It All Starts With A Visit... The tourism industry in Madison, Jersey, Macoupin and Calhoun counties accounts for more than $503 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: $503,380,000

Advertising: 34 million Impressions

Local Tax Receipts from visitor spending: $14,950,000

Social Media Increases:
- Instagram: 10% • 1,717
- Facebook Fans: 9% • 27,293
- Twitter: 7% • 5,452

Where the Mother Road meets the Great River Road

Route 66 Blue Carpet Corridor

Meeting of the Great Rivers All Around Alton, Illinois