

Group Ready: Positioning Museums & Destinations for Motorcoach Success

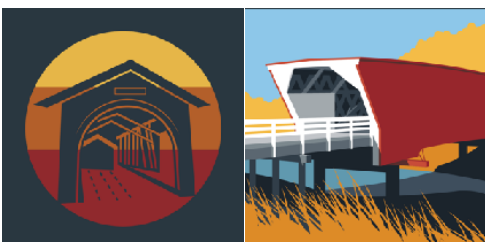
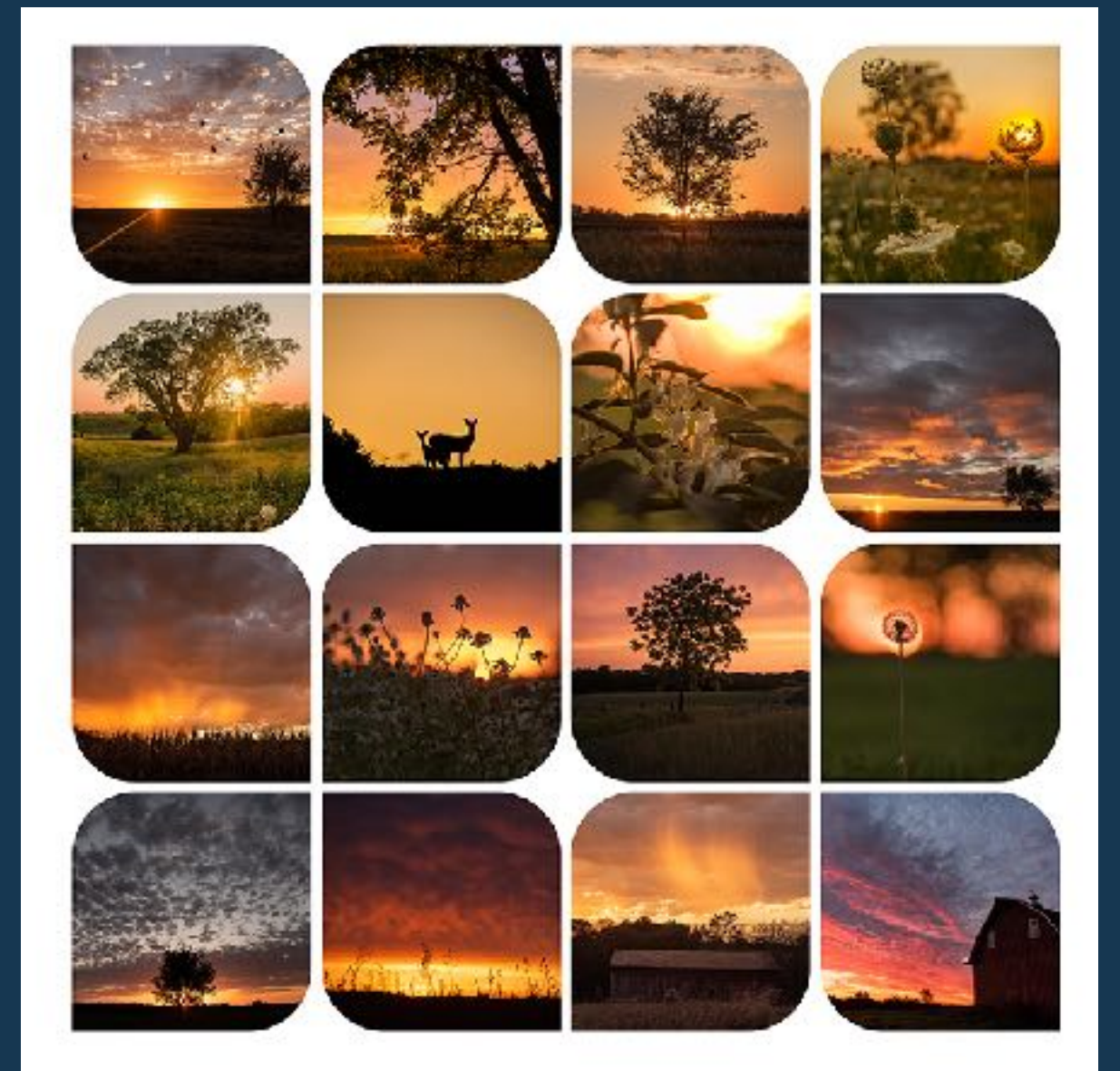
Teddi Yaeger

Madison County Chamber of Commerce
& Covered Bridges Scenic Byway



About Me

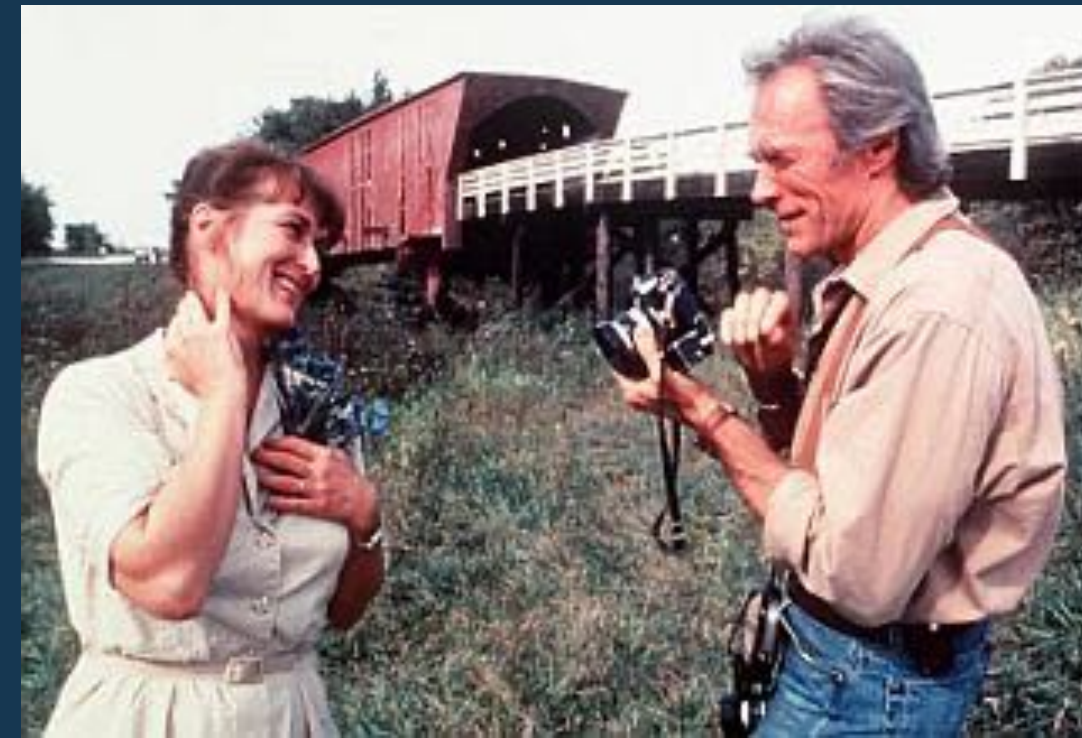
- Moved to Winterset, Iowa in 2014 from Seattle with my husband, two dogs, a cat, and a dream
- Professional photographer since 2002
- 2016 - Tourism & Marketing Manager position with the Madison County Chamber of Commerce
- Project Manager - Covered Bridges Scenic Byway
- Madison County Historic Preservation Commission
- Board member of The Winterset Stage (community theater)



Madison County - Our Main Attractions



Covered Bridges (6)



Movie Sites



John Wayne Birthplace & Museum



Madison Co. Historical Complex



Historic Courthouse



Iowa Quilt Museum



Retail District



The Iowa Theater



Madison County Covered Bridge Festival

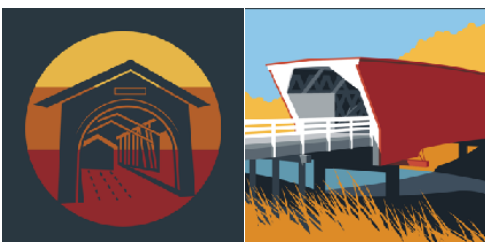


Madison County - Our Visitors



Annual Visitor Numbers

- Over 100,000 visitors to Winterset per year
- Approx. 9,000 visitors to our welcome center
- Average 30-35 motorcoach groups
 - 1,300 motorcoach passengers total
 - Average of 40 passengers/group
- 130 personal tours per year



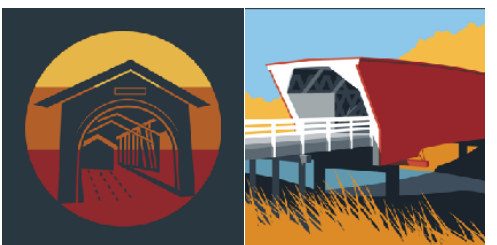
Economic Impact

- 2024 Travel-Related Expenditures (Madison County) = \$20.6 million (up from \$13.5 million in 2016)
- 2024 Direct Visitor Spending = \$13.8 million
- 98 jobs = \$2.8 million in total labor income
- State and local taxes
- Hotel/Motel tax (Funds go to Parks & Recreation and Tourism Organization)



Economic Impact

- Average expenditures per day-trip group = \$2,200 vs. \$12,000 for overnight hotel stay/2-day itinerary
- Annual direct spending from motorcoaches = Minimum of \$75,000 (does not include individual shopping purchases, fuel, etc.)

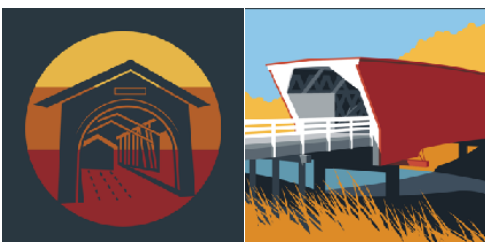


What are Motorcoach Tour Operators looking for?

Geography - Are you in their travel radius or on the way to their next stop?

Day trips (out and back same day):
100–125 mile radius from the coach's home base

Overnight/multi-day tours:
Roughly half of operators run day charters and about half also sell overnight charters/multi-day tours, and those routinely cross several states



How many hours can you fill?

Passengers are unwilling to spend much more time traveling than they do at the actual destination, so a 7-hour visit at the destination means no more than 7 hours of total travel (no more than 3.5 hrs there and 3.5 hrs back).

If you can only occupy them for two hours, then they likely won't come from more than 60 miles away.

If you are the anchor attraction, what else is there to see and do in your area? What other standout attractions do you have?
What about complementary businesses?



Complementary businesses to round out their itinerary



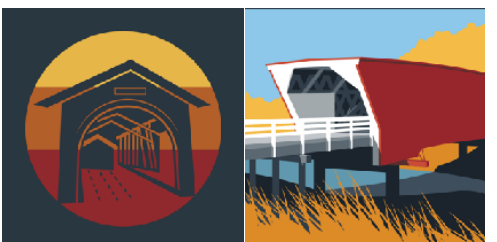
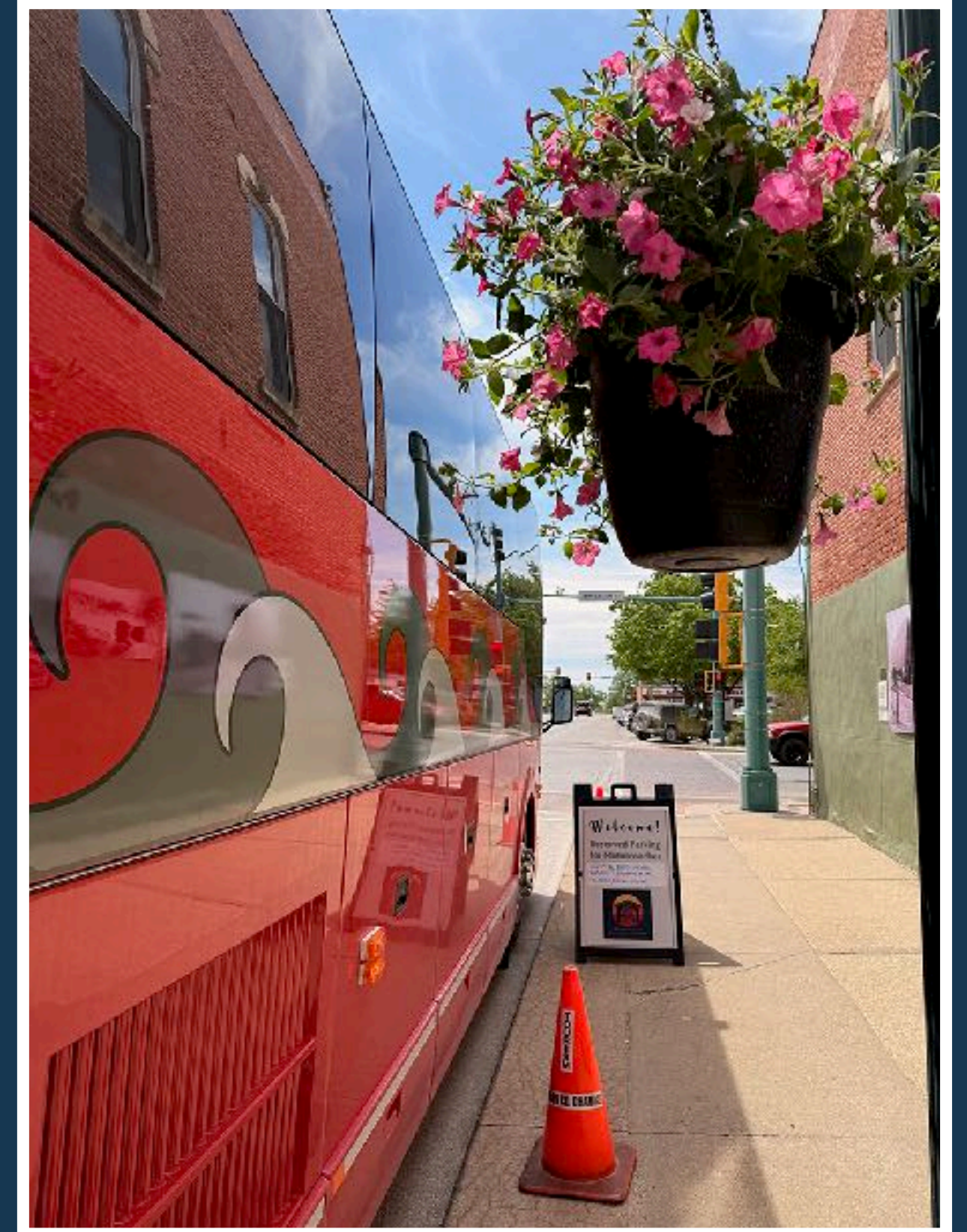
Collaborations with Quilt Museum

- Other Museums & Historic Sites
- Art galleries/studios & art classes
- Fabric and craft stores
- Bookstores
- Places to gather, such as a coffee shop
- Spa treatments
- Yoga Studio
- Gardens & Flower Farms
- Cooking classes
- Wineries



Must-Have Amenities

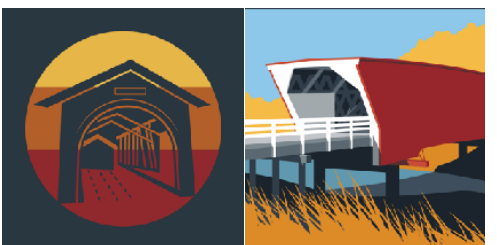
- Reserved motorcoach parking and turn-around
- Wide streets and no low tree branches (City maintenance)
- Restrooms - multiple stalls much preferred!
- Accessibility (walkers, canes, occasional wheelchair)
- Point of Contact/Guide
 - Schedule/Itinerary
 - Admission Fee & Payment



Nice-to-Have Amenities (Extend their stay)

- Welcome center or area
- Gift shop
- Printed information/brochure
- Group dining options
- First Aid kit
- Lodging

Do you have a Chamber of Commerce or CVB to work with?



Your Offering

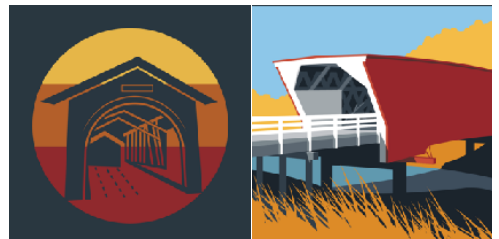
- Short description of program/experience
- Add-on options?
- Fee per person?
- How much time to allow?
- Photo(s)
- Comps for driver and tour representative?
- Address, directions, parking information
- Minimum # of people, maximum #
- Availability - season, months, days, hours



Iowa Quilt Museum

Tour the [Iowa Quilt Museum](#), located in the former J.C. Penney building, on the Winterset Historic Courthouse Square. The museum welcomes quilters, quilt lovers, history buffs, and all appreciators of American art and culture. Their mission is to promote appreciation of the American quilt and the art of quilting through displays of quilts and information about quilt history. The museum offers changing exhibits—three to four per year—of American quilts both vintage and new.

- Admission is \$8 per person for groups of 20 or more
- Estimated time to tour: 30-45 mins



Add-Ons for Groups

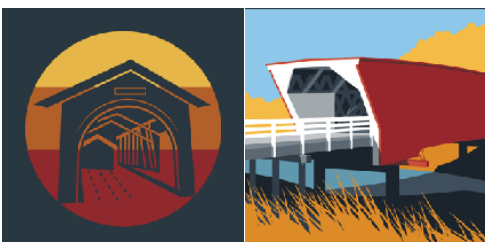
What can you offer groups that is not offered to the general public?

- Behind-the-Scenes Tour
- Guided Tour
- Speaker on Topic
- Hands-On Workshop
- Demonstration
- Flashlight Tour
- Coffee/Tea & Pastries
- Trivia Game or Scavenger Hunt

The Iowa Theater

[The Iowa Theater](#), Winterset's fully-renovated 1914 single-screen cinema, offers a special short program for groups. The program includes a brief discussion on the theater's history and renovation, plus a highlight reel of clips from movies made in and about Iowa. Your guests can enjoy freshly popped popcorn and soda during the presentation.

- \$10 per person (\$6 per person without refreshments)
- Estimated time: 45 minutes



Profile Sheet

- Two-sided 8.5"x11"
- Three-hole punched
- Primary attraction
- Secondary attractions
- Fees, amount of time
- Map of U.S. and state with your location
- Driving distances from major hubs
- Contact person & info
- Accolades/Awards

Madison County, Iowa



STEP-ON GUIDED TOURS

THE BRIDGES OF MADISON COUNTY

Known worldwide for our covered bridges, Madison County boasts six of these remaining historic structures, making us the Covered Bridge Capital of Iowa.

Group tours are our specialty! Each two-hour tour highlights the history of the bridges, the movie production, and a variety of local historical information while visiting several of the bridges. Your group's tour includes use of our Welcome Center, restrooms, and motorcoach parking, as well as the creation and coordination of your itinerary.

Tour time: 2 hours
\$10 per person (Two comps provided)

exploremadisoncounty.com



Contact:
Teddi Yaeger
Tourism & Marketing Manager
e: tourism@madisoncounty.com
p: (515) 462-1185

We're on the way to nearly everywhere!



Located just 37 miles from Des Moines, Madison County is just fifteen miles off two major Interstates - I-80 (West/East) and I-35 (North/South).

Driving Distances:

Pella, IA.....81 miles
Omaha, NE.....126 miles
Kansas City, MO.....182 miles
Minneapolis, MN.....279 miles
Chicago, IL.....369 miles

DISCOVER ICONIC AMERICA



John Wayne Birthplace & Museum

The museum houses the largest diversified exhibit of John Wayne artifacts in existence, including original movie posters, film wardrobe, scripts, contracts, letters, artwork sculpture, and even one of his last customized automobiles. Admission includes the birthplace home which is adjacent to the museum.

- Open daily from 10 am to 4:30 pm.
- Groups of 20+: \$15 per person
- Estimated tour time: 1-1.5 hours

johnwaynebirthplace.museum

Outstanding
Attraction

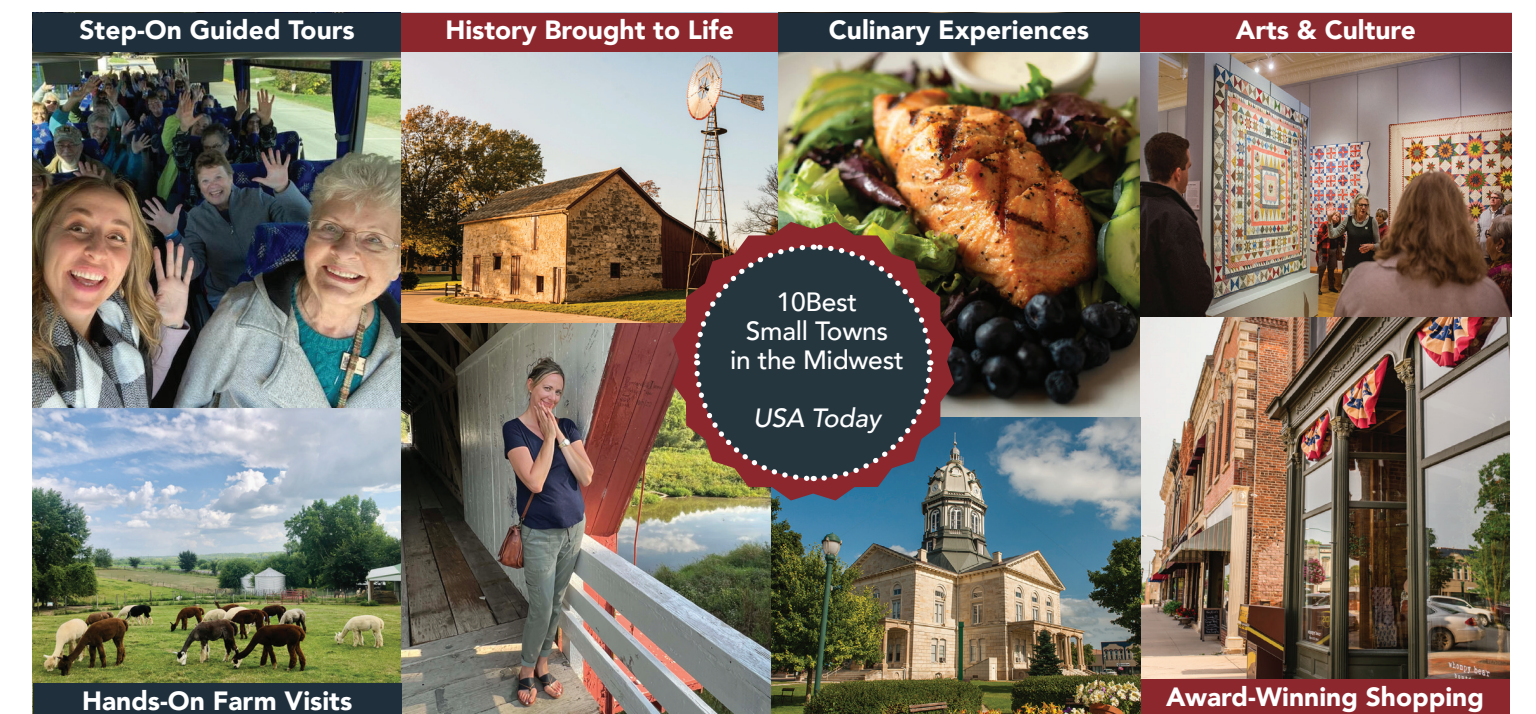
Iowa Tourism
Award Winner

Iowa Quilt Museum

Set in the former J.C. Penney building on Winterset's town square, the museum offers changing exhibits of American quilts.
- Group Rate (20+): \$6.00 per person
- Estimated tour time: 30-45 minutes

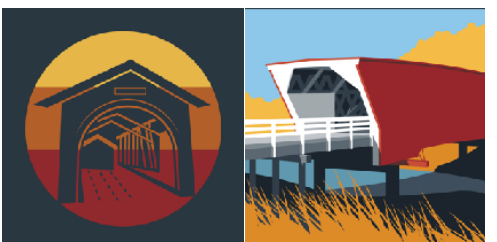
In addition to the quilt museum, quilters can shop at the award-winning Piece Works Quilt Shop (which also has workspace for quilting groups and retreats.)

The Iowa Quilt Festival takes place the first weekend in June each year in Winterset!



10Best
Small Towns
in the Midwest

USA Today



Questions?

My Contact Info:

Teddi Yaeger
tourism@madisoncounty.com
(515) 462-1185

