2018 Tourism Year in Review

It All Starts With A Visit... The tourism industry in Madison, Jersey, Macoupin and Calhoun counties accounts for more than $538 million spent in our region this past year by travelers. Tourism is not only an economic engine for our communities, but it is a catalyst for the betterment of these communities.

Overall Economic Impact of Tourism on the region: $538,800,000 (6% increase)

Local Tax Receipts from visitor spending $15,790,000 (5.4% increase)

Advertising: 35 million Impressions

Job Growth: 3,950 jobs (4% increase)

Where the Mother Road meets the Great River Road

Route 66 Blue Carpet Corridor

Social Media Followers

Instagram: 2,926

Facebook: 32,837

Twitter: 2,662

Pinterest: 498

Macoupin: $48.35 million

Madison: $399.28 million

Jersey: $63.72 million

Calhoun: $27.45 million

Macoupin

Jersey

Madison

Calhoun