

# STROLL on STATE®

Brought to you by the Rockford Area Convention & Visitors Bureau



Presented by  
**ILLINOIS**  
BANK & TRUST

NOVEMBER 28, 2015

## By the Numbers

Photo credit: Rockford Park District Curt Johnsen, edited by Jesse Fox



**66,000**

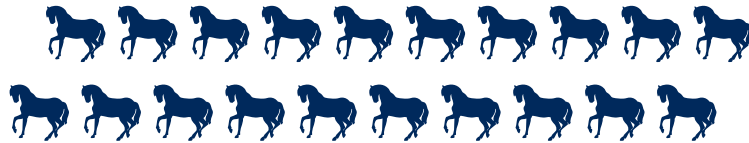
people attended Stroll on State

**307** large ornaments



**1,640**

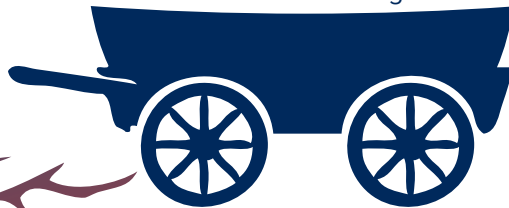
photos taken in the photo booth



**20** horses leading wagons

**9,000**

people who rode in the horse and wagon



**3,000**

families visited Santa

**20**

city blocks covered in the expanded grounds of Stroll on State

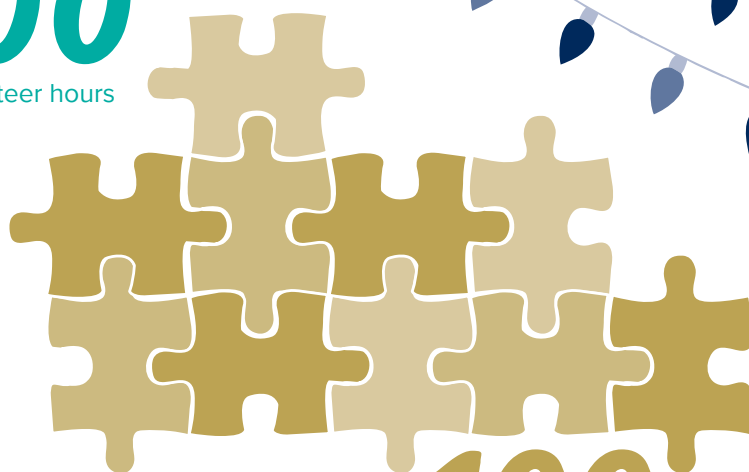
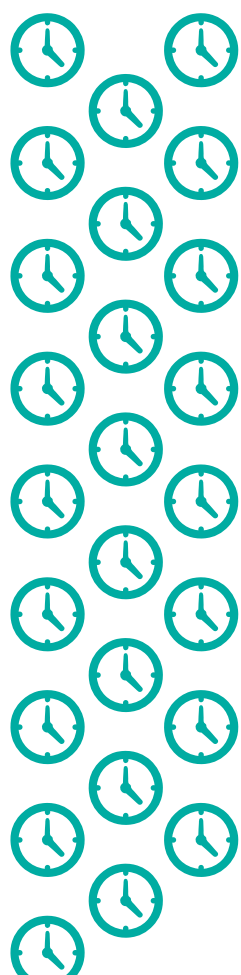
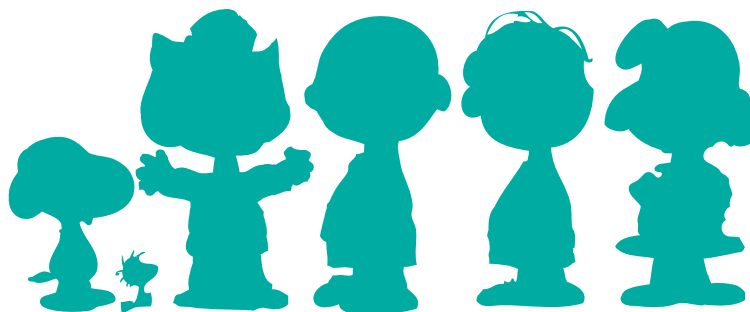
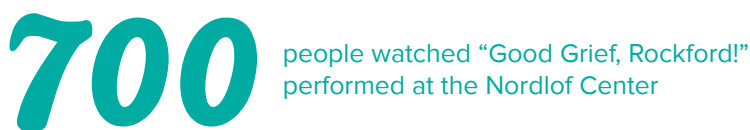
**120**

LED lights used for River Lights



**100**

lighted string trees



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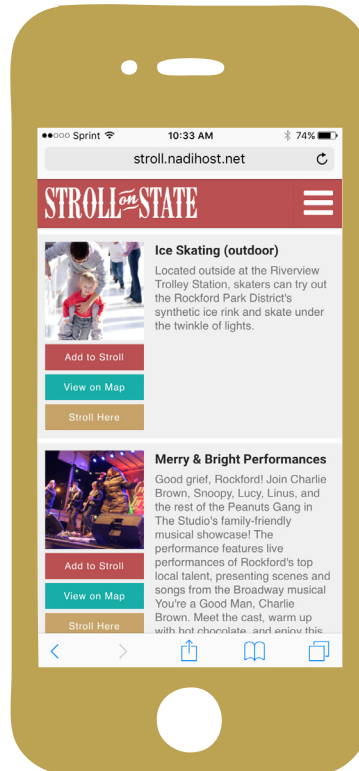
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*Advertising*

# 2,133,903

combined news circulation audience of Stroll on State media



# 6,478

"Plan Your Stroll" app users

# 111,797

total reach on **Facebook**  
with Stroll on State posts



# 97

total followers on  
**Snapchat** (launched  
November 16)



# 3,324

people viewed the  
2014 Stroll on State  
video on **Youtube** on  
November 28

# 33,077

pageviews of  
**strollonstate.com**

# 92,426

**Trip Advisor**  
impressions



# 237

stories in the media about Stroll on State  
(a total ad value of **\$242,438.59**)  
Reported by Cision