



TOURISM REPORT
For Ste Genevieve Board of Aldermen
June 9, 2022

OVERVIEW

Recognition

- Smithsonian Magazine
- Ste Genevieve was listed as one of America's Top 15 Small Towns to Visit in 2022
- Primary factors
 - Dinosaur discovery
 - National Historical Park
 - Four (4) downtown unique businesses
 - *European Entitlements*
 - *Harold's Famous Bee Co.*
 - *Sara's Ice Cream*
 - *Quintessential Rivertown Spice & Tea*
 - Two (2) Ste Genevieve wineries
 - *Chaumette*
 - *Cave Vineyard*

Recent Events

Master Gardener's Garden Walk

Pioneer Days

- May 14th – 15th

Missouri Tourism Road Show

- Held at the Community Center/ Sports Complex
- Reschedule due to weather in February May 24th
- 25 attended from various location across the state (to learn about the impact of tourism and experience Ste Genevieve, which included representatives from the following:
 - Department of Tourism
 - Missouri Film Commission
 - Hotel owners
 - Wineries
 - Retailers
 - Other CVBs and Tourism Departments



Fourth Friday Art Walk

- May 27th

Continuing Events

- Living History Saturdays (*French Colonial Life*)
 - Continues through September
 - Saturdays 11am - 3pm
- Myny Band Concerts on Thursday evenings at 8 o'clock
- Movies in the Park
 - Ste Genevieve Parks and Recreation
 - Pere Marquette Park
 - Saturday evenings

WELCOME CENTER

Visitors

- Comparison
 - 2021 April– **2,346**
 - 2022 May– **2,254**

MARKETING

Social Media



Total Facebook Pages “Likes”= **13,790**

Total Facebook Pages “Followers”= **14,281**

Facebook comparisons

Category	Month <i>(May 10 – June 6)</i>	Week <i>(May 31 – June 6)</i>
Post Reach	94,337 (-39%)	38469 (-52%)
Post Engagement	10,359 (1%)	3472 (85%)
New Page Likes	184 (60%)	52 (49%)
Page Views	1081 (57%)	200 (1%)



UPCOMING EVENTS

French Heritage Festival

- Foundation for Restoration of Ste. Genevieve event
- June 11th - 12th

Honey Festival + Market

- June 25th
- 10 am – 6pm

Freedom Celebration Fireworks Display

- Foundation for Restoration of Ste. Genevieve event
- July 2nd (*Movies in the Park moved to Friday evening July 1*)