

Quarterly Tracking from the Quad Cities Convention & Visitors Bureau
Reporting Fiscal Year 2017

Visitor Center Counts

	FY17	FY16	FY15	FY14
Union Station, Davenport	7,281	7,825	7,006	8,067
Bass St. Landing, Moline	3,232	3,206	4,489	4,182
QCI Airport	1,597	4,065	6,619	4,148
Downtown Rock Island	173	127	281	915
Iowa 80 Museum	Holidays	32 / Holidays	Holidays	13,402
TOTAL	12,283	15,255	18,395	30,714

Visitor Inquiries

	FY17	FY16	FY15	FY14
Web, Mail, Email	1,252	1,913	1,169	817
Advertising	25	4,271	12,213	8,900
Phone	2,033	2,108	2,134	2,583
TOTAL	3,310	8,292	15,516	12,300

Quad Cities Area Hotel/Motel Information

	FY17	FY16	FY15	FY14
Occupancy Rate	54.1%	53.1%	52.3%	58.6%
Average Daily Rate	\$85.11	\$85.02	\$85.07	\$81.60
Hotel Tax Revenues Collected by Cities	\$4,568,122	\$5,297,525	\$4,648,996	\$4,483,006
Portion of Hotel Tax Received by QCCVB	\$861,981	\$945,289	\$906,400	\$961,091

Website Visits/Total Page Views

FY17	675,492	1,589,557
FY16	514,997	1,440,467
FY15	420,728	1,394,522
FY14	326,172	1,222,476

Story Coverage

	Stories	Ad \$ Value
FY17	303	\$4,177,179
FY16*	265	\$3,675,225
FY15	225	\$3,340
FY14	200	\$2,615

*Implemented new media tracking in FY16 to better gauge the advertising dollar equivalent value of the story coverage about the Quad Cities relating to tourism in outside markets. Coverage includes print, radio, and internet.

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	FY17	FY16	FY15	FY14
Meetings, Conventions, Sports, Reunions <u>Booked</u>	80	61	57	73
Meetings, Conventions, Sports, Reunions Leads	108	85	97	129
Inbound Motorcoach & Other Groups <u>Booked</u>	129	182	320	226
Inbound Motorcoach & Other Group Leads	85	185	272	385
Site Inspections/FAMs	59	33	42	50
Events Serviced	97	53	57	113

Important Note:
These sales numbers reflect business generated by the QCCVB and are not representative of the entire Quad Cities community.

Trade Shows

	Trade Shows Attended	Trade Show Impressions
FY17	6	323
FY16	7	248
FY15	17	368
FY14	23	1,748

Leisure Email Campaigns

	Emails Sent	Emails Opened
FY17	106,171	19%
FY16	113,229	18%
FY15 AVG	Avg. 9,207	19%

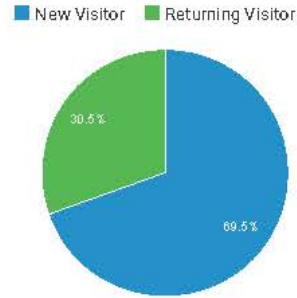
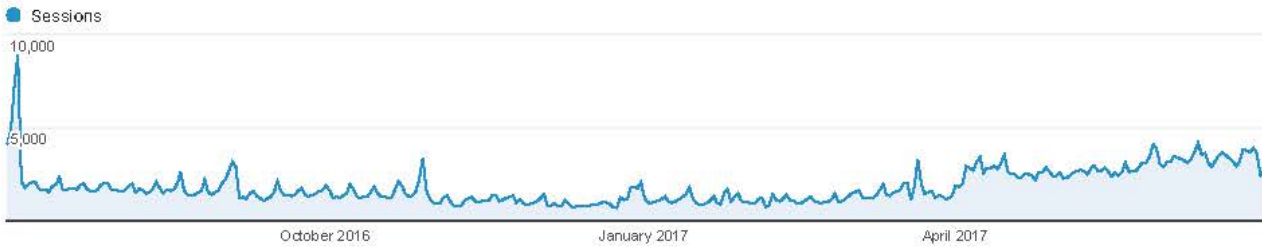
Media Contacts

	Releases Sent	Individual Requests	Journalist Visits
FY17	14,215	189	29
FY16	25,693	172	29
FY15	17,283	161	42
FY14	15,173	268	71

Social Media

FY17	4th Qtr. Engagement	Total Followers
Facebook	145,871	36,798
Twitter	9,489	6,388
Instagram	20,744	4,585

WEBSITE STATISTICS FOR FY 17



TOP 10 VISITED PAGES FOR FY 17

1. Event Calendar
2. Kid's Stuff
3. Free Fun
4. River Cruises
5. Channel Cat Water Taxi
6. Gaming
7. Dining
8. History/Museums
9. Lodging/Camping/RV
10. Arts/Theatre/Music

Mobile vs. Desktop

420,104 Mobile
255,388 Desktop/Tablet

TOP CITIES

Chicago
Omaha, NE
Madison, WI
Cedar Rapids
St. Louis

ADMINISTRATIVE OFFICE LOCATION

Quad Cities Visitor Center & Gift Shop
1601 River Drive, Suite 110
Moline, IL 61265

309-277-0937 | 800-747-7800