

# 2020 TOURISM YEAR IN REVIEW **TOGETHER WE WILL SOAR**

WEB REQUESTS  
**1,615**

LIVE CHATS  
**547**

VISITORS TO CENTER  
**6,656**

WEBSITE VISITS  
**579,757**

PAGE VIEWS  
**1,462,285**

TIME ON SITE  
**1:16**  
MINUTES

## VISITOR SERVICES

## ADVERTISING IMPACT

SOCIAL MEDIA ADS  
**1,964,595**  
IMPRESSIONS

ADVERTISING  
**15,731,686**  
IMPRESSIONS

MEDIA  
**\$1,287,000**  
ONLINE, PRINT,  
TV, RADIO

**GREAT RIVERS & ROUTES**  
OF SOUTHWEST ILLINOIS

## GROUP SALES

*\* Sales numbers impacted by COVID pandemic*

MOTORCOACH DELEGATES  
**610**

EDUCATION DELEGATES  
**1,063**

SPORTS DELEGATES  
**7,550**

**= ECONOMIC IMPACT \$1,388,427**

TOTAL ROOM NIGHTS BOOKED: **2,540** TOTAL NUMBER OF LEADS GENERATED: **274** TOTAL NUMBER OF LEAD ROOM NIGHTS: **10,328**

**OVERALL ECONOMIC IMPACT: \$712,520,000** LOCAL TAX RECEIPTS FROM VISITOR SPENDING: **\$19,370,000**

### BOARD OF DIRECTORS

JOHN HOPKINS  
Board Chairperson

LAUREN PATTAN  
Vice Chair

KRISTI HYTEN  
Secretary/Treasurer

MITCHELL BAIR  
MICHAEL BARKER  
KAREN BRNCIC  
BRIAN CAMPBELL  
TOM GUARINO  
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CAMEO HOLLAND  
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JD LORTON  
CATHY LUTTRELL

MIKE McCORMICK  
DAVE MILLER  
PATTY ROTERMUND  
DOUG STOTLER  
ERIN VENTIMIGLIA

### STAFF

CORY JOBE  
President/CEO

BARBARA STRACK  
Director of Operations & Finance

STEPHANIE TATE  
Marketing Communications Director

KATIE BENNETT  
Sales Manager

GAIL WALLACE  
Tourism Manager

MIRIAH HARING  
Tourism Coordinator

BRENDA HOVEN  
Special Projects

### COMMUNITIES

ALTON  
COLLINSVILLE  
EDWARDSVILLE  
GLEN CARBON  
GODFREY  
GRAFTON

MADISON COUNTY  
JERSEY COUNTY  
CALHOUN COUNTY  
MACOUPIN COUNTY  
MONTGOMERY COUNTY  
GREENE COUNTY