

DESTINATION
N  **XT**

Multi-User Diagnostic Assessment

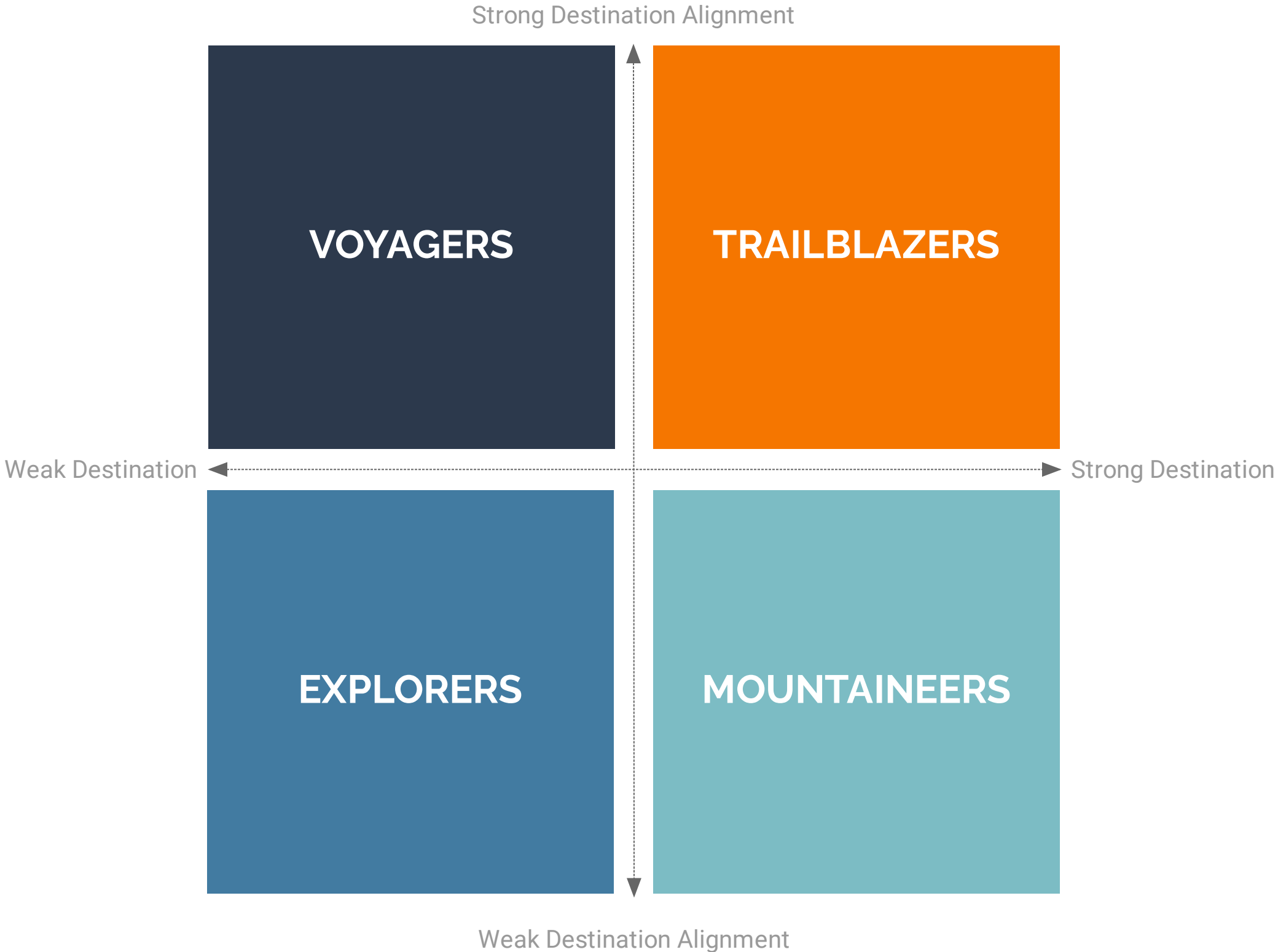
Galena, IL

May 2, 2022



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Scenario Model





Destination Strength Variables



Attractions & Experiences



Arts, Culture & Heritage



Dining, Shopping & Entertainment



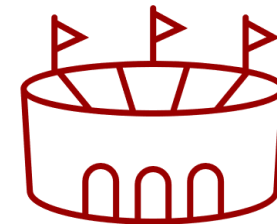
Outdoor Recreation



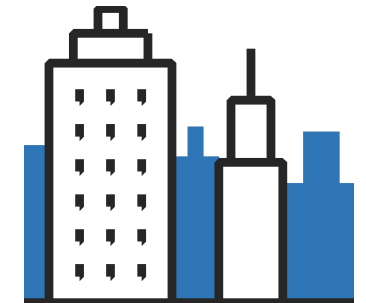
Conventions & Meetings



Events & Festivals



Sporting Events



Accommodation



Local Mobility & Access



Destination Access

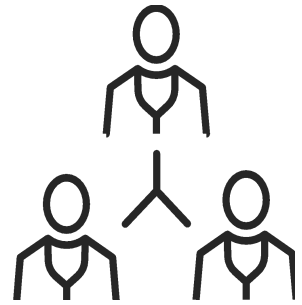


Communication Infrastructure



Health & Safety

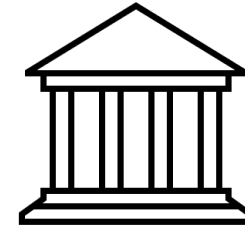
Destination Alignment Variables



Business Support



Community Group & Resident Support



Government Support



Organization Governance



Workforce Development



Hospitality Culture



Equity, Diversity & Inclusion



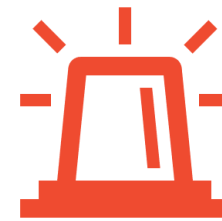
Funding Support & Certainty



Regional Cooperation



Sustainability & Resilience



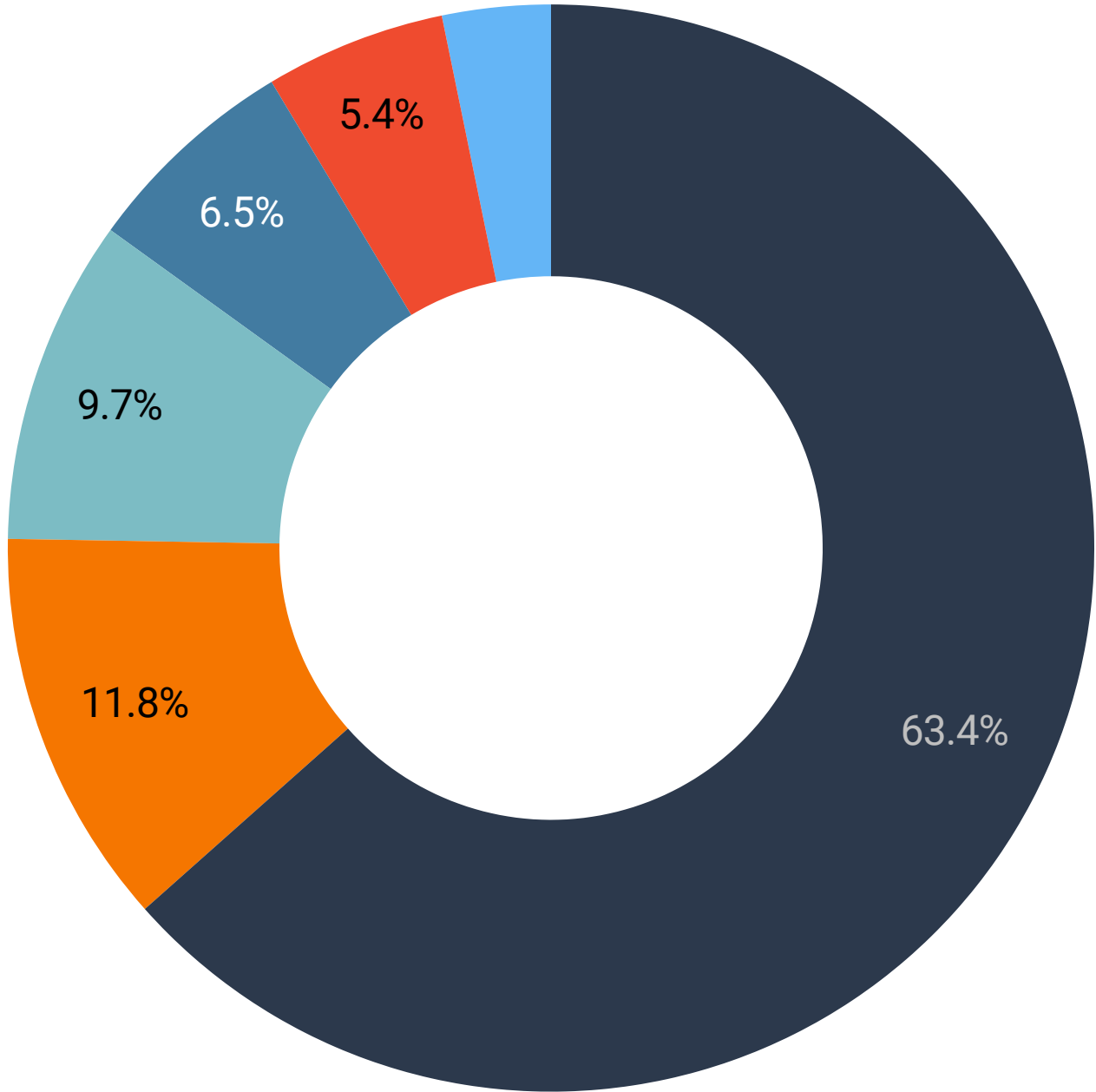
Emergency Preparedness



Economic Development

Stakeholder Groups

Total Respondents
93

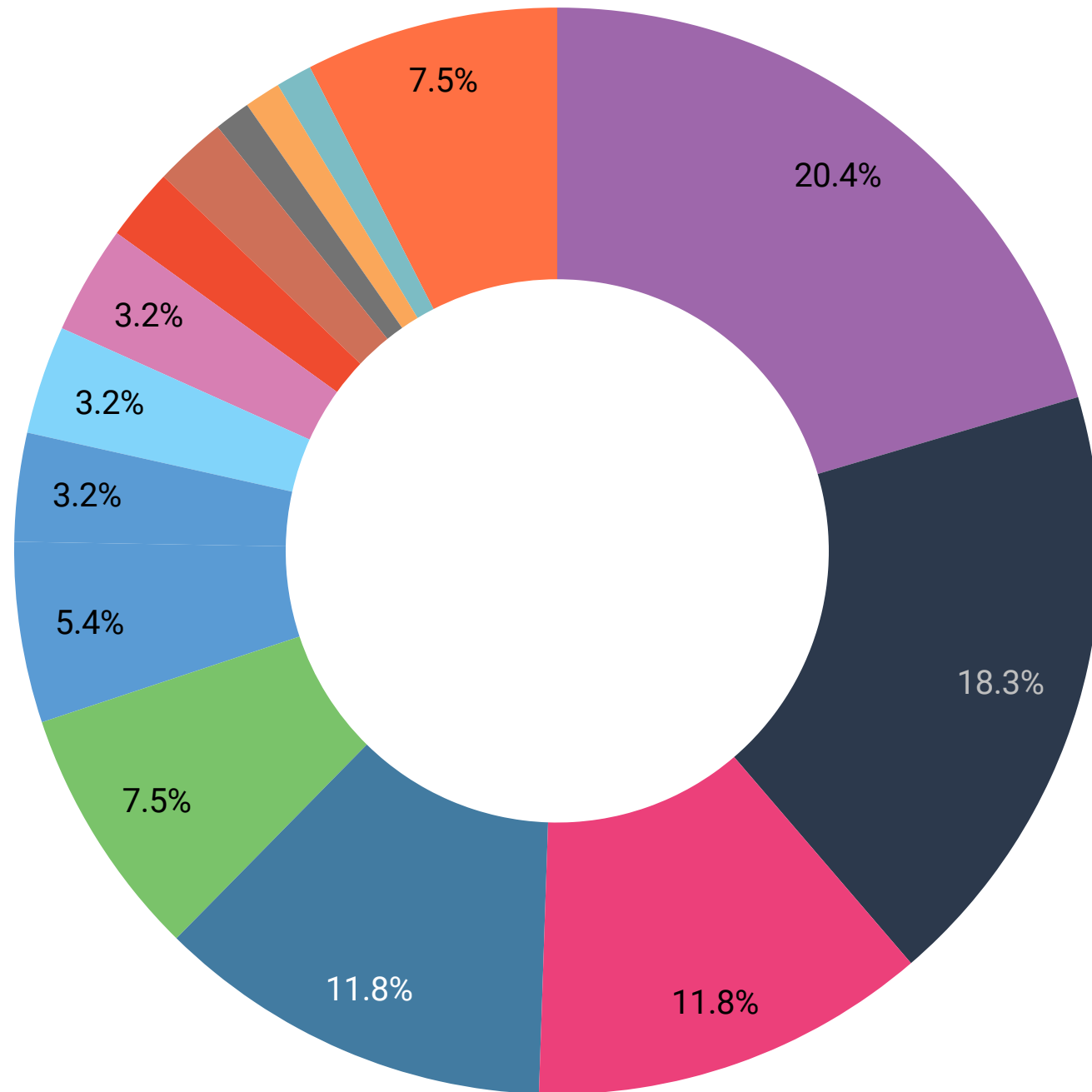


- DMO Industry Partners
- Galena Country Tourism Board of Directors
- Government Leaders
- Community Leaders
- Galena Country Tourism Team
- Customers

Stakeholder Categories

Total Respondents

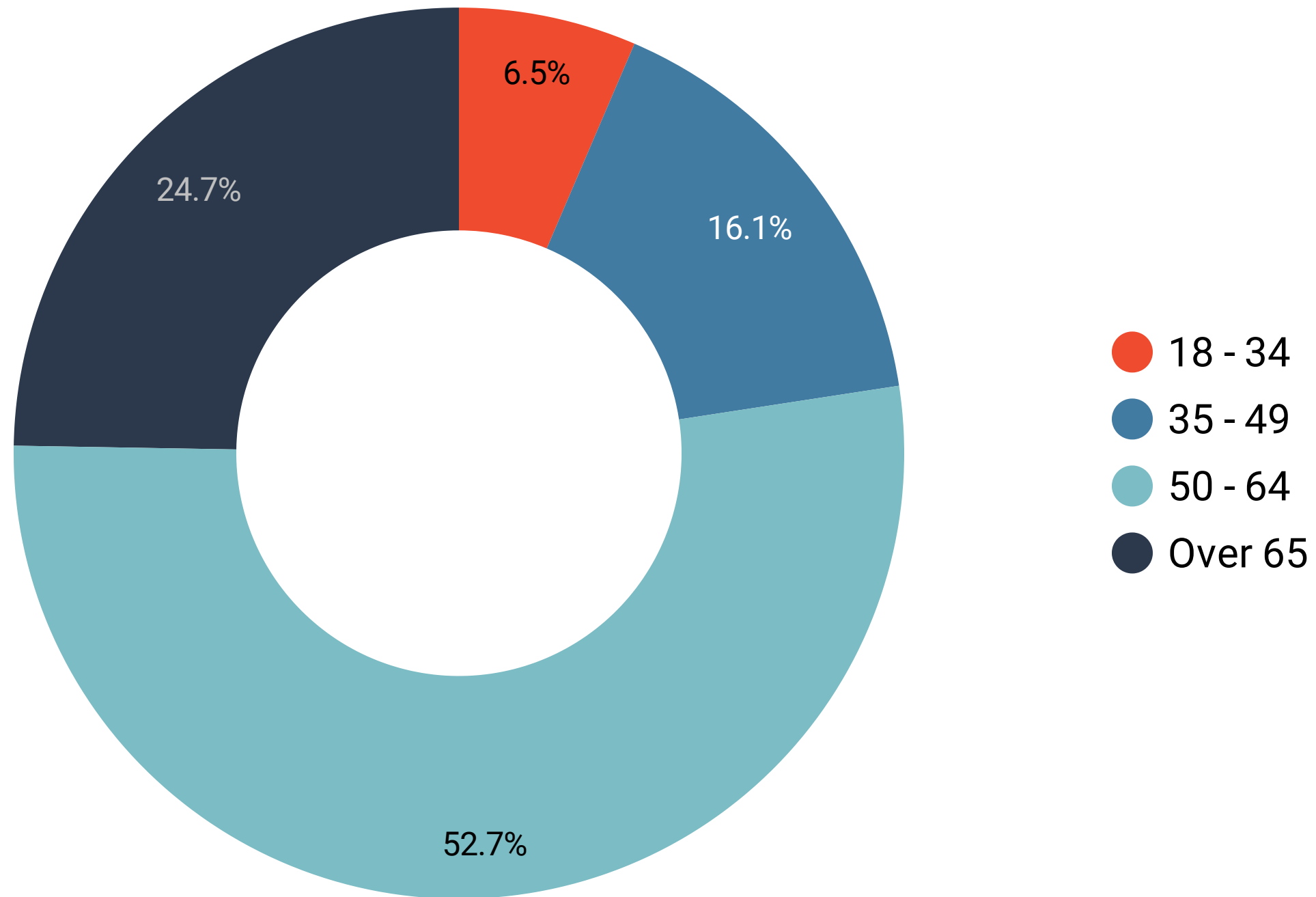
93



- Attractions
- Hoteliers
- Arts & Culture
- Galena Country Tourism Board of Directors
- Dining/Restaurants
- Galena Country Tourism Admin Team
- Venues
- Elected Municipal Officials
- Elected County Officials
- Economic Development
- Tour Operators
- Chambers of Commerce
- Representatives from Higher Levels of Government (County / State / Federal)
- Corporate Leaders
- others

Total Respondents

93



Overall Assessment

Voyagers

Trailblazers



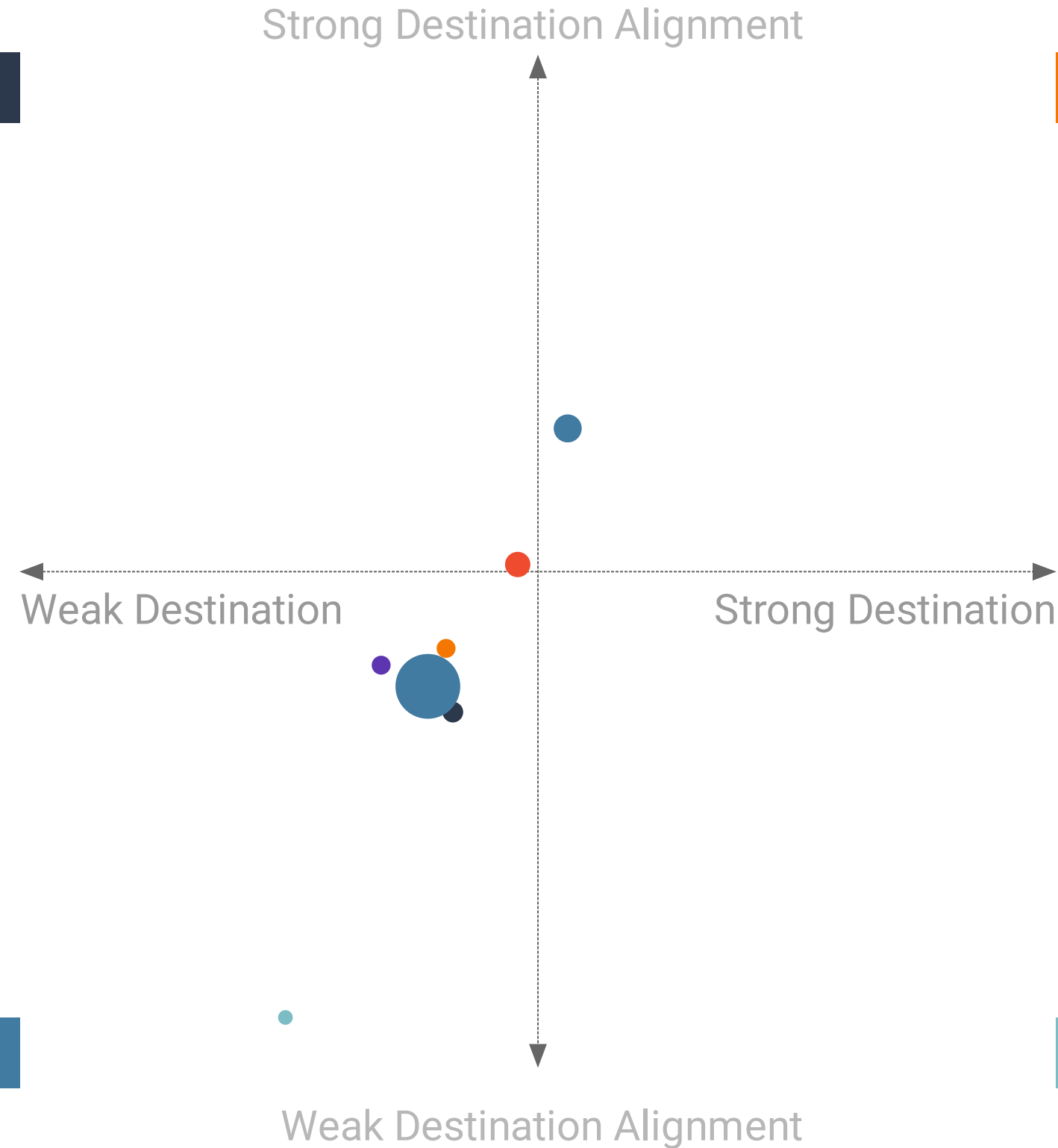
Explorers

Mountaineers

Stakeholder Groups

Voyagers

Trailblazers



- Overall
- Community Leaders
- Customers
- DMO Industry Partners
- Galena Country Tourism Board of Directors
- Galena Country Tourism Team
- Government Leaders

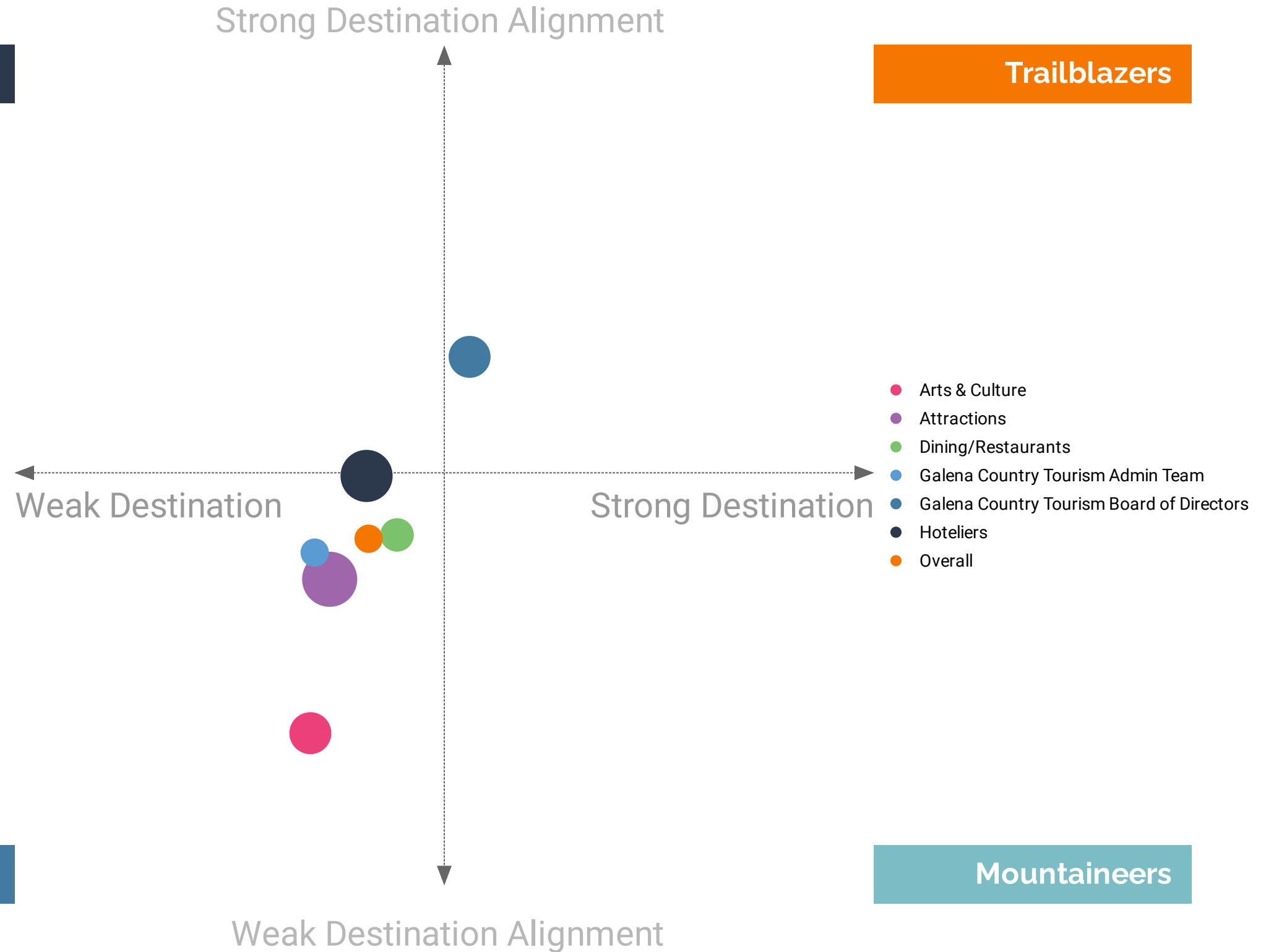
Explorers

Mountaineers

Stakeholder Categories

Voyagers

Trailblazers

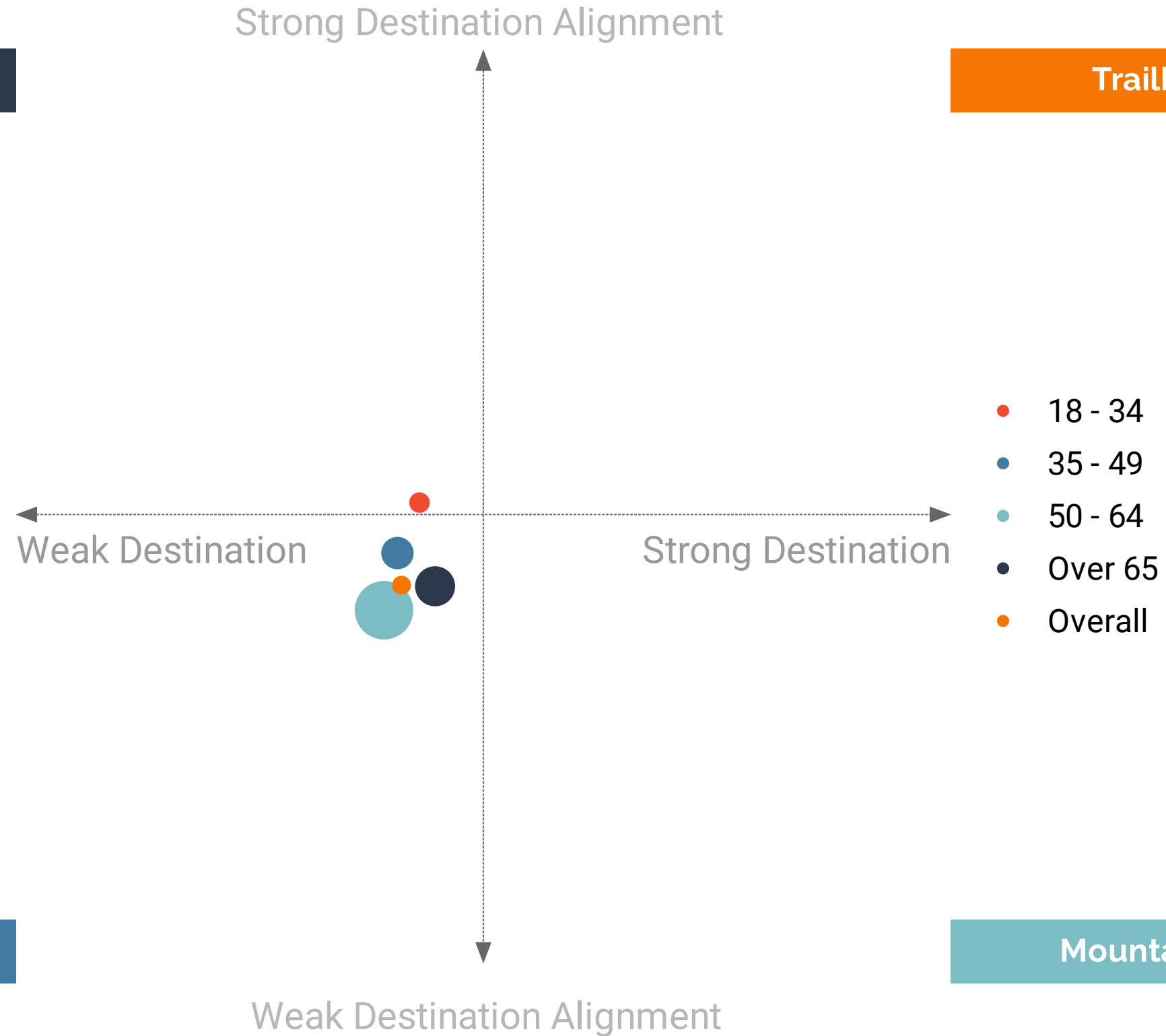


Explorers

Mountaineers

Voyagers

Trailblazers



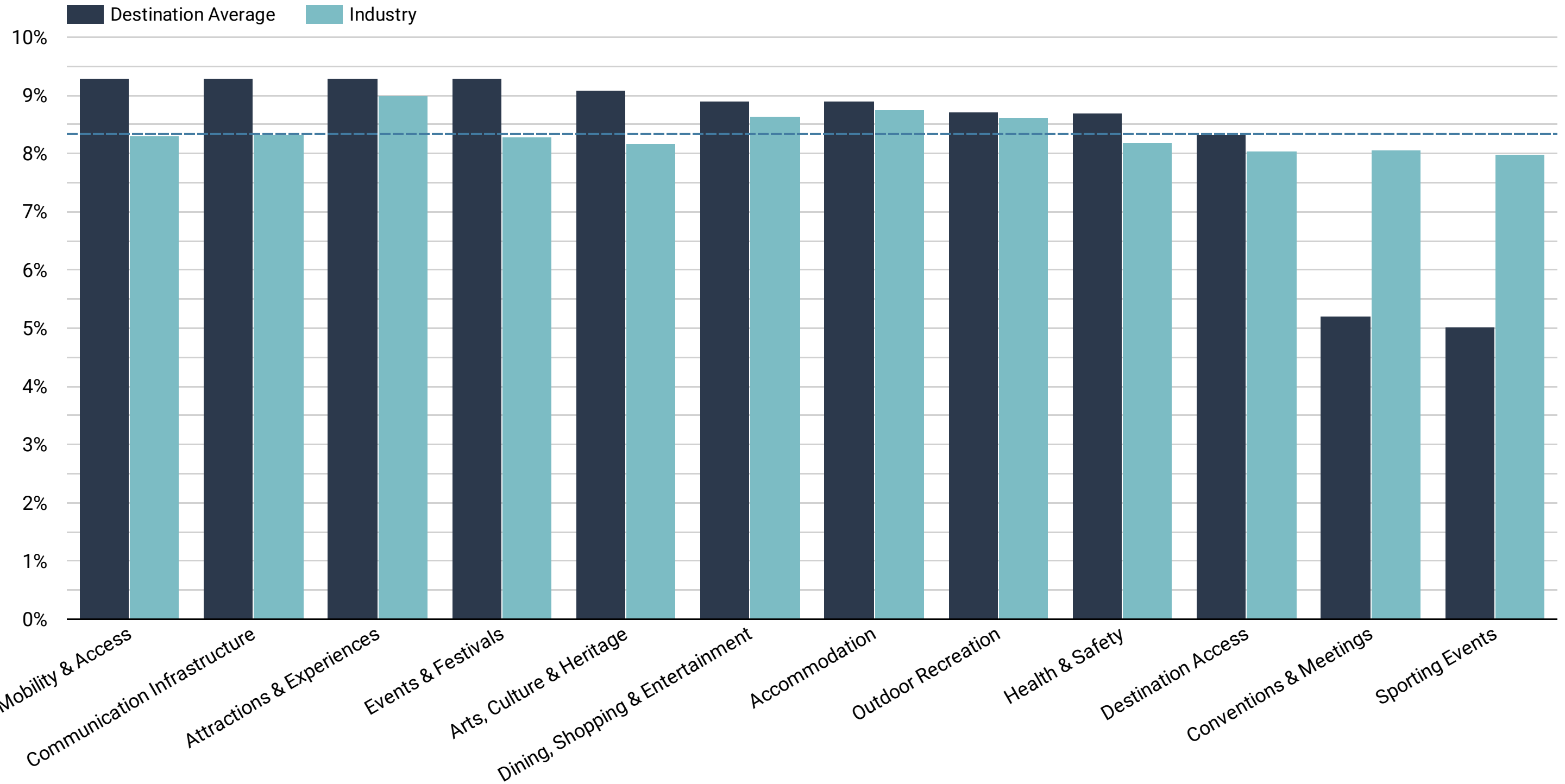
Explorers

Mountaineers

Destination Strength: Relative Importance

	Variable	Industry	Destination Avg
1.	Local Mobility & Access	8.30%	9.29%
2.	Communication Infrastructure	8.32%	9.29%
3.	Attractions & Experiences	9.00%	9.29%
4.	Events & Festivals	8.28%	9.29%
5.	Arts, Culture & Heritage	8.18%	9.09%
6.	Dining, Shopping & Entertainment	8.63%	8.90%
7.	Accommodation	8.76%	8.90%
8.	Outdoor Recreation	8.61%	8.71%
9.	Health & Safety	8.18%	8.69%
10.	Destination Access	8.04%	8.32%
11.	Conventions & Meetings	8.05%	5.20%
12.	Sporting Events	7.99%	5.01%

Destination Strength: Relative Importance

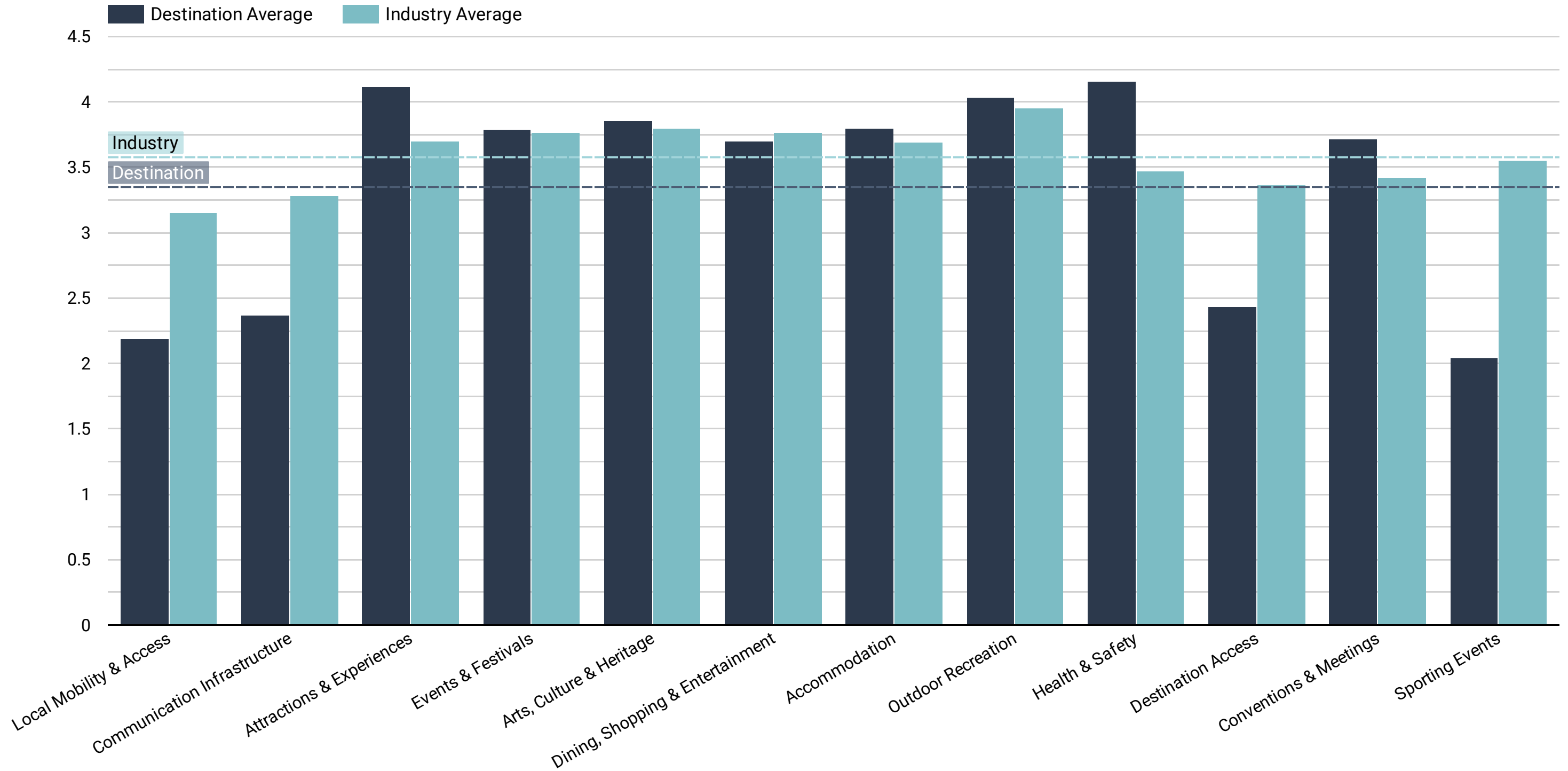


Destination Strength: Perceived Performance

	Variable	Industry Avg	Destination A...	Std Dev
1.	Local Mobility & Access	3.15	2.19	1.08
2.	Communication Infrastructure	3.28	2.37	1.08
3.	Attractions & Experiences	3.70	4.11	0.91
4.	Events & Festivals	3.77	3.79	1.00
5.	Arts, Culture & Heritage	3.79	3.86	0.99
6.	Dining, Shopping & Entertainment	3.76	3.70	1.02
7.	Accommodation	3.69	3.80	1.05
8.	Outdoor Recreation	3.96	4.03	0.85
9.	Health & Safety	3.47	4.16	0.87
10.	Destination Access	3.36	2.43	1.31
11.	Conventions & Meetings	3.43	3.72	1.04
12.	Sporting Events	3.55	2.04	0.93

Green indicates destination performance +5% above industry average; red indicates -5% below.

Destination Strength: Perceived Performance



Destination Strength

Variable	Relative Importance (0-100%)		Perceived Performance (1 - 5 scale)	
	Industry	Destination	Industry	Destination
Communication Infrastructure	8.32%	9.29%	3.28	2.37
Attractions & Experiences	9.00%	9.29%	3.70	4.11
Events & Festivals	8.28%	9.29%	3.77	3.79
Local Mobility & Access	8.30%	9.29%	3.15	2.19
Arts, Culture & Heritage	8.18%	9.09%	3.79	3.86
Dining, Shopping & Entertainment	8.63%	8.90%	3.76	3.70
Accommodation	8.76%	8.90%	3.69	3.80
Outdoor Recreation	8.61%	8.71%	3.96	4.03
Health & Safety	8.18%	8.69%	3.47	4.16
Destination Access	8.04%	8.32%	3.36	2.43
Conventions & Meetings	8.05%	5.20%	3.43	3.72
Sporting Events	7.99%	5.01%	3.55	2.04

Green indicates destination performance +5% above industry average; red indicates -5% below.

	Industry Average	Destination
Destination Strength	3.56	3.31

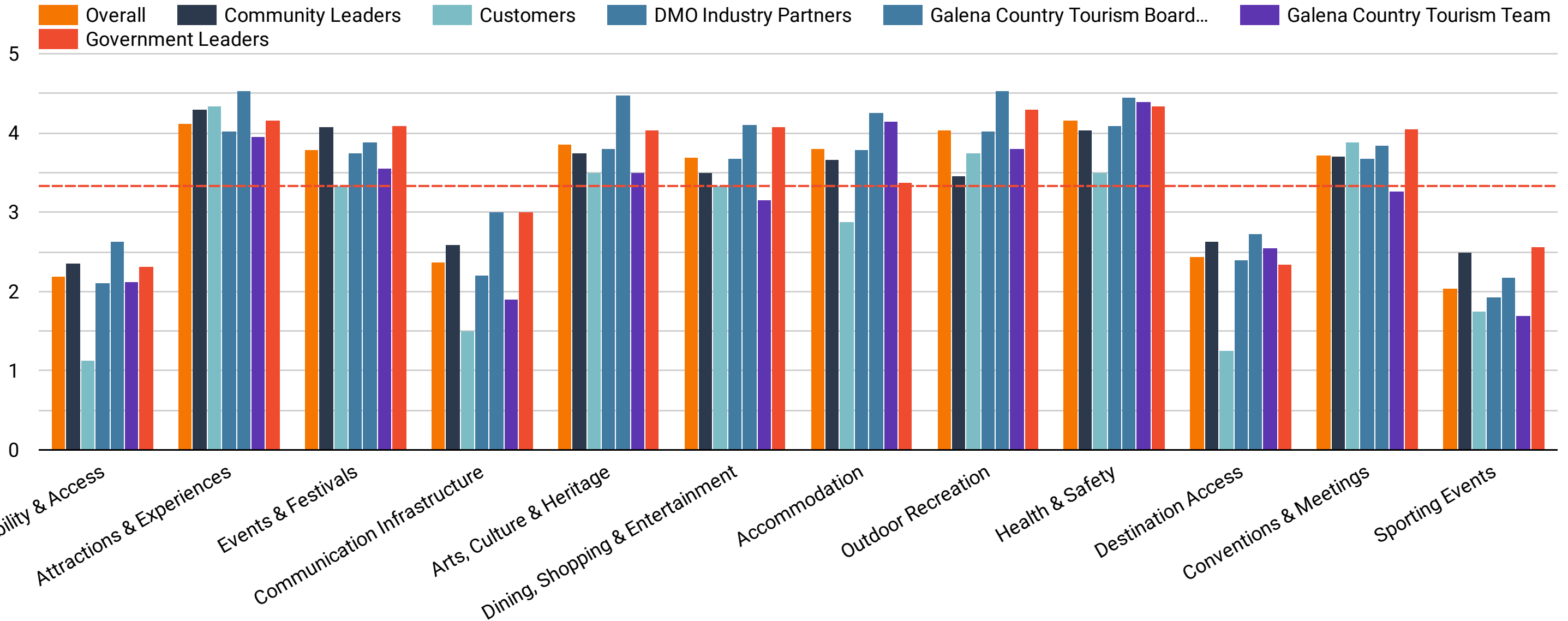
Scenario: Explorers

Destination Strength: Perceived Performance by Stakeholder Group

Perceived Performance (1 - 5 scale)						
Variable	Overall	Community L...	Customers	DMO Industry...	Galena Count...	Galena Count...
Health & Safety	4.2	4.0	3.5	4.1	4.5	4.4
Attractions & Experiences	4.1	4.3	4.3	4.0	4.5	4.0
Outdoor Recreation	4.0	3.5	3.8	4.0	4.5	3.8
Arts, Culture & Heritage	3.9	3.8	3.5	3.8	4.5	3.5
Accommodation	3.8	3.7	2.9	3.8	4.3	4.2
Events & Festivals	3.8	4.1	3.3	3.7	3.9	3.6
Conventions & Meetings	3.7	3.7	3.9	3.7	3.8	3.3
Dining, Shopping & Entertainment	3.7	3.5	3.3	3.7	4.1	3.2
Destination Access	2.4	2.6	1.3	2.4	2.7	2.6
Communication Infrastructure	2.4	2.6	1.5	2.2	3.0	1.9
Local Mobility & Access	2.2	2.4	1.1	2.1	2.6	2.1
Sporting Events	2.0	2.5	1.8	1.9	2.2	1.7
Destination Strength				Industry Average	Destination	
				3.56	3.31	
Scenario: Explorers						

Destination Strength: Perceived Performance by Stakeholder Group

Scenario: Explorers



Destination Strength	Industry Average	Destination
	3.56	3.31

Destination Strength: Highest & Lowest Variable Scores

Highest-scored Variables

	Variable	Performance ▾
1.	Health & Safety	4.16
2.	Attractions & Experiences	4.11
3.	Outdoor Recreation	4.03
4.	Arts, Culture & Heritage	3.86
5.	Accommodation	3.80

Lowest-scored Variables

	Variable	Performance ▲
1.	Sporting Events	2.04
2.	Local Mobility & Access	2.19
3.	Communication Infrastructure	2.37
4.	Destination Access	2.43
5.	Dining, Shopping & Entertainment	3.70

Destination Strength: Highest & Lowest Statement Scores

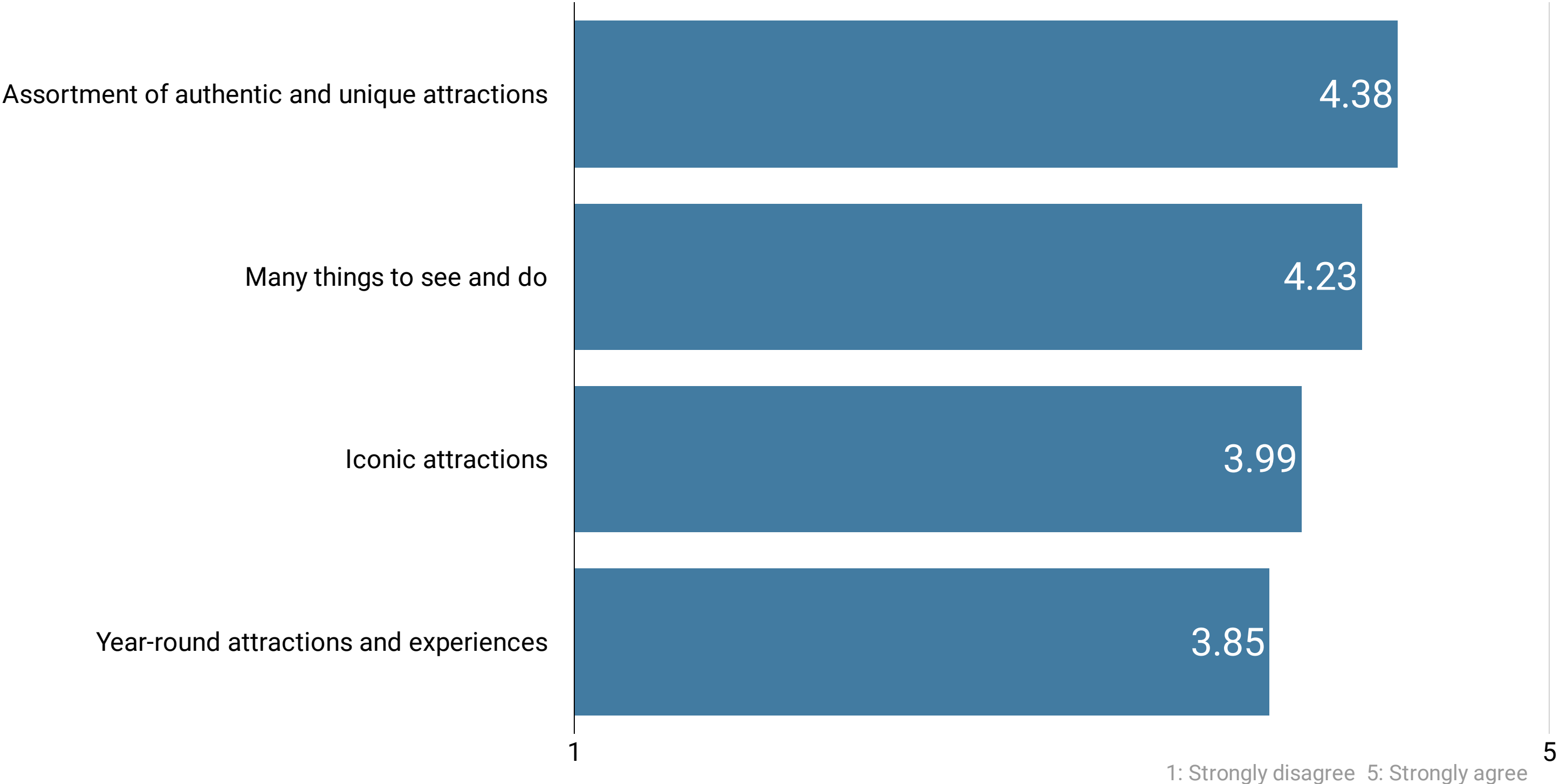
Highest-scored Statements

	Statement	Performance ▾
1.	Unique historical attractions	4.56
2.	Limited issues with homelessness	4.41
3.	Assortment of authentic and unique attractions	4.38
4.	Strong reputation for hosting weddings	4.34
5.	High-quality outdoor recreation experiences	4.31

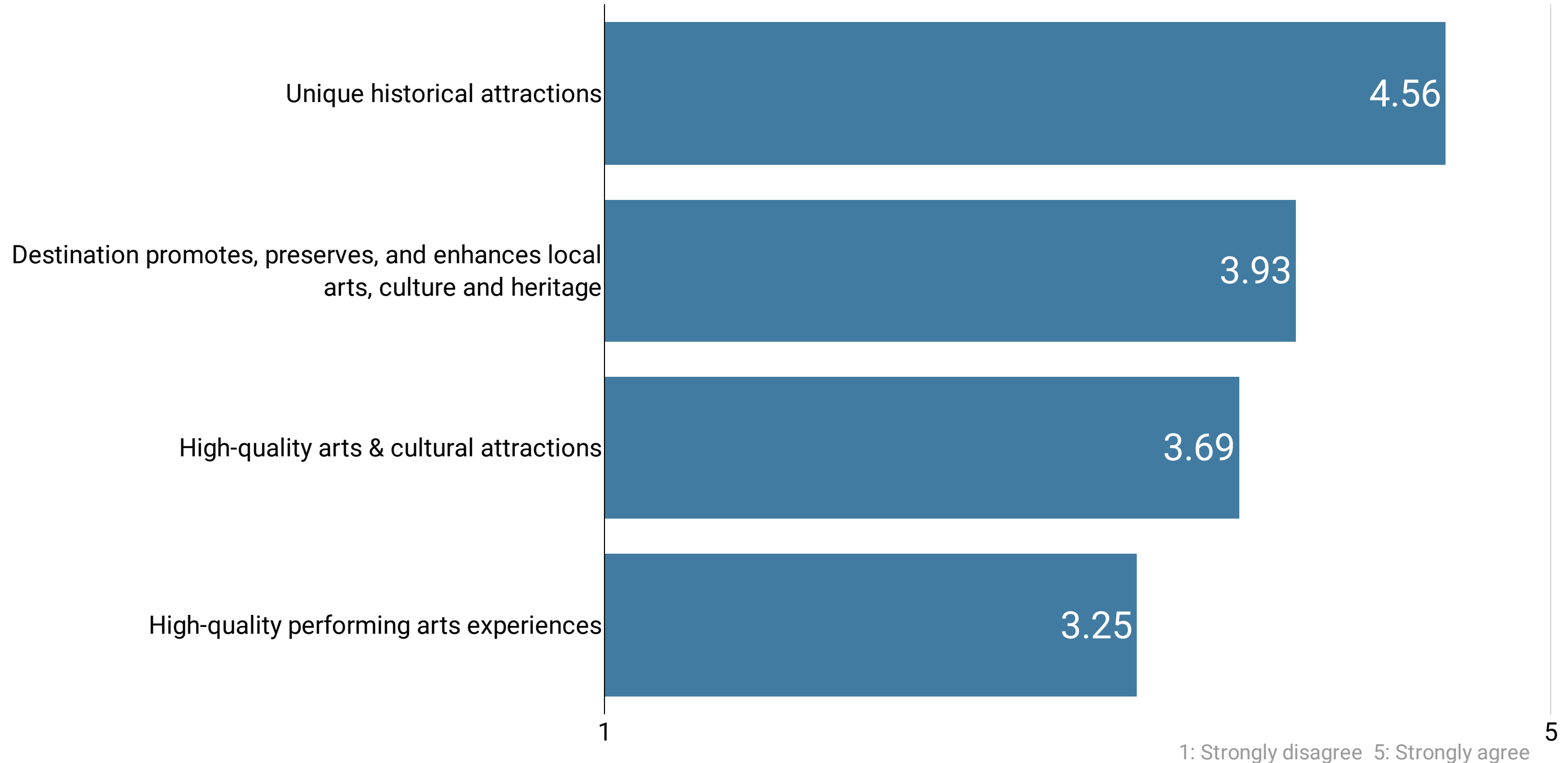
Lowest-scored Statements

	Statement	Performance ▲
1.	Adequate rental car service options	1.45
2.	Variety of public transportation options	1.48
3.	Venues for hosting major professional sporting events	1.64
4.	Adequate parking facilities	1.65
5.	Sufficient ride share services	1.79

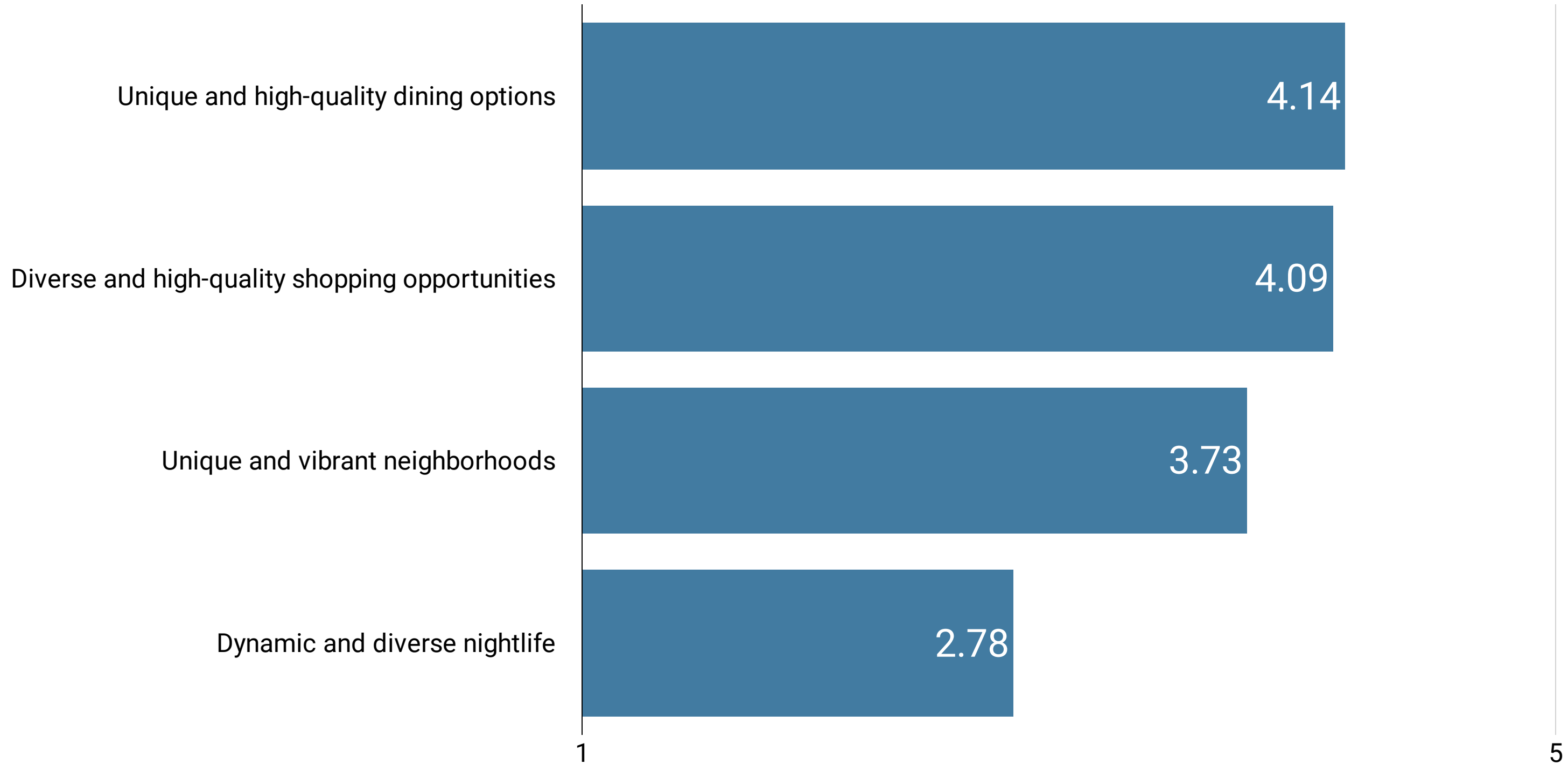
Attractions & Experiences



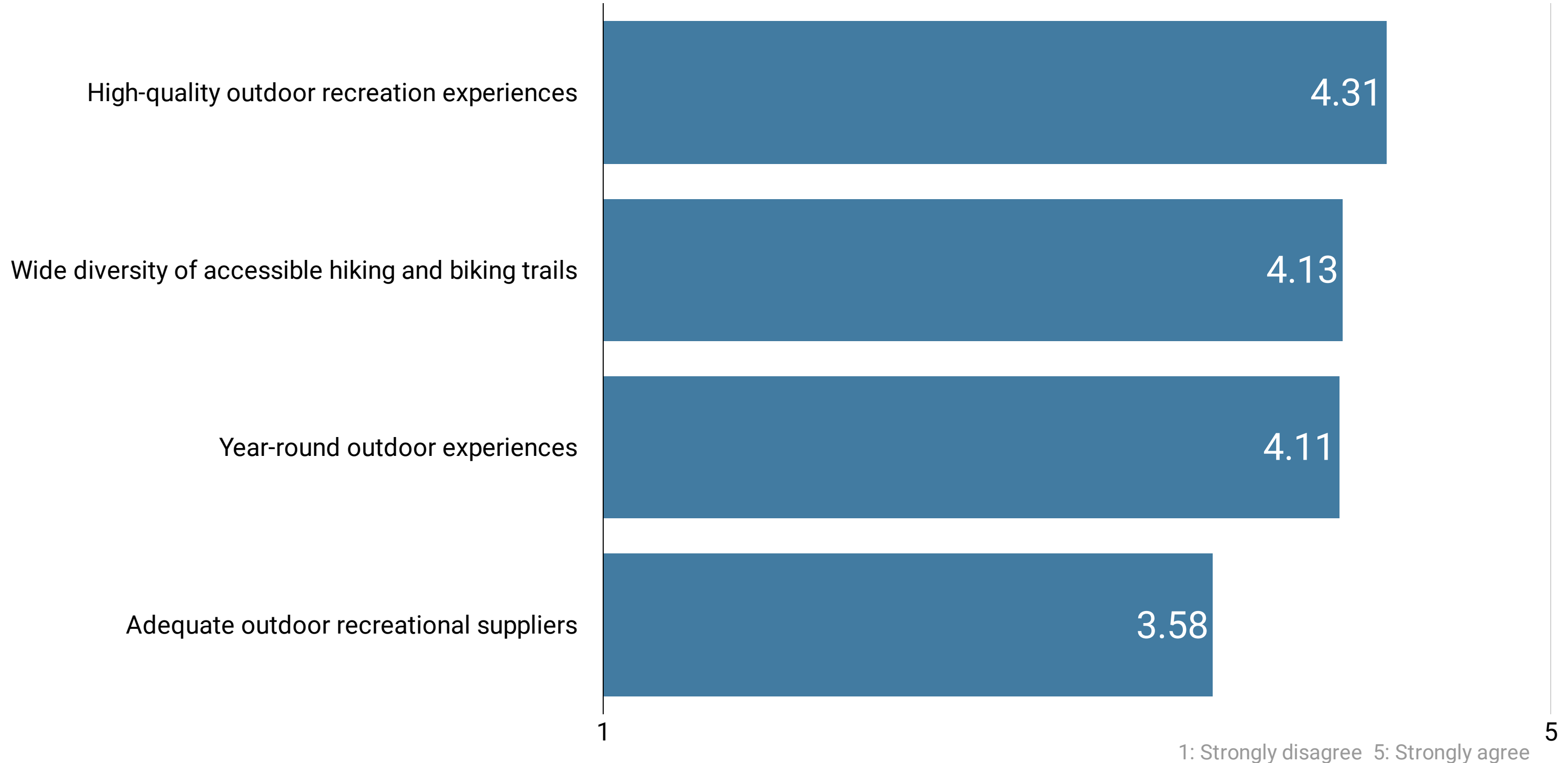
Arts, Culture & Heritage



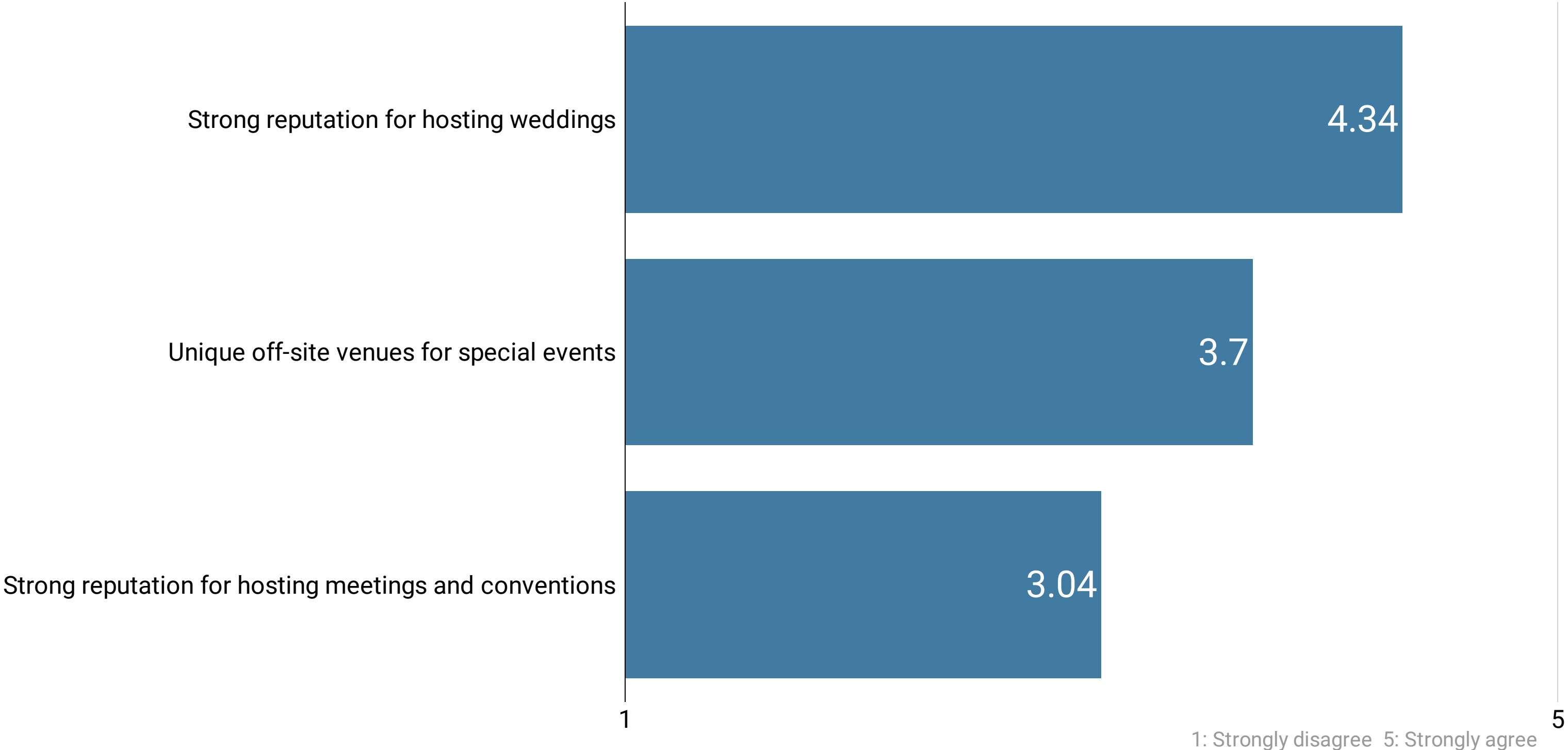
Dining, Shopping & Entertainment

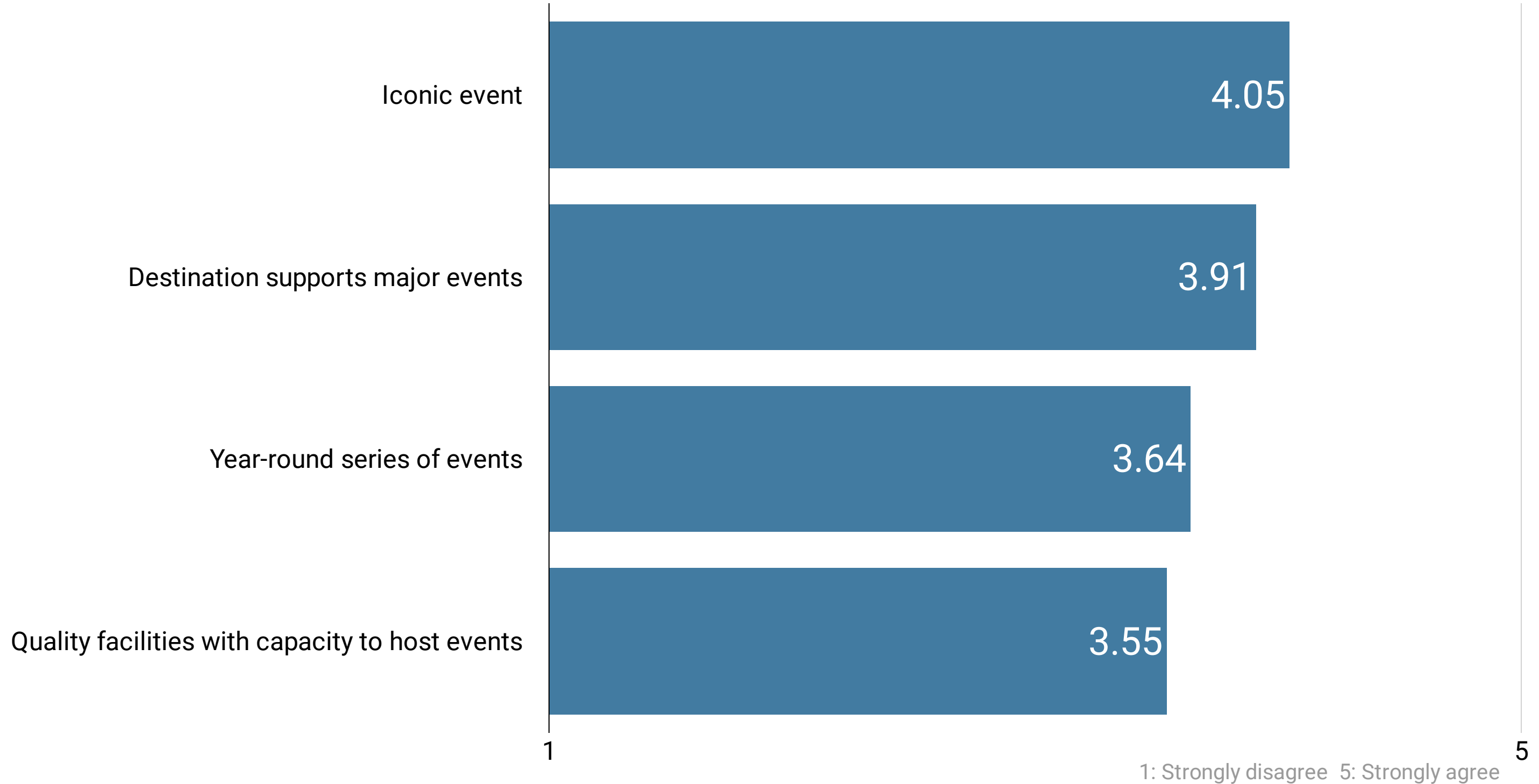


Outdoor Recreation

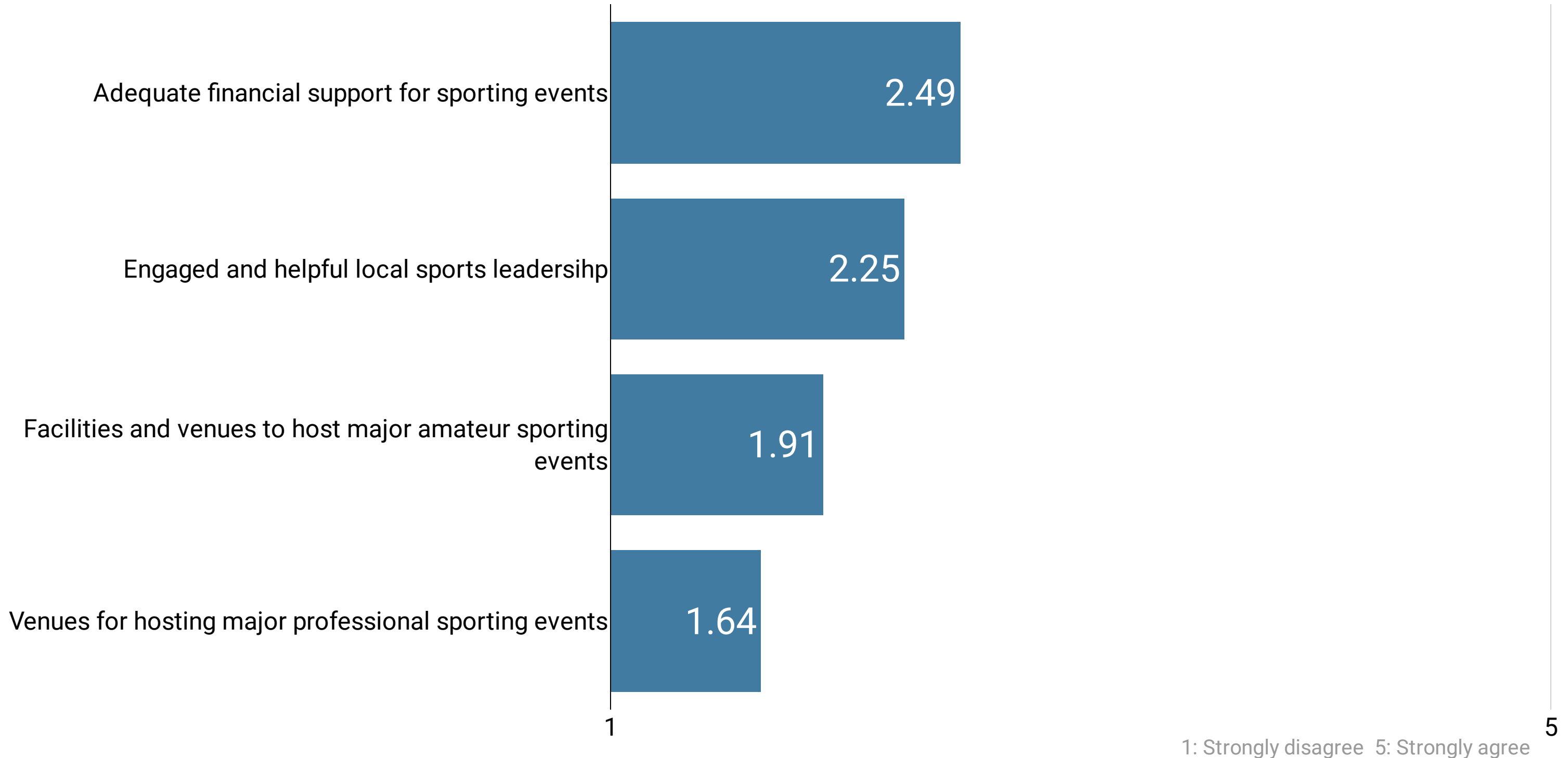


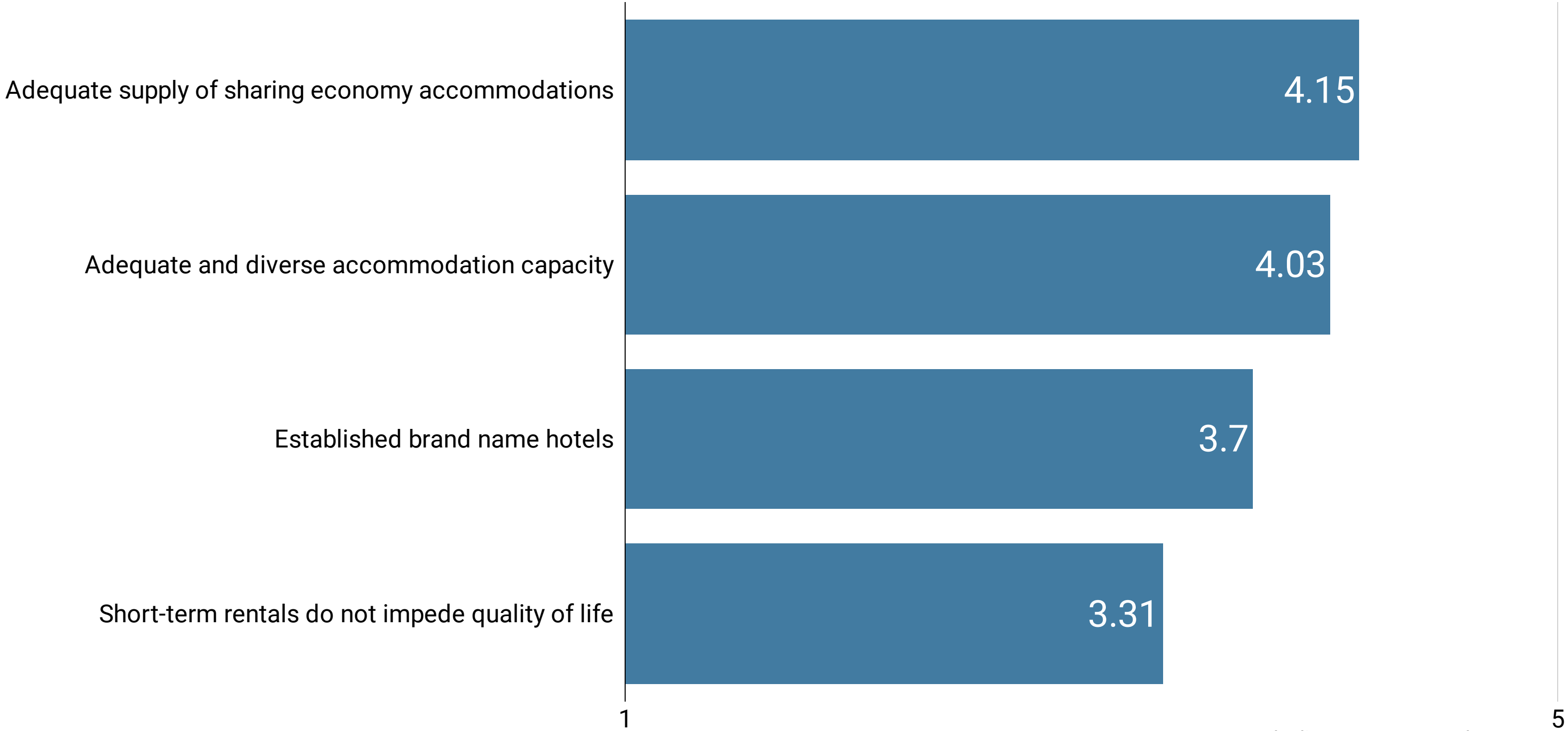
Conventions & Meetings





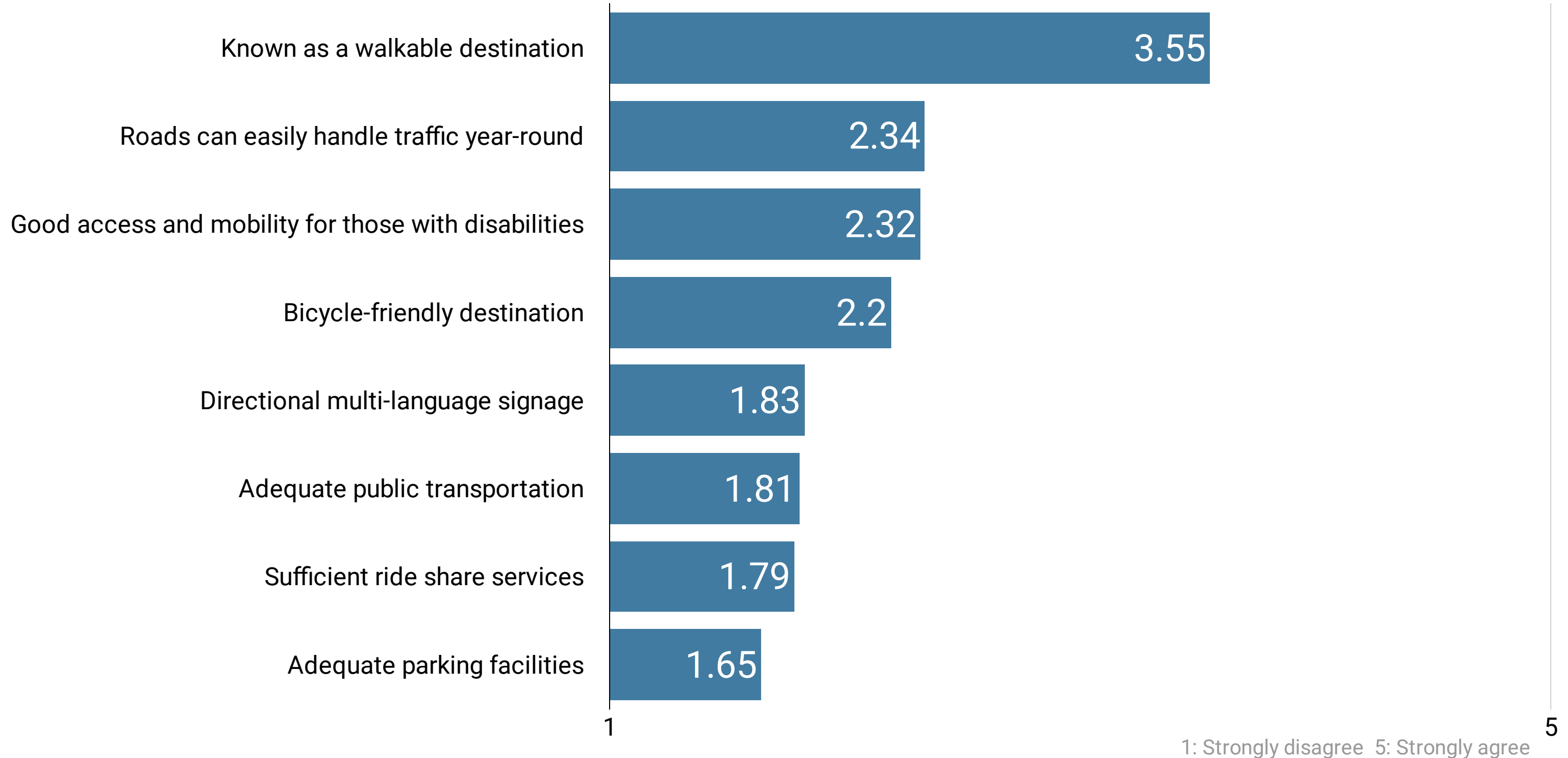
Sporting Events



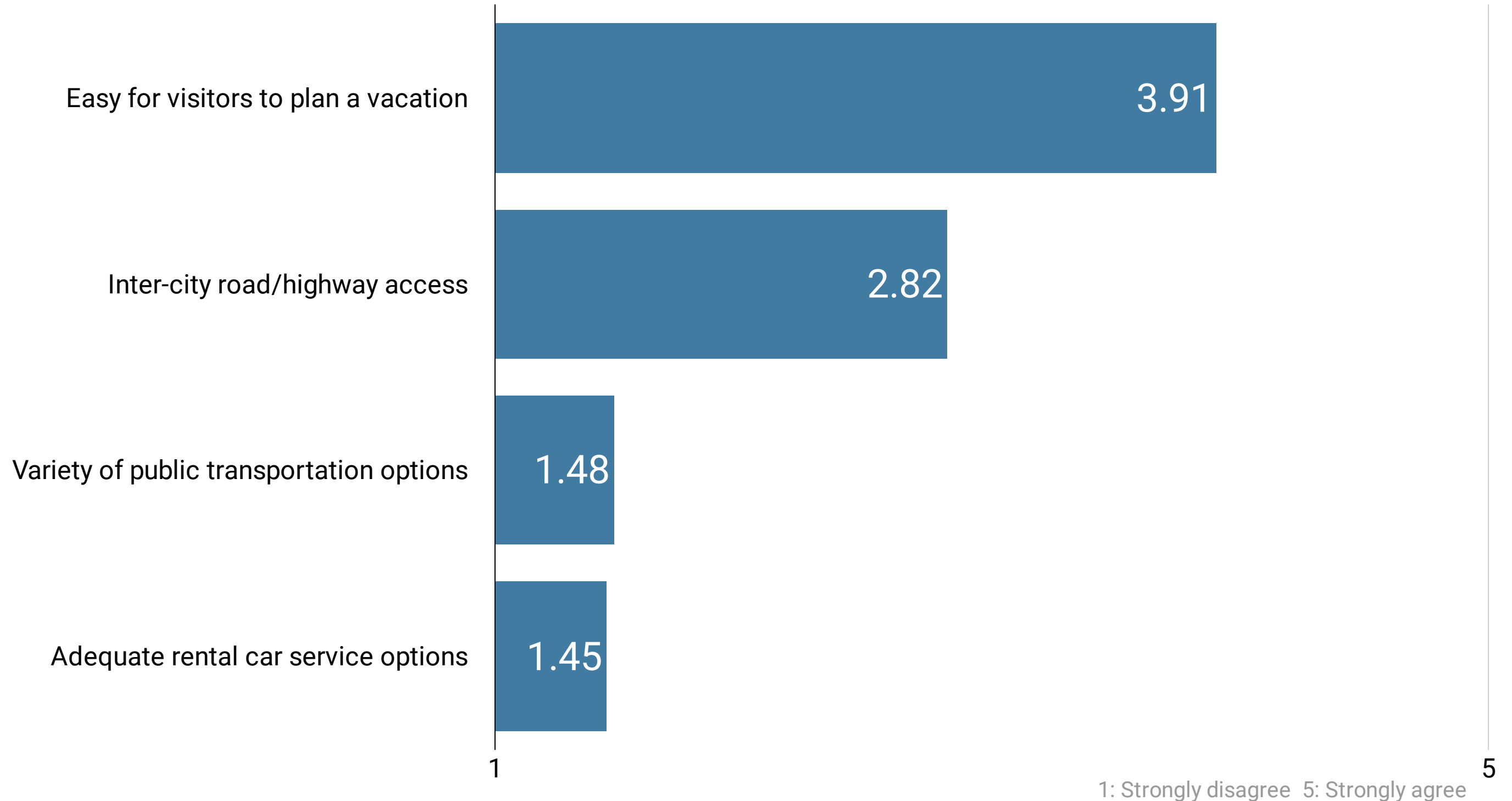


1: Strongly disagree 5: Strongly agree

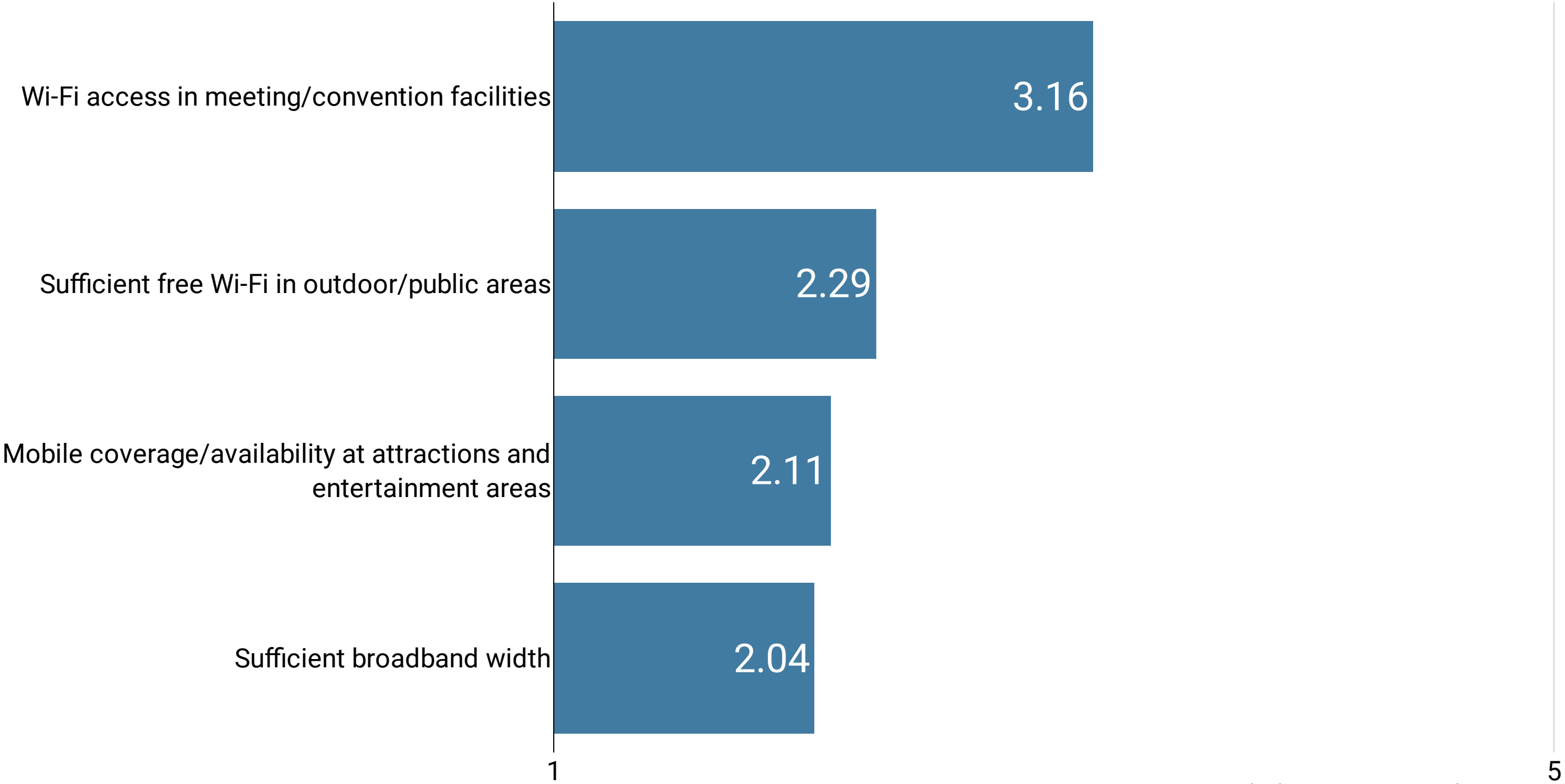
Local Mobility & Access



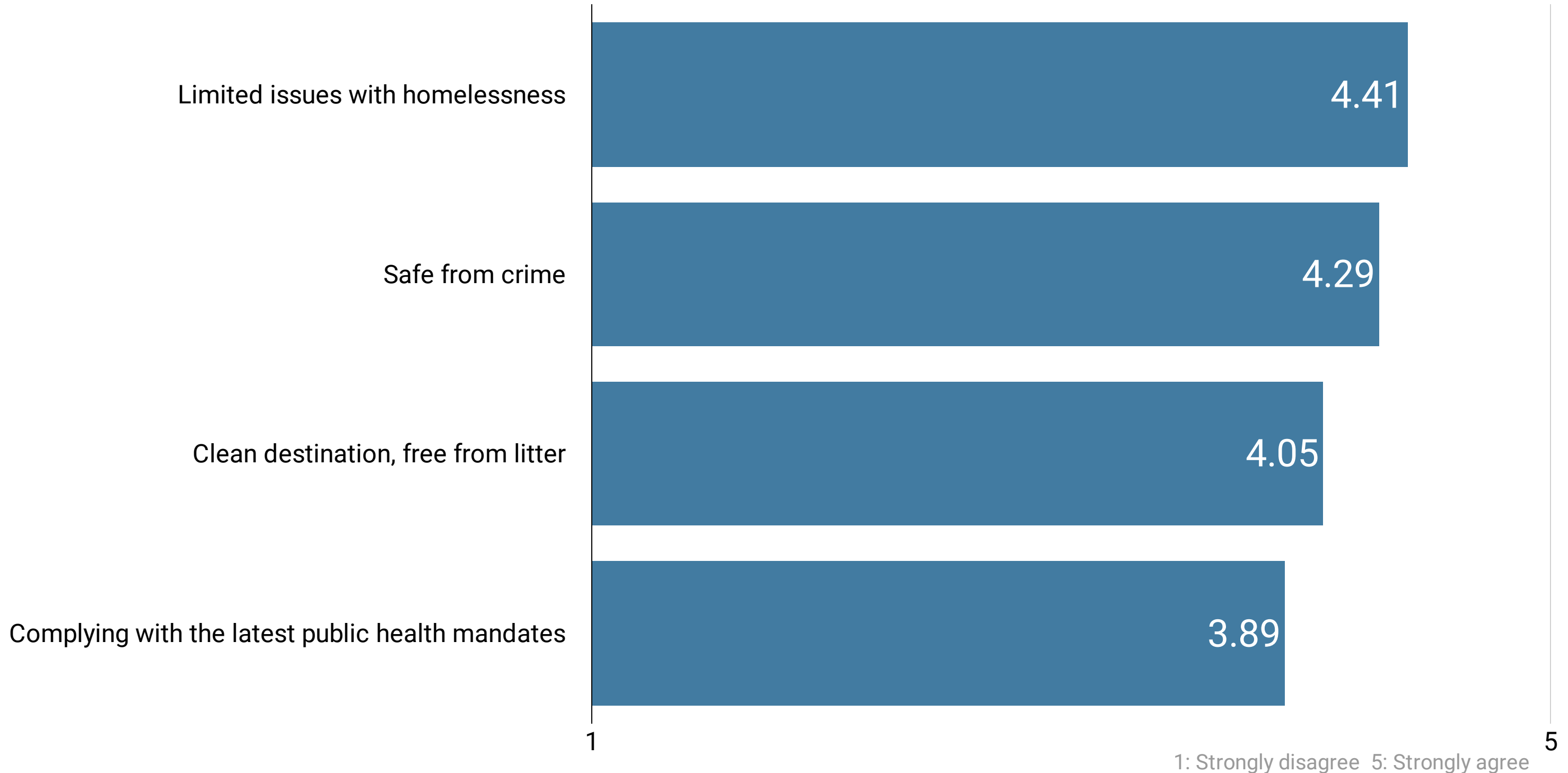
Destination Access



Communication Infrastructure



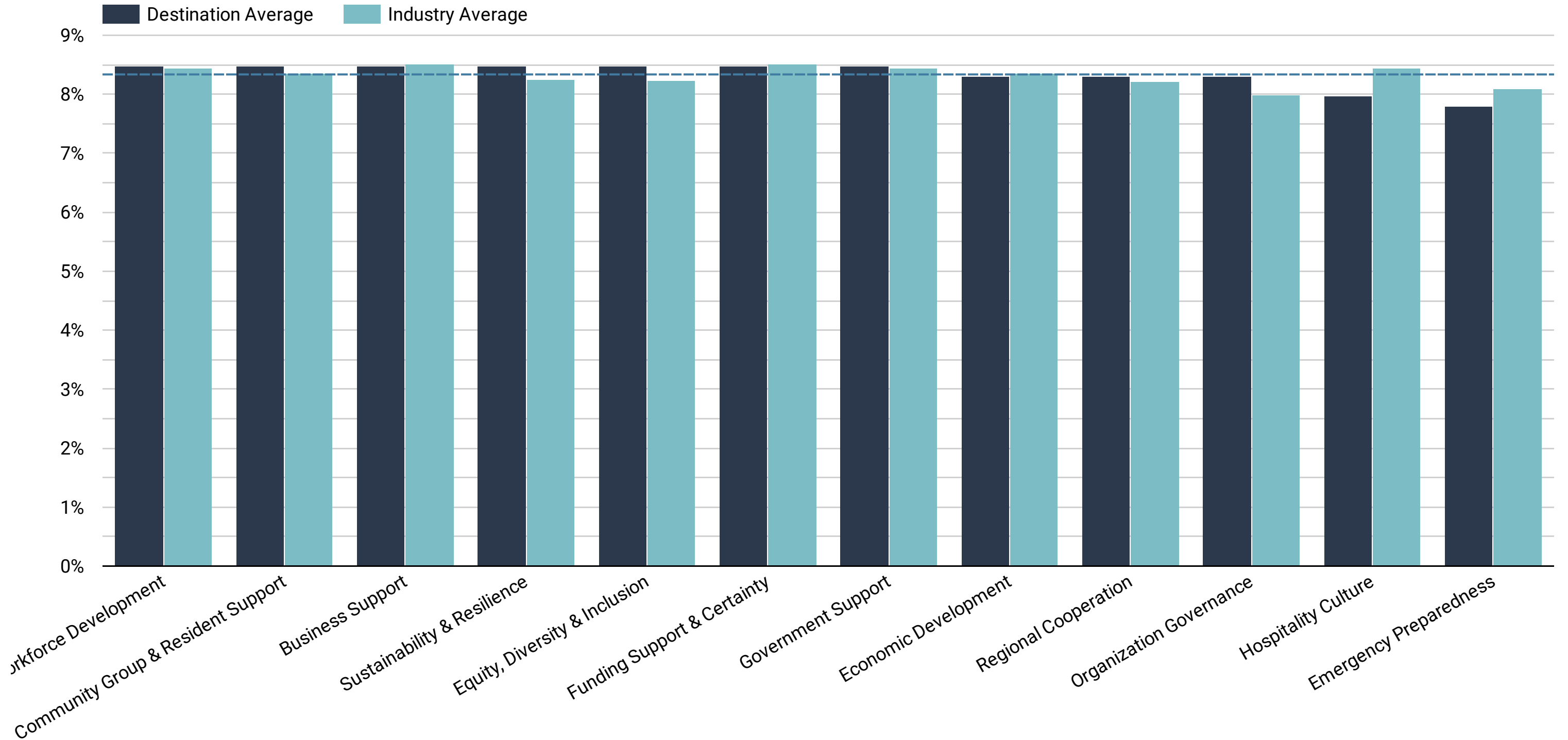
1: Strongly disagree 5: Strongly agree



Destination Alignment: Relative Importance

	Variable	Industry	Destination Avg ▾
1.	Funding Support & Certainty	8.52%	8.48%
2.	Business Support	8.51%	8.48%
3.	Community Group & Resident Support	8.35%	8.48%
4.	Equity, Diversity & Inclusion	8.23%	8.48%
5.	Workforce Development	8.44%	8.48%
6.	Government Support	8.44%	8.48%
7.	Sustainability & Resilience	8.24%	8.48%
8.	Regional Cooperation	8.22%	8.30%
9.	Economic Development	8.36%	8.30%
10.	Organization Governance	7.99%	8.30%
11.	Hospitality Culture	8.44%	7.96%
12.	Emergency Preparedness	8.10%	7.80%

Destination Alignment: Relative Importance

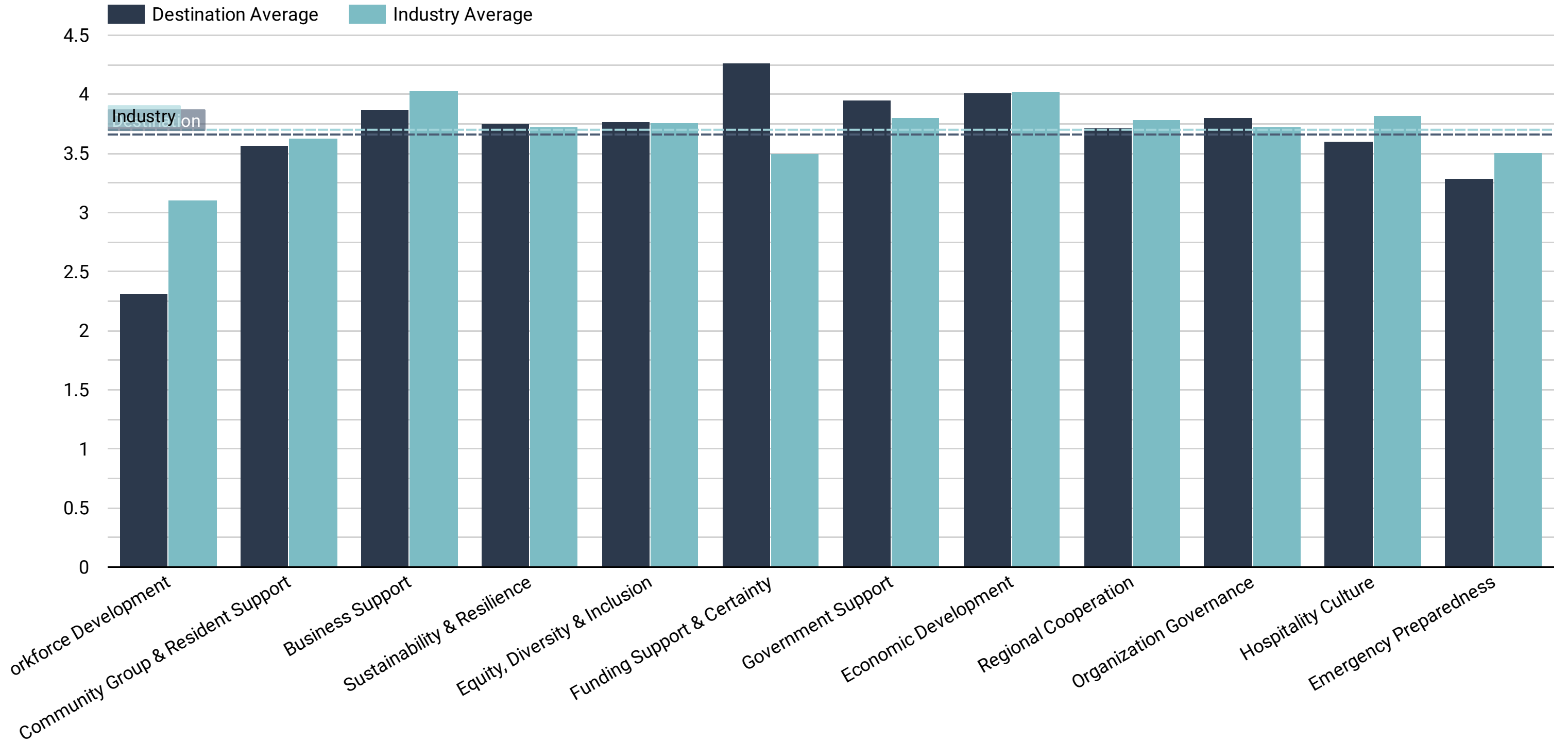


Destination Alignment: Perceived Performance

	Variable	Industry Avg	Destination Avg	Std Dev
1.	Workforce Development	3.07	2.31	0.99
2.	Community Group & Resident Support	3.62	3.56	1.04
3.	Business Support	3.95	3.87	1.08
4.	Sustainability & Resilience	3.76	3.75	0.98
5.	Equity, Diversity & Inclusion	3.80	3.77	1.03
6.	Funding Support & Certainty	3.41	4.26	0.86
7.	Government Support	3.75	3.95	0.90
8.	Economic Development	4.01	4.01	0.97
9.	Regional Cooperation	3.85	3.71	1.17
10.	Organization Governance	3.88	3.80	1.01
11.	Hospitality Culture	3.78	3.61	1.04
12.	Emergency Preparedness	3.61	3.29	0.98

Green indicates destination performance +5% above industry average; red indicates -5% below.

Destination Alignment: Perceived Performance



Destination Alignment: Performance Change

	Variable	Destination Avg	Prior
1.	Workforce Development	2.31	
2.	Community Group & Resident Support	3.56	
3.	Business Support	3.87	
4.	Sustainability & Resilience	3.75	
5.	Equity, Diversity & Inclusion	3.77	
6.	Funding Support & Certainty	4.26	
7.	Government Support	3.95	
8.	Economic Development	4.01	
9.	Regional Cooperation	3.71	
10.	Organization Governance	3.80	
11.	Hospitality Culture	3.61	
12.	Emergency Preparedness	3.29	

Green indicates performance above prior destination average; red indicates below.

Destination Alignment

Variable	Relative Importance (0-100%)		Perceived Performance (1 - 5 scale)	
	Industry	Destination	Industry	Destination
Workforce Development	8.44%	8.48%	3.07	2.31
Community Group & Resident S...	8.35%	8.48%	3.62	3.56
Business Support	8.51%	8.48%	3.95	3.87
Sustainability & Resilience	8.24%	8.48%	3.76	3.75
Equity, Diversity & Inclusion	8.23%	8.48%	3.80	3.77
Funding Support & Certainty	8.52%	8.48%	3.41	4.26
Government Support	8.44%	8.48%	3.75	3.95
Economic Development	8.36%	8.30%	4.01	4.01
Regional Cooperation	8.22%	8.30%	3.85	3.71
Organization Governance	7.99%	8.30%	3.88	3.80
Hospitality Culture	8.44%	7.96%	3.78	3.61
Emergency Preparedness	8.10%	7.80%	3.61	3.29

Green indicates destination performance +5% above industry average; red indicates -5% below.

Destination Alignment	Industry Average	Destination
	3.69	3.55

Scenario: Explorers

Destination Alignment: Perceived Performance by Stakeholder Group

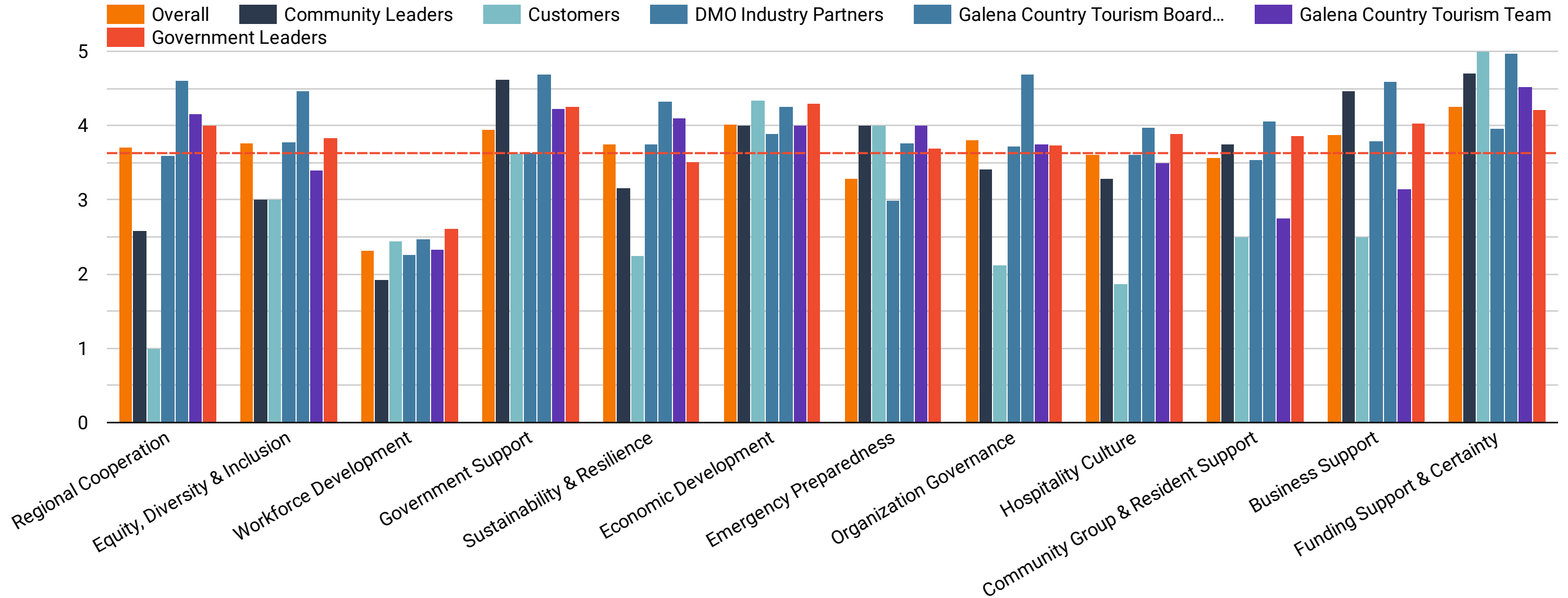
Perceived Performance (1 - 5 scale)								
Variable	Overall	Community ...	Customers	DMO Indust...	Galena Cou...	Galena Cou...	Government...	
Funding Support & Certai...	4.3	4.7	5.0	4.0	5.0	4.5	4.2	
Economic Development	4.0	4.0	4.3	3.9	4.3	4.0	4.3	
Government Support	4.0	4.6	3.6	3.6	4.7	4.2	4.3	
Business Support	3.9	4.5	2.5	3.8	4.6	3.2	4.0	
Organization Governance	3.8	3.4	2.1	3.7	4.7	3.8	3.7	
Equity, Diversity & Inclusi...	3.8	3.0	3.0	3.8	4.5	3.4	3.8	
Sustainability & Resilience	3.7	3.2	2.3	3.8	4.3	4.1	3.5	
Regional Cooperation	3.7	2.6	1.0	3.6	4.6	4.2	4.0	
Hospitality Culture	3.6	3.3	1.9	3.6	4.0	3.5	3.9	
Community Group & Resi...	3.6	3.8	2.5	3.5	4.1	2.8	3.9	
Emergency Preparedness	3.3	4.0	4.0	3.0	3.8	4.0	3.7	
Workforce Development	2.3	1.9	2.4	2.3	2.5	2.3	2.6	

Destination Alignment	Industry Average	Destination
	3.69	3.55

Scenario: Explorers

Destination Alignment: Perceived Performance by Stakeholder Group

Scenario: Explorers



Destination Alignment	Industry Average	Destination
	3.69	3.55

Destination Alignment: Highest & Lowest Variable Scores

Highest-scored Variables

	Variable	Performance ▾
1.	Funding Support & Certainty	4.26
2.	Economic Development	4.01
3.	Government Support	3.95
4.	Business Support	3.87
5.	Organization Governance	3.80

Lowest-scored Variables

	Variable	Performance ▲
1.	Workforce Development	2.31
2.	Emergency Preparedness	3.29
3.	Community Group & Resident Support	3.56
4.	Hospitality Culture	3.61
5.	Regional Cooperation	3.71

Destination Alignment: Highest & Lowest Statement Scores

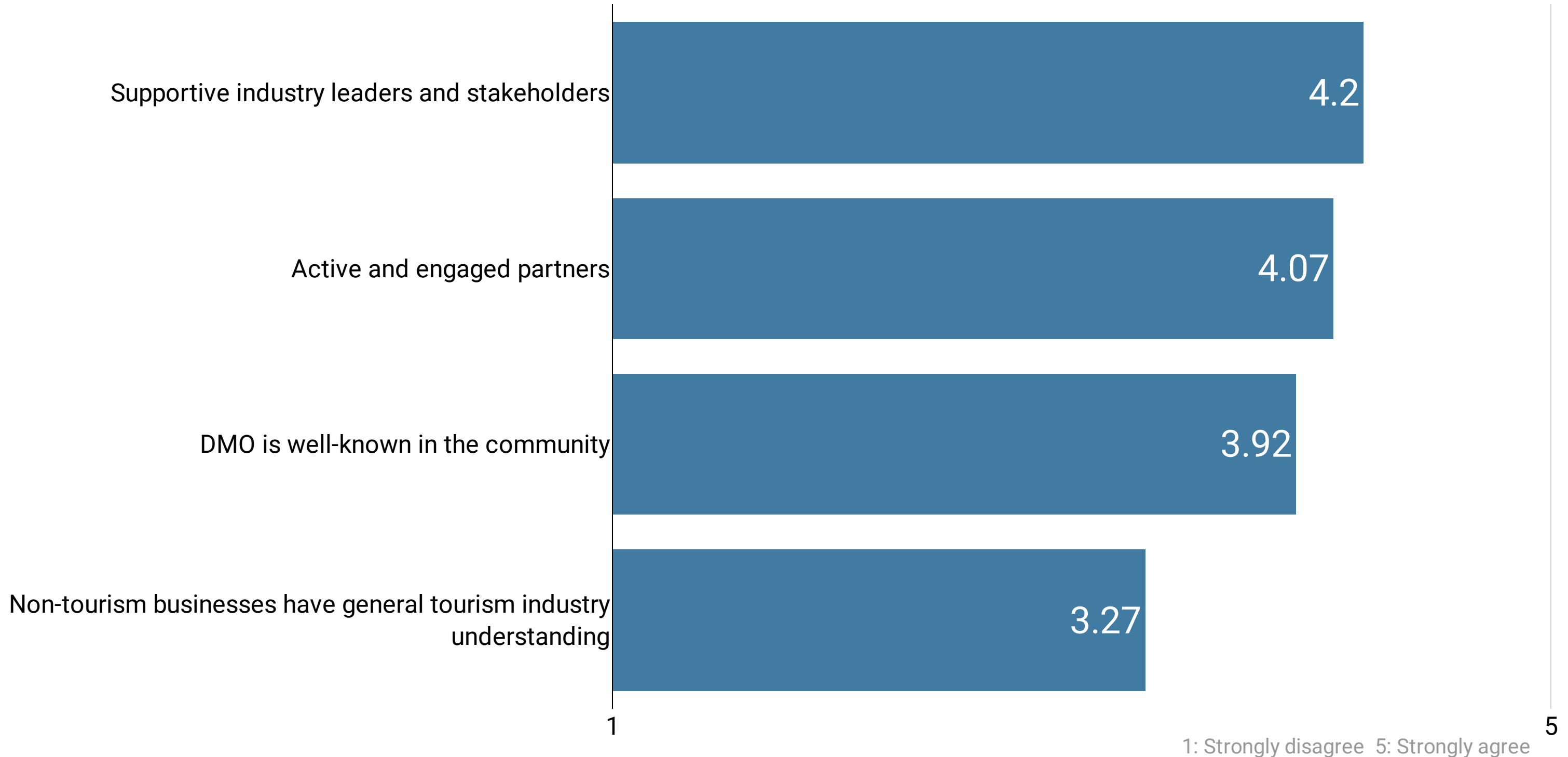
Highest-scored Statements

	Statement	Performance ▾
1.	DMO and tourism industry play a critical role in long-term economic development	4.32
2.	Sufficient funds for attracting events	4.31
3.	Sufficient revenue resources to fund operations	4.31
4.	Stable and sustainable revenue sources	4.27
5.	Supportive industry leaders and stakeholders	4.20

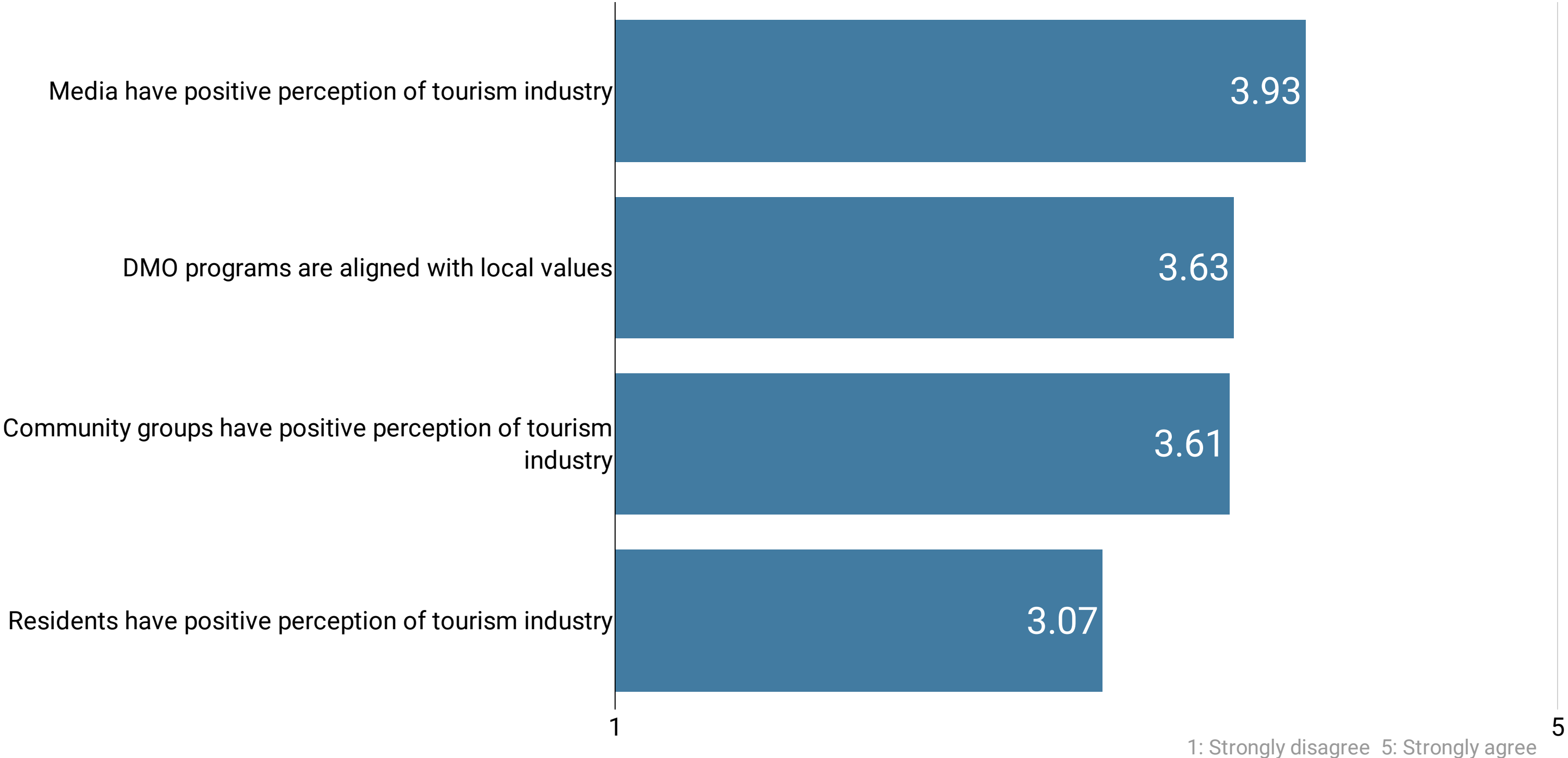
Lowest-scored Statements

	Statement	Performance ▲
1.	Public transportation for workers	1.66
2.	Adequate affordable housing for workers	2.14
3.	Adequate workforce for frontline hospitality jobs	2.20
4.	Affordable daycare options for workers	2.21
5.	Adequate healthcare options for workers	2.34

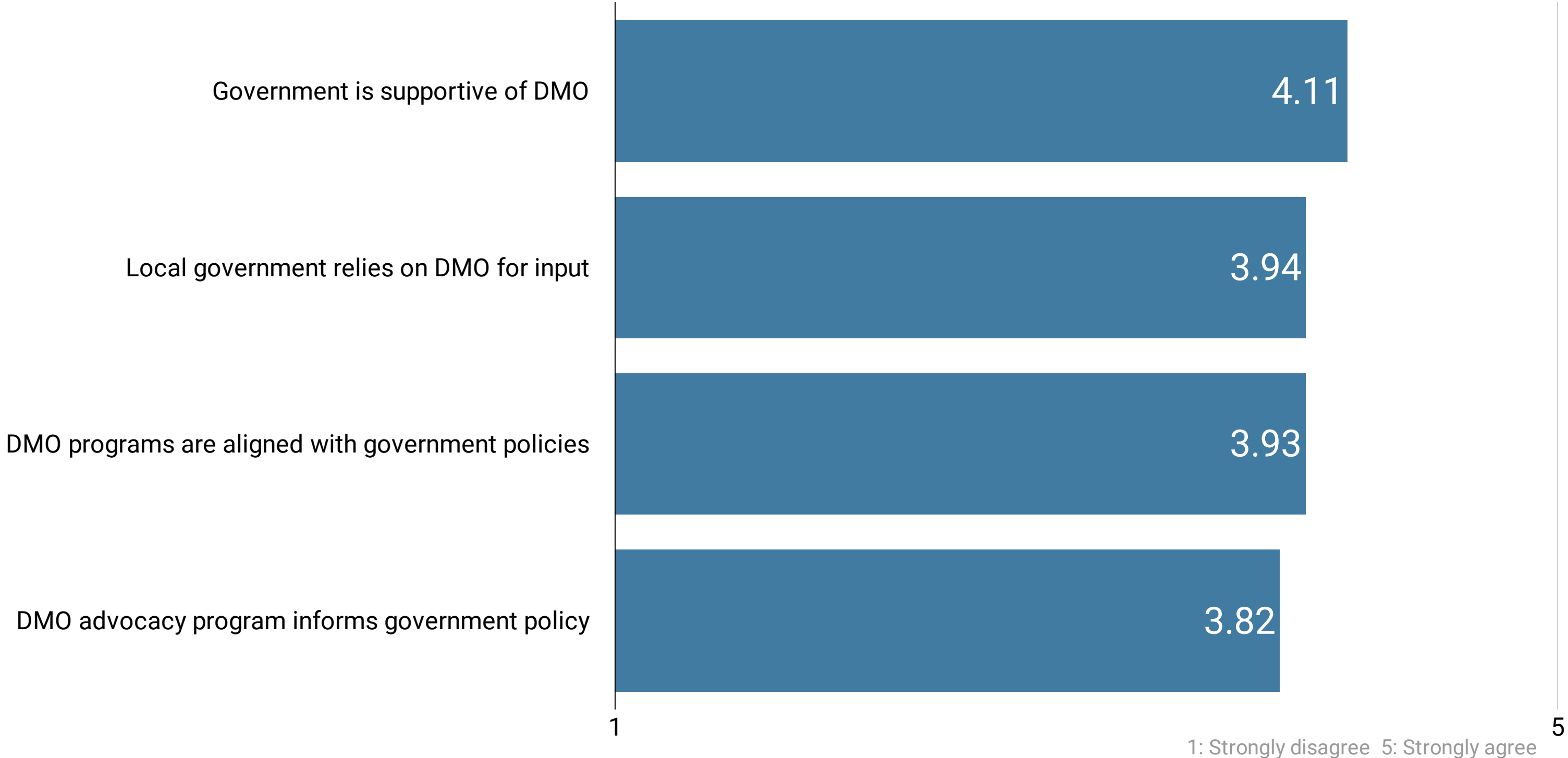
Business Support



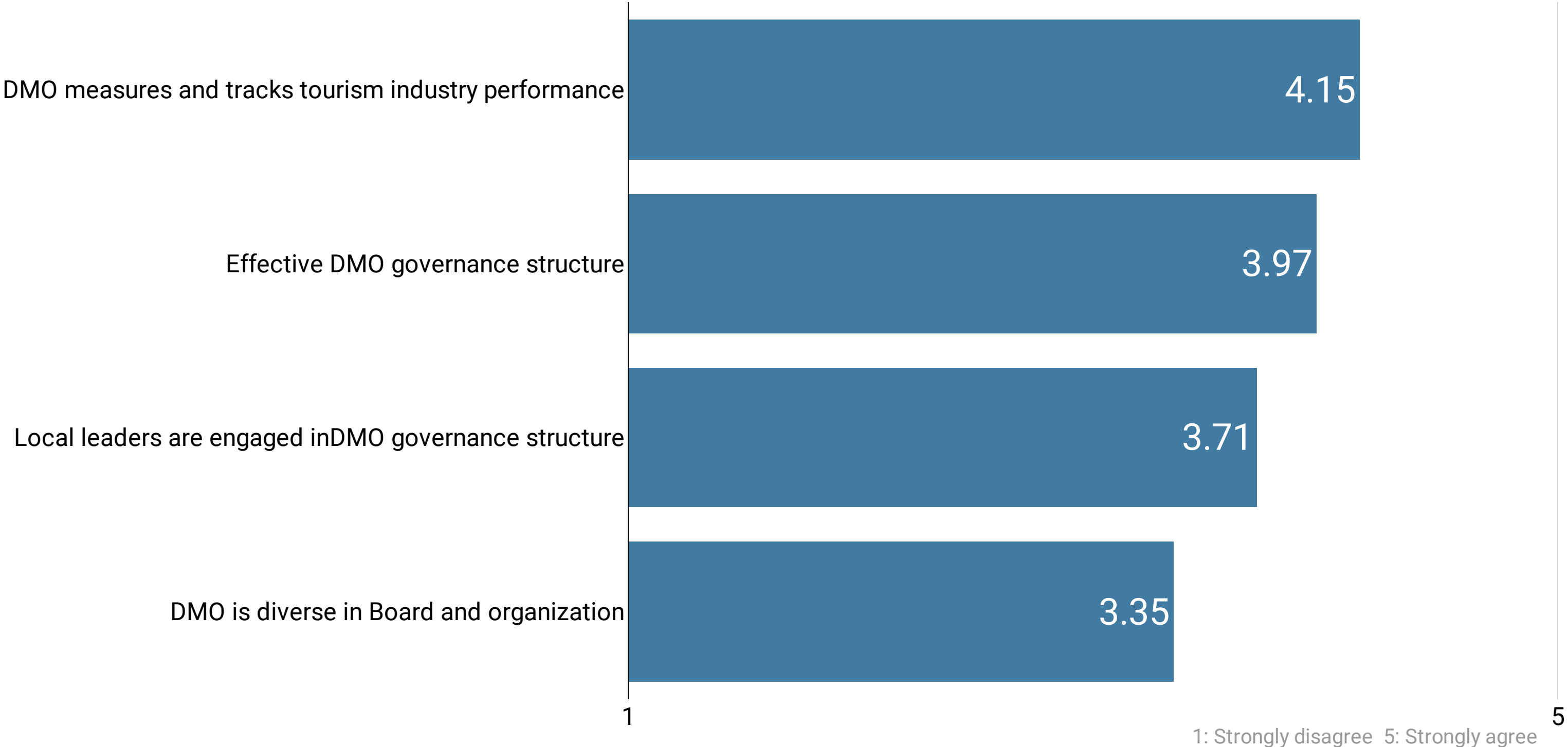
Community & Resident Support



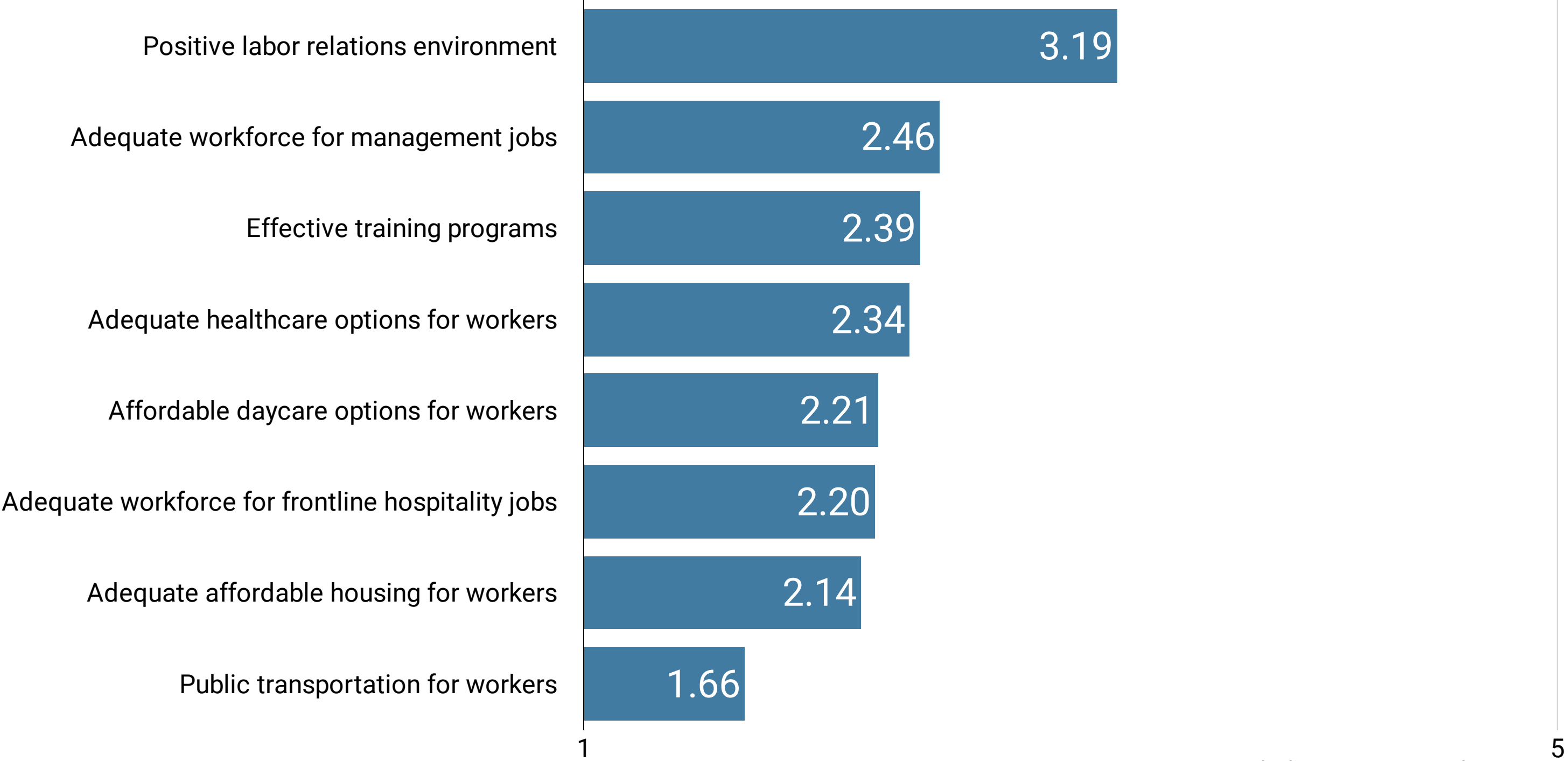
Government Support



Organization Governance Model

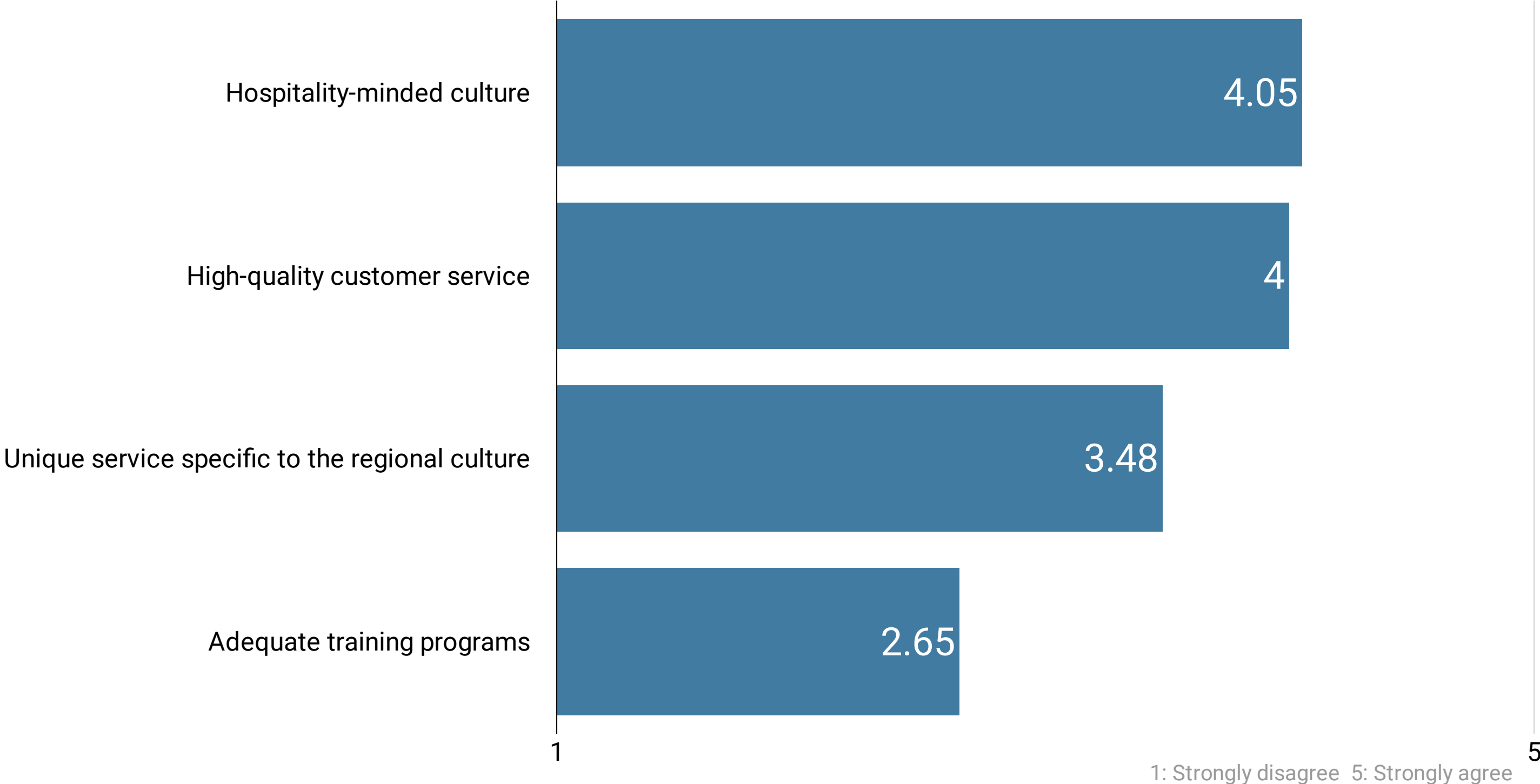


Workforce Development

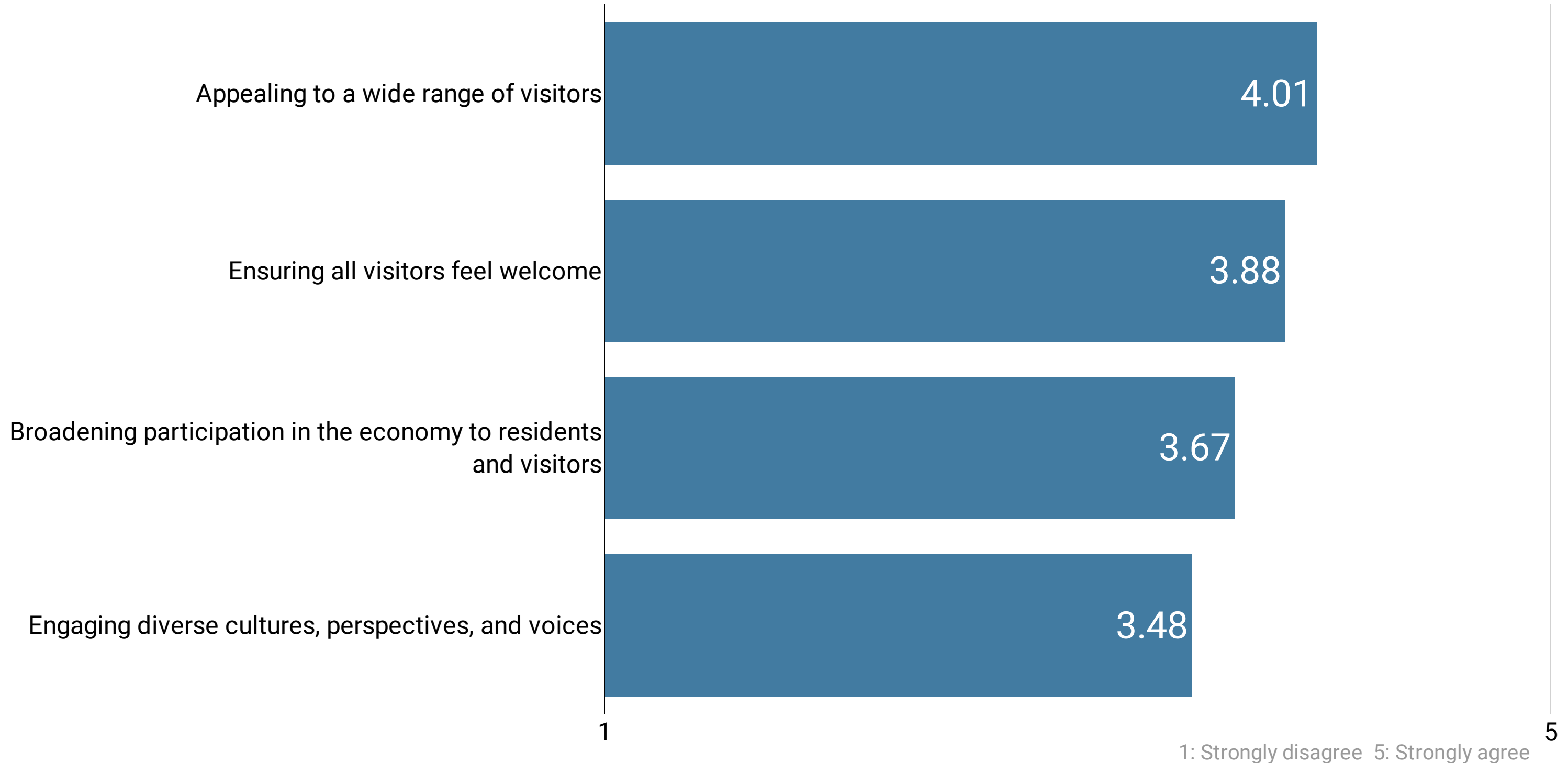


1: Strongly disagree 5: Strongly agree

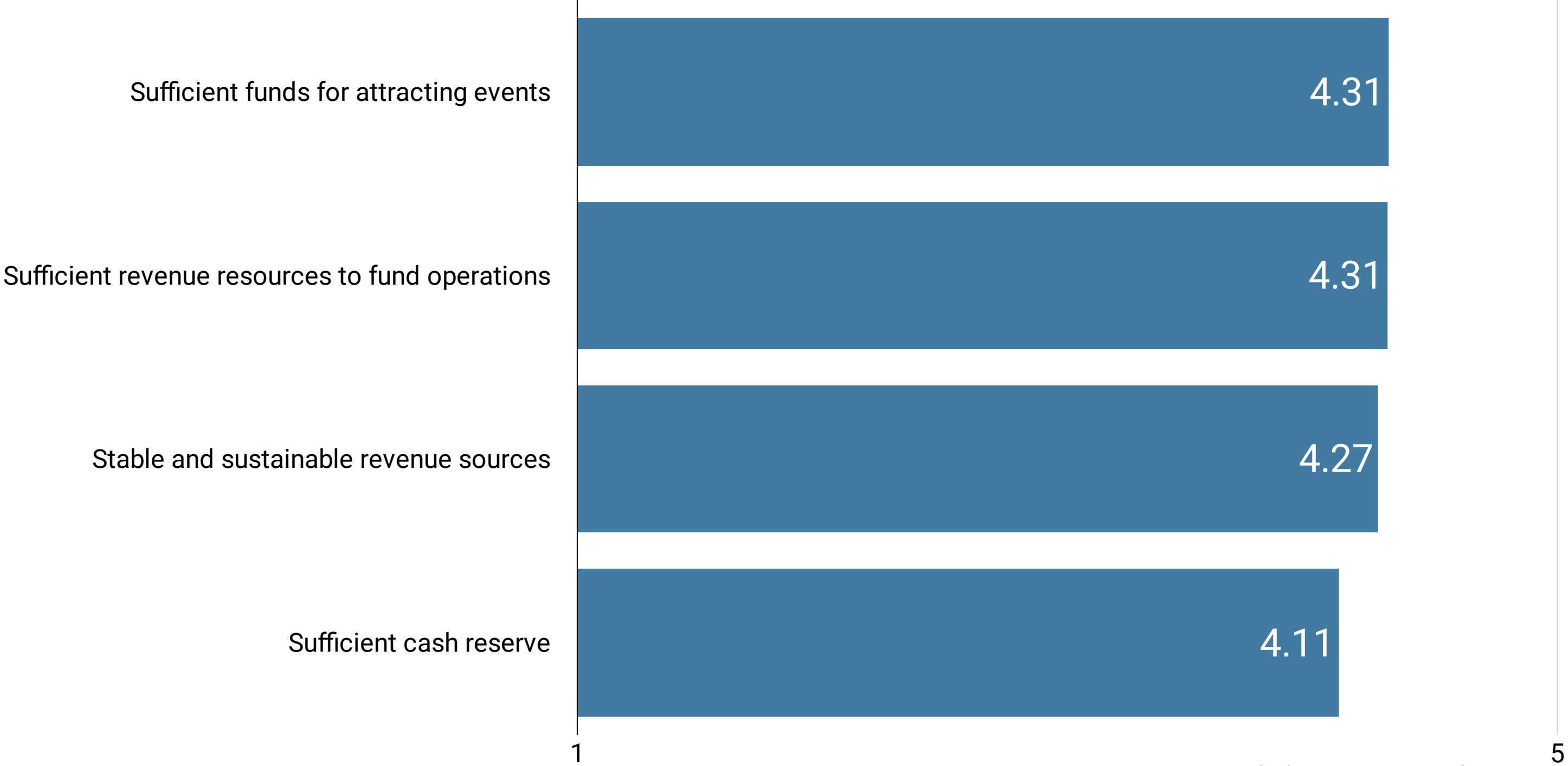
Hospitality Culture



Equity, Diversity & Inclusion

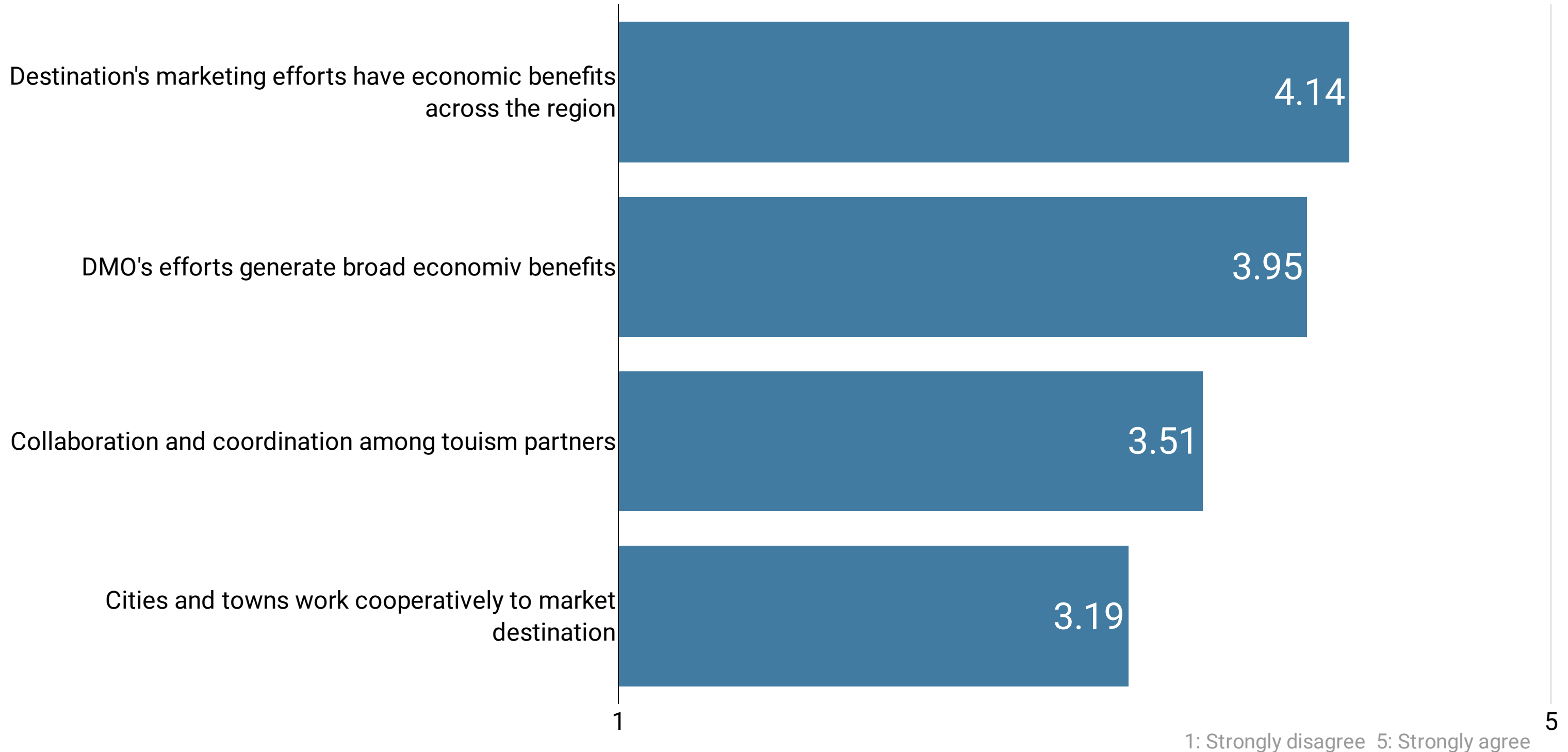


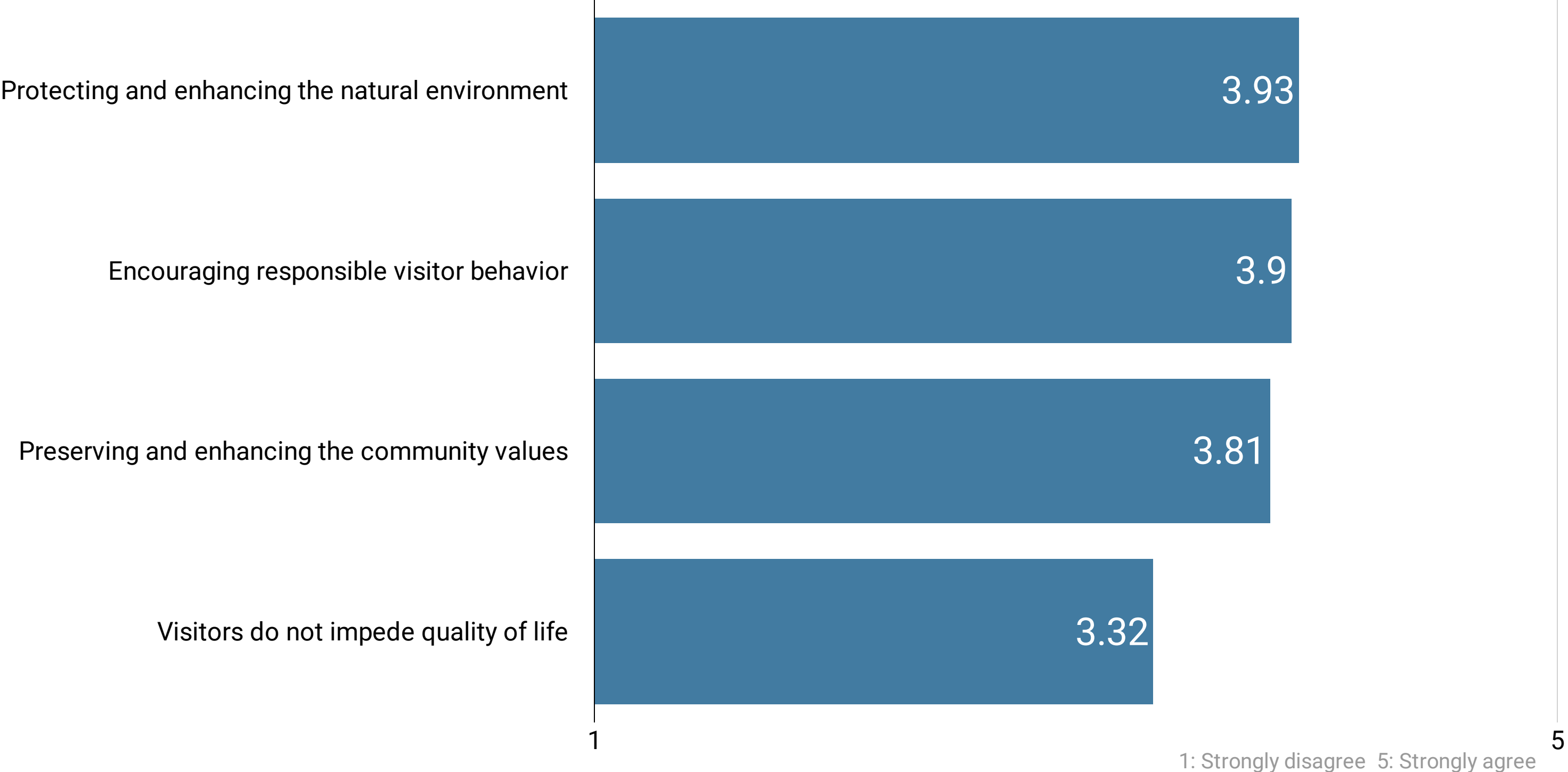
Funding Support & Certainty



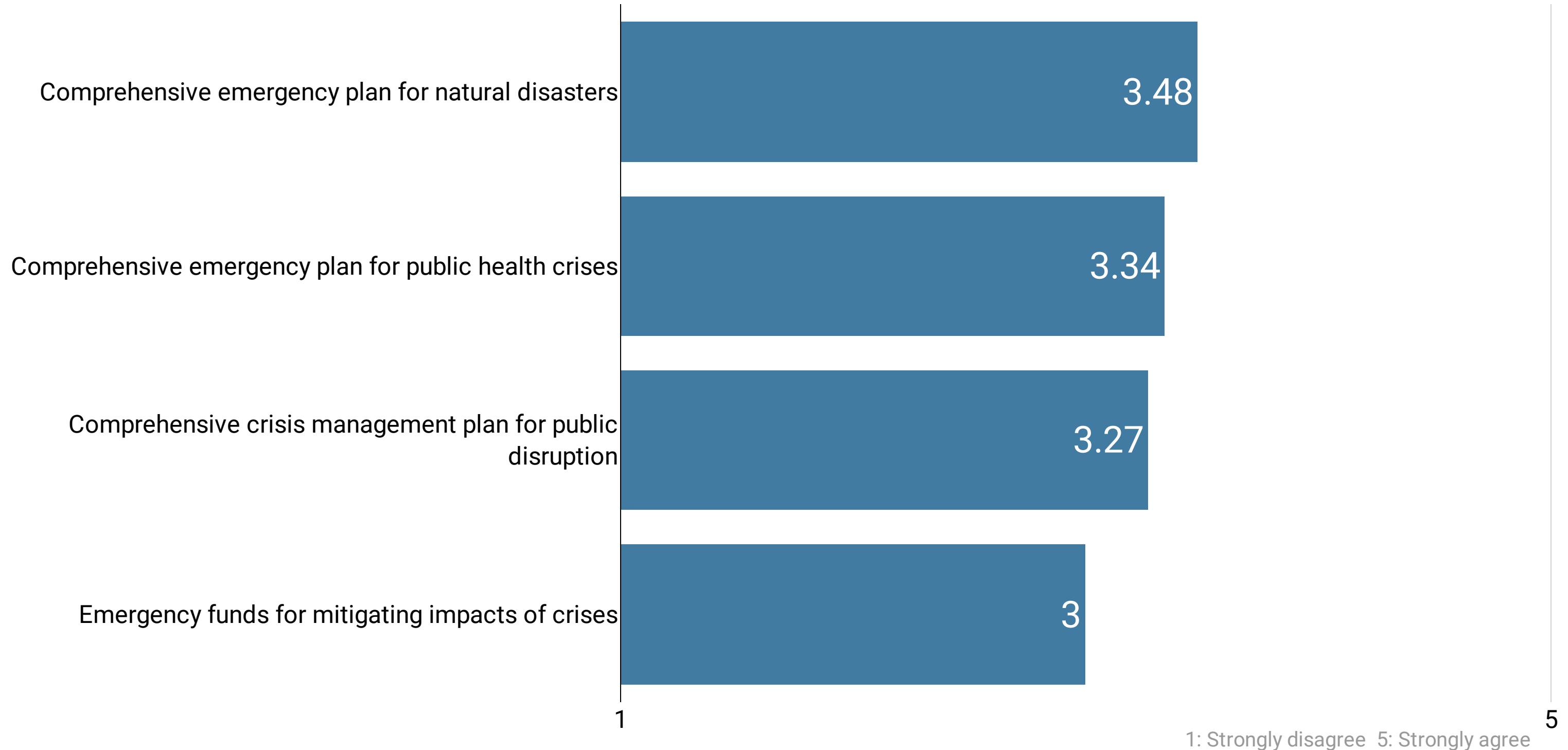
1: Strongly disagree 5: Strongly agree

Regional Cooperation

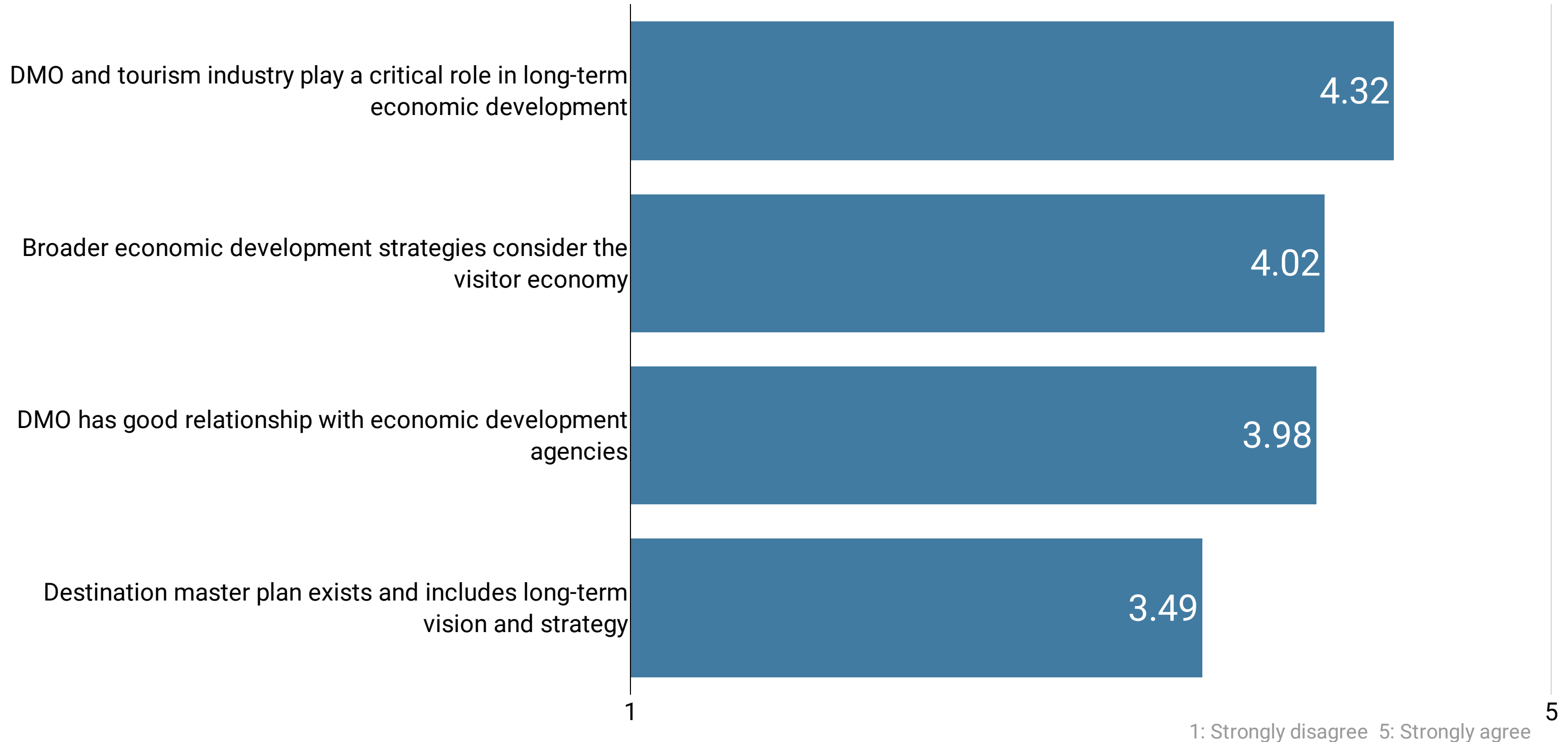




Emergency Preparedness



Economic Development



1: Strongly disagree 5: Strongly agree

What one thing could Galena do to become a better visitor destination?

Dining, Shopping & Entertainment

- ENTERTAINMENT. Galena should focus on keeping people from having to leave Galena or even state lines for: entertainment (movies, bowling, hands-on family museums, water activities, sports, music, theater, etc. We need more entertainment here, and it doesn't need to be BIG entertainment...but more things to do would be nice! I think we can keep the quaintness of Galena, but still add more entertainment options. Some of these options could actually be put into existing buildings; the old ARC, the old Galena Cellars, current community pool (upgraded to attract more), the current Ferry Landing area has so much potential, and it looks like it was left to die.
- Upgrade the quality of shops in town and solicit good quality merchants.
- Galena needs to enhance the evening entertainment opportunities for visitors. Music performance, theatre, and film evening shows could encourage more folks to stay overnight and add an extra day to their visit.

Local Mobility & Access

- We need parking. Build a parking ramp or park cars along the riverside of the levee.
- Better parking/non personal driver transportation
- Provide a tiered parking complex downtown I hate to say it, but parking must be addressed in order for Galena to move forward in becoming a bigger tourist destination.
- Better signage for available parking
Construct a parking ramp in the downtown area.
better parking - better parking and better parking
"Provide a public parking ramp.
- Enhance the guest experience by providing transportation from hotels and Airbnb's that are not walkable to the downtown area.
- Improve parking...develop a strategy of off-site parking

Attractions & Experiences

- Need to find stuff to do January - March
- We could use more "experience" places; a sip & paint studio, axe throwing, an old school arcade. I hear a lot of feedback that people are tired of sitting in bars listening to music, they want a more interesting activity to make the trip memorable.
- It needs to support and encourage the development of more activities directed towards the 30 and under population including young families.
- Improve infrastructure

Are there certain issues that Galena Country Tourism should specifically address?

Events & Festivals

- Work on getting events and entertainment into town.
- Galena Country Tourism needs to bring back art festivals to Galena.
- It's been years since anybody from the county tourism had reached out to our organization to provide marketing assistance. Hard to market if you never visit venues and attractions.
- I wouldn't call it an issue, but adding additional events from Jan-March would definitely benefit the town.

Local Mobility & Access

- Parking, Stronger GDBA participation, Continued support of those providing visitors with "Experiential Travel."
- Driving traffic to the Galena area
- Yes. Definitely parking. Losing 110 parking spots to benefit a dozen restaurants hurts the other 100+ stores
- Lobby for more passing lanes on highway 20.. there will not be a 4-lane connecting Galena in the foreseeable future
- Spread out the tourists from Galena to other communities. Advocate for public transportation to relieve traffic congestion.

Workforce Development

- Workforce housing! can't have a destination without workforce
- Employee shortages are inhibiting the experience that travelers are having when visiting Galena.
- It would be good to have more free educational opportunities for workers so Galena could have consistently good server/salespersons interactions with tourist public. Some places are wonderful, others are terrible.
- Staffing shortages are impacting visitors' experiences (businesses closing early or on weekdays, long wait times to be served, etc.) so anything Tourism could do to help to try to address the issue would be useful.
- Signage to tie all of Galena Country together would be one. Education of first face workers as well as hospitality workers is also one. I am very happy that we are talking more between the communities that make up Galena Country.

Key Takeaways

- Destination is in the Explorers quadrant with below average scores for Destination Strength & Alignment
- Different stakeholder groups have different perceptions of Galena.
- There are several opportunities for improvement in Galena as per the lowest rated statements shown:

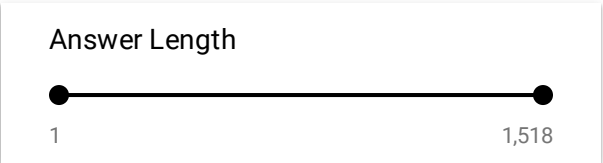
Opportunities for Improvement

Destination Strength

	Statement	Performance ▲
1.	Adequate rental car service options	1.45
2.	Variety of public transportation options	1.48
3.	Venues for hosting major professional sporting events	1.64
4.	Adequate parking facilities	1.65
5.	Sufficient ride share services	1.79

Destination Alignment

	Statement	Performance ▲
1.	Public transportation for workers	1.66
2.	Adequate affordable housing for workers	2.14
3.	Adequate workforce for frontline hospitality jobs	2.20
4.	Affordable daycare options for workers	2.21
5.	Adequate healthcare options for workers	2.34



Question

Stakeholder Segment

Stakeholder Type

Answer Text
Contains

SH Segment	SH Type	Question	Answer
Community Leaders	Economic Develop...	Are there any markets Galena Country Tourism is currently not capitali...	Families - their needs to be more activities for kids
Community Leaders	Economic Develop...	Are there any markets Galena Country Tourism is currently not capitali...	No.
Community Leaders	Environmental Offi...	Are there any markets Galena Country Tourism is currently not capitali...	Downtown Chicago residents without cars!
Customers	Tour Operators	Are there any markets Galena Country Tourism is currently not capitali...	I'm not sure if this is happening or not but I found lots of small business gathering for meetings and team building conventions.
DMO Industry Part...	Hoteliers	Are there any markets Galena Country Tourism is currently not capitali...	-Local food farmers ie. foodies (bigger farmer market) -Virtual tourism -People who are interested in outdoor activities - Continue to promote the historic downtown ...
DMO Industry Part...	Attractions	Are there any markets Galena Country Tourism is currently not capitali...	The "Family" Market. Galena is no longer just a ladies destination or couples get-a-way. Families come here and live here, and in my opinion we don't have enough to...
DMO Industry Part...	Hoteliers	Are there any markets Galena Country Tourism is currently not capitali...	Don't know
DMO Industry Part...	Arts & Culture	Are there any markets Galena Country Tourism is currently not capitali...	Those who are interested in performing arts. The new Center for the Arts might help to fill this need.
DMO Industry Part...	Hoteliers	Are there any markets Galena Country Tourism is currently not capitali...	no
DMO Industry Part...	Arts & Culture	Are there any markets Galena Country Tourism is currently not capitali...	would love to see more marketing to weddings.
DMO Industry Part...	Events	Are there any markets Galena Country Tourism is currently not capitali...	Could be more countywide features to show more options and diversity in the region.
DMO Industry Part...	Venues	Are there any markets Galena Country Tourism is currently not capitali...	Not sure. Must be some.
DMO Industry Part...	Hoteliers	Are there any markets Galena Country Tourism is currently not capitali...	not that I know of
DMO Industry Part...	Attractions	Are there any markets Galena Country Tourism is currently not capitali...	Not sure
DMO Industry Part...	Hoteliers	Are there any markets Galena Country Tourism is currently not capitali...	We seem to be lacking in music and arts - live music events. Also food trucks, so many people walking around - so many spots food trucks could be stationed on sp...
DMO Industry Part...	Attractions	Are there any markets Galena Country Tourism is currently not capitali...	Under 30 and young families
DMO Industry Part...	Arts & Culture	Are there any markets Galena Country Tourism is currently not capitali...	Galena shops have become "buy these things anywhere USA (China) stores" Galena needs artists who can rent a store front/apartment.
DMO Industry Part...	Attractions	Are there any markets Galena Country Tourism is currently not capitali...	Maybe SMERF? Smaller group focus
DMO Industry Part...	Hoteliers	Are there any markets Galena Country Tourism is currently not capitali...	unknown
DMO Industry Part...	Arts & Culture	Are there any markets Galena Country Tourism is currently not capitali...	I think there is not much emphasis on the arts...
DMO Industry Part...	Attractions	Are there any markets Galena Country Tourism is currently not capitali...	I'm not sure
DMO Industry Part...	Arts & Culture	Are there any markets Galena Country Tourism is currently not capitali...	What markets are they capitalizing on is a better question
DMO Industry Part...	Attractions	Are there any markets Galena Country Tourism is currently not capitali...	none comes to mind

Dynamic Variable Breakdown

Variable Stakeholder Segment Stakeholder Type Age

