

# Galena

COUNTRY TOURISM  
FY25 MID-YEAR REPORT



January 2025

Galena Country Tourism - 101 Bouthillier St., Galena IL, 61036 / 815-776-9200

# GALENA COUNTRY TOURISM

## BY THE NUMBERS

**6.4M+**  
**EARNED MEDIA  
COVERAGE VIEWS**

DEC. 2024 HAD 4.3M+ EARNED MEDIA COVERAGE VIEWS, WHICH IS MORE THAN FY23 HAD THE ENTIRE YEAR, AND MORE THAN DOUBLE OF ANY PREVIOUS YEARS.

649 This Week in Galena Country Scans

**189,570**  
**BOOK DIRECT  
SEARCHES**

### VISITOR CENTER

- 10,630 Visitor Guides Mailed
- 8,428 Visitor Center Walk-Ins

70,936 Digital Visitor Guide Reads

### WEBSITE ACTIVITY

- 561,073 Users
- 2.3M+ Page Views
- 735,670 Sessions
- 81.4% New Visitors
- 3.4 Page Views Per Session

**239K+**  
**TOTAL  
FACEBOOK LIKES**

### SOCIAL MEDIA & MARKETING

- 3.2M Facebook Reach
- 36,844 FB Engagements
- 3,048 Facebook Likes
- 1,756 eNews Sign Ups
- 183 Pinterest Saves
- 38K Pinterest Impressions
- 2,398 New Insta Followers
- 139K Instagram Reach
- 34K Insta Engagements
- 152 Earned Media Pick Ups
- 6.4M+ Earned Media Views
- 769 New TikTok Follows
- 482K TikTok Reach

**2.3M+**  
**WEBSITE  
PAGE VIEWS**

# GALENA COUNTRY TOURISM

## Driving Galena Country Forward

The first two quarters have been bustling with new activity as we continue driving Galena Country forward. We've welcomed new board members, filled key staff roles, completed the 2025 Visitors Guide, photographed more than 60 locations, and filmed a guys' getaway video. Winter digital ads are live, the Longwoods Resident Sentiment survey is complete, and we recently launched a lodging co-op.

- **Staff Changes**
- **New Board Positions**
- **Visitors Guide Completion**
- **Photoshoots—more than 60 locations throughout the County**
- **Videoshoot—Guys Getaway focus**
- **Longwoods Resident Sentiment Survey—results in January**
- **Summer, (complete), Fall (complete) and Winter ads (running)**
- **Lodging Co-Op launched in December**
- **Visitation Snapshot—ready by early 2025**
- **Lodging Tax Performance**
- **Small Business Development Grant**
- **Regional/National Outlook**
- **This Week in Galena Country QR code for businesses**
- **Death of a Brewer Filming in Spring**
- **UTV Routes**
- **Bicentennial Update**
- **On-going Responsibilities**

