

## Tour Tahlequah/Chamber Director's Report, December 2021

[www.tourtahlequah.com](http://www.tourtahlequah.com)

- **Visitors and Groups this month::**

\*We had visitors from Maryland and Ohio

\*Working with the Oklahoma Freewheel Group for this summer. This is a group of 300-400 cyclists that will be visiting our town.

- **Current Advertising:**

\*Radio/beautiful scenery/live music/downtown shopping, lodging and ice skating

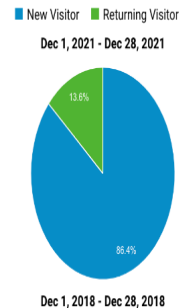
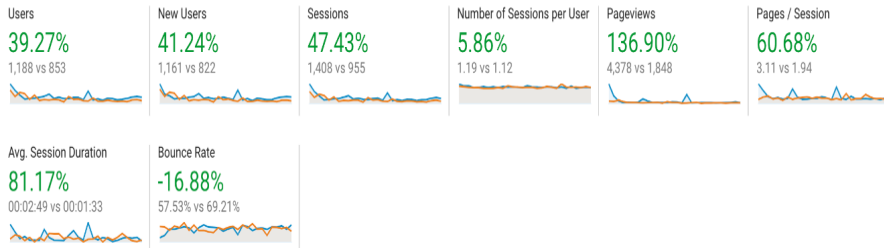
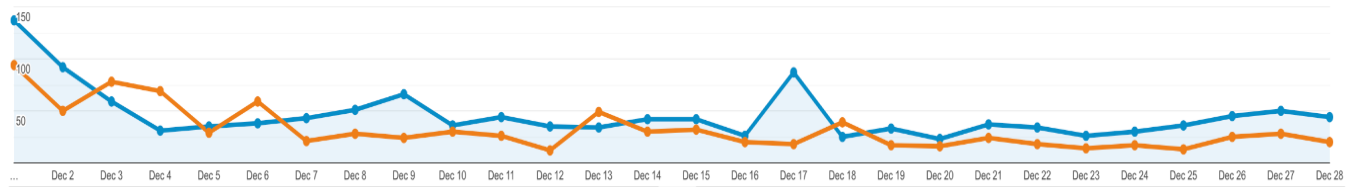
\*Print/Road Runner Magazine, the Scene and American Road

\*TV...Statewide advertising during football schedule finished in December

- **Mobile Tourism Center:** Wrap material is here and in process of wrapping

### Website Comparison 2020 vs 2021

Dec 1, 2021 - Dec 28, 2021: ● Users  
 Dec 1, 2018 - Dec 28, 2018: ● Users



 **FACEBOOK REACH 2021**  
12,406  
**FACEBOOK REACH 2020**  
13,053

**NEW FOLLOWERS**  
88 

 **INSTAGRAM REACH 2021**  
13,170  
**INSTAGRAM REACH 2020**  
1,402

**NEW FOLLOWERS**  
36 