

**Hotel Occupancy** 

61.95%

**Up 18.85%** 

**Average Daily Rate** 

\$135.73

**Up** \$13.68



YTD Jan 1 - Apr 30, 2023 vs. STLY



**Social Reach** 

61.5K

**Website Impressions** 

2.4m

**Social Media Impressions** 

12.8m

**Advertising Impressions** 

91.8m

**Earned Media Value** 

\$9.8m

Jan 1 - Dec 31, 2022

\*Sources: Google Analytics, Sprout Social, Meltwater & digital advertising partners

#### Referral Revenue

# **\$597**

Up \$131k

Jan 1 - Dec 31, 2022 vs. STLY

inspirock<sup>™</sup>









## Digital Visitor Guide

**Unique Visitors** 

**Page Views** 

Jan 1 - Dec 31, 2022

## **EPIC Wineries Digital Pass**

**Passes Sold** 

Revenue

571.41









# Visitor Services

Regional Activation Pop-Ups



Activations



April 28 & 29

#### at Devonshire Mall

40+ Exhibitors 53K+
Mall Foot Traffic



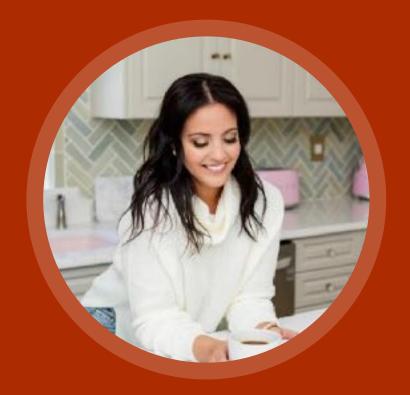


#### **Content Creation**

2023 Content Creation & Influencer Plan

Stakeholders to Be Profiled

**Influencers to Be Engaged** 



@scenesfromdinner



@mytravellingbackpack



@tailgatetakeout

