

SPRING ART TOUR 2017 VISITOR STATS

Total visitors signed in = 631 | Estimated total visitors = 650

Total artists income = \$39,898.34 | Estimated average spent per visitor = \$61.38

VISITOR ORIGINS

BREAKDOWN BY STATE

STATE	VISITORS
AZ	1
CO	2
CT	2
FL	1
IA	8
IL	28
IN	4
KS	1
MA	1
MI	1
MN	5
NM	1
NY	1
TX	1
VA	4
WA	3
Total out-of-state =	64
WI	554
unspecified	13
Total visitors who signed in =	631
OUTSIDE USA	
VISITORS	
Total =	0

HOW VISITORS FOUND US

SOURCE	VISITORS
Word of Mouth Total =	108
Brochure Total =	98
Bulk Mailing	32
Epic	1
Garden Expo	2
non-specific	63
Radio & TV Total =	3
WPR & WHA underwriting	3
Print Advertising Total =	55
WI State Journal	1
Mount Horeb Mail	2
Sauk Prairie Star	1
Isthmus Insert	23
Rockford NW Quarterly Magazine	2
newspaper (non-specific)	25
magazines (non-specific)	1
Internet Total =	49
Facebook	5
Email	26

BREAKDOWN BY WI CITY & REGION

CITY/TOWN	VISITORS
Madison Area Total =	454
Arena	3
Barneveld	3
Black Earth	10
Blue Mounds	11
Cambridge	1
Cross Plains	21
Deerfield	3
Deforest	2
Dodgeville	5
Fitchburg	19
Madison	151
Mazomanie	16
McFarland	1
Middleton	45
Monona	2
Mount Horeb	78
Sun Prairie	13
Verona	54
Waunakee	16
Other Southern WI Total =	57
Belleville	5
Blanchardville	3
Beloit	2
Edgerton	1
Evansville	2
Fort Atkinson	2
Hollandale	2
Janesville	1
Lancaster	3
Livingston	1
Loan Rock	1
Marshall	1
New Glarus	4
Oregon	9
Plain	1
Platteville	1
Prairie du Sac	3
Sauk City	3
Spring Green	3
Stoughton	9
Milwaukee Area Total =	15
Dousman	1
Elm Grove	2
Franklin	2
Milwaukee	4
Pleasant	1
Shorewood	3
Waukesha	1

Instagram	1
Travelwisconsin.com	3
Trollway.com	2
Isthmus.com	4
non-specific	8
Signs Total = 46	
Poster Total = 5	
Total visitors reporting how they found us = 354	

Wauwatosa	1
Outlying WI Areas Total = 28	
Appleton	3
Beaver Dam	1
Blue River	1
Brandon	1
Cedar Grove	1
Friendship	2
Green Bay	1
Loganville	1
Merrimac	2
Neenah	4
Pardeeville	1
Portage	2
Poynette	3
Suamico	2
Viroqua	1
Wisconsin Dells	2

2017 SAT MARKETING & PROMOTION

Press Releases (throughout midwest)

Bulk mailing (1,095)

Magazines:

- Driftless Explorer Magazine (ad-photo-editorial)
- Wisconsin Arts Guide Magazine

Brochure (29,950 printed):

- Isthmus Summertimes inserts (20,000)
- Distribution to 14 WI Tourism & Welcome Centers (est. 1,500)
- Distribution to participating artists (est. 6,600)
- Distribution at WI Garden Expo (est. 750)

WPR underwriting (+ WHA-TV bonus spots) week prior to tour

Emails:

- Constant Contact "Featured Artists" weekly bulk emails (750)
- Participating artist emails

Social Media:

- Facebook "Featured Artist" posts (2-3 x weekly)
- Other social media

Website calendars & listings:

- SpringArtTour.com
- TravelWisconsin.com - Spring Art Tour event page.
- Trollway.com - MHAAA page & SAT featured on Trollway Home page.
- WKOW.com calendar
- Isthmus.com calendar

Newspaper Classified Advertisements:

- Wisconsin State Journal (front page strip ads in 2 papers week prior)
- Mount Horeb Mail & Shopper
- Sauk Prairie Star & Shopper
- Middleton Times-Tribune & Shopper
- Post Messenger & Shopper (New Glarus area)
- News-Sickle-Arrow & Shopper (Black Earth, Mazomanie, Cross Plains area)

Posters (50 throughout tour area)

Signs (throughout tour area)