



# Galena Country Tourism

FY'22 - Q1 REPORT



**Tue., October 12, 2021**

Galena Country Tourism - 101 Bouthillier St, Galena, IL 61036 / 815.776.9200

# Marketing/ P.Relations

## Q1 BLOGS & BLOG ROLL

Five new blogs were published with the Midweek Retreat Marketing Strategy in mind. This strategy showcases the one-of-a-kind and authentic experiences that Galena Country has to offer midweek.

Ten older blogs were given a refresh and two new blogs were created.

### JULY

- Things to do after 5pm midweek- **New**
- Fall group getaway
- Walking tour of downtown Galena

### AUGUST

- Top reasons to host a company retreat- **New**

### SEPTEMBER

- Take your pick (agritourism)
- Have a farm-tastic time
- 7 hidden history lessons
- 5 ways to experience winter
- No snow winter activities
- 9 reasons to visit during winter
- Cozy drink spots
- Oktoberfest weekend in Galena Country

***Our marketing team is continually updating blog content. Before the post is published, the blog is edited with new links and CrowdRiff galleries, add meta keywords, add open graph images, site search terms, and any further information that should be included.***

# 149 NEW EMAIL SUBSCRIBERS

## Monthly Email Correspondence

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eNews themes:

- Galena your way (midweek)
- Sparkle and Shine (luxury)
- Make midweek memories

**8.7% click-thru and 27% open rate**

**\*See Industry eNews reporting on following page.**

# 3.3M IMPRESSIONS

## Social Media *(total of all platforms)*

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-8,131 new followers (facebook & instagram)

-120,000+ engagements (fbbook, insta & pinterest)

# 25 MEDIA PICKUPS

## Blogs/Stories/Media

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-12 blogs published/edited

-38,895 blog reads

-6,660 digital guide views

-2,000+ hours watched (YouTube)

-127,000+ views (YouTube)

-146,000+ earned media impressions

-176 User-Generated image rights

-470,849 CrowdRiff gallery views

## OTHER ANALYTICS

Webpage traffic (views):

- Events Calendar - 7,487
- COVID/FAQ - 3,476
- Wedding kit - 119

## VISITGALENA.ORG:

- 233,176 users browsed the VisitGalena.org
- Spending an average of 2.48 minutes on site.
- And viewing our web pages 879,279 times.
- A total of 248,500 sessions made up of 49% new users and 51% returning users.
- 4 new business listings were added.
- 19 business listings were edited.
- 1 new listing & 1 event to be added on EnjoyIL.com

## Ad Campaigns

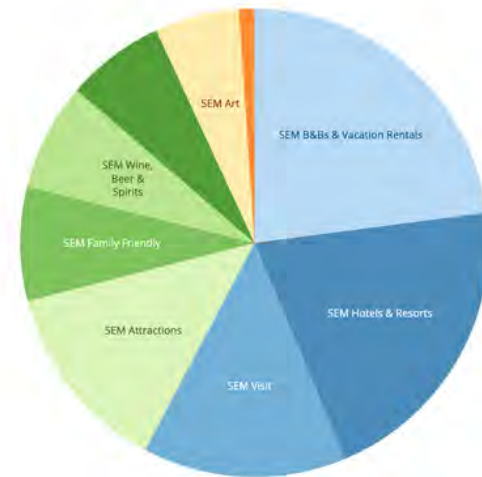
**765 new leads added** to our database,  
directly influenced by our ad campaigns.

**12,986** Clicks

### SEM/Display/Google with Madden Media

- Added 12,986 highly targeted clicks
- Overall CTR is currently at 5.52 % (vs. 4.7% industry benchmark)
- Impressions equal 235,344
- Overall average CPC for SEM is \$0.48
- RLSA added an additional 4,795 clicks with a CTR of 15.5%

SEM B&Bs & Vacation ...	22.94%
SEM Hotels & Resorts	20.73%
SEM Visit	14.06%
SEM Attractions	13.27%
SEM Family Friendly	7.88%
SEM Wine, Beer & Spirits	7.42%
SEM Agritourism	6.81%
SEM Art	5.83%
SEM Historic Sites	0.99%
SEM Shopping	0.04%
SEM Dining	0.03%



### Top SEM key words:

Keyword	Clicks	CTR
things to do in galena il	4,838	17.24%
romantic getaways in illinois	4,292	8.25%
galena illinois tourism	2,998	16.77%

### Top SEM Adgroup Campaigns

Keyword	Clicks	CTR
things to do in galena il	4,838	17.24%
romantic getaways in illinois	4,292	8.25%
galena illinois tourism	2,998	16.77%



# Marketing/ P.Relations

*continued*



## Video/Photoshoots in this quarter included:

- **East Dubuque** / Main Street, Incognito and Millennium Marina
- **Galena** / Main Street, Durty Gurts, Shopping, Outdoor Plaza, Belvedere Gardens, Hoof it!, Kaladis, Otto's, Embe, Simply Elegant, Champagne on Main, PT Murphy Magic, and Galena Roasters
- **Warren** / Main Street, Pecatonica Tap House, Wally's, Community Building, surrounding scenery and Stagecoach Trail

## Event Calendar on VisitGalena.org

- New events added on VG.org = 32 E
- Event edits on VG.org = 12

## Other

### Strategic Marketing Manager projects throughout Q1

- Madden Media Google Analytic training and Voyage dashboard
- Seasonal Change of web headers and web CrowdRiff Galleries
- Social calendars for Jul, Aug & Sep
- Idea: Create a kids scavenger hunt map for Galena Country for the guide
- Training: Constant Content, Web Newsletter Requests, Ad Campaign Leads, Coverage Book, and Jack Rabbit
- Strategy planning meeting for Q2
- Created a list of blogs that need to be fixed and shared with Emily to start working on
- NWIL Economic Development Annual Dinner
- Trained Content Manager on CrowdRiff, social media, website business listings, event listings, blogs, and monthly reporting.
- Monitored Content Manager's social posts
- Crowdriff Right requests every morning
- Social Media Monitoring and engagement

### Content Marketing Manager projects in Q1

- New Instagram highlights buttons, updated the IG links tree, and created two guides.
- Gained rights to photos that Bake House and Galena Spoon Co.'s posts on Instagram.
- Curating and writing blogs
- NWIL Economic Development Annual Dinner
- Trained Operations Manager on Visitor Center tasks
- Curated and launched Social Media Calendar
- Trained on social, blogs, website listings, reporting, and event listings.

## Visitor Center Contacts

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- **15819 guides distributed Q1**
  - **5,467 walk-in visitors in Q1**
  - **365 phone calls in Q1**
  - **1,764 email inquiries in Q1**
  - **4 new part-time employees hired in Q1**
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## Q1 Top Media Mentions ...

- Chicago Tours with Jeffrey Baehr - PBS
  - The Best of Fall in Galena, Illinois - Midwest Living
  - 7 Best Destinations for Fall Foliage Throughout the US - Wellandgood.com
  - Weekend getaways near Chicago - Families Love Travel
  - Small Town Illinois - Small Market Meetings Magazine
  - Scenic Fall getaways in Illinois from Enjoy Illinois - WCIA.com /CILIVING.TV
  - Illinois highlights road trip plans to see and experience the season statewide - WREX.COM
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## Online Direct Booking

**30,472 searches**  
**\$192.50 Avg. Daily Rate** (july/aug)  
**514 estimated bookings** (july/aug)  
**\$211,693 est. revenue** (july/aug)

## Midweek Strategic Campaign

*A recap of the Midweek Retreat Strategic Campaign, July–Sept., 2021*

### Campaign Goal

To promote Galena Country as a one-of-a-kind destination with unique offerings to its midweek visitors.

### Audience Targeting

With a focus on (Male/Female, a Household income of \$100K+, ages 25-65) high-income neighborhoods in Chicago and secondary target markets.

### Blogs

Two new blogs were launched following the social distance in style theme:

- Things to do after 5pm, midweek
- Top reasons to host a company retreat

### E-News

Our three, segmented emails aligned with the launched blogs and had an average click-through rate of 23%:

- Guys Getaway newsletter
- Scenic drives of Galena Country newsletter
- Take your pick in Galena Country (agritourism) newsletter

### Pinterest

Video and display ads on Pinterest brought more than **540,287 impressions and 6,071 clicks!**

## 2021 Official Visitors Guide

With the launch in January of 2021, we have distributed about 46K visitors' guides with only 4,000 copies remaining.

### E-Communications

Also sent: three industry newsletters featuring:

- Updated business listing information request
- Light up Main Street request (photoshoot prep)
- Tourism Workshop announcement/invite
- Midweek and After 5pm content request
- Last call - updated business listing information request
- Galena FREE Ride & hotel shuttle details announcement
- Tourism Master Plan stakeholder survey request

Also sent: two group-focused emails featuring:

- Company Retreats
- Fall group guide





## Communications & Leads

**Dickinson Travel** - June 5, 2022 overnight stays at Desoto House Hotel- 28 rooms

**DJ Country Tours** - Sunday, Oct 17-Wednesday Oct 20, 2021, Staying at Chestnut Mtn. The itinerary includes Grant Home, Blacksmith shop, step-on guide, Blaum Bros, Timmermans Supper Club, Dowling House, Fried Green, Haunted Tour along with free time to shop on Main St.

**Outstanding in the Field** - Thursday, August 5. 160 tickets sold to guests throughout the United States plus comp tickets for makers and providers. Worked with the city on proper licenses and permits. Coordinated trash pick-up date change with Montgomery Trucking. Coordinated with public works and Galena Police Dept for road closure.

**Illinois Assoc of Court Clerks** - Tuesday, September 14-Thursday, September 16. The conference was held at Chestnut Mountain with overflow rooms at Irish Cottage and Country Inn and Suites. Wednesday was a free day for the group (107 attendees) that included Transportation from Tri-State Travel, Galena Goat Yoga, Lunch and Tour at the Galena Brewing Co, Wine Tasting at Galena Cellars, Candle making at Scent Workshop, Step on Guide Tour (Galena History Museum) along with shopping and dinner downtown!

**Hancock County Farm Bureau** - Thursday, September 23, they brought 2 busses for a day trip. Shopping, lunch, and tours.

**Sue Wilson** - Group of 10 ladies from Dubuque, they toured the Washburne House along with shopping and lunch.

**Glenbard North Volleyball Team** - Stayed at Chestnut Mountain on Friday, August 27th prior to the volleyball tournament at Galena High School.

**Senator Chuck Grassley** - Coordinated a visit on August 18 for Iowa Senator Chuck Grassley and his group. They visited the Grant Home, Washburne House, lunch at Bread & Vine, and a tour of Galena.

**Christine Melaas & Ed Bochniak** - Met with to discuss a possible Winter Market during the weekend of Fire in the Sky 2022

**Able Trek Tours** - Day Trip on Friday, Oct 15th. Step on guide and tour of Grant Home, Belvedere Mansion, and Dowling House.

**Country Financial group** - Small corporate event 45-50. Daytrip to Galena for shopping and sightseeing.

**Linda Youngs** (DuPage Township) - 3 night stay in Galena Country in late Fall. Trying to finalize the itinerary.

**Eljo Travel:** 2-day 1 night trip in the Fall.





## Thursday Night Live

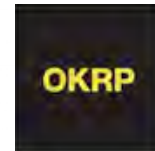
Expanded the program to run through October 2021. Working with Wicked River Events to coordinate talent and manage the program. Featuring four live artists along Main Street Galena, for Thursdays in May-October, from 5-7 p.m.

## Illinois Office of Tourism visit (IOT)

Coordinating a FAM tour on Oct 18th & 19th. Group includes

- Tourism Director, IOT
- Acting Assistant Director, IOT
- Creative Director, IOT
- Account Supervisor, IOT
- Client Management Director, OKRP

enjoy  
**illinois**



FOREVER  
ORIGINAL

Attractions include Galena Trolley, Chestnut Mtn, Hoof It, Ottos Place, Bread & Vine, Durty Gurts, Galena Cellars, and Galena on the Fly.



## Group Leads - Quarter 4

Group	Total Rooms	Attendees	Notes
Dickinson Travel	28	52	Booked
DJ Country Tours	70	40	Booked
Illinois Assoc of Court Clerks	321	107	Booked
Glenbard North Volleyball Team	7	13	Booked
Traci Hill (Unique Venues lead)	Large Home	10-12	Lead
Linda Youngs (Dupage Township)	60	35-40	Lead

## Forever Original Experiences

This pilot program will focus on building new, unique experiences that visitors and locals will enjoy. Partnering with our top-notch stakeholders, we've curated a list of high-quality experiences that will run as limited-edition series and include promotional perks. We've outlined our desires and presented an easy-to-execute plan to adding offerings that businesses can profit from and we can confidently promote. Overall this will enhance our brand and build community engagement.

The launched experiences to date, include:

- Galena Roasters - Coffee Cupping
- Hoof it! - Live Music and Goat Trek
- Hoof it! - Wine tastings and Goat Trek
- Scent Workshop/Champagne on Main - Candle & Bubbly
- Clara Joyce Flowers - VIP Farm Tour
- Galena Spoon Co. - Spoon Carving Workshop
- Trolley Depot Coffee - Brew Methods
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*TBA: Old Fashioned Supper Club Experience with Timmerman's, Galena Cellars Tasting, and Shenandoah Riding Center experience.*



### Coffee Cupping

Local roaster, Earl Thompson, will guide you through a sensory exploration of three delicious Galena Roasters single origin coffees, roasted to custom profiles right here in Galena, Illinois. In addition, ...



### Brew Methods

Join an expert Barista at Trolley Depot Coffee and learn about the journey their beans take from farm, to roastery, to coffee shop, and finally, your home! You'll experience what makes their specialty ...



### Hoof it + Sip it

Join us for a fall goat trek paired with a wine tasting at Hoof It in Galena County. Stroll through the forest with a glass of wine and a goat by your side! Return from the trek and enjoy a sampling of ...



### Flower Farm Tours

Enjoy the colors and scents of the countryside with a guided farm tour through Clara Joyce Flowers. Nestled in the rolling hills of the drift-less region, in scenic Jo Daviess County, Illinois, Clara ...



### Spoon Carving Workshop

Let the wood guide you! In this 3-hr workshop, you'll learn basic spoon-carving techniques including selecting the best trees for greenwood spoon carving, breaking-down logs and branches into usable ...



### Candles & Bubbly

Two of Galena's new and popular businesses, Champagne on Main and Scent Workshop, are thrilled to offer this unique, fabulous experience that is sure to delight your senses. Enjoy two glasses of delicious, ...



### Hoof'n + Groove'n

Brisk fall evenings, roaring bonfires, gooey s'mores, live music, and goats! Life is good! Join us on an evening trek as the sun sets and the light fades from the forest. Return from the trek to a roaring ...

## Other Communicaitons: Meetings, Research & More

*A few highlights revolving around group sales and destination development efforts include:*

- Galena Country Tourism Store Launch- working with Brand L imprints on branded items.
- Food Truck Fight June 4, 2022
- Tour Illinois Vice Chair
- Original Experience Development
- Meeting with Event Planners for possible new events
- Thursday Night Live expansion
- Group research:
  - Car shows
  - Motorcycle
  - Cycling
  - Outdoor enthusiasts
  - Corporate Retreats
  - Wellness Retreats
  - Small organization conferences
- Film Opportunities- NW IL Film Dept. Liaison
- Group and Tour Bus leads
- Destination Development Items
  - a. Lighting
  - b. Parking
  - c. Transportation
  - d. Events
- Julien Dubuque Intl. Film Fest
- EDGE committee
- Jo Daviess/Carroll Counties Greenways & Trails Planning





**Visitor Center-** The GCT Operations Director now oversees operations in the Visitor Center, replacing our Visitor Center Manager position (*The employee who was acting as the Visitor Center Manager has been promoted to Content Marketing Manager*). This position is responsible for all programming in the Center including scheduling, stakeholder features, displays, and special projects.

*Four new part-time employees were hired in this quarter*

*Featured Stakeholders in Visitor Center display case this quarter include:*

A Darkness Lovely, Galena Wine & Cheese, Galena Garlic Co., Galena Spoon Co., Eshelman Pottery, American Popcorn Co., Grateful Gourmet, and Trolley Depot Coffee.

*Forever Original Features in the Visitor Center this quarter include:*

Galena Spoon Co. and "Fall Harvest" Stakeholders Galena Cellars, Massbach Ridge, Fergedaboutit, and Rocky Waters Wineries.

**LTCB Grant (Illinois Office of Tourism - IOT) -**

- Processed the LTCB 3rd Quarter reports for the grant and submitted them to the Illinois Office of Tourism.

**Hotel/Motel Tax reporting** - Met with County Administrator, Scott Toot, and County Board Director, Bill Bingham along with CEO to discuss H/M tax spreadsheet, collection process and future reporting.

## Meetings & Associations

- NWILED Annual Dinner
- DECO Tourism Attraction Grant Meeting/Webinar
- Two Focus Group Discussions: Attractions and Recreation/Sustainability
- Attended Destinations International Virtual Finance Summit - Proposed website edits based on programming learned.

## Other

**Building/Tech Maintenance**

- Arranged for a handrail to be installed on the door to the Visitor Center
- Met with City to plan for additional benches to be installed on grounds
- Main team member for grounds monthly maintenance



# Community Relations/ Advocacy



## Government

**Illinois Governor J.B. Pritzker** - The Governor was invited to visit the Visitor Center on his way to Oktoberfest this month. He did stop by and met with the Visitor Center Representatives. CEO met with the Governor on Main Street after his dinner to thank him for his support and recognize the importance of our destinations partnership with the Illinois Office of Tourism and Department of Commerce and Economic Opportunity. The Governor was also gifted a Galena Country gift bag of goodies via Galena Country Tourism.

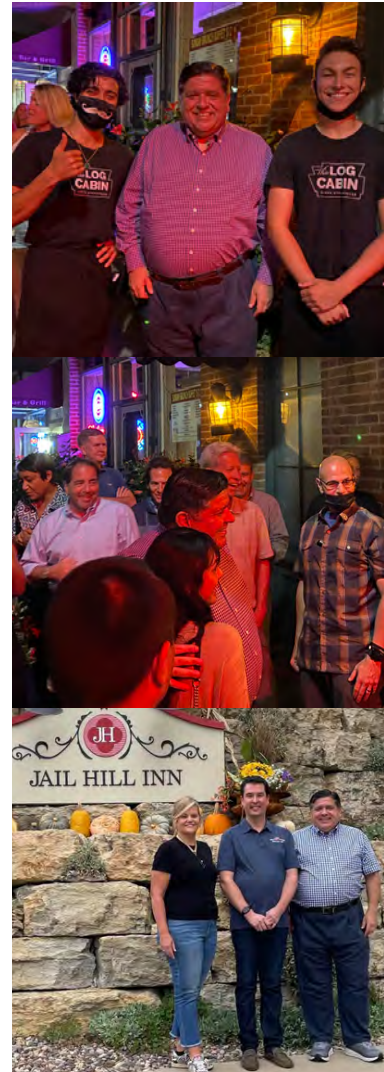
**ICCVB** - CEO meets with the Board of Directors monthly and sits on a statewide call with ICCVB CEOs and the Illinois Office of Tourism monthly. As a member of the Education Committee, the CEO was instrumental in facilitating programming, including session topics and featured speakers, for all ICCVB Fall Conference attendees. CEO also acts as an elected Officer, sitting as the ICCVB Treasurer and attending monthly board meetings. The Treasurer is in all discussions related to industry funding, Illinois Office of Tourism grants, and budgeting.

**Sylvia Garcia, DCEO Director** - Director of Illinois' Department of Commerce and Economic Opportunity (DCEO), who oversees the Illinois Office of Tourism and its budget, attended the NWILED Annual Dinner. GCT CEO was able to meet and speak with Garcia during the networking session of this event.

**City Council** - CEO attends meetings regularly to provide the opportunity to answer questions on all reporting and tourism-related matters. FY'21 Q4 reporting was presented to the council in June.

**County Board & County Board Committees** - CEO sits on the AdHoc Economic Development Committee and Quality of Life Sub-Committee with monthly meetings and also regularly attends the Planning & Development Committee meetings. Topics of discussion revolve around destination planning in alignment with Quality of Life/Place, including but not limited to New Residents Welcoming Kit, Sustainability, Workforce, and Diversity and Inclusion efforts. FY'21 Q4 reporting was presented to the County Board in June.

CEO Met with County Administrator, Toot, and County Board Director, Bingham along to discuss H/M tax spreadsheet, collection process and future reporting. CEO also conducted research and met with tax collection software company (Granicus) to provide information to the County on updating their process.



# Other Engagements



## Speaking Engagements

### Upper Midwest Convention & Visitor Bureaus Conference (UMCVB)

CEO spoke on a panel with Visit Quad Cities and Madden Media, discussing travel and tourism research and promotions. CVBs from across the Midwest attend this annual conference. CEO also attended training sessions including the CEO Roundtable, Finance and Leadership, Strategic Planning, and Destination Development.

## Meetings & Associations

### ICCVB monthly Board Director meetings - CEO

#### OTHER

Digital Meeting attendance at GDBA, Chambers, and one-on-one stakeholder meetings, including this quarter with Jo Daviess Conservation Foundation (JDCF) Board Meetings, Editirx Row, Village of Elizabeth, NWILED and Jo Daviess County Housing Study, Jo Daviess County Mayors' meeting, Felt Manor, Dittmar Guest House, Great River Trail Extension (Blackhawk Hills Regional Council) City of Galena & Blackhawk Hills Regional Council (EDA Grant talks), Illinois Bank & Trust, and Galena Chamber.

**Tourism Master Plan** - Focus Group discussion planning in September with the following discussions beginning in October (*see below*). The stakeholder survey was sent out in September. One-on-one interview sessions are set to begin the end of October. CEO meets every other week with MMGY Next Factor team and the GCT Strategic Planning Committee will meet every month to review process and findings.

- Attractions Group
- Recreation/Sustainable group
- Government group
- Events group
- History group
- Outdoors group
- Associations/Corporations group
- Lodging group

## Other

**Staff Site Visits** - GCT staff visited Otto's, Galena Trolley Tour, Witkowsky, and Mud Run Brewery.

### Beautification Destination Development Program

Discussions with the City of Galena, East Dubuque, Hanover, Stockton, Elizabeth, and Warren. Project planning and approvals are in the works for most of these municipalities. A full report on this program will be included once all projects are completed or set for completion.

**The University of Illinois Extension** - CEO was assisted with survey information as well as provide planning ideas for a local tourism workshop being held this quarter. GCT stakeholders were invited to attend, free of charge.



# Other Items

## Other

**Equity, Diversity & Inclusion training** - The CEO is participating in a training series led by Destinations International. Destinations International recognizes the importance of cultivating a tourism industry that represents a wide variety of individuals at all levels, celebrating the broad range of human differences among us, while embracing the commonalities we share. Through meaningful collaboration, Destinations International will lead and engage strategic planning and programmatic development initiatives and opportunities to enable structural social change for the benefit of its member's communities focused on 5 core priorities: self-awareness and personal investment; education and awareness; community engagement; workforce development; and branding and promotion.

- Quarter 1's training: Necessary Skills to have honest conversations about race at work

## Stakeholder & Visitor Compliments

*"Hello Mark (Moran) and Rose, I want to pass this along to you both. So many of our customers are raving about Galena ...especially how beautiful and meticulous the entire city is. Some have been from other tourist towns and said that they cannot hold a candle to Galena. I hear this daily. Thank you both for a great job promoting and keeping up the beauty of this small town."* - Michelle Deiter, Big Bill's Sandwich and Coffee Shop

*"Mineral Point on a Saturday at 1 pm (photos of the vacant Main Street). If you see any people in these photos, let me know. Keep up the good work"* - Paul Pendola, Galena Spoon Co.

## Just a few of the 669 comments left on EnjoyIllinois' Instagram post of a Galena Giveaway:

