



VISIT LEE COUNTY

2025 Q1 Update



SOCIAL MEDIA

Facebook since beginning of 2025 vs. final 3 months of 2024:

- Interactions are up 71.2%
- Multi-photo posts are performing the best, over Reels and single-photo posts
- Watch time for Visit Lee County's content is up 145.9%
- 3-second Views are up 128.7%

Views and reach:

- 37,100 views, a 28.1% decrease*
- 10,800 reach, a 66.2% decrease*

*Decreases largely due to all views/reach being organic during 2025 so far.



SOCIAL MEDIA

Instagram since beginning of 2025 vs. final 3 months of 2024:

- Interactions are up 50.7%
- We were more productive these first few months, with 31 pieces of content posted, an increase of 33.3%
- Continue to vary post types, with 14 photo-based posts and 11 Reels (videos)

Views and reach:


- 2,300 views, a 28.1% decrease*
- 720 reach, a 65.3% decrease*

*Decreases largely due to all views/reach being organic during 2025 so far.



SOCIAL POPULAR POSTS


Top posts by views



Discover small-town charm at Beaver Den...

Sun Jan 26, 5:00pm


11.7K 343
37 42



Small-town charm meets big flavor at...

Thu Jan 2, 8:00am


6.1K 137
5 14



Join Sublette 365 for a night of comedy, mu...

Mon Jan 27, 8:00am


1.7K 20
2 10



Small towns, big charm. Welcome to...

Mon Feb 3, 5:00am


1.6K 29
0 2



Freshness served daily! 🍌🌟 Stop by...

Mon Jan 6, 8:00am


825 6
0 0



Immerse yourself in the rich history and...

Thu Feb 13, 5:00am

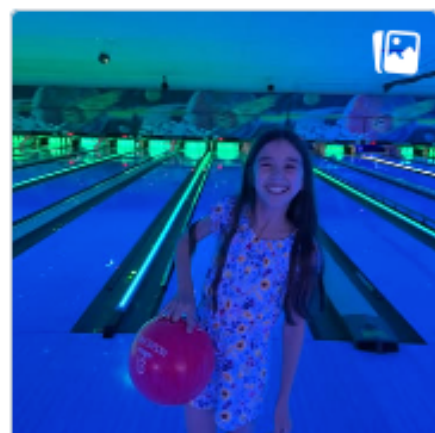
821 11
0 3



Step into history at the Old Settlers Cabi...

Fri Feb 21, 5:00am

770 15
0 1

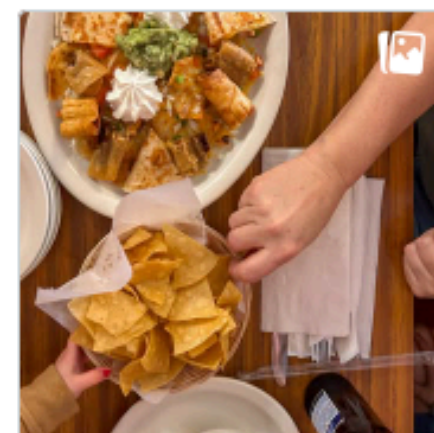


Small-town charm, endless memories. ...

Mon Jan 13, 5:00am

766 3
0 0

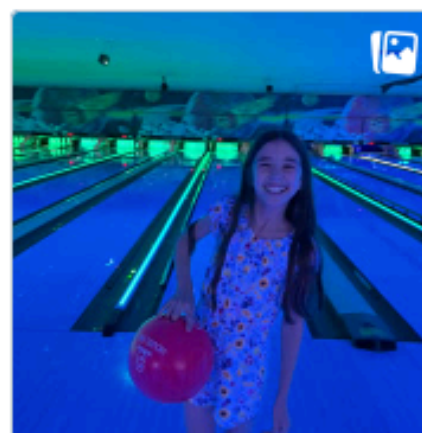
Top content by views



Make it a perfect day in Sublette with a st...

Wed Jan 8, 5:00am


276 15
1 2



Small-town charm, endless memories. ...

Mon Jan 13, 5:00am

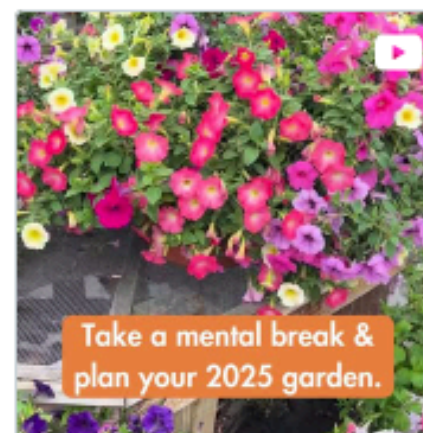
274 3
0 1



Always observed on Jan. 31, Inspire Your...

Fri Jan 31, 8:00am


194 2
0 1



This is your sign to start planning your...

Thu Mar 13, 8:01am

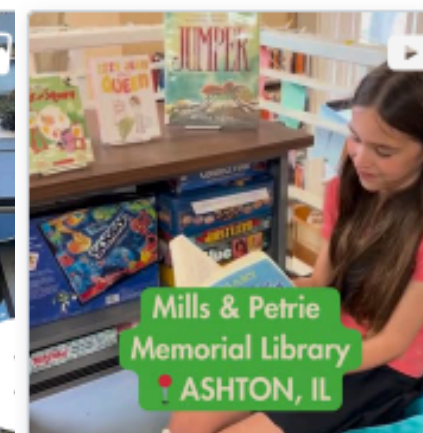
136 1
0 0



Seems like a good day to find a new bo...

Mon Jan 20, 9:31am


77 11
0 0



Making core memories at Mills & Petrie...

Thu Feb 6, 8:02am


73 2
0 0



Small-town charm meets big flavor at...

Thu Jan 2, 8:00am

72 4
0 0



Discover small-town charm at Beaver Den...

Sun Jan 26, 5:00pm

71 1
0 0

TOURISM ANALYSIS

During the period of Oct 2024 through Jan 2025,
Lee County saw impressive YOY growth.

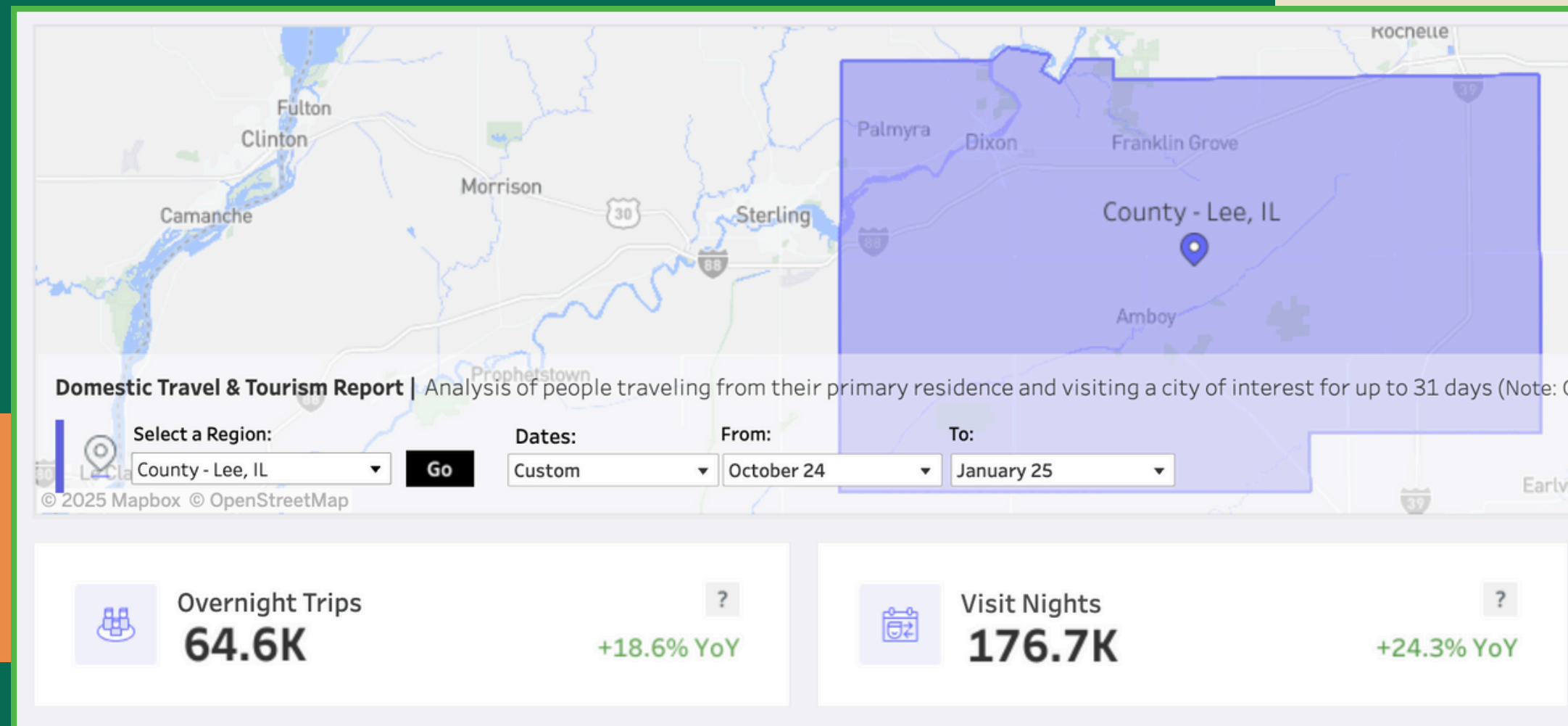
+18.6%
Overnight Trips

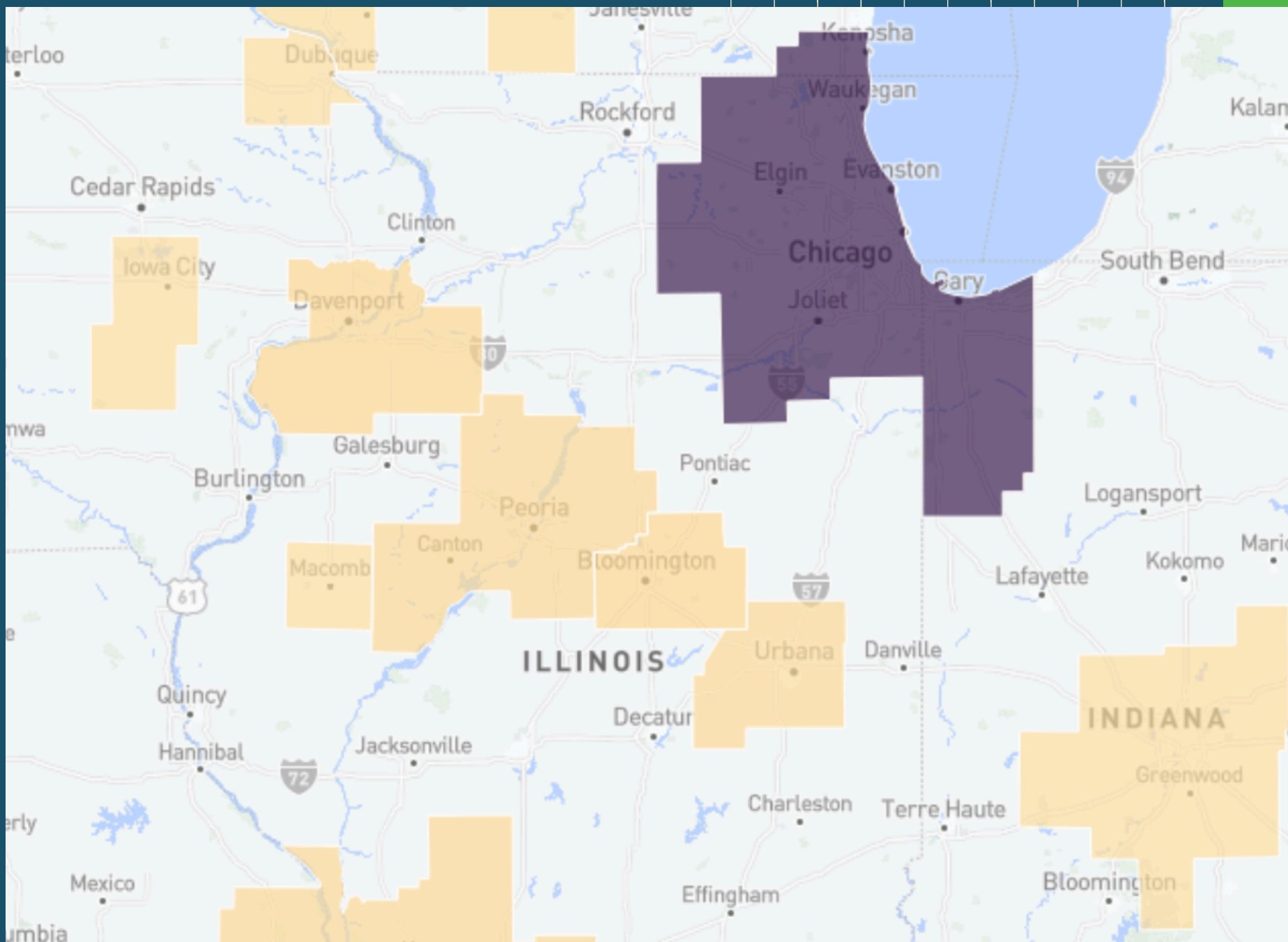
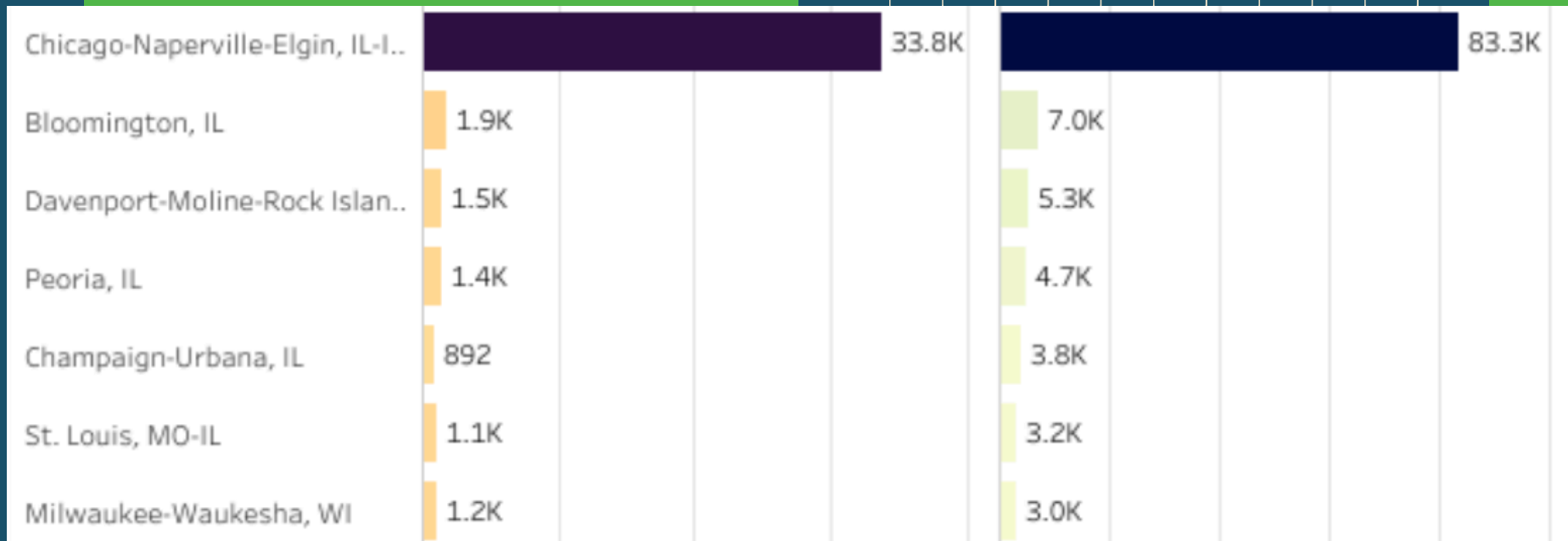
64.6K
Overnight Trips

+24.3%
Visit Nights

176.7K
Visit Nights

For perspective, the increases
reported at the last presentation
were 9.6% for Overnight Trips
and were 8% for Visit Nights.





TOURISM ANALYSIS

Lee County continues to have major success attracting visitors from the **Chicago-Naperville-Elgin** metro area, with **33.8K Overnight Trips** and **83.3K Visit Nights** from Oct 2024 through Jan 2025.

Other larger metro areas with more than 1K Overnight Trips:

- Bloomington
- Davenport-Moline-Rock Island
- Peoria
- Champaign-Urbana
- St. Louis
- Milwaukee

COMMUNITY PARTNERSHIPS

Have begun discussions with community partners to help continue the growth of joint marketing efforts and campaigns for Lee County events and attractions.

New staff member has been added to the team, whose primary role will be focusing on Lee County engagement and growth.

EXAMPLE

PAW PAW FESTIVAL

Visit Lee County is partnering with Visit NW Illinois and organizers to help amplify marketing for this unique event with tourism potential.



LOOKING AHEAD

As mentioned, Visit Lee County will benefit in 2025 from a dedicated staff member through the summer. Among other things, this employee will be tasked with:

- Producing dynamic story-driven social content, through updated trip ideas and itineraries to promote events and attractions.
- Increasing presence and awareness by representing Visit Lee County at major tourism events.
- Working with destinations and attractions to explore possibilities of creating travel packages to market.



CONTINUED GROWTH

There's plenty to be excited about in Lee County heading into the Spring and Summer of 2025!

As we look to expand marketing, increase awareness, and push tourism forward in Lee County, we will continue to analyze our efforts and look for avenues of improvement.

As tourism continues to grow in Lee County, we're thrilled to be tasked with helping it reach new heights!



THANK YOU



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