

## HERE IS A ROUND UP OF THE IMPACT OF TOURISM ON COLLINSVILLE

**PAID** (*Advertising*)

## EVENTS

## E NEWSLETTER

**COLLINSVILLE ACTIVITIES  
AND EVENTS** highlighted in

**7** SEPARATE  
NEWSLETTERS

sent to a total of

**100,916** SUBSCRIBERS

48% OPEN RATE  
(Well above industry average of 20%)

## GO GUIDE



Collinsville was highlighted in the **Fall.  
Winter 2024/25 Go Guide** and the  
**Spring Summer 2025 Guide** including a  
Collinsville Cover photo in the Spring.

## FEATURES INCLUDED:

Route 66 stops, comfort food stops, light  
up the holidays events and shopping, after  
hours tops, rare shopping finds, sandwich  
flavors, events, water parks and a section  
on quilting colors.

## EARNED (public relations)

**459** TOTAL MEDIA  
MENTIONS

**\$8.8 MILLION** MEDIA VALUE

## TOP MEDIA MENTIONS:

KSDK TV • FOX 2  
ILLINOIS BUSINESS JOURNAL  
RIVERBENDER.COM

INTERNATIONAL TOUR  
OPERATORS:

- **Brand USA Route 66 Mega FAM** -  
12 Participants from UK, Germany,  
Mexico & Canada
- **Brand USA Mexico FAM-Tour Operators  
& Media Reps** - 8 Participants
- **TUI Group Tour FAM from Germany** -  
14 Participants
- **Reverse International Tour Operator  
Sales Mission-UK & German** -  
6 Participants
- **Reverse Canadian Tour Operator Sales  
Mission** - 5 Participants

## DOMESTIC TOUR OPERATORS:

- **ARE WE THERE YET** - 3 participants

## TRAVEL WRITERS:

- **Hosted Travel Writer Bill Clevlin**
- **Hosted UK journalist Ellie Seymour**
- **Hosted social media influencer Alexis  
Zotos** through partnership with Division D

## GROUP TRAVEL SHOWS

- **American Bus Association**
- **Circle Wisconsin**
- **Heartland Travel Showcase**

## SPORTS SALES SHOWS

- **Illinois Sports Huddle** – Peoria
- **Sports ETA** – Tulsa, OK

## ROUTE 66 PROJECTS

- **Horseradish Festival** - \$5,000 Sponsorship
- **Two Route 66 Murals** - \$20,000
- **½ page ad for Horseradish Fest in  
Go Guide** - \$3,000



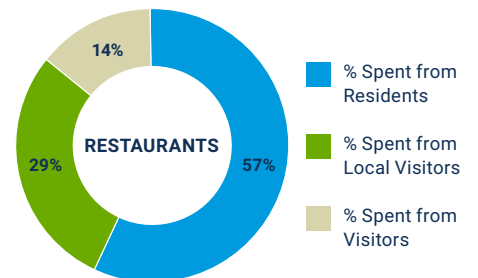
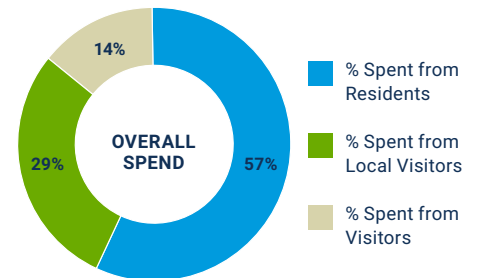
## HOTEL OCCUPANCY

**66 %** OCCUPANCY | **\$121** AVERAGE  
DAILY RATES

**320,700** DEMAND

AVERAGE STAY: 1.9 DAYS

## VISITOR SPEND:



Visitors who traveled from  
**LESS THAN 50 MILES AWAY ACCOUNTED  
FOR 29%** of visitor spending in Collinsville

Visitors who traveled from  
**MORE THAN 50 MILES AWAY ACCOUNTED  
FOR 14%** of visitor spending in Collinsville

**94% OF ACCOMMODATION**  
spend came from all visitors

**43% OF RESTAURANT SPEND**  
came from all visitors

**54% OF RETAIL SPEND**  
came from all visitors

\*Zartico Data