



Scott County Board of Supervisors

September 28, 2021



Item #4
9/28/21



ABOUT US

Visit Quad Cities is the official Destination Management and Marketing Organization (DMMO) for the region

PEOPLE

Our strength lies in one QC team built by the goal that together is better

PARTNERSHIPS

Partners, stakeholders, & customers are the focus, and drive our collaborative business

PERSONALITY

We love to tell stories about our unique regional destination to visitors and Quad Citizens



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.

Our Brand Elements

Attributes:

1. Mississippi River North
2. Creative Cities
3. Always Attainable
4. Family of Places
5. Open to Everywhere
6. Mentoring Mindset

Attitude:

1. Heartland Modern
2. Belong To, Believe In
3. The Deere Effect



BRAND PILLARS

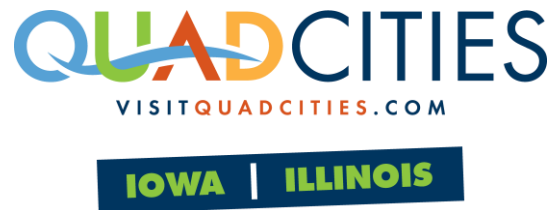
AUTHENTIC
STORYTELLING

DIVERSE
EXPERIENCES

MIDWESTERN
SPIRIT

WORLD
RENOWNED
RIVER

CREATIVE
ENERGY





SCOTT COUNTY UPDATE

- Pandemic disruption
- Silver linings
- *Tourism Master Plan*
- FY22 snapshot
- Federal resources
- Future

QUADCITIES
VISITQUADCITIES.COM

IOWA | ILLINOIS



Data Sources & Partners

Impact Summary

Travel Indicators

Int'l Arrivals to the U.S.

Economic Conditions

Employment

Travel Sentiment

Covid-19 Vaccination

Predictive DMO Indicators

Predictive Industry Indicators

Economic Forecast

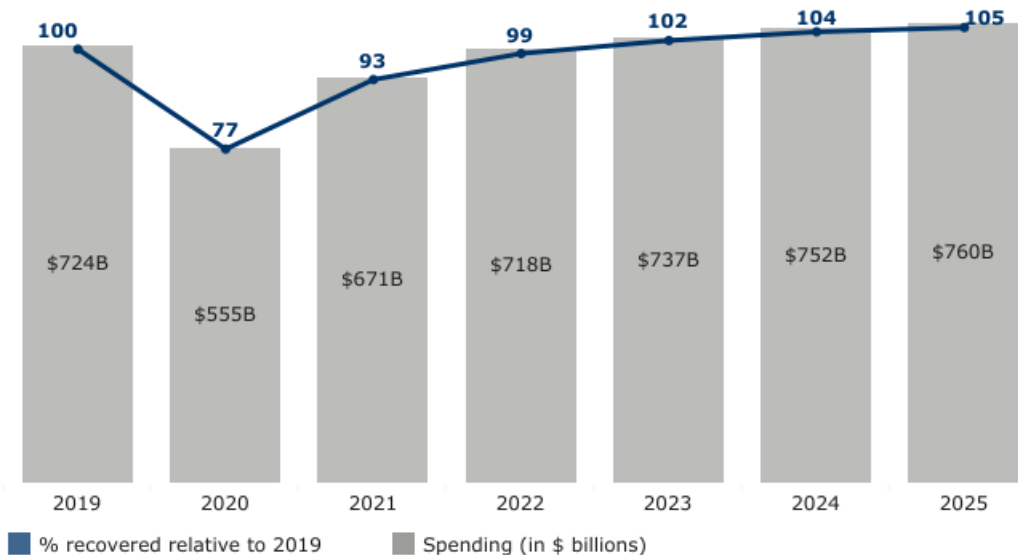
Domestic Visitor Forecast

International Travel Forecast

US Hotel Forecast

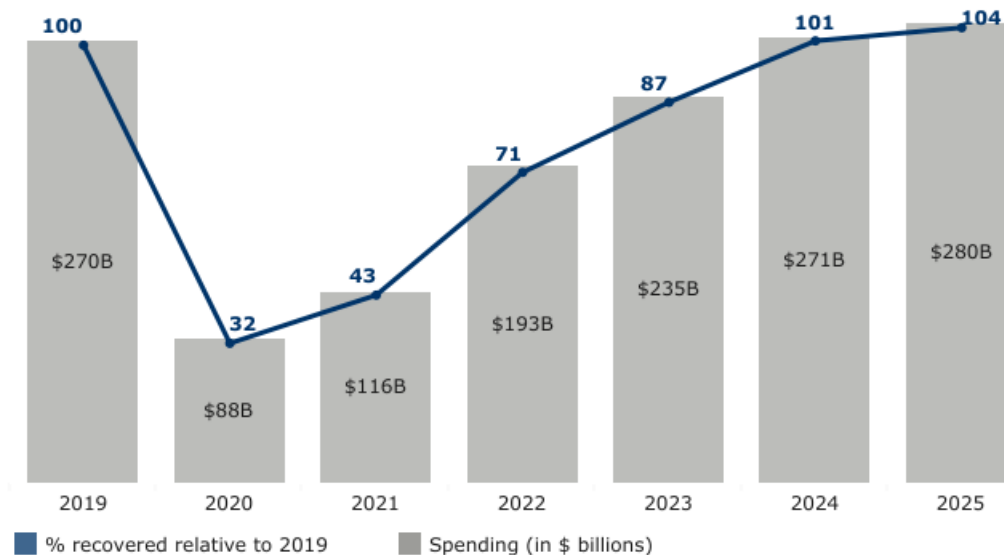
Domestic Leisure Travel Spending

Total spend and % recovered to 2019 (index, 2019=100)



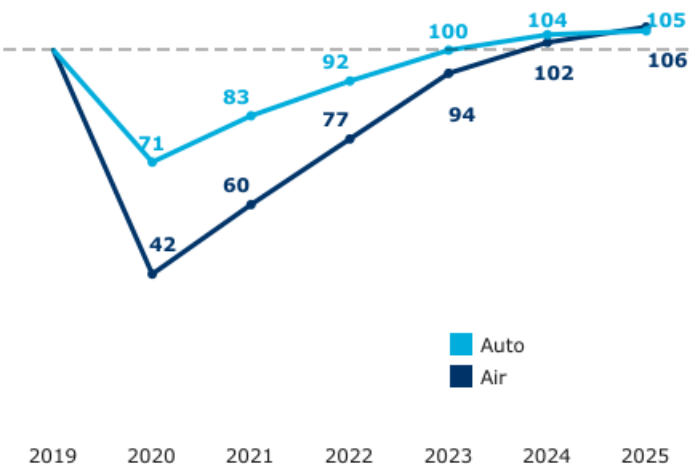
Domestic Business Travel Spending

Total spend and % recovered to 2019 (index, 2019=100)



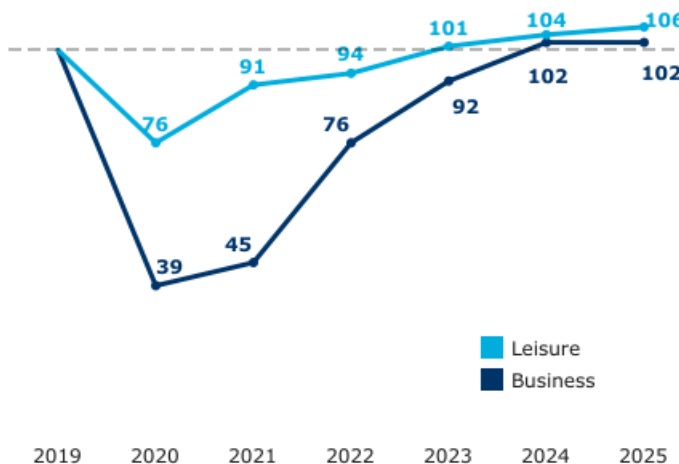
Auto vs. Air Travel Volume

Domestic travel volume, % recovered relative to 2019



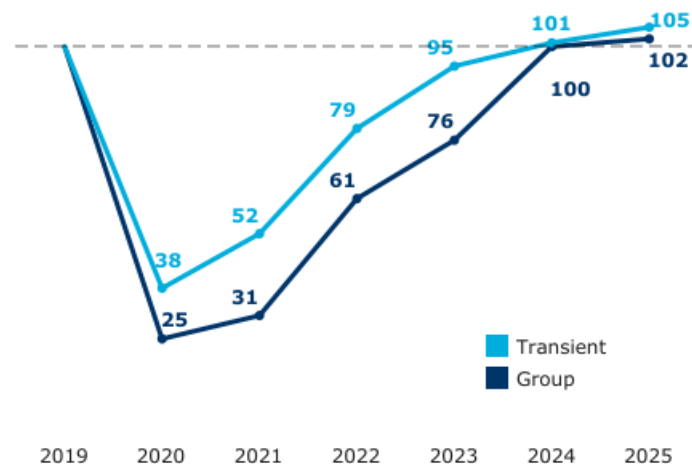
Leisure vs. Business Travel Volume

Domestic travel volume, % recovered relative to 2019



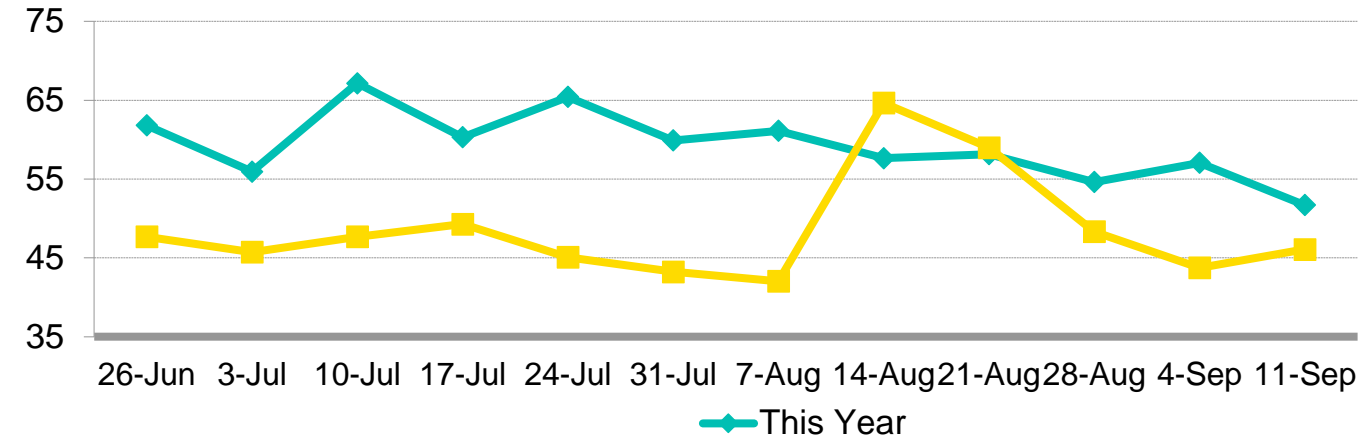
Business Travel by Segment

Domestic travel volume, % recovered relative to 2019

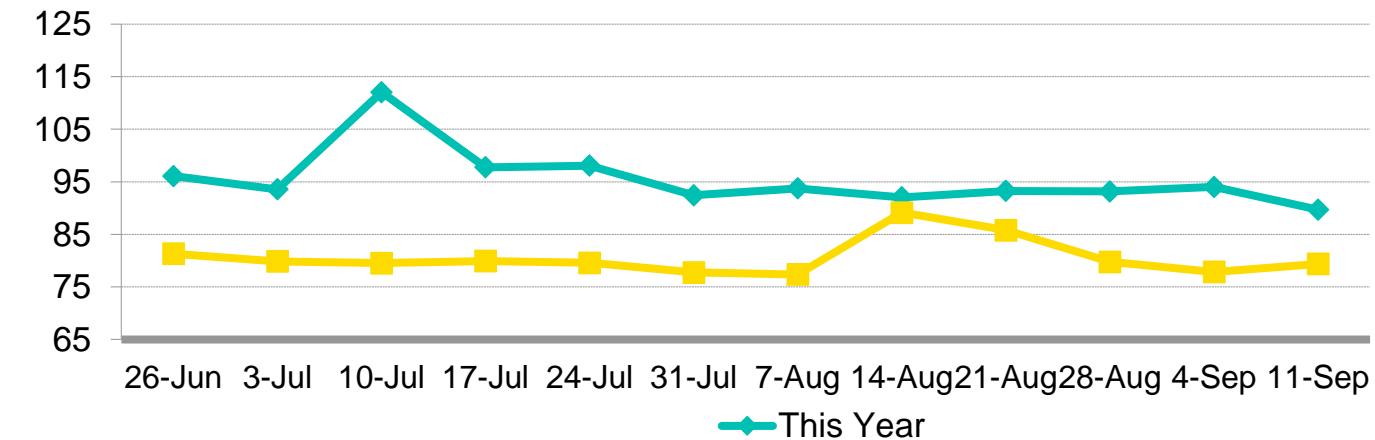


STR Metrics

Weekly Occ (%) - Jun 26, 2021 to Sep 11, 2021



Weekly ADR - Jun 26, 2021 to Sep 11, 2021



Key takeaways:

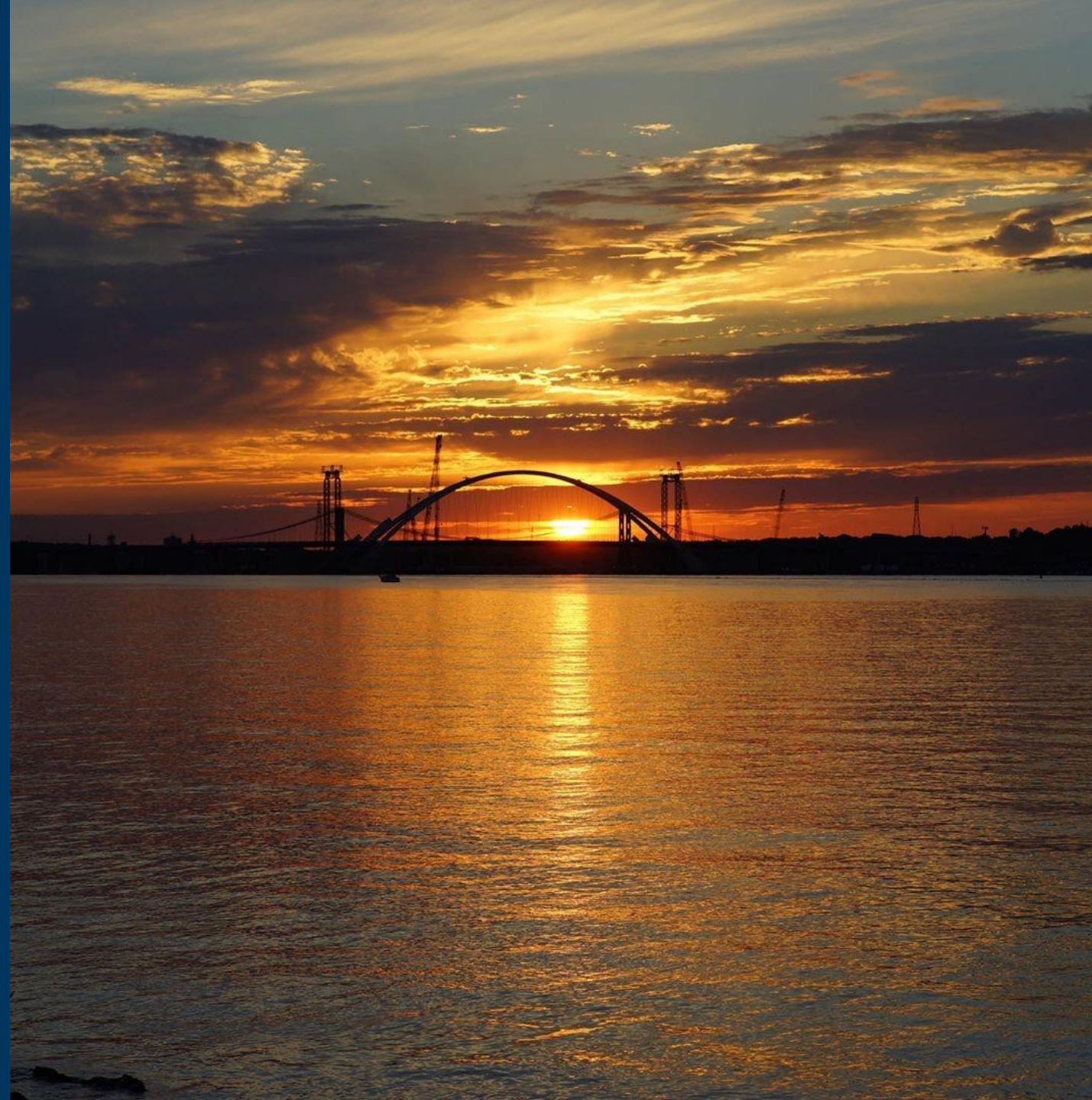
- Hotel occupancy will trend down as we shift from leisure travel during the Summer to business, meetings/conv. this Fall & Winter
- Average Daily Rates have held serve for area hoteliers as demand has been uncertain
- Tourism Economics forecasts it will be 2024 until we see 2019 levels which was a record year for tourism in Scott and Rock Island counties. This is barring any further system shocks or disruption
- The Quad Cities outperformed markets such as Chicago in occupancy percentages during the peak of the pandemic, but this will not last
- Supply/demand market challenge

TOURISM MASTER PLAN

Destination Vision

In 2030, the Quad Cities is a proud, forward-thinking, visitor-centric region connected by the storied Mississippi River and a shared love of local, independent arts, culture, and creativity. This family of communities attracts young explorers and dreamers, investors and entrepreneurs because it offers homegrown imagination and innovation—an eclectic music, art, culinary, sports, and entertainment scene, an original and authentic experience of one of the world's great rivers, and an open-minded midwestern spirit that brings success within reach for all.

People love the Quad Cities because they want to be part of its growing, blooming, welcoming and evolving energy, and get closer to a place that's as genuine as it is quirky, as unexpected as it is energizing, as deeply rooted as it is forever current.



TOURISM MASTER PLAN RECOMMENDATIONS



1. Destination Promotion
2. Destination Programming
3. Governance
4. Destination Development
5. Destination Stewardship
6. Implementation



DESTINATION VISION & STRATEGIC PLAN

TOURISM MASTER PLAN GOALS & OBJECTIVES BY PRIORITY

Creating	Creating a unified identity and narrative to promote the Quad Cities as a place to live, work, and visit.
Generating	Generating demand and overall growth of the visitor economy.
Improving	Improving the overall visitor experience by addressing product gaps and opportunities.
Maximizing	Maximizing the economic impact of the visitor economy (tax revenue, jobs, etc.).
Increasing	Increasing investment in the visitor economy.
Building	Building consensus and collaboration in the tourism industry.
Ensuring	Ensuring the visitor economy enhances resident quality of life.
Delivering	Ensuring the visitor economy delivers sustainable and desirable environmental outcomes.



FY22 PRIORITIES



1. Continually lead and support economic recovery strategies through tourism
2. Secure multi-jurisdictional agreement among public funding partners
3. Tourism Master Plan implementation
4. Introduce new regional brand in partnership with the Quad Cities Chamber of Commerce
5. Plan and successfully execute the I-74 Bridge Celebration
6. Successfully launch QCPRO and a Certified Tourism Ambassador (CTA) program
7. Activate Sports QC Powered By Visit Quad Cities



SEE SOURCE

bandwango
The Destination Experience Engine





Overview



Unique Visitors
1,202,040

In-State 205,508 Out-of-State 995,799

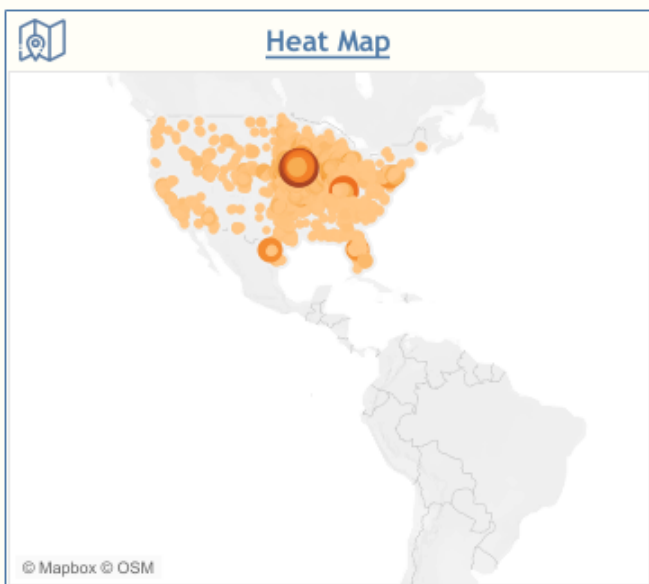
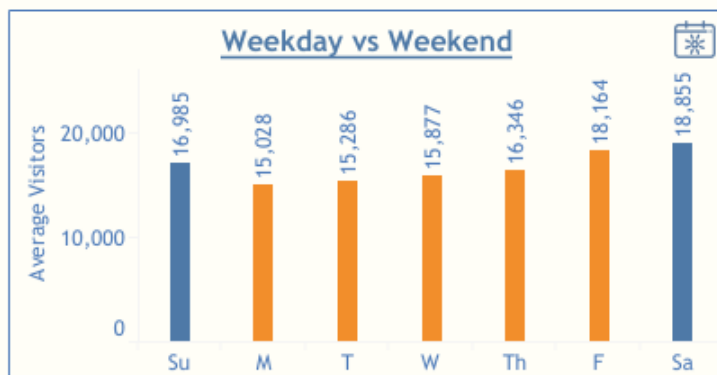
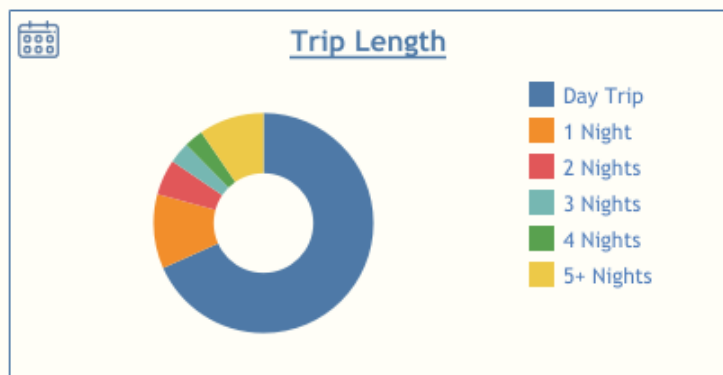
Visitor Days Spent
4,046,730

In-State 780,479 Out-of-State 3,265,853

Avg Length of Stay
2.7

Avg POI's Visited
2.0

		Visitation		Annual
		In-State	Out-of-State	
2021	Unique Visitors	211,872	1,026,356	
	Visitor Days Spent	814,998	3,417,150	
2020	Unique Visitors	349,780	2,084,644	
	Visitor Days Spent	1,274,166	5,920,164	
2019	Unique Visitors	468,315	2,358,866	
	Visitor Days Spent	1,562,697	6,899,859	
2018	Unique Visitors	391,117	1,857,894	
	Visitor Days Spent	1,455,959	6,184,420	



Top POI's

Cities	1,064,825
Hotels - Iowa	183,848
Sports & Convention Centers	93,534
Hotels - Illinois	83,372
Casinos	81,196
Attractions	73,909

DMAs Top Markets

Des Moines-Ames	108,525
Minneapolis-St. Paul	50,026
Chicago	49,315
Omaha	36,841
St. Louis	33,519
Milwaukee	30,859

Prevalent Demographic Group:
 Age: Gen X (45-54) Income: Under 40K Education: HS or Less Household: 1-2 People
 (Under 18 group is not considered)



Start Your Adventure Here!

Find family fun with the Visit Quad Cities Family Pass! Each location included in this pass represents some of the the best attractions in the QC - perfect for all ages. Use the pass as a guide to your adventure, and don't forget to check-in along the way. Each



Quad Cities Family Pass



QuadCitiesPro.com





FEDERAL
RESOURCES



ANDALUSIA
 NEW LIBERTY DIXON BUFFALO MAYSVILLE HAMPTON
 CARBON CLIFF PRINCETON STOCKTON LOW MOOR COYNE CENTER
 PREEMPTION FRUITLAND CLEVELAND BETTENDORF MCCAUSLAND
 VIOLA DAVENPORT PARK VIEW
 WALCOTT ALPHA COLONA MILAN ORION
 CAMANCHE OSCO
 PLEASANT VALLEY CAMBRIDGE
 REYNOLDS MOLINE
 BLUE GRASS DONAHUE ALEDO WILTON
 GRAND MOUND
 EAST MOLINE MUSCATINE WINDSOR
 RIVERDALE GENESEO ROCK ISLAND DEWITT COAL VALLEY
 CORDOVA HICKORY GROVE MATHERVILLE SILVIS
 DURANT LECLAIRE CALAMUS ELDRIDGE PANORAMA PARK PORT BYRON
 SHERRARD RAPIDS CITY ANDOVER LONG GROVE HILLSDALE

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