



*Department of Tahlequah Area Chamber of Commerce*

**TOURISM DEPARTMENT**

Tahlequah s Tourism Director's Report, February 2023

## **Monthly Highlights**

**5 scheduled bus tours for the fall of 2023.** These tours are personally created to fit the needs and fill the dreams of each individual group. There will be catered meals, entertainment and personal tours. This trend started with one tour who loved the plan so much that they continue to schedule more!

We have extended the Spyder Jamboree for one more day

We have tripled our marketing for Crawfish and are target marketing within the state, NWA, Southwest MO and Southeast Kansas.....from Wichita over. We are adding billboards, TV, Radio, streaming and digital

## **Ongoing Promotions:**

### **Radio**

The Drive

KVOO

### **Digital**

Facebook/Instagram ads (Nationwide and four-state demographics) and Google ads

Streaming/Hulu/Lifetime/Discovery/Paramont+

Rider Mag

Southern Travel

### **Billboard**

Tulsa and Wichita area

## **Print Ads for Spring 2023**

2023 Green Country Guide To Green Country

American Road

United Airlines

TravelOk Outdoor Guide

Tenkiller Visitor Guide

Road Runner

Rider Magazine

Fishing Trail Guide

