Overall economic impact of tourism on the region: $456,290,000, a 3% increase

Local tax receipts from visitor spending: $12,180,000, a 4% increase

- Madison County: $371.58 million
- Jersey County: $59.85 million
- Calhoun County: $25.06 million

Special Campaigns:

- Meeting of the Great Rivers
- Craft Beer Week Alton, Illinois
- Altown Restaurant Week
- K1Dcation