



Meetings don't have to be boring

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



SEEQUINCY.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]

C = City of Quincy Funding

S = State Funding



Group Travel Leader

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

Group Tour Media Package

- > print ad
- > digital ad
- > 300-word editorial
- > 1-yr web profile page

unleash your tastebuds

SUMMER FLAVOR TOURS

GUIDED WALKING TOURS FOR THE CURIOUS FOODIE
5 venues / 5 chefs
Historic Downtown Quincy, IL
Saturdays through Sept 25

enjoy **illinois**  **SEEQUINCY.COM** 800.978.4748

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.

go rogue

unleash your curious

FLAVOR TOURS
5 CHEFS/5 VENUES
GUIDED FOODIE TOURS
HISTORIC DOWNTOWN
Sat through Sept 25
{24-hr advance res}

MID MOD QUINCY
30 MID-CENTURY
MODERN MARVELS
SELF-GUIDED
DRIVING TOUR
{year round}

**TEN ACRE
TREE HOUSES**
MAGICAL & GREEN
TINY HOUSES
IN THE FOREST
{wineries nearby}

FLAVOR RESERVATIONS + GUIDES AVAIL ONLINE OR BY CALLING

SEQUINCY.COM 800 978 4748

Regional Destinations

Lynden Sculpture Garden
2145 W. Brown Deer Rd., Milwaukee, WI 53217
414.446.8794 / lydensculpturegarden.org
The Lynden Sculpture Garden: 50 sculptures, 40 acres, 15 minutes north of downtown Milwaukee. Lynden offers a unique experience of art in nature through its collection of monumental sculptures and temporary installations sited across park, pond, and woodland. Open year-round (closed Thursdays). Lynden also offers public programs, performances, and indoor exhibitions. Admission is free.
Image: Filippeni Wilson, Ella's Peculiar Cabinet of Curiosities, 2016. Photo: Jim Waldman.

OS Projects
601 6th Street, Racine WI, 53403
262.800.3564 / osprojects.art
OS Projects is a contemporary art gallery in downtown Racine featuring visual artists in solo and small group exhibits. The gallery's primary focus is on artists living and working in the Chicago-Kenosha-Racine-Milwaukee urban corridor. While the range of media the gallery presents is broad—encompassing painting, drawing, printmaking, sculpture, photography, video, film and installation—the exhibited artists are unified in their engagement with topical issues, experimentation with materials and processes, and adherence to craft. Hours are Saturdays 12-5 and by appointment.

Go Rogue in Quincy, IL
800.978.4748 / SeeQuincy.com
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.
Experience the colorful downtown via *Summer Flavor Tours*—a walking adventure to five venues guided by a local food ambassador, infusing entertaining historical nuggets. Saturdays through Sept 25.
Explore distinctive niches via self-guided driving tours. *Mid Mod Quincy* showcases thirty examples of this marvelous era.
More Self-Guided Driving Tours: Gateway City | Mural Find + Dine (Maine Street Mile) | Off the Record

Fermentation Fest: Grassland Edition
Sat & Sun, Sept 25-26, 11 am-6 pm
Wliven Park & Campground
59855 County Rd. E, Sauk City, WI 53583
fermentationfest.com / info@wormfarminstitute.org
Fermentation Fest is back September 25-26 with a celebration of live culture in all its forms. For this special Grassland Edition, Wormfarm Institute has partnered with researchers at University of Wisconsin-Madison to showcase regenerative, grassland-based agriculture. The fest will include demos, art, performances from dance to "Grassical" music in an open-air Tabernacle to Scandinavian cow calling, local food, fermented beverages & more. We invite our urban neighbors to take part in this polycultural rural revival.

Advertising Feature

NewCity Network

Chicago market magazine & web

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

C

the golden triangle of architecture

QUINCY IL

SELF-GUIDED TOURS
Mid Mod Quincy [30 marvelous stops]
Abundant Architecture [48 areas showcasing 30 styles]

GUIDED TOURS
Private Home Tours in the East End Historic District

enjoy **illinois** reservations + guides
avail online or by calling > **SEQUINCY.COM 800 978 4748**
an Amtrak + Cape Air community

NewCity Network

- > 1/2 page ad: digital + print
- > Oct Special Design Edition: Chicago Architecture Biennial

S

the guide to the city overflowing with style
ABUNDANT ARCHITECTURE

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

Download or call for your free guide today

enjoy **illinois** go rogue
 SE≡QUINCY.COM 800 978 4748

C

Midwest Living Magazine

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

Download our PET-FRIENDLY QUINCY GUIDE

go rogue
Fall in Quincy
 GETAWAY PLANS

GUIDED FLAVOR TOURS
 > SATURDAYS THROUGH SEPT 25

6 FAMILY-OWNED WINERIES
 > MISSISSIPPI VALLEY WINE TRAIL

NEW SELF-GUIDED DRIVING TOURS
 > ABUNDANT ARCHITECTURE

enjoy **illinois** FLAVOR RESERVATIONS + GUIDES AVAILABLE ONLINE OR BY CALLING
 SE≡QUINCY.COM 800.978.4748

C

Illinois Times (Springfield)

- > full page ad
- > Fall Getaway Guide

SUMMER FLAVOR TOURS

MID MOD QUINCY

go rogue

GATEWAY CITY GUIDE

SUMMER FLAVOR TOURS
 Eats & sips guided walking tours for the curious foodie
 5 venues / 5 chefs / historic downtown Quincy
 Saturdays 10a-1p through Sept 25
 24-hr advance reservations / \$45 per person

NEW SELF-GUIDED DRIVING TOURS
 Mid Mod Quincy > 30 Mid-Century Architectural Marvels
 Gateway City Guide > Quincy's first three decades > 20 stops including Native American Mounds & Underground Railroad

Download or call for free guides

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 SE≡QUINCY.COM 800.978.4748

C

Jacksonville Journal Courier

- > full page ad
- > Summer Getaway Guide



FLAVOR TOURS

Guided Eats & Sips for the Curious Foodie
Historic Downtown Quincy

SE≡QUINCY.COM

Book Your Tour

go rogue
Fall in Quincy
GETAWAY PLANS

GUIDED FLAVOR TOURS > SATURDAYS THROUGH SEPT 25	6 FAMILY-OWNED WINERIES > MISSISSIPPI VALLEY WINE TRAIL
OFF-GRID > 1930S AG MUSEUM, FAMILY FARMS, RETREATS	DRIVING TOURS > MID MOD QUINCY & ABUNDANT ARCHITECTURE

enjoy **illinois** FLAVOR RESERVATIONS + GUIDES AVAILABLE ONLINE or BY CALLING SE≡QUINCY.COM 800.978.4748

S

STL Times (Webster-Kirkwood)

- > 4-wk online ad: Aug 27-Sept 25
- > Full page ad: Fall Getaway Guide
- > Aug 27 release

SUMMER FLAVOR TOURS
Guided Walking Tours for the Curious Foodie

book your tour > SE≡QUINCY.COM 800.978.4748 Saturdays 10a-1p June 19-Sept 25

S

ARTSQINCY

> Summer issue | Fall issue + comp articles

ABUNDANT ARCHITECTURE

NEW SELF-GUIDED DRIVING TOUR + EAST END WALKING TOUR

SE≡QUINCY.COM

Download or call for Guide

800.978.4748

SMILE
you're on the Maine Street Mile
QUINCY IL

The 60-minute tour of Quincy's most notable thoroughfare

- > 15 stops along magnificent Maine Street
- > Washington Park to Madison Park
- > Explore the city's oldest parks and experience the cultural & culinary wonders in between

Drive, walk, or bike-it via **Bike Quincy Rentals**
Affordable hourly/daily rates/tandem or treks/800.978.4748

art architecture nature history shopping dining drinking

enjoy **illinois** SE QUINCY.COM 800 978 4748

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.

QUINCY IL

ABUNDANT ARCHITECTURE

SELF-GUIDED DRIVING TOUR

an exploration of the awe-inspiring architecture of the city with over 3,600 structures contributing to the National Register of Historic Places

driving tour of 48 significant Quincy properties
+ EAST END WALKING TOUR
spotlighting 18 homes

30 STYLES REPRESENTED

art deco art moderne arts & crafts bungalow byzantine colonial monterey colonial revival eastlake english tudor federal folk victorian french second empire georgian revival greek revival international modernism italianate lustro mediterranean mid-century modern mississippian moorish revival neoclassical revival prairie school queen anne richardsonian romanesque shingle style queen anne shotgun tudor revival venetian gothic revival victorian

enjoy **illinois** go rogue SE QUINCY.COM

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.

MISSISSIPPI VALLEY
WINE TRAIL

Six Western Illinois wineries & vineyards in the Quincy Surrounds

go rogue SE QUINCY.COM

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 guest 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, MO, 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 guide requests sent 8/25/21

Billboard: Hwy 61 | Troy, MO | Flavor Tours

Start date: June | Weekly EDI (Eyes 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