Quad Cities Convention & Visitors Bureau

www.visitquadcities.com  www.agtoursillinois.com

- Deference between Chamber of Commerce & CVB’s?
  - Chambers=Economic Development
  - CVB’s=Economic Impact

- Quad Cities CVB creates economic impact by bringing Meetings, Conventions, Conferences, Group Tours, Leisure, Sports & Events, Reunions and International Groups to the Quad Cities.
Examples of Economic Impact from Tourism in the Quad Cities

- 6000 bowlers over 3½ months = $3,330,000
- 30 team sports tournament for 1 week = $750,000
- 600 attendee convention for 3 days = $348,000
- 150 attendee conference for 2 days = $55,500
- 35 person Group Tour for 3 days = $15,225
- 25 person International Group for 2 days = $7,250
- Couple/Family coming for a Weekend Package or Festival = $725 - $1,160

Tourism guests stay in our hotels, eat at our restaurants and shop at our stores. Keeping our Quad Citians employed!
What does Tourism Economic Impact mean to you? Stimulates Local Economy and YOUR Pocket!

How does it impact YOUR Pocket? International Groups on your Farm!

Why do I want International groups on My Farm? Simple Economics…
25ppl on your farm X $5 pp = $125
25ppl on your farm X $10 = $250
(Price per person depends on what you have to offer.)

Why International Groups?
Agriculture! Most international countries are 10-15 years behind our farmers and visit the US for educational & professional knowledge. Yes, they come with their own translators.
Agri-Tourism VS Professional Agricultural Tours

- **Agri-Tourism**: Family’s/individuals/School groups, etc. – Country Corner Farm, Farmer’s Markets, Pride of the Wapsi, Living History Farms, etc. Open to public with working hours of operation.

- **Professional Ag Tours**: Group of Farmers, Cooperatives, Farm Bureaus, FFA, Agricultural University’s, Bio-Energy, Factory & Company tours, IA/IL Ag Assn’s, Ag Events (Farm Progress, World Pork Expo, World Dairy Expo) etc. By reservations.

  **Professional Ag can visit Agri-tourism, but not vice-versa.**
Professional Ag Interests:

Cattle   Dairy   Hog   Poultry   Corn   Soy
Silage   Feed Farms   Genetics
Fertilizer Recycling   Production/Slaughter
Board of Trade / Mercantile Exchange
Barge Loading Facilities
Bio Energy – Ethanol / Wind
Test / Research Farms
One-on-One with Farmers
Agricultural Events / Exhibitions
32 Countries Visited the Quad Cities in 2008 for Professional Agricultural

Top countries who visit:

- Germany & France
- Argentina & Brazil
- Italy
- Spain
- Canada
- Mexico
- China & India
- Russia, Kazakhstan, Slovakia & Ukraine
- Sweden & Netherlands
Frequently Asked Questions…

- **What is required of my farm?**
  - Easy turn-a-round and/or in-out access for motorcoach
  - Your knowledge, experience and Mid-Western hospitality

- **How do I get started and do I have to be in the Quad Cities?**
  - We are looking for farms throughout Iowa & Illinois, but close proximity to the QC is helpful
  - I’ll meet with you to discuss options, ideas and to see if your farm is a good fit
  - Have a phone that you answer and email is helpful

- **Do I need extra insurance?**
  - Each state/policy is different, but usually no. This shouldn’t be any different than when family or friends come to visit. But always check with your insurance carrier.

- **What do they expect?**
  - They expect to see your working farm, ask you questions on how you do things.
  - They are not afraid to walk around, ride in your wagon to get to another part of the farm, etc. These are farmers too.
  - Bottled water is a nice welcome to Internationals, but not necessary.
  - Internationals don’t like to be rushed through anything.
FAQ Continued

- **Who gets & collects the money for the farm visit?**
  - The farm collects and gets 100% of the proceeds.

- **What do I (Margo-CVB) get out of it?**
  - Hotel overnights & economic impact for our QC communities

- **Who “sells” the farm visits and to whom?**
  - Quad Cities CVB / AG Tours Illinois (funded by an IL Grant) promotes the tours at International tradeshows
  - I work with Tour & Receptive Operators Nationally & Internationally who package Ag Tours for their International contacts/clients
  - AG Tours Illinois specifically partners with Kristine Moyer (Chicago Meetings & More) – You will most likely hear from her the most.

- **Who contacts the farmer/farm for a reservation?**
  - Either Kris Moyer, another tour receptive or JD Guest Services who have received your information from me.

- **Do you have to have Deere equipment on your farm?**
  - I need farms of all brands, types & sizes. Guest Services needs you to be a Deere Equipment Farm

**NOTE:** Though Internationals plan months in advance, there are occasions when dates/times need to change due to flight schedules or passport/visa issues. Sometimes they find out last minute that they want to plan a trip. If you can be flexible, great, but this is your farm and you can say no.
THANK YOU!

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