

# QUAD CITIES:

# ROI

Quarterly Publication of the Quad Cities Convention & Visitors Bureau | April 2010  
Reporting Fiscal Year 2010 ■ 3rd Quarter | January, February, March 2010

The Quad Cities Convention & Visitors Bureau (QCCVB) completed another important piece of research in January. RUF Strategic Solutions (who did a Quad Cities visitor profile study last year from CVB data) compiled data from overnight guests from several Quad Cities hotels for a visitor profile of people who actually stayed in the Quad Cities.



The top visitor profiles in this study show the commonalities between actual visitors staying in the Quad Cities and the previous study that was based on visitor information requests.

Here is an overview of some of the study's findings:

#### Top 5 Regions People Came From

1. Surrounding 50-mi. radius
2. Chicago
3. Cedar Rapids, Iowa City, Waterloo
4. Rockford
5. Des Moines

The top four states people came from were: IL, IA, MN, and WI.

Here are some general statistics about our top visitors:

- Income \$75,000-\$250,000+
- Age group 45-74 years
- Homeowners that are married and have lived in their house over 15 years or more. Have a

- bachelors degree or even graduate degree. Many have children 13-18 years.
- Most do not have children living at home, but over 60 now have grandchildren.
- Most have a high likelihood during travel to gamble, participate in outdoor and water activities, and visit historic places.

For the complete report and more information about how this research can assist in your marketing strategies, contact Charlotte Morrison at 309-277-0937, ext. 105 or [cdoehler@visitquadcities.com](mailto:cdoehler@visitquadcities.com).

## Visitor Center Counts

	3rd Qtr. FY10 TOTAL	3rd Qtr. FY09 TOTAL	FY09	FY08	FY07
Mississippi Valley Welcome Center	6,154	6,106	53,477	59,032	70,915
Union Station, Davenport	826	114	2,953	5,132	5,325
Moline	694	666	3,827	5,290	5,839
QC Airport	768	1,031	4,363	5,149	3,027
Centennial Bridge, Rock Island	36 Open ltd. hrs.	Closed	200	202	Not open
<b>GRAND TOTAL</b>	<b>8,478</b>	<b>7,917</b>	<b>64,820</b>	<b>74,805</b>	<b>85,106</b>

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## Berkeley Young Says Tourism Should be 'Fun'

In February, national speaker and travel industry expert **Berkeley Young** spoke about Travel Trends in a Changing Economy to CVB and community members. Berkeley also toured the area and met with QCCVB staff and board members.

The message he gave was “marketing fun is the way to get more tourists, and their money, to the Quad Cities.” “It’s easy to think your hometown isn’t fun, because it’s where you get your dry-cleaning done, pay taxes, and do work.” But you must have fun in order for guests to have fun.

He stressed that representatives of the Quad Cities hospitality industry must learn to partner to make sure visitors enjoy the full experience. For example, hotel staff could offer to make restaurant reservations, or attractions could offer suggestions on other places to visit. “You must sell each other. We *all* have to be in the hospitality business—even those not in tourism should sell the Quad Cities as a destination.”



## Announcing the New Experience Quad Cities

Experience Quad Cities (EQC) is the new name for the arts and cultural collaboration

which has up to this time operated under the name Cultural Resource Marketing Center. The name was selected because it was the highest ranked of all suggestions considered by those in attendance at the December lunch meeting at the River Music Experience. Additionally, the name is inclusive and does not specifically refer to any particular segment of arts, culture, heritage, or entertainment.

EQC has received more than \$4,000 in charter contributions from arts, culture and heritage organizations to more than adequately match the challenge grant of \$2,500 made by the Riverboat Development Authority.

These funds will be used for the collective effort to develop a logo, build an on-line website and calendar, conduct initial research of Quad Cities arts consumers, and sponsor a Quad Cities State of the Arts luncheon and presentation.

To make a donation or to get more information, contact Joe Taylor at (309) 277-0937 Ext. 116 or [jtaylor@visitquadcities.com](mailto:jtaylor@visitquadcities.com). Donations may be payable and mailed to: Quad Cities CVB, ATTN: Experience Quad Cities, 1601 River Drive, Suite 110, Moline, IL 61265. Thank you for your support.

EQC will soon announce the final plans for an inaugural Quad Cities States of the Arts event to be held 11:30 a.m. to 1:30 p.m. on Thursday, May 20 at the Figge Art Museum in Davenport. This event will celebrate the arts in the Quad Cities; provide education through a keynote presentation; and bring together arts advocates, elected officials, and economic development leaders in order to call attention to the arts as a vital part of the Quad Cities quality of life and future economic growth.

Aren't you glad to be part of such an exciting and visionary effort as Experience Quad Cities?

*-Joe Taylor, QCCVB President/CEO*

## Hotel/Motel Information

	3rd Qtr.10	3rd Qtr.09	FY09	FY08	FY07
Occupancy Rate	44.6%	40.9%	52.6%	53.9%	53.8%
Average Daily Rate	\$70.30	\$71.37	\$71.84	\$70.16	\$65.49
Hotel Tax Revenues	Not available	Not available	\$3,580,776	\$3,555,700	\$3,266,451

## Visitor Inquiries

	3rd Qtr.10	3rd Qtr.09	FY09	FY08	FY07
Web, Mail, Email	653	905	2,059	2,563	2,730
Advertising	1,791	1,678	21,275	18,470	14,316
Phone	918	934	4,357	4,946	6,736
<b>TOTAL</b>	<b>3,362</b>	<b>3,517</b>	<b>27,691</b>	<b>25,979</b>	<b>23,782</b>

## Leisure Email Campaigns

	Emails Sent	Emails Opened	Click Thrus
January	7,043	17%	21%
February	7,265	19%	18%
March	7,249	18%	18%
<b>3rd Qtr.10 AVG</b>	<b>7,186</b>	<b>18%</b>	<b>19%</b>
<b>3rd Qtr.09 AVG</b>	<b>6,331</b>	<b>19.6%</b>	<b>17.3%</b>
<b>FY09 AVG</b>	<b>6,086</b>	<b>18.7%</b>	<b>23.1%</b>

## QCCVB JOINS IGLTA

Dan Gleason attended the **International Gay and Lesbian Travel Association's (IGLTA) Symposium** in Las Vegas in April. The QCCVB joined IGLTA last July.

Travel Report: The LGBT (Lesbian, Gay, Bisexual, Transgender) leisure market remains strong. The business



International Gay & Lesbian Travel Association

LGBT market took a large drop in numbers in 2009, as seen in all business markets. Chicago is ranked #4 as the most visited city by bus tours and the leisure traveler. Chicago has also seen an increase in the popularity of gay travel there.

### LGBT Meetings & Conferences:

Most will go directly to the destination and not a specific property. Most Associations have gay divisions (Dentist, AMA, etc.). Look for LGBT Associations to help build the LGBT market at your locations. Lesbians are

looking for an emotional experience at a destination for their meetings.

### Motivators to go to Destinations by the LGBT Market:

1. Word of Mouth
2. LGBT Publications
3. Mainstream Publications
4. Travel Reviews on Websites
5. LGBT Websites

Ads placed in the gay media will be noticed. Many LGBT people honor the properties that cater and welcome the LGBT market. When advertising, this is acceptable terminology: Gay & Lesbian, LGBT, Gay Friendly, and Gay Welcoming.

For more information, visit [www.communitymarketinginc.com](http://www.communitymarketinginc.com).

Dan Gleason has put together a presentation about marketing to the LGBT travelers and the Pride Concierge program. To set up a meeting at your location, contact him at 309-277-0937, ext. 100 or [dgleason@visitquadcities.com](mailto:dgleason@visitquadcities.com).



## TRAVEL TRENDS

### **2010 Travel Will See Slight Increase**

The U.S. Travel Association can say with confidence that economic recovery is underway, though improvements are uneven across our industry's sectors. Air travel demand is gaining momentum and passenger revenues are increasing, hotel indicators are showing encouraging signs following a year of declines (including a record-low occupancy rate), and international travel is recuperating after visitor arrivals and spending contracted in 2009. They are characterizing business and meeting travel as "not out of the woods yet," as many organizations are sticking with their tightened travel policies and ramping up investment in technology that provides an alternative to travel. Overall, U.S. Travel's forecast calls for increases of about 2 percent in domestic travel and 3 percent in international arrivals in 2010.

## QCCVB SALES NUMBERS

	3rd Qtr. Total FY10	3rd Qtr. Total FY09	FY09	FY08	FY07
Meetings, Conventions, Sports, Reunions <u>Booked</u>	22	15	64	50	47
Meetings, Conventions, Sports, Reunions Leads	34	39	98	72	65
Inbound Motorcoach & Other Groups <u>Booked</u>	80	37	147	74	101
Inbound Motorcoach & Other Group Leads	72	48	93	64	119
Site Inspections/FAMs	11	10	30	15	44
Sales Contacts	1,432	999	3,090	2,082	3,126
Events Serviced	29	54	186	198	165

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

## CHICAGO GOLF SHOW A HIT

The Quad Cities expanded its presence at the **2010 Chicago Golf Show** at the Stephens Center in Rosemont, IL, on February 26-28, 2010.

In past years, there have been two 10 x 10 booths representing the QCCVB and various Quad Cities hospitality partners. In 2010, the QCCVB and partners unified efforts and marketing strategies to increase the booth size, and share in the message

that the Quad Cities is one of the best golf getaways in the Midwest.

The booth promoted the value of golf getaways and packages in the Quad Cities. Joining the QCCVB was the Isle Casino Hotel Bettendorf, Jumer's Casino & Hotel, Fyre Lake National, and TPC Deere Run. Through the assistance of the John Deere Classic, a John Deere Gator was in the booth and filled with 3,967 golf balls. Show-goers were challenged to guess how many golf balls were in the Gator. In exchange, over 700 new emails were captured from golf enthusiasts in the Chicago area. The winner guessed 3,952 and won a "John Deere Classic Weekend" with 2 VIP Clubhouse Tickets for the tournament in July and overnight at the Isle Casino Hotel Bettendorf.

Show highlights included TPC Deere Run hotel packages, and the buzz about the new Fyre Lake National course. Last year, over 500 packages from customers in the Chicagoland area were booked by partner hotels for the 2009 golf season

The Quad Cities offers tremendous value in playing top private and public courses and the entertainment value of gaming, great dining, attractions, and festivals to compliment a golf getaway. Those interested in participating in 2011 can contact Lynn Hunt at 309-277-0937, ext. 104.



Moline Library president Bob Hafeman, Eileen Ackerland, Jessica Waytenick, and Cathie Rochau from the airport welcomed the Frommers at the airport and then they visited the John Deere Pavilion.



## FROMMER'S VISIT

Nationally acclaimed authors and travel experts, Arthur Frommer and his daughter Pauline Frommer, came to the Quad Cities and presented "What's Right and What's Wrong with Travel" to a standing room only crowd on April 17 at the Moline Public Library. The library was chosen as the Grand Prize winner of the Frommer's Library Display Contest.

Arthur Frommer, one of the nation's foremost authorities on travel, is a writer, editor, publisher, consumer advocate, and founder of the Frommer's travel guide series and the popular magazine *Budget Travel*.

Here are some of their best tips in travel:

- Check out these new websites to find flights [www.momondo.com](http://www.momondo.com) and [www.dohop.com](http://www.dohop.com).
- Hostels are growing in popularity, even in U.S. Entrepreneurs are taking over failed hotels and turning them into hostels.
- Volunteer vacations help make human connection and great memories. Sources: Give the Kids the World; Wilderness Inquiry; Vaughan Systems in Spain which teaches English to Spanish business people.
- There is a rise in alternative accommodations, such as renting an apartment or condo, staying in a convent, or a home exchange. Sources: vrbo.com, homeaway.com, flipkey.com, homeexchange.com
- Small group adventure tours. Sources: Gap Adventure tours, Intrepid Tours, Djoser

### Twitter/ Facebook

3rd Quarter

540 Twitter  
Followers

7,321  
Facebook Fans

### Trade Shows

	Trade Shows Attended	Trade Show Impressions
<b>3rd Qtr. FY10</b>	<b>8</b>	<b>882</b>
<b>FY09</b>	17	769
<b>FY08</b>	20	1,599
<b>FY07</b>	27	1,281

### Website Lodging Reservations

	Reservations	Room Nights
<b>3rd Qtr.FY10</b>	<b>2</b>	<b>2</b>
<b>3rd Qtr.FY09</b>	6	9
<b>FY09 Total</b>	82	128
<b>FY08 Total</b>	111	164
<b>FY07 Total</b>	252	409

### Quad Cities Kid's Club

66  
Joined 3rd Quarter

531  
Total Members

## QCCVB STARTS NEW GROUP

15 organizations in Iowa and Illinois have come together to jointly promote the middle Mississippi River Valley region in a new initiative announced in April. Started by the QCCVB, the new **Travel Mississippi River** partnership is comprised of Convention & Visitors Bureaus and Chambers of Commerce along the Mississippi in Iowa and Illinois from Dubuque, IA, to Quincy, IL.



This new marketing and promotional effort provides a strong, local voice for these bi-state communities along the river and will generate strong partnerships designed to increase national attention and travel to this region of the Mississippi River and the Great River Road.

The result of these efforts to date is the launch of a new website at [www.TravelMississippiRiver.org](http://www.TravelMississippiRiver.org). The new site features a trip planner that includes Culinary, Girlfriends Getaways, History & Heritage, and Outdoor Recreation themed itineraries. More themed trips will be added in the future.

Future plans for the Travel Mississippi River partnership include the development of a promotional brochure, a cooperative advertising program, and joint travel journalist visits. While the effort focuses on leisure travelers, the



partnership plans to also work to develop group tour promotions for the hundreds of motorcoach buses that travel to this region of the Mississippi River.

## INDUSTRY INFORMATION

### Make Sure You're Connected by Online Maps

Looking for a great way to drive traffic to your tourism business? The latest monthly report on travel from Hitwise gives a clear reminder of the importance in providing accurate map listings and "driving directions" for tourism folk. Four out of the top 11 most visited travel websites are maps.

The important take away: Be sure your listing on these sites is correct! Another important finding of the Hitwise report is the listing of most popular keywords used in travel. The keyword phrase "Driving Directions" is a top search. Take advantage of this keyword phrase by ensuring you have a Search Engine Optimized page designed for Travel Directions to the iconic place names associated with your business (ie: cities, parks, attractions).

The 'Travel' online industry received an average of 38.78% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of February 2010 were 'Google', 'Yahoo! Search' and 'Bing'.

## Media Contacts

	Releases Sent	Individual Requests	Journalist Visits
<b>3rd Qtr.FY10</b>	<b>2,696</b>	<b>86</b>	<b>1</b>
<b>3rd Qtr.FY09</b>	4,987	130	2
<b>FY09</b>	14,168	491	55
<b>FY08</b>	11,984	420	42
<b>FY07</b>	21,926	499	19

## Story Coverage

	Stories	Ad \$ Value
<b>3rd Qtr.FY10</b>	<b>45</b>	<b>\$34,685</b>
<b>FY09</b>	347	\$521,425

## Reader Response from Advertising

<b>3rd Qtr.FY10</b>	<b>1,791</b>
<b>3rd Qtr.FY09</b>	1,678
<b>FY09</b>	21,275
<b>FY08</b>	18,470
<b>FY07</b>	14,316

## Website Visits/Total Page Views

<b>3rd Qtr.FY10</b>	<b>75,125</b>	<b>188,345</b>
<b>3rd Qtr.FY09</b>	71,014	357,826
<b>FY09</b>	281,223	
<b>FY08</b>	414,137	
<b>FY07</b>	484,667	

## Co-op Advertising Participation

<b>3rd Qtr.FY10</b>	<b>\$350</b>
<b>3rd Qtr.FY09</b>	\$2,800
<b>FY09</b>	\$26,000
<b>FY08</b>	\$13,350
<b>FY07</b>	\$48,705

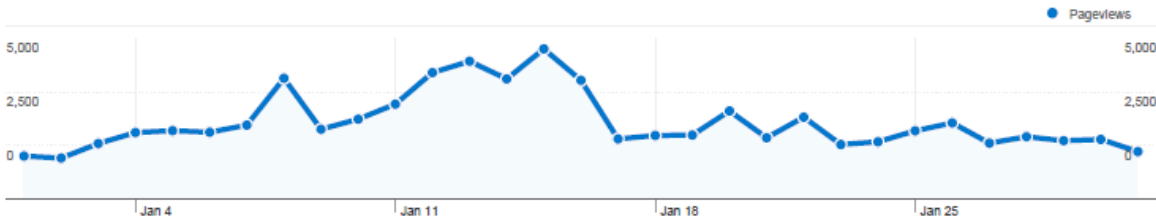
# WEBSITE STATISTICS

www.visitquadcities.com

## Pageviews for all visitors

Jan 1, 2010 - Jan 31, 2010

Comparing to: Site



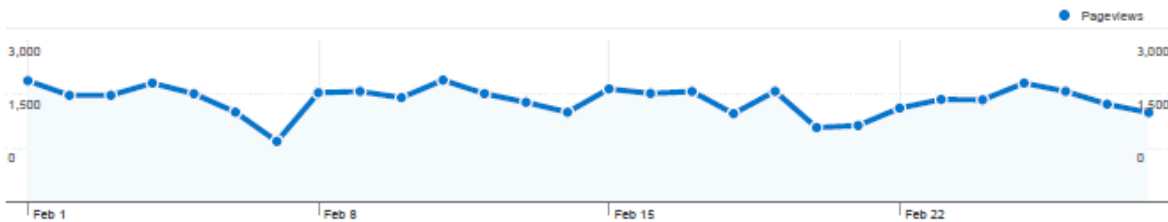
Leisure Email

www.visitquadcities.com

## Pageviews for all visitors

Feb 1, 2010 - Feb 28, 2010

Comparing to: Site



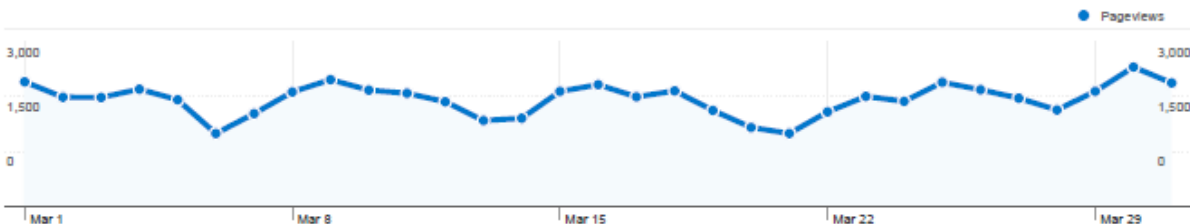
Leisure Email

www.visitquadcities.com

## Pageviews for all visitors

Mar 1, 2010 - Mar 31, 2010

Comparing to: Site



Leisure Email

### WEBSITE REPORT:

75,125 Visitors

188,345 Pageviews

2,892,325 Hits

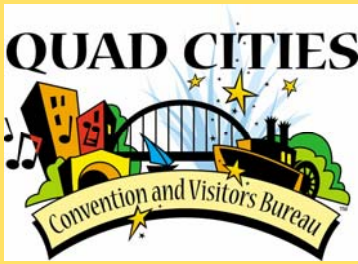
69.73% New Visitors

4,526 visits to Online Visitors Guide

Average Length of Visit – 3.30 Min.

### TOP 10 VISITED PAGES

1. Events Calendar
2. Meet Our Cities
3. Online Visitors Guide
4. Lodging
5. Package Deals
6. Dining
7. Kids Stuff
8. Gaming
9. Suggested Travel Itineraries
10. Performing/Visual Arts



**Quad Cities CVB Staff Directory**  
**309-277-0937**  
**800-747-7800**

	<u>Ext. #</u>
Joe Taylor, President/CEO.....	116
Mindy Chapman, V.P. Finance/Admin.....	110
Lynn Hunt, V.P. Sales .....	104
Charlotte Morrison, V.P. Mktg./Comm .....	105
David Breisch, Website/Comm. Mgr .....	107
Linda Creighton, Accounting Assistant .....	109
Joan Frank, Event Services Coordinator .....	115
Dan Gleason, Group Sales Mgr .....	100
Margo McInnis, Director of Sales.....	106
Arlyce Musal, Senior Sales Mgr.....	108
Beth Payne, Director of Visitor Services.....	121
Cheryl Piersall, Moline Office Mgr .....	113
Amie Stahler, Event Coordinator .....	102
Jessica Waytenick, Mktg./P.R. Mgr .....	103

Visitor Centers

Mississippi Valley Welcome Center.....	120
Union Station Visitor Center.....	114
Centennial Bridge Visitor Center .....	309-786-2417
QCI Airport Visitor Center.....	309-764-9912

**Office Locations**

RiverStation  
 Quad Cities Gifts & Souvenirs  
 1601 River Drive, Suite 110  
 Moline, IL 61265

Mississippi Valley Welcome Center  
 900 Eagle Ridge Road, off I-80  
 LeClaire, IA 52753

[www.visitquadcities.com](http://www.visitquadcities.com)

**QCCVBOODS AND ENDS**



**Roxie Lucas** resigned as Vice President of Finance and Administration at the end of April. Roxie has accepted a wonderful opportunity with a Quad Cities pharmaceutical firm and, of course, we wish Roxie all the best after more than 13 years of service to the Quad Cities CVB.



**Mindy Chapman** is the new Vice President of Finance and Administration. She previously worked for a large medical group in the Quad Cities. Mindy has accounting and business management degrees from Western Illinois University. She lives on a farm with her family in Fenton, IL.

The Mississippi Valley Welcome Center hosted its annual **Bald Eagle Watch** on January 30 & 31. Dave Marcias from the Pride of Wapsi Environmental Center and the Corp of Engineers spoke of birds of prey and had demonstrations and exhibits of various birds. The Quad Cities CVB hosted a successful, sold out bald eagle guided trolley tour with popular, local naturalist Bob Motz as the guide. Over 40 friends, family members, photographers, and eagle onlookers came as far away as Wisconsin to experience the eagle trolley tour and are excited to come back next year!



The QCCVB's **brand new website** home page includes large and colorful rotating photos that highlight the current offerings in the Quad Cities, along with improved navigation by moving the functions to the top of each page. Along with the new look, the QCCVB has developed a new Wedding Planner, and the Meeting Planner has been completely updated. The new Group Tour section allows planners to pick out sample itineraries that are of interest; build an itinerary selection online; and then have that list emailed directly to the QCCVB for follow-up. A new Quad Cities in the News section shows off the highlights of the great news coverage the area receives from around the world. The new calendar also has easier search capabilities and online submission.

**Mission of the Quad Cities CVB**

The QCCVB is the official tourism destination marketing and management organization for the Quad Cities region. The organization serves the tourism interests of Scott County, IA, and Rock Island, Mercer, Warren, and Henderson Counties in IL, joined by the Mississippi River.

The QCCVB increases visitor expenditures and overnight stays through strategic sales, marketing and services to our customers, members, and communities. We promote and package our destination to attract and meet the needs of meetings and conventions, group tours, sporting events and competitions, special interest groups and the leisure traveler.