



Tour Tahlequah
Director's Report
April 2023
www.tourtahlequah.com

Highlights

- *Oklahoma Tourism Board Meeting/Hospitality Day at the Capitol/topics of discussion were current bills on the floor/meeting with legislators
- *Green Country Tourism
- *Crawfish Festival
- *Red Fern

Event Breakdown

Crawfish Fest:

Billboards

- Sign #69 20x60 in Midtown Tulsa (1 Panel)
- Sign #31N in Broken Arrow at Hwy 51 and 81st (1 Panel)
- Sign #39S in Pryor at Hwy 69 and 49th St (1 Panel)
- Sign #61 N S & W in Broken Arrow at 81st and Main Street (3 Panels)
- Sign #33 E&W on 71st St and Hwy 51 (2 Panels)
- Sign #36 E&W on Hwy 51 and Elm St (2 Panels)
- Sign #49 in Wichita at I-135 and Hydraulic (1 Panel)
- Sign #51 in Wichita at Kellogg and Webb Rd (3 Panels)

Print

- Newcomers Guide
- Local Papers

In house Social Media

Green Country Social Media

Google ads

Radio

TV/Channel 6/8...Three morning shows (no charge)

Digital Campaign attached

=4,000 pounds of crawfish sold for 2023. 1,400 pounds sold for 2022

Red Fern Fest:

- Sign #69 20x60 in Midtown Tulsa (1 Panel)
- Sign #39S in Pryor at Hwy 69 and 49th St (1 Panel)
- Sign #61 N S & W in Broken Arrow at 81st and Main Street (3 Panels)
- Sign #33 E&W on 71st St and Hwy 51 (2 Panels)
- Sign #36 E&W on Hwy 51 and Elm St (2 Panels)
- Sign #49 in Wichita at I-135 and Hydraulic (1 Panel)
- In house Social Media, Green Country Social Media, Google ads =record breaking crowds**



Google ads for March

- The average cost per click for your paid search campaign was \$0.39, which is down from last month's cost per click of \$0.43..
- You received 775 click throughs to your website from your paid search campaign.
- The average cost per click for your banner ads campaign was \$0.07, which is down from last month's cost per click of \$0.08.
- You received 8,999 click throughs to your website and 1,152,179 free impressions from your banner ads campaign.

Print ads

American Road

Rider Magazine (digital and print)

Southern Travel

Green Country Scene

State Tourism Guide

State Outdoor Guide

Good HouseKeeping (digital and print)

Women's Day (digital and print)

***TV...streaming ads southeast Kansas, NW Arkansas, Northeast Texas and
Southwest Missouri**

Website Comparison Analytics



Top performance metrics

Stats compared to previous month

Users

8.3K

Increase 19.8%

Sessions

9.6K

Increase 17.8%

Bounce Rate

71.4%

Increase 2.2%

Average Session Duration

00:01:28

Increase 9.5%

User acquisition

Breakdown of visitors acquired by channel

Paid Search

42.8%

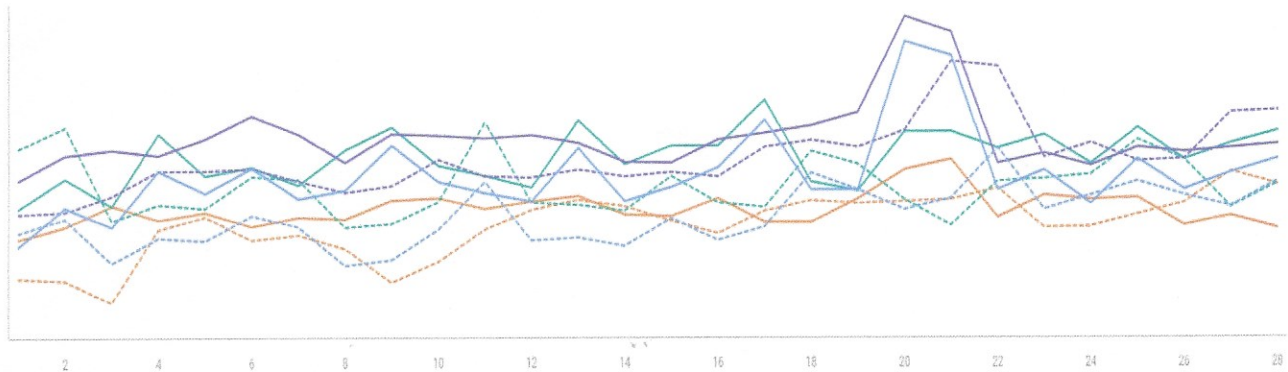
Organic Search

28.2%

All Other Sessions

28.9%

Total clicks	Total impressions	Average CTR	Average position
1.65K	101K	1.6%	14.6
Last 28 days (2023)	Last 28 days (2023)	Last 28 days (2023)	Last 28 days (2023)
1.22K	90.1K	1.4%	15.6
Last 28 days (2022)	Last 28 days (2022)	Last 28 days (2022)	Last 28 days (2022)





Facebook Insights

Month	2023 Page Reach	2022 Page Reach	2023 Page Visits	2022 Page Visits	2021 Page Visits	2023 New Likes	2022 New Likes	2021 New Likes	2023 Total Likes	2022 Total Likes	2022 Paid Reach
September	37,336	15,543	499	239	99	52	10,225	10,225			
October	20,676	17,703	309	232	32	65	10,257	10,257			
November	27,783	12,406	342	181	77	46	10,394	10,394			
December	15,713	12,290	224	194	38	53	10,363	10,363			
January	9,321	173	209	34	31	10,689					
February	22,788	11,025	312	640	26	17					
March	11,542	15,238	256	187	48	70	11,563	11,563			
April	69,986	243	1,275	183	79	36	11,758	11,758			
May											
June											



Instagram Insights

Month	2023 Page Reach	2022 Page Reach	2023 Page Visits	2022 Page Visits	2021 Page Visits	2023 New Likes	2022 New Likes	2021 New Likes	2023 Total Likes	2022 Total Likes
September	2,497	110,284	160	1,015	27	3,191	3,191			
October	1,982	10,491	172	288	27	3,218	3,218			
November	3,660	7,542	148	254	39	3,257	3,257			
December	6,033	13,170	187	209	48	3,279	3,279			
January	14,276	9,384	274	41	3,300	3,300				
February	5,206	167	215	38	3,321	3,321				
March	6,761	247	152	71	3,364	3,364				
April	6,172	201	489	49	3,393	3,393				
May										
June										

We had a great month on Facebook due to posts about the Farmers Market, April events, and Red Fern doing very well with top posts reaching 6.3k, 5.3k, and 3.5k. We noticed this and have started doing monthly event posts promoting major events happening that month.

Instagram did great as well with a reach of 6,172 which is right on par with the previous months. We are down over last year due to a reel taking off last year. We promoted Red Fern, farmers market, monthly events, and downtown shopping.



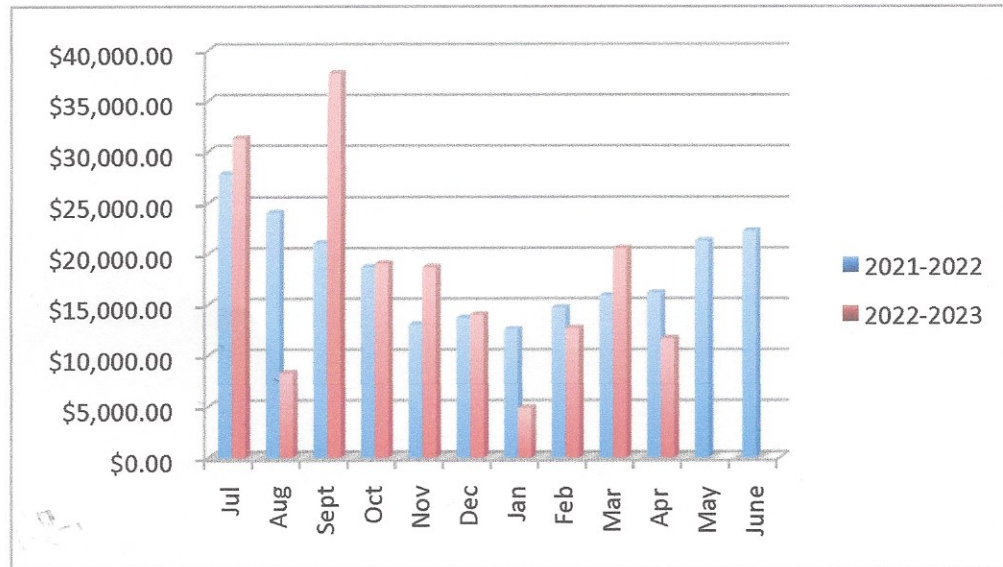
Hotel/Motel Tax Financial Scorecard

Income: Reporting Month: April 2023 (City Financials)

Total estimated Hotel/Motel revenue: \$290,700

\$4,463,650

	Month			Year to Date		
	Apr-23	Apr-22	Variance	Apr-23	Apr-22	Variance
Fund Balance: \$222,661.77						
Tour Tahlequah	\$11,628	\$16,122	(\$4,494)	\$178,546	\$177,451	\$1,095
Growth	-28%			1%		
No reporting for Days Inn, Best Western & Cherokee Inn						
Substantial tax (tru)	\$6,748	\$6,199	\$549	\$88,939	\$74,288	\$14,651



Expenses: Reporting Month: March 2023 (Chamber Financials)

	Month over month comparison			Year over Year comparison		
	Mar-23	Mar-22	Variance	Mar-23	Mar-22	Variance
Annual Budget	\$231,627	\$144,353	\$87,274	\$231,627	\$144,353	\$87,274
Direct Advertising	\$1,022	\$2,323	(\$1,301)	\$90,748	\$56,903	\$33,845
Direct Advertising %	6%	13%	-6%	68%	47%	21%
Total H/M Expenses	\$16,130	\$18,350	(\$2,220)	\$133,366	\$119,982	\$13,384
% Spent	7%	13%	\$0	58%	83%	-26%
Rebate to tru	\$11,248	\$0		\$84,376	\$0	

Performance vs Budget (City Revenue/Chamber expenses)

	Mar-23	Full year 22-23	% of Budget
Revenue	\$166,918	\$231,627	72%
Expenses			
Administration Payroll	\$31,409	\$67,098	47%
Membership & Travel	\$2,897	\$3,575	81%
Promotional items	\$4,315	\$11,106	39%
Advertising/Sponsorship	\$35,520	\$125,500	28%
Professional Services	\$305	\$2,500	12%
Administration Fees	\$8,007	\$12,010	67%
Equipment MTC + Christmas	\$50,913	\$8,838	576%
Total Expenses	\$133,366	\$231,627	58%
Substantial Tax (tru)	\$84,376	\$93,972	90%
Total	\$217,742	\$325,599	67%

WHAT IS FIDO FEST?

Draft



It is no secret that society experienced significant changes to our everyday routines within the last couple of years — remote working and remote learning being two of the most prevalent. With more time at home, less travel, and the need to enrich our everyday lives, many people turned to the love of a pet, or “fur-baby,” to bring added joy to their new norm.

The American Pet Products Association reported that 11.38 million households in the U.S. have gotten a new pet during the pandemic, and according to The Washington Post, rescue shelters are seeing double the typical number of requests to adopt dogs since the start of the pandemic. 3 out of 4 pet owners reported that spending time with a dog, cat, or other animal helped reduce stress and increased their sense of well-being, which is why we are also seeing more animals traveling with their humans.

Travelers are looking to bring their beloved pets on new adventures now that destination vacations are back on. We have recognized the growth in online searches for dog-friendly attractions, which is why we want to help increase the focus on engaging this demographic. Through research we see an increase in popularity.

Through Google Trends we have collected this data:

- Dog-friendly travel: 128% increase
- Dog-friendly destinations: 67% increase
- Dog-friendly hotels: 24% increase
- Dog-friendly restaurants: 90% increase
- Dog-friendly activities near me: 141% increase
- Dog-parks near me: 168% increase

WHAT IS FIDO FEST CONT...?

Draft



The Tahlequah area is already ahead of the trend with its extensive hiking and biking trails, dog park, and the surrounding scenic lake and river. Our goal is to build on that foundation by making Tahlequah a pet friendly destination of choice.

With these thoughts in mind, we created a festival for Tahlequah to showcase our pet friendly community and also to increase awareness of animal health and welfare. Voila! FIDO FEST was born. On Saturday, September 16th, Tour Tahlequah will be hosting the event in downtown Tahlequah (Norris Park and the Norris Park Pavilion) in partnership with the Tahlequah Main Street Association. Jump start the weekend, on Friday, by grabbing a blanket and heading to Norris Park for a family friendly Movie In The Park! Tahlequah Main Street Association will host Movies In The Park and will also have food trucks available for the evening.

FIDO FEST is a festivity that will fill your entire day with fun and activities for the whole family, including the family pet. FIDO FEST will host pet featured vendors, Fun Run/5k with you and your dog, family-friendly activities, bouncy houses, food trucks, pet safety classes, raffles, puppy yoga, a pet talent show, Smooch Your Pooch Photo Booth and also a pet adoption event. The licensed pet adoption vendors have set a goal of 50 adoptions during the event!

What could paw-sibly make this day even better? "Gather Downtown" with the Tahlequah Main Street Association when the sun goes down. Bring your family to a Fall Festival under the stars with live music, dancing under the stars, food trucks, local dining and shopping for the entire family.

We look forward to seeing this family fun-filled weekend event grow each year while continuing to make a positive impact on our community and all who Tour Tahlequah and Explore Cherokee County. Thank you for considering to be a part of the first FIDO FEST and Gather Downtown events.