Greater Galena Marketing Inc.
Market Analysis
Jan. 23, 2018

GGMI targets its marketing and promotions to key areas and segments to make the best use of its dollars. Decisions are based on data-driven practices and, at times, on specific missions with the intent to grow attention to the destination and generate buzz about Galena Country and area amenities.

The following information showcases a variety of data that has been culled from visitor surveys and marketing campaigns. More data is being collected now than ever before and forthcoming analyses will be even more reflective of markets that deliver and those with potential.

GGMI's marketing philosophy remains unchanged. We want to protect the 'bread & butter' business while mining for new business in new territories and re-loading for future business by reaching out to new demographics, such as Millennial and LGBTQ travelers.

GGMI's goal is to sustain a healthy weekend getaway business while growing weekday and winter business, particularly by cultivating more group travel.

Direct Contacts – 2017

GGMI tracks all requests for information, whether it is by phone, mail, e-mail, walk-in, travel guide distribution, lead-generating campaigns and in person at tradeshows and presentations.

Based on current data, the following are the top areas for Direct Contacts by year.

This closely resembles a recent TripAdvisor report for Illinois travel, in which Illinois, Wisconsin, Michigan and California are the top markets.

- 2017 – Illinois, Wisconsin and Iowa. *Remainder of Top 10*: Minnesota, Indiana, Missouri, Michigan, Ohio, Nebraska and Kansas.
- 2016 – Ohio and Northern Kentucky.
- 2015 – Missouri and Illinois.
- 2014 – Illinois and Missouri.
- 2013 – Illinois, Minnesota and Missouri.
- 2012 – Illinois, Wisconsin and Missouri.
- 2011 – Illinois.
- 2010 – Illinois.
- 2009 – Illinois, Iowa (Dubuque) and Wisconsin.

The following cities were top feeders in 2017.

1.) Chicago, Ill.
2.) Madison, Wis.
3.) Milwaukee, Wis.
4.) Minneapolis, Minn.
5.) Naperville, Ill.
6.) Rockford, Ill.
7.) Bloomington, Ill.
8.) Cedar Rapids, Iowa.
9.) Champagne, Ill.
10.) St. Louis, Mo.

Note: International requests came from Canada, United Kingdom, Germany, New Zealand, Australia, Brazil, France, India and Spain. **Canada** easily tops international requests.

This, too, is similar to TripAdvisor statewide data, which shows Canada, U.K., Germany and Mexico as top international feeders.

Digital Marketing – 2017

Our digital marketing campaigns give us broad results because of the expansiveness of the Web and site usage.

1.) Illinois
2.) Wisconsin
3.) Iowa (2nd highest in pages viewed per visit - 5.02).
4.) Minnesota (highest in pages viewed per visit - 5.26).
5.) Missouri

6.) Indiana (3rd in pages viewed per visit - 4.9).
7.) Nebraska
8.) Michigan
9.) California
10.) Texas
*Just missed the Top 10 – **Ohio.**

1.) Chicago, Ill.
2.) Madison, Wis.
3.) Galena, Ill. (was not in Top 10 in 2016)
4.) Omaha, Neb. – (was not in Top 10 in 2016)
5.) Dubuque, Iowa
6.) Cedar Rapids, Iowa
7.) Rockford, Ill.
8.) Davenport, Iowa
9.) Milwaukee, Wis.
10.) Minneapolis, Minn.

*High ranking for pages viewed per session – Bloomington, Ill., Des Moines, Iowa and Peoria, Ill.

Print Marketing – 2017

These results are culled from print campaigns that have a lead component, such as AAA, Travel Illinois and Midwest Living.

1.) Illinois
2.) Wisconsin
3.) Iowa
4.) Michigan
5.) Indiana
6.) Minnesota

7.) Missouri
8.) Ohio
9.) Kansas
10.) Nebraska
*Tie for No. 11 – **Kentucky, California** and **New York**.*

Online Booking

These results were generated by our online booking engine. In 2017, we had 53,764 searches that resulted in 50,276 referrals (clicked a link to Book, review Web site, get phone number, etc.). Hotels were searched most (more than 50% of the time) and Galena was the top location. Elizabeth and East Dubuque were the second most searched locations but Apple River, Scales Mound and Stockton were also searched.

States using our system the most.
1.) Illinois
2.) Iowa
3.) Wisconsin
4.) Missouri
5.) Minnesota

6.) Indiana
7.) Nebraska
8.) Ohio
9.) Michigan
10.) New York

Cities using our system the most.
1.) Chicago, Ill.
2.) Madison, Wis.

3.) Cedar Rapids, Iowa
4.) Galena, Ill.

5.) Rockford, Ill.	8.) Highland Park, Ill.
6.) Omaha, Neb.	9.) Des Moines, Iowa.
7.) Milwaukee, Wis.	10.) Wheaton, Ill.

NOTE: Top international users were from Canada, U.K., Germany and France. Canadians are easily the leading international user.

Users were most likely to use the system fewer than 8 days in advance of travel dates. The system was used most by women ages 55-64 but an extremely close second was women ages 25-34. Length of stay searches were typically 2.5-3 days.

Pets Allowed and Whirlpool/Hot Tub were the amenities most searched.

Who was our guest in 2017?

Utilizing Welcome Center surveys, we know the following. A notable change from years past is the increase in number of travelers per party (up to 3 from 2) and number of nights staying (up to 3 from 2). We are particularly pleased with the growth in number of nights staying since that has been a primary mission over the past few years.

- Majority are traveling as a party of 3 (up from 2 in previous years).
- Majority are staying 3 nights (up from 2 in previous years).
- The average age of our guests is 54 or older.
- Most indicate they have completed high school or graduate school.
- Their average household income is $80,000 or greater.

Reason for Visit – 2017

This data is collected through several surveying techniques. Our efforts to portray Galena Country as a vacation destination have continued to succeed and Vacation remains in the Top 2 reasons visitors are interested in our destination now.

We noticed in 2017 more interest in the ambience of Galena, particularly the architecture and 1800s look and feel. Some of this is coming from our Helluva Half Mile storytelling because we emphasize the architecture and atmosphere.

'Day trip' moved up noticeably. Much of this is from Dubuque, Iowa, Madison, Wis. and Rockford, Ill. Likewise, exposure to still relatively new yet quality events, such as NW IL Art & Jazz Fest, Corkless in Galena and Midwest Garlic Fest have generated attention from nearby.

With only a year and half into our Helluva Half Mile branding of Galena's Main Street experience, Helluva Half Mile broke into the Top 10 reasons people contacted us. This does not include categories such as Shopping and Dining but is exclusive to the reference "Helluva Half Mile." This edgy and catchy brand has not only resonated with our primary market (Chicagoland) but also Millennials.

We also notice that 'Events' broke into the Top 10 in 2017. This, again, is not surprising. The events mentioned above all experienced record-breaking attendance in 2017.

'Special occasions' leaped into the Top 10 in 2017 and, finally, we are particularly pleased to see 'Group tour' contacts moving up the list. Group business is the next significant phase of our travel growth and it has gotten off to a great start. We expect major results in the coming years.

1.) Getaway (No. 2 in 2016).	6.) Passing through (no change).
2.) Vacation (No. 1 in 2016).	7.) Group tour (No. 10 in 2016).
3.) History/architecture (No. 4 in 2016).	8.) Helluva Half Mile (not in Top 10 in 2016).
4.) Day trip (No. 7 in 2016).	9.) Events (not in Top 10 in 2016).
5.) Special occasion (not in Top 10 in 2016).	

10.) Unique attractions, experience or activity   (No. 5 in 2016).

What changed? Mississippi River/Great River Road fell out of the Top 10. Shopping fell out of the Top 10. Shopping, dining and other Main Street activities are not included under Helluva Half Mile. A visitor must specifically mention Helluva Half Mile for the contact to be tagged HHM.

How Did They Learn About Us – 2017

This data is collected through surveys of visitors and Direct Contacts seeking information. In 2015, our marketing was referenced much more than in 2014. That trend continued in 2016 and 2017.

For the first time, Word of Mouth dropped off the No. 1 position and our print ads and stories (includes earned media) moved up. This is a great payoff for our efforts to increase noticeably our earned media, that is, stories generated by travel writers and influencers.

Likewise, our travel show work and physical presence elsewhere impacted 2017 results as 'face to face interaction' broke into the Top 10. We are also pleased to see our billboard campaigns paying off. Typically, this is a hard marketing tool to measure but enough contact references mentioned seeing our billboards, particularly the ones in Chicagoland, to creep into the Top 10.

In 2014, marketing did not show up in the Top 10 ways people learned about us.

In 2015, 'ads' broke into the Top 10.

In 2016, **4** types of specific marketing filled spots in the Top 10.

In 2017, **6** types of our marketing made the Top 10 – print, digital, social media, group tour promotions, face-to-face interactions (travel shows, etc.) and billboards**!**

1.) Print ads/stories (No. 4 in 2016)
2.) Word of mouth (No. 1 in 2016)
3.) Return trip/Already knows us
4.) Internet/digital (No. 2 in 2016)
5.) Social media (No. 8 in 2016)
6.) Group tour promotion
7.) Face to face interaction (not in Top 10 in 2016)
8.) Discovered accidently
9.) Invitation to special occasion
10.) Billboards (not in Top 10 in 2016)