



# GALENA COUNTRY TOURISM

Fiscal year 2022 – July 1, 2021 – June 30, 2022

## Quick snapshot

# \$1.9 Million ↑

Lodging tax collected for fiscal year 2022

- Fiscal year 2021 – \$1.8 Million collected
- Fiscal year 2020 – \$1.19 Million collected
- Fiscal year 2019 – \$1.46 Million collected
- Fiscal year 2018 – \$1.46 Million collected

## Some Quarter Marketing #s – 20M total interactions

# 59K ↑

Visitors serviced through our Welcome Center

# \$835K

Estimated revenue via GCT's direct booking

# 2.5M ↓

Webpage views via 695K unique visits

# 25K ↓

Digital Visitor Guide views and downloads

# 11M ↓

Facebook reach via 200K followers. 326K engagements

# 13K ↑

Newsletter subscribers with 6% click-through

# 325K ↑

YouTube Views totaling 6,050 hours watched

# 1M ↓

Earned media views via 120 pickups

# 9K ↓

FAQ/Covid webpage views

## Notable Q4 happenings

- Expanded staff from 5 to 7 full-time – Communications Department
- Destination Development projects were initiated in Stockton, Hanover, East Dubuque, Elizabeth, and Warren.
- Noble was appointed to Destinations International Board of Directors and 2022 Vice Chair/2023 Chair-Elect of Illinois Council of Convention & Visitors Bureaus
- Strategic Destination Plan finalized and launched!!!