



QUAD CITIES

VISITQUADCITIES.COM

Scott County, Iowa

May 14, 2019





“If you build a destination where people want to visit, you will build a destination where people want to live.”





#VLPW



About Us

Founded in 1990, Visit Quad Cities is the official Destination Management & Marketing Organization (DMMO) for the region. We are a private, 501(c)(6) non-profit engine charged with driving economic opportunity through tourism, building our authentic brand, telling & selling the Quad Cities story, and enhancing Quad Citizens' quality of life.



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QUAD CITIES
SPORTS
COMMISSION

QUAD
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Accredited Destination Management Organization (DMO)



DESTINATIONS
INTERNATIONAL



Our values



Powered by

Mission

Visit Quad Cities enhances the region's quality of life and creates economic development opportunities through tourism to inspire and build our Mississippi River regional destination.

Vision

The Quad Cities will be recognized internationally as a must experience riverfront destination.

Brand Promise

We promise lifelong memories and authentic experiences inspired by the energy, culture and positive Midwestern spirit that defines our regional destination.





Competitive landscape



IOWA

31 CVBs
6 Sports Commissions

ILLINOIS

39 CVBs
5 Sports Commissions

NATIONALLY

5,000 CVB/DMOs
350 Sports Commissions/DMOs



QC snapshot

- ❑ 3,200 visitors on avg. daily
- ❑ 1.6M visitors annually
- ❑ \$880M economic impact
- ❑ 8,140 hospitality industry jobs
- ❑ Local business support

Meetings & Conventions

Sporting Events

Group Tours

Business Travel

Vacations

Weekend Getaways



Current top feeder markets



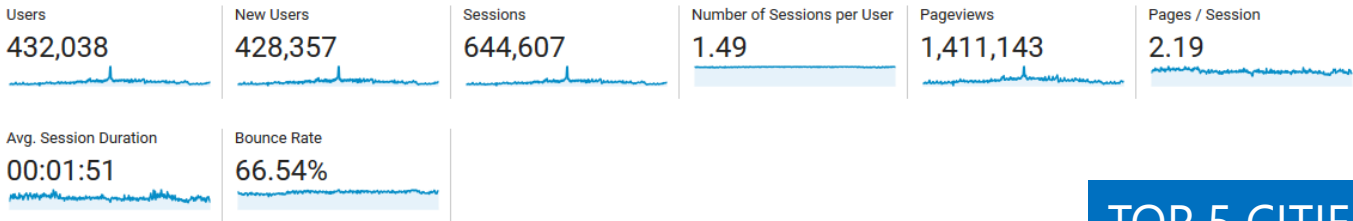
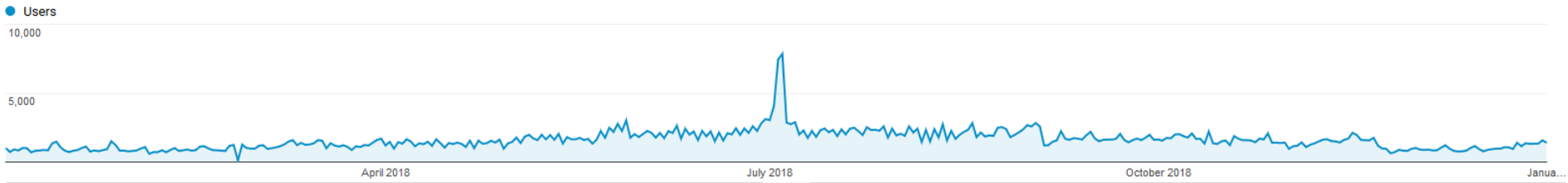
Competing daily...

- to host new and repeat meetings, conventions and sporting events
- to strategically invest promotional and marketing resources to promote the Quad Cities brand and destination
- to fill our hotel rooms against of our competitive set
- to bring people to our attractions, special events and festivals
- to induce new economic development investment into the region



visitquadcities.com

(Jan. 1, 2018 through Jan. 1, 2019)

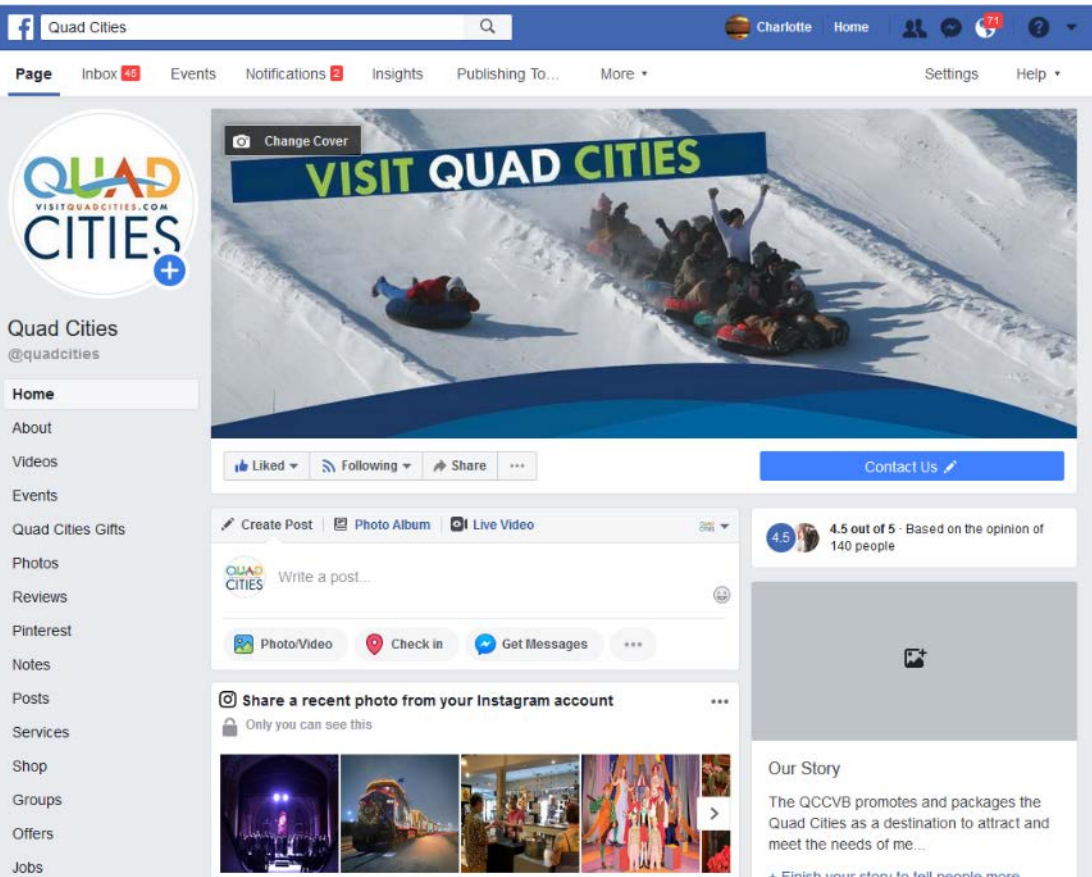


4.2B people globally on the internet

TOP 5 CITIES
Chicago
Omaha
Madison
Milwaukee
Minneapolis



Social Media Engagement



3.4B people globally engaged socially



Earned Media – Storytelling

2018

294 travel stories published about the Quad Cities destination

This equaled
\$2,710,796
in media coverage for the area

EXPERIENCE TRAVEL FOOD

FOR MORE INFORMATION
USATODAY.COM/EXPERIENCE/

Quad Cities pizza blends the sweet and spicy

Unique regional style of pie is a cut above the rest

Devorah Lev-Tov
Special to USA TODAY

Not only have you probably not heard of this pizza style, you may not have even heard of the region it comes from. The Quad Cities are made up of five cities that straddle the Iowa-Illinois border across the Mississippi River: Davenport and Bettendorf in Southeastern Iowa, plus Rock Island, Moline and East Moline in Northwestern Illinois. Now on to the pizza.

Quad Cities-style pizza is a round pizza with a thin crust that has a toasty sweetness to it — often due to the malt to the dough — and the sauce is zesty with a hint of spice. The most popular topping is a frank-filled sausage that's layered under a blanket of cheese. Toppings go under the cheese.

"It's a pizza that's kind of made backwards: it's sauce, the toppings, and then that's topped with cheese," says Ryan Mosley of Quad Cities' Harris Pizza.

Aside from the ingredients, the way Quad Cities-style pizza is cut also is unique to the region: it's cut into long, thin strips that allow for a bit of crust to be on the edge of each strip. Adding to the oddness, the strips are traditionally cut with a pair of scissors.

At Harris, the pizzas originally were cut with blueprint shears, which have long blades. Nowadays, blueprint shears are not easy to find. "We contacted the manufacturer of the original blueprint shears we had and asked if we could custom make a pair of scissors," says Mosley. "He was skeptical, but now I own a mold for those scissors."

Harris Pizza and Frank's Pizza both lay claim to inventing the unique pizza style. Harris, which has copyrighted the slogan, "The original Quad Cities style pizza," was opened in Rock Island, Ill.,



While it's rare to find Quad Cities-style pizza outside of the region, Greg Mohr and Scott Weiner brought it to Chicago with Roots Handmade Pizza. ROOTS PIZZA

by Leonard and Mary Harris. "At the time, in the late '50s, pizza in our area was not a very well-known item," says Ryan Mosley. He credits his grandparents with bringing pizza to the region.

The Quad Cities pizza community is small, and some of the shops were started by former employees of Harris or Frank's. Clint Doran, who worked for Harris Pizza for 25 years, opened Clint's Draft House Pizza & Grill in Moline, Ill., in 1993. And while it's difficult to find true Quad Cities-style pizza outside of the Quad Cities, Greg Mohr, a Rock Island, Ill., native, brought it to Chicago with Roots, which now boasts two Windy City locations. Of course, Mosley insists none of Harris Pizza's many imitators can make a pizza as good as his.

"I've never given the recipe away," he says. "The sauce, dough and meat flavoring is not going to be the same." We say, the more pizza the better. Here are five places to try it.

Harris Pizza

The original location of Harris Pizza opened in 1960 in Rock Island, Ill. It has since grown to four locations and is owned by Mosley, the grandson of founder Leonard and Mary Harris. Harris Pizza's sausage pie is its most famous, thanks to the homemade pork sausage and a secret spice blend.

"There's over a pound of sausage on a pizza, making the whole pizza approximately four pounds," says Mosley.

The Quad Cities region also claims to have invented another style of pizza: the taco pizza. Most credit the taco pizza to Happy Joe's, but Harris makes a version topped with crunchy tortilla chips.

Clint's Draft House Pizza & Grill

A protégé of Harris Pizza, Clint Doran owns Clint's Draft House Pizza & Grill with his wife, Linda. The original location opened in 1993 inside a bowling alley in Moline, Ill. In 2015, it moved to the current standalone location. Clint's



The Quad Cities region also claims to have invented the taco pizza. Most credit the taco pizza to Happy Joe's, but Harris Pizza makes a version topped with tortilla chips. HARRIS PIZZA

servestraditional Quad Cities-style pizza in airports-but atmosphere and is known for an extra-crispy crust.

Frank's

Frank's Pizza is the oldest pizzeria in the Quad Cities, serving strip-cut pies since 1955. Located in Silvis, Ill., it's known as one of the best places to get traditional Quad Cities-style pizza.

The crust at Frank's is not as malty as other taco pizza spots, and the restaurant uses scissors to cut its pizzas into long strips. Many credit the restaurant with inventing the Quad Cities style.

Wise Guys

In Davenport and LaCrosse, Iowa, Wise Guys Pizza is popular for its lunch and dinner buffet serving Quad Cities-style pizzas. The restaurant goes out of the box with such toppings as mac and cheese, spaghetti and meatball, and bacon cheeseburger.

Roots Pizza

Roots Pizza dough contains a malt-heavy "spice jam," red sauce with chili flakes and cayenne pepper, and strips that are cut with scissors. Roots Handmade has a thin crust that's spiced with creative toppings. Punny flavors such as taco, shot 'n' roll and chili cheese curd accompany options, such as sausage.

QC Destination and DMMO SWOT

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ✓ Established in 1990 ✓ Mississippi River ✓ No long-term debt for the DMO ✓ Newly created vision, mission and brand promise direction ✓ Operating guide "River Pilot" ✓ Geographic position ✓ Experienced staff 	<ul style="list-style-type: none"> ✓ National and local brand identity ✓ Civic pride ✓ Tourism product experience ✓ Meeting/Convention venues, facility and attraction assets ✓ Public/private funding against competitive set ✓ Limited air service ✓ Corporate base 	<ul style="list-style-type: none"> ✓ Destination Vision and Strategic Plan ✓ Q2030 Regional Action Plan alignment ✓ Innovation and analytics in planning ✓ Riverfront mixed-used product experience ✓ Creative energy ✓ I-74 Bridge Project ✓ Passenger rail ✓ Fully-optimized DMO 	<ul style="list-style-type: none"> ✓ Economic conditions ✓ Political climate ✓ Lack of multi-community consensus ✓ Duplicative civic efforts



River Pilot

Our Operating Guide



Key Performance Indicator (KPI) Summary

Current KPI	KPI Target Goal
1.6M visitors annually	2M+ visitors annually
\$6.3M in collective annualized hotel/motel tax	\$10M+
\$880M annual economic impact	\$1B+
\$1.57M annual operating budget	\$2.5M+ annual operating budget
53.6% hotel occupancy rate	60%+ hotel occupancy rate



Visit Quad Cities Evaluation

Event and project metrics for how we approach prospective business opportunities

1. **Economic impact value:** Room nights generated, tax collections and relevant STR report results
2. **Risk:** Financial and reputational for the region and organization
3. **Brand Positioning:** National television exposure, regional exposure and local media exposure for the event/project and the organization
4. **Market Viability:** Private and public support necessary to host
5. **Calendar:** Opportunity costs, facility availability and operational impact
6. **Quality of Life:** community enhancement and legacy impact

Scoring: Rank 1-5 with 5 being the highest score



Moving forward

- Align with



- Become the BEST in quality of experience, place and ecosystem
- We will be brand liberators and create QC brand champions
- Tourism leads to economic development, talent and new capital
- Solidify a new vision/mission, strategic plan and roadmap for the destination with focused authenticity and execution



Re-engineer our destination



- Sense of urgency
- Solutions provider for the community
- Disruptive & adaptive brand
- Shape and build reputation
- Engage a global thought leader in destination vision and strategy



RESONANCE



ABOUT US

Resonance Consultancy is a leading advisor on real estate, tourism and economic development for countries, cities and communities around the world.





RESONANCE



RECENT PROJECTS

- Luxury Tourism Strategy - Montreal, QC
- International Trade Strategy - Destination Canada
- Destination Management Strategy - Visit SLO CAL
- Tourism Master Plan - Tucson, AZ
- Tourism Master Plan - Portland, OR
- Tourism Vancouver 2030 - Vancouver ,BC
- Destination Development Strategy - Tulsa, OK
- Tourism Business Plan - Aruba
- Tourism Master Plan - Los Angeles, CA
- Tourism Master Plan - Richmond, VA



RESONANCE



WE STUDY PLACES

In partnership with National Geographic, Resonance produces rankings of the World's Best Cities and America's Best Cities each year.

World's Best Cities

America's Best Cities





RESONANCE



WE STUDY PEOPLE

We produce ongoing original research into what moves people and investment to countries, cities and communities.

Future of Chinese International Travel

Future of Luxury Travel

Future of U.S. Millennial Travel





RESONANCE



WE DEVELOP STRATEGIES

Our development strategies for destinations and communities analyze current context and articulate a clear vision for sustainable destination and community development.

Destination Assessments
Development Strategies
Tourism Master Plans



Emerging Trends



Top industry trends



CUSTOMERS ARE SEEKING CUSTOMIZED, AUTHENTIC TRAVEL EXPERIENCES WHERE THEY CONNECT WITH A LOCAL'S WAY OF LIFE



MOBILE PLATFORMS ARE THE PRIMARY PLATFORM ALONG THE ENTIRE CONSIDERATION STAGE THROUGH THE VISITOR EXPERIENCE



BRAND AND CONTENT ALONG WITH YOUR DNA DRIVE EVERYTHING



VIDEO IS THE MOST IMPORTANT FORM OF CURRENCY IN A DESTINATION'S STORY



HARVESTING DATA, BUSINESS ANALYTICS AND INNOVATION AND USING THOSE TO DRIVE A DESTINATION'S TOURISM ENTERPRISE IS CRITICAL



***75% of travel and tourism decisions will be made by women**

2028



Hotels.com™

trivago



priceline.com





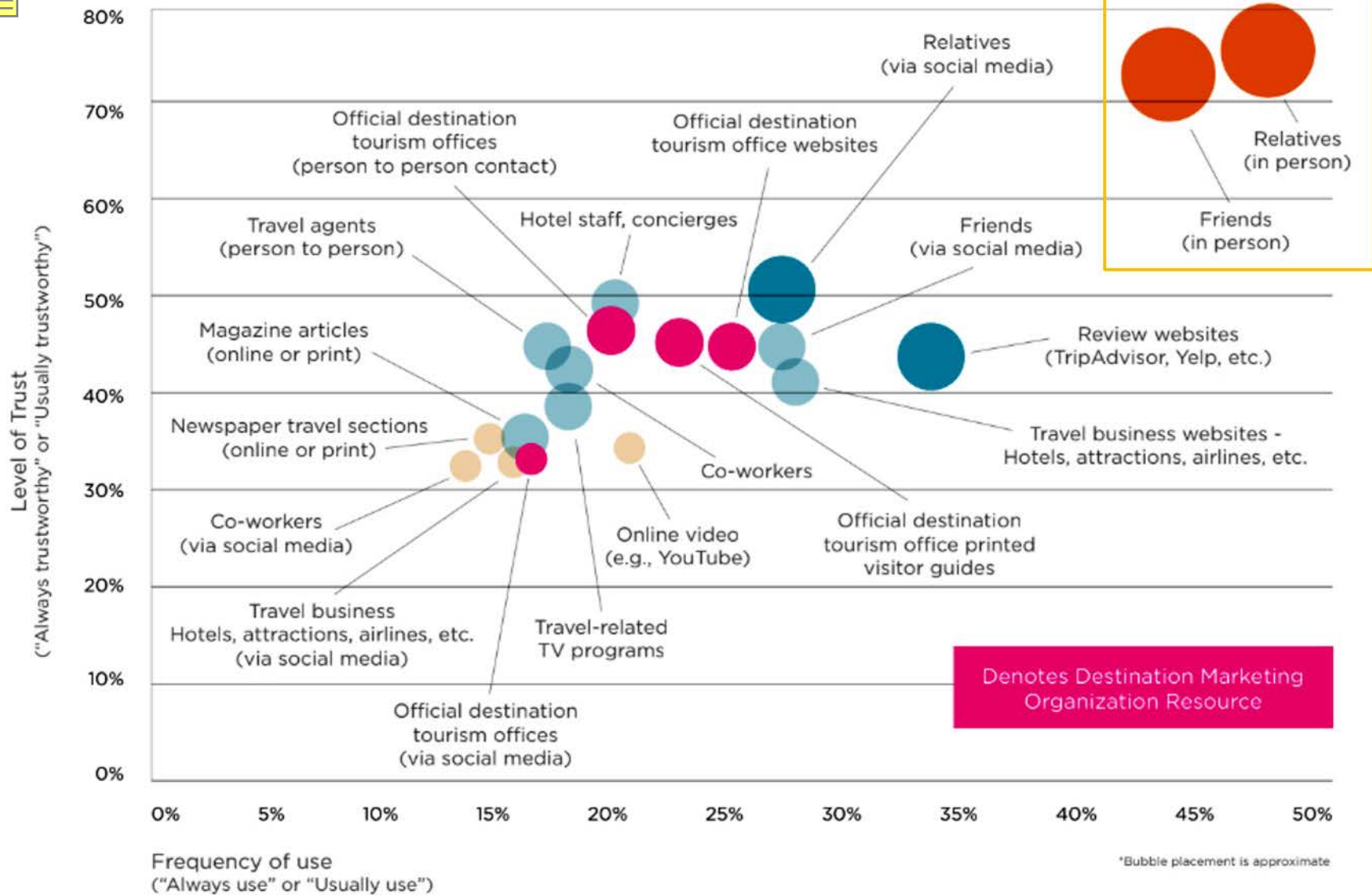
Chatbots and AI activation



Alexa, tell me about the Quad Cities?



Source: Phocuswright

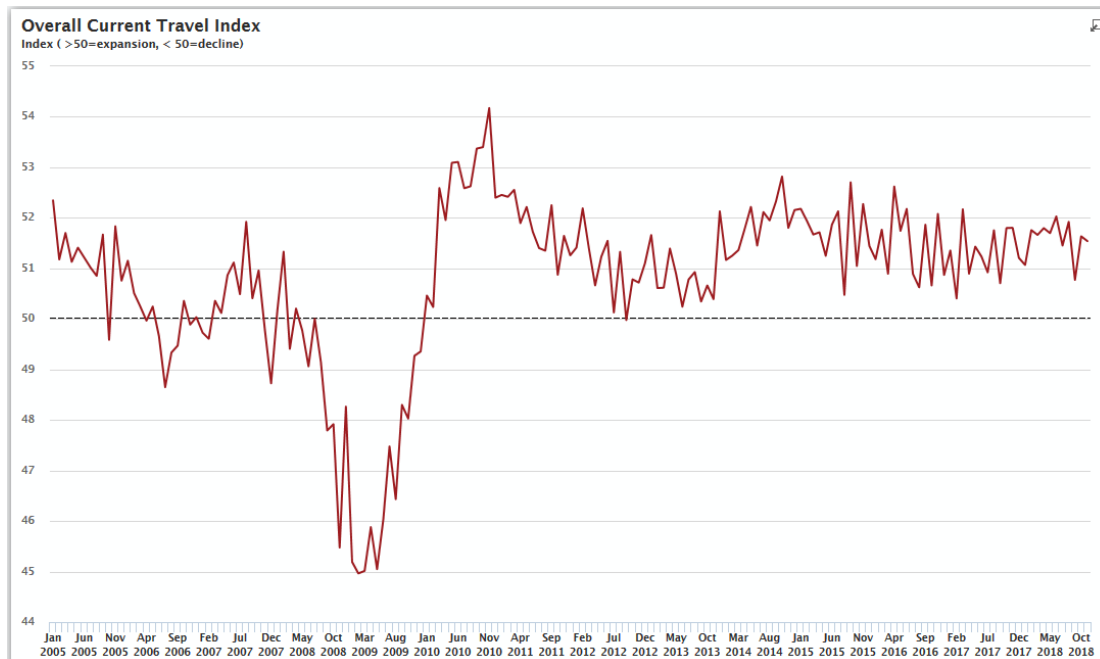


An analysis of media trust and frequency of use by Destination Analysts' of US travelers feedback from the quarterly *The State of the American Traveler*.

*Bubble placement is approximate

Six-month travel forecast

- Domestic travel is expected to grow in the first half of 2019, with business and leisure both contributing toward the growth
- Business travel is expected to outperform the leisure market, supported by strong business investment
- Leisure travel growth is expected to soften slightly but remain about 2.0% as consumer confidence remains near its historic high
- International inbound travel growth outpaced its six-month average in November 2018, expanding by 3.8% year-over-year; however, the forecast is for much softer growth through the first two quarters of 2019



$$V \approx QC^2$$

IS THE
HIGH-POWERED
ENERGY THAT
MOVES THE
QUAD CITIES
BRAND



QUADCITIES
VISITQUADCITIES.COM

1. Culture
2. Team
3. New service standard
4. Workforce
5. Visitor Economy





BIG vision
BIG goals
Product development
Strategic road map
Go do it



Q/A



Thank you!



The word 'QUAD' is rendered in a stylized, multi-colored font. The 'Q' is blue, the 'U' is green, the 'A' is red, and the 'D' is orange. A blue swoosh-like graphic element passes behind the letters, starting under the 'Q' and ending under the 'D'.

QUAD

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CITIES

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