

Tour Tahlequah/Chamber Director's Report, December 2021

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

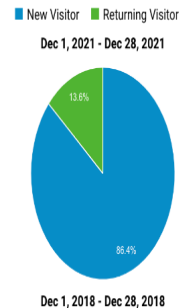
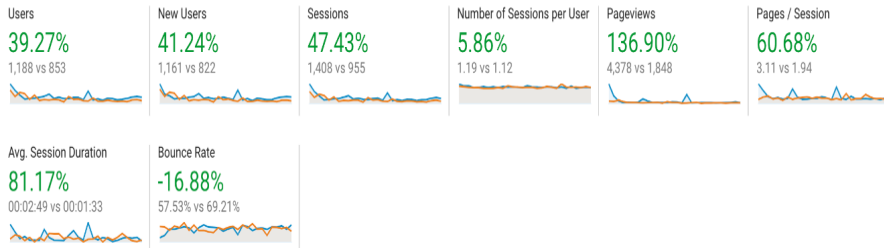
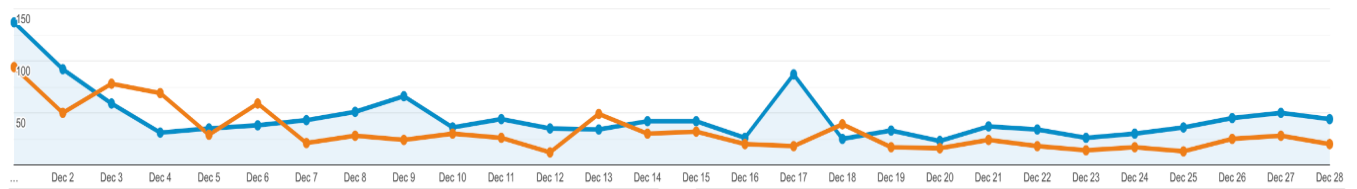
*Print/Road Runner Magazine, the Scene and American Road

*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 