

Tour Tahlequah/Chamber Director's Report, September 2021

www.tourtahlequah.com

- **Groups this month::**

*Leadership Fayetteville/group of 40/One night, two days/created their itinerary for entertainment and meals

*Spyder Bike Jamboree/ group of 208/large majority stayed for 7 days, 8 nights/the event actually ran 5 days, 4 nights

Special thanks go to **Police Chief Nate King and his officers** for escorting the group to their opening and closing ceremonies, **Council Baker** for taking time out of his day to go by and visit with the group and thank them for coming to Tahlequah, **Ray Hammons** for always being just a phone call away to answer questions, **Holiday Inn, Best Western, and Go Ye Village**, for such great hospitality and patience and **ALL the citizens and businesses** for the friendliness and helpfulness that was shown to the bikers. Because of the people of Tahlequah, three couples are making Tahlequah their permanent residence. Riders came from all over the US including groups from Illinois, New Mexico and Utah.....just to name a few. Because of the love, appreciation, assistance, helpfulness that they received while in Tahlequah.....they have voted to make Tahlequah their official annual rally site.

- **Current Advertising:**

*Radio/beautiful scenery/live music and unique shopping/motorcycle tourism.

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

*Digital/Southern Road

- **Staff:** Clay Pendergraft is our new Workforce personnel. Workforce is a program that assists in finding great careers and also provides funding for college students.

- **Mobile Tourism Center:** YAY!!!! The material for the wrap is FINALLY off back order and is ON ITS WAY!!!

- **Highlights!**

- **Hotel Motel Tax Collection:**

- We are 65% over 2020

- 106% over 2019

The final reach tally on the Fish's BBQ post was OVER 215k between Facebook and Insta!

Users

6.60%

3,166 vs 2,970



New Users

6.35%

3,098 vs 2,913



Sessions

11.50%

3,907 vs 3,504



Number of Sessions per User

4.60%

1.23 vs 1.18



Pageviews

24.85%

12,660 vs 10,140



Pages / Session

11.97%

3.24 vs 2.89



Avg. Session Duration

4.28%

00:02:55 vs 00:02:48



Bounce Rate

-13.69%

54.98% vs 63.70%



SEPTEMBER SOCIAL MEDIA ANALYTICS

MONTHLY RECAP



FACEBOOK REACH 2021

15,744

FACEBOOK REACH 2020

8,817

NEW FOLLOWERS

103



INSTAGRAM REACH 2021

112,467

INSTAGRAM REACH 2020

1,648

NEW FOLLOWERS

302

