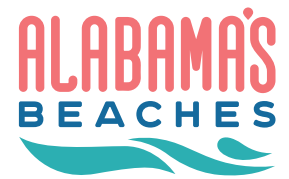


2024 ANNUAL REPORT

Marketing



DIGITAL



8.9M

Website Sessions



5.8M

Website Users



17.5K

New Email Subscribers



117K

Total Email Subscribers

SOCIAL MEDIA



596K

fans



65K

followers



81K

followers



6K

followers



30M

Video Views

HOSPITALITY & INFORMATION

31K

Welcome Center Visitors

109K

Vacation Guides Distributed

7.6K

Mobile welcome center interactions

48K

Partner referrals

81

Portal trainings conducted

178

New partners listed

Total Partner Servicing
10% INCREASE over 2023

ADVERTISING

PRINT CIRCULATION

14.4M

DIGITAL

581M Impressions

7M Page Views

604 Direct Bookings

\$1.3M Booking Value

2.8K Nights Booked

PUBLIC RELATIONS



198 Articles published with a reach of

4.02B



14 Press releases issued



39 Press trips with **70** journalists hosted



9.7K Travel Blogger Social Media Posts



37M Travel Blogger Social Media Post Views

ECONOMIC IMPACT



6.49M Visitors



\$6.69B Spending



55,795 Jobs



\$2.4B Wages/Salaries

2024 ANNUAL REPORT

Sports & Events



Sports
Events
123



Sports Events
Room Nights
124K



Economic
Impact
\$80.4M



New Sports
Events
14



Sports Planner
Site Visits

6



Tradeshows
Attended

4



Welcome Bags
Distributed

24K



Website Sessions

258K



Website Users

162K

SOCIAL MEDIA



15K fans



2.5K followers



551 followers



87 Sports Stories



60.4M
Sports Story Reach



9 Press Releases

SALES/MEETINGS



287

Meetings & Conventions



74K

Room Nights



19

Meeting Planner Site Visits



39K

Welcome Bags Distributed



50K

Website Sessions



2.6K followers



43K

Website Users



7K fans



9.6M

Meetings Story Reach



834 followers



Major Leisure
Events
13



Economic
Impact
\$4.4M