



TRISTATETOURISM.COM

WHO WE ARE



96 MEMBERS
EXPLORE • STAY • TASTE

Embrace a regional tourism approach, marketing Iowa, Illinois and Wisconsin under the Mississippi River valley branding. Promote attractions and communities to potential visitors to generate longer, more extensive stays in the Tri-State area.

GROWTH ONLINE



10.93%

VISITOR VIA SEARCH



200.00%

VISITORS VIA SOCIAL MEDIA



111.63%

VISITORS VIA DIRECT

TriStateTourism.com has seen an increased in growth of new visitors to the website from 2016 to 2017. Content on the website has grown to include User Generated Content from actual visitors to the Tri-State area. Seasonal blogs of the area's offerings are also created in collaboration between the Tri-State region.

MAP DISTRIBUTION

55,000

MAPS PRINTED
IN 2017

28

COMMUNITIES
DISTRIBUTED TO

Utilizing the services of Travel Dubuque, the distribution of our annual map has grown significantly. Each spring, nearly all of the maps are distributed to our members and the demand continues to grow.

In 2016, 40,000 maps were printed. With 100% of those maps being distributed within the first 3 months of delivery, the total print number was increased to 55,000 for 2017. This growth is impressive for a printed piece in today's digital age.

The content, combined with the unique nature of the area, makes the map a highly sought out item for travelers and businesses alike.



GROWTH ON SOCIAL MEDIA



59.97%

GROWTH 2016 - 2017
ON FACEBOOK

The majority of these followers are females (71%) and the primary age groups are 25-34 (23.20%) and 35-44 (21.7%). Content is shared 3 times a week with one original piece of content is being created each month.

EDUCATION

Tri-State Tourism Hosts 3 Workshops each year focusing on topics that relate to the tourism industry including social media marketing, customer service, collaboration and more.

NETWORKING

Tri-State Tourism sets the stage for networking with other tourism partners through luncheons, workshops, regional familiarization tour and an annual social.

INTERESTED? Contact Whitney Sanger at wsanger@traveldubuque.com or 563.845.7698 for more information.