

JANUARY 6, 2020

DESTINATION VISION  
& STRATEGIC PLAN

DESTINATION  
ASSESSMENT

# VISIT QUAD CITIES



# OVERVIEW

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Resonance Consultancy has undertaken Destination Assessments for a wide range of destinations, cities, states, and countries. Through our work, we've learned that traditional performance indicators – economic output, spending, and visitors – don't tell destinations and their tourism and economic development agencies the whole story.

As a growing number of visitors base their judgment of destinations on overall experiential quality rather than just the number of must-see attractions, growth in demand must be matched by expansion and improvement in supply to ensure the viability and sustainability of a destination's tourism industry over the long term.

From a demand-side perspective, it's generally straightforward to assess a destination's performance using standardized measures of visitor traffic, spending or hotel occupancy rates. But when it comes to evaluating the supply side of a destination, no standardized measures exist to benchmark the experiential quality of one destination to the next. Traditional visitor intercept surveys provide destinations with insight into what visitors find appealing or lacking, but there is no efficient or standardized way to compare and benchmark these results with those of other destinations.

To solve this problem, Resonance Consultancy has analyzed peer review channels from increasingly influential websites such as TripAdvisor and Yelp. We've identified how many quality experiences cities offer from one product and experience category to the next as rated by locals and visitors themselves. With more than 500 million combined reviews, these sites are both powerful marketing channels for destinations, and can also provide new insight and intelligence into the experiential quality and differentiating characteristics of destinations themselves.

It should be noted that this methodology does have its limitations, and those limitations should be acknowledged in any interpretations of the data. Having more experiences rated as 'very good' or 'excellent' in a particular category does not automatically equate to a competitive advantage for a destination in that area. Rather the results of this analysis

should be combined with the results from the visitor and resident survey analysis to better understand the competitive advantages – and weaknesses – of your destination.



# METHODOLOGY

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The Destination Assessment for the Quad Cities measures tourism's supply-side performance and competitiveness based on:

**Absolute Scale** – measuring the total number of quality experiences. These totals illustrate which destinations deliver the largest number, or smallest number, of quality experiences. The destination with the largest absolute total(s) is considered the largest tourism destination.

**Index Scale (Visitor Count)** – measuring the total number of quality experiences indexed against visitor spending. This indexing levels the playing field between large visitor destinations and smaller visitor destination by illustrating the number of quality experience per \$1,000,000,000 in visitor spending. The destination with the largest indexed (visitor count) total(s) is considered the most competitive tourism destination.

**Index Scale (Population)** – measuring the total number of quality experiences indexed against the metropolitan area population in 2018. This indexing levels the playing field between destinations with large resident populations and destination with small resident populations by illustrating the number of quality experiences per 1,000,000 residents. The destination with the largest indexed (population) total(s) is considered the most competitive quality of life destination.

The report analyzes and compares 20 perception-shaping factors in six key categories and total using a combination of online ratings and reviews from TripAdvisor. The data was collected during October 2019. The totals and rankings that follow are based on an analysis of the number of products or experiences rated as 'very good' or 'excellent'.

We grouped these factors together into six categories: Culinary, Culture, Entertainment, Lodging, Sightseeing, Adventure and Total. The six categories in this report are treated with equal importance and, as such, are weighted equally. Within each category, the number of quality experiences is tallied to produce a total number of quality attractions for that indicator. The overall ranking is determined by the total number of quality attractions and experiences in a city across all six categories. In sum, a city's performance across these six categories reflects the relative competitive identity of one destination to the next.

Please note, mathematically, destinations with a lower visitor count and the same number of quality institutions as another destination will fare better in the relative results (indexed by visitor counts) than the other destination. Similarly destinations with a lower population count and the same number of quality institutions as another destination will fare better in the relative results (indexed by population) than the other destination.

The categories of experiences analyzed and the various attractions and businesses within them were defined by TripAdvisor. All cities were benchmarked in each of the following areas:

#### 1. CULINARY

- Food & Drink Experiences
- Restaurants

#### 2. CULTURE

- Major Events
- Museums
- Theater & Concerts

#### 3. ENTERTAINMENT

- Nightlife
- Shopping
- Amusement Parks
- Casinos & Gambling
- Fun & Games
- Zoos & Aquariums

#### 4. LODGING

- Hotels
- B&B and Inns
- Specialty Lodging
- Vacation Rentals

#### 5. SIGHTSEEING

- Nature & Parks
- Sights & Landmarks
- Sightseeing Tours

#### 6. ADVENTURE

- Boat Tours & Water Sports
- Outdoor Activities

## COMPETITIVE SET

Based on known competitive destinations and other aspirational destinations, Resonance, Visit Quad Cities and the Destination Vision and Strategic Plan Leadership Steering Committee selected a competitive set of 14 cities:

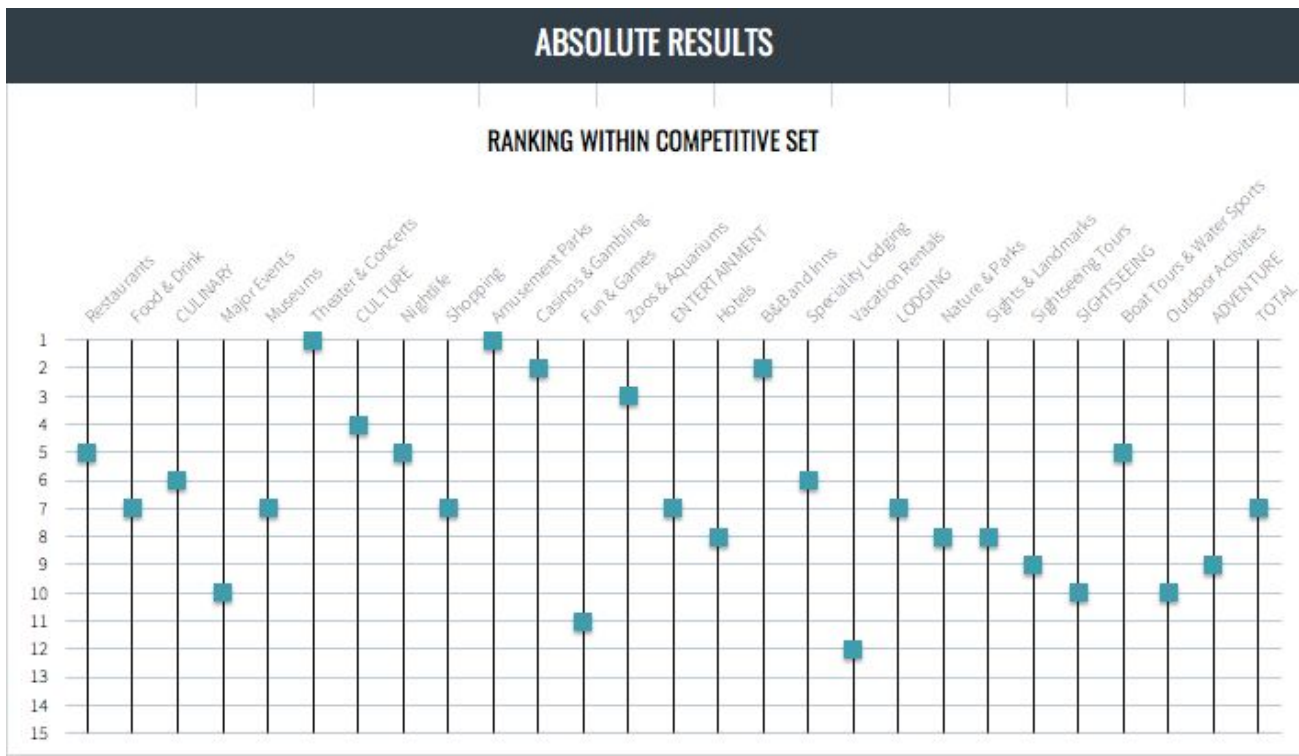
Asheville, NC  
Boise, ID  
Chattanooga, TN  
Cincinnati, OH  
Des Moines, IA  
Fargo, ND  
Grand Rapids, MI

Greenville, SC  
Madison, WI  
Omaha, NE  
Peoria, IL  
Rochester, MN  
Rockford, IL  
South Bend, IN

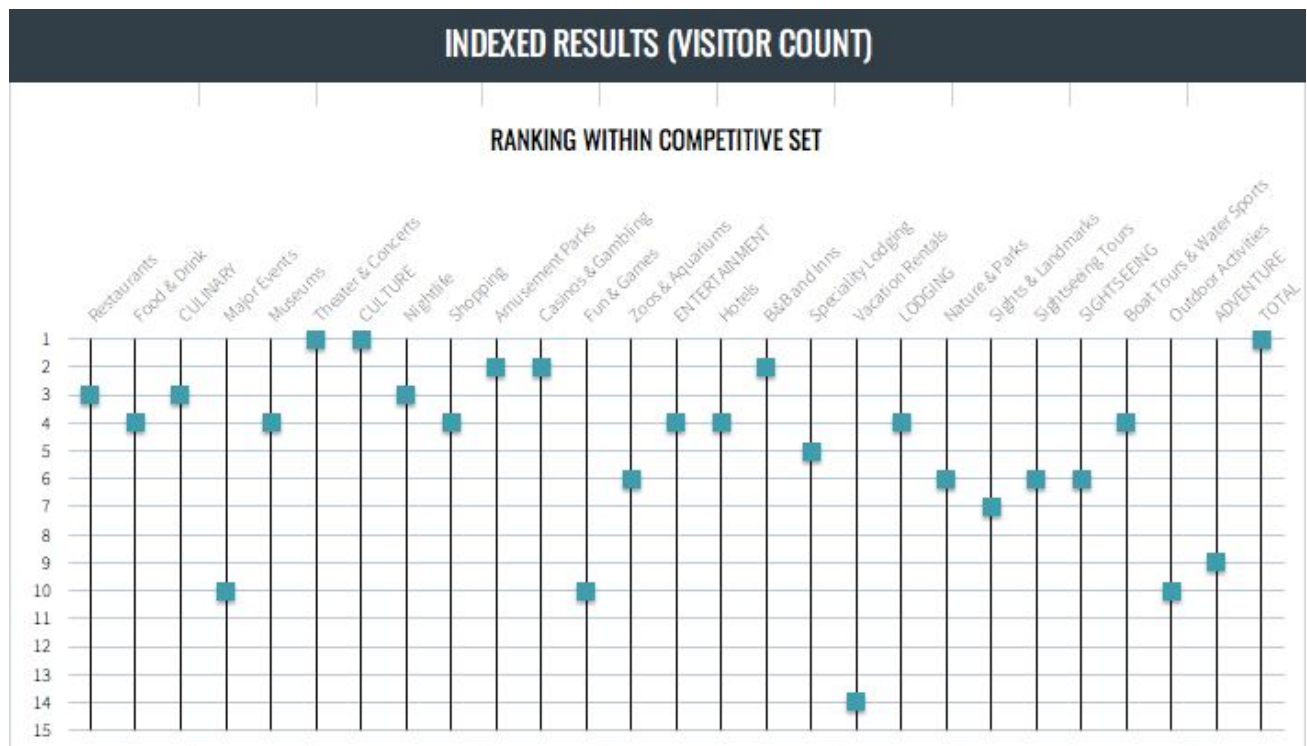
# SUMMARY

The following are Key Insights that this Destination Assessment reveals for the Quad Cities.

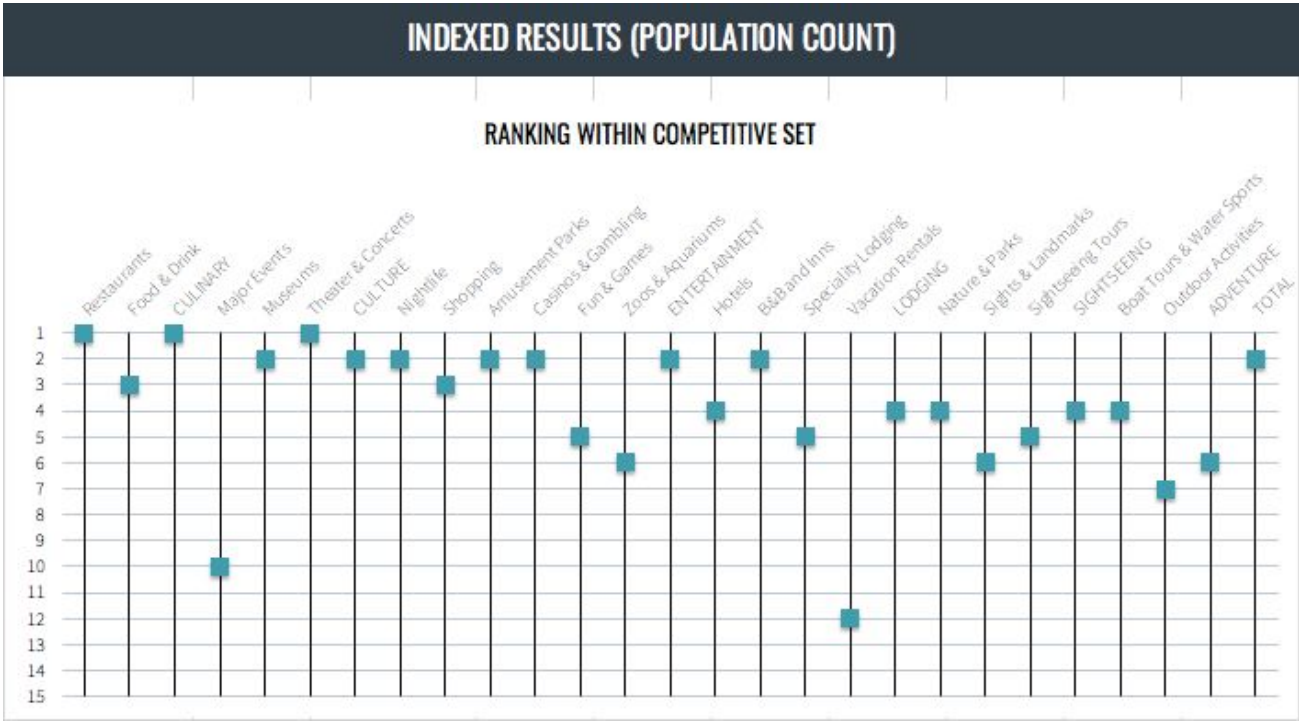
Compared to its competitive set, the Quad Cities falls in the mid-tier (7th place) in terms of the number of quality experiences within the destination on an absolute scale, meaning the sheer number of quality experiences being measured. The Quad Cities performs best in the categories of Theater & Concerts and Amusement Parks, however it should be noted that the volume of experiences in the Amusement Parks category across the competitive set was extremely low, and therefore does not necessarily represent a competitive advantage. In addition to Theater and Concerts, categories which do stand out as advantages for the Quad Cities include Restaurants, Food & Drink, Museums, Nightlife, B&B and Inns and Boat Tours & Water Sports. The lowest-performing categories for the Quad Cities are Fun & Games and Vacation Rentals.



At just over \$880 million in annual visitor spending, the Quad Cities visitor economy ranks 10th amongst the competitive set, ahead of Peoria, Rockford, Rochester, Fargo and South Bend. In comparison, Cincinnati boasts the largest visitor economy in the group with \$5.3 billion in visitor spending. Because of this, the Quad Cities' performance improves in most categories when the data is indexed to measure the total number of quality experiences against visitor spending. The Quad Cities' strongest category remains Theater & Concerts, followed by Amusement Parks, Casinos & Gambling and B&B and Inns. The lowest performing category is Vacation Rentals. These rankings would suggest that the Quad Cities has potential to grow its visitor economy and match demand with current supply.



With a metro population under half a million, the Quad Cities again ranks 10th amongst the competitive set. In comparison, Cincinnati boasts the largest population at just over 2.1 million. Once again, this means that the Quad Cities' performance improves in most categories when the data is indexed to measure the total number of quality experiences per 1,000,000 residents. The Quad Cities' strongest categories are, again, Theater & Concerts, Amusement Parks, Casinos & Gaming and B&B and Inns.



The fact that the Quad Cities outperforms when indexed for visitors rather than residents, indicates that the destination has the opportunity to grow its visitor economy to meet the supply of experiences available and the quality of life for residents should not be affected by visitor volume at this point in time.

The following assessment will be utilized along with the Stakeholder Engagement Report, Community Survey Report and Visitor Survey Report to create a situational analysis of the Quad Cities.



# COMPETITIVE ASSESSMENT

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## OVERVIEW (Appendix Pages 1A and 1B)

Generally speaking, the Quad Cities scores in the mid-tier (6th – 10th place) of its competitive set in 9 of the 20 areas of analysis on the absolute scale. This is a reflection of the mix of regional and aspirational destinations within the competitive set and the Quad Cities relative position in the development stage of the tourism product lifecycle.

On a relative basis (indexed for visitor spending), the Quad Cities position improves in most categories and the destination places in the top tier rankings (1st – 5th place) 12 times. This is a reflection of the Quad Cities potential to grow its visitor economy.

When indexed for metro population, the Quad Cities average ranking is 4th place and the city places in the top tier (1st – 5th place) in 15 of the 20 areas of analysis. This is a reflection of the Quad Cities size and relative maturity as a live/work/play destination for residents within this customized competitive set.

Overall, the Quad Cities is ranked in 7th place within the competitive set on the absolute scale, 1st place on the indexed scale (visitor spend) and 2nd place on the indexed scale (metro population). These rankings would suggest that the Quad Cities has potential to grow its visitor economy and match demand with current supply.

In absolute terms, the Quad Cities scores best in the categories of Restaurants (389 quality experiences), Vacation Rentals (72 quality experiences), Hotels (36 quality experiences), Theater & Concerts (31 quality experiences), Nightlife (24 Quality Experiences) and Shopping (24 quality experiences).

In visitor relative terms (indexed for visitor spend), the Quad Cities registers its best rankings (1st place) in the category of Theater & Concerts. The Quad Cities registers a 2nd place ranking for Amusement Parks, Casinos & Gambling and B&B and Inns.

In resident relative terms (indexed for metro population), the Quad Cities registers its best rankings (1st place) for Theater & Concerts and Restaurants. The Quad Cities also registers a 2nd place ranking for numerous categories.

Full results for the Destination Assessment (Charts & Tables) are included after this summary.

## **RESTAURANTS (Appendix Pages 2A and 2B)**

For Restaurants, the Quad Cities 369 quality experiences translates into 443.8 experiences per visitor index and 1013.9 experiences per population index, or 5th place among its competitive set (absolute terms), 3rd place in relative terms (visitor count) and 1st place in relative terms (population count).

In the category of Restaurants, Cincinnati excels on the absolute scale with more than 800 quality experiences. Rockford takes the top ranking on the relative scale for visitors (visitor spend), followed by Peoria.

The top Restaurant experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. Whitey's Ice Cream
2. Alfano's Pizza
3. Igor's Bistro
4. Chocolate Manor
5. Country Style Ice Cream

The top Restaurant experiences in the Quad Cities based on the quality of Yelp reviews are:

1. Cafe d'Marie
2. Village Corner Deli
3. Zeke's Island Café
4. California Pho
5. Lemongrass Café

## **FOOD & DRINK (Appendix Pages 3A and 3B)**

For Food & Drink experiences, which includes wine tasting rooms, brewery tours, cooking classes and the like, the data shows that the Quad Cities ranks 7th out of 15 competitive set destinations on the absolute scale with 9 quality experiences in this category. After adjusting for visitor spend, the Quad Cities climbs to 4th place on the relative ranking, while adjusting for population moves the Quad Cities into 3rd place on the relative ranking.

Asheville tops the destination list on the absolute scale and relative scales, while Rochester excels in the relative rankings indexed for both visitor spending and population.

The top Food & Drink experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. Mississippi River Distilling Company & Cody Road Cocktail House
2. Wide River Winery Tasting Room
3. Great River Brewery
4. Crawford Brew Works
5. Wide River Winery Davenport

## **CULINARY (Appendix Pages 4A and 4B)**

The Culinary grouping is an aggregate of Restaurants and Food & Drink experiences. The Quad Cities ranks 6th on the absolute scale, with Cincinnati, Omaha, Madison and Asheville topping the list. On the relative scale, indexed for visitor spend, the Quad Cities ranks 3rd, and ranks 1st on the relative scale indexed for population counts.

The bottom line is that while the Quad Cities may not compete with established culinary destinations such as Cincinnati in terms of sheer volume of quality restaurants, the Quad Cities is competitive as a culinary tourism destination when the size of its visitor economy is taken into account and there is room to grow demand.

## **MAJOR EVENTS (Appendix Pages 5A and 5B)**

The Quad Cities ranks 10th in absolute terms and relative terms for Major Events, with the Festival of Trees and John Deere Classic both registering as quality experiences. Cincinnati was the top-ranked destination in absolute terms with more than 50 quality experiences (Major Events), while Omaha and Asheville took the top spots when indexing for both visitor spending and population.

## **MUSEUMS (Appendix Pages 6A and 6B)**

The Quad Cities registers 15 quality experiences for Museums, putting it in 7th place, right in the middle of the competitive destination set, on the absolute scale. Asheville is the leader in this category with 45 quality experiences for Museums.

In relative terms (indexed for visitor spend), the Quad Cities ranks 4th, with Rockford taking over the top spot. For Quad Cities residents, the relative ranking of 2nd place (indexed for population) for Museums suggests that they have more options in this category than residents in 13 of the other competitive destinations.

The top Museum experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. Figge Art Museum
2. The Putnam Museum & Science Center
3. Rock Island Arsenal Museum
4. Family Museum of Arts and Science
5. German American Heritage Center

## **THEATERS & CONCERTS (Appendix Pages 7A and 7B)**

The Quad Cities registers 31 quality experiences for Theaters & Concerts putting it in 1st place on the absolute scale and relative scales. Cincinnati registers the second most quality experiences on the absolute scale with 22.

These results would suggest the Quad Cities can be competitive in this category, even when competing with destinations with larger populations and visitor economies.

The top Theater & Concert experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. Circa 21
2. Adler Theatre
3. Backwater Gamblers Water Ski Show
4. Quad Cities Symphony Orchestra
5. River Music Experience

## **CULTURE (Appendix Pages 8A and 8B)**

Culture is an aggregate category of Major Events, Museums and Theaters & Concerts, and as such, the Quad Cities ranks 4th amongst the competitive set in absolute terms with 46 total Culture quality experiences, 1st in relative terms for visitors (indexed for visitor spend) and 2nd in relative terms for population (indexed for population).

Cincinnati is the leader on the absolute scale, while Asheville takes the top spot when indexing is done by population.

Once again this demonstrates that while the Quad Cities may not be able to compete with more established cultural destinations such as Cincinnati, the region is extremely competitive for a destination with its current visitor economy.

## **NIGHTLIFE (Appendix Pages 9A and 9B)**

The Quad Cities registers 24 quality Nightlife experiences, putting it in 5th place on the absolute scale, 3rd place on the relative scale indexed for visitor spend and 2nd place indexed for population.

Cincinnati, Asheville and Omaha are the clear leaders in absolute terms with roughly 50 Nightlife quality experiences. When Nightlife is indexed for visitor spend, Omaha and Rockford are the destinations with the highest relative number of quality experiences. However, when Nightlife is indexed for population, Asheville leads the list with the highest relative number of quality experiences.

## **SHOPPING (Appendix Pages 10A and 10B)**

For Shopping, the Quad Cities registers 24 quality experiences placing it in 7th position among its competitive set (absolute terms), also 4th place among its competitive set (relative terms) adjusted for visitor counts, and 3rd place among its competitive set (relative terms) adjusted for population.

Asheville places very well at the top of the list of destinations for absolute number of Shopping quality experiences with 114, and maintains the top position when indexed for visitor spending and population.

The top Shopping experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. Chocolate Manor
2. Freight House Farmers Market
3. Aunt Hattie's Fanciful Emporium Unique Gift Shop
4. John Deere Store
5. The Shameless Chocoholic

## **AMUSEMENT PARKS (Appendix Pages 11A and 11B)**

The Quad Cities registers two Amusement Park quality experiences, putting it in a tie for 1st place in absolute terms with Boise, Cincinnati and Fargo. Fargo takes the top spot when indexed for visitor spend and population, followed by the Quad Cities. It should be noted that the Quad Cities experiences within this category received very few reviews, giving an indication of their size and visitor potential.



## **CASINOS & GAMBLING (Appendix Pages 12A and 12B)**

Only 6 of the 15 destinations in the competitive set (Fargo, Quad Cities, Asheville, Boise, Cincinnati and Omaha) have quality experiences in the category of Casinos & Gambling. The 2 quality experiences in Fargo puts them in first place on the absolute scale.

The top Casino & Gambling experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. Jumer's Casino Rock Island
2. Rhythm City Casino Resort
3. Isle Casino Hotel Bettendorf

## **FUN & GAMES (Appendix Pages 13A and 13B)**

The Quad Cities has 13 quality experiences in the category of Fun & Games, ranking it 11th out of its competitive set (absolute terms), 10th out of its competitive set (relative terms indexed for visitor spend) and 5th out of its competitive set (relative terms indexed for population).

Cincinnati and Asheville top the absolute list with 37 and 34 quality experiences, respectively. Rochester and Peoria top the relative lists, indexed for visitor spend and population.

## **ZOOS & AQUARIUMS (Appendix Pages 14A and 14B)**

For Zoos & Aquariums, the Quad Cities is tied for 3rd with its 1 quality experience, behind Chattanooga and Madison who both register two quality experiences in the category.

On the relative scale (indexed for visitor counts), the Quad Cities falls to 6th position with Peoria delivering a first-place finish over all other destinations in the competitive set. Similarly, Fargo delivers a first-place finish over all other destinations in the competitive set for the relative scale indexed for population.

## **ENTERTAINMENT (Appendix Pages 15A and 15B)**

Entertainment is the aggregate grouping of Nightlife, Shopping, Amusement Parks, Casinos & Gambling and Zoos & Aquariums. In total, the Quad Cities has 65 quality experiences in the Entertainment subtotal, putting it in 7th place among its competitive set on the absolute scale, 4th place on the relative scale adjusted for visitor counts, and 2nd place on the relative scale adjusted for population.

In total, Asheville tops the absolute and relative scales for Entertainment, with Omaha placing second when the results are indexed for visitor counts. .

## **HOTELS (Appendix Pages 16A and 16B)**

The Quad Cities has 36 quality experiences in the Hotels category, putting it in 4th place in absolute terms, and 4th place in relative terms (indexed for visitor counts) among the competitive set of 15 destinations.

Madison is the category leader in absolute terms, with 50 quality experiences. On a relative basis (adjusted for visitor spend) Rochester tops the list.

Please note that the relative results (based on population counts) are not particularly relevant to this analysis, since few residents of each destination actually stay in that destination's hotels.

The top Hotel experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. Holiday Inn Express Moline
2. Radisson on John Deere Commons
3. Hampton Inn Davenport
4. Hotel Blackhawk Autograph Collection
5. Hampton Inn Suites Moline Quad City International Airport

## **B&B AND INNS (Appendix Pages 17A and 17B)**

The Quad Cities reports 10 quality experiences in the category of B&B and Inns, placing it in 2nd place on the absolute and 2nd on the relative scale (adjusted for visitor spend). Asheville is the leading destination in this competitive set for B&B and Inns with 33 quality experiences.

Again, please note that the relative results based on population counts are not particularly relevant to this analysis, since few residents of each destination actually stay in that destination's B&B and Inns.

## **SPECIALTY LODGING (Appendix Pages 18A and 18B)**

Specialty Lodging, which includes a diverse collection of accommodations, including Hostels, Lodges, Condos, RV Parks, etc. is led by Asheville with 14 quality experiences.

The Quad Cities reports 3 quality experiences in the Specialty Lodging category, placing it in 6th place on the absolute scale and 5th place on the relative scale adjusted for visitor counts.

Again, please note that the relative results based on population counts are not particularly relevant to this analysis, since few residents of each destination actually stay in that destination's Specialty Lodging.

## **VACATION RENTALS (Appendix Pages 19A and 19B)**

The Quad Cities reports 72 quality experiences in this category of Vacation Rentals, placing it in 12th place on the absolute scale and 14th place on the relative scale (adjusted for visitor counts).

Asheville is the clear leader on both the absolute and relative scales, with more than 1,700 quality experiences. Again, please note that the relative results based on population counts are not particularly relevant to this analysis, since few residents of each destination actually stay in that destination's Vacation Rentals.

Also, please note that Vacation Rental totals are not included in the Lodging subtotal or the final totals for quality experiences, since these totals would significantly distort the results.

## **LODGING (Appendix Pages 20A and 20B)**

Lodging is the aggregate of Hotels, B&B and Inns and Specialty Lodging, but does not include Vacation Rentals because those numbers would significantly distort the subtotal in favor of that category.

The Quad Cities reports a total of 49 quality experiences in the Lodging subtotal, which is 7th place on the absolute scale and 4th place on the relative scale (indexed for visitor spend).

Asheville is the clear leader in this category in absolute terms with 96 quality experiences. When the subtotal count in Lodging is indexed for visitor volume, Rochester rises to the top, followed by Fargo.

Please note that Lodging located immediately outside the five cities examined are technically not included in these totals, so these results may not necessarily reflect the full experience of Quad Cities visitors or residents.

## **NATURE & PARKS (Appendix Pages 21A and 21B)**

For Nature & Parks, the Quad Cities' 12 quality experiences put it in 8th place on the absolute scale, with Cincinnati clearly leading the way with 38 quality experiences.

Chattanooga and Boise claim the top positions when the results are indexed for visitor spending, while the Quad Cities places 6th after indexing for visitor spending.

When the indexing is based on population, Asheville and Chattanooga top the list of competitive destinations, and the Quad Cities posts a 4th-place result based on population indexing.

The top Nature & Park experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. West Lake Park
2. Sunderbruch Park Trail
3. Vander Veer Botanical Park
4. Quad City Botanical Center
5. Centennial Park

## **SIGHTS & LANDMARKS (Appendix Pages 22A and 22B)**

The Quad Cities 14 quality experiences in the category of Sights & Landmarks put it in 8th place on the absolute scale, 7th place on the relative scale (indexed for visitor counts) and 6th place on the relative scale (indexed for population).

Cincinnati, Chattanooga and Asheville are the 1st, 2nd and 3rd place finishers (absolute scale) with 38, 31 and 25 quality experiences, respectively. Chattanooga tops the list on the relative scale adjusted for visitor spend, while Asheville comes out just ahead of Chattanooga on the relative scale adjusted for population.

The top Sights & Landmarks experiences in the Quad Cities based on the quality of TripAdvisor reviews are:

1. TaxSlayer Center
2. Rock Island Arsenal
3. Quad City Botanical Center
4. Butterworth Center & Deere-Wiman House
5. Village of East Davenport

## **SIGHTSEEING TOURS (Appendix Pages 23A and 23B)**

Asheville is particularly strong (absolute terms) in the category of Sightseeing Tours. The Quad Cities 8 quality experiences in this category place it in 9th position on the absolute scale, 6th position on the relative scale (adjusted for visitor spend) and 5th position on the relative scale (adjusted for population).

Asheville maintains its top spot on the relative scale (indexed for both visitor spend and population).

## **SIGHTSEEING (Appendix Pages 24A and 24B)**

In the aggregate grouping of Sightseeing, the Quad Cities' 34 quality experiences place it in 10th position on the absolute scale, 6th place on the relative scale (indexed for visitor counts) and 4th place on the relative scale (indexed for population).

In the subtotal category of Sightseeing, Chattanooga and Asheville are consistently at the top of all three lists.

## **BOAT TOURS & WATER SPORTS (Appendix Pages 25A and 25B)**

Given its proximity to the Mississippi River, it may be a little surprising that the Quad Cities registers just 3 quality experiences in the Boat Tours & Water Sports category, putting it in 5th place out of 15 on the absolute scale, 4th place on the relative scale (indexed for visitor spend) and 4th place on the relative scale (indexed for population).

Asheville, Madison and Chattanooga are consistently at the top of all three lists.

## **OUTDOOR ACTIVITIES (Appendix Pages 26A and 27B)**

The Quad Cities registers 8 quality experiences in the Outdoor Activities category, placing it in 10th place out of 15 competitive destinations, or 10th place indexed for visitor counts, or 7th place indexed for population.

The largest number of quality experiences in the Outdoor Activities category are posted by Asheville, Chattanooga and Boise. In relative terms, adjusted for visitor spend, Chattanooga is the leader in this category. In relative terms, adjusted for population, Asheville comes out on top followed by Chattanooga.

The top Outdoor Activity experiences in the Quad Cities based on the number of reviews and quality of ratings are:



1. Riverboat Twilight
2. TPC Deere Run
3. Celebration River Cruises

## **ADVENTURE (Appendix Pages 27A and 27B)**

Adventure is the aggregate subtotal of Boat Tours & Water Sports and Outdoor Activities. The Quad Cities' total of 10 quality experiences places it 9th of 15 on the absolute scale, 9th of 15 on the relative scale (adjusted for visitor counts) and 6th of 15 on the relative scale (adjusted for population).

Notable outdoors destinations Asheville and Chattanooga do consistently well on all three scales.

## **TOTAL (Appendix Pages 28A and 28B)**

The final results for Total quality experiences, within this customized competitive set, show Cincinnati taking first place on the absolute scale followed by Asheville, Omaha and Madison. The Quad Cities finishes 7th on the absolute scale.

When the Total results are adjusted for visitor volume, the Quad Cities takes position atop the relative list, followed by Peoria, Omaha and Rockford.

When the total results are adjusted for population, Asheville takes the lead followed by the Quad Cities and Chattanooga.

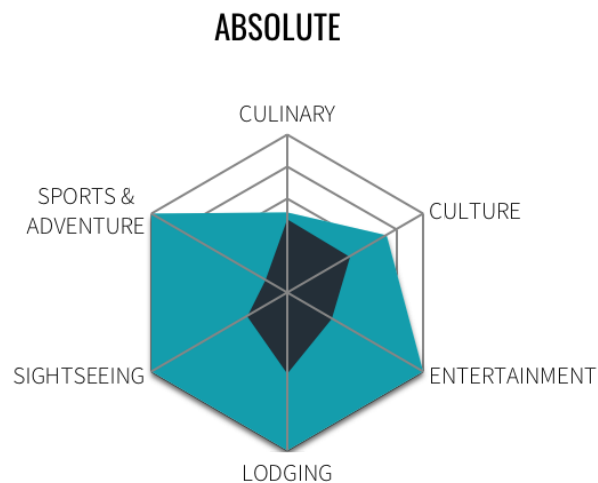
## QUAD CITIES VS OTHER DESTINATIONS (Appendix Pages 29-42)

Pages 29 – 42 of the Appendix illustrate the one-to-one comparisons of the Quad Cities vs each of the 14 competitive destinations.

The table at the top of the page shows the absolute number of quality experiences in each category, each subtotal and total for the Quad Cities and the competing destination. It also shows the indexed results (based on visitor spend) for each category and indexed results (based on population) for the Quad Cities and the competing destination.

These results from the table are also charted at the bottom, posting the largest value in each category as 100% and showing what the smaller value is as a percent of the larger value. For example if the Quad cities has 1,000 Restaurants (absolute scale) and the competing destination has 750 Restaurants (absolute scale), then the Absolute Quality Experiences chart (left side) at the bottom will show the Quad Cities at 100% and the competing destination at 75%. This method for charting the results allows for a quick visual comparison of the two values, no matter how different the scale is for the actual results of the individual categories..

The radar charts in the middle of the page illustrate the relative performance of the Quad Cities in each of the subtotal categories (Culinary, Culture, Entertainment, Lodging, Sightseeing and Adventure) against the competing destination.



The larger the shaded area, the better this destination compares to the best of the competitive set. The further the shaded area expands to the outside edge in any subtotal, the better this destination compares to the best of the competitive set in this grouping. The

results for the Quad Cities are always shown in gray, while the results for the competing destination are always shown in turquoise.

To illustrate how the charts work, the results above show the Quad Cities (in gray) compared against Asheville (in turquoise). This radar chart shows that Asheville has the largest absolute number of Adventure, Sightseeing, Entertainment and Lodging quality experiences of all 15 destinations. Asheville's turquoise radar is stretched to the outer edges in all these categories, but falls short of the top numbers for Culinary and Culture. Still, with that said, the Asheville totals (size of the turquoise radar) are definitely larger than the Quad Cities totals (size of the gray radar) in each of the subtotal categories. The shapes of the two radars also suggest that the weakest category for the Quad Cities is Adventure, while the weakest category for Asheville is Culinary.

The radar charts have been produced to show each of the three comparisons (absolute, relative indexed for visitor counts, and relative indexed for population).

## **QUAD CITIES VS ASHEVILLE (Appendix Page 29)**

The Quad Cities has more absolute quality experiences than Asheville in 3 individual categories including Restaurants, Theater & Concerts and Amusement Parks. However, that also means that Asheville beats the Quad Cities in 15 other categories on the absolute scale. Both destinations have 1 quality Casinos & Gambling and Zoo & Aquarium experience.

The radar chart for indexed results by visitor count show that the Quad Cities is holding its own against Asheville in terms of Sports & Adventure, Sightseeing and Entertainment when the size of their visitor economies are taken into account, however Asheville comes out ahead in all categories except for Culinary when indexed for population.

## **QUAD CITIES VS BOISE (Appendix Page 30)**

Comparing the Quad Cities to Boise shows that the Quad Cities has more quality experiences in 5 categories, is about even in 4 categories, and has less in 11 categories.

When the results are indexed for visitor spend, however, the Quad Cities comes out ahead in several categories, including Nightlife and Hotels. When the results are indexed for population, the Quad Cities leads in nearly all categories except Nature & Parks, Outdoor Activities and Vacation Rentals.

## **QUAD CITIES VS CHATTANOOGA (Appendix Page 31)**

Comparing the Quad Cities to Chattanooga shows that the Quad Cities has more quality experiences in 6 categories and has less in 14 categories. The absolute radar chart shows similar shapes for both destinations, however Chattanooga is notably stronger in the categories of Adventure and Sightseeing.

When the results are indexed for visitor counts, the Quad Cities comes out ahead in the categories of Culinary and Culture. The results indexed for population tell a similar story, however the margins are much closer.

The bottom line between the Quad Cities and Chattanooga is that both destinations have similar product offerings, however Chattanooga outperforms the Quad Cities in terms of being an “outdoors” destination.

## **QUAD CITIES VS CINCINNATI (Appendix Page 32)**

Compared to the Quad Cities, Cincinnati is a much larger tourism destination and excels in all categories except for Theater & Concerts and Hotels.

When the results are indexed for visitor spend, however, the Quad Cities comes out ahead in almost every category with the exception of Vacation Rentals. When the results are indexed for population, the Quad Cities once again dominates the results.

The bottom line between the Quad Cities and Cincinnati is that Cincinnati is a more mature tourism destination, offering more quality experiences. However, when the two destinations are indexed for the size of their visitor economies, the Quad Cities are competitive in all categories other than Vacation Rentals.

## **QUAD CITIES VS DES MOINES (Appendix Page 33)**

Comparing the Quad Cities to Des Moines shows that the Quad Cities has more quality experiences in 13 categories, is about even in 1 category, and has less in 6 categories. The absolute radar chart shows similar shapes for both destinations, however the Quad Cities is stronger in the categories of Culinary, Culture, Entertainment and Lodging.

When the results are indexed for visitor spend, the Quad Cities comes out ahead in all categories except for Major Events. A similar result occurs when the results are indexed for population size.

The bottom line between the Quad Cities and Des Moines is that both destinations have similar product offerings, and in fact the Quad Cities actually bests Des Moines in several categories. However, the Quad Cities' visitor economy is roughly half the size of Des Moines'.

### **QUAD CITIES VS FARGO (Appendix Page 34)**

Comparing the Quad Cities to Fargo shows that the Quad Cities has more quality experiences in 14 categories and is about even in 6 categories. The absolute radar chart shows the Quad Cities' strength in Culinary and Culture.

When these results are adjusted for visitor spending, the Quad Cities' advantages in Culinary and Culture are amplified. Adjusting the results using the population index still shows the Quad Cities in the lead in all major categories except for Lodging.

The bottom line for the Quad Cities versus Fargo is that the Quad Cities is the larger destination with notable advantages in the areas of Culinary and Culture.

### **QUAD CITIES VS GRAND RAPIDS (Appendix Page 35)**

Comparing the Quad Cities to Grand Rapids shows that the Quad Cities has more quality experiences in 11 categories, is about even in 1 category, and has less in 8 categories. The absolute radar chart shows similar shapes for both destinations, however Grand Rapids is notably stronger in the category of Adventure while the Quad Cities is stronger in the category of Culture.

When the results are indexed for visitor spend, the Quad Cities comes out ahead in all categories except for Food & Drink, Fun & Games, Sightseeing Tours and Outdoor Activities. When the results are indexed for population, the Quad Cities leads in all major categories.

The bottom line between the Quad Cities and Grand Rapids is that both destinations have similar product offerings, with the Quad Cities having an advantage in Culture while Grand Rapids maintains an advantage in Adventure.

### **QUAD CITIES VS GREENVILLE (Appendix Page 36)**

The absolute results for the Quad Cities versus Greenville show that the Quad Cities has more quality experiences in 9 categories, is about even in 1 category, and has less in 10 categories. The absolute radar chart shows remarkably similar shapes for both destinations, however the Quad Cities holds a slight advantage in the category of Culture.



When the results are indexed for visitor spend, the Quad Cities comes out ahead in every major category. When the results are indexed for population, the radar chart shows similar results.

The bottom line for this match up is that the Quad Cities and Greenville have very similar product offerings, though Greenville's metro population is more than twice the size of the Quad Cities' and its visitor economy is slightly larger.

### **QUAD CITIES VS MADISON (Appendix Page 37)**

The absolute results for the Quad Cities versus Madison show that the Quad Cities has more quality experiences in 6 categories, is about even in 1 category, and has less in 13 categories. The absolute radar chart shows notable advantages for Madison in the categories of Adventure, Sightseeing and Lodging.

When the results are indexed for visitor spend and population, the Quad Cities shows notable leads in the categories of Culinary, Culture and Entertainment.

The bottom line for this match up is that Madison is a larger destination with advantages in Adventure, Sightseeing and Lodging, however the Quad Cities shows notable strengths in Culinary, Culture and Entertainment for a destination of its size.

### **QUAD CITIES VS OMAHA (Appendix Page 38)**

Compared to the Quad Cities, Omaha is a much larger tourism destination and excels in all categories except for Theater & Concerts and B&B and Inns.

When the results are indexed for visitor spend, however, the Quad Cities comes out ahead in several categories, most notably in Culinary, Culture and Lodging. When the results are indexed for population, the Quad Cities leads in all aggregate categories with the exception of Adventure.

The bottom line between the Quad Cities and Omaha is that Omaha is a more mature tourism destination, offering more quality experiences. However, when the two destinations are indexed for the size of their visitor economies, the Quad Cities is competitive in all categories other than Adventure and Entertainment.

### **QUAD CITIES VS PEORIA (Appendix Page 39)**

Compared to the Quad Cities, Peoria is the smaller tourism destination and underperforms in almost every category.

When the results are indexed for visitor spend, however, the results are more evenly matched, with the Quad Cities showing an advantage in Culture and Peoria showing an advantage in Adventure. When the results are indexed for population, the Quad Cities maintains its overall advantage given the similar population sizes.

The bottom line between the Quad Cities and Peoria is that even though they are similar sized destinations in terms of population, the Quad Cities stands out from Peoria in terms of the size of its visitor economy and experiential quality.

### **QUAD CITIES VS ROCHESTER (Appendix Page 40)**

The absolute results for the Quad Cities versus Rochester show that the Quad Cities has more quality experiences in 15 categories and has less in 5 categories. The absolute radar chart shows the two destinations are comparable in the category of Lodging, with the Quad Cities owning an advantage in all other categories.

When the results are indexed for visitor spend and population, Rochester takes the lead in the category of Lodging, while the Quad Cities maintains a strong advantage in the categories of Culinary and Culture.

The bottom line between the Quad Cities and Rochester is that Rochester is a smaller destination with a small visitor economy, however Rochester's Lodging experiences are more numerous than the Quad Cities' when indexed for population and visitor spend.

### **QUAD CITIES VS ROCKFORD (Appendix Page 41)**

Though the Quad Cities and Rockford share similar population sizes, the Quad Cities visitor economy is more than twice the size of Rockford. This is demonstrated in the results, with the Quad Cities besting Rockford in every category.

When visitor spending is factored into the equation, Rockford pulls even with the Quad Cities in the category of Culinary and pulls ahead in the category of Adventure. When population is factored into the equation, the Quad Cities continue to dominate Rockford in just about every category.

These results suggest that the Quad Cities offers a significant experiential advantage over Rockford, which is demonstrated by its larger visitor economy.

## QUAD CITIES VS SOUTH BEND (Appendix Page 42)

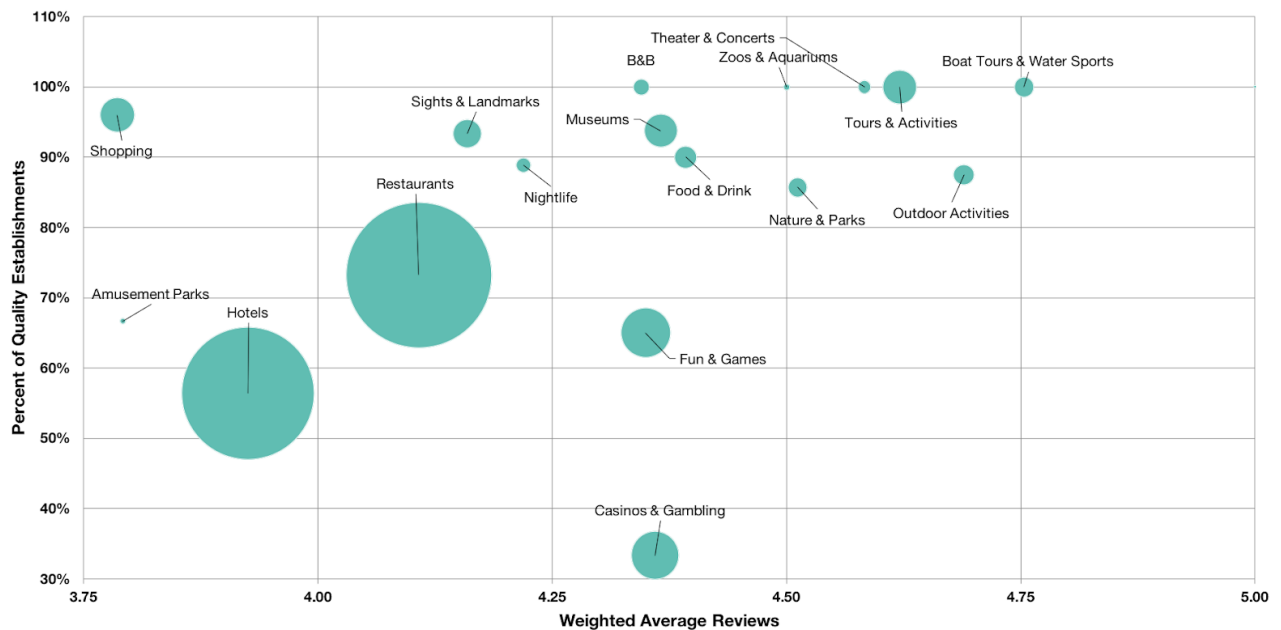
Though the Quad Cities and South Bend have similar sized populations and visitor economies, the Quad Cities owns a significant advantage in terms of the number of quality experiences offered. The absolute radar chart shows the Quad Cities bests South Bend in every major category. The results are similar when indexed for visitor spend and population.

These results suggest that the Quad Cities offers a significant experiential advantage over South Bend, though South Bend's visitor economy is equal to that of the Quad Cities, which is likely due in large part to the presence of the University of Notre Dame.

# EXPERIENCES

The following chart illustrates the categories of Quad Cities tourism assets (experiences) from three perspectives:

- Bubble Size - The number of reviews for each category. The more reviews for that category, the larger the bubble.
- Vertical Placement - The placement of the bubble (bottom to top) illustrates the percentage of experiences from each category that qualify as a quality experience for the purposes of this report.
- Horizontal Placement - The placement of the bubble (left to right) illustrates the weighted average of all reviews quantified in that category from 0.0 to 5.0.



The categories (bubbles) in the upper right tend to have more high-quality experiences (as a percentage of total) and rate better overall. For example, 100% of Boat Tours & Water Sports experiences in the Quad Cities are rated as ‘very good’ or ‘excellent’ and the average rating for those experiences is a 4.75 / 5.00 on TripAdvisor.

The categories in the lower left tend to have fewer high-quality experiences (as a percentage of total) and rate lower overall. For example, 56.5% of Quad Cities Hotels are rated as ‘very good’ or ‘excellent’ and the average rating for those experiences is a 3.93 / 5.00 on TripAdvisor. It should be noted that it is not uncommon for categories such as hotels and restaurants to fall in the lower left quadrant, as consumers show a greater propensity to critically review these establishments.

Quad Cities Restaurants have more reviews (larger bubble size) than all other categories. Quad Cities Hotels are second in the total number of reviews followed by Fun & Games, Casinos & Gambling, Shopping, Tours & Activities and Museums.

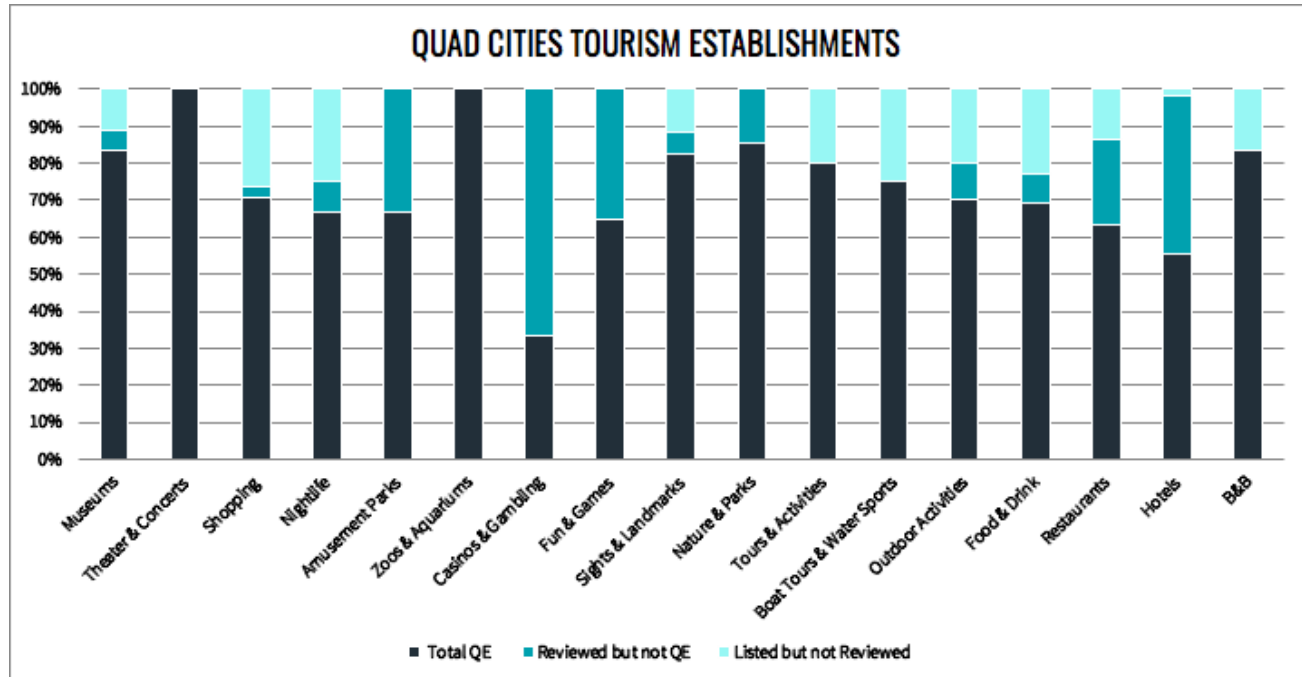
At the top end of the vertical scale (Percent of Quality Establishments), 100% of the Quad Cities’ Tours & Activities, Boat Tours & Water Sports, B&Bs, Theater & Concerts and Zoos & Aquariums experiences qualify as a quality experience, while 96% of Shopping, 93.8% of Museums, 93.3% of Sights & Landmarks and 90% of Food & Drink experiences qualify as quality experiences.

At the bottom end of the vertical scale (Percent of Quality Establishments), 33.3% of Quad Cities Casinos & Gambling establishments qualify as a quality experience, while 56.5% of Quad Cities Hotels qualify as a quality experience.

At the top end of the horizontal scale (Weight Average Reviews) are Boat Tours and Water Sports at 4.75/5.00.

At the lower end of the horizontal scale (Weight Average Reviews) are Shopping and Amusement Parks at 3.79/5.00





The above chart illustrates the percent of total experiences in each category that are identified as a quality experience (dark bar) and have been included in this report for comparative purposes. The two other bars show those listings that have been reviewed, but didn't meet the criteria for quality experience (medium shade) plus those listings that have not been reviewed (lightest shade) at all.

Looking at the largest categories for the Quad Cities in this report, shows there are 613 Restaurants listed in the Quad Cities but 82 of these have not been reviewed at all, and another 142 have been reviewed, but do not meet the criteria for a quality experience in the category. So, only 389 of the total listings of 613 have been included in this report for comparative purposes.

The next largest category is Hotels, where there are a total of 71 hotels in the Quad Cities with 63 listed on TripAdvisor, but only 35 (56.5%) have met the criteria to be listed as a quality experience.

The highlights from this chart show that all experiences in the Theater & Concerts and Zoos & Aquariums categories have been reviewed and all of those meet the criteria for quality

experiences. Next in line, in terms of quality experiences as a percent of total listed experiences, are Nature & Parks at 85.7% and Museums at 83.3% (dark bars).

# APPENDIX

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# Quad Cities - All Categories

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		---- INDEXED (POPULATION) ----	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Restaurants	389	5	443.8	3	1013.9	1
Food & Drink	9	7	10.3	4	23.5	3
CULINARY	398	6	454.0	3	1037.3	1
Major Events	2	10	2.3	10	5.2	10
Museums	15	7	17.1	4	39.1	2
Theater & Concerts	31	1	35.4	1	80.8	1
CULTURE	46	4	52.5	1	119.9	2
Nightlife	24	5	27.4	3	62.6	2
Shopping	24	7	27.4	4	62.6	3
Amusement Parks	2	1	2.3	2	5.2	2
Casinos & Gambling	1	2	1.1	2	2.6	2
Fun & Games	13	11	14.8	10	33.9	5
Zoos & Aquariums	1	3	1.1	6	2.6	6
ENTERTAINMENT	65	7	74.2	4	169.4	2
Hotels	36	8	41.1	4	93.8	4
B&B and Inns	10	2	11.4	2	26.1	2
Speciality Lodging	3	6	3.4	5	7.8	5
Vacation Rentals	72	12	81.8	14	186.8	12
LODGING	49	7	52.5	4	119.9	4
Nature & Parks	12	8	13.7	6	31.3	4
Sights & Landmarks	14	8	16.0	7	36.5	6
Sightseeing Tours	8	9	9.1	6	20.9	5
SIGHTSEEING	34	10	38.8	6	88.6	4
Boat Tours & Water Sports	3	5	3.4	4	7.8	4
Outdoor Activities	8	10	9.1	10	20.9	7
ADVENTURE	10	9	11.4	9	26.1	6
TOTAL	602	7	683.3	1	1561.2	2

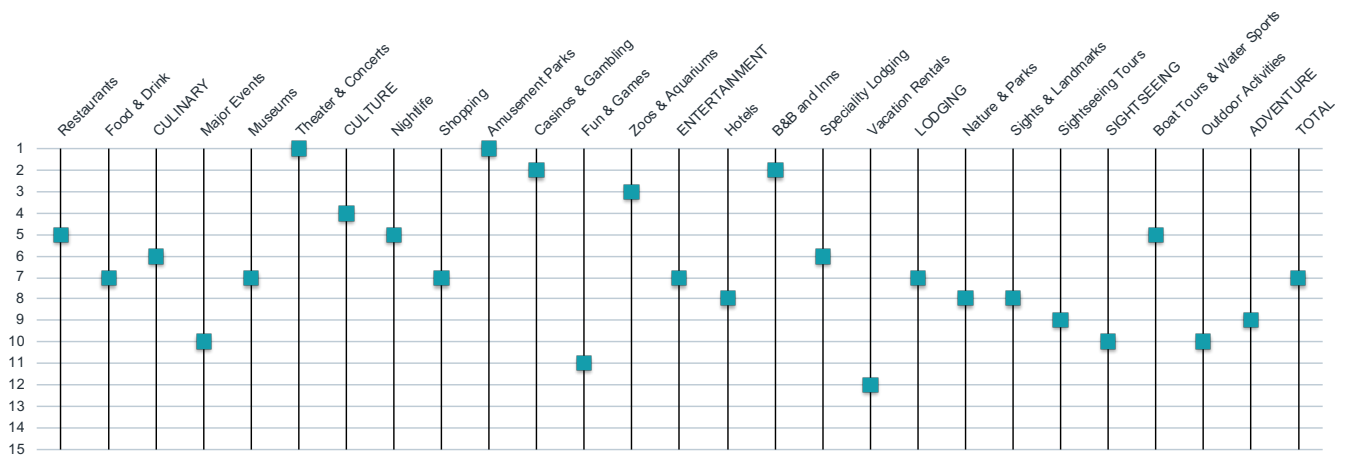
## Quad Cities



# Quad Cities - All Categories

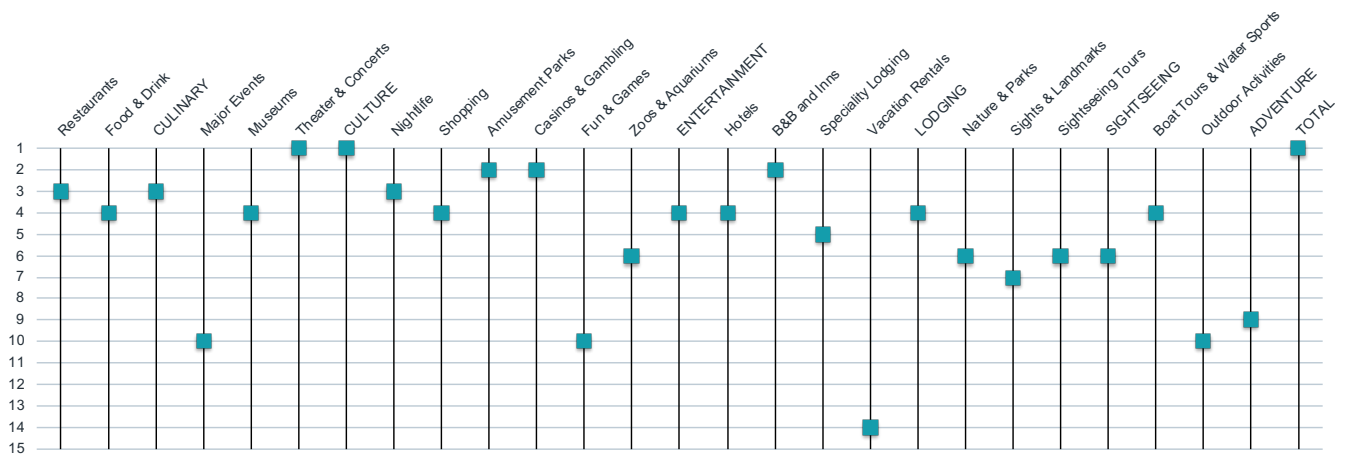
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



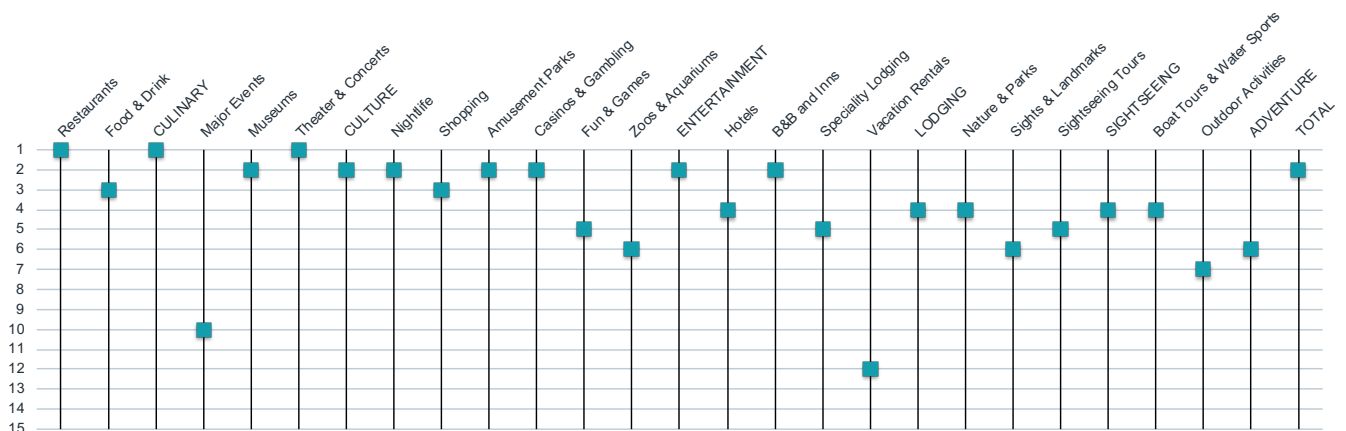
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



# Restaurants

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Restaurants	389	5	443.8	3	1013.9	1

## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	815	1
Omaha	552	2
Madison	452	3
Grand Rapids	409	4
Quad Cities	389	5
Asheville	384	6
Greenville	379	7
Boise	362	8
Chattanooga	359	9
Des Moines	243	10
Rockford	164	11
Peoria	155	12
Fargo	153	13
South Bend	150	14
Rochester	122	15



## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Rockford	462.8	1
Peoria	453.4	2
Quad Cities	443.8	3
Omaha	410.3	4
Madison	347.7	5
Grand Rapids	312.2	6
Chattanooga	299.2	7
Greenville	291.5	8
Boise	285.7	9
Fargo	284.7	10
Rochester	258.3	11
Asheville	202.1	12
South Bend	174.8	13
Cincinnati	153.8	14
Des Moines	120.2	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Quad Cities	1,013.9	1
Asheville	903.8	2
Madison	690.9	3
Chattanooga	655.4	4
Fargo	623.3	5
Omaha	565.9	6
Rochester	555.0	7
Boise	510.0	8
Rockford	475.9	9
South Bend	470.8	10
Greenville	418.0	11
Peoria	414.9	12
Grand Rapids	393.8	13
Cincinnati	381.3	14
Des Moines	370.8	15

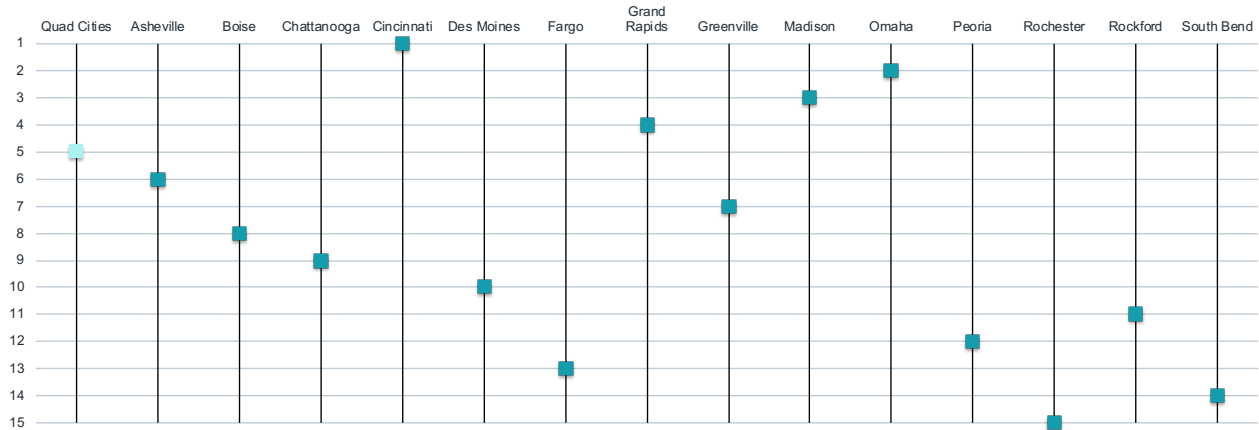


# Restaurants

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Restaurants	389	5	443.8	3	1013.9	1

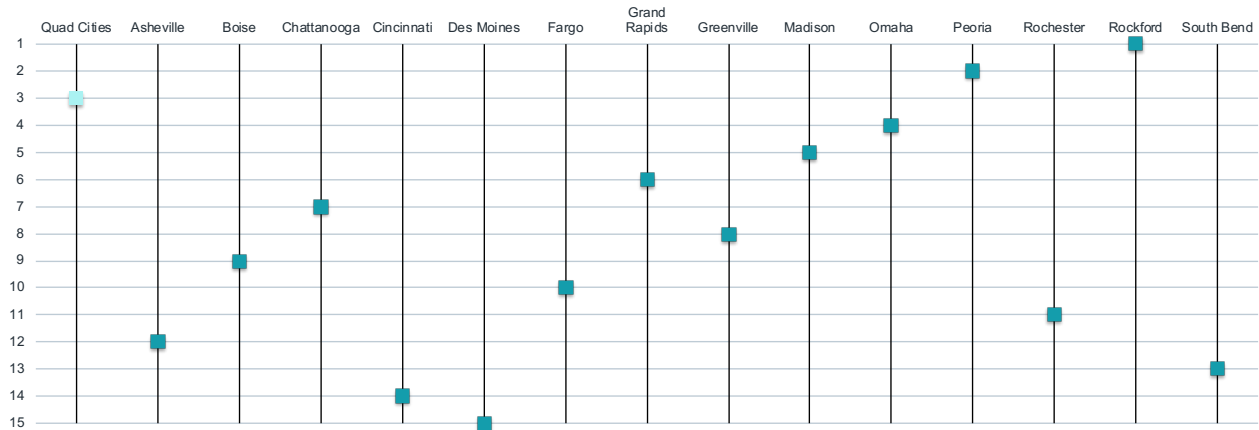
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



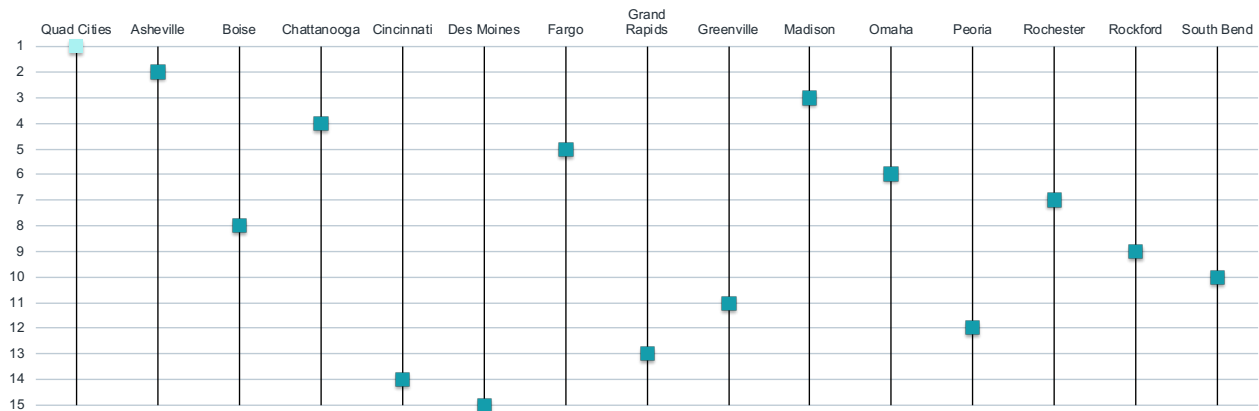
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



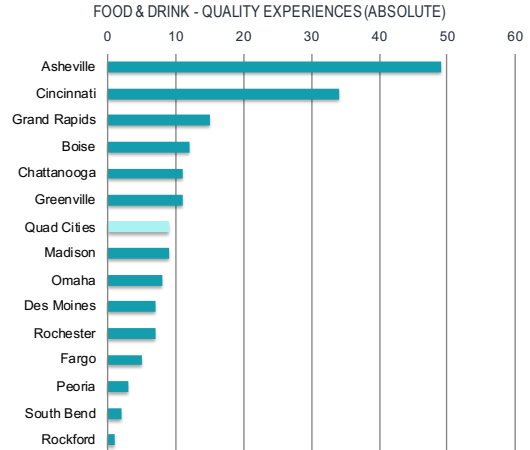


# Food & Drink

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Food & Drink	9	7	10.3	4	23.5	3

## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	49	1
Cincinnati	34	2
Grand Rapids	15	3
Boise	12	4
Chattanooga	11	5
Greenville	11	5
Quad Cities	9	7
Madison	9	7
Omaha	8	9
Des Moines	7	10
Rochester	7	10
Fargo	5	12
Peoria	3	13
South Bend	2	14
Rockford	1	15



## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	25.8	1
Rochester	14.8	2
Grand Rapids	11.4	3
Quad Cities	10.3	4
Boise	9.5	5
Fargo	9.3	6
Chattanooga	9.2	7
Peoria	8.8	8
Greenville	8.5	9
Madison	6.9	10
Cincinnati	6.4	11
Omaha	5.9	12
Des Moines	3.5	13
Rockford	2.8	14
South Bend	2.3	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	115.3	1
Rochester	31.8	2
Quad Cities	23.5	3
Fargo	20.4	4
Chattanooga	20.1	5
Boise	16.9	6
Cincinnati	15.9	7
Grand Rapids	14.4	8
Madison	13.8	9
Greenville	12.1	10
Des Moines	10.7	11
Omaha	8.2	12
Peoria	8.0	13
South Bend	6.3	14
Rockford	2.9	15

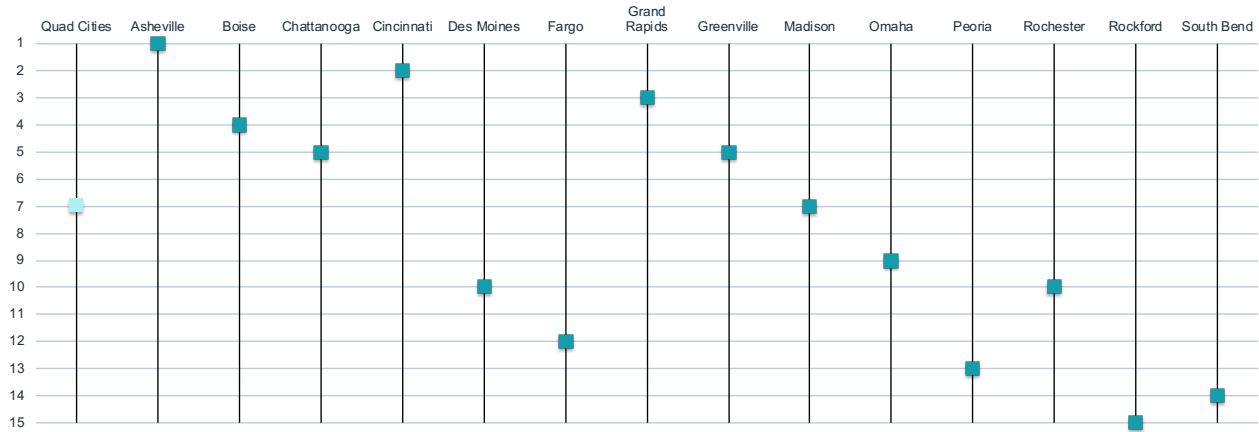


# Food & Drink

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Food & Drink	9	7	10.3	4	23.5	3

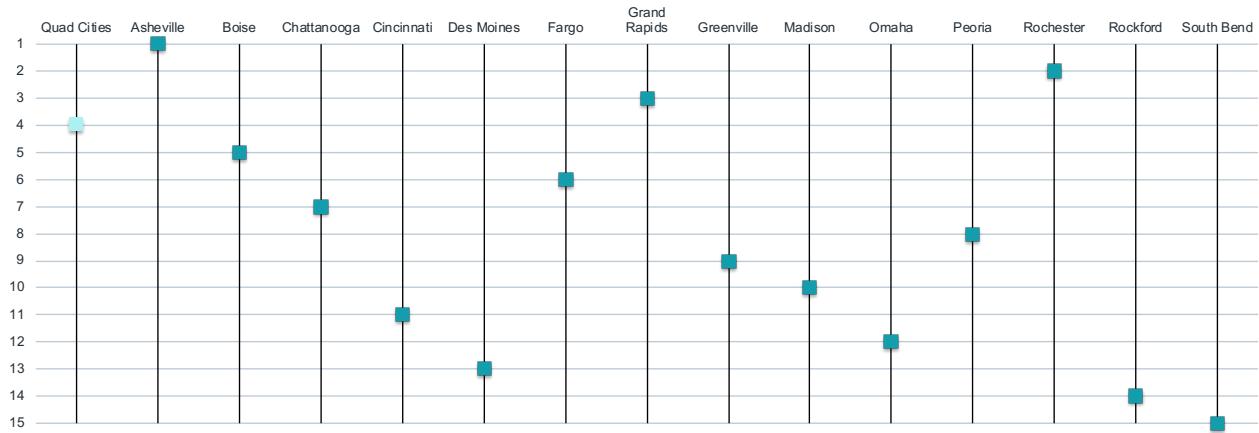
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



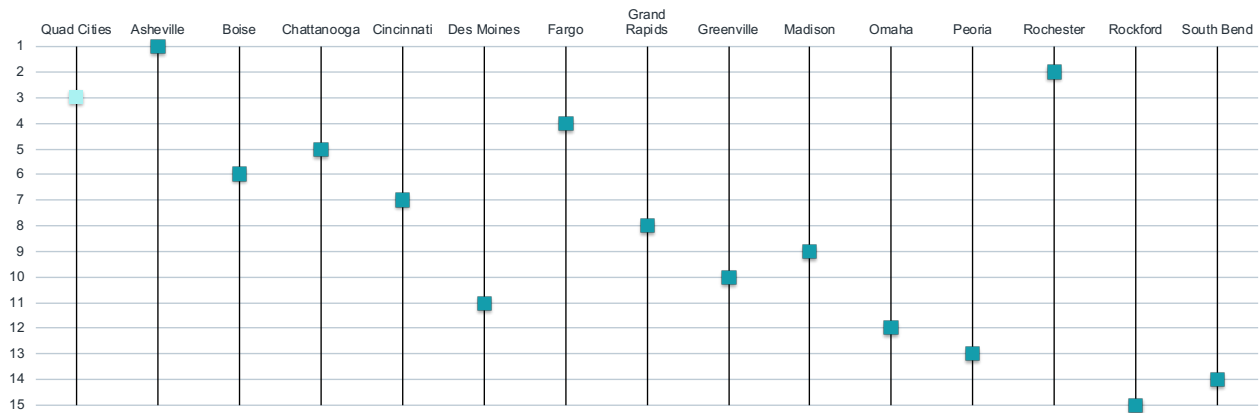
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

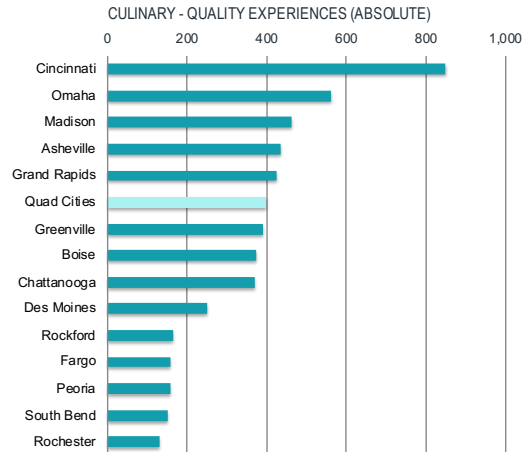


# CULINARY

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
CULINARY	398	6	454.0	3	1037.3	1

## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	849	1
Omaha	560	2
Madison	461	3
Asheville	433	4
Grand Rapids	424	5
Quad Cities	398	6
Greenville	390	7
Boise	374	8
Chattanooga	370	9
Des Moines	250	10
Rockford	165	11
Fargo	158	12
Peoria	158	12
South Bend	152	14
Rochester	129	15



## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Rockford	465.6	1
Peoria	462.2	2
Quad Cities	454.0	3
Omaha	416.2	4
Madison	354.6	5
Grand Rapids	323.6	6
Chattanooga	308.3	7
Greenville	300.0	8
Boise	295.2	9
Fargo	294.0	10
Rochester	273.1	11
Asheville	227.9	12
South Bend	177.2	13
Cincinnati	160.2	14
Des Moines	123.6	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Quad Cities	1,037.3	1
Asheville	1,019.2	2
Madison	704.6	3
Chattanooga	675.5	4
Fargo	643.7	5
Rochester	586.9	6
Omaha	574.1	7
Boise	526.9	8
Rockford	478.8	9
South Bend	477.1	10
Greenville	430.2	11
Peoria	422.9	12
Grand Rapids	408.2	13
Cincinnati	397.2	14
Des Moines	381.4	15

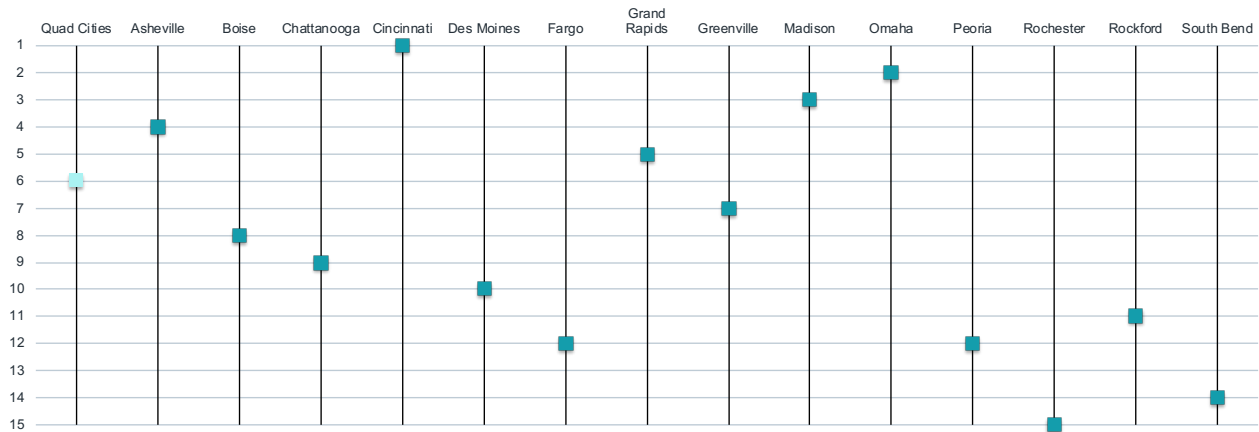


# CULINARY

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
CULINARY	398	6	454.0	3	1037.3	1

## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



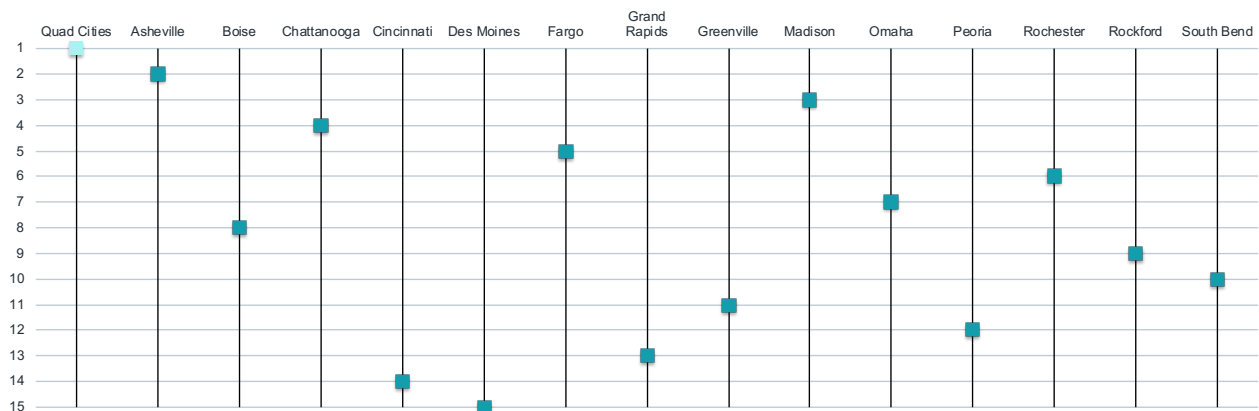
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

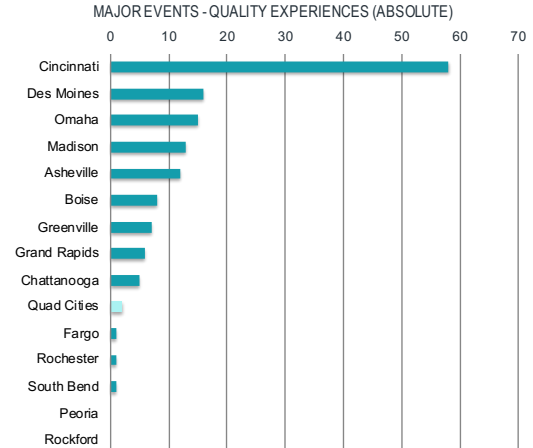


# Major Events

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Major Events	2	10	2.3	10	5.2	10

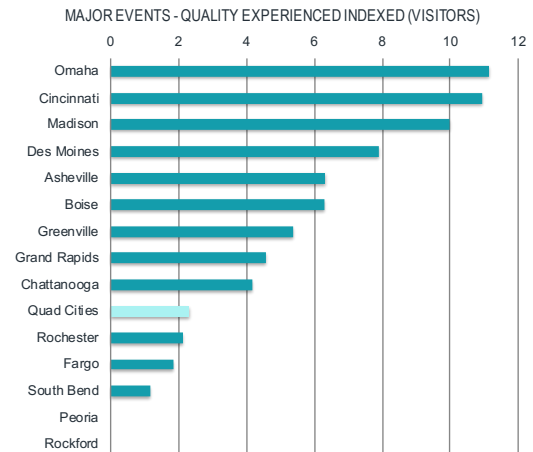
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	58	1
Des Moines	16	2
Omaha	15	3
Madison	13	4
Asheville	12	5
Boise	8	6
Greenville	7	7
Grand Rapids	6	8
Chattanooga	5	9
Quad Cities	2	10
Fargo	1	11
Rochester	1	11
South Bend	1	11
Peoria	0	14
Rockford	0	14



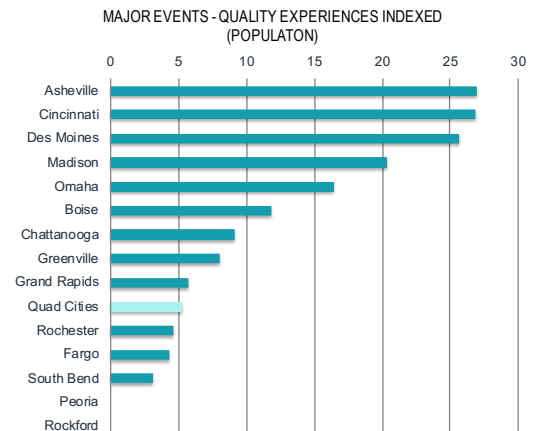
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Omaha	11.1	1
Cincinnati	10.9	2
Madison	10.0	3
Des Moines	7.9	4
Asheville	6.3	5
Boise	6.3	6
Greenville	5.4	7
Grand Rapids	4.6	8
Chattanooga	4.2	9
Quad Cities	2.3	10
Rochester	2.1	11
Fargo	1.9	12
South Bend	1.2	13
Peoria	0.0	14
Rockford	0.0	14



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	26.9	1
Cincinnati	26.9	2
Des Moines	25.7	3
Madison	20.3	4
Omaha	16.4	5
Boise	11.8	6
Chattanooga	9.1	7
Greenville	8.0	8
Grand Rapids	5.8	9
Quad Cities	5.2	10
Rochester	4.7	11
Fargo	4.3	12
South Bend	3.1	13
Peoria	0.0	14
Rockford	0.0	14

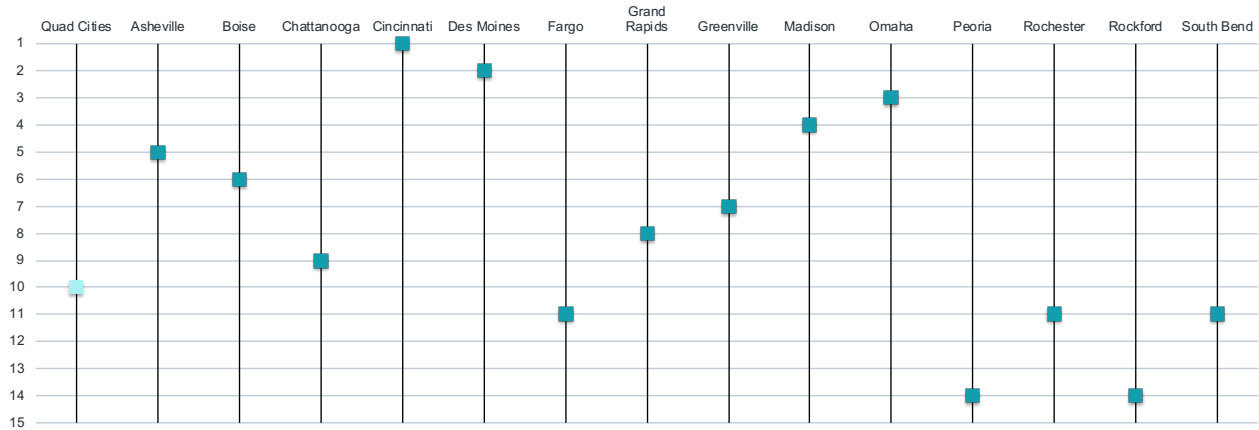


# Major Events

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Major Events	2	10	2.3	10	5.2	10

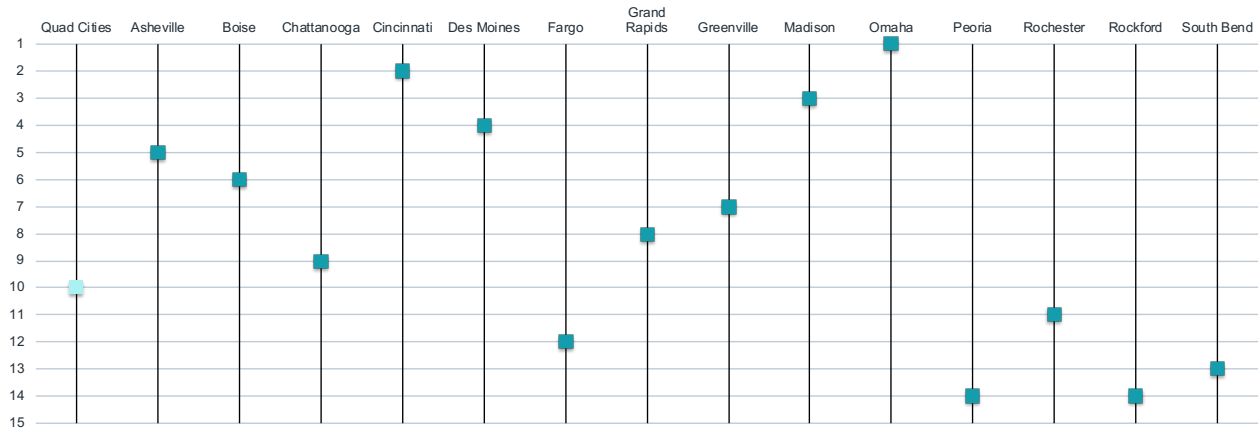
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



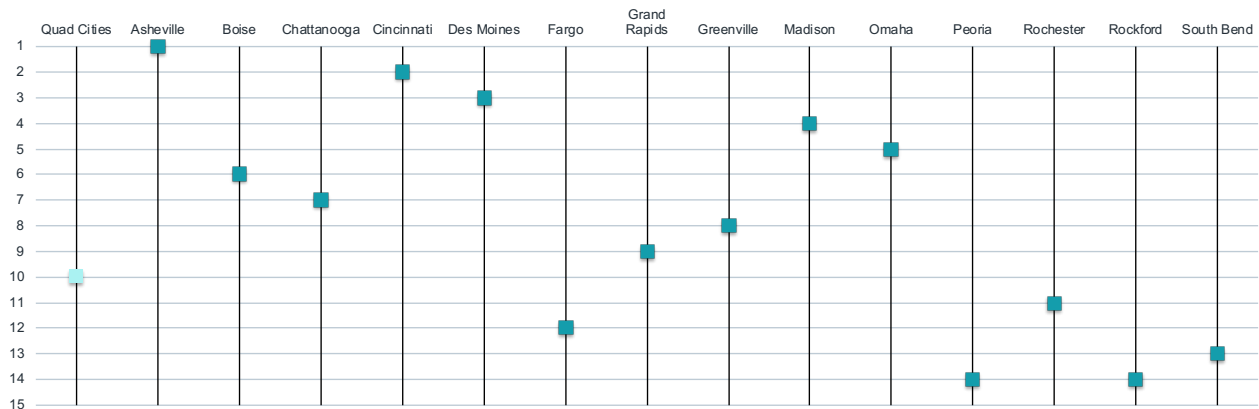
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

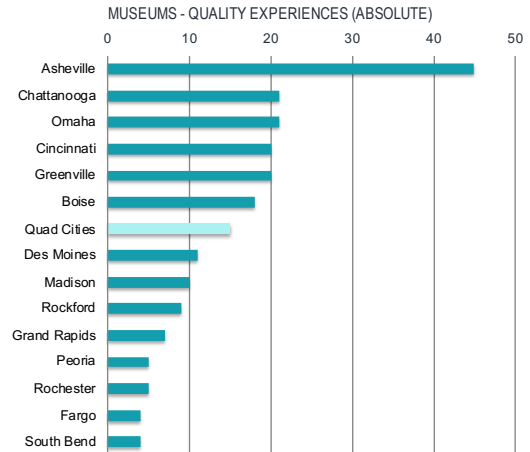


# Museums

Quad Cities	---- ABSOLUTE ----		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Museums	15	7	17.1	4	39.1	2

## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	45	1
Chattanooga	21	2
Omaha	21	2
Cincinnati	20	4
Greenville	20	4
Boise	18	6
Quad Cities	15	7
Des Moines	11	8
Madison	10	9
Rockford	9	10
Grand Rapids	7	11
Peoria	5	12
Rochester	5	12
Fargo	4	14
South Bend	4	14



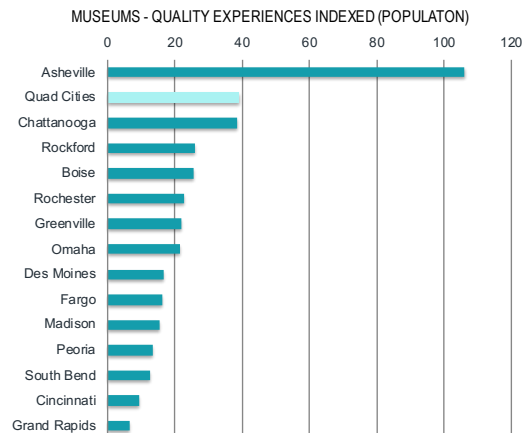
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Rockford	25.4	1
Asheville	23.7	2
Chattanooga	17.5	3
Quad Cities	17.1	4
Omaha	15.6	5
Greenville	15.4	6
Peoria	14.6	7
Boise	14.2	8
Rochester	10.6	9
Madison	7.7	10
Fargo	7.4	11
Des Moines	5.4	12
Grand Rapids	5.3	13
South Bend	4.7	14
Cincinnati	3.8	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	105.9	1
Quad Cities	39.1	2
Chattanooga	38.3	3
Rockford	26.1	4
Boise	25.4	5
Rochester	22.7	6
Greenville	22.1	7
Omaha	21.5	8
Des Moines	16.8	9
Fargo	16.3	10
Madison	15.3	11
Peoria	13.4	12
South Bend	12.6	13
Cincinnati	9.4	14
Grand Rapids	6.7	15





# Museums

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Museums	15	7	17.1	4	39.1	2

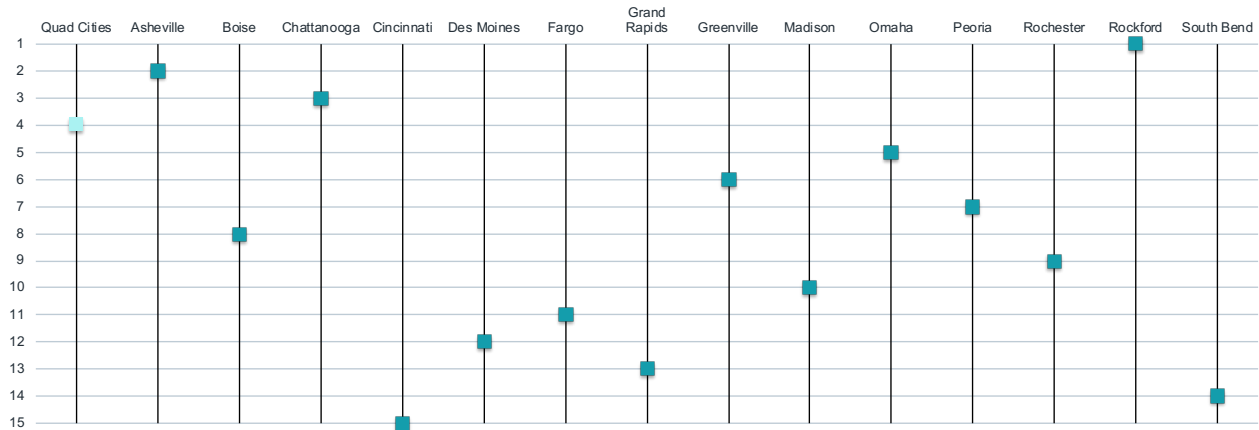
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



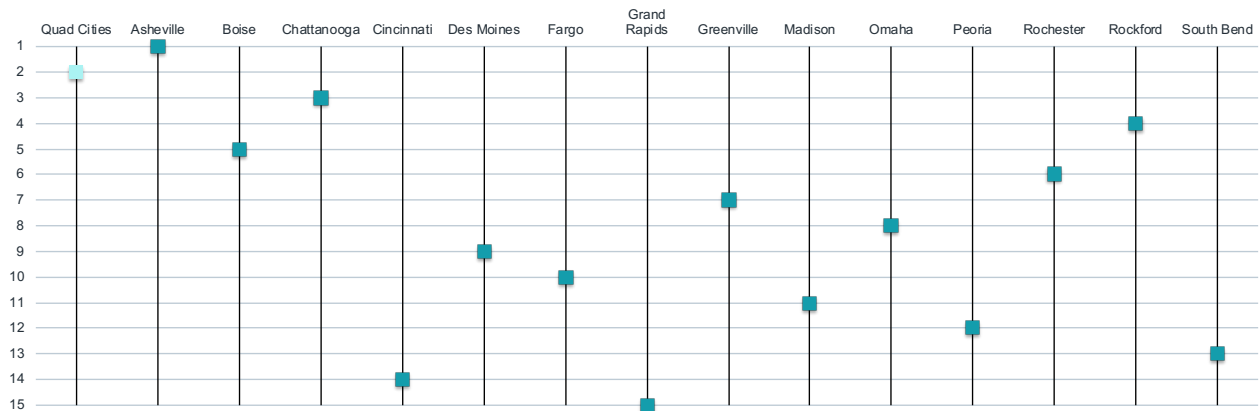
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

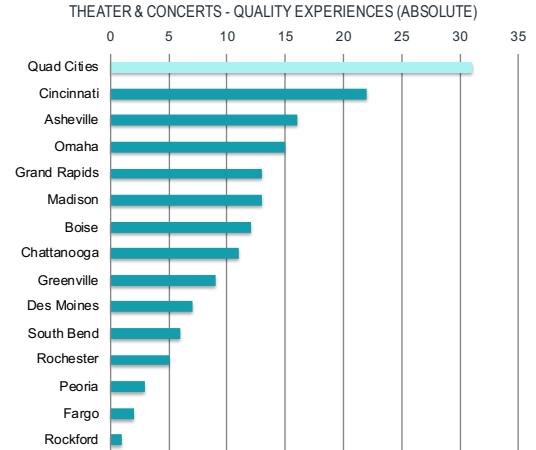


# Theater & Concerts

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Theater & Concerts	31	1	35.4	1	80.8	1

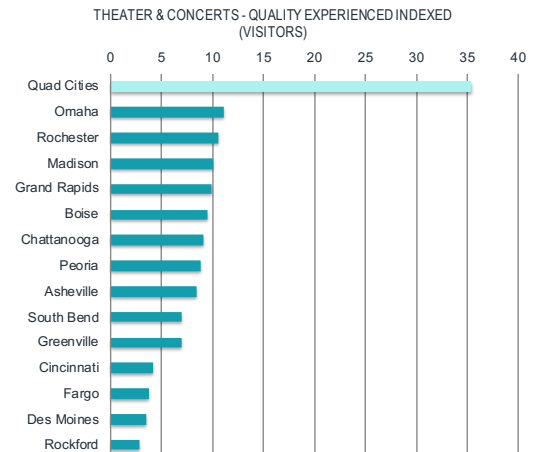
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Quad Cities	31	1
Cincinnati	22	2
Asheville	16	3
Omaha	15	4
Grand Rapids	13	5
Madison	13	5
Boise	12	7
Chattanooga	11	8
Greenville	9	9
Des Moines	7	10
South Bend	6	11
Rochester	5	12
Peoria	3	13
Fargo	2	14
Rockford	1	15



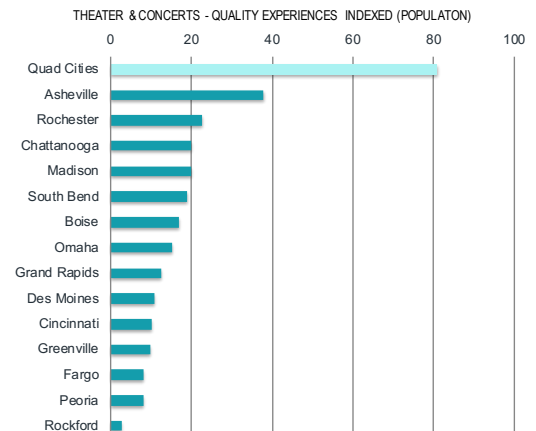
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Quad Cities	35.4	1
Omaha	11.1	2
Rochester	10.6	3
Madison	10.0	4
Grand Rapids	9.9	5
Boise	9.5	6
Chattanooga	9.2	7
Peoria	8.8	8
Asheville	8.4	9
South Bend	7.0	10
Greenville	6.9	11
Cincinnati	4.2	12
Fargo	3.7	13
Des Moines	3.5	14
Rockford	2.8	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Quad Cities	80.8	1
Asheville	37.7	2
Rochester	22.7	3
Chattanooga	20.1	4
Madison	19.9	5
South Bend	18.8	6
Boise	16.9	7
Omaha	15.4	8
Grand Rapids	12.5	9
Des Moines	10.7	10
Cincinnati	10.3	11
Greenville	9.9	12
Fargo	8.1	13
Peoria	8.0	14
Rockford	2.9	15



# Theater & Concerts

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Theater & Concerts	31	1	35.4	1	80.8	1

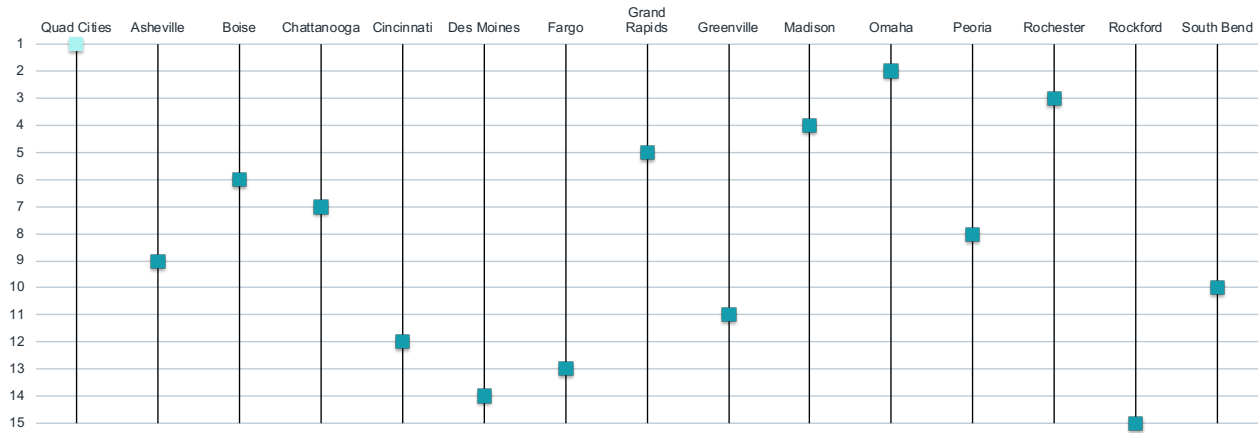
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



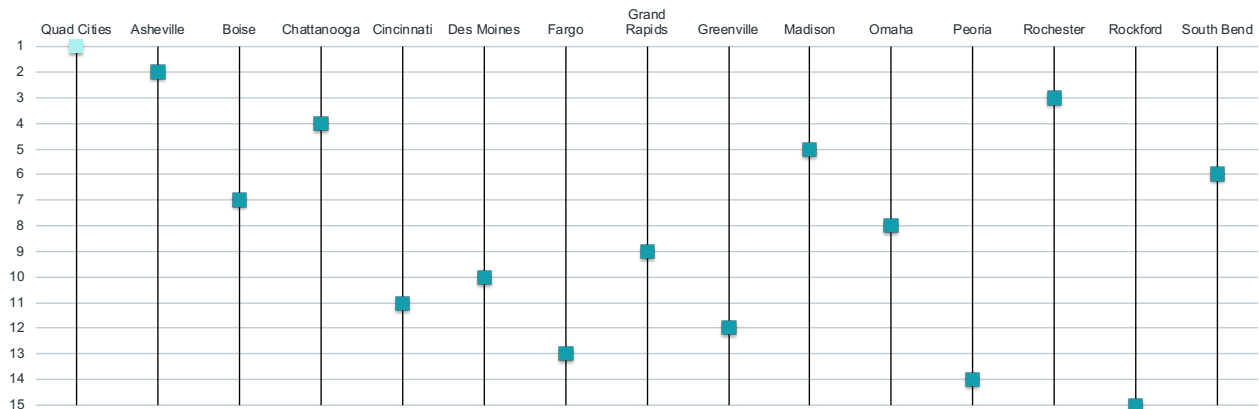
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



# CULTURE

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
CULTURE	46	4	52.5	1	119.9	2

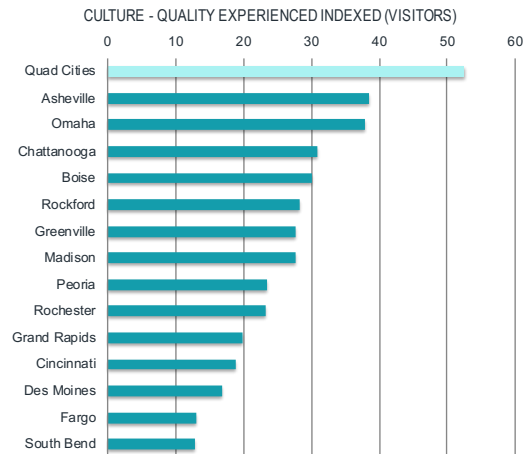
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	100	1
Asheville	73	2
Omaha	51	3
Quad Cities	46	4
Boise	38	5
Chattanooga	37	6
Greenville	36	7
Madison	36	7
Des Moines	34	9
Grand Rapids	26	10
Rochester	11	11
South Bend	11	11
Rockford	10	13
Peoria	8	14
Fargo	7	15



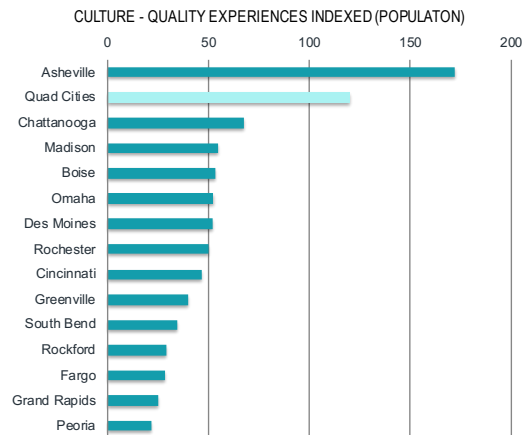
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Quad Cities	52.5	1
Asheville	38.4	2
Omaha	37.9	3
Chattanooga	30.8	4
Boise	30.0	5
Rockford	28.2	6
Greenville	27.7	7
Madison	27.7	7
Peoria	23.4	9
Rochester	23.3	10
Grand Rapids	19.8	11
Cincinnati	18.9	12
Des Moines	16.8	13
Fargo	13.0	14
South Bend	12.8	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	171.8	1
Quad Cities	119.9	2
Chattanooga	67.5	3
Madison	55.0	4
Boise	53.5	5
Omaha	52.3	6
Des Moines	51.9	7
Rochester	50.0	8
Cincinnati	46.8	9
Greenville	39.7	10
South Bend	34.5	11
Rockford	29.0	12
Fargo	28.5	13
Grand Rapids	25.0	14
Peoria	21.4	15



# CULTURE

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
CULTURE	46	4	52.5	1	119.9	2

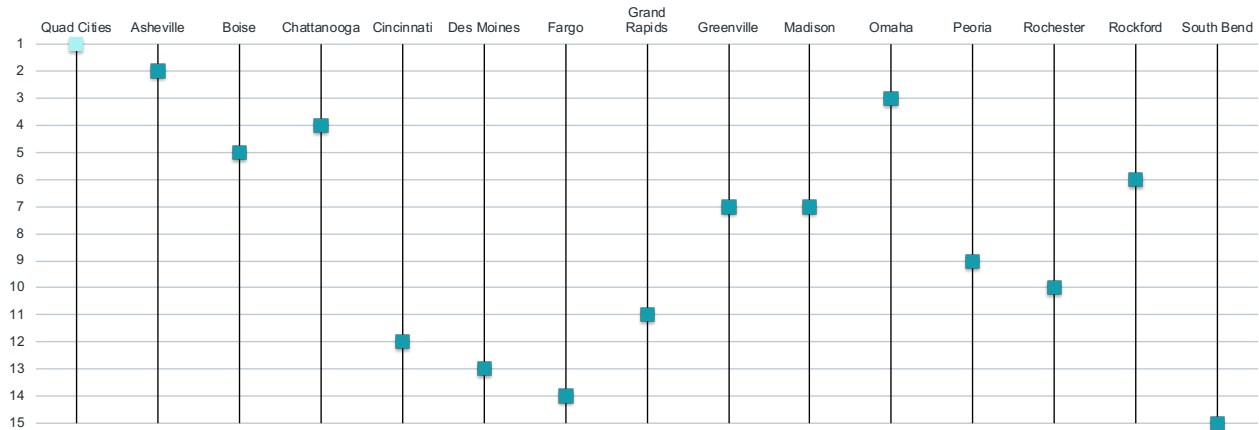
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



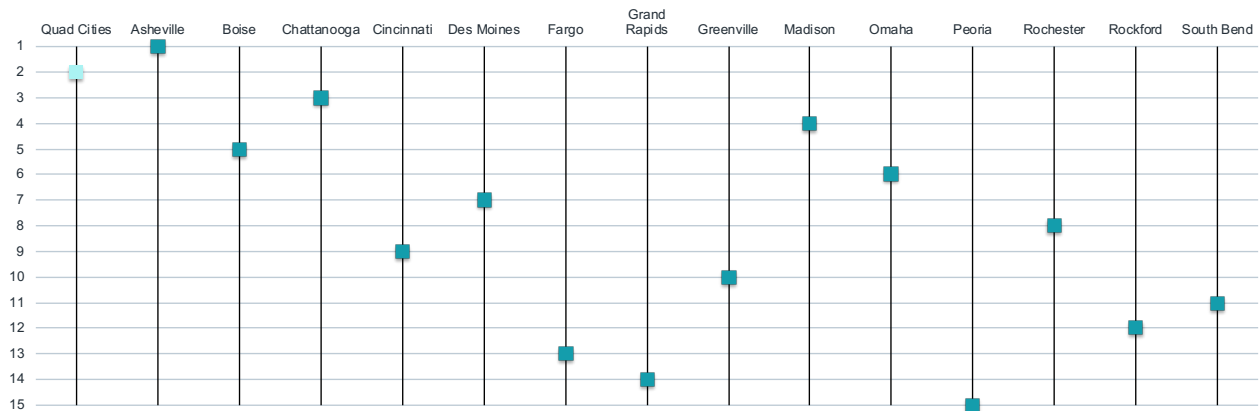
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

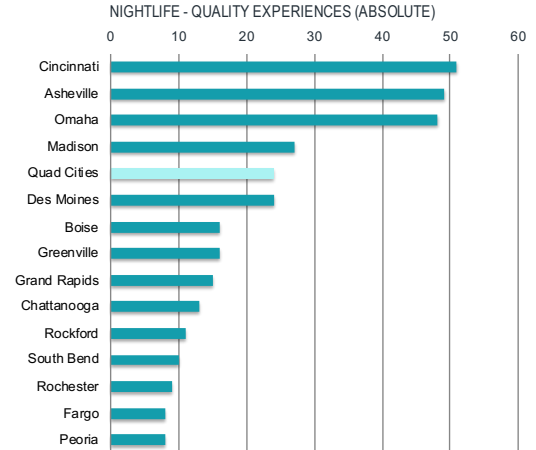


# Nightlife

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Nightlife	24	5	27.4	3	62.6	2

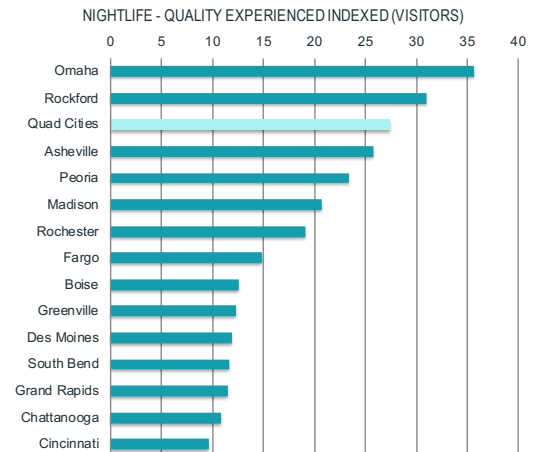
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	51	1
Asheville	49	2
Omaha	48	3
Madison	27	4
Quad Cities	24	5
Des Moines	24	5
Boise	16	7
Greenville	16	7
Grand Rapids	15	9
Chattanooga	13	10
Rockford	11	11
South Bend	10	12
Rochester	9	13
Fargo	8	14
Peoria	8	14



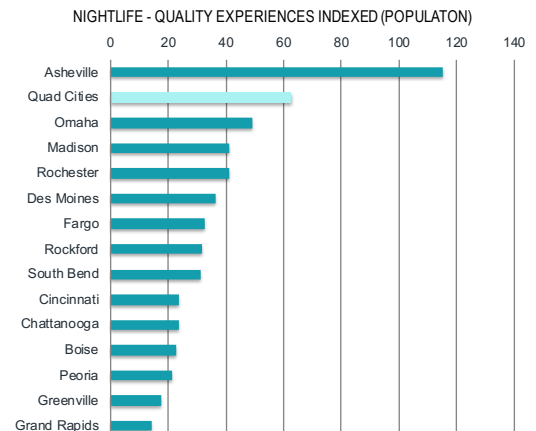
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Omaha	35.7	1
Rockford	31.0	2
Quad Cities	27.4	3
Asheville	25.8	4
Peoria	23.4	5
Madison	20.8	6
Rochester	19.1	7
Fargo	14.9	8
Boise	12.6	9
Greenville	12.3	10
Des Moines	11.9	11
South Bend	11.7	12
Grand Rapids	11.4	13
Chattanooga	10.8	14
Cincinnati	9.6	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	115.3	1
Quad Cities	62.6	2
Omaha	49.2	3
Madison	41.3	4
Rochester	40.9	5
Des Moines	36.6	6
Fargo	32.6	7
Rockford	31.9	8
South Bend	31.4	9
Cincinnati	23.9	10
Chattanooga	23.7	11
Boise	22.5	12
Peoria	21.4	13
Greenville	17.6	14
Grand Rapids	14.4	15



# Nightlife

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Nightlife	24	5	27.4	3	62.6	2

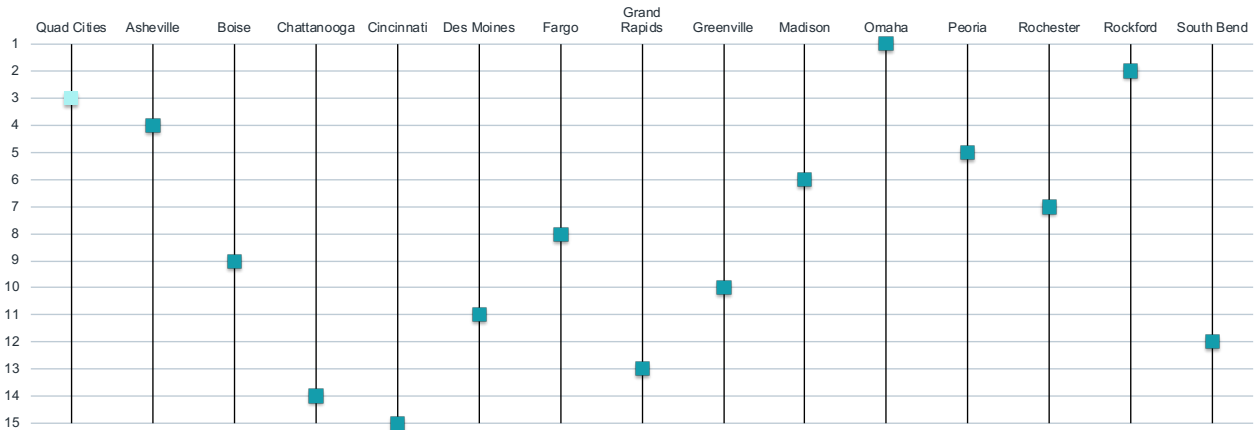
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



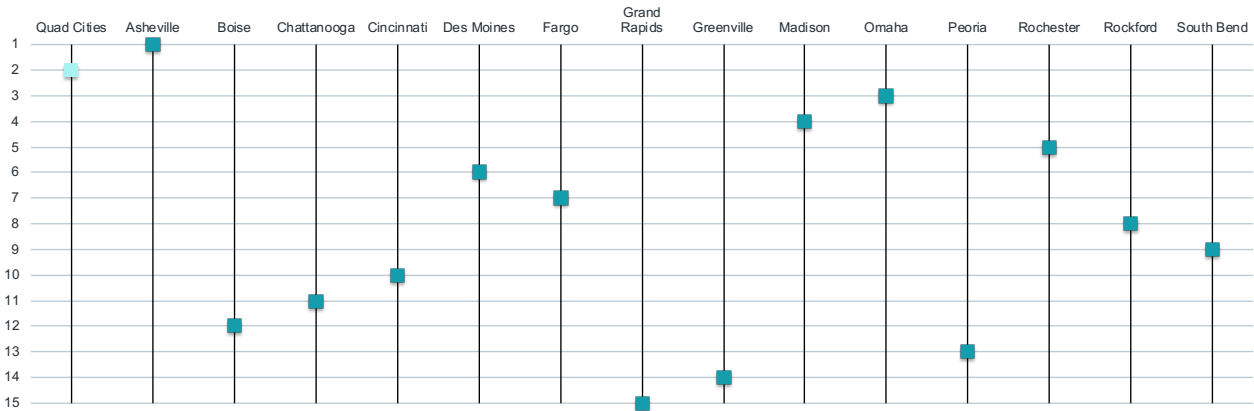
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET





# Shopping

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Shopping	24	7	27.4	4	62.6	3

## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	114	1
Omaha	41	2
Chattanooga	40	3
Boise	33	4
Cincinnati	29	5
Greenville	29	5
Quad Cities	24	7
Grand Rapids	17	8
Madison	17	8
Des Moines	11	10
Rochester	9	11
South Bend	9	11
Fargo	6	13
Peoria	5	14
Rockford	4	15



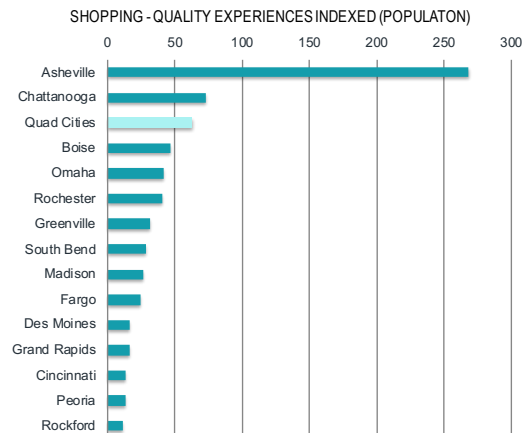
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	60.0	1
Chattanooga	33.3	2
Omaha	30.5	3
Quad Cities	27.4	4
Boise	26.0	5
Greenville	22.3	6
Rochester	19.1	7
Peoria	14.6	8
Madison	13.1	9
Grand Rapids	13.0	10
Rockford	11.3	11
Fargo	11.2	12
South Bend	10.5	13
Cincinnati	5.5	14
Des Moines	5.4	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	268.3	1
Chattanooga	73.0	2
Quad Cities	62.6	3
Boise	46.5	4
Omaha	42.0	5
Rochester	40.9	6
Greenville	32.0	7
South Bend	28.2	8
Madison	26.0	9
Fargo	24.4	10
Des Moines	16.8	11
Grand Rapids	16.4	12
Cincinnati	13.6	13
Peoria	13.4	14
Rockford	11.6	15

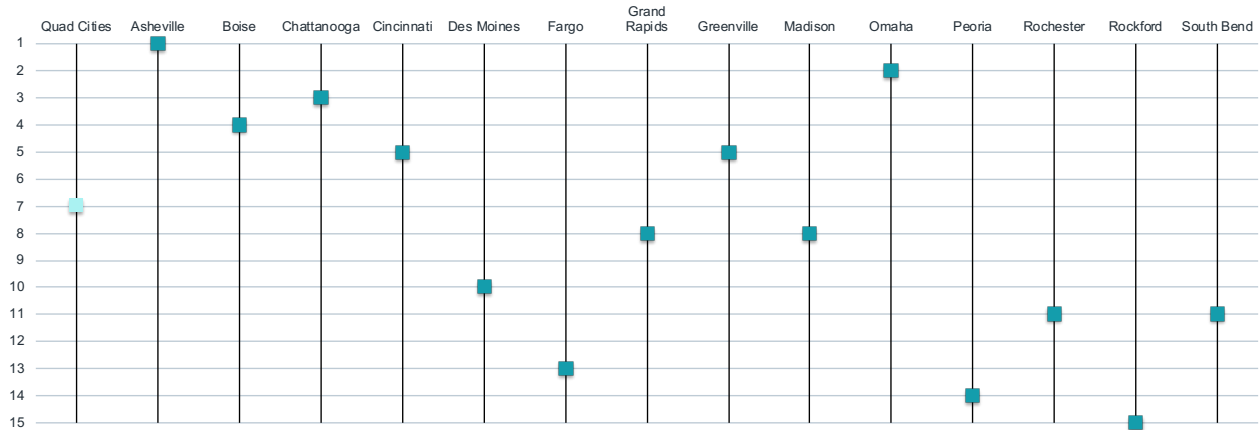


# Shopping

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Shopping	24	7	27.4	4	62.6	3

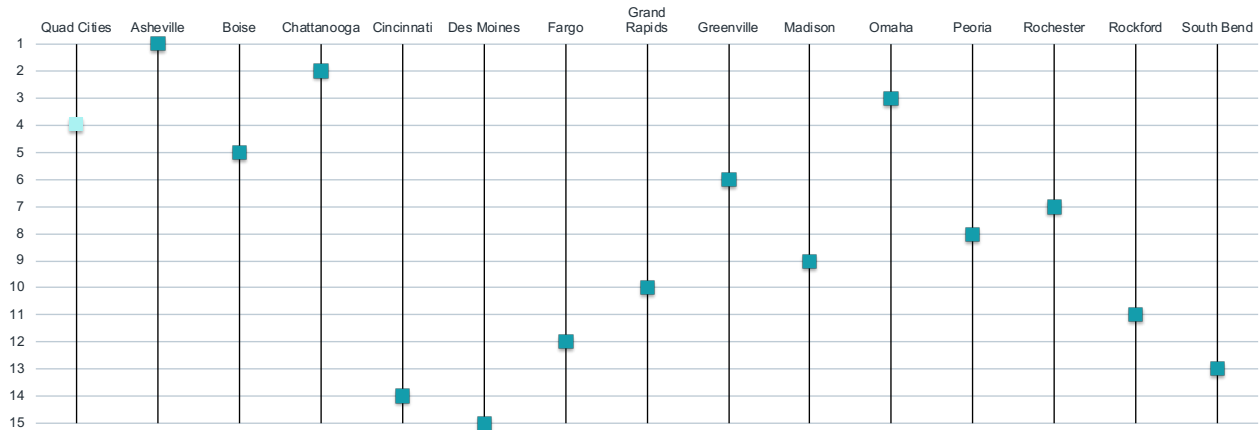
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



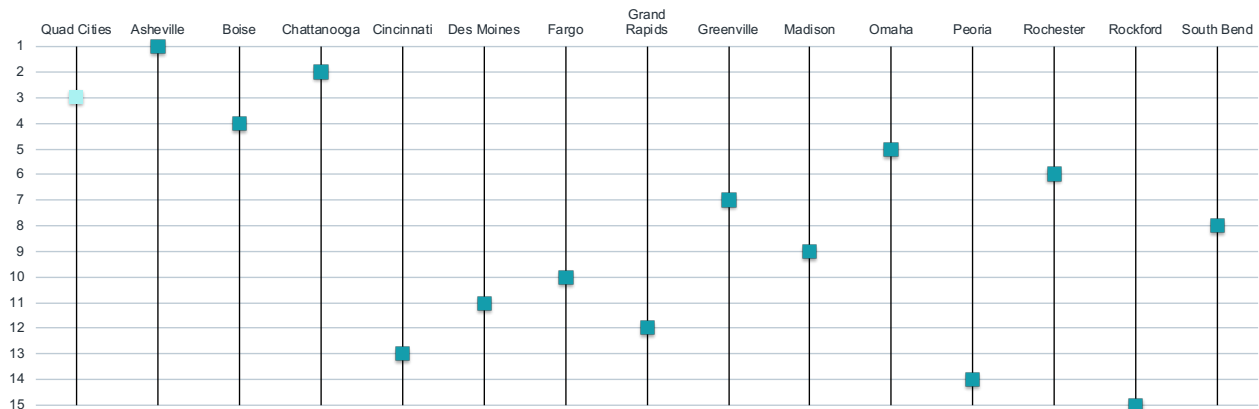
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

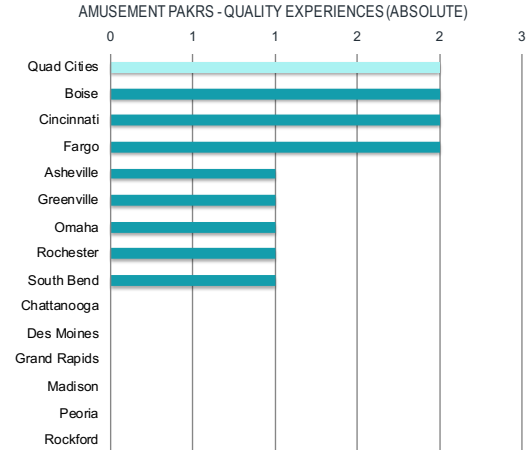


# Amusement Parks

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Amusement Parks	2	1	2.3	2	5.2	2

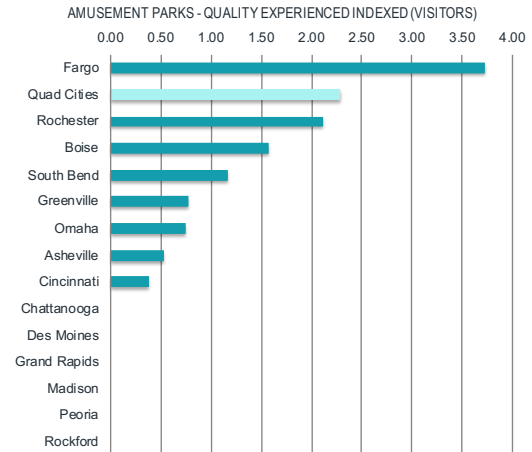
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Quad Cities	2	1
Boise	2	1
Cincinnati	2	1
Fargo	2	1
Asheville	1	5
Greenville	1	5
Omaha	1	5
Rochester	1	5
South Bend	1	5
Chattanooga	0	10
Des Moines	0	10
Grand Rapids	0	10
Madison	0	10
Peoria	0	10
Rockford	0	10



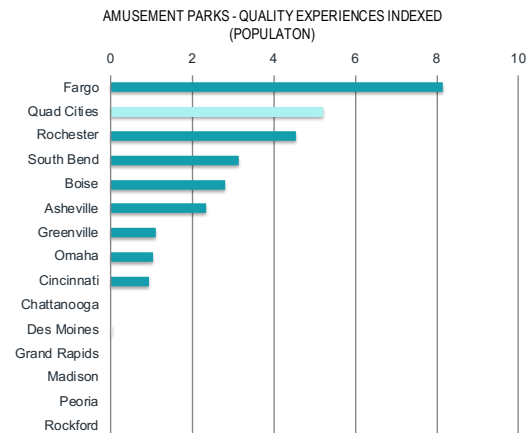
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Fargo	3.7	1
Quad Cities	2.3	2
Rochester	2.1	3
Boise	1.6	4
South Bend	1.2	5
Greenville	0.8	6
Omaha	0.7	7
Asheville	0.5	8
Cincinnati	0.4	9
Chattanooga	0.0	10
Des Moines	0.0	10
Grand Rapids	0.0	10
Madison	0.0	10
Peoria	0.0	10
Rockford	0.0	10



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Fargo	8.1	1
Quad Cities	5.2	2
Rochester	4.5	3
South Bend	3.1	4
Boise	2.8	5
Asheville	2.4	6
Greenville	1.1	7
Omaha	1.0	8
Cincinnati	0.9	9
Chattanooga	0.0	10
Des Moines	0.0	10
Grand Rapids	0.0	10
Madison	0.0	10
Peoria	0.0	10
Rockford	0.0	10

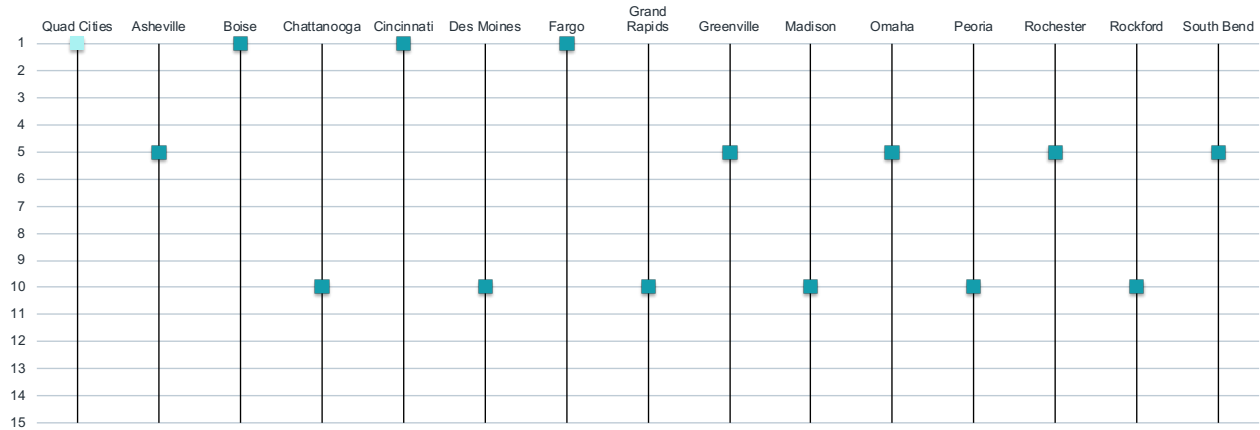


# Amusement Parks

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Amusement Parks	2	1	2.3	2	5.2	2

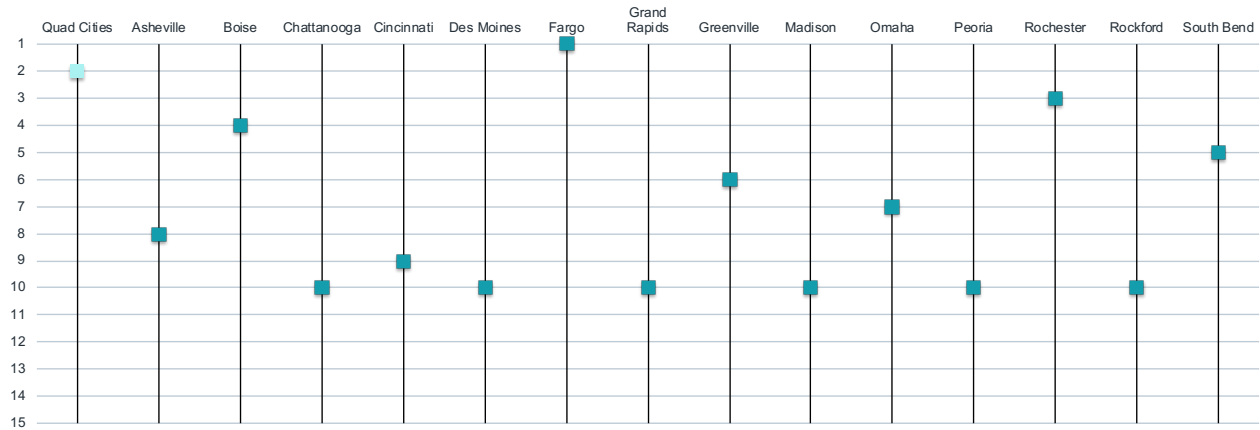
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



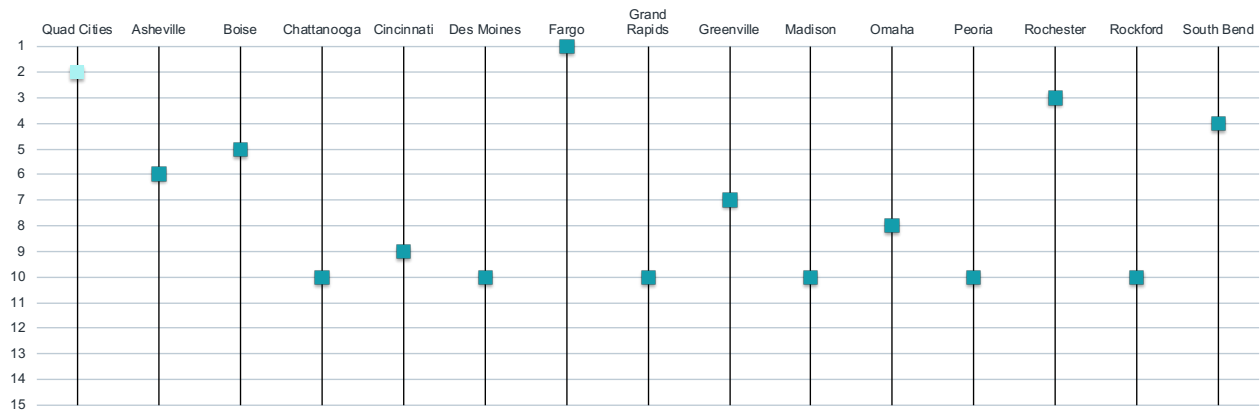
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

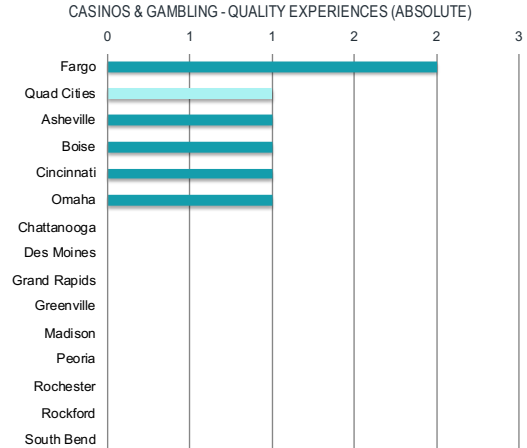


# Casinos & Gambling

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Casinos & Gambling	1	2	1.1	2	2.6	2

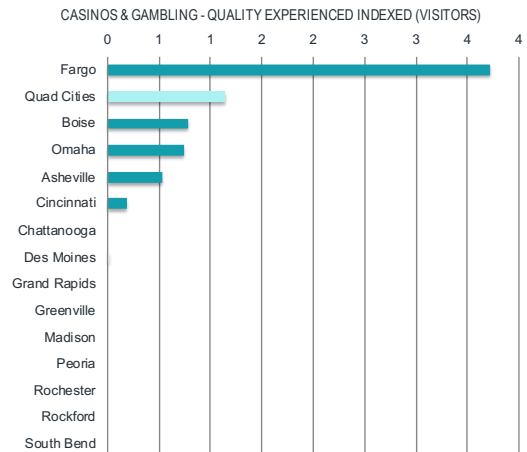
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Fargo	2	1
Quad Cities	1	2
Asheville	1	2
Boise	1	2
Cincinnati	1	2
Omaha	1	2
Chattanooga	0	7
Des Moines	0	7
Grand Rapids	0	7
Greenville	0	7
Madison	0	7
Peoria	0	7
Rochester	0	7
Rockford	0	7
South Bend	0	7



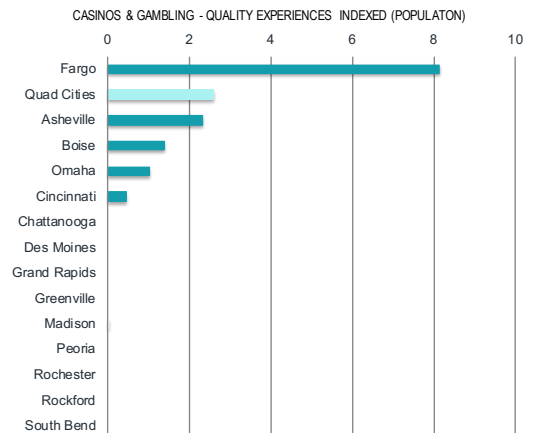
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Fargo	3.7	1
Quad Cities	1.1	2
Boise	0.8	3
Omaha	0.7	4
Asheville	0.5	5
Cincinnati	0.2	6
Chattanooga	0.0	7
Des Moines	0.0	7
Grand Rapids	0.0	7
Greenville	0.0	7
Madison	0.0	7
Peoria	0.0	7
Rochester	0.0	7
Rockford	0.0	7
South Bend	0.0	7



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Fargo	8.1	1
Quad Cities	2.6	2
Asheville	2.4	3
Boise	1.4	4
Omaha	1.0	5
Cincinnati	0.5	6
Chattanooga	0.0	7
Des Moines	0.0	7
Grand Rapids	0.0	7
Greenville	0.0	7
Madison	0.0	7
Peoria	0.0	7
Rochester	0.0	7
Rockford	0.0	7
South Bend	0.0	7

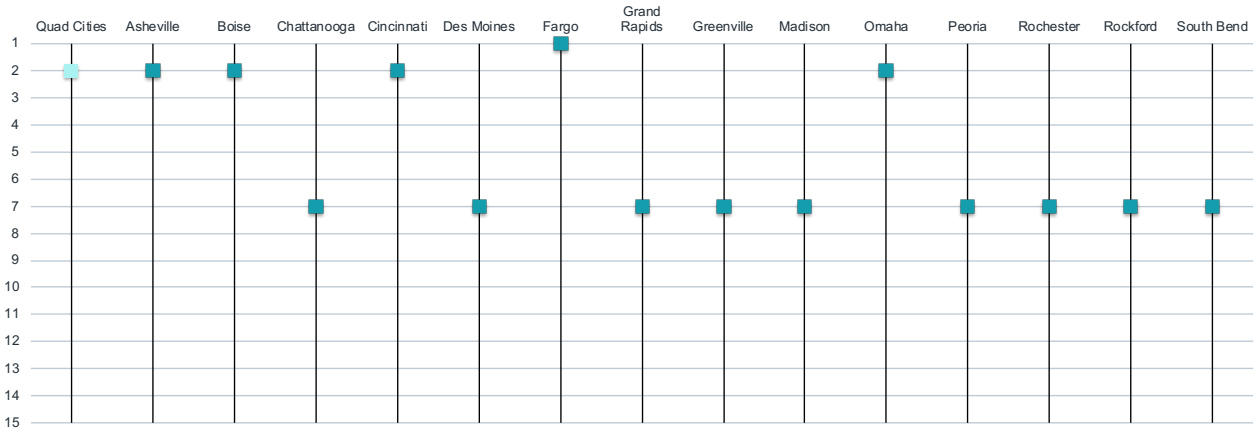


# Casinos & Gambling

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Casinos & Gambling	1	2	1.1	2	2.6	2

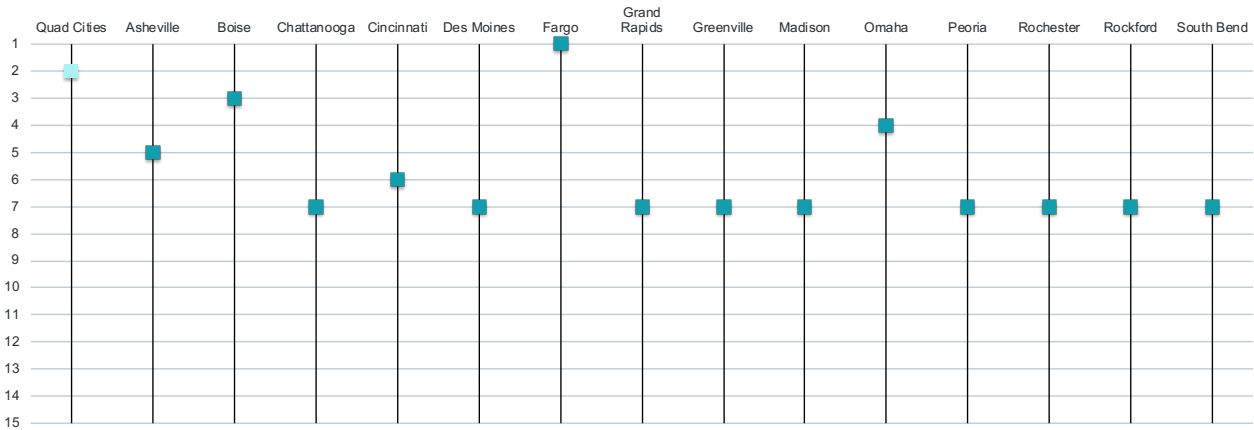
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



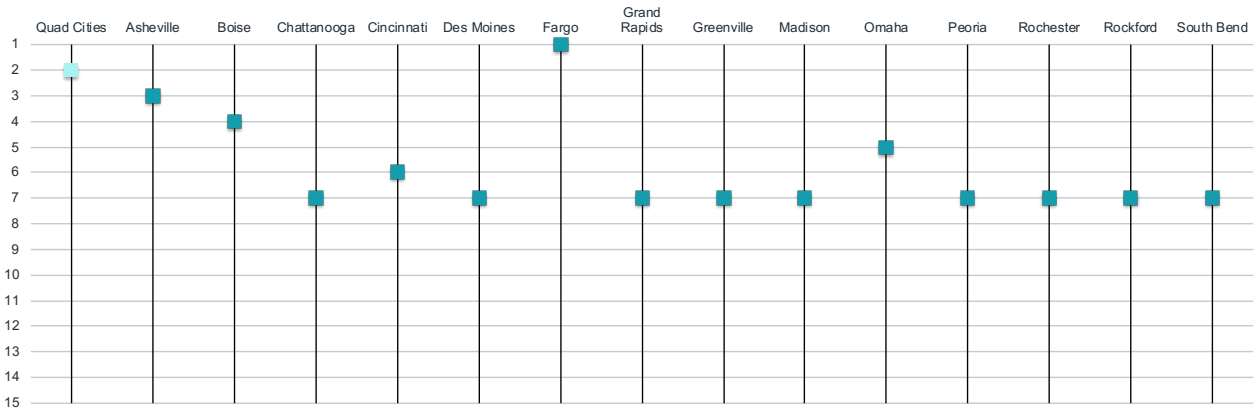
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

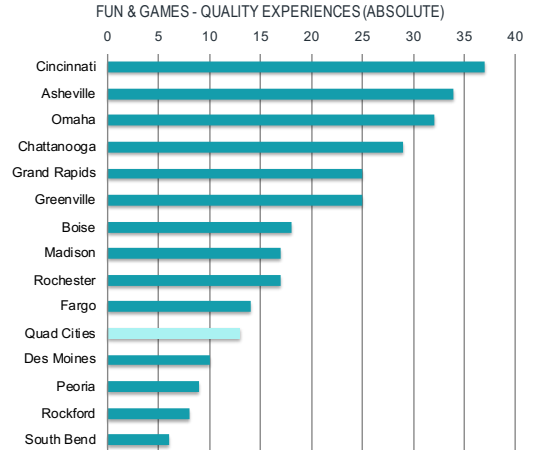


# Fun & Games

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Fun & Games	13	11	14.8	10	33.9	5

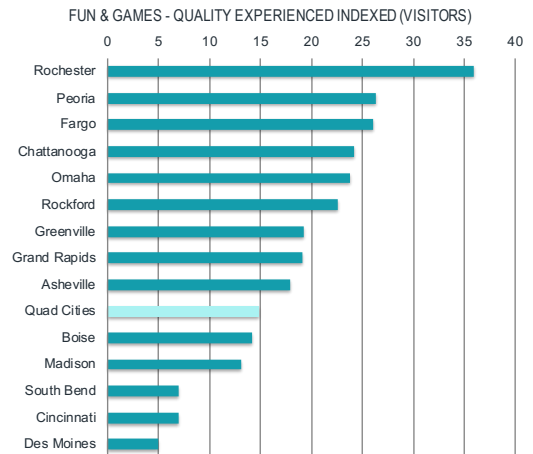
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	37	1
Asheville	34	2
Omaha	32	3
Chattanooga	29	4
Grand Rapids	25	5
Greenville	25	5
Boise	18	7
Madison	17	8
Rochester	17	8
Fargo	14	10
Quad Cities	13	11
Des Moines	10	12
Peoria	9	13
Rockford	8	14
South Bend	6	15



## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Rochester	36.0	1
Peoria	26.3	2
Fargo	26.1	3
Chattanooga	24.2	4
Omaha	23.8	5
Rockford	22.6	6
Greenville	19.2	7
Grand Rapids	19.1	8
Asheville	17.9	9
Quad Cities	14.8	10
Boise	14.2	11
Madison	13.1	12
South Bend	7.0	13
Cincinnati	7.0	14
Des Moines	4.9	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	80.0	1
Rochester	77.3	2
Fargo	57.0	3
Chattanooga	52.9	4
Quad Cities	33.9	5
Omaha	32.8	6
Greenville	27.6	7
Madison	26.0	8
Boise	25.4	9
Peoria	24.1	10
Grand Rapids	24.1	11
Rockford	23.2	12
South Bend	18.8	13
Cincinnati	17.3	14
Des Moines	15.3	15

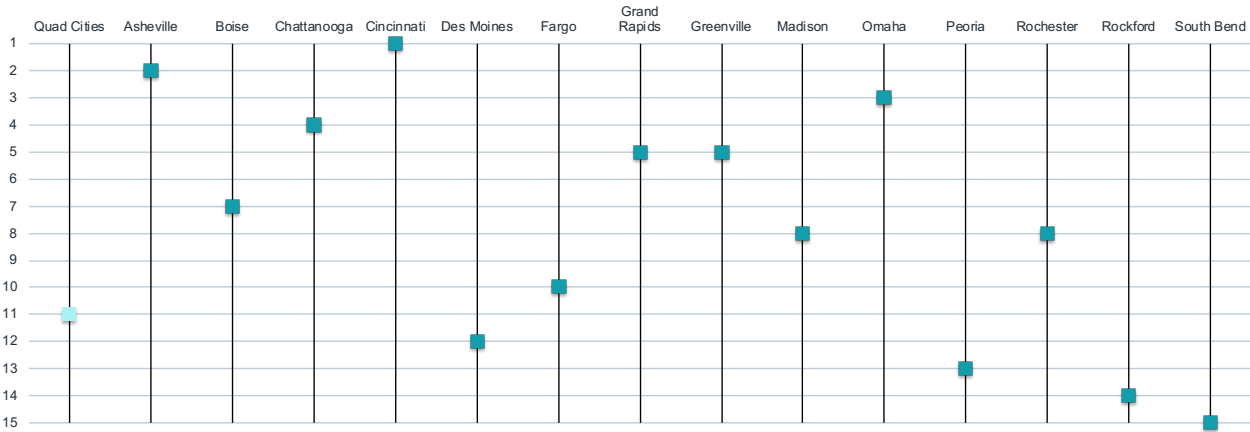


# Fun & Games

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Fun & Games	13	11	14.8	10	33.9	5

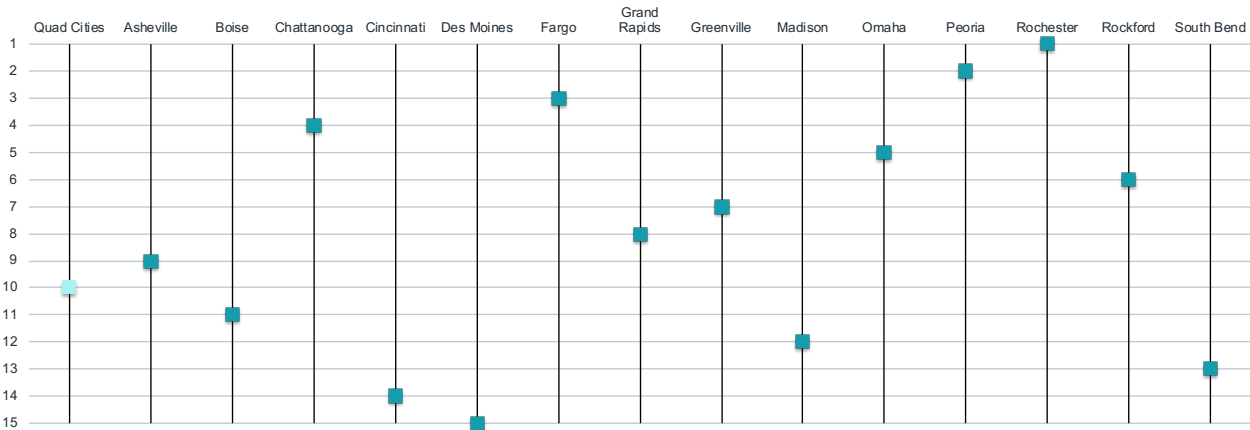
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



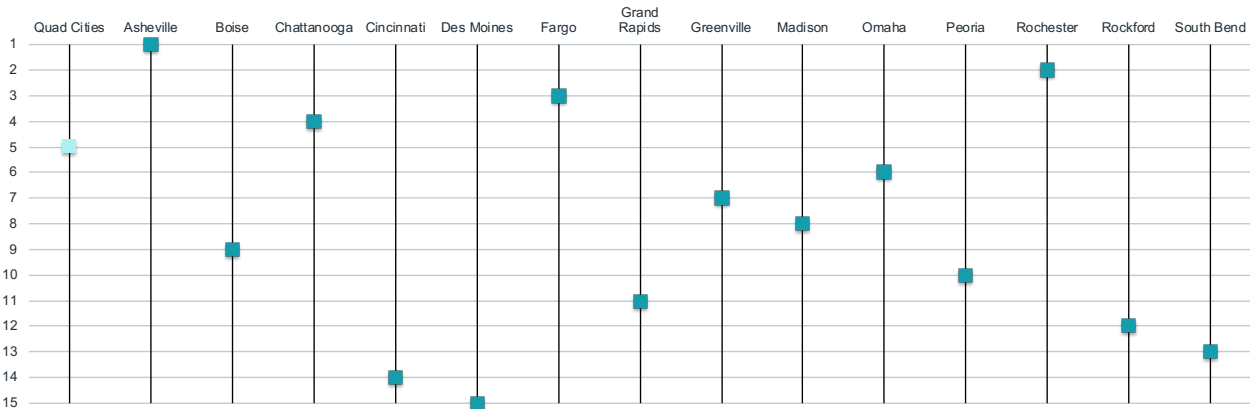
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



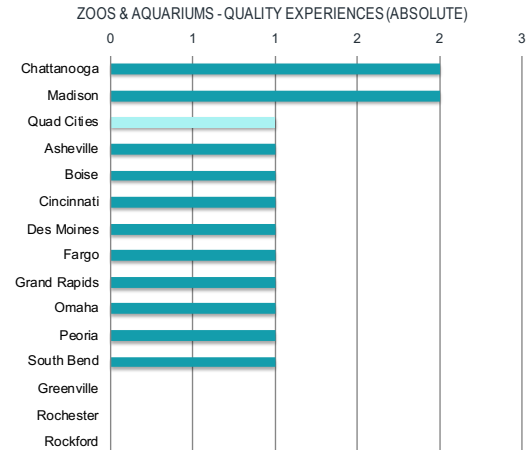


# Zoos & Aquariums

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Zoos & Aquariums	1	3	1.1	6	2.6	6

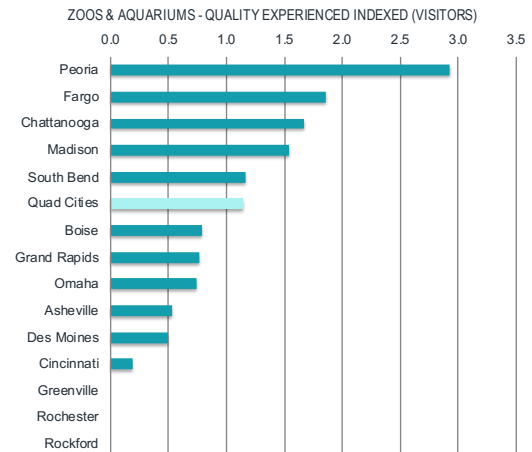
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Chattanooga	2	1
Madison	2	1
Quad Cities	1	3
Asheville	1	3
Boise	1	3
Cincinnati	1	3
Des Moines	1	3
Fargo	1	3
Grand Rapids	1	3
Omaha	1	3
Peoria	1	3
South Bend	1	3
Greenville	0	13
Rochester	0	13
Rockford	0	13



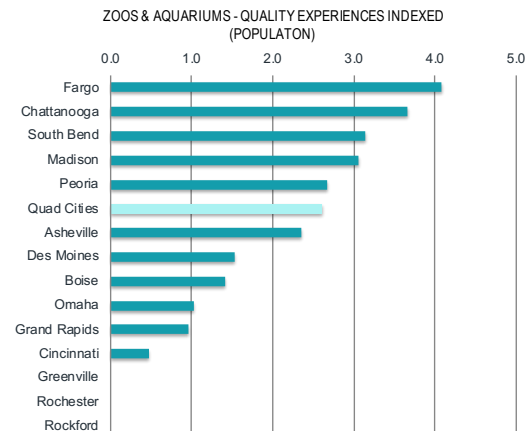
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Peoria	2.9	1
Fargo	1.9	2
Chattanooga	1.7	3
Madison	1.5	4
South Bend	1.2	5
Quad Cities	1.1	6
Boise	0.8	7
Grand Rapids	0.8	8
Omaha	0.7	9
Asheville	0.5	10
Des Moines	0.5	11
Cincinnati	0.2	12
Greenville	0.0	13
Rochester	0.0	13
Rockford	0.0	13



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Fargo	4.1	1
Chattanooga	3.7	2
South Bend	3.1	3
Madison	3.1	4
Peoria	2.7	5
Quad Cities	2.6	6
Asheville	2.4	7
Des Moines	1.5	8
Boise	1.4	9
Omaha	1.0	10
Grand Rapids	1.0	11
Cincinnati	0.5	12
Greenville	0.0	13
Rochester	0.0	13
Rockford	0.0	13

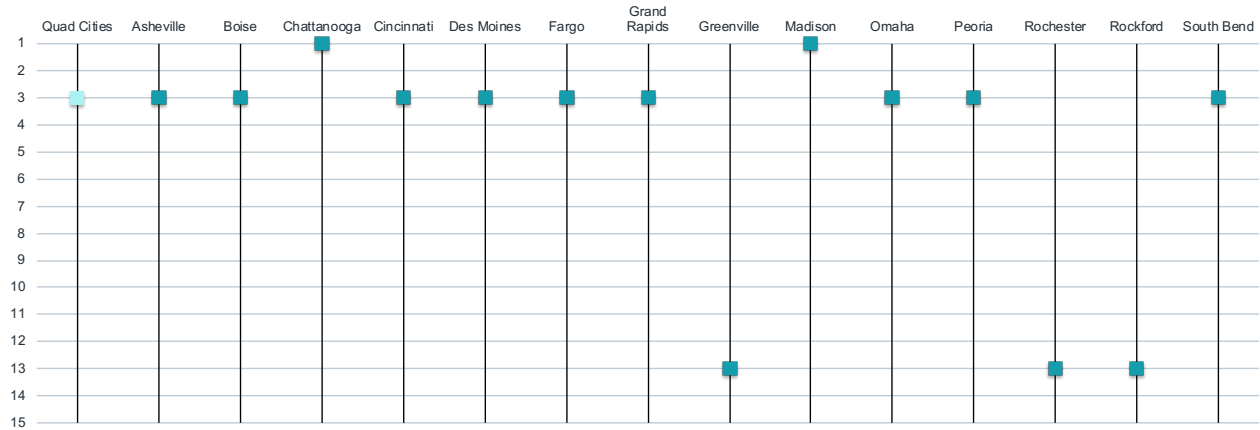


# Zoos & Aquariums

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Zoos & Aquariums	1	3	1.1	6	2.6	6

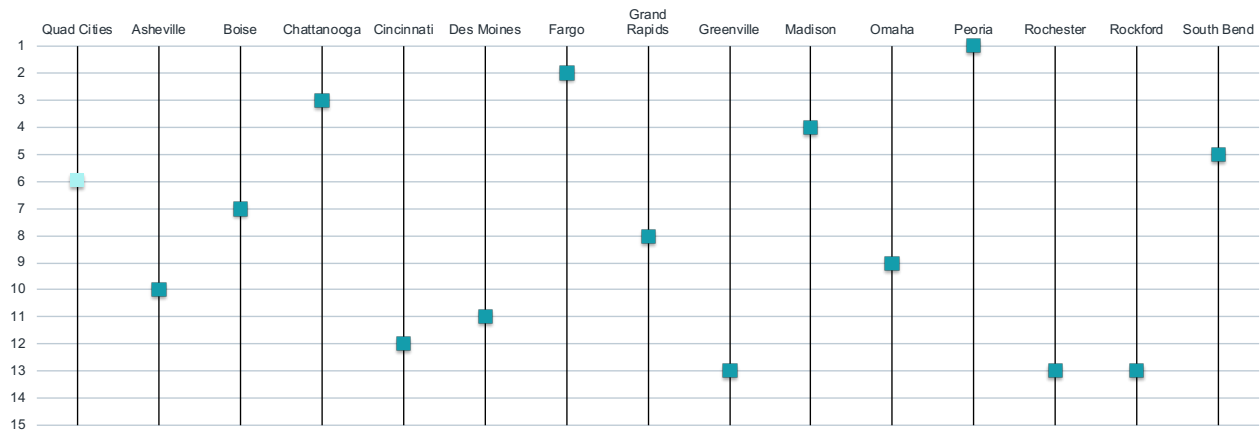
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



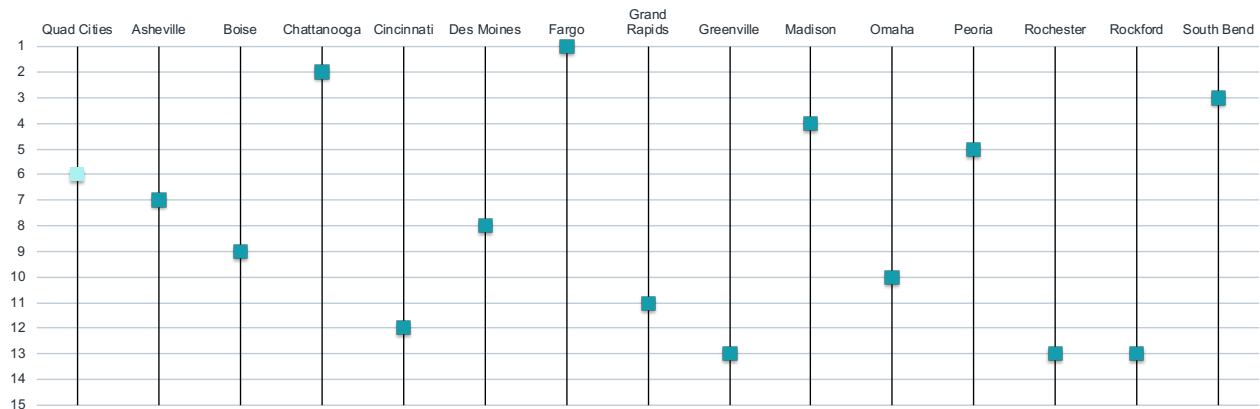
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

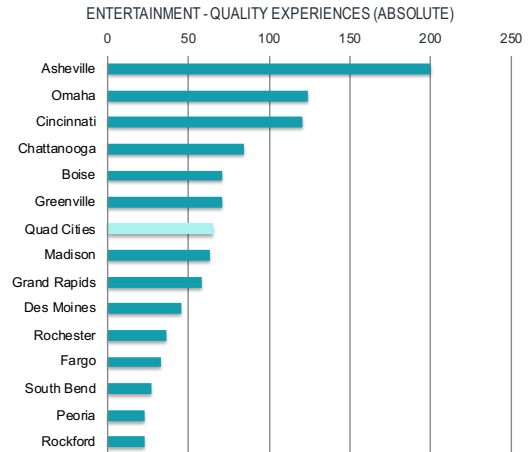


# ENTERTAINMENT

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
ENTERTAINMENT	65	7	74.2	4	169.4	2

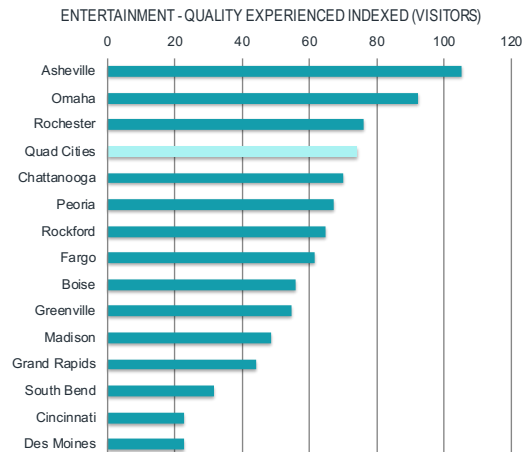
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	200	1
Omaha	124	2
Cincinnati	121	3
Chattanooga	84	4
Boise	71	5
Greenville	71	5
Quad Cities	65	7
Madison	63	8
Grand Rapids	58	9
Des Moines	46	10
Rochester	36	11
Fargo	33	12
South Bend	27	13
Peoria	23	14
Rockford	23	14



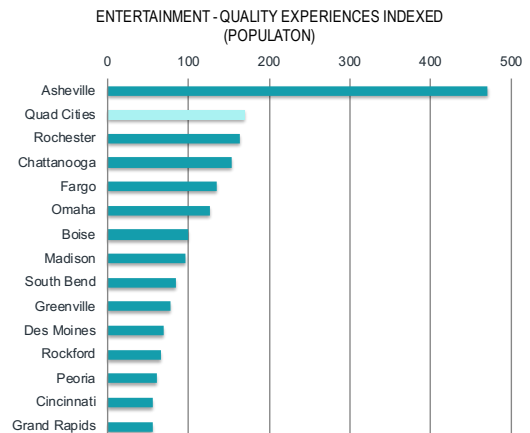
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	105.3	1
Omaha	92.2	2
Rochester	76.2	3
Quad Cities	74.2	4
Chattanooga	70.0	5
Peoria	67.3	6
Rockford	64.9	7
Fargo	61.4	8
Boise	56.0	9
Greenville	54.6	10
Madison	48.5	11
Grand Rapids	44.3	12
South Bend	31.5	13
Cincinnati	22.8	14
Des Moines	22.7	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	470.7	1
Quad Cities	169.4	2
Rochester	163.8	3
Chattanooga	153.3	4
Fargo	134.4	5
Omaha	127.1	6
Boise	100.0	7
Madison	96.3	8
South Bend	84.7	9
Greenville	78.3	10
Des Moines	70.2	11
Rockford	66.7	12
Peoria	61.6	13
Cincinnati	56.6	14
Grand Rapids	55.8	15

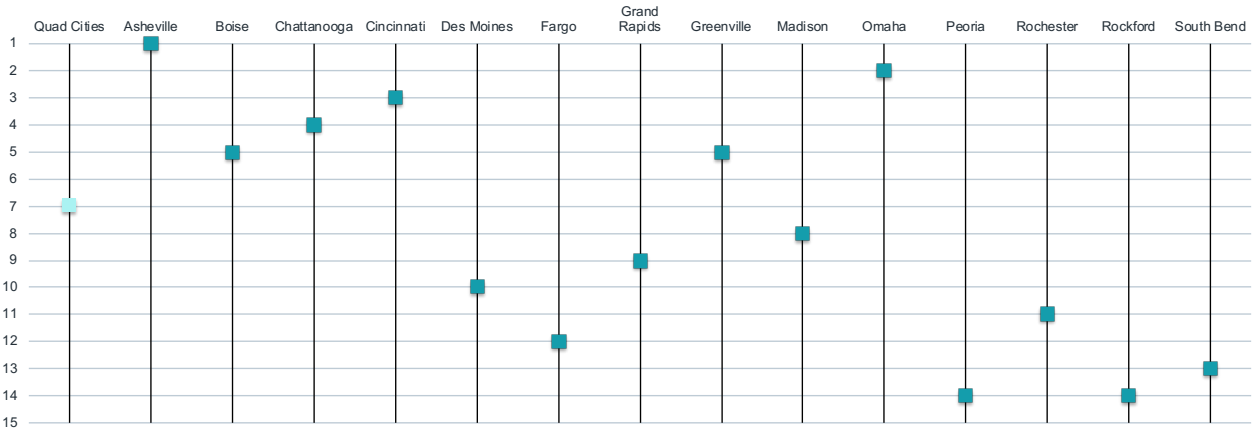


# ENTERTAINMENT

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
ENTERTAINMENT	65	7	74.2	4	169.4	2

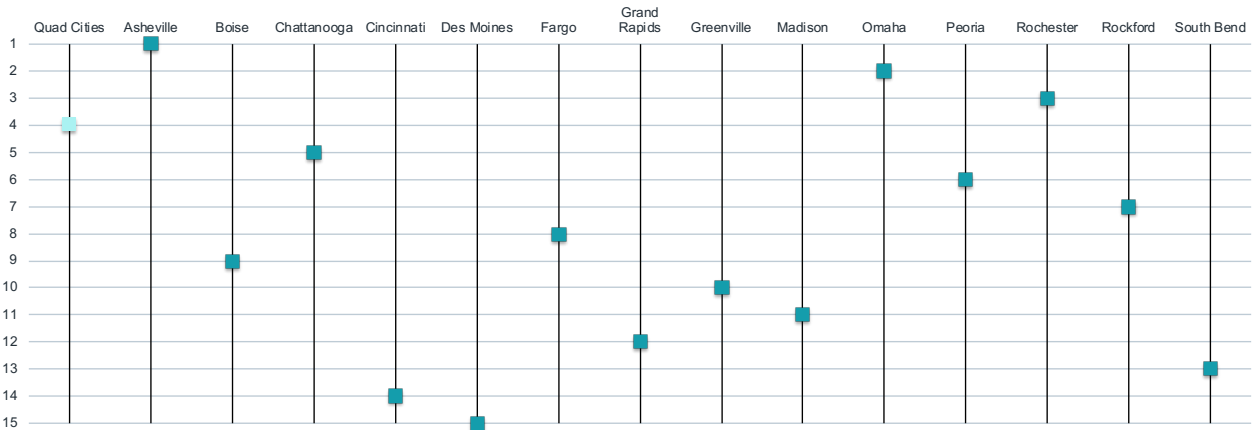
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



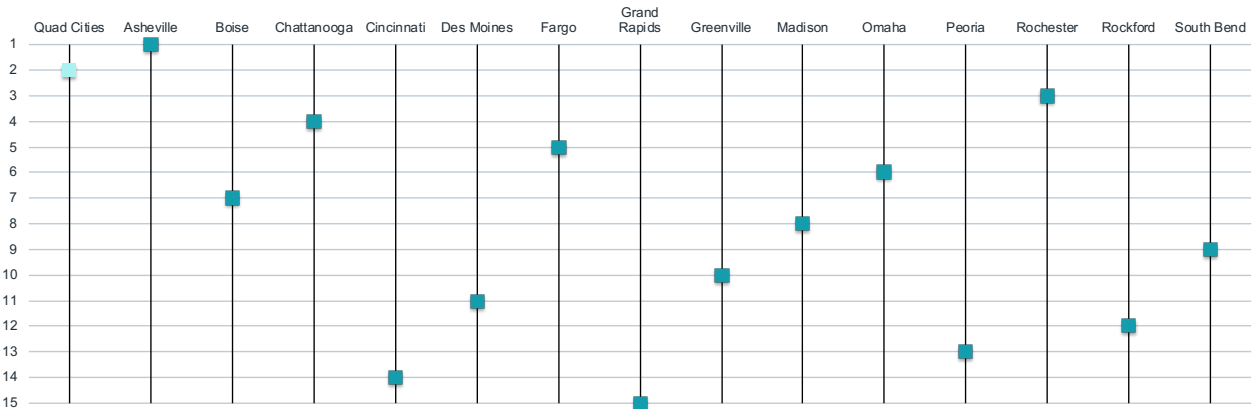
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

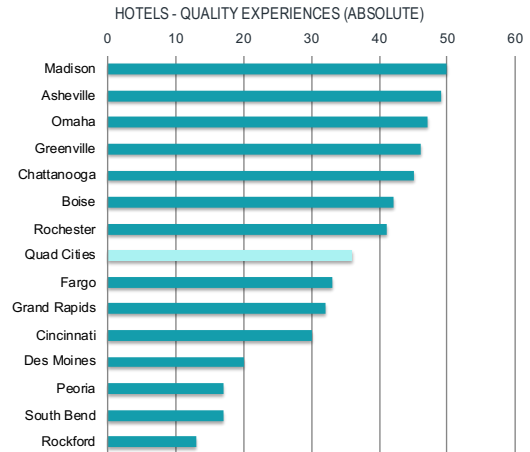


# Hotels

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Hotels	36	8	41.1	4	93.8	4

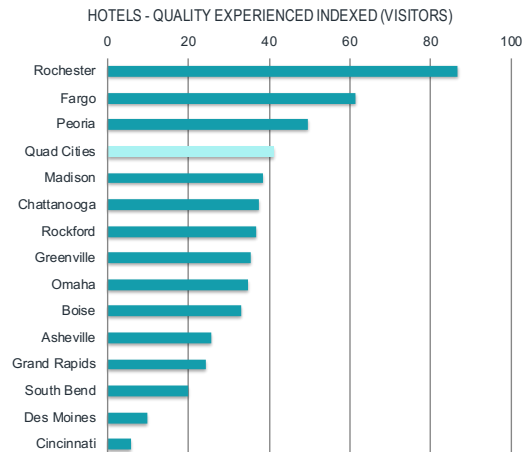
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Madison	50	1
Asheville	49	2
Omaha	47	3
Greenville	46	4
Chattanooga	45	5
Boise	42	6
Rochester	41	7
Quad Cities	36	8
Fargo	33	9
Grand Rapids	32	10
Cincinnati	30	11
Des Moines	20	12
Peoria	17	13
South Bend	17	13
Rockford	13	15



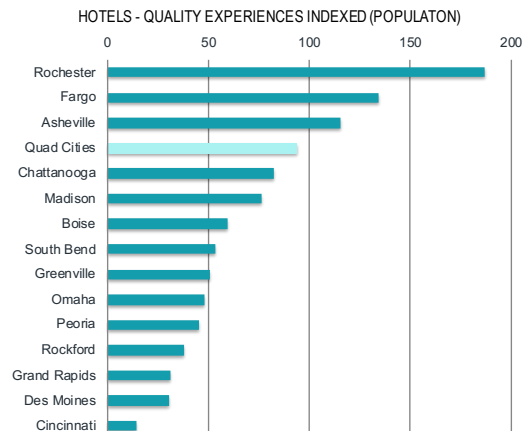
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Rochester	86.8	1
Fargo	61.4	2
Peoria	49.7	3
Quad Cities	41.1	4
Madison	38.5	5
Chattanooga	37.5	6
Rockford	36.7	7
Greenville	35.4	8
Omaha	34.9	9
Boise	33.1	10
Asheville	25.8	11
Grand Rapids	24.4	12
South Bend	19.8	13
Des Moines	9.9	14
Cincinnati	5.7	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Rochester	186.5	1
Fargo	134.4	2
Asheville	115.3	3
Quad Cities	93.8	4
Chattanooga	82.2	5
Madison	76.4	6
Boise	59.2	7
South Bend	53.4	8
Greenville	50.7	9
Omaha	48.2	10
Peoria	45.5	11
Rockford	37.7	12
Grand Rapids	30.8	13
Des Moines	30.5	14
Cincinnati	14.0	15

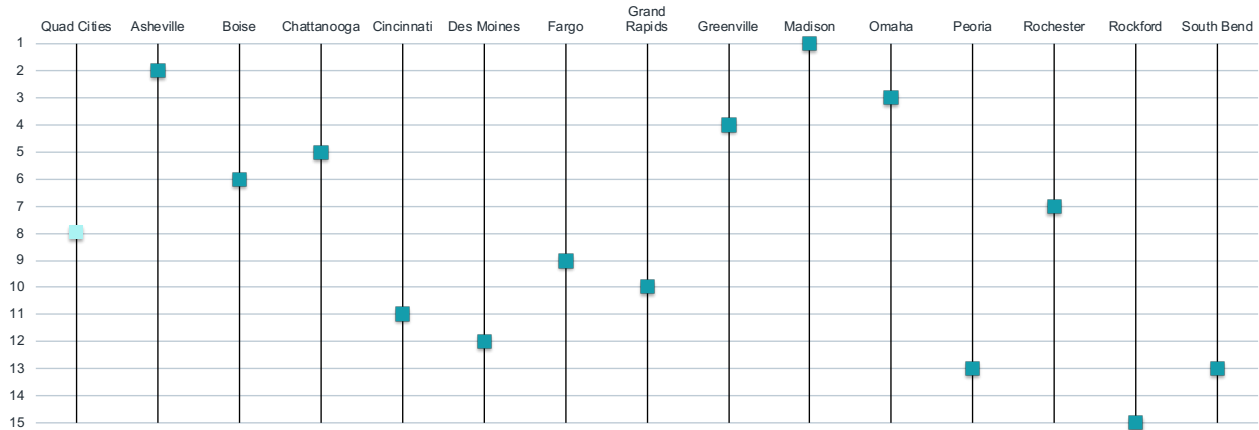


# Hotels

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Hotels	36	8	41.1	4	93.8	4

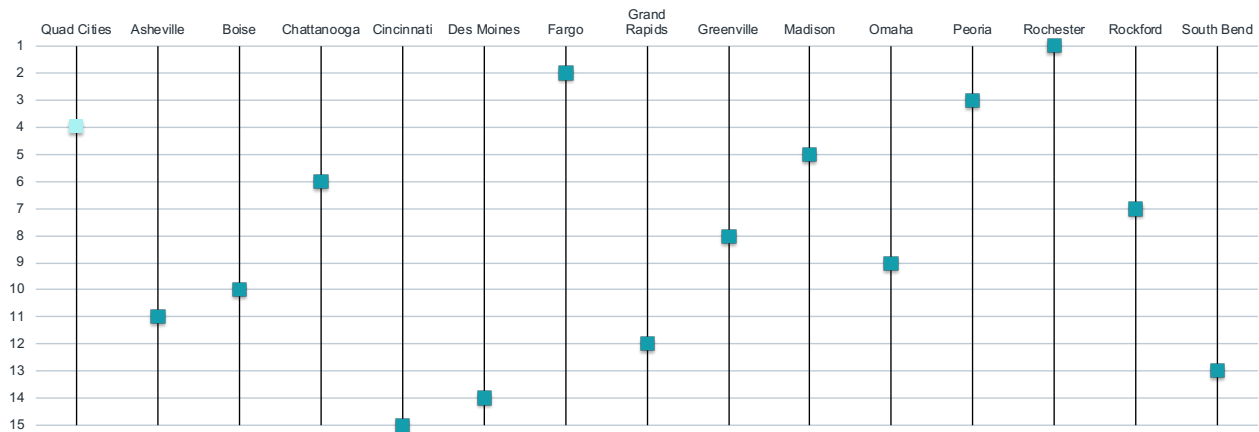
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



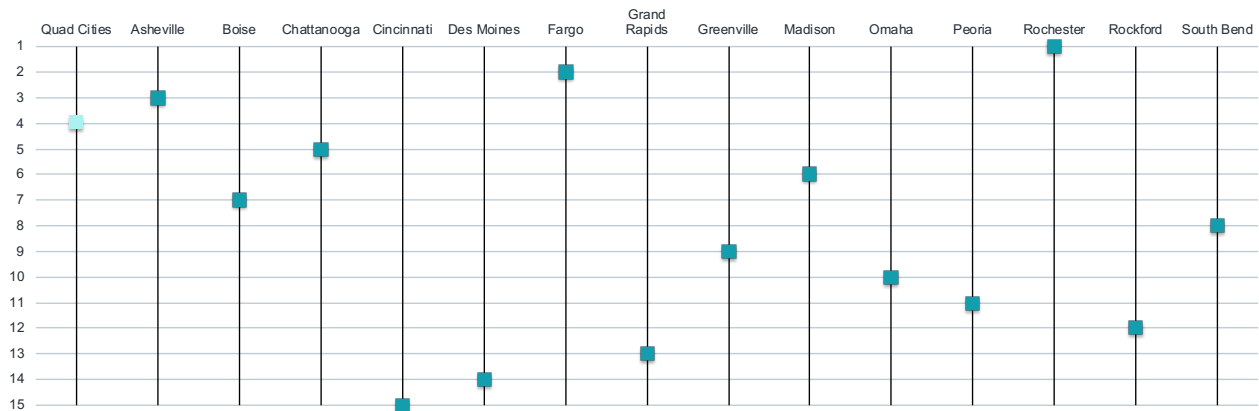
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

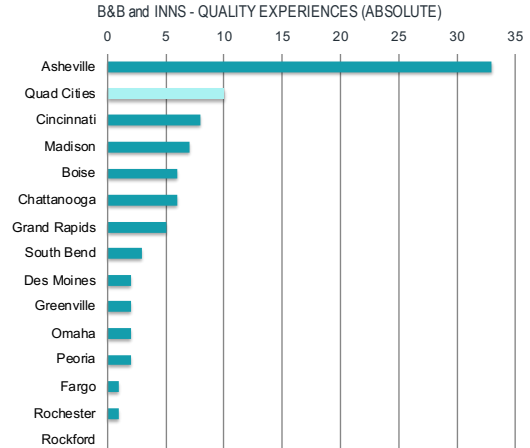


# B&B and Inns

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
B&B and Inns	10	2	11.4	2	26.1	2

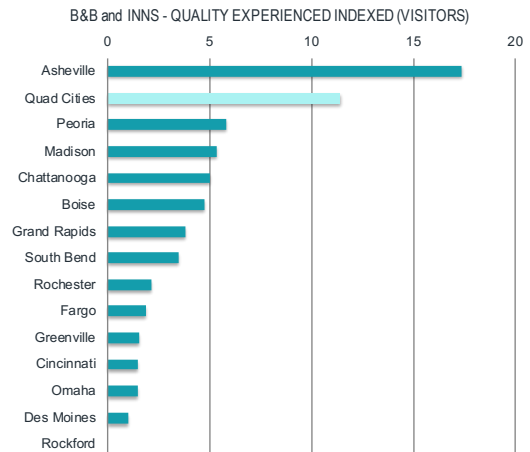
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	33	1
Quad Cities	10	2
Cincinnati	8	3
Madison	7	4
Boise	6	5
Chattanooga	6	5
Grand Rapids	5	7
South Bend	3	8
Des Moines	2	9
Greenville	2	9
Omaha	2	9
Peoria	2	9
Fargo	1	13
Rochester	1	13
Rockford	0	15



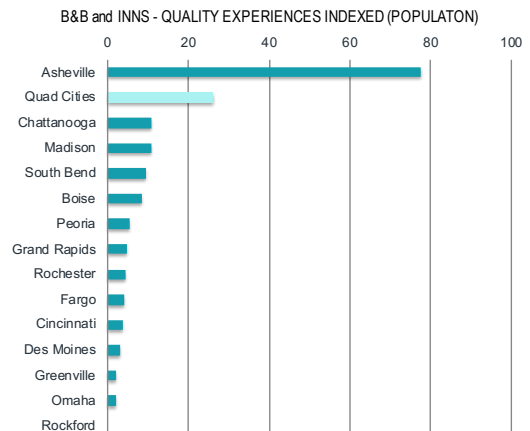
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	17.4	1
Quad Cities	11.4	2
Peoria	5.9	3
Madison	5.4	4
Chattanooga	5.0	5
Boise	4.7	6
Grand Rapids	3.8	7
South Bend	3.5	8
Rochester	2.1	9
Fargo	1.9	10
Greenville	1.5	11
Cincinnati	1.5	12
Omaha	1.5	13
Des Moines	1.0	14
Rockford	0.0	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	77.7	1
Quad Cities	26.1	2
Chattanooga	11.0	3
Madison	10.7	4
South Bend	9.4	5
Boise	8.5	6
Peoria	5.4	7
Grand Rapids	4.8	8
Rochester	4.5	9
Fargo	4.1	10
Cincinnati	3.7	11
Des Moines	3.1	12
Greenville	2.2	13
Omaha	2.1	14
Rockford	0.0	15



# B&B and Inns

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
B&B and Inns	10	2	11.4	2	26.1	2

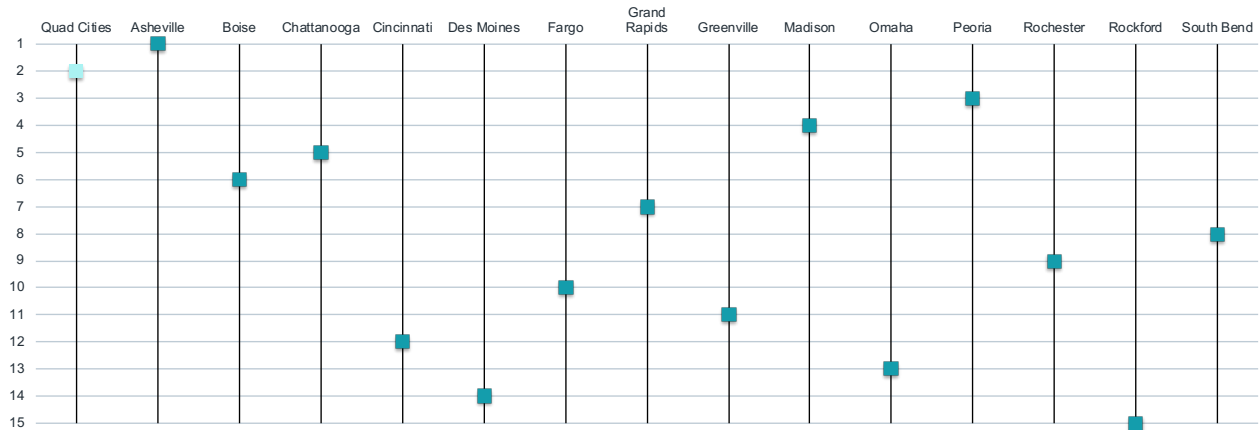
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



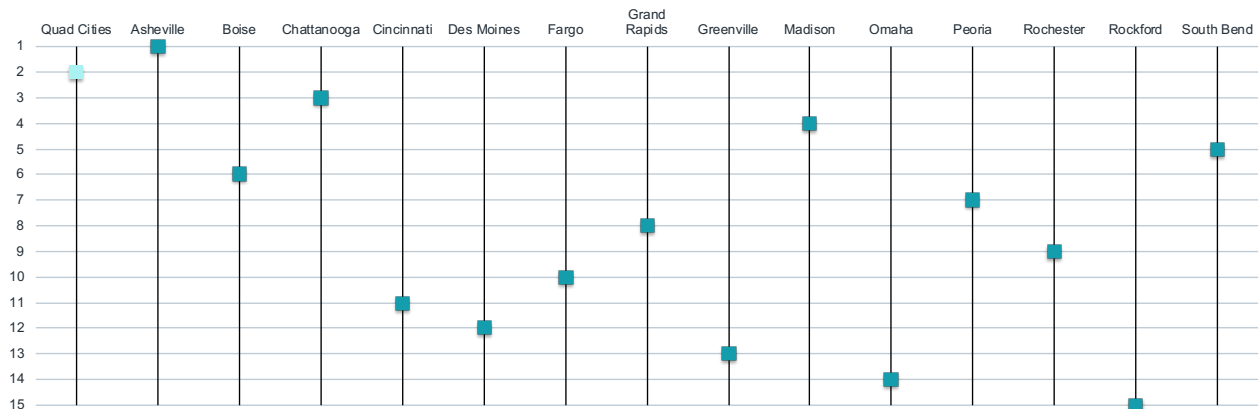
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



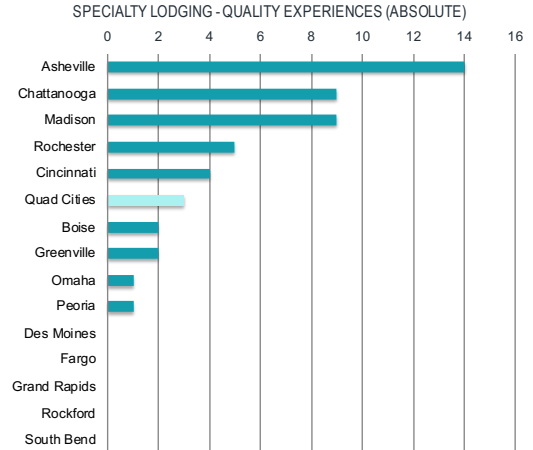


# Specialty Lodging

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Specialty Lodging	3	6	3.4	5	7.8	5

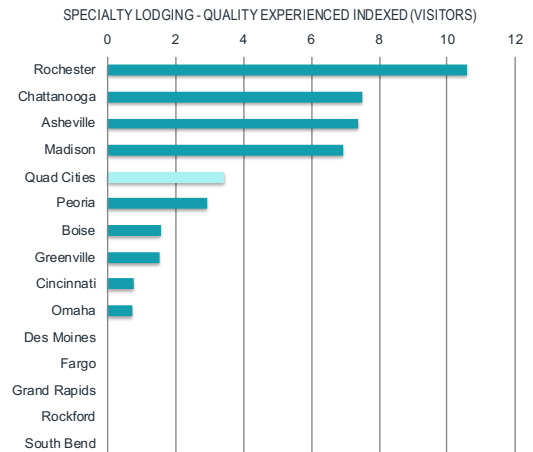
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	14	1
Chattanooga	9	2
Madison	9	2
Rochester	5	4
Cincinnati	4	5
Quad Cities	3	6
Boise	2	7
Greenville	2	7
Omaha	1	9
Peoria	1	9
Des Moines	0	11
Fargo	0	11
Grand Rapids	0	11
Rockford	0	11
South Bend	0	11



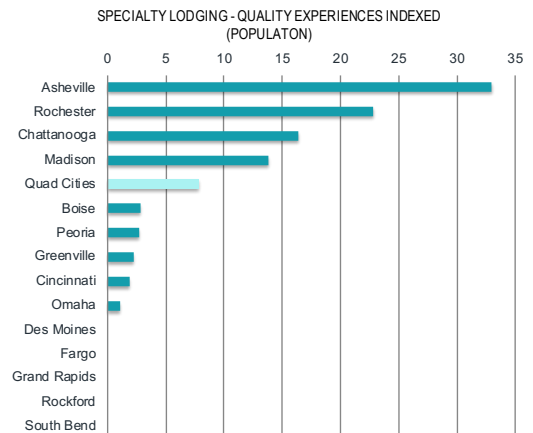
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Rochester	10.6	1
Chattanooga	7.5	2
Asheville	7.4	3
Madison	6.9	4
Quad Cities	3.4	5
Peoria	2.9	6
Boise	1.6	7
Greenville	1.5	8
Cincinnati	0.8	9
Omaha	0.7	10
Des Moines	0.0	11
Fargo	0.0	11
Grand Rapids	0.0	11
Rockford	0.0	11
South Bend	0.0	11



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	33.0	1
Rochester	22.7	2
Chattanooga	16.4	3
Madison	13.8	4
Quad Cities	7.8	5
Boise	2.8	6
Peoria	2.7	7
Greenville	2.2	8
Cincinnati	1.9	9
Omaha	1.0	10
Des Moines	0.0	11
Fargo	0.0	11
Grand Rapids	0.0	11
Rockford	0.0	11
South Bend	0.0	11



# Speciality Lodging

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Speciality Lodging	3	6	3.4	5	7.8	5

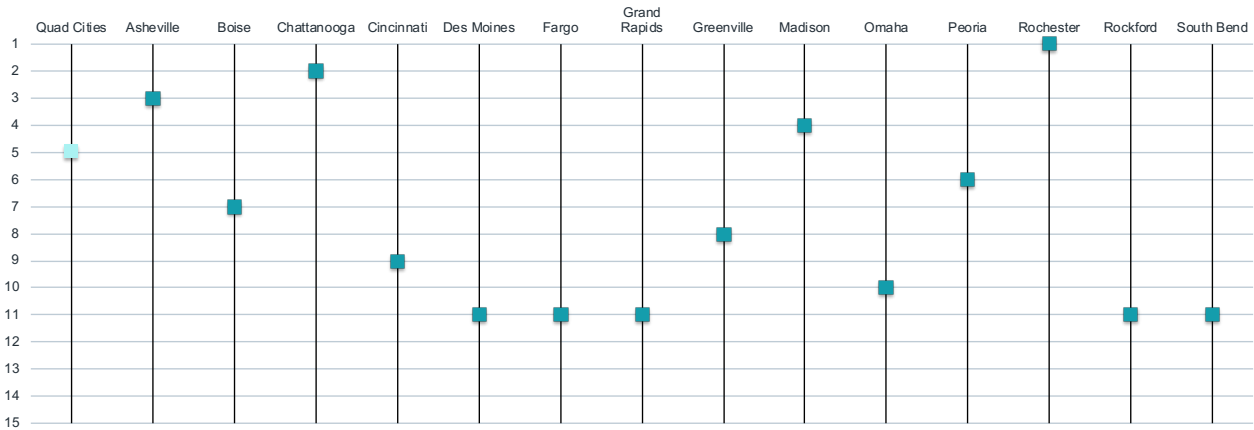
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



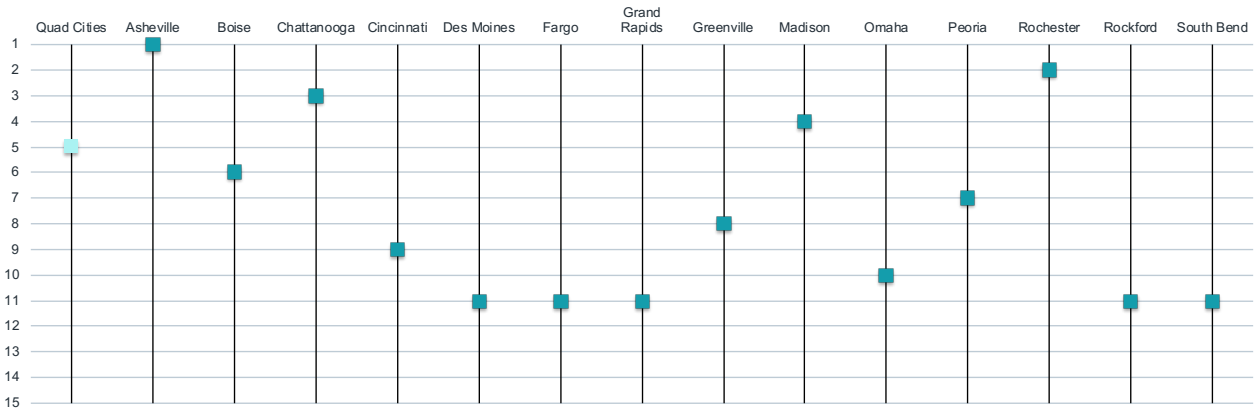
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



# Vacation Rentals

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Vacation Rentals	72	12	81.8	14	186.8	12

## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	1,730	1
Boise	749	2
Cincinnati	688	3
Chattanooga	619	4
South Bend	535	5
Omaha	528	6
Greenville	388	7
Madison	301	8
Rochester	243	9
Grand Rapids	172	10
Des Moines	138	11
Quad Cities	72	12
Fargo	53	13
Rockford	39	14
Peoria	37	15



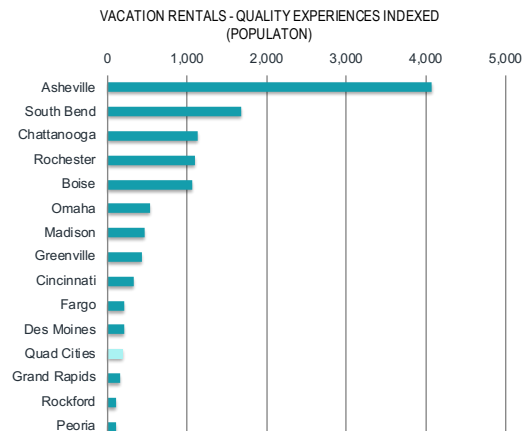
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	910.5	1
South Bend	623.1	2
Boise	591.1	3
Chattanooga	516.2	4
Rochester	514.2	5
Omaha	392.5	6
Greenville	298.2	7
Madison	231.8	8
Grand Rapids	131.3	9
Cincinnati	129.8	10
Peoria	109.5	11
Rockford	108.8	12
Fargo	98.8	13
Quad Cities	81.8	14
Des Moines	68.3	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	4,071.8	1
South Bend	1,678.0	2
Chattanooga	1,130.9	3
Rochester	1,105.0	4
Boise	1,055.0	5
Omaha	541.4	6
Madison	460.6	7
Greenville	427.5	8
Cincinnati	322.0	9
Fargo	216.3	10
Des Moines	210.8	11
Quad Cities	186.8	12
Grand Rapids	165.6	13
Rockford	111.8	14
Peoria	100.2	15

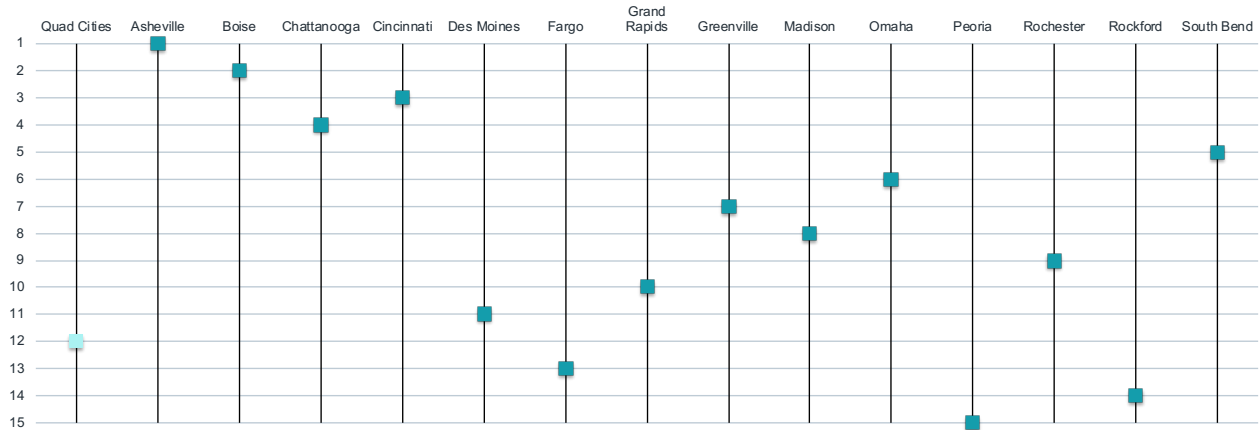


# Vacation Rentals

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Vacation Rentals	72	12	81.8	14	186.8	12

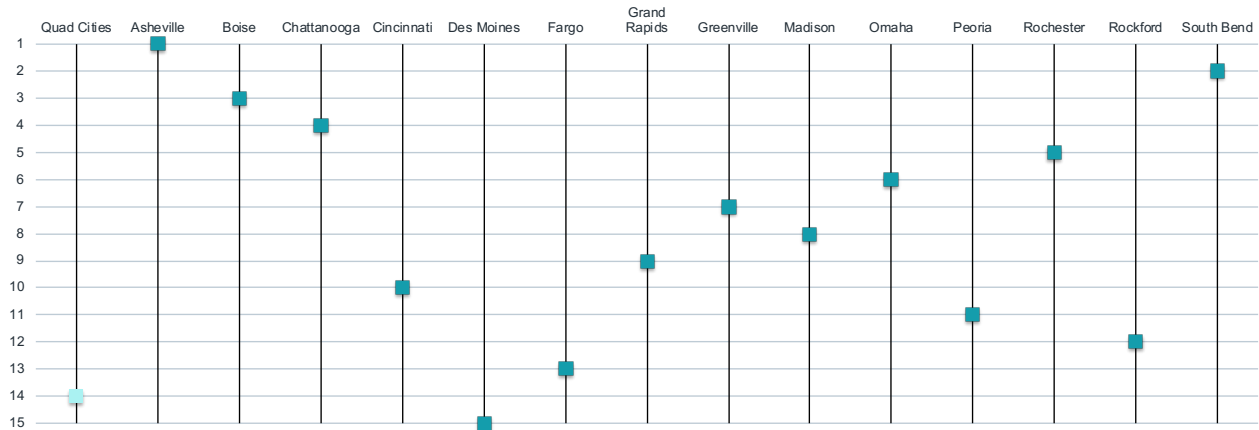
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



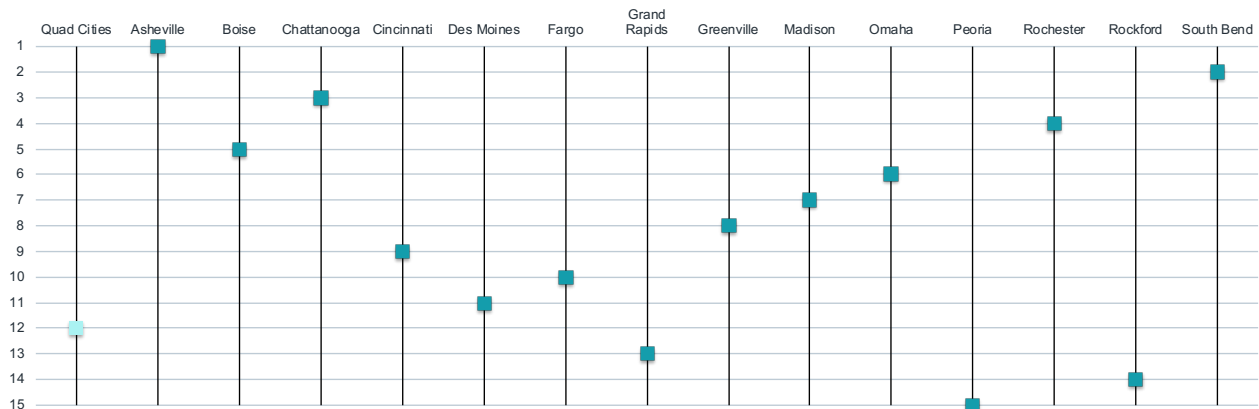
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



# LODGING

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
LODGING	49	7	52.5	4	119.9	4

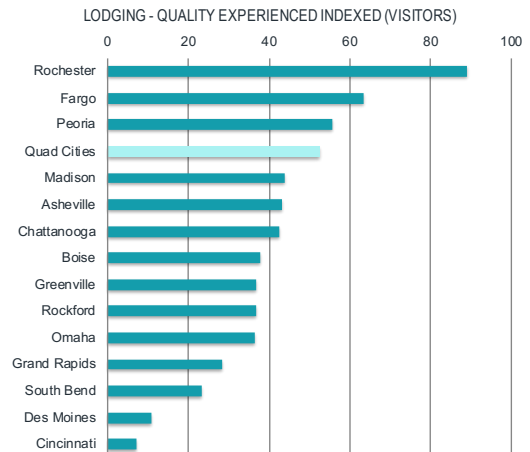
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	96	1
Madison	66	2
Chattanooga	60	3
Boise	50	4
Greenville	50	4
Omaha	50	4
Quad Cities	49	7
Rochester	47	8
Cincinnati	42	9
Grand Rapids	37	10
Fargo	34	11
Des Moines	22	12
Peoria	20	13
South Bend	20	13
Rockford	13	15



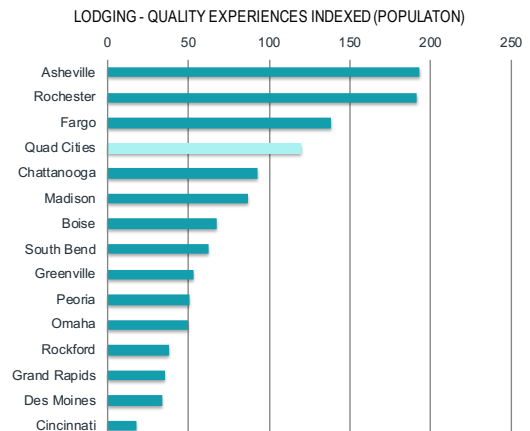
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Rochester	88.9	1
Fargo	63.3	2
Peoria	55.6	3
Quad Cities	52.5	4
Madison	43.8	5
Asheville	43.2	6
Chattanooga	42.5	7
Boise	37.9	8
Greenville	36.9	9
Rockford	36.7	10
Omaha	36.4	11
Grand Rapids	28.2	12
South Bend	23.3	13
Des Moines	10.9	14
Cincinnati	7.2	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	193.0	1
Rochester	191.1	2
Fargo	138.5	3
Quad Cities	119.9	4
Chattanooga	93.1	5
Madison	87.1	6
Boise	67.6	7
South Bend	62.8	8
Greenville	52.9	9
Peoria	50.9	10
Omaha	50.2	11
Rockford	37.7	12
Grand Rapids	35.6	13
Des Moines	33.6	14
Cincinnati	17.8	15

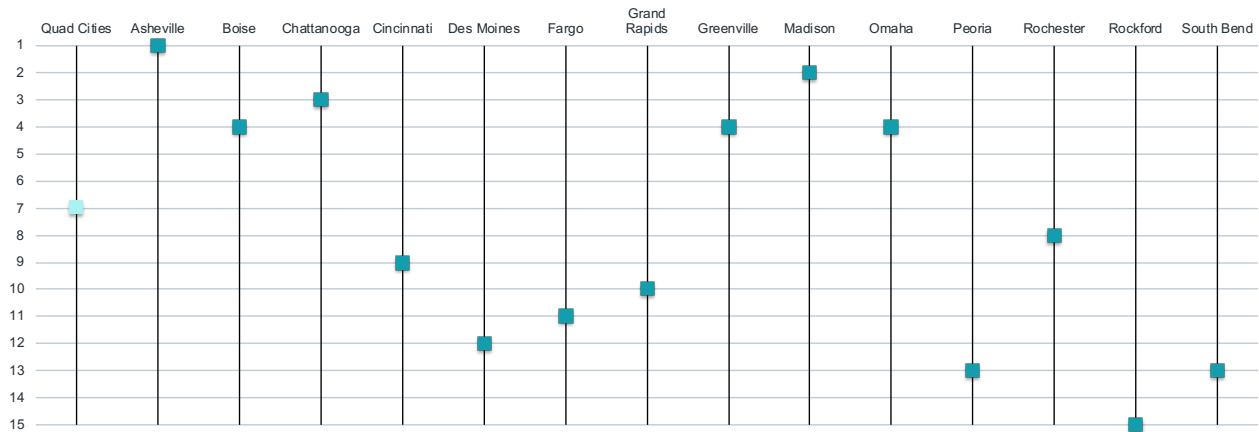


# LODGING

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
LODGING	49	7	52.5	4	119.9	4

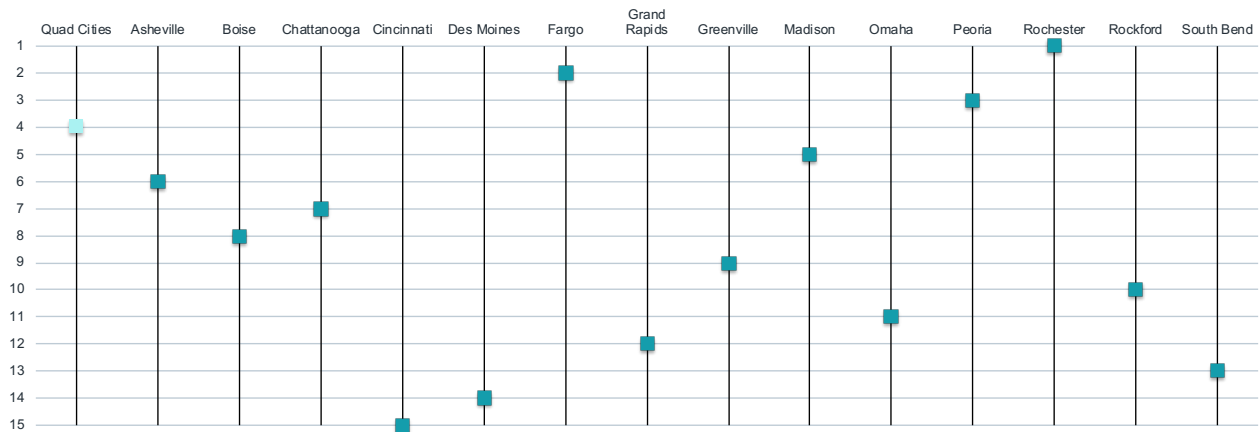
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



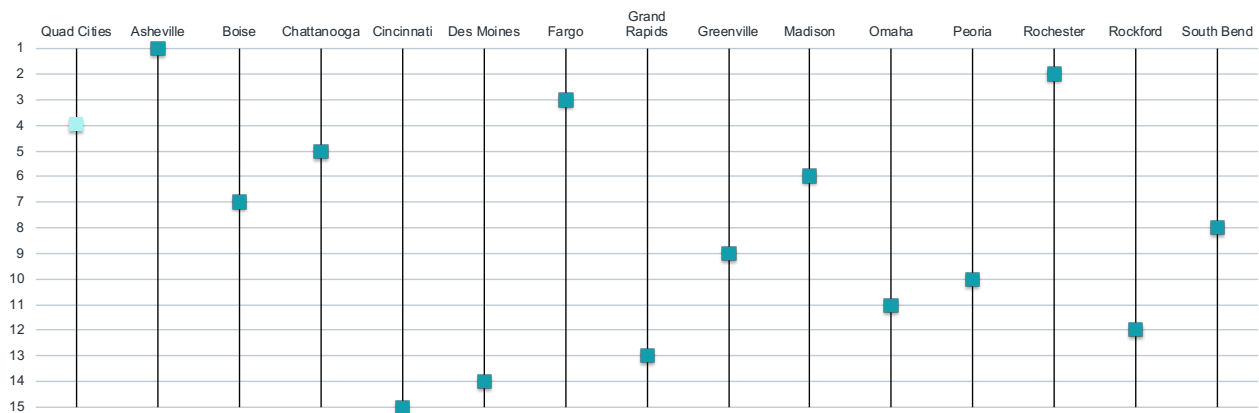
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

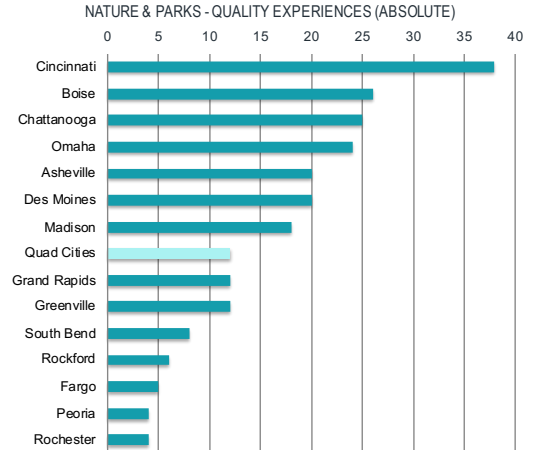


# Nature & Parks

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Nature & Parks	12	8	13.7	6	31.3	4

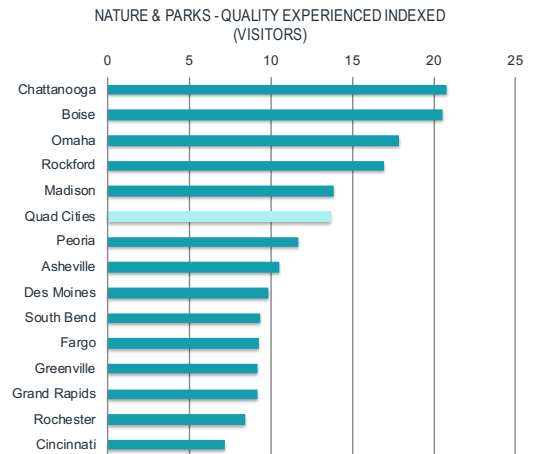
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	38	1
Boise	26	2
Chattanooga	25	3
Omaha	24	4
Asheville	20	5
Des Moines	20	5
Madison	18	7
Quad Cities	12	8
Grand Rapids	12	8
Greenville	12	8
South Bend	8	11
Rockford	6	12
Fargo	5	13
Peoria	4	14
Rochester	4	14



## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Chattanooga	20.8	1
Boise	20.5	2
Omaha	17.8	3
Rockford	16.9	4
Madison	13.8	5
Quad Cities	13.7	6
Peoria	11.7	7
Asheville	10.5	8
Des Moines	9.9	9
South Bend	9.3	10
Fargo	9.3	11
Greenville	9.2	12
Grand Rapids	9.2	13
Rochester	8.5	14
Cincinnati	7.2	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	47.1	1
Chattanooga	45.6	2
Boise	36.6	3
Quad Cities	31.3	4
Des Moines	30.5	5
Madison	27.5	6
South Bend	25.1	7
Omaha	24.6	8
Fargo	20.4	9
Rochester	18.2	10
Cincinnati	17.8	11
Rockford	17.4	12
Greenville	13.2	13
Grand Rapids	11.6	14
Peoria	10.7	15

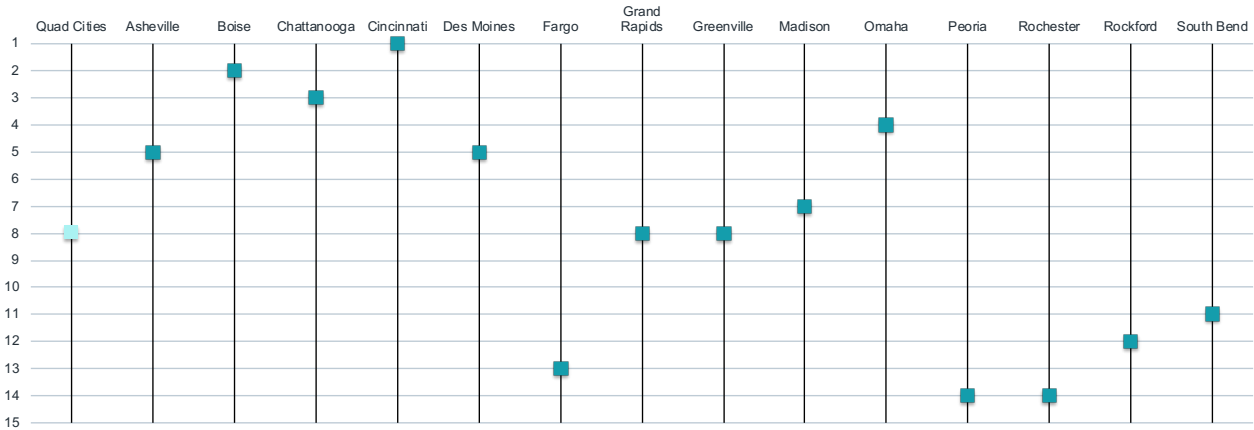


# Nature & Parks

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Nature & Parks	12	8	13.7	6	31.3	4

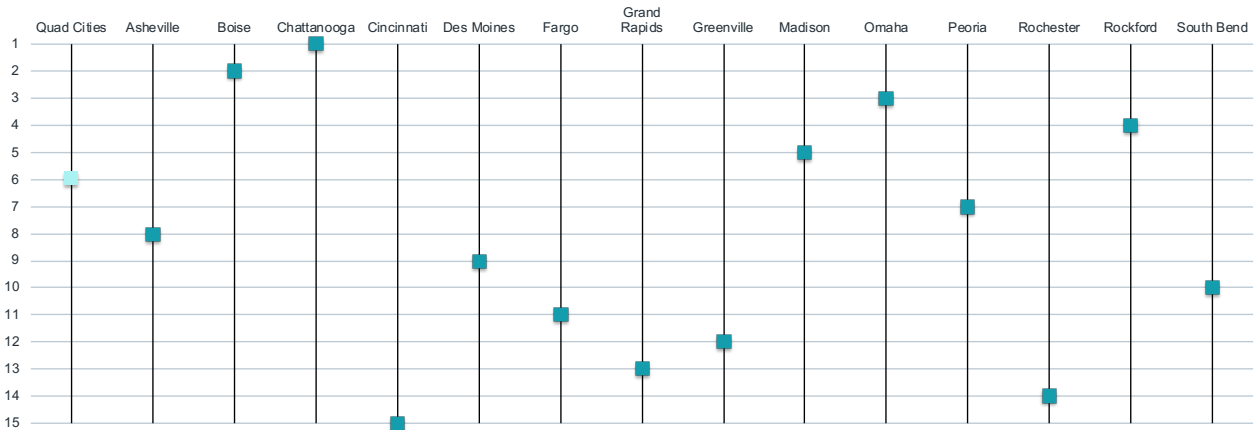
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



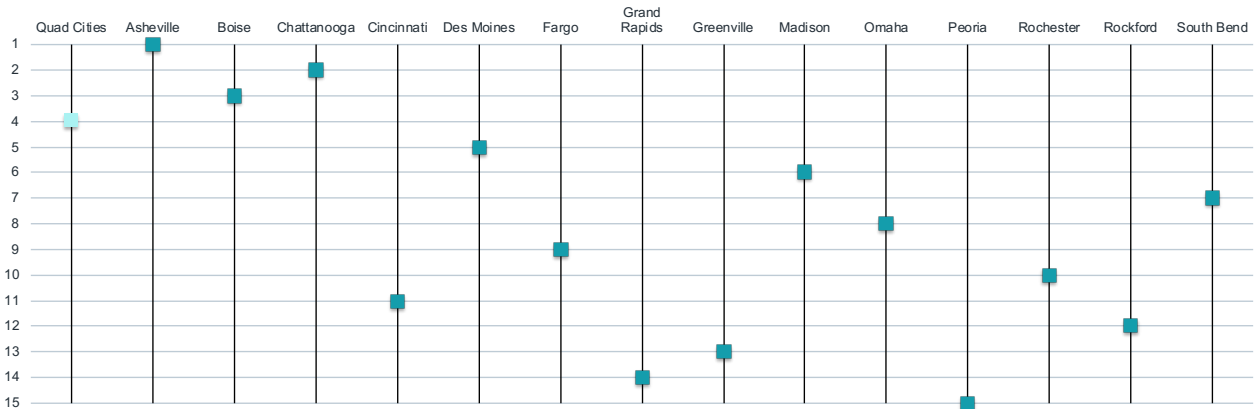
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



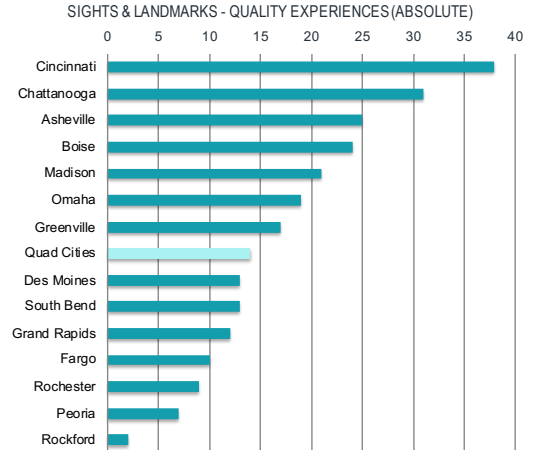


# Sights & Landmarks

Quad Cities	---- ABSOLUTE ----		---- INDEXED (VISITORS) ----		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Sights & Landmarks	14	8	16.0	7	36.5	6

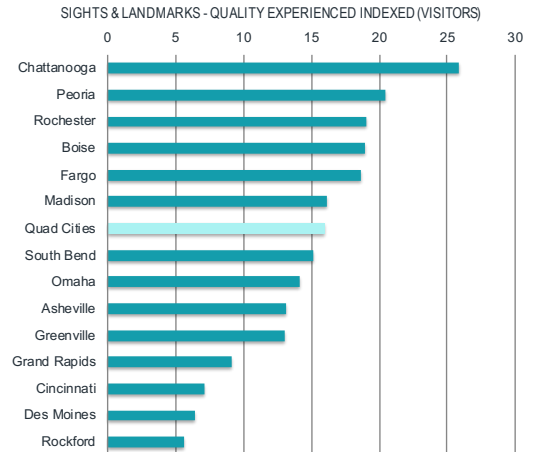
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	38	1
Chattanooga	31	2
Asheville	25	3
Boise	24	4
Madison	21	5
Omaha	19	6
Greenville	17	7
Quad Cities	14	8
Des Moines	13	9
South Bend	13	9
Grand Rapids	12	11
Fargo	10	12
Rochester	9	13
Peoria	7	14
Rockford	2	15



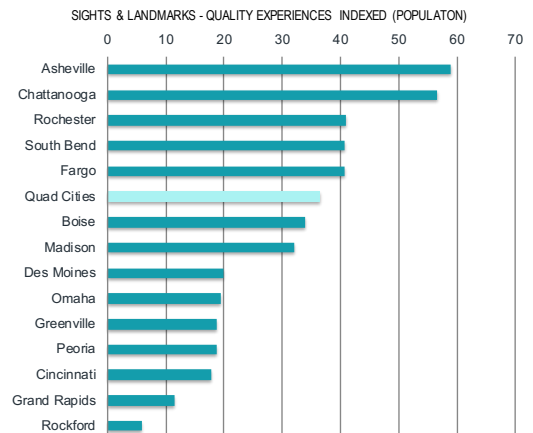
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Chattanooga	25.8	1
Peoria	20.5	2
Rochester	19.1	3
Boise	18.9	4
Fargo	18.6	5
Madison	16.2	6
Quad Cities	16.0	7
South Bend	15.2	8
Omaha	14.1	9
Asheville	13.2	10
Greenville	13.1	11
Grand Rapids	9.2	12
Cincinnati	7.2	13
Des Moines	6.4	14
Rockford	5.6	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	58.8	1
Chattanooga	56.6	2
Rochester	40.9	3
South Bend	40.8	4
Fargo	40.7	5
Quad Cities	36.5	6
Boise	33.8	7
Madison	32.1	8
Des Moines	19.8	9
Omaha	19.5	10
Greenville	18.8	11
Peoria	18.7	12
Cincinnati	17.8	13
Grand Rapids	11.6	14
Rockford	5.8	15

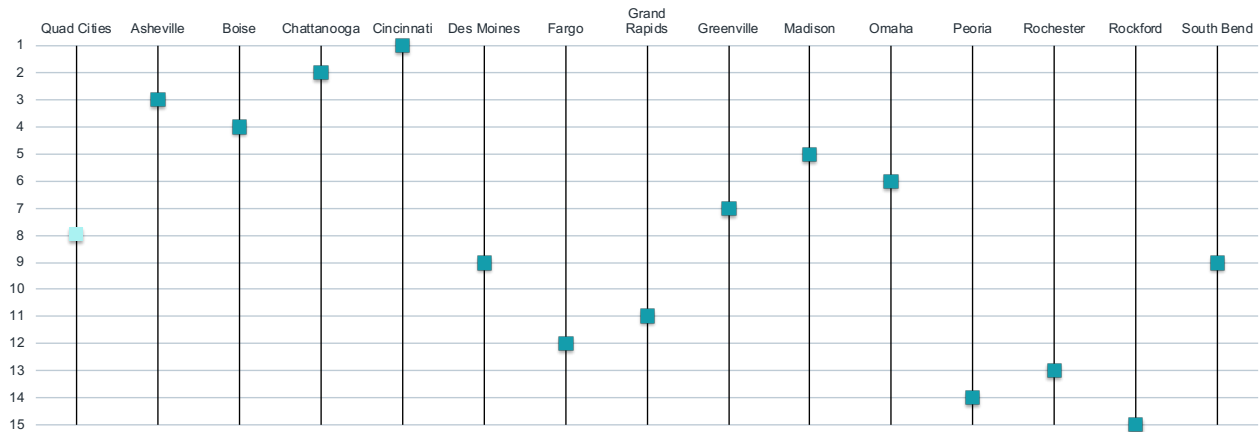


# Sights & Landmarks

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Sights & Landmarks	14	8	16.0	7	36.5	6

## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



# Sightseeing Tours

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Sightseeing Tours	8	9	9.1	6	20.9	5

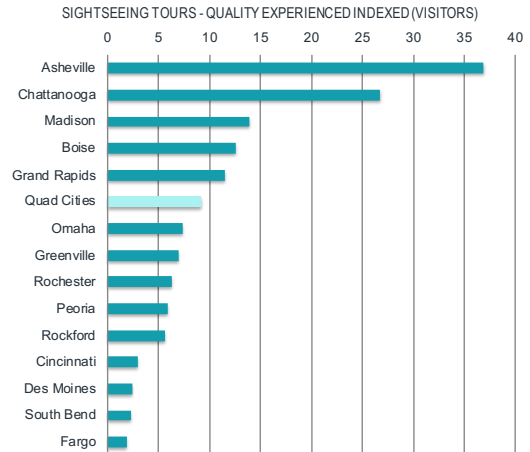
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	70	1
Chattanooga	32	2
Madison	18	3
Boise	16	4
Cincinnati	16	4
Grand Rapids	15	6
Omaha	10	7
Greenville	9	8
Quad Cities	8	9
Des Moines	5	10
Rochester	3	11
Peoria	2	12
Rockford	2	12
South Bend	2	12
Fargo	1	15



## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	36.8	1
Chattanooga	26.7	2
Madison	13.8	3
Boise	12.6	4
Grand Rapids	11.4	5
Quad Cities	9.1	6
Omaha	7.4	7
Greenville	6.9	8
Rochester	6.4	9
Peoria	5.9	10
Rockford	5.6	11
Cincinnati	3.0	12
Des Moines	2.5	13
South Bend	2.3	14
Fargo	1.9	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	164.8	1
Chattanooga	58.4	2
Madison	27.5	3
Boise	22.5	4
Quad Cities	20.9	5
Grand Rapids	14.4	6
Rochester	13.6	7
Omaha	10.3	8
Greenville	9.9	9
Des Moines	7.6	10
Cincinnati	7.5	11
South Bend	6.3	12
Rockford	5.8	13
Peoria	5.4	14
Fargo	4.1	15

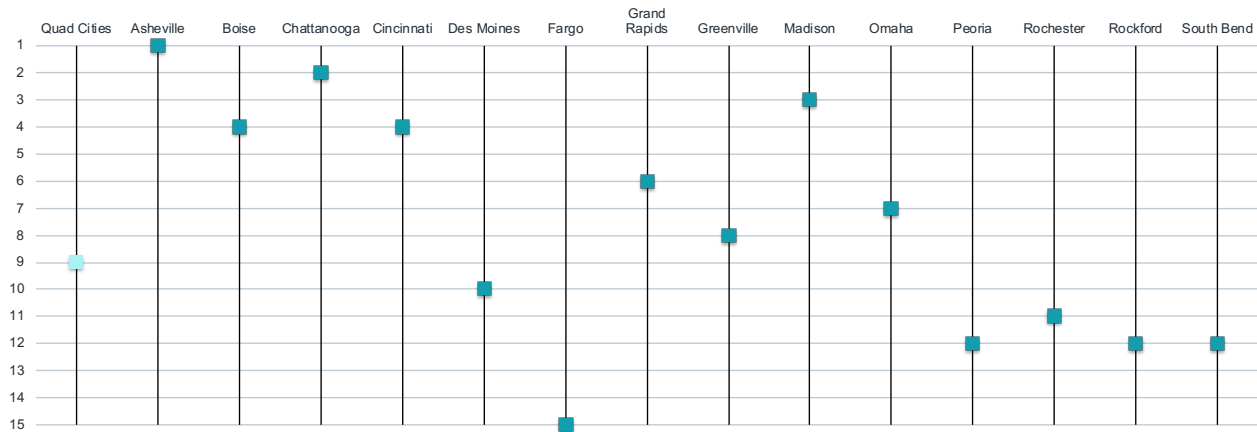


# Sightseeing Tours

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Sightseeing Tours	8	9	9.1	6	20.9	5

## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



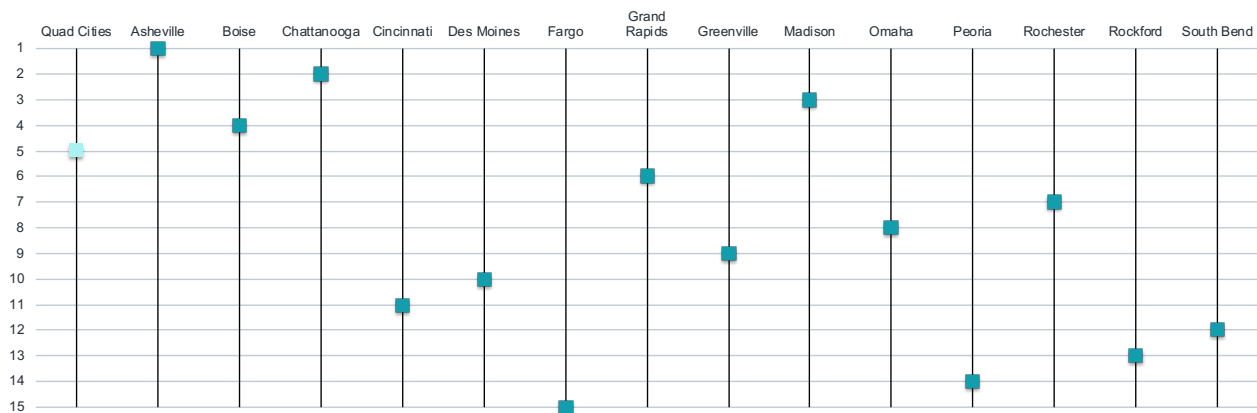
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET



# SIGHTSEEING

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
SIGHTSEEING	34	10	38.8	6	88.6	4

## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	115	1
Cincinnati	92	2
Chattanooga	88	3
Boise	66	4
Madison	57	5
Omaha	53	6
Grand Rapids	39	7
Des Moines	38	8
Greenville	38	8
Quad Cities	34	10
South Bend	23	11
Fargo	16	12
Rochester	16	12
Peoria	13	14
Rockford	10	15



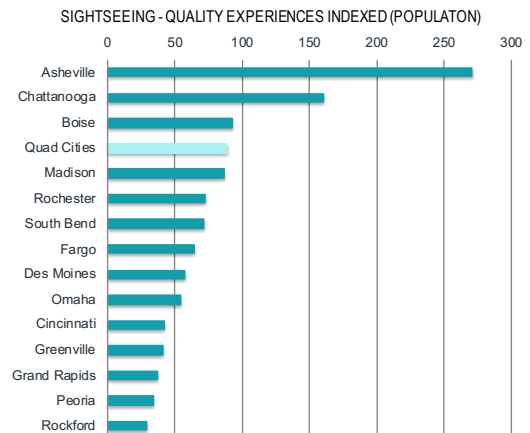
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Chattanooga	73.3	1
Asheville	60.5	2
Boise	52.1	3
Madison	43.8	4
Omaha	39.4	5
Quad Cities	38.8	6
Peoria	38.0	7
Rochester	33.9	8
Fargo	29.8	9
Grand Rapids	29.8	10
Greenville	29.2	11
Rockford	28.2	12
South Bend	26.8	13
Des Moines	18.8	14
Cincinnati	17.4	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	270.7	1
Chattanooga	160.6	2
Boise	93.0	3
Quad Cities	88.6	4
Madison	87.1	5
Rochester	72.8	6
South Bend	72.2	7
Fargo	65.2	8
Des Moines	58.0	9
Omaha	54.3	10
Cincinnati	43.0	11
Greenville	41.9	12
Grand Rapids	37.6	13
Peoria	34.8	14
Rockford	29.0	15

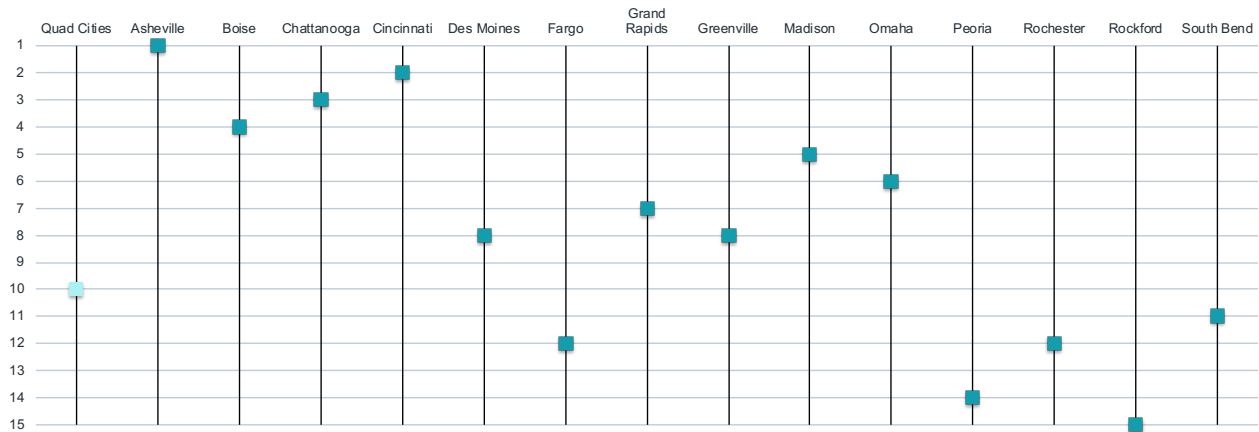


# SIGHTSEEING

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
SIGHTSEEING	34	10	38.8	6	88.6	4

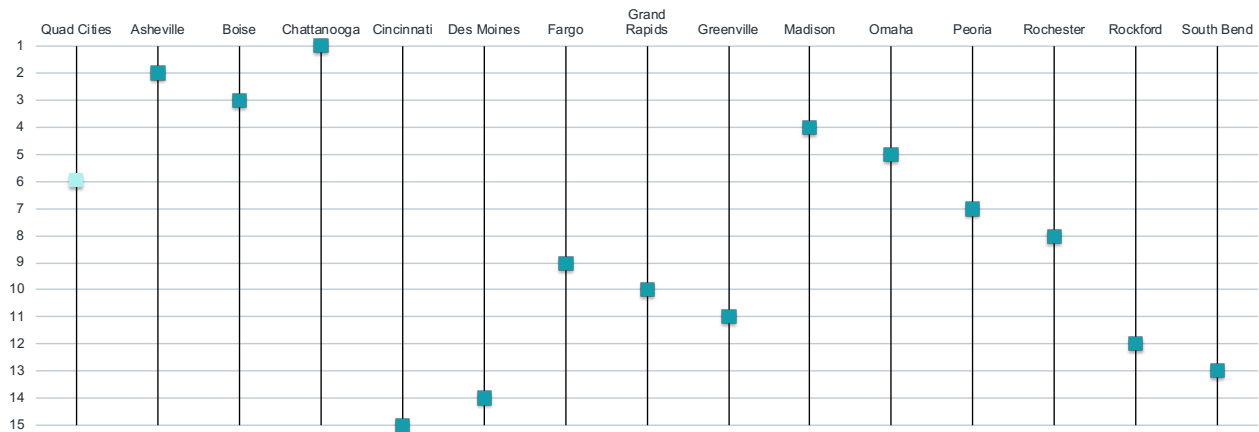
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



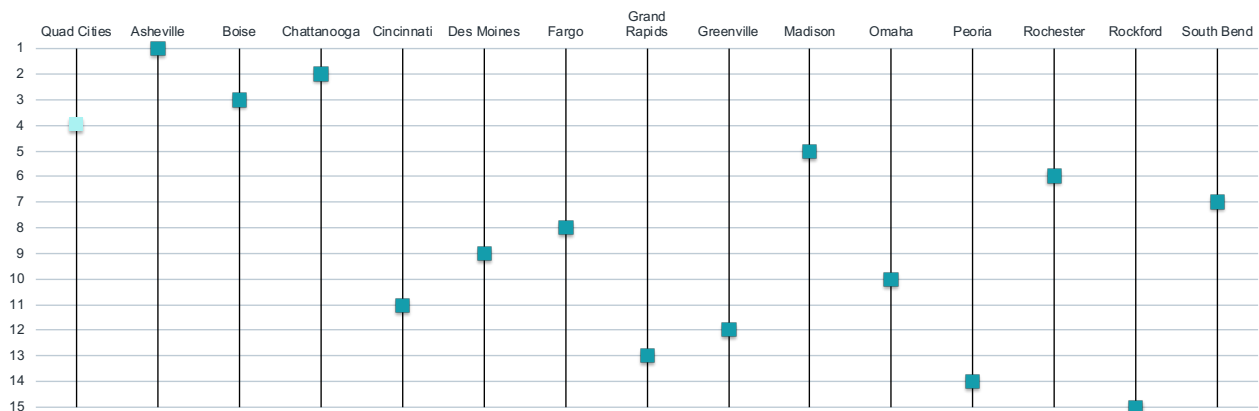
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

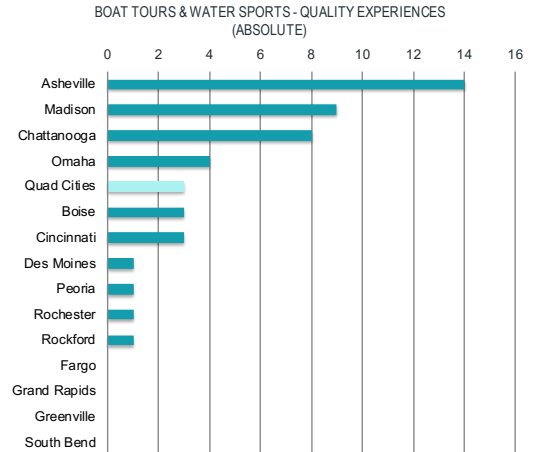


# Boat Tours & Water Sports

Quad Cities	---- ABSOLUTE ----		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Boat Tours & Water Sports	3	5	3.4	4	7.8	4

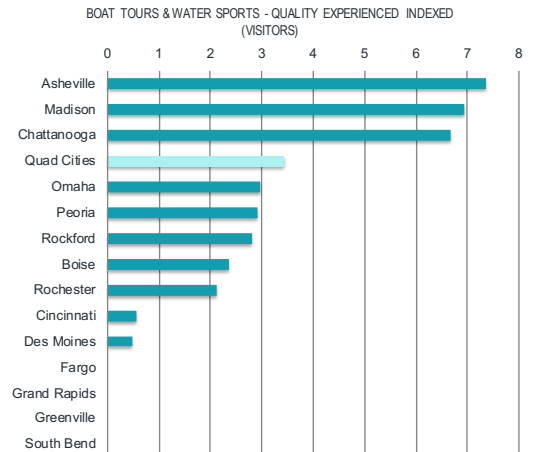
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	14	1
Madison	9	2
Chattanooga	8	3
Omaha	4	4
Quad Cities	3	5
Boise	3	5
Cincinnati	3	5
Des Moines	1	8
Peoria	1	8
Rochester	1	8
Rockford	1	8
Fargo	0	12
Grand Rapids	0	12
Greenville	0	12
South Bend	0	12



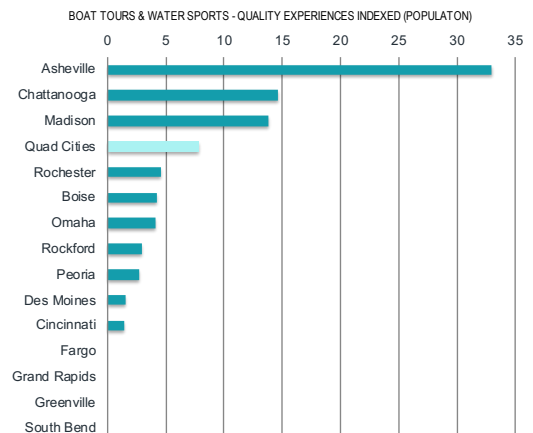
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	7.4	1
Madison	6.9	2
Chattanooga	6.7	3
Quad Cities	3.4	4
Omaha	3.0	5
Peoria	2.9	6
Rockford	2.8	7
Boise	2.4	8
Rochester	2.1	9
Cincinnati	0.6	10
Des Moines	0.5	11
Fargo	0.0	12
Grand Rapids	0.0	12
Greenville	0.0	12
South Bend	0.0	12



## INDEXED RESULTS (POPULATION COUNT)

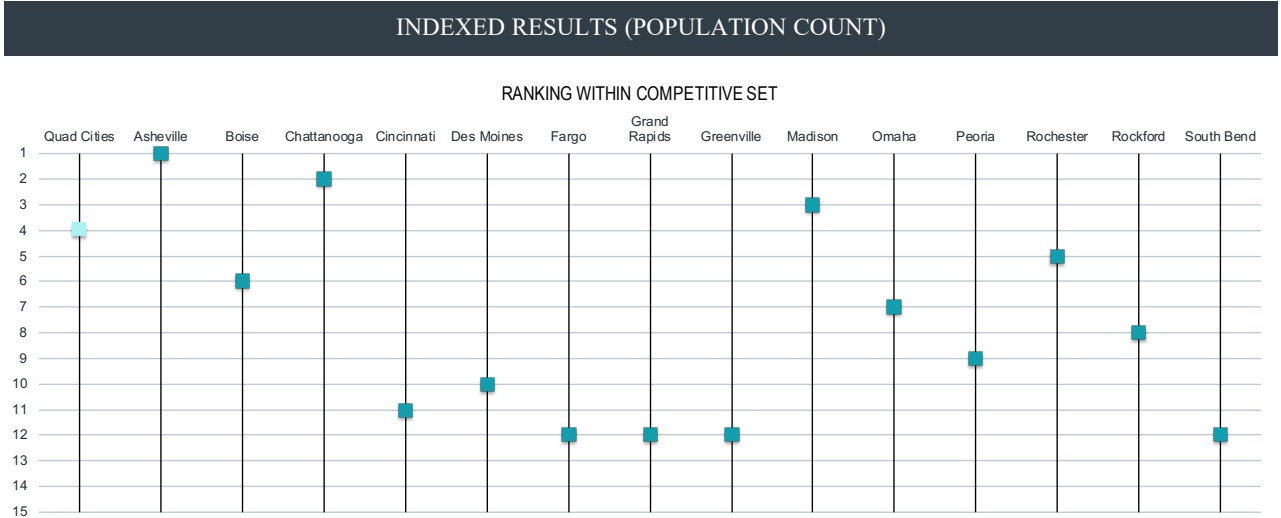
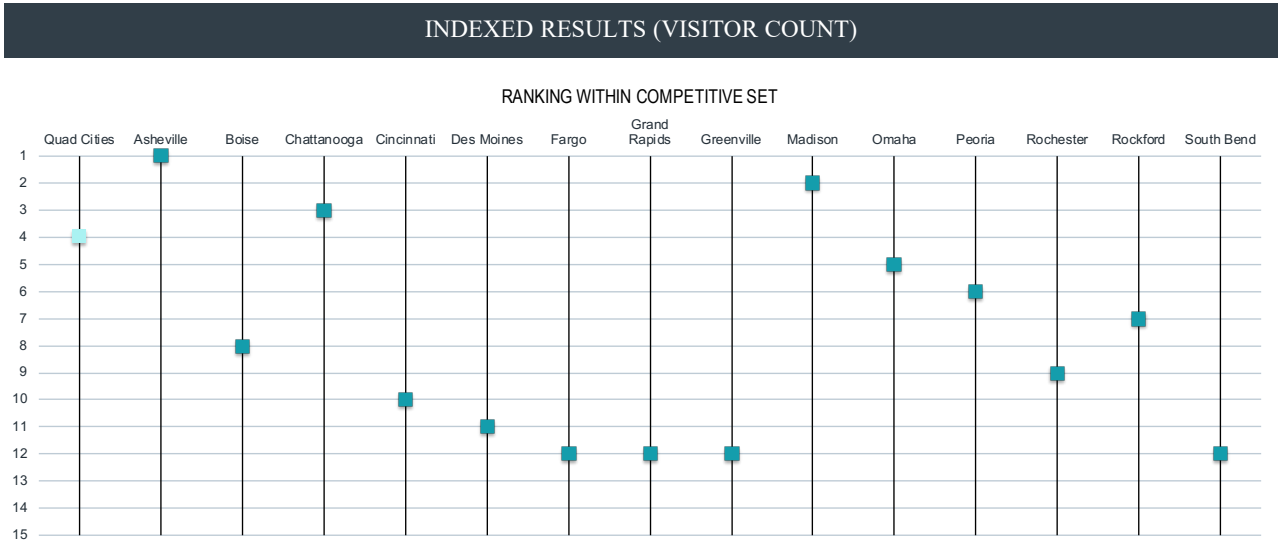
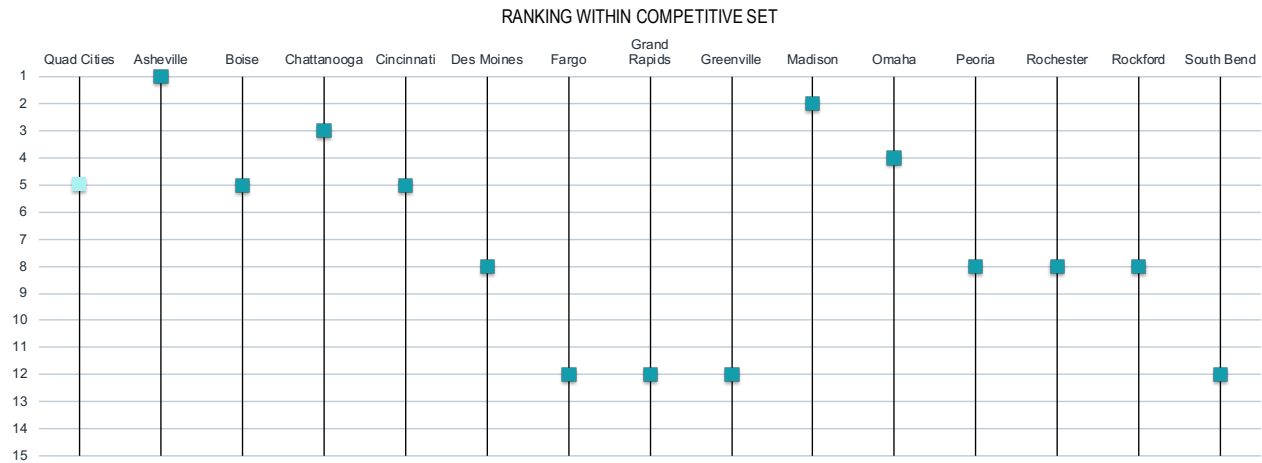
COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	33.0	1
Chattanooga	14.6	2
Madison	13.8	3
Quad Cities	7.8	4
Rochester	4.5	5
Boise	4.2	6
Omaha	4.1	7
Rockford	2.9	8
Peoria	2.7	9
Des Moines	1.5	10
Cincinnati	1.4	11
Fargo	0.0	12
Grand Rapids	0.0	12
Greenville	0.0	12
South Bend	0.0	12



# Boat Tours & Water Sports

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Boat Tours & Water Sports	3	5	3.4	4	7.8	4

ABSOLUTE RESULTS



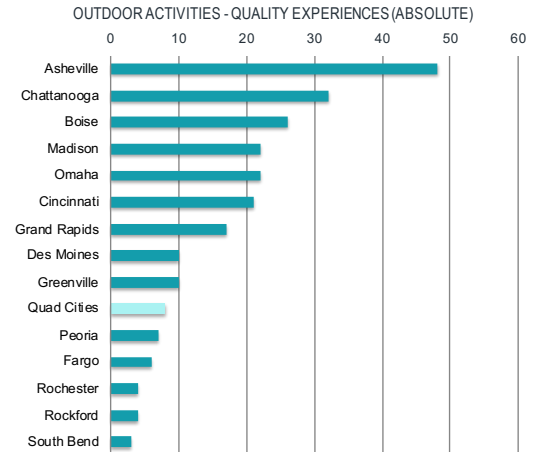


# Outdoor Activities

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Outdoor Activities	8	10	9.1	10	20.9	7

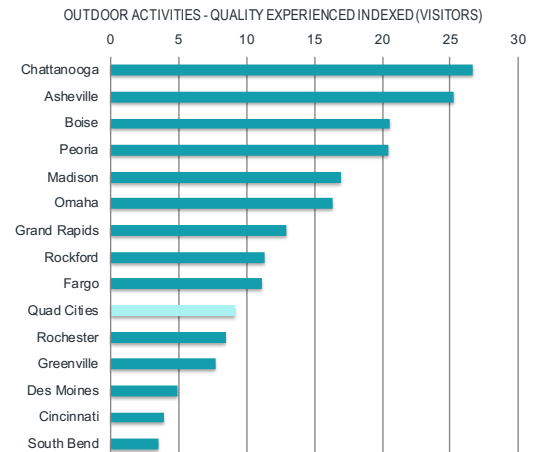
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	48	1
Chattanooga	32	2
Boise	26	3
Madison	22	4
Omaha	22	4
Cincinnati	21	6
Grand Rapids	17	7
Des Moines	10	8
Greenville	10	8
Quad Cities	8	10
Peoria	7	11
Fargo	6	12
Rochester	4	13
Rockford	4	13
South Bend	3	15



## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Chattanooga	26.7	1
Asheville	25.3	2
Boise	20.5	3
Peoria	20.5	4
Madison	16.9	5
Omaha	16.4	6
Grand Rapids	13.0	7
Rockford	11.3	8
Fargo	11.2	9
Quad Cities	9.1	10
Rochester	8.5	11
Greenville	7.7	12
Des Moines	4.9	13
Cincinnati	4.0	14
South Bend	3.5	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	107.7	1
Chattanooga	58.4	2
Boise	38.4	3
Madison	34.4	4
Fargo	25.8	5
Omaha	24.1	6
Quad Cities	20.9	7
Rochester	18.6	8
Peoria	18.6	9
Grand Rapids	16.4	10
Des Moines	16.0	11
Rockford	11.7	12
Greenville	11.5	13
Cincinnati	9.7	14
South Bend	9.4	15

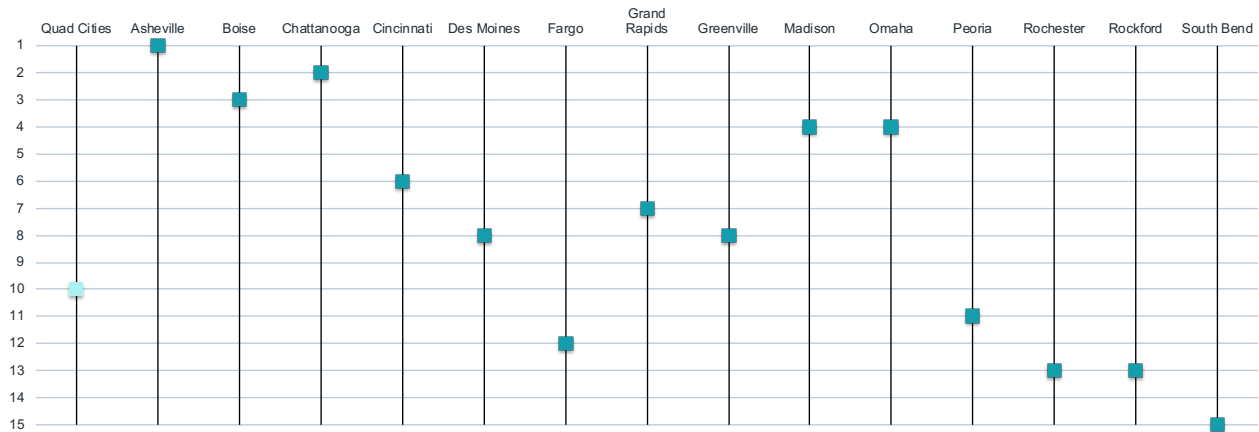


# Outdoor Activities

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
Outdoor Activities	8	10	9.1	10	20.9	7

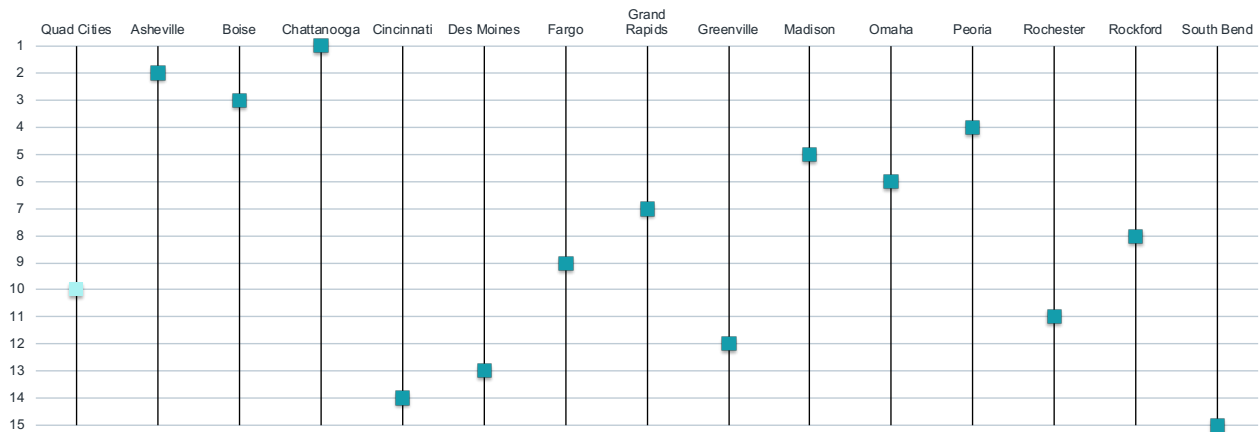
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



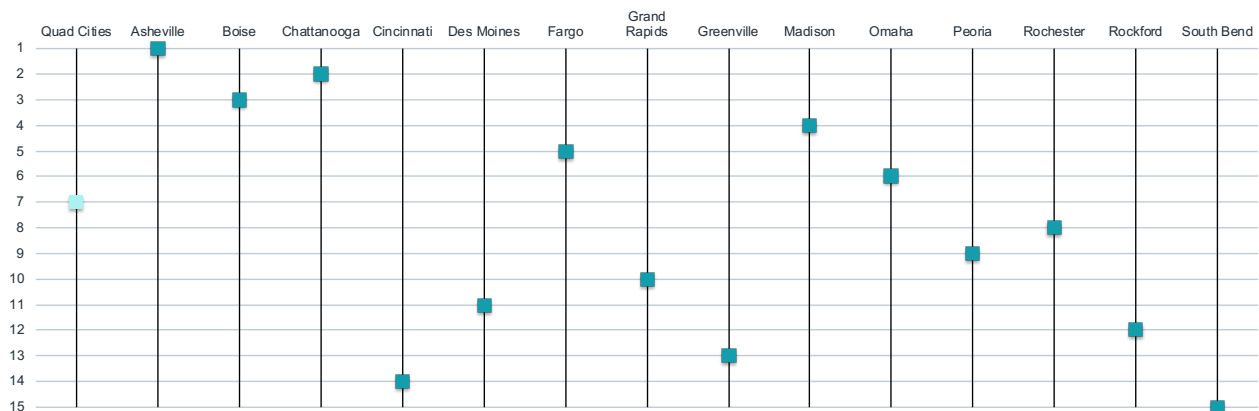
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

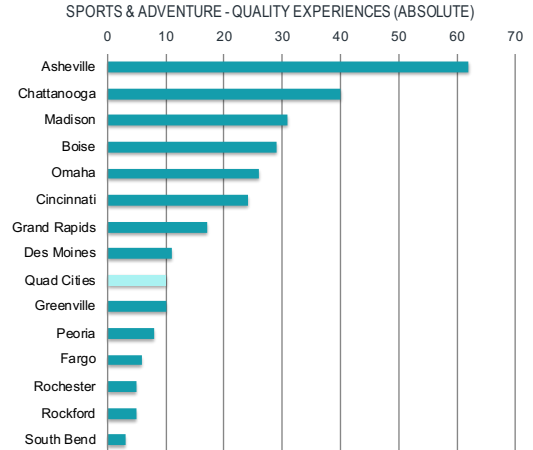


# ADVENTURE

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION) --	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
ADVENTURE	10	9	11.4	9	26.1	6

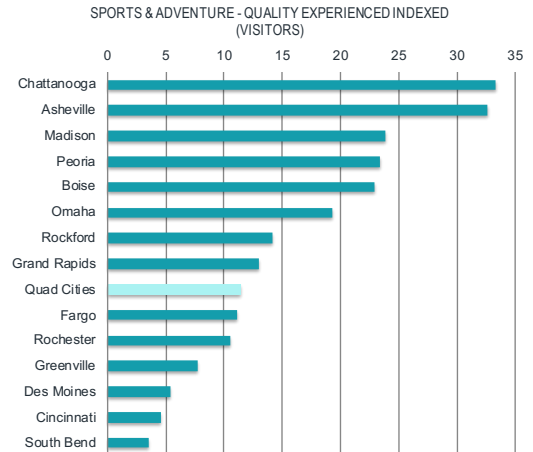
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Asheville	62	1
Chattanooga	40	2
Madison	31	3
Boise	29	4
Omaha	26	5
Cincinnati	24	6
Grand Rapids	17	7
Des Moines	11	8
Quad Cities	10	9
Greenville	10	9
Peoria	8	11
Fargo	6	12
Rochester	5	13
Rockford	5	13
South Bend	3	15



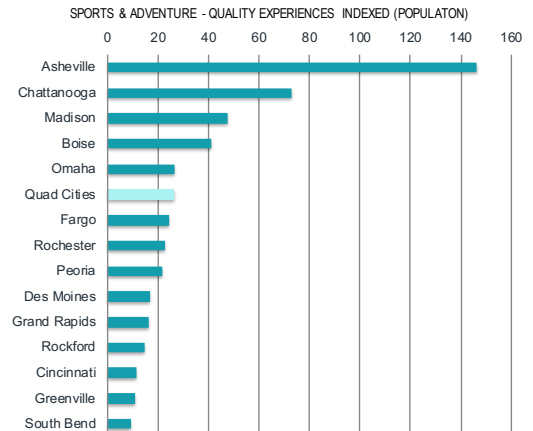
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Chattanooga	33.3	1
Asheville	32.6	2
Madison	23.8	3
Peoria	23.4	4
Boise	22.9	5
Omaha	19.3	6
Rockford	14.1	7
Grand Rapids	13.0	8
Quad Cities	11.4	9
Fargo	11.2	10
Rochester	10.6	11
Greenville	7.7	12
Des Moines	5.4	13
Cincinnati	4.5	14
South Bend	3.5	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	145.9	1
Chattanooga	73.0	2
Madison	47.4	3
Boise	40.9	4
Omaha	26.7	5
Quad Cities	26.1	6
Fargo	24.4	7
Rochester	22.7	8
Peoria	21.4	9
Des Moines	16.8	10
Grand Rapids	16.4	11
Rockford	14.5	12
Cincinnati	11.2	13
Greenville	11.0	14
South Bend	9.4	15

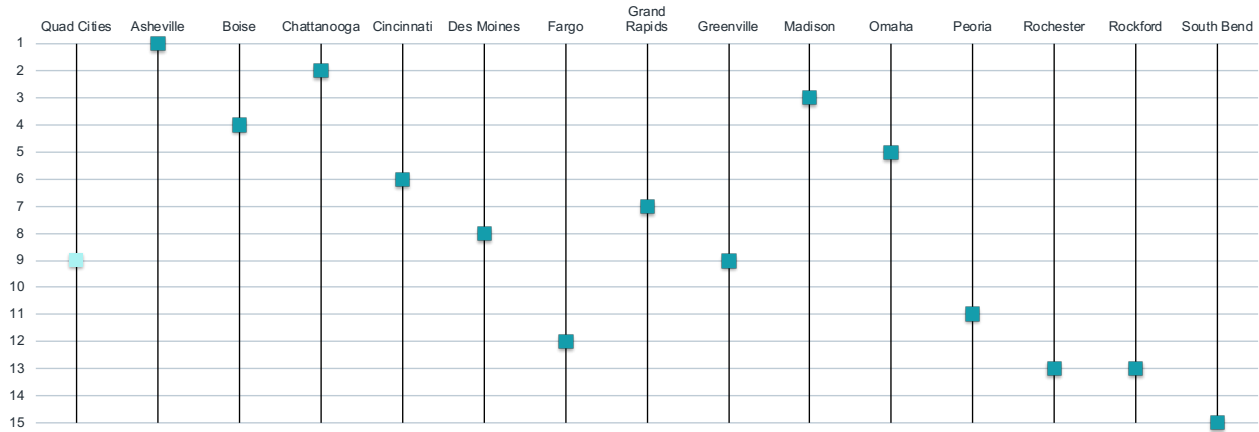


# ADVENTURE

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
ADVENTURE	10	9	11.4	9	26.1	6

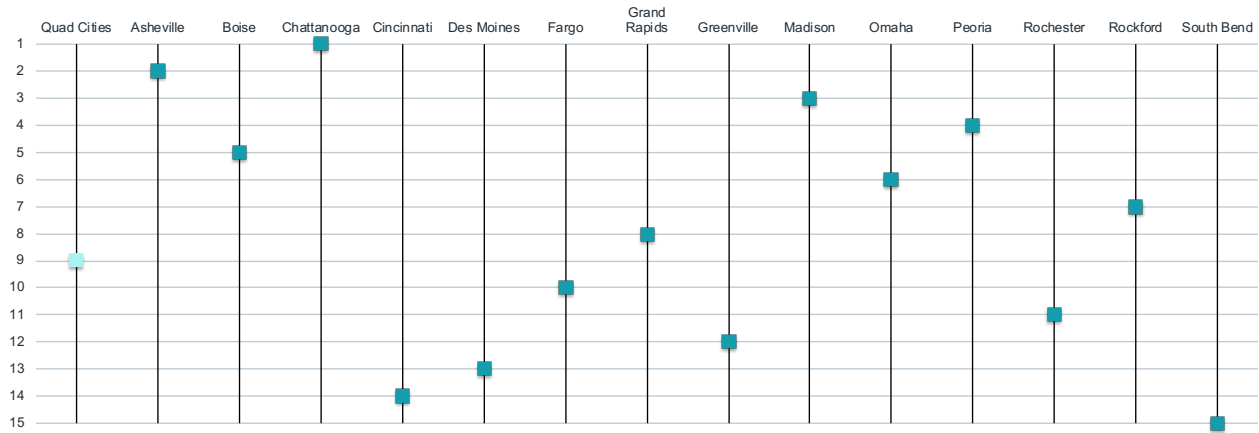
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



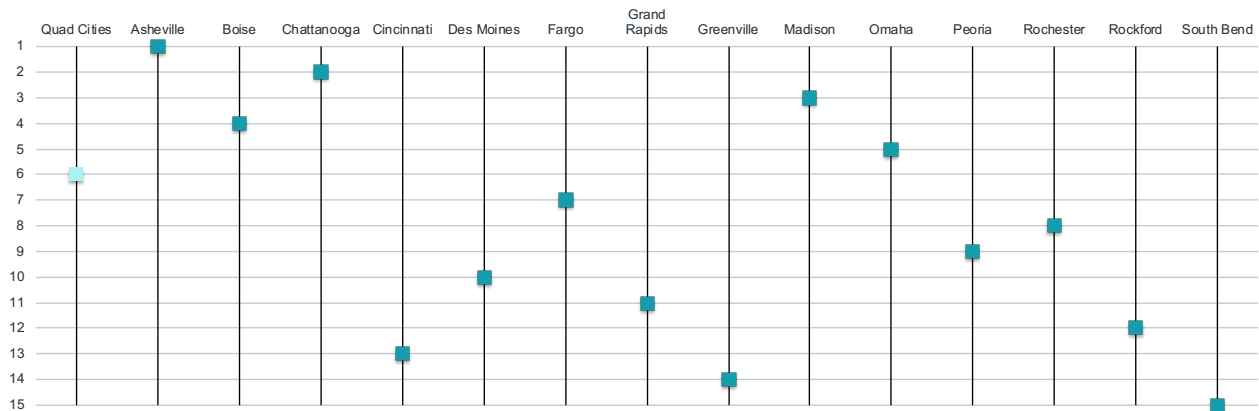
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

### RANKING WITHIN COMPETITIVE SET

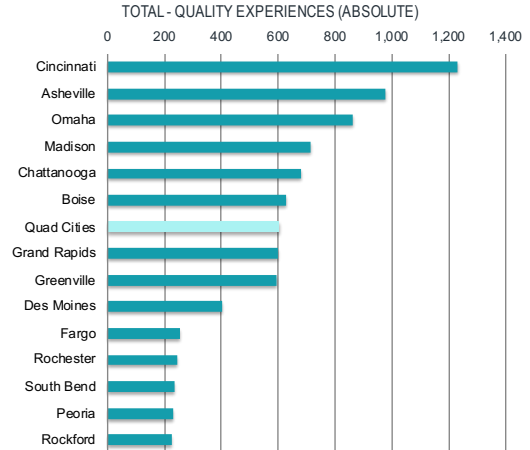


# TOTAL

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
TOTAL	602	7	683.3	1	1561.2	2

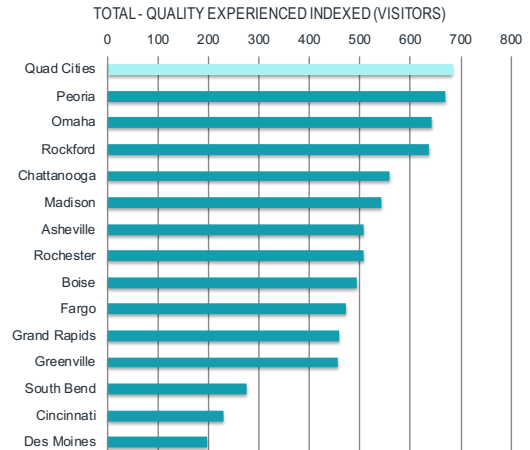
## ABSOLUTE RESULTS

COMPETITIVE SET	QUALITY EXPERIENCES (QE)	RANKING OF 15
Cincinnati	1,228	1
Asheville	979	2
Omaha	864	3
Madison	714	4
Chattanooga	679	5
Boise	628	6
Quad Cities	602	7
Grand Rapids	601	8
Greenville	595	9
Des Moines	401	10
Fargo	254	11
Rochester	244	12
South Bend	236	13
Peoria	230	14
Rockford	226	15



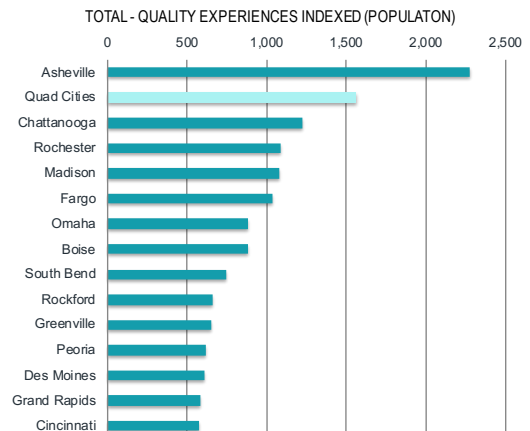
## INDEXED RESULTS (VISITOR COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Quad Cities	683.3	1
Peoria	669.9	2
Omaha	641.4	3
Rockford	637.8	4
Chattanooga	558.3	5
Madison	542.3	6
Asheville	507.9	7
Rochester	506.0	8
Boise	494.1	9
Fargo	472.7	10
Grand Rapids	458.7	11
Greenville	456.2	12
South Bend	275.1	13
Cincinnati	230.9	14
Des Moines	198.3	15



## INDEXED RESULTS (POPULATION COUNT)

COMPETITIVE SET	QE PER INDEX	RANKING OF 15
Asheville	2,271.3	1
Quad Cities	1,561.2	2
Chattanooga	1,223.1	3
Rochester	1,087.3	4
Madison	1,077.6	5
Fargo	1,034.7	6
Omaha	884.7	7
Boise	881.9	8
South Bend	740.8	9
Rockford	655.8	10
Greenville	654.1	11
Peoria	613.0	12
Des Moines	611.8	13
Grand Rapids	578.7	14
Cincinnati	572.7	15

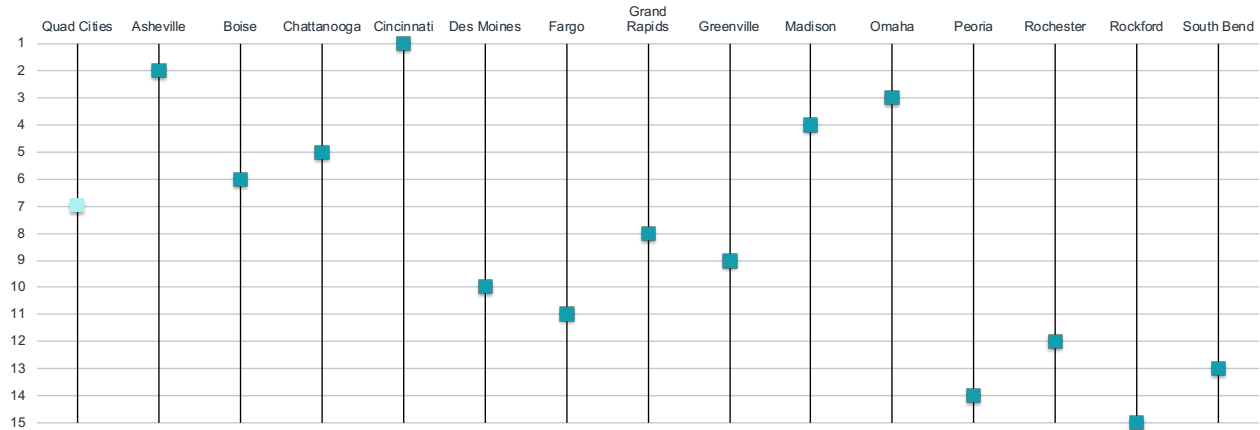


# TOTAL

Quad Cities	--- ABSOLUTE ---		--- INDEXED (VISITORS) ---		-- INDEXED (POPULATION)	
CATEGORY	QUALITY EXPERIENCES (QE)	RANKING OF 15	QE PER INDEX	RANKING OF 15	QE PER INDEX	RANKING OF 15
TOTAL	602	7	683.3	1	1561.2	2

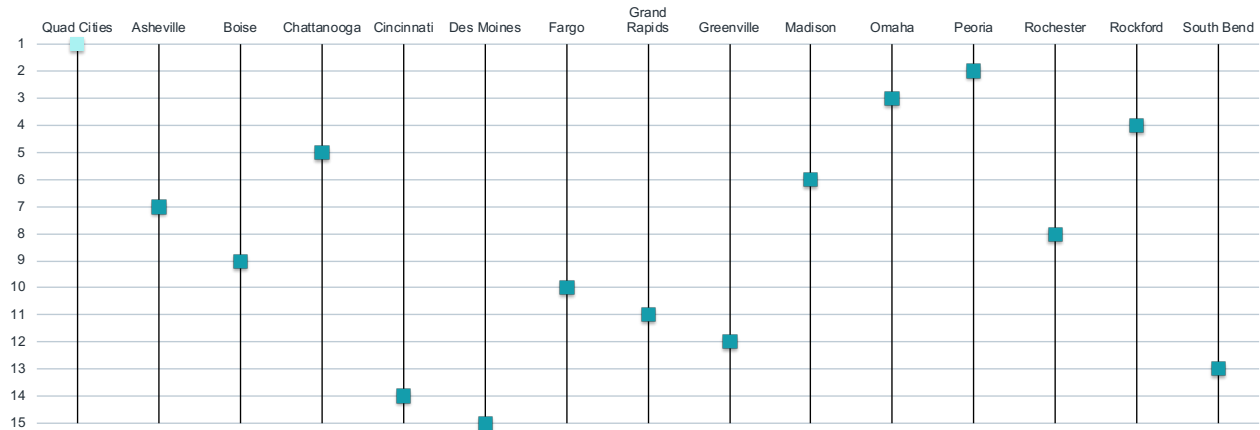
## ABSOLUTE RESULTS

### RANKING WITHIN COMPETITIVE SET



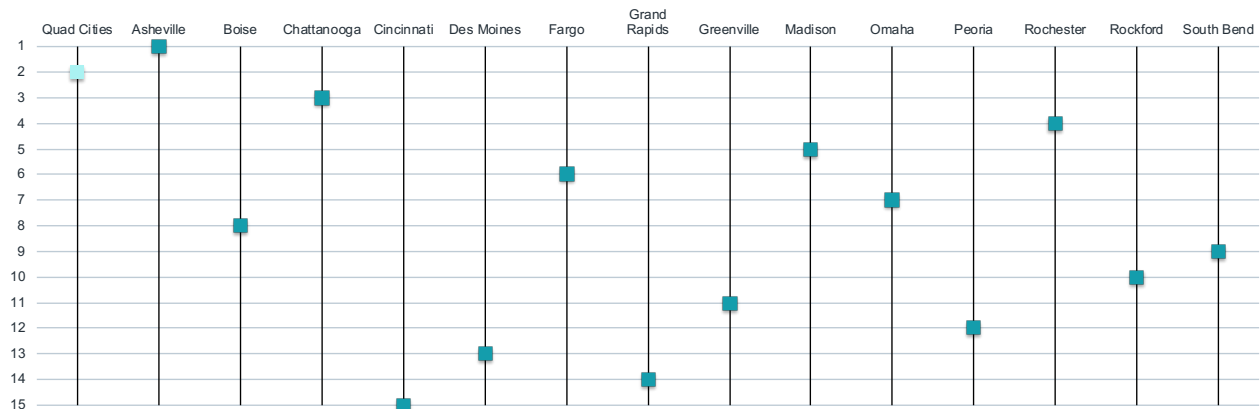
## INDEXED RESULTS (VISITOR COUNT)

### RANKING WITHIN COMPETITIVE SET



## INDEXED RESULTS (POPULATION COUNT)

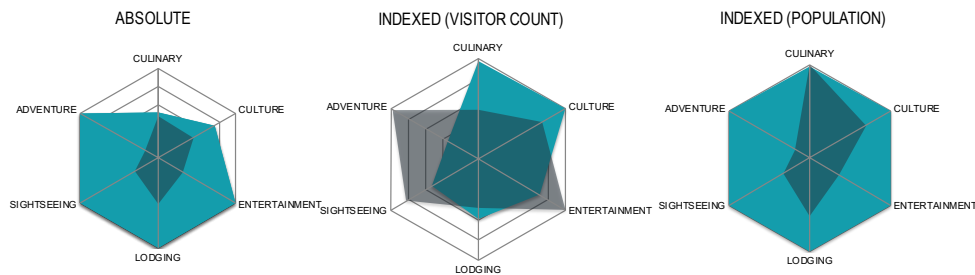
### RANKING WITHIN COMPETITIVE SET



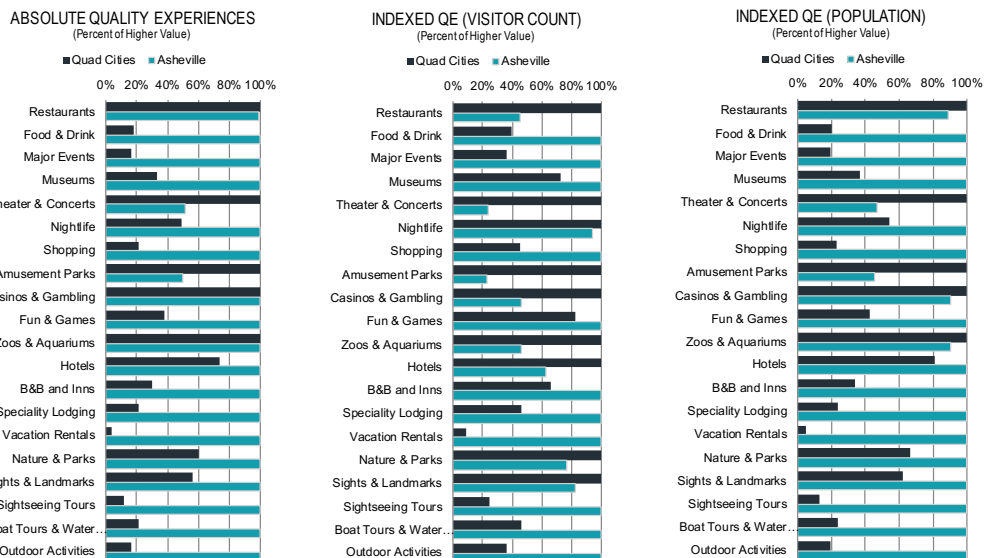
# Quad Cities vs Asheville

--- ABSOLUTE QUALITY EXPERIENCES ---			--- INDEXED QE (VISITORS) ---		--- INDEXED QE (POPULATION) ---	
Category	Quad Cities	Asheville	Quad Cities	Asheville	Quad Cities	Asheville
Restaurants	389	384	443.8	202.1	1013.9	903.8
Food & Drink	9	49	10.3	25.8	23.5	115.3
CULINARY	398	433	454.0	227.9	1037.3	1019.2
Major Events	2	12	2.3	6.3	5.2	26.9
Museums	15	45	17.1	23.7	39.1	105.9
Theater & Concerts	31	16	35.4	8.4	80.8	37.7
CULTURE	46	73	52.5	38.4	119.9	171.8
Nightlife	24	49	27.4	25.8	62.6	115.3
Shopping	24	114	27.4	60.0	62.6	268.3
Amusement Parks	2	1	2.3	0.5	5.2	2.4
Casinos & Gambling	1	1	1.1	0.5	2.6	2.4
Fun & Games	13	34	14.8	17.9	33.9	80.0
Zoos & Aquariums	1	1	1.1	0.5	2.6	2.4
ENTERTAINMENT	65	200	74.2	105.3	169.4	470.7
Hotels	36	49	41.1	25.8	93.8	115.3
B&B and Inns	10	33	11.4	17.4	26.1	77.7
Speciality Lodging	3	14	3.4	7.4	7.8	33.0
Vacation Rentals	72	1,730	81.8	910.5	186.8	4071.8
LODGING	49	96	52.5	43.2	119.9	193.0
Nature & Parks	12	20	13.7	10.5	31.3	47.1
Sights & Landmarks	14	25	16.0	13.2	36.5	58.8
Sightseeing Tours	8	70	9.1	36.8	20.9	164.8
SIGHTSEEING	34	115	38.8	60.5	88.6	270.7
Boat Tours & Water Sports	3	14	3.4	7.4	7.8	33.0
Outdoor Activities	8	48	9.1	25.3	20.9	107.7
ADVENTURE	10	62	11.4	32.6	26.1	145.9
TOTAL	602	979	683.3	507.9	1561.2	2271.3

Quad Cities vs Asheville



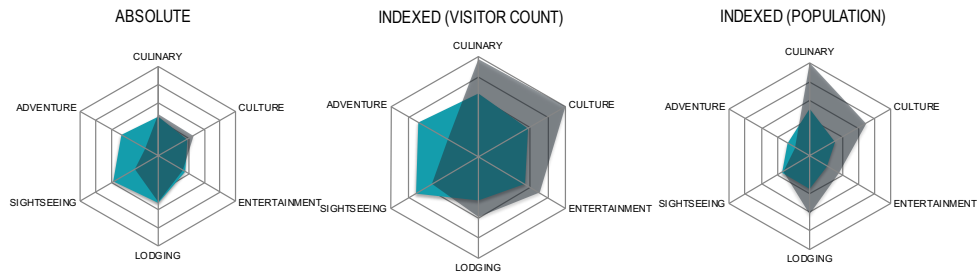
Quad Cities vs Asheville



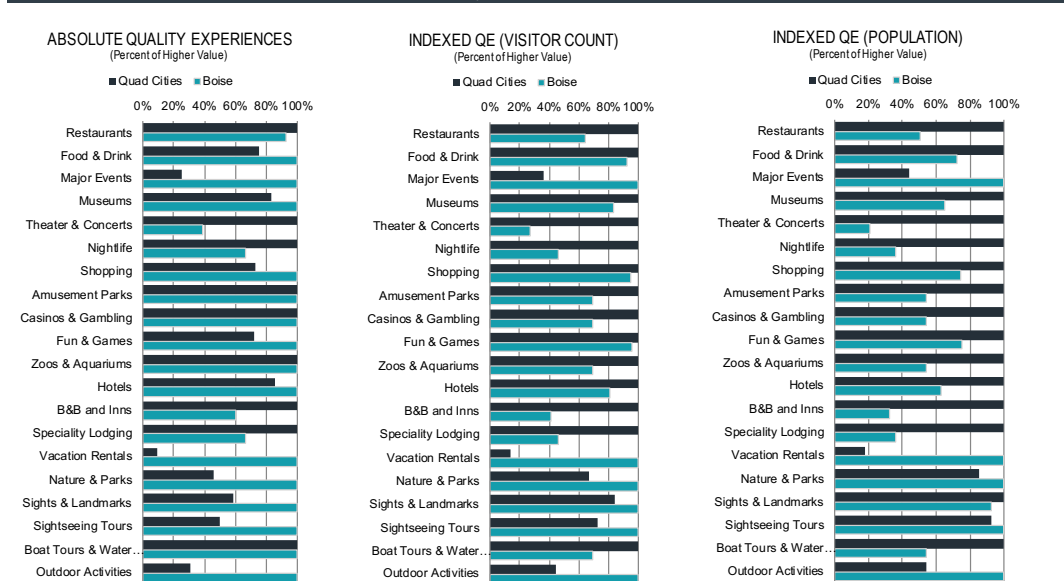
# Quad Cities vs Boise

--- ABSOLUTE QUALITY EXPERIENCES ---			--- INDEXED QE (VISITORS) ---		--- INDEXED QE (POPULATION) ---	
Category	Quad Cities	Boise	Quad Cities	Boise	Quad Cities	Boise
Restaurants	389	362	443.8	285.7	1013.9	510.0
Food & Drink	9	12	10.3	9.5	23.5	16.9
CULINARY	398	374	454.0	295.2	1037.3	526.9
Major Events	2	8	2.3	6.3	5.2	11.8
Museums	15	18	17.1	14.2	39.1	25.4
Theater & Concerts	31	12	35.4	9.5	80.8	16.9
CULTURE	46	38	52.5	30.0	119.9	53.5
Nightlife	24	16	27.4	12.6	62.6	22.5
Shopping	24	33	27.4	26.0	62.6	46.5
Amusement Parks	2	2	2.3	1.6	5.2	2.8
Casinos & Gambling	1	1	1.1	0.8	2.6	1.4
Fun & Games	13	18	14.8	14.2	33.9	25.4
Zoos & Aquariums	1	1	1.1	0.8	2.6	1.4
ENTERTAINMENT	65	71	74.2	56.0	169.4	100.0
Hotels	36	42	41.1	33.1	93.8	59.2
B&B and Inns	10	6	11.4	4.7	26.1	8.5
Speciality Lodging	3	2	3.4	1.6	7.8	2.8
Vacation Rentals	72	749	81.8	591.1	186.8	1055.0
LODGING	49	50	52.5	37.9	119.9	67.6
Nature & Parks	12	26	13.7	20.5	31.3	36.6
Sights & Landmarks	14	24	16.0	18.9	36.5	33.8
Sightseeing Tours	8	16	9.1	12.6	20.9	22.5
SIGHTSEEING	34	66	38.8	52.1	88.6	93.0
Boat Tours & Water Sports	3	3	3.4	2.4	7.8	4.2
Outdoor Activities	8	26	9.1	20.5	20.9	38.4
ADVENTURE	10	29	11.4	22.9	26.1	40.9
TOTAL	602	628	683.3	494.1	1561.2	881.9

Quad Cities vs Boise



Quad Cities vs Boise

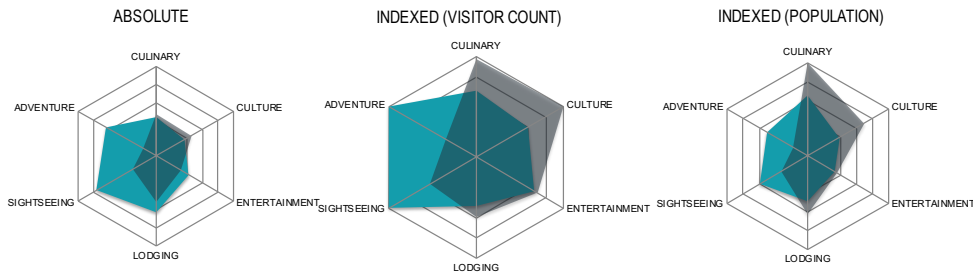




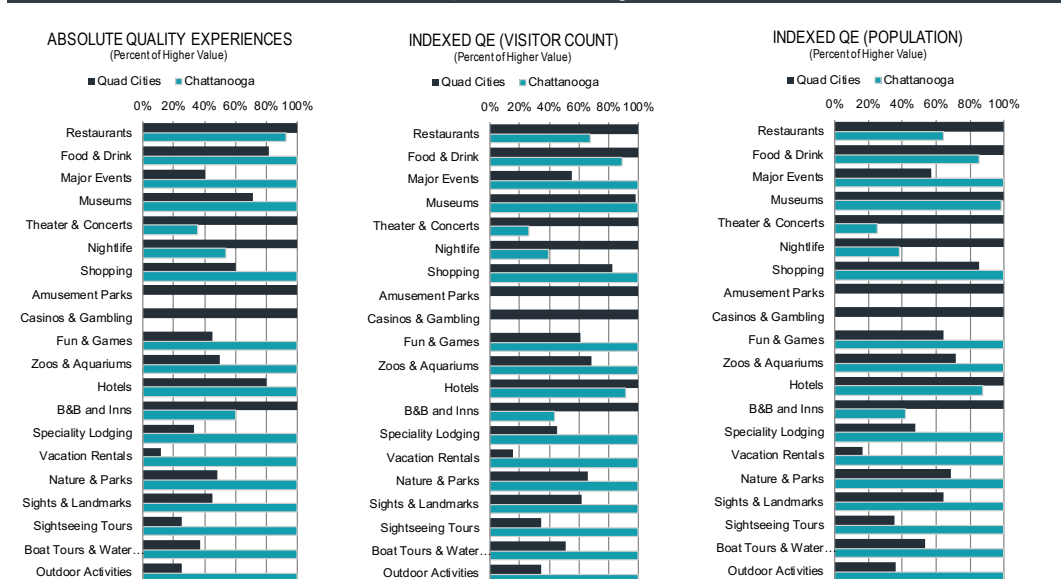
# Quad Cities vs Chattanooga

--- ABSOLUTE QUALITY EXPERIENCES ---			--- INDEXED QE (VISITORS) ---		--- INDEXED QE (POPULATION) ---	
Category	Quad Cities	Chattanooga	Quad Cities	Chattanooga	Quad Cities	Chattanooga
Restaurants	389	359	443.8	299.2	1013.9	655.4
Food & Drink	9	11	10.3	9.2	23.5	20.1
CULINARY	398	370	454.0	308.3	1037.3	675.5
Major Events	2	5	2.3	4.2	5.2	9.1
Museums	15	21	17.1	17.5	39.1	38.3
Theater & Concerts	31	11	35.4	9.2	80.8	20.1
CULTURE	46	37	52.5	30.8	119.9	67.5
Nightlife	24	13	27.4	10.8	62.6	23.7
Shopping	24	40	27.4	33.3	62.6	73.0
Amusement Parks	2	0	2.3	0.0	5.2	0.0
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	29	14.8	24.2	33.9	52.9
Zoos & Aquariums	1	2	1.1	1.7	2.6	3.7
ENTERTAINMENT	65	84	74.2	70.0	169.4	153.3
Hotels	36	45	41.1	37.5	93.8	82.2
B&B and Inns	10	6	11.4	5.0	26.1	11.0
Speciality Lodging	3	9	3.4	7.5	7.8	16.4
Vacation Rentals	72	619	81.8	516.2	186.8	1130.9
LODGING	49	60	52.5	42.5	119.9	93.1
Nature & Parks	12	25	13.7	20.8	31.3	45.6
Sights & Landmarks	14	31	16.0	25.8	36.5	56.6
Sightseeing Tours	8	32	9.1	26.7	20.9	58.4
SIGHTSEEING	34	88	38.8	73.3	88.6	160.6
Boat Tours & Water Sports	3	8	3.4	6.7	7.8	14.6
Outdoor Activities	8	32	9.1	26.7	20.9	58.4
ADVENTURE	10	40	11.4	33.3	26.1	73.0
TOTAL	602	679	683.3	558.3	1561.2	1223.1

Quad Cities vs Chattanooga



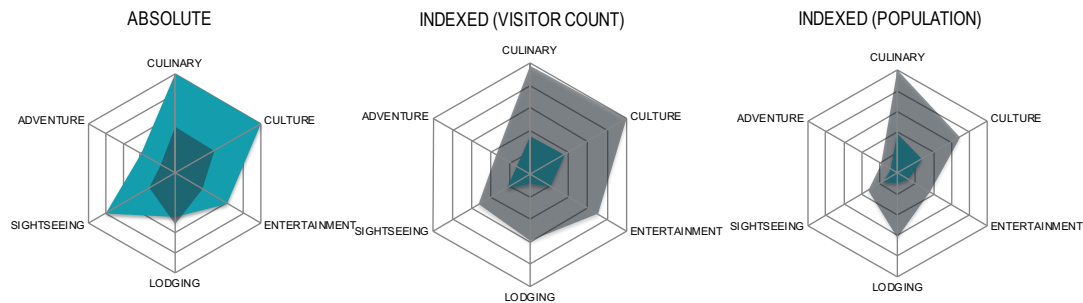
Quad Cities vs Chattanooga



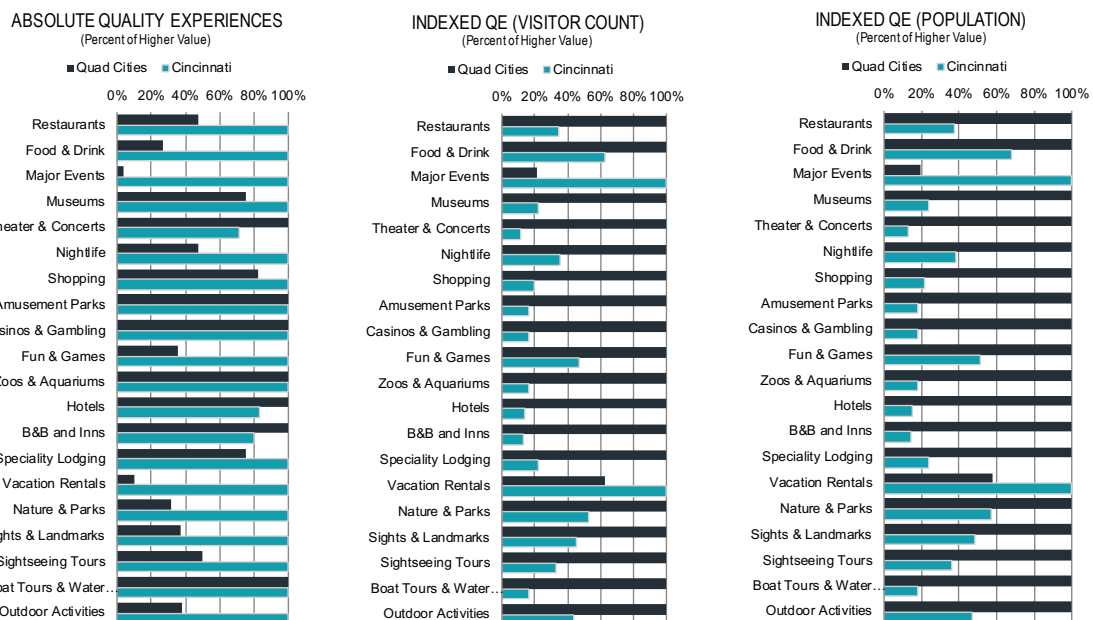
# Quad Cities vs Cincinnati

Category	ABSOLUTE QUALITY EXPERIENCES		INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
	Quad Cities	Cincinnati	Quad Cities	Cincinnati	Quad Cities	Cincinnati
Restaurants	389	815	443.8	153.8	1013.9	381.3
Food & Drink	9	34	10.3	6.4	23.5	15.9
CULINARY	398	849	454.0	160.2	1037.3	397.2
Major Events	2	58	2.3	10.9	5.2	26.9
Museums	15	20	17.1	3.8	39.1	9.4
Theater & Concerts	31	22	35.4	4.2	80.8	10.3
CULTURE	46	100	52.5	18.9	119.9	46.8
Nightlife	24	51	27.4	9.6	62.6	23.9
Shopping	24	29	27.4	5.5	62.6	13.6
Amusement Parks	2	2	2.3	0.4	5.2	0.9
Casinos & Gambling	1	1	1.1	0.2	2.6	0.5
Fun & Games	13	37	14.8	7.0	33.9	17.3
Zoos & Aquariums	1	1	1.1	0.2	2.6	0.5
ENTERTAINMENT	65	121	74.2	22.8	169.4	56.6
Hotels	36	30	41.1	5.7	93.8	14.0
B&B and Inns	10	8	11.4	1.5	26.1	3.7
Speciality Lodging	3	4	3.4	0.8	7.8	1.9
Vacation Rentals	72	688	81.8	129.8	186.8	322.0
LODGING	49	42	52.5	7.2	119.9	17.8
Nature & Parks	12	38	13.7	7.2	31.3	17.8
Sights & Landmarks	14	38	16.0	7.2	36.5	17.8
Sightseeing Tours	8	16	9.1	3.0	20.9	7.5
SIGHTSEEING	34	92	38.8	17.4	88.6	43.0
Boat Tours & Water Sports	3	3	3.4	0.6	7.8	1.4
Outdoor Activities	8	21	9.1	4.0	20.9	9.7
ADVENTURE	10	24	11.4	4.5	26.1	11.2
TOTAL	602	1,228	683.3	230.9	1561.2	572.7

Quad Cities vs Cincinnati



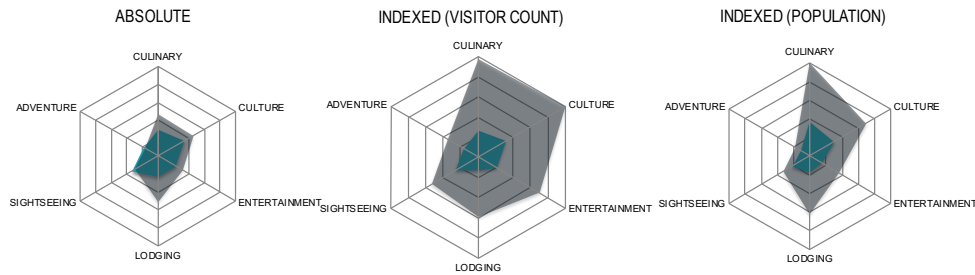
Quad Cities vs Cincinnati



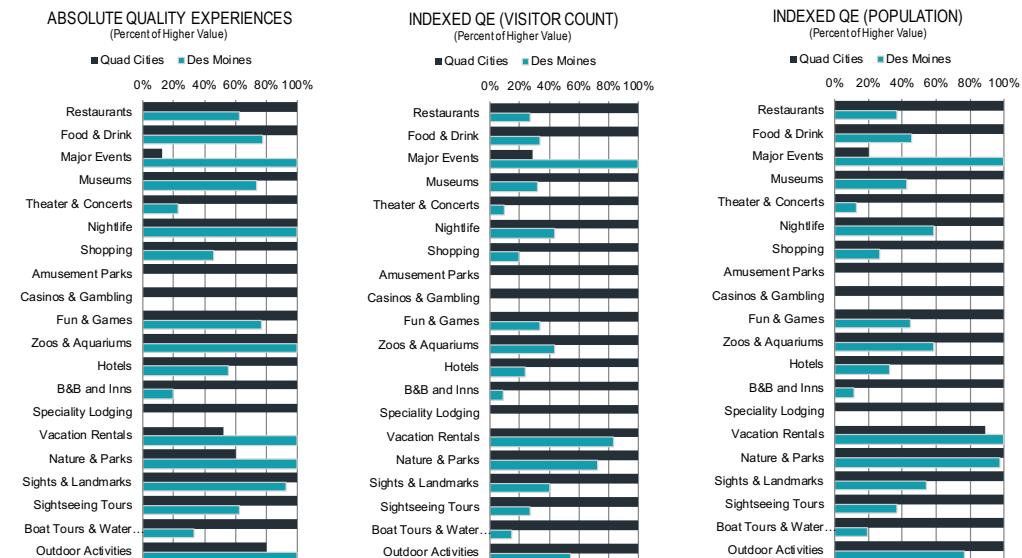
# Quad Cities vs Des Moines

ABSOLUTE QUALITY EXPERIENCES			INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
Category	Quad Cities	Des Moines	Quad Cities	Des Moines	Quad Cities	Des Moines
Restaurants	389	243	443.8	120.2	1013.9	370.8
Food & Drink	9	7	10.3	3.5	23.5	10.7
CULINARY	398	250	454.0	123.6	1037.3	381.4
Major Events	2	16	2.3	7.9	5.2	25.7
Museums	15	11	17.1	5.4	39.1	16.8
Theater & Concerts	31	7	35.4	3.5	80.8	10.7
CULTURE	46	34	52.5	16.8	119.9	51.9
Nightlife	24	24	27.4	11.9	62.6	36.6
Shopping	24	11	27.4	5.4	62.6	16.8
Amusement Parks	2	0	2.3	0.0	5.2	0.0
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	10	14.8	4.9	33.9	15.3
Zoos & Aquariums	1	1	1.1	0.5	2.6	1.5
ENTERTAINMENT	65	46	74.2	22.7	169.4	70.2
Hotels	36	20	41.1	9.9	93.8	30.5
B&B and Inns	10	2	11.4	1.0	26.1	3.1
Specialty Lodging	3	0	3.4	0.0	7.8	0.0
Vacation Rentals	72	138	81.8	68.3	186.8	210.8
LODGING	49	22	52.5	10.9	119.9	33.6
Nature & Parks	12	20	13.7	9.9	31.3	30.5
Sights & Landmarks	14	13	16.0	6.4	36.5	19.8
Sightseeing Tours	8	5	9.1	2.5	20.9	7.6
SIGHTSEEING	34	38	38.8	18.8	88.6	58.0
Boat Tours & Water Sports	3	1	3.4	0.5	7.8	1.5
Outdoor Activities	8	10	9.1	4.9	20.9	16.0
ADVENTURE	10	11	11.4	5.4	26.1	16.8
<b>TOTAL</b>	<b>602</b>	<b>401</b>	<b>683.3</b>	<b>198.3</b>	<b>1561.2</b>	<b>611.8</b>

Quad Cities vs Des Moines



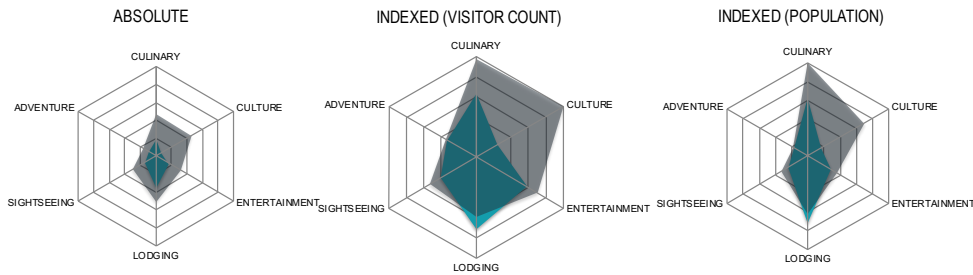
Quad Cities vs Des Moines



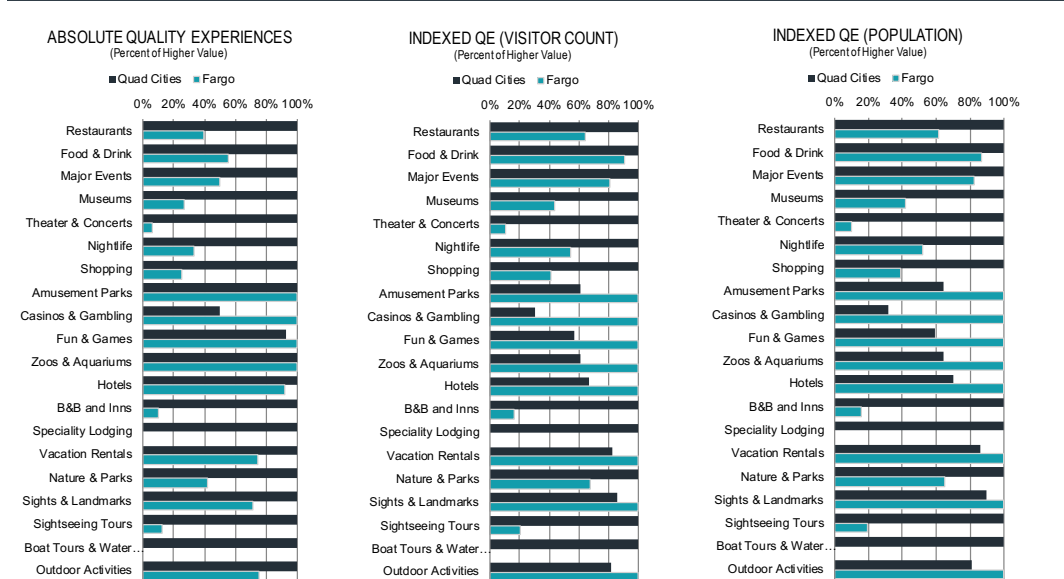
# Quad Cities vs Fargo

ABSOLUTE QUALITY EXPERIENCES			INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
Category	Quad Cities	Fargo	Quad Cities	Fargo	Quad Cities	Fargo
Restaurants	389	153	443.8	284.7	1013.9	623.3
Food & Drink	9	5	10.3	9.3	23.5	20.4
CULINARY	398	158	454.0	294.0	1037.3	643.7
Major Events	2	1	2.3	1.9	5.2	4.3
Museums	15	4	17.1	7.4	39.1	16.3
Theater & Concerts	31	2	35.4	3.7	80.8	8.1
CULTURE	46	7	52.5	13.0	119.9	28.5
Nightlife	24	8	27.4	14.9	62.6	32.6
Shopping	24	6	27.4	11.2	62.6	24.4
Amusement Parks	2	2	2.3	3.7	5.2	8.1
Casinos & Gambling	1	2	1.1	3.7	2.6	8.1
Fun & Games	13	14	14.8	26.1	33.9	57.0
Zoos & Aquariums	1	1	1.1	1.9	2.6	4.1
ENTERTAINMENT	65	33	74.2	61.4	169.4	134.4
Hotels	36	33	41.1	61.4	93.8	134.4
B&B and Inns	10	1	11.4	1.9	26.1	4.1
Specialty Lodging	3	0	3.4	0.0	7.8	0.0
Vacation Rentals	72	53	81.8	98.8	186.8	216.3
LODGING	49	34	52.5	63.3	119.9	138.5
Nature & Parks	12	5	13.7	9.3	31.3	20.4
Sights & Landmarks	14	10	16.0	18.6	36.5	40.7
Sightseeing Tours	8	1	9.1	1.9	20.9	4.1
SIGHTSEEING	34	16	38.8	29.8	88.6	65.2
Boat Tours & Water Sports	3	0	3.4	0.0	7.8	0.0
Outdoor Activities	8	6	9.1	11.2	20.9	25.8
ADVENTURE	10	6	11.4	11.2	26.1	24.4
TOTAL	602	254	683.3	472.7	1561.2	1034.7

Quad Cities vs Fargo



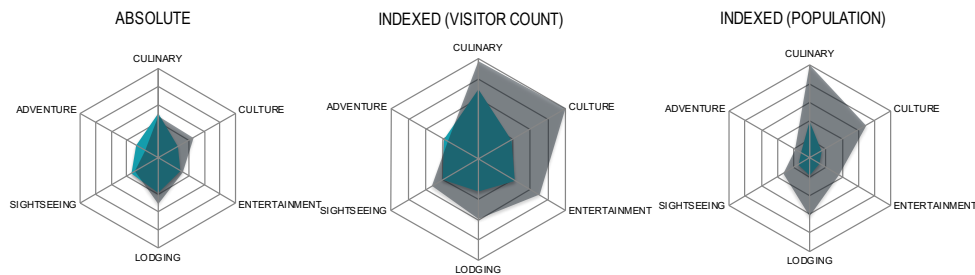
Quad Cities vs Fargo



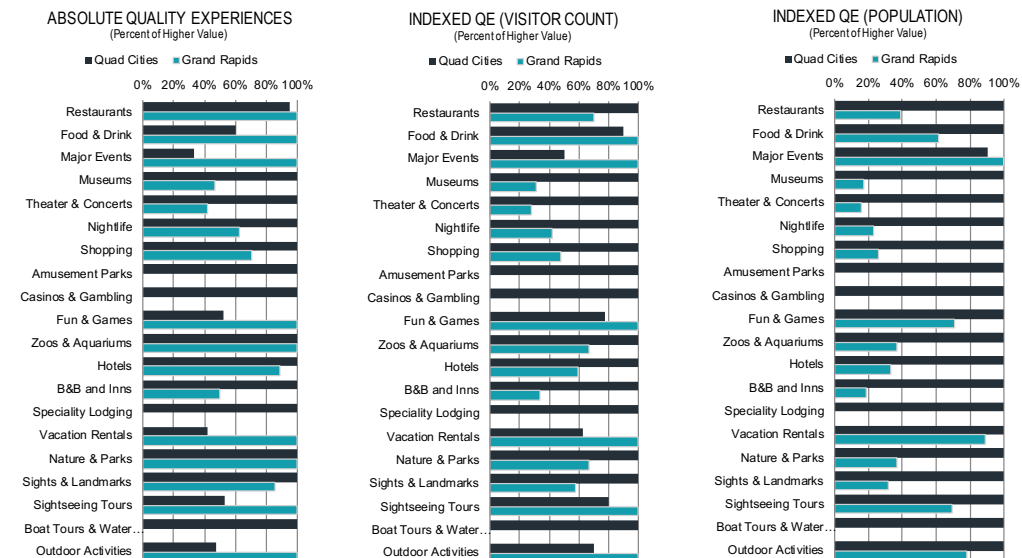
# Quad Cities vs Grand Rapids

--- ABSOLUTE QUALITY EXPERIENCES ---			--- INDEXED QE (VISITORS) ---		--- INDEXED QE (POPULATION) ---	
Category	Quad Cities	Grand Rapids	Quad Cities	Grand Rapids	Quad Cities	Grand Rapids
Restaurants	389	409	443.8	312.2	1013.9	393.8
Food & Drink	9	15	10.3	11.4	23.5	14.4
CULINARY	398	424	454.0	323.6	1037.3	408.2
Major Events	2	6	2.3	4.6	5.2	5.8
Museums	15	7	17.1	5.3	39.1	6.7
Theater & Concerts	31	13	35.4	9.9	80.8	12.5
CULTURE	46	26	52.5	19.8	119.9	25.0
Nightlife	24	15	27.4	11.4	62.6	14.4
Shopping	24	17	27.4	13.0	62.6	16.4
Amusement Parks	2	0	2.3	0.0	5.2	0.0
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	25	14.8	19.1	33.9	24.1
Zoos & Aquariums	1	1	1.1	0.8	2.6	1.0
ENTERTAINMENT	65	58	74.2	44.3	169.4	55.8
Hotels	36	32	41.1	24.4	93.8	30.8
B&B and Inns	10	5	11.4	3.8	26.1	4.8
Speciality Lodging	3	0	3.4	0.0	7.8	0.0
Vacation Rentals	72	172	81.8	131.3	186.8	165.6
LODGING	49	37	52.5	28.2	119.9	35.6
Nature & Parks	12	12	13.7	9.2	31.3	11.6
Sights & Landmarks	14	12	16.0	9.2	36.5	11.6
Sightseeing Tours	8	15	9.1	11.4	20.9	14.4
SIGHTSEEING	34	39	38.8	29.8	88.6	37.6
Boat Tours & Water Sports	3	0	3.4	0.0	7.8	0.0
Outdoor Activities	8	17	9.1	13.0	20.9	16.4
ADVENTURE	10	17	11.4	13.0	26.1	16.4
TOTAL	602	601	683.3	458.7	1561.2	578.7

Quad Cities vs Grand Rapids



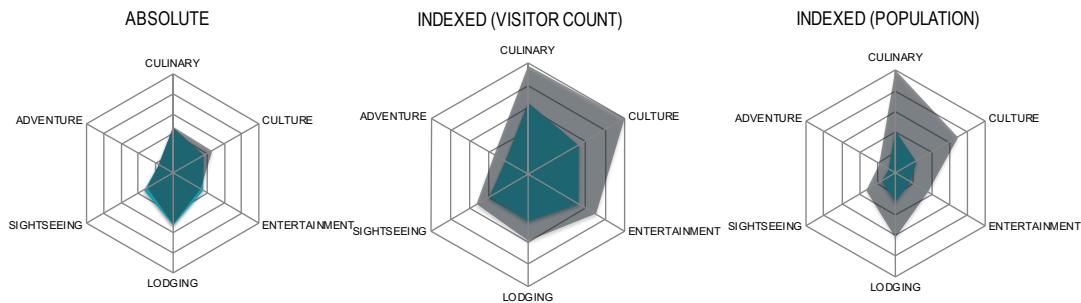
Quad Cities vs Grand Rapids



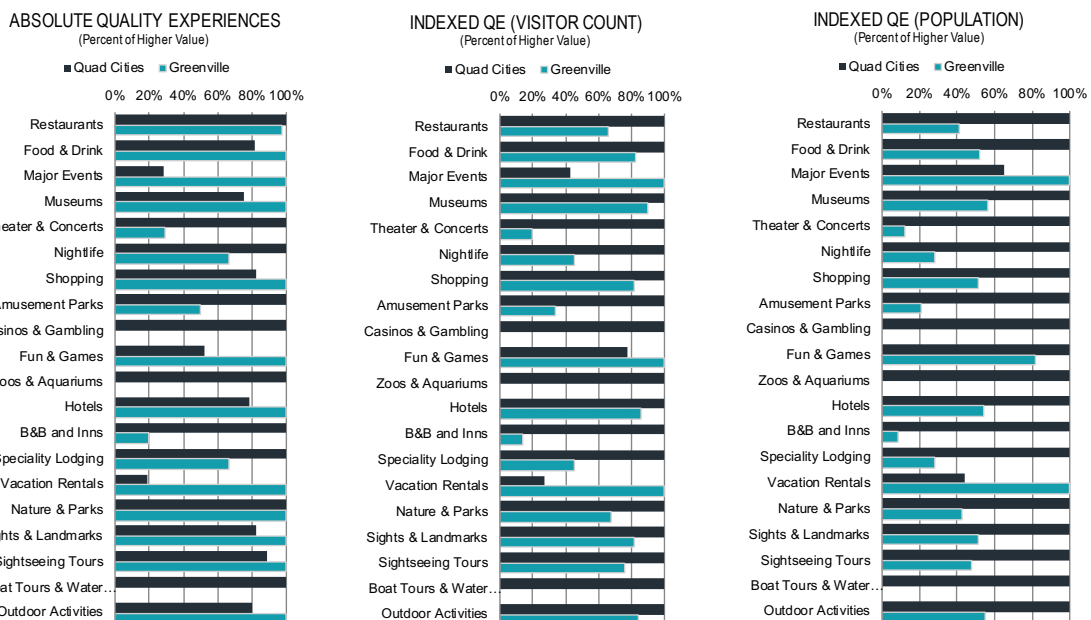
# Quad Cities vs Greenville

Category	ABSOLUTE QUALITY EXPERIENCES		INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
	Quad Cities	Greenville	Quad Cities	Greenville	Quad Cities	Greenville
Restaurants	389	379	443.8	291.5	1013.9	418.0
Food & Drink	9	11	10.3	8.5	23.5	12.1
CULINARY	398	390	454.0	300.0	1037.3	430.2
Major Events	2	7	2.3	5.4	5.2	8.0
Museums	15	20	17.1	15.4	39.1	22.1
Theater & Concerts	31	9	35.4	6.9	80.8	9.9
CULTURE	46	36	52.5	27.7	119.9	39.7
Nightlife	24	16	27.4	12.3	62.6	17.6
Shopping	24	29	27.4	22.3	62.6	32.0
Amusement Parks	2	1	2.3	0.8	5.2	1.1
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	25	14.8	19.2	33.9	27.6
Zoos & Aquariums	1	0	1.1	0.0	2.6	0.0
ENTERTAINMENT	65	71	74.2	54.6	169.4	78.3
Hotels	36	46	41.1	35.4	93.8	50.7
B&B and Inns	10	2	11.4	1.5	26.1	2.2
Speciality Lodging	3	2	3.4	1.5	7.8	2.2
Vacation Rentals	72	388	81.8	298.2	186.8	427.5
LODGING	49	50	52.5	36.9	119.9	52.9
Nature & Parks	12	12	13.7	9.2	31.3	13.2
Sights & Landmarks	14	17	16.0	13.1	36.5	18.8
Sightseeing Tours	8	9	9.1	6.9	20.9	9.9
SIGHTSEEING	34	38	38.8	29.2	88.6	41.9
Boat Tours & Water Sports	3	0	3.4	0.0	7.8	0.0
Outdoor Activities	8	10	9.1	7.7	20.9	11.5
ADVENTURE	10	10	11.4	7.7	26.1	11.0
TOTAL	602	595	683.3	456.2	1561.2	654.1

Quad Cities vs Greenville



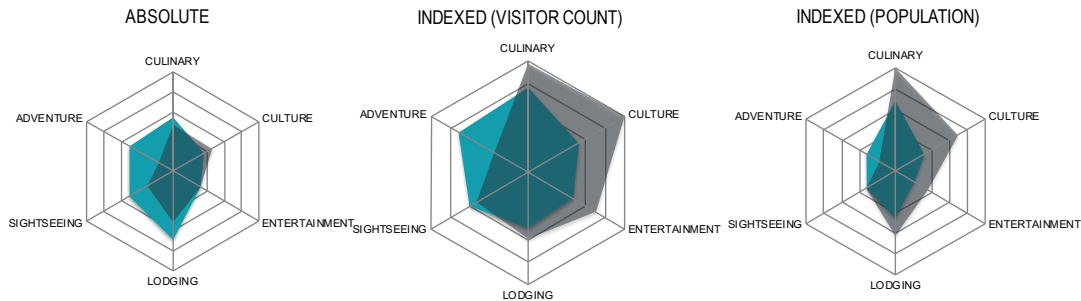
Quad Cities vs Greenville



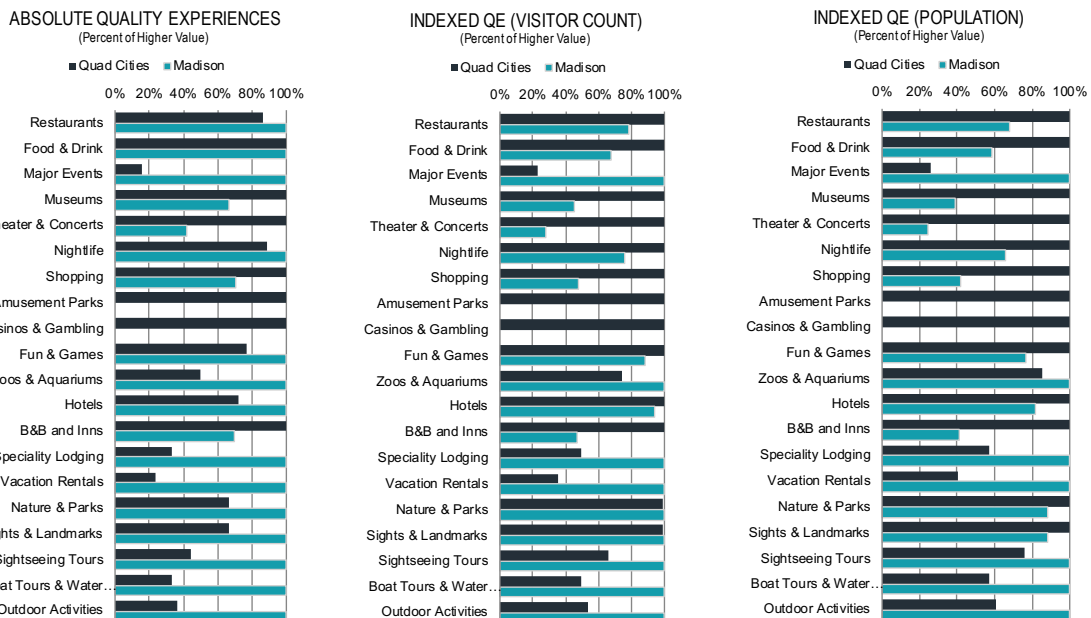
# Quad Cities vs Madison

Category	ABSOLUTE QUALITY EXPERIENCES		INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
	Quad Cities	Madison	Quad Cities	Madison	Quad Cities	Madison
Restaurants	389	452	443.8	347.7	1013.9	690.9
Food & Drink	9	9	10.3	6.9	23.5	13.8
CULINARY	398	461	454.0	354.6	1037.3	704.6
Major Events	2	13	2.3	10.0	5.2	20.3
Museums	15	10	17.1	7.7	39.1	15.3
Theater & Concerts	31	13	35.4	10.0	80.8	19.9
CULTURE	46	36	52.5	27.7	119.9	55.0
Nightlife	24	27	27.4	20.8	62.6	41.3
Shopping	24	17	27.4	13.1	62.6	26.0
Amusement Parks	2	0	2.3	0.0	5.2	0.0
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	17	14.8	13.1	33.9	26.0
Zoos & Aquariums	1	2	1.1	1.5	2.6	3.1
ENTERTAINMENT	65	63	74.2	48.5	169.4	96.3
Hotels	36	50	41.1	38.5	93.8	76.4
B&B and Inns	10	7	11.4	5.4	26.1	10.7
Speciality Lodging	3	9	3.4	6.9	7.8	13.8
Vacation Rentals	72	301	81.8	231.8	186.8	460.6
LODGING	49	66	52.5	43.8	119.9	87.1
Nature & Parks	12	18	13.7	13.8	31.3	27.5
Sights & Landmarks	14	21	16.0	16.2	36.5	32.1
Sightseeing Tours	8	18	9.1	13.8	20.9	27.5
SIGHTSEEING	34	57	38.8	43.8	88.6	87.1
Boat Tours & Water Sports	3	9	3.4	6.9	7.8	13.8
Outdoor Activities	8	22	9.1	16.9	20.9	34.4
ADVENTURE	10	31	11.4	23.8	26.1	47.4
TOTAL	602	714	683.3	542.3	1561.2	1077.6

Quad Cities vs Madison



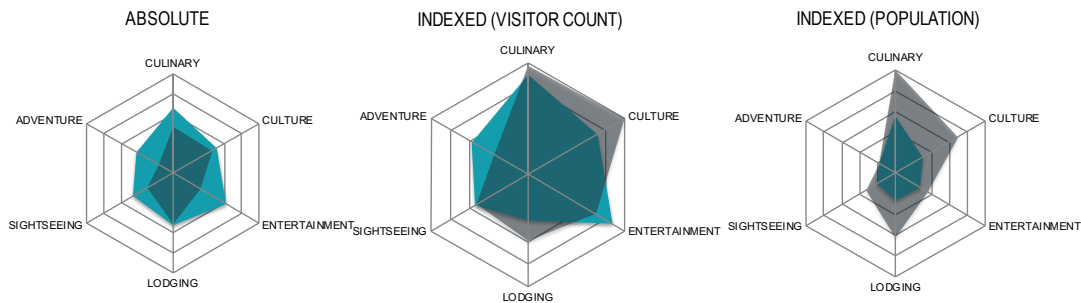
Quad Cities vs Madison



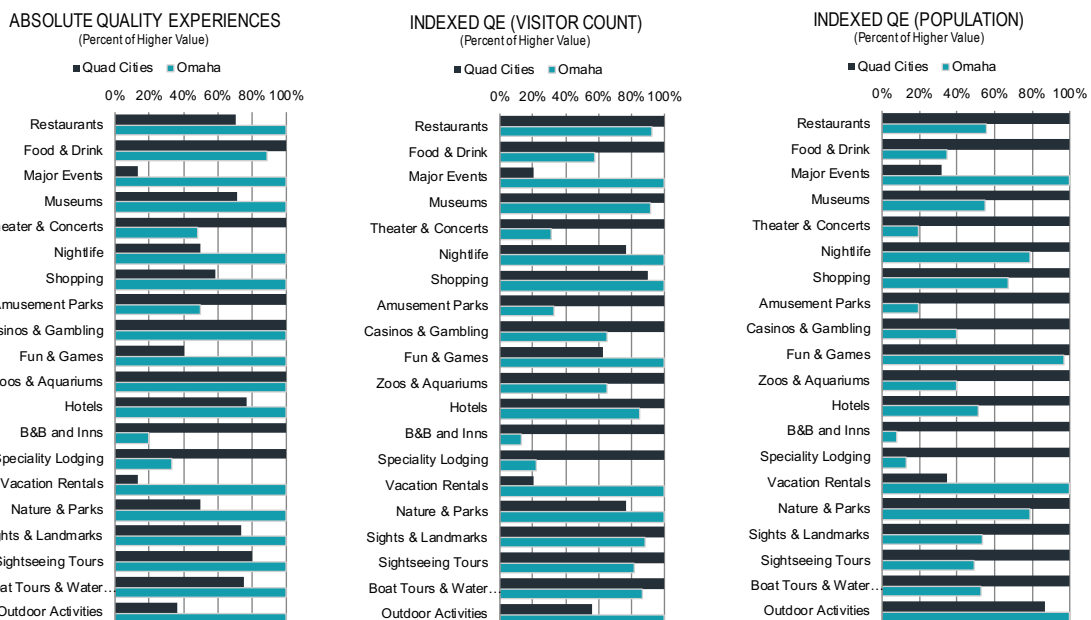
# Quad Cities vs Omaha

Category	ABSOLUTE QUALITY EXPERIENCES		INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
	Quad Cities	Omaha	Quad Cities	Omaha	Quad Cities	Omaha
Restaurants	389	552	443.8	410.3	1013.9	565.9
Food & Drink	9	8	10.3	5.9	23.5	8.2
CULINARY	398	560	454.0	416.2	1037.3	574.1
Major Events	2	15	2.3	11.1	5.2	16.4
Museums	15	21	17.1	15.6	39.1	21.5
Theater & Concerts	31	15	35.4	11.1	80.8	15.4
CULTURE	46	51	52.5	37.9	119.9	52.3
Nightlife	24	48	27.4	35.7	62.6	49.2
Shopping	24	41	27.4	30.5	62.6	42.0
Amusement Parks	2	1	2.3	0.7	5.2	1.0
Casinos & Gambling	1	1	1.1	0.7	2.6	1.0
Fun & Games	13	32	14.8	23.8	33.9	32.8
Zoos & Aquariums	1	1	1.1	0.7	2.6	1.0
ENTERTAINMENT	65	124	74.2	92.2	169.4	127.1
Hotels	36	47	41.1	34.9	93.8	48.2
B&B and Inns	10	2	11.4	1.5	26.1	2.1
Speciality Lodging	3	1	3.4	0.7	7.8	1.0
Vacation Rentals	72	528	81.8	392.5	186.8	541.4
LODGING	49	50	52.5	36.4	119.9	50.2
Nature & Parks	12	24	13.7	17.8	31.3	24.6
Sights & Landmarks	14	19	16.0	14.1	36.5	19.5
Sightseeing Tours	8	10	9.1	7.4	20.9	10.3
SIGHTSEEING	34	53	38.8	39.4	88.6	54.3
Boat Tours & Water Sports	3	4	3.4	3.0	7.8	4.1
Outdoor Activities	8	22	9.1	16.4	20.9	24.1
ADVENTURE	10	26	11.4	19.3	26.1	26.7
TOTAL	602	864	683.3	641.4	1561.2	884.7

Quad Cities vs Omaha



Quad Cities vs Omaha

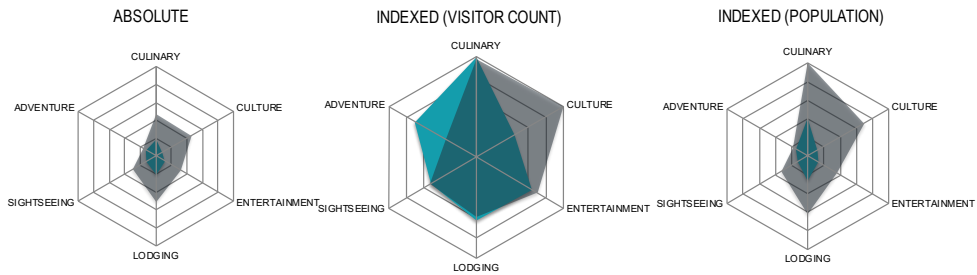




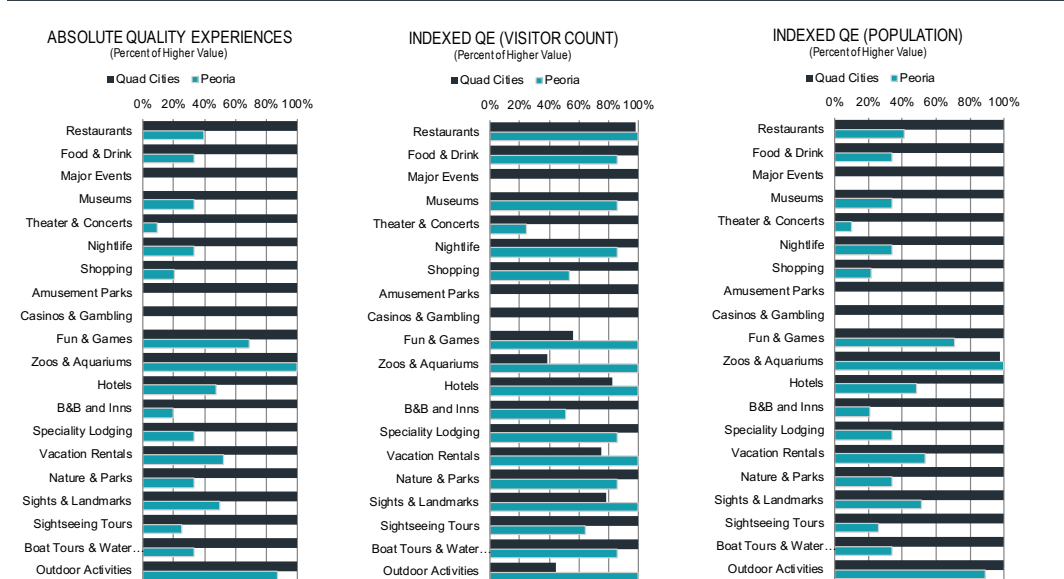
# Quad Cities vs Peoria

ABSOLUTE QUALITY EXPERIENCES			INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
Category	Quad Cities	Peoria	Quad Cities	Peoria	Quad Cities	Peoria
Restaurants	389	155	443.8	453.4	1013.9	414.9
Food & Drink	9	3	10.3	8.8	23.5	8.0
CULINARY	398	158	454.0	462.2	1037.3	422.9
Major Events	2	0	2.3	0.0	5.2	0.0
Museums	15	5	17.1	14.6	39.1	13.4
Theater & Concerts	31	3	35.4	8.8	80.8	8.0
CULTURE	46	8	52.5	23.4	119.9	21.4
Nightlife	24	8	27.4	23.4	62.6	21.4
Shopping	24	5	27.4	14.6	62.6	13.4
Amusement Parks	2	0	2.3	0.0	5.2	0.0
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	9	14.8	26.3	33.9	24.1
Zoos & Aquariums	1	1	1.1	2.9	2.6	2.7
ENTERTAINMENT	65	23	74.2	67.3	169.4	61.6
Hotels	36	17	41.1	49.7	93.8	45.5
B&B and Inns	10	2	11.4	5.9	26.1	5.4
Specialty Lodging	3	1	3.4	2.9	7.8	2.7
Vacation Rentals	72	37	81.8	109.5	186.8	100.2
LODGING	49	20	52.5	55.6	119.9	50.9
Nature & Parks	12	4	13.7	11.7	31.3	10.7
Sights & Landmarks	14	7	16.0	20.5	36.5	18.7
Sightseeing Tours	8	2	9.1	5.9	20.9	5.4
SIGHTSEEING	34	13	38.8	38.0	88.6	34.8
Boat Tours & Water Sports	3	1	3.4	2.9	7.8	2.7
Outdoor Activities	8	7	9.1	20.5	20.9	18.6
ADVENTURE	10	8	11.4	23.4	26.1	21.4
<b>TOTAL</b>	<b>602</b>	<b>230</b>	<b>683.3</b>	<b>669.9</b>	<b>1561.2</b>	<b>613.0</b>

Quad Cities vs Peoria



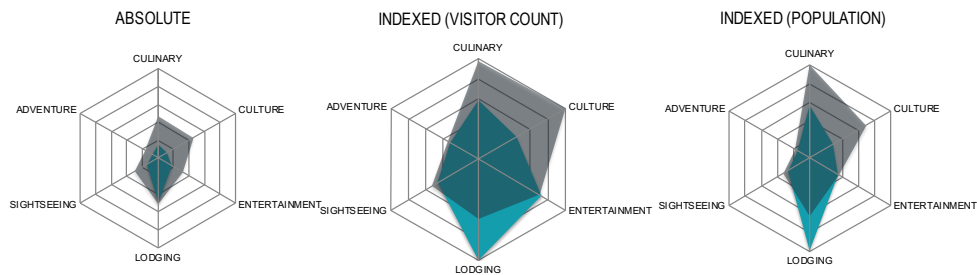
Quad Cities vs Peoria



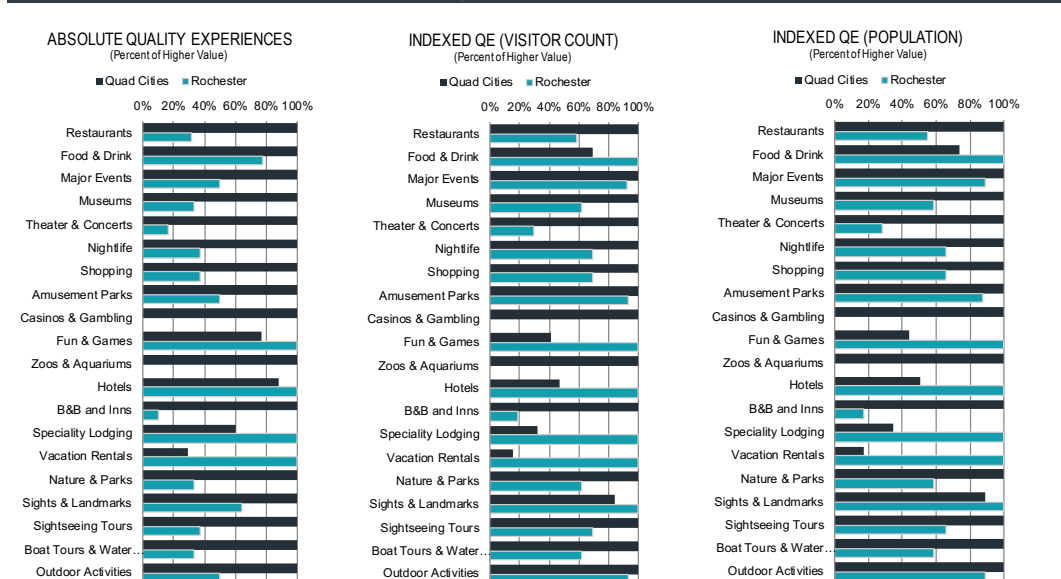
# Quad Cities vs Rochester

ABSOLUTE QUALITY EXPERIENCES			INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
Category	Quad Cities	Rochester	Quad Cities	Rochester	Quad Cities	Rochester
Restaurants	389	122	443.8	258.3	1013.9	555.0
Food & Drink	9	7	10.3	14.8	23.5	31.8
CULINARY	398	129	454.0	273.1	1037.3	586.9
Major Events	2	1	2.3	2.1	5.2	4.7
Museums	15	5	17.1	10.6	39.1	22.7
Theater & Concerts	31	5	35.4	10.6	80.8	22.7
CULTURE	46	11	52.5	23.3	119.9	50.0
Nightlife	24	9	27.4	19.1	62.6	40.9
Shopping	24	9	27.4	19.1	62.6	40.9
Amusement Parks	2	1	2.3	2.1	5.2	4.5
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	17	14.8	36.0	33.9	77.3
Zoos & Aquariums	1	0	1.1	0.0	2.6	0.0
ENTERTAINMENT	65	36	74.2	76.2	169.4	163.8
Hotels	36	41	41.1	86.8	93.8	186.5
B&B and Inns	10	1	11.4	2.1	26.1	4.5
Specialty Lodging	3	5	3.4	10.6	7.8	22.7
Vacation Rentals	72	243	81.8	514.2	186.8	1105.0
LODGING	49	47	52.5	88.9	119.9	191.1
Nature & Parks	12	4	13.7	8.5	31.3	18.2
Sights & Landmarks	14	9	16.0	19.1	36.5	40.9
Sightseeing Tours	8	3	9.1	6.4	20.9	13.6
SIGHTSEEING	34	16	38.8	33.9	88.6	72.8
Boat Tours & Water Sports	3	1	3.4	2.1	7.8	4.5
Outdoor Activities	8	4	9.1	8.5	20.9	18.6
ADVENTURE	10	5	11.4	10.6	26.1	22.7
TOTAL	602	244	683.3	506.0	1561.2	1087.3

Quad Cities vs Rochester



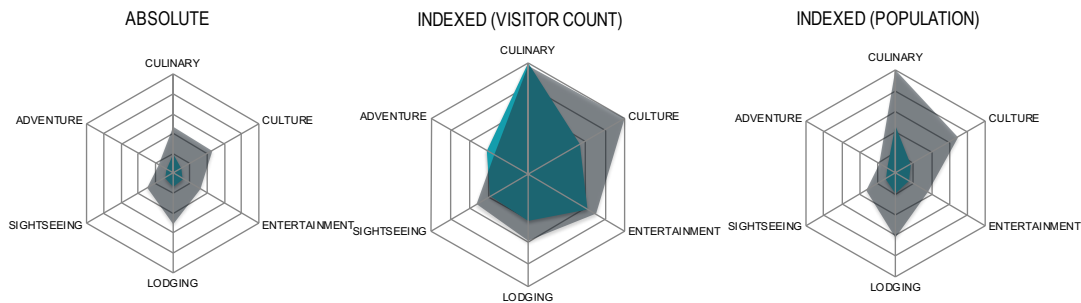
Quad Cities vs Rochester



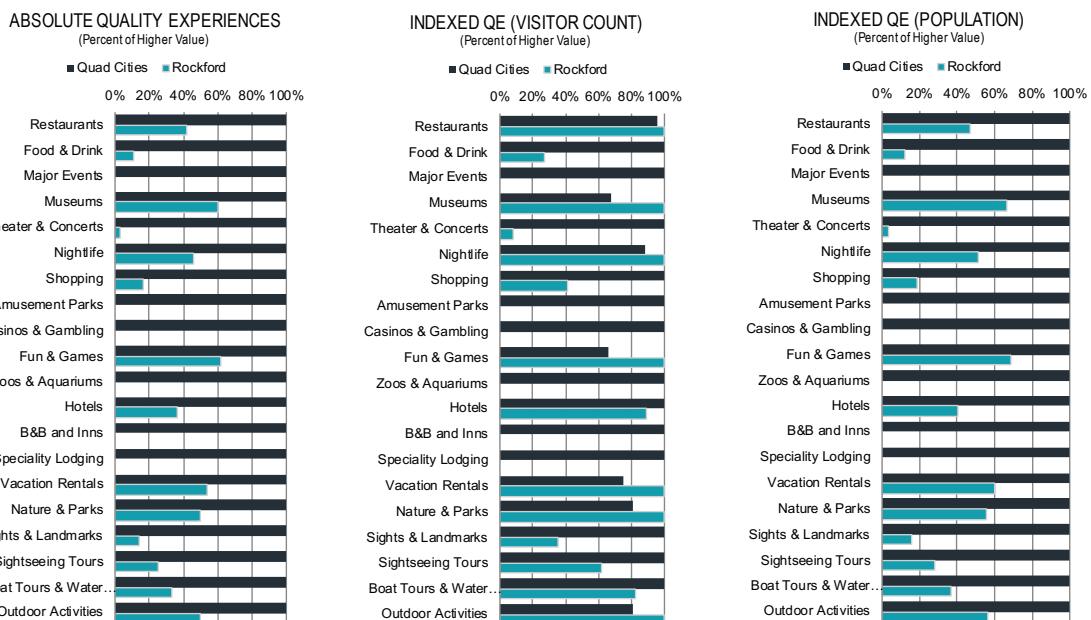
# Quad Cities vs Rockford

Category	ABSOLUTE QUALITY EXPERIENCES		INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
	Quad Cities	Rockford	Quad Cities	Rockford	Quad Cities	Rockford
Restaurants	389	164	443.8	462.8	1013.9	475.9
Food & Drink	9	1	10.3	2.8	23.5	2.9
CULINARY	398	165	454.0	465.6	1037.3	478.8
Major Events	2	0	2.3	0.0	5.2	0.0
Museums	15	9	17.1	25.4	39.1	26.1
Theater & Concerts	31	1	35.4	2.8	80.8	2.9
CULTURE	46	10	52.5	28.2	119.9	29.0
Nightlife	24	11	27.4	31.0	62.6	31.9
Shopping	24	4	27.4	11.3	62.6	11.6
Amusement Parks	2	0	2.3	0.0	5.2	0.0
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	8	14.8	22.6	33.9	23.2
Zoos & Aquariums	1	0	1.1	0.0	2.6	0.0
ENTERTAINMENT	65	23	74.2	64.9	169.4	66.7
Hotels	36	13	41.1	36.7	93.8	37.7
B&B and Inns	10	0	11.4	0.0	26.1	0.0
Speciality Lodging	3	0	3.4	0.0	7.8	0.0
Vacation Rentals	72	39	81.8	108.8	186.8	111.8
LODGING	49	13	52.5	36.7	119.9	37.7
Nature & Parks	12	6	13.7	16.9	31.3	17.4
Sights & Landmarks	14	2	16.0	5.6	36.5	5.8
Sightseeing Tours	8	2	9.1	5.6	20.9	5.8
SIGHTSEEING	34	10	38.8	28.2	88.6	29.0
Boat Tours & Water Sports	3	1	3.4	2.8	7.8	2.9
Outdoor Activities	8	4	9.1	11.3	20.9	11.7
ADVENTURE	10	5	11.4	14.1	26.1	14.5
TOTAL	602	226	683.3	637.8	1561.2	655.8

Quad Cities vs Rockford



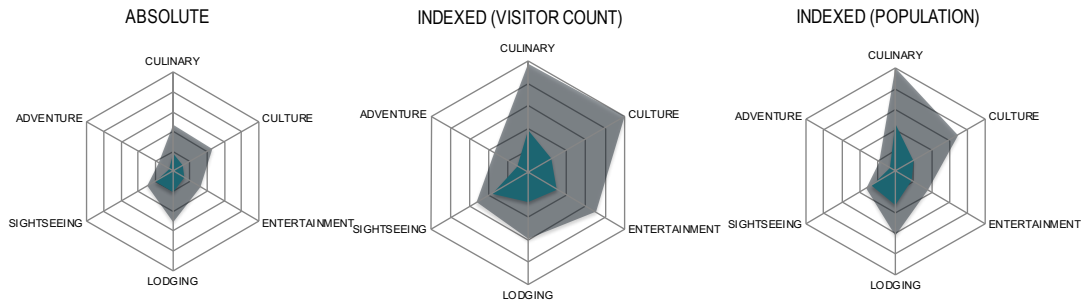
Quad Cities vs Rockford



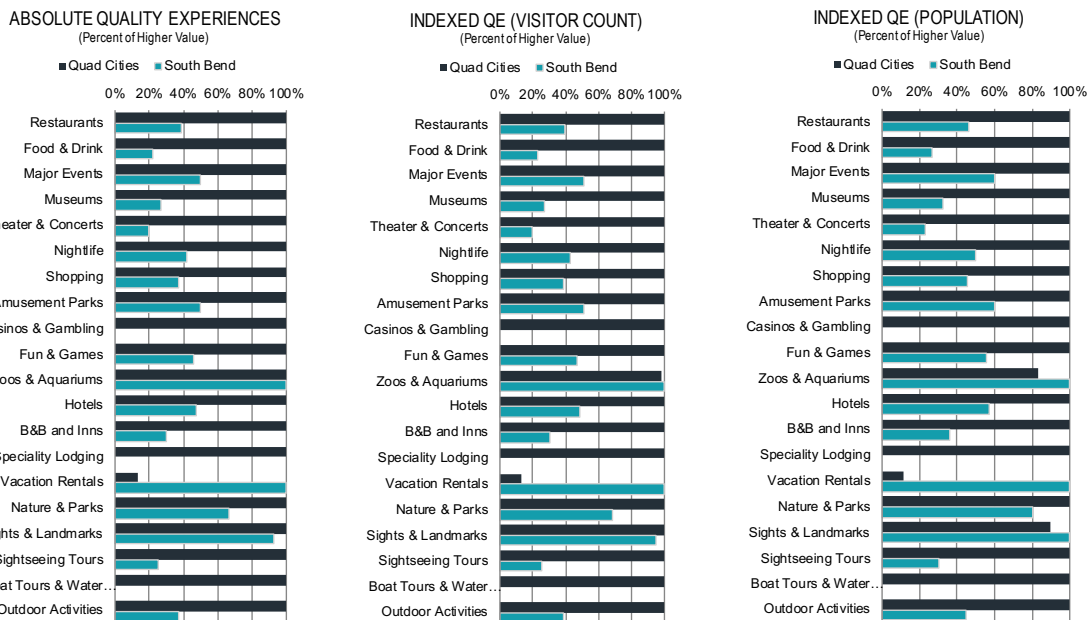
# Quad Cities vs South Bend

Category	ABSOLUTE QUALITY EXPERIENCES		INDEXED QE (VISITORS)		INDEXED QE (POPULATION)	
	Quad Cities	South Bend	Quad Cities	South Bend	Quad Cities	South Bend
Restaurants	389	150	443.8	174.8	1013.9	470.8
Food & Drink	9	2	10.3	2.3	23.5	6.3
CULINARY	398	152	454.0	177.2	1037.3	477.1
Major Events	2	1	2.3	1.2	5.2	3.1
Museums	15	4	17.1	4.7	39.1	12.6
Theater & Concerts	31	6	35.4	7.0	80.8	18.8
CULTURE	46	11	52.5	12.8	119.9	34.5
Nightlife	24	10	27.4	11.7	62.6	31.4
Shopping	24	9	27.4	10.5	62.6	28.2
Amusement Parks	2	1	2.3	1.2	5.2	3.1
Casinos & Gambling	1	0	1.1	0.0	2.6	0.0
Fun & Games	13	6	14.8	7.0	33.9	18.8
Zoos & Aquariums	1	1	1.1	1.2	2.6	3.1
ENTERTAINMENT	65	27	74.2	31.5	169.4	84.7
Hotels	36	17	41.1	19.8	93.8	53.4
B&B and Inns	10	3	11.4	3.5	26.1	9.4
Speciality Lodging	3	0	3.4	0.0	7.8	0.0
Vacation Rentals	72	535	81.8	623.1	186.8	1678.0
LODGING	49	20	52.5	23.3	119.9	62.8
Nature & Parks	12	8	13.7	9.3	31.3	25.1
Sights & Landmarks	14	13	16.0	15.2	36.5	40.8
Sightseeing Tours	8	2	9.1	2.3	20.9	6.3
SIGHTSEEING	34	23	38.8	26.8	88.6	72.2
Boat Tours & Water Sports	3	0	3.4	0.0	7.8	0.0
Outdoor Activities	8	3	9.1	3.5	20.9	9.4
ADVENTURE	10	3	11.4	3.5	26.1	9.4
TOTAL	602	236	683.3	275.1	1561.2	740.8

Quad Cities vs South Bend



Quad Cities vs South Bend







XXX RESONANCE

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