



# **Tourism Update November 2023**



*Tahlequah Tourism*  
**Directors Report**  
 October 2023

**Monthly Highlights**

Fall Foliage  
 OctoberFest

**Ongoing Promotions:**

Radio

The Drive-General Area Promotion/ Motorcycle rides

Digital

Facebook/Instagram ads (Nationwide and four-state demographics) and Google ads

Google Ads

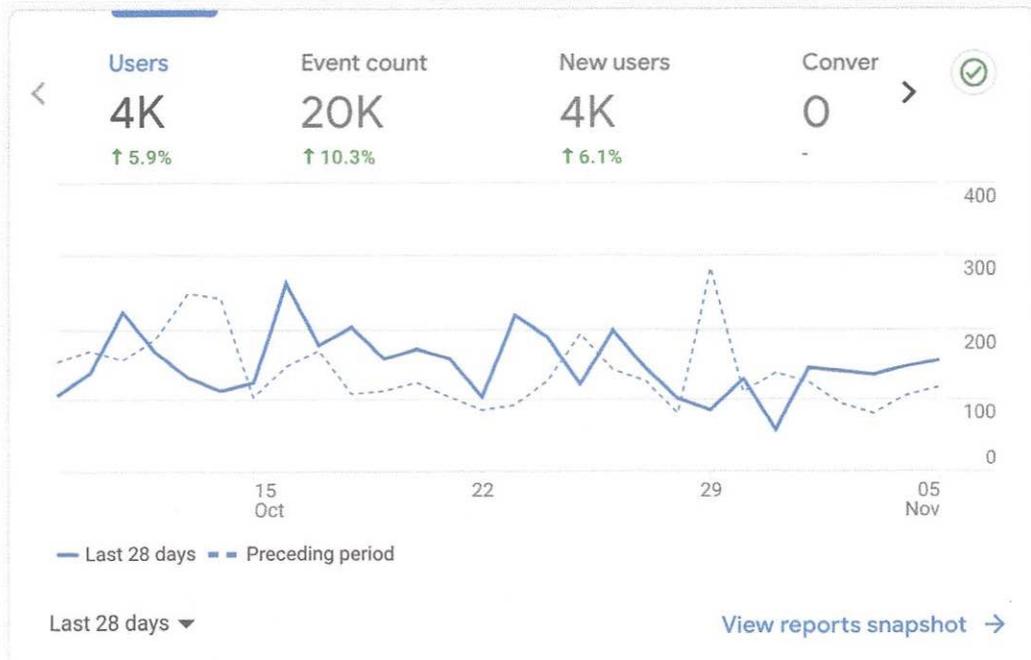
Here are the topline numbers from your September reports:

- The average cost per click for your paid search campaign was \$0.43 during the month.
- You received 698 click throughs to your website from your paid search campaign.
- The average cost per click for your banner ads campaign was \$0.07 during September.
- You received 9,076 click throughs to your website and 389,412 free impressions from your banner ads campaign.

Ad group	Clicks	Impressions	CTR	Avg. CPC	Total Cost
Cherokee County - Hiking	6,096	125,987	4.84%	\$0.07	\$432.29
Tahlequah - Cherokee Culture	1,658	145,568	1.14%	\$0.08	\$129.79
Cherokee County - Fishing	1,277	110,794	1.15%	\$0.07	\$93.96
Tahlequah - Shopping	30	4,793	0.63%	\$0.09	\$2.67
Tahlequah - Downtown Tahlequah	15	2,270	0.66%	\$0.09	\$1.30
<b>Total - Search</b>	<b>9,076</b>	<b>389,412</b>	<b>2.33%</b>	<b>\$0.07</b>	<b>\$660.01</b>

Paid Search					
Campaign Totals	Total Clicks	Total Impressions	CTR	Avg CPC	Total Cost
	698	6,746	10.35%	\$0.43	\$302.09
Ad group	Clicks	Impressions	CTR	Avg. CPC	Total Cost
Tahlequah - Things To Do	368	2,789	13.19%	\$0.44	\$161.38
Cherokee County - Lodging	169	1,750	9.66%	\$0.44	\$73.55
Tahlequah - Float Trips	52	632	8.23%	\$0.46	\$23.90
Tahlequah - Downtown	49	737	6.65%	\$0.39	\$19.09
Cherokee County - Fishing	36	474	7.59%	\$0.39	\$13.93
Cherokee County - Hiking	24	364	6.59%	\$0.43	\$10.24
<b>Total - Search</b>	<b>698</b>	<b>6,746</b>	<b>10.35%</b>	<b>\$0.43</b>	<b>\$302.09</b>

## Website stats



### Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
<a href="#">TOUR TAHLEQUAH - Tour Tahlequah...</a>	3.3K
<a href="#">Cherokee Museums - TOUR TAHLEQ...</a>	2.4K
<a href="#">Tahlequah - Explore - TOUR TAHLEQ...</a>	2.1K
<a href="#">Downtown - TOUR TAHLEQUAH</a>	902
<a href="#">Fishing - TOUR TAHLEQUAH</a>	814
<a href="#">Tahlequah - Stay - TOUR TAHLEQUAH</a>	455
<a href="#">Tahlequah Tourism Blog - TOUR TAH...</a>	299

## Tourism Council 2024 Meeting Dates

**Mission:** Develop and implement tourism promotion strategies and leverage partnerships to maximize economic growth for the area.

**Vision:** Foster tourism as a mechanism for economic growth in the Tahlequah area and Cherokee County by showcasing our unique heritage, culture, natural beauty and small town charm.

Tahlequah Area Chamber of Commerce Board Room  
123 Delaware  
Tahlequah, OK 74464

### Tourism Council

**2<sup>nd</sup> Thursday each month @ 8:00 am** (Chamber Board Room)\*\*

\*10am Terrapin Peak Bed, Breakfast and Beyond (Board meeting/Strategic Planning)

<u>Quarter 3</u>	<u>Quarter 4</u>	<u>Quarter 1</u>	<u>Quarter 2</u>
January 11	April 11	July 11	October 10
February 9*	May 9	August 8	November 14
March 14	June 13	September 12	December 12

*\*\*One meeting per quarter to be held off site at member business*

### Leadership Team

**4<sup>th</sup> Tuesday each month @ 11:30 am** (Brandi's Place or Chamber Board Room)

<u>Quarter 3</u>	<u>Quarter 4</u>	<u>Quarter 1</u>	<u>Quarter 2</u>
January 23	April 23	July 23	October 22
February 27	May 21	August 27	November 26
March 26	June 25	September 24	December TBD

### Tour Tahlequah Marketing Committee

**3<sup>rd</sup> Tuesday Once a quarter @ 3:30 pm** (Chamber Board Room)

<u>Quarter 3</u>	<u>Quarter 4</u>	<u>Quarter 1</u>	<u>Quarter 2</u>
March 19	June 18	September 17	December 17

### Explore Cherokee County Marketing Committee

**1<sup>st</sup> Thursday Once a quarter @ 11:30 am** (Keys Community Center)

<u>Quarter 3</u>	<u>Quarter 4</u>	<u>Quarter 1</u>	<u>Quarter 2</u>
February 6	May 1	August 7	November 6



# Hotel/Motel Tax Financial Scorecard

**Income Reporting Month: October 2023** (City Financials)

Collection month: August 2023

Total estimated Hotel/Motel revenue: \$648,250

\$2,074,400

	Month			Year to Date		
	Oct-23	Oct-22	Variance	Oct-23	Oct-22	Variance
Fund Balance: \$76,375.22						
Tour Tahlequah	<b>\$25,930</b>	\$19,033	\$6,897	<b>\$82,976</b>	\$96,241	(\$13,265)
<b>Growth</b>	<b>36%</b>			<b>-14%</b>		
Substantial tax	\$10,660	\$10,610.17	\$50	\$43,225	\$43,669.83	(\$445)



## Expenses: Reporting Month: September 2023 (Chamber Financials)

	Month over month comparison			Year over Year comparison		
	Sep-23	Sep-22	Variance	Sep-23	Sep-22	Variance
Annual Budget	\$362,368	\$231,627	\$130,741	\$362,368	\$231,627	\$130,741
Direct Advertising	\$19,501	\$4,533	\$14,969	\$29,726	\$9,347	\$20,380
Direct Advertising %	82%	32%	50%	55%	14%	40%
Total H/M Expenses	\$23,823	\$14,310	\$9,513	\$54,302	\$64,708	(\$10,405)
% Spent	7%	6%	1%	15%	28%	-13%

## Performance vs Budget (Chamber financials)

	Sep-23	Full year 23-24	% of Budget
<b>Income</b>	<b>\$145,877</b>	<b>\$362,368</b>	<b>40%</b>
<b>Expenses</b>	<b>Sep-23</b>	<b>Full year 23-24</b>	<b>% of Budget</b>
Administration Payroll	\$18,503	\$79,209	23%
Membership & Travel	\$202	\$3,700	5%
Promotional items	\$0	\$7,750	0%
Advertising/Sponsorship	\$29,726	\$195,361	15%
Professional Services	\$1,989	\$2,500	80%
Administration Fees	\$3,002	\$12,010	25%
Equipment MTC + Christmas	\$880	\$61,838	1%
<b>Total Expenses</b>	<b>\$54,302</b>	<b>\$362,368</b>	<b>15%</b>

Note: Quarterly payments

\$90,592.00

does not include Substantial tax