quincy's historic downtown. Top-notch chefs and mixologists create signature brunch/ lunch menus each Saturday, all summer long. The tours are guided by entertaining food ambassadors, infusing nuggets of Quincy's colorful past. 24-hour advance reservations | June 19-Sept 25 | 10a-1p | {book early, tours sell out quickly}

Request/download complimentary guides today or reserve your Flavor Tour ~ 800.978.4748 | seequincy.com.



Regional Destinations



ien Sculpture Garden Lvr 2145 W. Brown Deer Rd., Milwauke 114.446.8794 / lyndensculpturegar he Lynden Sculpture Garden: 50 sculptures, 40 acres 5 minutes north of downtown Milwaukee. Lynden offe



Go Rogue in Quincy, IL 00.978.4748 / SeeQuin Unleash your curious! With a prolific landscape of awe-inspiring architecture and an artistic culinary scene, Quincy provides the ideal destination for food and design enthusiasts. Uses destination to Hood our design in Humanisation Experience the colofful downtown via Summer Flavor Tours— a walking adventure to fire voting public by a local business and the second second second second second second second second Explore distinctive riches via self-guided driving bruns. *Mid Mod Quings showcases* thin's examples of this manyeloas era. More Self-Quided Driving Carus: Gateway Chy Jurial Fird + Dire Mana Street Mile () Off the Reccot



OS Projects 601 6th Street, Racine WI, 53 262.800.3564 / osprojects.ar ine WI, 53403

OS Projects is a contemporary art gallery Racine featuring visual artists in solo and The gallery's primary focus is on artists liv Chicago-Kenosha-Racine-Milwaukee urb



Fermentation Fest: Grassland Edition Sat & Sun, Sept 25-26, 11 am-6 pm Nitwen Park & Campground S9855 County Rd. E, Sauk City, WI 53583 ermentationfest.com / info@wormfarmi

termentationetex.com / innegwormammentuue.org Formentation Fest Isaks. Segtember 2-26 with a celebration of live culture in all its forms. For this special Grassland Edition, of Wicconsin-Medicino to showcare regenerative, grassland-base agriculture. The fest will include demost, art, performances from dance to "Grassiand" invisic in an oper-wire" labernate to Scandan cove calling, local flood, termentat beverages & more. We invite o utam neighbors tabe part in this policitual releval.

NewCity Network Chicago market magazine & web

- > 1/2 page ad: digital + print
- > 100-word editorial
- > photo listing
- > Aug issue



NewCity Network

> 1/2 page ad: digital + print

> Oct Special Design Edition: Chicago Architecture Biennial S

C

illinois



Quincy's self-guided architectural driving tour > 48 stops + walking tour

Download or call for your free guide today illinqis SE≋QUINCY.COM 800 978 4748

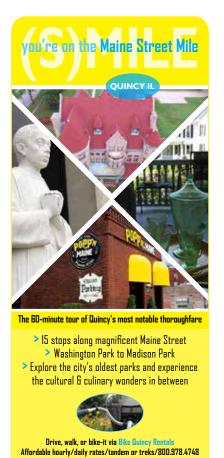
Midwest Living Magazine

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- > 1/3 page ad
- > Oct release: Nov/Dec issue
- > Reader Services included







art architecture nature history shopping dining drinking

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New SMILE MILE

Digital version on our site/ printing in Sept

The 60-minute tour highlighting 15 stops along Quincy's Maine Mile.

Features art, architecture, parks, history, food & drink. From Washington Park to Madison Park.



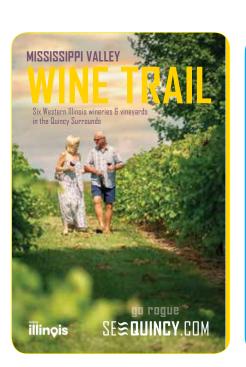
ABUNDANT Architecture Guide

3K copies printed

Will serve as one of our staple pieces for groups and leisure visitors.

Featuring a self-guided driving tour featuring 48 spots plus an East End Walking Tour.

IN THE WORKS



New MISSISSIPPI Valley Wine Trail Guide

Brochure development to refresh our feature wine guide to six area venues.

Includes incentives for visitors to explore all six for our signature t-shirt or wine glass.



New Mormon Guide

Brochure development of Quincy's role as a city of refuge for the Latter-Day Saints. Collaborate with Nauvoo.

JUNE - AUGUST INITIATIVES

WEBSITE TRAFFIC

3 months | June-August

20,725 users | 87% new users | Up 46% | July is new record month

SOCIAL MEDIA REACH

Last 90 days | June-August

Facebook 124.8k reach > up 187% Instagram reach 43.8k reach > up 343% Paid reach 15k > up 75% | Paid impressions 19k > up 114% Promoting 23 special events to Quincy

HOTEL/MOTEL TAXES

County and City back to pre-Covid amounts March collections started with uptick ahead of 2019 March data Hotel taxes for the first 6 months of the calendar year are up 39% over last year Only 7% behind 2019 collections, which was the best year on record Homestay revenues are up 61% year over year Homestay revenues are double that of any previous year

AD CAMPAIGNS

STL Post Media: online page views > 3,766 | unique page views > 3,531 144,400 social media impressions | 5,613 clicks | CTR: 3.8% 817 paid reactions | total reach 58,096

NPR: St Louis Public Radio Paid Sponsorship Campaign | June 15-July 31 55 spots aired [Gas Lamp Inn reported 3 bookings & several more inquiries, with first international quest as a result)

TripAdvisor: Targeted Digital Campaign State Co-op June-July: 267,154 impressions | 218 clicks

Google Ads: 3 months 9.18k impressions | 1.11k clicks | 152 actions showing intent to visit | ads running in IA, MD, IL

Targeted Digital Ads (WGEM Digital): June-August | St Louis metro area 418,869 impressions | 283 clicks | 293 visits | 1,481 engagements

Preservation Magazine Summer Edition: National Platform Reader Services Direct Response > 62 visitor quide requests sent 8/25/21

Billboard: Hwy 61 | Troy, MO | Flavor Tours Start date: June | Weekly EOI (Eves on Impression) > 51,445

FLAVOR TOURS

102 confirmed reservations to date; tours running every Saturday thus far

[Flavor Testimony]

"I wanted to let you know my friends and I had the BEST TIME EVER! on the Flavor Tour! Our Guide Carol was AWESOME! I first saw the Flavor Tour as an Instagram Ad and convinced my girlfriends of 30+ years to go on a walking tour, sample foods and drinks and learn about the city. It was a win-win and only a short 7.5 hour drive from Columbus OH. We got a chance to connect, laugh, explore, and shop...bonus, none of us has ever been to Missouri so we crossed the bridge and stepped a brief foot in another state"!

--Dana