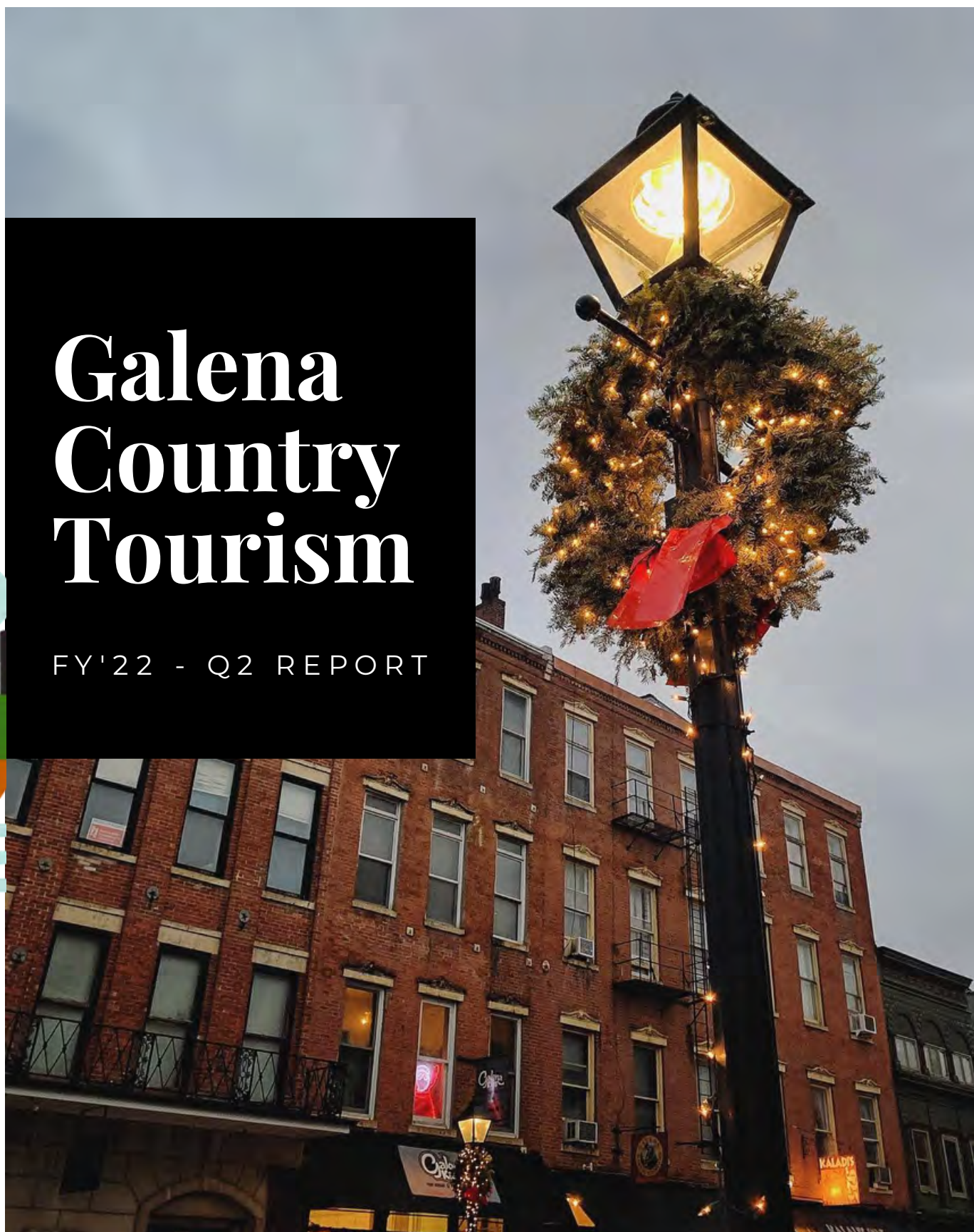




Galena Country Tourism

FY'22 - Q2 REPORT



Wed., Jan. 12, 2022

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

Marketing/ P. Relations

Q2 BLOGS & BLOG ROLL

Three new blogs were published with the Forever Original Marketing Strategy in mind. This strategy showcases the one-of-a-kind and authentic experiences that Galena Country has to offer. One older blog was given a refresh.

October:

Galena Country's Greatest Grapes (new - VG story)

November:

Where to find the most 'Galena Country' Gifts (refresh)

December:

- Magical Holidays in Galena Country (new)
- 2022 is Heating Up in Galena Country (new)

**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.*

TIKTOK & INSTAGRAM REELS

This quarter's Tik Toks & Reels were heavily seasonal/event-focused. We've reused video content - cut into high-quality footage into short clips. We also filmed new clips of the Night of Living Windows, and Grant's Home.

- **4 Reels & 2 TikToks**
- **2,892 engagements**
- **44,760 views**

5,318 NEW EMAIL SUBSCRIBERS

Monthly Email Correspondence

eNews themes:

- Oct. Monthly: Galena's Greatest Grapes
- Oct. Segmented: Original Experiences
- Nov. Monthly: Galena Country Gift Guide
- Nov. Segmented: Girlfriend's Getaway
- Dec. Monthly: 2022 Planning (Events)
- Dec. Segmented: Guy's Getaway

7.3% click-thru and 27% open rate

***See Industry eNews reporting on the following pages**

4.5M IMPRESSIONS

Social Media *(total of all platforms)*

-8,649 new followers *(facebook & instagram)*

-120,417+ engagements *(fbbook, insta & pinterest)*

31 MEDIA PICKUPS

Blogs/Stories/Media

-5,413 Pinterest click-throughs

-32,260 blog reads

-4,442 digital guide views

-2,326 minutes watched (YouTube)

-144,972 views (YouTube)

-223,918 earned media impressions

-107 User-Generated image rights

-297,340 CrowdRiff gallery views

OTHER ANALYTICS

Select Webpage traffic (views):

- Events Calendar - 20,417
- COVID/FAQ - 2,154
- Wedding Kit - 157

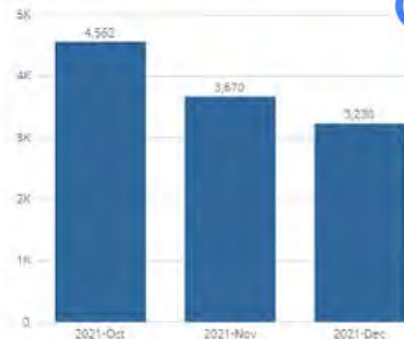
Marketing/ P.Relations

continued

WEBSITE ANALYTICS

- 187,277 users browsed the VisitGalena.org
- Spending an average of 2.2 minutes on site.
- And viewing our web pages 642,077 times.
- A total of 216,451 sessions made up 83.7% new users and 16.3% returning users.
- 4 new business listings were added.
- 6 business listings were edited.
- 2 new listings added on EnjoyIL.com

11,462 Total Clicks



Ad Campaigns

10,486 new leads were added to our database, directly influenced by our ad campaigns.

SEM/Display/Google/Audience Targeting

- **SEM added 11,462 highly targeted clicks**
- Overall CTR is currently at 6.21 % (vs. 4.7% industry benchmark)
- 2,035,101 impressions
- Overall average CPC for SEM is \$0.65
- Audience targeting impressions 2,271,178
 - 1,030 clicks with 140,378 video views

11,462 Clicks

Ad Group	Clicks	Impressions
B&Bs & Vacation Rentals	2,768	45,945
Visit	1,802	33,243
Hotels & Resorts	1,799	33,022
Attractions	1,343	16,269
Family Friendly	804	15,653
Wine, Beer & Spirits	733	9,284
Visit Galena (SEM-ILVG) SEM Hotels & Resorts - dynamic ad group	694	4,696
Art	606	14,178
Visit Galena (SEM-ILVG) SEM Agritourism - dynamic ad group	403	2,021
Agritourism	353	9,168
Visit Galena (SEM-ILVG) SEM B&Bs & Vacation Rentals - dynamic ad group	66	343
Visit Galena (SEM-ILVG) SEM Wine, Beer & Spirits - dynamic ad group	61	463
Visit Galena (SEM-ILVG) SEM Visit - dynamic ad group	30	310
Total	11,462	184,595

Display Campaigns

- Added 2,035,101 impressions
- CTR at 0.11% for FY 2022 (vs. 0.10% Display benchmark)

RLSA (remarketing search ads)

- 2,286 clicks
- 0.11% CTR

Top SEM key words:

Keyword	Clicks	CTR
romantic getaways in illinois	825	6.99%
romantic cabins in illinois	720	7.81%
things to do in illinois	499	2.99%

Top SEM Adgroup Campaigns

Adgroup Name	Clicks	CTR
B&Bs & Vacation Rentals	2,768	6.02%
Visit	1,802	5.42%
Hotels & Resorts	1,799	5.45%



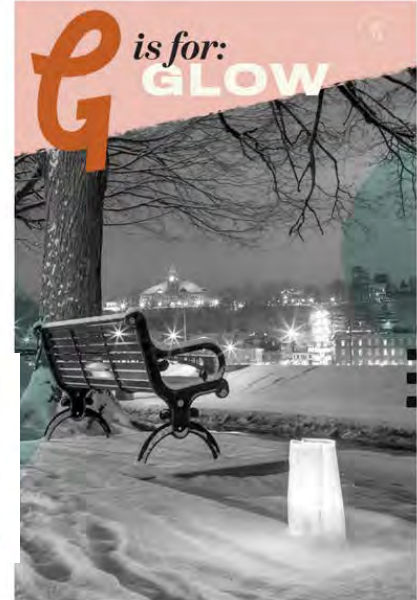
KWQC TV6

- Audience targeting impressions = 20,936
- Clicks = 1,030
- Video completion = 70.19%

Marketing/ P.Relations

continued


DIGITAL AD SELECTION THAT RAN DURING Q2:




Marketing/ P.Relations


continued

DIGITAL AD SELECTION THAT RAN DURING Q2:


True originals never go out of style. 

Galena, Illinois


Being original never gets old.  **GALENA**
ILLINOIS

Being original never gets old. 


Galena, Illinois




We may be old, but we're never the same old thing.
Historic Downtown




True originals never go out of style.
Historic Downtown




True originals never go out of style.
Galena, Illinois



Being original never gets old.
Galena, Illinois



Forever Original.
Galena, Illinois



Being original never gets old.
Galena, Illinois



TRADITIONALLY ORIGINAL

 **Galena, Illinois**

PLAN A VACATION
AS ORIGINAL
AS YOU ARE



TRADITIONALLY ORIGINAL

In Galena, Illinois, we see things a little differently.

PLAN A VACATION
AS ORIGINAL
AS YOU ARE



TRADITIONALLY ORIGINAL

In Galena, IL we see things a little differently.

PLAN A VACATION
AS ORIGINAL
AS YOU ARE

 *Galena, Illinois*

TRADITIONALLY ORIGINAL



PLAN A VACATION
AS ORIGINAL
AS YOU ARE

In Galena, Illinois, we see things a little differently.



The eye-opening.

In Galena, Illinois we see things a little differently.

PLAN A VACATION
AS ORIGINAL
AS YOU ARE

 **Galena, Illinois** TRADITIONALLY ORIGINAL



The eye-opening.

In Galena, IL we see things a little differently.

PLAN A VACATION
AS ORIGINAL
AS YOU ARE

 **Galena, Illinois** TRADITIONALLY ORIGINAL

Marketing/ P.Relations

continued



Event Calendar on VisitGalena.org

- New events added on VG.org = 38
- Event edits on VG.org = 9

Video/Photoshoots in this quarter included:

- **Galena** - Hired Jose Garcia Photography for winter photoshoot of Main Street/area. Purchased event images from local photographer Amy May Laske (Oktoberfest & Living Windows)

Other

Strategic Marketing Manager projects throughout Q1

- Trained Content Marketing Manager on blog writing, creating image galleries in CrowdRiff, and monthly reporting
- Edited 22 blogs: Updated links and information that is outdated or not included
- Revised Stakeholder Mention sheet to include dates
- 2022 Visitor Guide edits and reviews
- Web Troubleshooting with Webmaster
- Reached out to event coordinators about year-end events
- Created a "How to" reporting document for Content Manager
- Assisted with in-house photoshoot for GCT Merchandise social media posts
- Staff video for State for the Gov Conf
- Created a list of events and contact details for the Visitor Center to connect with event coordinators
- Assisted Content Manager with Mini Mags content reviews
- Created a Blog document reference tool for staff

Content Marketing Manager projects in Q2

- Updates on Outdoors, History, and Unique Experiences Mini-Mags with McDaniels Marketing
- Refreshed the design, updated photos, the revised copy
- Selected photos for social media campaign "G is for..." with Madden Media
- Scheduled four influencer visits for upcoming quarters:
 - Whitney Reynolds – family travel & skiing (Feb)
 - Nathaniel Crawford – foodie photography & travel (Mar)
 - Jennifer Potts – history & outdoors (April)
 - Victoria Alao – diversity & lifestyle (June)
- Connecting with Tik Tok influencers:
 - Xi Marquez – travel spots near Chicago (tbd)
- Training included:
 - Monthly Reporting for new position
 - Monthly/Segmented Newsletters
 - Social Media Calendar planning
 - Illinois Governors Conference on Travel & Tourism

Visitor Center Contacts

- **1,250 guides distributed**
- **2,738 walk-in visitors**
- **240 phone calls**
- **157 email inquiries**

Q2 Top Media Mentions ...

- **OnlyInYourState.com** – One of the best small town vacations in America (Oct '21)
- **Wellandgood.com** – The 7 Best Destinations for Fall Foliage throughout the U.S
- **Purewow.com** – The Best Christmas Towns in the Unites States
- **Travelawaits.com** – 14 Charming small towns to visit in 2022
- **KMOV.com** – KMOV4 Segment sponsored by IOT - Fall Getaway to Galena, IL
- **Thetravel.com**- Here's what else there is to do in Illinois
- **Kwqc.com** – Illinois Made Holiday Gift Guide
- **Myjournalcourier.com** – Road trips help revel in fall colors across Illinois
- **Khak.com** – 10 gorgeous places to stay on your next trip to Galena
- **q985online.com** – Three places in Illinois to enjoy a unique, Old-fashioned Christmas

Online Direct Booking

20,917 searches
\$387.22 Avg. Daily Rate
589 estimated bookings
\$228,555 est. revenue

Forever Original (Winter) Campaign

A recap of the Midweek Retreat Strategic Campaign, October–December, 2021

Campaign Goal

Featuring Galena Country as a premier winter destination with one-of-a-kind experiences, this digital campaign hits high-income zip codes in the primary and secondary target locations utilizing paid promotions via audience targeting and social media. Additional messaging has been included in e-news and unpaid social media posts. This campaign will continue through quarter three.

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.

2022 Official Visitors Guide

Content creation for the 2022 guide concluded in December. New issue will be released in January 2022, with digital guide hitting the website in a few days! This project is a massive undertaking that requires all hands on deck. The Strategic Marketing Manager along with the Content Marketing Manager played especially significant roles in leading this project to completion.

E-Communications

Also sent: two industry newsletters featuring:

Nov. '21 Industry News - MMGY Stakeholder Survey 2

Open rate: 46.1% Click rate: 13.2%

- This was the second time that a 15-minute survey was sent out to all of the Stakeholders in Galena Country (504) to determine if there are any gaps, key issues, and opportunities for potential products, amenities, education, programming, and experiences that would benefit the tourism industry in the Galena area.
- Also mentioned in this newsletter was a call for the business partnership for the 37th Annual Nouveau Weekend and a link to a survey for the Greenways & Trails Plan for stakeholders to share their opinion on the updates of the plan.

Dec. '21 Industry News – MMGY Stakeholder Survey 3

- Open rate: 48.3% click-rate: 10.4%
- This was the third time that a 15-minute survey was sent out to all of the Stakeholders in Galena Country (472) to determine if there are any gaps, key issues, and opportunities for potential products, amenities, education, programming, and experiences that would benefit the tourism industry in the Galena area.
- Also mentioned in this newsletter was a feature of the new Galena Country Merch store that we now have online and a mention of the new American Farm Trail App. This new app is an opportunity for agritourism operators to connect with tourists to increase business and improve agriculture awareness.



Communications & Leads

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.

Christine Melaas & Ed Bochniak - Working with Holidaze Winter Market, December 3, 2022. Helped with City Council proposal.

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 - Corporate event 40. Daytrip to Galena for shopping and sightseeing on December 3. Corporate event 40. Daytrip to Galena for shopping and sightseeing on December 3.

Illinois Office of Tourism - AM tour on Oct 18th & 19th for the Illinois Office of Tourism.

1. Tourism Director, IOT
2. Acting Assistant Director, IOT
3. IOT
4. Creative Director, IOT
5. Account Supervisor, IOT
6. Client Management Director, OKRP

Attractions included: Galena Trolley, Main Street shopping, Chestnut Mtn, Hoof It, Ottos Place, Bread & Vine, Durty Gurts and Galena Cellars. Overnight at Elle & Becks Suite

Liz Goldsmith - Scouting for Studio Film locations (Fall 2022) Main Street shots, Victorian houses, and farmsteads. A period piece from the early 1900's

Emily Lauderdale - Jo Daviess/Carroll Greenways and Trails Committee

Lois Mauer - John McGivern's Main Streets preview party locations.

Turner Coach - Day Trip October 8, 2021; Galena Cellars, Trolley Tour, and Timmermans Supper Club

Suzy Watkins - Unique Venues lead 20-25 group-dinner and activities for Thanksgiving 2022

Marsha Gapinski - Ladies Bus Group (40) August 13-14, 2022

Galena Brewing Co - New Original Experience- Cellar Dinner with beer pairings and Tour with Owner and Brewmeister.



Communications & Leads - Continued

Andrew Fedorowski - SAAB 40th Anniversary Car show. Working with Eagle Ridge for the 2023 conference.

LeAnn Bouwkamp - Ladies group (12-15) MLK weekend helped with brunch and activities for the group.

Tom Kellam Road Trips

- May 24-26, 2022
- Travel to Historic Galena, IL. , Home of our 18th President Ulysses S. Grant.
- 2 nights at Historic & famous DeSoto House Hotel in downtown Galena.
- 2 Full breakfasts each morning and 1 Dinner at the DeSoto House Hotel
- Free time for shopping and sightseeing in Galena, known as "The City Frozen in Time"
- Tour Ulysses S. Grant Home in Galena
- Belvedere Mansion Tour & Gardens in Galena
- Dinner at Timmerman's Supper Club with window views overlooking The Mississippi River

Jessica Petot, Planner for Scott Air Force Base - Set up Old Blacksmith Shop tour and demonstration for the Airman.
(35) Feb 4, 2022 (Staying at Chestnut Mtn)

Group Leads - Quarter 2

Group	Total Rooms	Attendees	Notes
IPMA Board Meeting March 18-20, 2022	28	14	Booked
IFACSTA Conference July 2022	70	30-35	Lead





Destination Developments and Group Experiences

- 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
 - a.Green Street Plaza last Thursday of the month (May-September)
- Group research
 - Car
 - Motorcycle
 - Cycling
 - Outdoor enthusiasts
 - Corporate Retreats
 - Wellness Retreats
 - Small organization conferences
- Film Opportunities- NW Illinois Film Department Liaison
- Group and Tour Bus leads
- Destination Development Items
 - Lighting
 - Parking
 - Transportation
 - Events
- Julien Dubuque International Film Fest
 - Expansion to Green Street Plaza for outdoor screenings
- EDGE committee
- Jo Daviess/Carroll Counties Greenways & Trails Planning
- Collaborations amongst Galena Country stakeholders

Willis Tower billboard

Illinois Office of Tourism featured a stunning image of Galena during the month of October - featured on the side of Willis Tower parking ramp in downtown Chicago. This was a free featured for us in a prominent, high-traffic area!

Run time:10/4/21-11/28/21



Operations & Visitor Center



Visitor Center

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

Forever Original Features in the Visitor Center this quarter include:

Fall Harvest theme:

- Vase & Flowers from Vignettes
- Showcased wine from all 4 Vineyards

Featured Stakeholders in Visitor Center display case this quarter include:

- Haunted Galena Theme: Galena Wine & Cheese, Poopsies, Galena Garlic Co., and A Darkness Lovely
- Children's Magical Christmas: Galena Kids, Poopsies and Props made by Operations Director

Projects

Operations

- PPP Forgiveness Application - accepted and forgiven!
- Annual Audit – O'Connor & Brooks - compiled necessary documentation for annual audit.
- LTCB FY'22 1st Quarter Reports
- DCEO Monitor Report
- Updated Automated Phone Messages - To reflect new hours and extensions
- 6 Month Budget for the Visitor Center - Including staff meetings, supplies, features and promotions.
- Fall Landscaping Cleanup
- Depot Maintenance & Repair Projects

Visitor Center

- Teamed up with Marketing Dept. to assist with researching blogs for outdated information.
- Reached out to stakeholders for updating contact list and rack cards.
- Updated event coordinator's listings and contacts.
- Decorated depot for the holidays.
- Cookie giveaway for Snowflakes & Sweets Stroll.

Training

- QuickBooks Payroll Webinar
- Diversity, Equity & Inclusion Interactive Workshop- IL Gov. Conf.
- IL Governors Conference on Travel & Tourism

Meetings & Associations

- Hanover Annual Chamber Meeting
- ICCVB Fall Meeting
- Nouveau Lunch
- Focus Group – Attractions & Recreation
- Illinois Governor's Conference
- Visitor Center Staff Meeting

Community Relations/ Advocacy



Government

Village of Elizabeth - CEO attended the Village Board meeting in October to discuss contract negotiations with the board that would allow GCT to receive lodging tax collected through the Village, within the Village city limits. This would be an additional revenue fund for both the Village and GCT. The board was positive about the idea and GCT will meet with legal to draft up the proposal. The contract will match the current DMO contract GCT has with the City of Galena and Jo Daviess County.

Illinois Governor J.B. Pritzker & Sylvia Garcia, DCEO Director - Both attended the Illinois Governor's Conference on Tourism this past December, in Chicago, Illinois. ICCVB board directors were able to engage one-on-one with the Governor and Director. Specifically, GCT's CEO was able to speak with Sylvia and Karla (IOT Directors) during this conference.

ICCVB - Staff attended the Fall 2021 ICCVB Conference in Skokie, IL, in October. **IOT Director, Karla Flannery**, delivered an update to all attendees, including marketing numbers from the state's recent social media giveaway. Galena Country provided a giveaway package for the state to promote which garnered 8,436 entrees and 730 engagements - almost triple the number of entries from other locations in this giveaway.

CEO meets with the Board of Directors monthly and sits on a statewide call with ICCVB CEOs and the Illinois Office of Tourism monthly. CEO 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. Discussion topic focused on ICCVB's Strategic Planning this past quarter with the Board meeting in January to finalize edits in preparation for activation in 2022.

City Council - CEO attends meetings regularly to provide the opportunity to answer questions on all reporting and tourism-related matters. FY'22 Q1 reporting was presented to the council in October.

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'22 Q1 reporting was presented to the County Board in October.



Other Engagements



Meetings & Associations

ICCVB monthly Board Director meetings - CEO

Illinois Governor's Conference on Travel & Tourism - Information-packed and inspiration-stacked - We had a great time at #ILGovConf21. All staff attended this educational and networking event. Educational programming included:

- Navigating the Perilous Road to Recovery
- The surprising solution to diversity in the workplace
- How to Have a Successful Collaboration between DMOs and Sports Facilities
- Everything You Need to Know About TikTok
- Diversity, Equity, and Inclusion Interactive Workshop
- Reinventing to Thrive
- Insights & Solutions to Help Travel Marketers Recover and Rebuild
- Understanding Illinois Travelers Through Research and Data
- The Inside Scoop on Pitching Stories & Using Influencers
- Regional Collaboration
- Tourism Panel: What's Keeping Us Up at Night?
- Niche Travel Trends: Cannabis, Wellness & Sustainability
- Design & Photography: How You Can Easily Step It Up
- The Adventure of Business



. In addition, we're honored to receive a 2020 Illinois Excellence in Tourism Award for Best Social Media! .

We competed against the big dogs for this one (Choose Chicago CVB, Art Institute of Chicago, Rockford CVB, Rivers & Routes CVB) so we are extremely proud of this recognition. A great conference and this award was the icing on top!

Other

GDBA meetings (CEO attended), Chamber meetings, and one-on-one stakeholder meetings, including this quarter with Jo Daviess Conservation Foundation (JD CF) Board Meetings, Village of Elizabeth, NWILED and Jo Daviess County Housing Study, Illinois Bank & Trust golf outing, Nouveau Luncheon, and Grant County (WI) Tourism.

Other

Staff Site Visits - GCT staff visited Timmerman's Supper Club, Incognito, Millennium Marnia, The Old Blacksmith Shop, JM's Tap, Hoof it!, Sinsinawa Mound, and the Galena Cellars Main Street location.

Beautification Destination Development Program

Hanover project was completed with the arrival of new lamppost banners. The install will happen after the beginning of the year. Hanover's project included new planters, installed this past fall, and new lamppost banners that celebrate the Village's history.



Other

Tourism Master Plan - The final rounds of focus group meetings concluded in October. A press release about the process was distributed in late October with media pickups in the Telegraph Herald, Galena Gazette, The Stakeholder Survey was sent out towards the end of October with results being collected through December.

- 91 stakeholders (20%) responded to the survey, providing critical feedback

The resident survey will be launched in January and the Strategic Planning Committee, as well as the Tourism Master Planning committee, will meet this month to review survey results and next steps.

Equity, Diversity & Inclusion training - The CEO's training with Destinations International concluded with a certification of completion in December.

- Quarter 2's training: Bridging: Towards a Society Built on Belonging

A little bit about the course:

Companies are a microcosm of the social and cultural world in which they exist. True change involves a strategic plan to dismantle structural racism and bring all destinations to the ideal version of themselves. In 2021, Destinations International will partner with The Ladipo Group to expand its equity, diversity, and inclusion programming to support these efforts with six (6) virtual sessions designed around the topics of Emotional Intelligence, Effective Communication, Microaggressions, Unconscious Bias and Allyship. These 90-minute sessions are specifically designed for CEOs and executive-level staff and will be held between February through December 2021. These sessions will aid in your personal development and investment in being a change maker in your destination and will support the creation of a diverse workforce.



Stakeholder Compliments

"Mayor Schaible and the Village Board would like to express their appreciation to your Group, for the new flower pots and the Banners for our main street. We received a lot of compliments on the new flower pots this past summer. We are sure the Village residents and anyone passing thru Hanover will enjoy the new Banners, once they are installed on the light poles. We hope to get them installed in the near future once the weather and time allows. Thank you so much for the interest in the Village of Hanover and efforts to bring tourism to our Village!"

- Mayor Don Schaible

Other Items

Other

Strategic Marketing Manager (SMM) Training - In addition to the following training, the SMM also completed a Digital Marketing Certification course via the University of Illinois/Coursera. (see below)

Quarterly training:

- Training with CEO on reporting
- ILGOV Conference Breakout Sessions
- Everything you need to know about TikTok
- What's Your Story? Get the Inside Scoop on Pitching Stories & Using Influencers
- Photoshop training with CEO and Content Manager
- Coverage Book Webinar
- Madden Media Domo platform recap with Allison

Specialization Certificate in Digital Marketing:

University of Illinois Urbana-Champaign via Coursera

This specialization covers the concepts, tools, and techniques needed to both communicate with customers in a systematic and integrated way using multi-media channels and to create effective targeted promotional campaigns. Courses completed in this specialization are as follows. Honors received in 4 of the courses:

1. Marketing in a Digital World with honors
2. Digital Marketing Analytics in Theory with honors
3. Digital Marketing Analytics in Practice with honors
4. Digital Media and Marketing Principles
5. Digital Media and Marketing Strategies with honors
6. The Digital Marketing Revolution
7. Digital Marketing Capstone

Result:

Having gained this education, I have a richer understanding of the foundations of the new digital world. I've obtained an understanding of the motivations behind data collection and analysis methods used by other marketing professionals and new concepts to help digitally create, distribute and promote. I intend on using this deeper understanding to creatively strategize and plan upcoming promotions of our beautiful destination. I also have a better understanding of frameworks and approaches used to measuring consumers' digital actions and I am more familiar with measurement opportunities and challenges experienced by New Media which will help to target our audience more efficiently. Thank you for the opportunity to obtain this education! - Kirsten Bell, Strategic Marketing Manager

