TOUR TAHLEQUAH

UNEXPECTEDLY OKLAHOMA

Tourism Update
September 2023

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Headlines

Events

Recap

September 15 - 16

Fido Fest

Participation:	Lots of locals and some visitors
5 K run:	92 participants
Pets adopted:	More than 30
Pets vacinated:	More than 75
Top Feedback:	"What a great event" "Thank you for organizing this" "Hope to see you next year"

Downtown merchants: "Thanks for the extra traffic"

Bottom Line: Off the chart successful

Upcoming

September 29 - October 1	Spyder Riders *NSU Homecoming Parade, UKB Story tellers* *Speakers: Mayor Myers, Councilman Baker*
October 7,	Octoberfest/Oks Wagon
December 1 - 31	Classic Christmas
December 2 and 23	Christmas Market, Santa Pics, Carriage Rides
March 20 - 21, 2024	Bass Master Kayak Series Tournament
October 2024,	Lieutenant Governor's Tourism Summit

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Director's Report
August 2023
www.tourtahlequah.com

Highlights
FIDO FEST coming up!
LUAU!
400 Widowed Sons came through town during Labor Day Weekend and stopped at Kroners
Cherokee Holiday!!!
Bass Masters!!
Dallas Cowboys Official Program
KC Chiefs Program
Las Vegas Raiders Program

Google ads for July

Campaign Totals	Total Clicks 7,837	Total Impressions 769,780	CTR 1.02%

Ad group	Clicks	Impressions	CTR
Tahlequah - Cherokee Culture	2,492	230,337	1.08%
Cherokee County - Hiking	1,626	121,621	1.34%
Cherokee County - Fishing	1,586	172,767	0.92%
Tahlequah - Cherokee National Holiday	934	78,968	1.18%
Cherokee County - Float Trips	571	68,465	0.83%
Tahlequah - Shopping	398	64,893	0.61%
Tahlequah - Downtown Tahlequah	230	32,729	0.70%

Campaign Totals	Total Clicks 1,272	Total Impressions 10,520	CTR 12.09%

Ad group	Clicks	Impressions	CTR
Cherokee Country - Lodging	867	7,149	12.13%
Tahlequah - Things To Do	316	1,711	18.47%
Tahlequah - Downtown Tahlequah	28	304	9.21%
Cherokee County - Fishing	27	451	5.99%
Cherokee County - Hiking	20	203	9.85%
Tahlequah - Float Trips	14	702	1.99%
Total - Search	**1,272**	**10,520**	**12.09%**

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Website results

Views by
Page title and scree...

PAGE TITLE AND S...		VIEWS
TOUR TAHLEQUAH - ...	2.7K	↑6.0%
Cherokee Museums -...	1.2K	↓36.6%
Tahlequah - Explore -...	1.2K	↑131.7%
Fido Fest - TOUR TA...	1K	↑423.1%
Downtown - TOUR TA...	492	↓17.4%
Tahlequah - Stay - TO...	369	↓27.1%
Floating - TOUR TAH...	261	↓43.8%

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	Landing page	Sessions	Users	New users
	SHOW ALL ROWS			
		7,078 vs. 0	6,113 vs. 0	6,080 vs. 0
1	/			
	Aug 1 - Sep 7, 2023	2,650	2,333	2,324
	Aug 2 - Sep 8, 2022	0	0	0
	% change	0%	0%	0%
2	/cherokee-museums.html			
	Aug 1 - Sep 7, 2023	1,366	1,215	1,202
	Aug 2 - Sep 8, 2022	0	0	0
	% change	0%	0%	0%
3	/fido-fest.html			
	Aug 1 - Sep 7, 2023	918	764	757
	Aug 2 - Sep 8, 2022	0	0	0
	% change	0%	0%	0%
4	/adventure.html			
	Aug 1 - Sep 7, 2023	509	486	480
	Aug 2 - Sep 8, 2022	0	0	0
	% change	0%	0%	0%
5	/downtown.html			
	Aug 1 - Sep 7, 2023	298	215	196
	Aug 2 - Sep 8, 2022	0	0	0

TOUR TAHLEQUAH

INSTAGRAM

MONTH	2023 REACH	2022 REACH	NEW LIKES	TOTAL LIKES
JUNE	5,208	19,561	36	3,449
JULY	6,267	8,309	11	3,540
AUGUST	9,442	2,863	644	3,624

On Instagram our reach is up by 3,000 over last month. We promoted lodging, Diamondstone, Luau and Fido Fest. Additionally, we posted some reels that did well promoting hiking at sparrow hawk.

FACEBOOK

MONTH	2023 REACH	2022 REACH	NEW LIKES	TOTAL LIKES
JUNE	53,534	20,421	35	12,021
JULY	147,304	18,804	38	12,157
AUGUST	102,986	15,393	66	12,226

On Facebook we had an absolutely awesome month. We promoted lodging, Diamondstone, Luau and Fido Fest. We ran two ads for Fido Fest with a combined reach of 41,000 with 1,400 link clicks.

EXPLORE CHEROKEE COUNTY, OKLAHOMA

INSTAGRAM

MONTH	2023 REACH	2022 REACH	NEW LIKES	TOTAL LIKES
JUNE	6,678	33,661	71	1,435
JULY	20,039	7,079	53	1,485
AUGUST	8,094	3,560	20	1,494

We had a great month on Instagram marketing lodging, Lake Tenkiller, Illinois River, Cherokee Holiday, Fido Fest, Diamondstone, and Labor Day. Our reach is double August of last year which is fantastic!

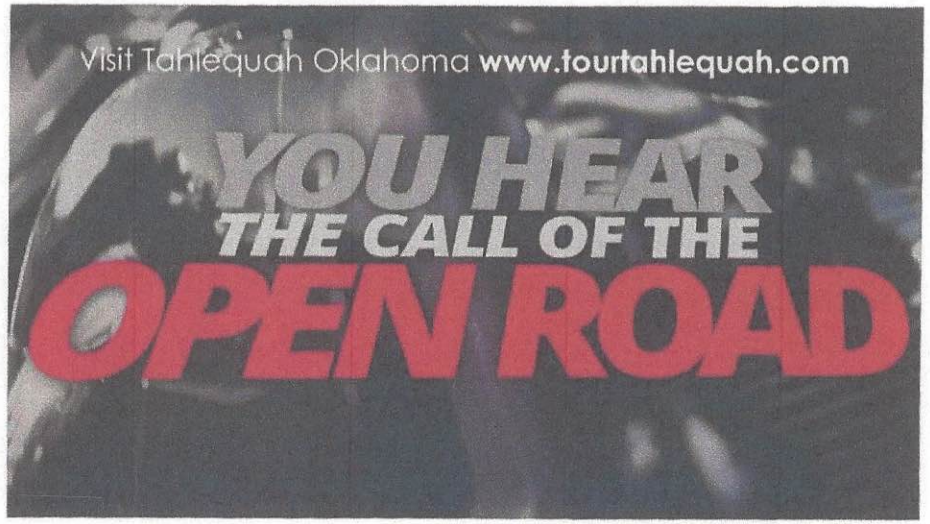
FACEBOOK

MONTH	2023 REACH	2022 REACH	NEW LIKES	TOTAL LIKES
JUNE	38,076	63,283	17	3,100
JULY	29,738	19,776	438	3,538
AUGUST	37,138	22,055	1,168	4,534

On Facebook, our reach is up by almost 15,000 over 2022 for August. We marketed lodging, trip tips, Lake Tenkiller, Illinois River, Diamondstone, Cherokee Holiday, and Fido Fest. Biggest thing to point out is we began an ad inviting people to like our page and have gained over 1,100 followers from the ad.

Creatives

Mapped Ads	Impressions	Clicks	CTR	Views	View Rate
Tahlequah Tourism: TTOverall2215r_15 (Original) - 03/2023	1,032,874	2,200	0.21%	327,389	31.70%
Tahlequah Tourism: TTCycleTour2215r_15 (Original) - 03/2023	443,698	843	0.19%	182,346	41.10%



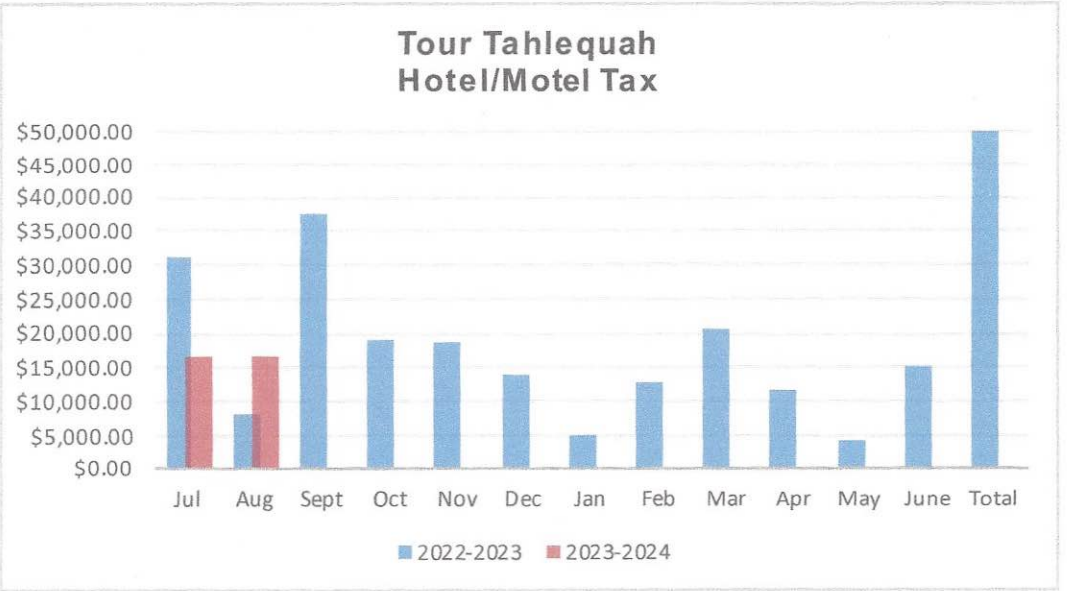
GRIFFIN
DIGITAL SOLUTIONS

Hotel/Motel Tax
Financial Scorecard

Income Reporting Month: August 2023 (City & State Financials)

Total estimated Hotel/Motel revenue: $420,875 *$838,625*

	Month			Year to Date		
Fund Balance: $96,110.48	Aug-23	Aug-22	Variance	Aug-23	Aug-22	Variance
Tour Tahlequah	**$16,835**	$8,256	$8,579	**$33,545**	$39,547	($6,002)
Growth	**104%**			**-15%**		
Note: State collection	*$17,356*					
Substantial tax	$11,514			$21,480		



Expenses: Reporting Month: August 2023 (Chamber Financials)

	Month over month comparison			Year over Year comparison		
	Aug-23	Aug-22	Variance	**Aug-23**	Aug-22	Variance
Annual Budget	**$362,368**	$231,627	$130,741	**$362,368**	$231,627	$130,741
Direct Advertising	**$4,026**	$4,814	($788)	**$10,225**	$4,814	$5,411
Direct Advertising %	**27%**	34%	-6%	**34%**	**14%**	20%
Total H/M Expenses	**$14,824**	$14,310	$514	**$30,466**	$35,407	($4,941)
% Spent	**4%**	6%	-2%	**8%**	15%	-7%

Performance vs Budget (Chamber financials)

	Aug-23	Full year 23-24	% of Budget
Income	**$150,589**	**$362,368**	**42%**
Expenses	**Aug-23**	Full year 23-24	% of Budget
Administration Payroll	**$15,209**	$79,209	19%
Membership & Travel	**$161**	$3,700	4%
Promotional items	**$0**	$7,750	0%
Advertising/Sponsorship	**$10,225**	$195,361	5%
Professional Services	**$2,017**	$2,500	81%
Administration Fees	**$2,002**	$12,010	17%
Equipment MTC + Christmas	**$853**	$61,838	1%
Total Expenses	**$30,466**	**$362,368**	**8%**

Note: Quarterly payment *$90,592.00*

does not include Substantial tax