

Tour Tahlequah/Chamber
 Director's Report, October 2021

www.tourtahlequah.com

● **Visitors and Groups this month::**

*One more Leadership Fayetteville/group of 40/One night, two days/created their itinerary for entertainment and meals. Originally there were three groups

*Group of sixty classic car group.

*Biker group of 30 visited for the fall foliage tour.

Families from Iowa, California, Texas and Missouri received gift bags and itineraries

**Currently working on next year's promotional campaigns, new visitor guide design, presentation for tournaments

● **Current Advertising:**

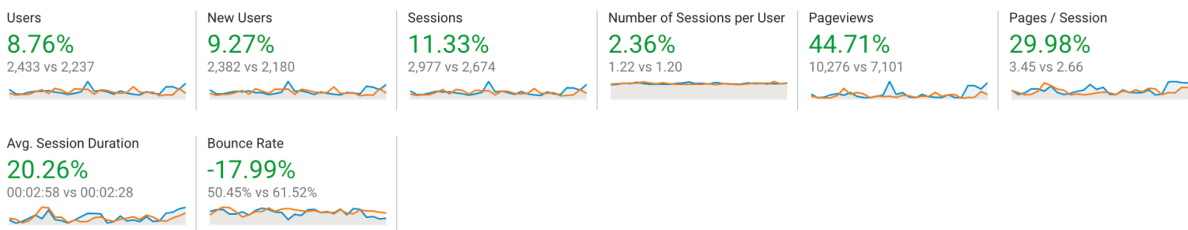
*Radio/beautiful scenery/live music and unique shopping/motorcycle tourism, fall foliage

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

*TV...Statewide advertising during football schedule

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

Website Comparison 2020 vs 2021





FACEBOOK REACH 2021

16,693

FACEBOOK REACH 2020

15,197

NEW FOLLOWERS

133



INSTAGRAM REACH 2021

10,497

INSTAGRAM REACH 2020

1,837

NEW FOLLOWERS

75

