



Quincy Area Convention & Visitors Bureau 2007 Annual Report

Visitor Spending in 2007 generated \$121 Million for Adams, Pike & Hancock Counties.

QACVB Board of Directors

Ted Meyer - Chairman
 Kevin Curran - 1st Vice Chair
 Joe Wand - Adams Co. Board Rep
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QACVB Staff

Holly Cain - Executive Director
 Amy Earnest - PR & Sports Mgr.
 Ryan Craven - QACVB Intern



QACVB Mission:

The mission as an organization is to enhance the economy of Adams, Hancock and Pike Counties through the promotion of the area as a destination for overnight visitors. This shall be accomplished by encouraging groups to hold meetings, conventions, activities and trade shows in the area.



2007 Industry

Statistics By County

Adams:

Visitors spent **\$75 Million** in Adams county. This is a **2.5% increase** from 2006.
 Tourism jobs account for **700 jobs** in Adams county.

Hancock:

Visitors spent **\$25 Million** in Hancock county. This is a **7.8% increase** from 2006.
 Tourism jobs account for **190 jobs** in Hancock county.

Pike:

Visitors spent **\$20 Million** in Pike county. This is a **4.2% increase** from 2006.
 Tourism jobs account for **100 jobs** in Pike county.

The highest Recorded Hotel/Motel Tax collected in Quincy occurred in 2007 generating \$676,691.61.

New 2007 Sponsored events and initiatives.



- Kayak Quincy
- 10-State Geocache Contest in Nauvoo/Quincy
- Revised Haunted Historic Rivertown Tours
- Traveling The Tri-States TV Show
- Re-launched Museum Passport program
- IL State Women's Bowling Tournament
- Cabella's King Cat Tourn.
- IL State Goldwing Rally

The QACVB uses various means to market the tri-county area:

- Brochure Slotting Services
- 12 Billboards
- Newspaper Ads
- 768 Radio Ads
- E-newsletter with over 900 subscribers
- Travel magazines
- 10 Unique Travel Brochures
- PSA's
- seequincy.com**
Our website saw record viewings with an accounted 6.2 million requests over the last 12 months!
- Over 1,550 lodging rooms are promoted by the QACVB.**

QACVB Sponsored events generated an economic impact of over \$10 Million to the area in 2007.

We would like to say...
 Thank you to all of our local and state supporters for their continual partnerships and support.
 Special Thanks go to the Friends of the Castle and the Quincy Park District.



We've Moved!
 Our new location is inside Quincy's official tourist information center in the beautiful Villa Kathrine.
 532 Gardner Expressway
 Quincy, IL 62301
 Tel: 217.214.3700