# The **POWER OF TRAVEL** in Southwest Illinois **COLLINSVILLE** ANNUAL REPORT

MAY 2024 - MAY 2025

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

MARKETING DATA

#### **PAID** (Advertising)

#### **DIGITAL ADS**

**OVERALL BRAND** 

57,656,093 IMPRESSIONS WITH A .15% CLICK THROUGH RATE (CTR)



87,437 WEBSITE LINK CLICKS

#### **PRINT PUBLICATIONS**

- Route Magazine-USA
- Essentially America Magazine-UK
- Mein Amerika-Germany
- Great Lakes USA Guide-UK & Germany
- St Louis Magazine-USA
- Where Magazine-USA
- Chicago Magazine-USA
- StatePoint Media USA
- Bus Tours Magazine USA

#### TARGETED SOCIAL ADS



992,959 IMPRESSIONS

WITH A 2.4% CLICK THROUGH RATE (CTR) INDUSTRY AVERAGE CTR IS .45% - 1%

ADS RAN FOR: Uptown Collinsville, Shop Collinsville, Gateway Center Events, Memorial Day in Collinsville (2024 & 2025)

# IN ADDITION, WE RAN SEPERATE ADS FOR:



## HORSERADISH FESTIVAL AD 355,236 IMPRESSIONS

WITH 5.5% CLICK THROUGH RATE (CTR)

#### SMOKIN' ON MAIN AD

# 39,298 IMPRESSIONS

WITH 2.3% CLICK THROUGH RATE (CTR)

#### **ITALIAN FEST AD**

## **30,954** IMPRESSIONS WITH 2.34% CLICK THROUGH RATE (CTR)

OWNED (print, website, enewsletters)

#### WEBSITE



18% INCREASE YEAR OVER YEAR

20,922 ACTIVE USERS

#### **TOP PAGE VIEWS**

RESTAURANTS IN COLLINSVILLE - 21.2%



#### UPTOWN COLLINSVILLE - 19.29%



COLLINSVILLE From a gigantic catsup bottle to one of th Columbian Native American settlements

Columbian Native American settlements in North America, Collinsville offers a vast array of things to do. Al road-leads Collinsife – Beraif / The Matoval Read-rare through the city as does the Mather Read of Raze 65. City dring and extractioners in Uptern Delamite at the cast theory and offsitely. Of how does due at the Interview Park Read

HOMEPAGE - 14%

MEMORIAL DAY FIREWORKS - 8.5%

COLLINSVILLE EVENTS - 8%

#### **EVENTS**



JAVAPALOOZA PARTICIPANT Verona Coffee



CRAFT BEVERAGE FESTIVAL

Old Herald Brewery & Distillery

### SALES DATA

#### **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







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



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