



2009 NORTHERN ILLINOIS VISITORS GUIDE AND REGIONAL WEBSITE

Hot off the press -- the 2009 Northern Illinois Visitor Guide. This new 50+ page guide features the vast array of things to see and do

in our 14 counties, and offers the visitor a chance to make their getaway plans.

It is the companion piece to our comprehensive website, www.visitnorthernillinois.com which is getting increased hits and visits each month. And make sure that your listing info on the website is accurate and complete. You can now add or edit your information via our online form – so check us out to check you out! Remember listing info is FREE. Each listing contains information on your attraction or business, description, address, phone and where available, your website. While we can't possibly list every attraction in the entire 14-county area, we try to be as inclusive as possible on the website.

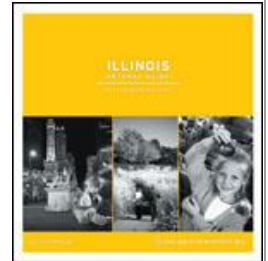
If you have a specific question about the website, or perhaps want to get a copy of the new 2009 Visitor Guide, email mary@visitnorthernillinois.com. And, if you're in the Belvidere area (or planning to see staff members at a meeting), let us know and we can bring them to you.

CO-OP MAILINGS ... WE NEED YOUR MATERIALS

We have coordinated a regional fulfillment mailing for partners showcasing the various things to see and do along the Illinois Lincoln Highway Corridor. We use the leads from Madden Preprint's Illinois Fall-Winter Guide (released over Labor Day weekend) as well as ads placed in the

FY09 NORTHERN ILLINOIS ADVERTISING OPPORTUNITIES – SPRING & SUMMER NEWSPAPER INSERTS

NITDO has submitted their FY09 Marketing Partnership Grant. So, here is what we planned for co-op opportunities: 1-1/2 pages for Northern Illinois regional promotion in the 2009 Illinois Visitor Guide; insert for the Northern Illinois Wine Trail; and 3 full pages in the Fall (already closed & dropped August 2008), Spring (closed end of December) and Summer 2009.

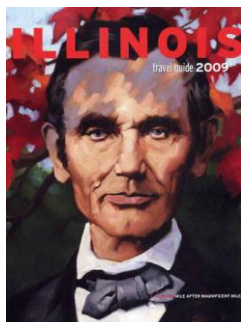


Deadline for ad space in the Spring Newspaper Insert closed at the end of December (ad spaces are held for Illinois Lincoln Highway, Galena/Jo Daviess County CVB, a few others are pending). And the Summer insert closes in late-January 2009 – six spaces are available.

We have learned that our award amount is at the 45%-55% level, where you, the local partners, pay 55% of the ad costs and IBOT's grant program pays for 45%. The costs for the 1/6th page units are as follows:

	<u>Full Cost 1/6th Page</u>	<u>of 1/6th pg w/45-55 Grant</u>
Spring 2009	\$2,975	\$1,636.25
Summer 2009	\$4,023.66	\$2,213.01

The Fall-Winter 2008 Insert dropped over Labor Day weekend and responses continue to arrive (we have reached 4,000). Don't miss this opportunity - we are soliciting for ad space for our next opportunities, the 2009 Spring and Summer inserts. If interested in holding a space - let us know.



THIS JUST IN....2009 ILLINOIS TRAVEL GUIDES ARE ON THEIR WAY!

The 2009 Illinois Travel Guide drops at the start of the New Year – cases were just delivered to our office. And, ad responses will begin from that publication as well. If you haven't received a copy of the new 2009 Illinois Travel Guide, request one at www.enjoyillinois.com or call 800-2CONNECT.

Thank you to all our partners who have participated in this advertising opportunity!

LEARN TO IMPROVE/ENHANCE YOUR SPECIAL EVENT!

The ISEN (Illinois Special Event Network) State Convention, allows you, the event planner, to "Add a Twist to Your Festival". Join ISEN in Tinley Park on February 4-5, 2009. A registration form for the conference and complete details are available by visiting www.visitnorthernillinois.com. Fairs, festivals, special events and celebrations touch everyone. The contribution these events make in preserving local culture, enhancing the quality of life,



2009 Illinois Travel Guide and the Spring & Summer 2009 newspaper inserts that will drop in 2009. In the mailings, we showcase several communities with their materials, the ILHC 2008 Visitor Guide, Illinois Scenic Byways rack cards, Northern Illinois Wine Trail rack card, and the Northern Illinois Visitor Guide. If your community would like to take part in these co-op mailings, please send 3,000 of your brochures or rack cards along with a check made payable to ILHC in the amount of \$475 to cover the cost of bulk mailing. Where else can you mail out your brochure for less than \$.16 each? If interested, call Diane at 815-547-3854.



As been our practice, we continually research new websites that may be of interest to our regional partners. Here are some sites for websites for you to check out.

Illinois Tourism:

www.enjoyillinois.com

Northern Illinois Tourism:

www.visitnorthernillinois.com

Chicago Tourism:

www.choosechicago.com

Lincoln Bicentennial:

www.lincoln200.net

Travel Industry of America:

www.tia.org

Illinois Wine Industry:

www.illinoiswine.com

Northern Illinois Wine Trail:

www.northernillinoiswinetrail.com

National Scenic Byways:

www.byways.org

Illinois Byways:

www.illinoisbyways.org

Illinois Agri-Tourism (ATPI):

www.agfun.com

Film Locations:

www.onscreenillinois.com

Lincoln Bicentennial Commission:

www.alplm.org

Illinois Council of CVBs:

www.iccvb.org

Tour Illinois:

www.tourillinois.org

strengthening community spirit, impacting the local economy and promoting social causes are of benefit to all. To manage these special events successfully, you need a well-rounded knowledge of sponsorship, marketing, volunteers and making your convention "green" - some of this year's topics. In these power-packed two days, the 10th Annual Illinois Special Events Network State Convention will provide you with the opportunity to learn more about the production of special events, network with other participants, exchange information and discuss your event's needs with vendors.

ILLINOIS GOVERNOR'S CONFERENCE ON TOURISM – DETAILS & UPDATES



As you already know, the **2009 Illinois Governor's Conference on Tourism will be held at The Fairmont Hotel in Chicago, March 4-6, 2009.** The new online registration for the 2009 Illinois Governor's Conference on Tourism is available today. Register before January 23 and save \$50 per person! Plus, register two or more people from one organization and save 10% off the registration fee. [Click here to register online.](#) To register online, complete the registration

form. Bold field names indicate required information. If you wish to mail or fax your registration, please use the [PDF Registration Form](#) which then can be faxed to (217) 442-2137 or mailed to: Illinois Council of Convention & Visitors Bureau, 100 W. Main Street, Suite 146, Danville, IL 61832. For partnership, trade show or additional information, please email Julie Elmore at info@ilgovconference.com or call (630) 730-1780.

More savings can be realized by taking AMTRAK to Chicago. AMTRAK is offering 20% off of the rail fare to the Illinois Governor's Conference on Tourism. The discount code is V459. Restrictions apply. Call 1800-USA-RAIL or visit Amtrak.com. Email info@ilgovconference.com or call (630)730-1780 with any questions you may have.

A popular feature of the conference is the **Silent Auction** which takes place on the trade show floor throughout the days of the conference. This year, we wish to really emphasize travel and tourism as that is what our industry is about. Specifically, we are asking for getaway packages to encourage your industry peers to visit your area and keep use their vacation time in 2009 to stay in Illinois!

The Silent Auction committee is trying to collect donations of overnight stays with attraction tickets and dining certificate and create Getaway Packages for the conference. We ask that in addition to the certificates, you collect brochures of the items in your package so people bidding on them know what they are. You may also donate baskets. This year, we will not be accepting individual items, just enclosed/wrapped baskets and Getaway Packages.

As usual, a portion of the proceeds from the silent auction go directly towards scholarships to allow students to attend the conference. To submit your packages, simply fill out the form and fax (form can be found on the conference website www.ilgovconference.com or on our website). The deadline for submissions is Friday, January 2, 2009. If you have any questions about your Silent Auction donation, please call Anne Hornyak at it to (312) 795-1703.

Meet In Illinois:

www.meetinillinois.com

Sports Illinois:

www.sportstillinois.com

Illinois African-American Travel:

www.soulfulillinois.com

Illinois Hispanic Travel:

www.disfrutailinois.com

2009 Illinois Governor's

Conference on Tourism:

www.ilgovconference.com

Chicago Olympics:

www.chicago2016.org

University of Illinois

Extension Agritourism:

web.extension.uiuc.edu/agritourism

FESTIVAL AND EVENTS MEAN BIG BUSINESS TO YOUR COMMUNITY

We all love a good party; look for some fun times at regional festivals over the summer weekends? From large events like Chicago's lakefront events to small town celebrations, festivals and events mean BIG BUSINESS to your community. Let's review two key examples:

Rockford's *On The Waterfront Festival* celebrated its 25th Anniversary this



past summer – celebrating with slightly lower numbers of attendees, but generating more dollars for the local economy. This year 69,712 passes were purchased, down from the 70,048 bought in 2007, resulting in a 0.5% decline from 2007. A total of 299,349 people went through the gates this year during the three-day festival. Festival

organizers think the summer's high gas prices kept people outside the region from driving in to Rockford for this year's festival.

DMO SURVEY NEEDS PARTICIPATION – OFFER YOUR FEEDBACK

Martin Stoll of GoSeeTell Network reported that they are currently working on a research project about the use of social media within the tourism industry. For the project we have developed an online questionnaire that only takes 10-15 minutes to complete. Our goal is to get feedback from 100 DMOs.

They said it would be great if we could get input from partners in our area for the survey, so we are sharing the request. As a thank you for your participation, they will share the results with all participants. Individual responses will of course be kept anonymous. To access the survey just go to this website: <http://budurl.com/ttsurvey>.

Also, please feel free to share the link with other DMOs / CVBs who you work with. Thanks in advance for your participation.

Even though the number of people at the festival was down, it generated \$14.2 million for the local economy, and that's UP by nearly a million dollars from last year. The total economic impact, including local expenditures, of the 2008 On the Waterfront Festival, was **\$14,231,936**.

This additional economic activity would not have occurred in Rockford if the On the Waterfront did not take place. The economic impact was generated by three main sources, tourism-related impact, local-related impact, and impact resulting from operational spending related to the event.

Festivals and events are among the most successful tools available to communities, cities, states, regions, and countries to increase tourism, create powerful and memorable branding and imaging opportunities, encourage positive media coverage, effect economic impact, and enhance the quality of life for those who live there. Michael Harker, a senior partner at Enigma Research Corporation a consulting firm specializing in festival and event research, reviewed the data and supports the conclusions stated.

The economic impact of the 2008 On the Waterfront was measured through four main components: a calculated attendance estimate, a survey of attendees to measure expenditures of locals and non-locals, an economic model to convert expenses to economic impact, and an additional model to convert the event's operational expenses to impact. These figures represent combined direct, indirect, and induced impacts of the event.

Direct impact refers to spending on "front-line" businesses in Rockford while indirect impact results from spending on suppliers to these businesses. Induced impact is generated by additional employment resulting from the direct and indirect spending.

Calendar of Events - Illinois Tourism Happenings . . .

Jan 1

Office Closed – Holiday

Jan 7-9

Specialty Growers Conference, Springfield

Jan 8

ATPI Board Meeting, Springfield

Jan 19

Office Closed – Holiday

Jan 20

Delivery of 2009 Northern Illinois VGs

Jan 21

Presidential Inauguration, Washington DC

Jan 23

Early Bird Registration Deadline:

Governor's Conference on Tourism

Within the **\$14.2 million** of economic activity generated by the event, **\$3.8 million** was spent on wages and salaries of workers in Rockford and the surrounding area. This additional spending on wages and salaries supported the equivalent of **138 full-year jobs**. The tourism-related spending accounted for **43** of the **138** full-year jobs supported by the event's economic activity.

The \$14.2 million of economic activity resulted in **\$966,690** in taxes collected for state and local governments. **\$721,941** was collected for the state of Illinois and **\$244,750** was collected for the city of Rockford. Overall, **\$4,469,808 million** of economic impact resulted from tourism spending by non-locals attending the event. This represented approximately **32%** of the festival's economic impact, an increase of 1% from last year's event.

Jan 23

Deadline: Summer 2009 Newspaper Insert Now let's look at another extreme example, the proposed and highly

Jan 27-30

The Special Event Show, San Diego

Feb 4-5

ISEN State Convention, Tinley Park

Feb 12

Lincoln's Bicentennial Birthday,
Office Closed – Holiday

Feb 16

Office Closed – Holiday

Feb 17

ILHC Meeting, DeKalb

Feb 20-21

IGGVA Conference, Springfield

Mar 4-6

Illinois Governor's Conference on Tourism, Chicago

Mar 4

ICCVB Mtgs @ Illinois Governor's
Conference

Mar 31-Apr 2

TravelCom '09, Atlanta, GA

anticipated **Chicago 2016 Olympic Games**. The Chicago 2016 organization released a recent study that projects \$22.5 billion in economic activity will be generated in the State of Illinois in conjunction with the 2016 Games were they to be held in Chicago.

The study predicts that the city of Chicago alone stands to see \$13.7 billion of that activity projected between 2011 and 2021. The study also says the state stands to gain 315,000 job-years stemming from the Olympics. "Chicago's enormous visibility on the global stage, should it be chosen to host the Games in 2016, would have a direct impact on the city's tourism industry, educational institutions, cultural institutions, business community and neighborhoods," stated a news release from 2016 Chicago.

The study also projects increased participation in sports in Chicago 2016 said the study took into account the projected \$1.4 billion it would cost to host the Games. Cook County is expected to net \$5.5 billion. The six collar counties would get an injection estimated at \$1.8 billion and the remainder of Illinois would see another \$1.5 billion in new economic activity, the study says.



NEW WEBSITE UNVEILED FOR ICCVB

At the recent ICCVB Fall Membership Meeting, the brand new ICCVB Website, www.iccvb.org, was unveiled to the attendees. ICCVB will use this site as a central point of communication with the Membership. Content will continue to be added to the site so there are a variety of tools and resources available. One item added that should be of great benefit are the tourism statistics for Illinois. This

information is located under the Members Only area, under ICCVB info, resources, with the title Illinois Tourism Facts. Please continue to visit the site and as always provide feedback and suggestions for content.

The ICCVB calendar, membership directory, past meeting minutes, bylaws, operating procedures and other important information is available online at www.iccvb.org.

TRAVEL COMMUNITY AMPLIFIES WASHINGTON PRESENCE

The Board of Directors of the Travel Industry Association (TIA) approved a merger Friday with the Travel Business Roundtable. The newly formed U.S. Travel Association, effective January 1, 2009, will further intensify the voice of America's \$740 billion travel industry.

"Travel supports nearly 18 million U.S. jobs that cannot be outsourced and contributes more than \$100 billion in federal, state and local tax revenue," said Roger Dow, TIA's President and CEO, who will serve in the same capacity for the U.S. Travel Association. "America's travel community has created an organization that matches the power and scope of America's travel economy."

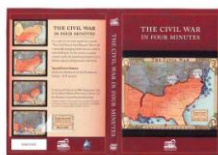
The U.S. Travel Association will represent leaders from nearly all major travel-related companies, state travel and tourism offices, dozens of the top U.S. convention and visitors bureaus and nearly all of the major travel associations. The new organization will serve as the leading advocate for increasing travel to and within the United States and provide its members with valuable research, events and marketing.

"America needs travel now more than ever – to create jobs, stimulate economic growth, and further the vital public diplomacy interests of the United States," said Caroline Beteta, CEO of the California Travel and Tourism Commission, who will serve as National Chair of the U.S. Travel Association for 2009. "We look forward to working with leaders in Washington and our entire membership to maximize travel's unique ability to address America's most pressing problems."

"We are proud to combine the forces of TIA and TBR to build one of Washington's most effective advocacy organizations," said Jonathan M. Tisch, chairman of the Travel Business Roundtable and chairman and CEO of Loews Hotels. "At this time of economic downturn, it is more important than ever for our industry to speak with one voice about how travel is a critical tool for creating jobs and stimulating economic activity in all 50 states

LINCOLN PRESIDENTIAL MUSEUM NEWS

If you have ever strolled through the Lincoln Museum with me, you know that my favorite exhibit is the award winning, Minutes. It was created by the Abraham Lincoln Presidential Library and Museum to inform and illustrate the scale, scope and tragedy of the Civil War.



It is a large animated map which plays out the progress of the war with continuously shifting battle lines and flare-ups that mark specific major battles. It's absolutely engaging and enthralling as the numbers roll upwards in a staggering total – imagine that one second equals one week during the Civil War. In addition to being a fascinating exhibit, it's an excellent educational resource for teachers and students. And just in time for the New Year, and in time to commemorate Lincoln's Bicentennial, this four-minute video is now available for purchase online or in the museum's book store, www.presidentlincoln.org, and the cost is only \$12.99. Be sure to check it out, be it at the Museum or after you purchase your own copy. And even though the holidays are over, visit the Museum's online store for great year-long gift ideas.



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and 435 congressional districts." Tisch has served as TBR's chairman since 1996.

In addition to being the leading advocate for travel, the U.S. Travel Association will continue to provide its more than 1,800 members with a variety of other services, including:

- Original research and forums to highlight the power of travel for local economies, businesses and individuals;
- DiscoverAmerica.com, the first-ever official travel and tourism website of the U.S., which was successfully launched as a one-stop shop for international travelers promoting travel to America. It currently targets the five leading inbound markets which account for 75 percent of international inbound travel (37 million arrivals);
- Events including International Pow Wow, a three-day annual event that attracts more than 5,000 U.S. travel suppliers and international tour operators who hold more than 50,000 business meetings to bring international travel to the U.S.;
- International travel development programs focusing on emerging markets, such as China. The U.S. Department of Commerce earlier signed a memorandum of understanding with Chinese officials to bring more tourism to the U.S. Spurred by TIA, China hosted a delegation of U.S. state tourism directors in November after the U.S. hosted a delegation of Chinese tourism officials last year.

The TIA board unanimously approved the move at its winter board meeting in Albuquerque, New Mexico, on Friday. TBR's board approved the merger at its annual meeting at the end of October.

U.S. TRAVEL COMMUNITY LAUDS PRESIDENT-ELECT OBAMA'S PICK FOR SECRETARY OF COMMERCE

The Travel Industry Association (TIA) praised President-elect Obama for his choice of Governor Bill Richardson as his nominee for Secretary of Commerce. Roger Dow, president and CEO of the TIA, issued the following statement:



"America's travel community is pleased that a leader of Governor Richardson's caliber has been selected to head a cabinet department that is positioned to play such a critical role in revitalizing the U.S. economy. We look forward to working with Governor Richardson in support of a nationally coordinated travel promotion program to boost America's economy and strengthen our image abroad by welcoming more overseas travelers to the United States.

"America's \$1.8 trillion travel economy employs one out of every eight U.S. workers in domestic jobs that cannot be outsourced. Governor Richardson understands that travel and tourism is an economic engine for America's state and local economies and is a significant source for jobs. We are optimistic that, as Secretary of Commerce, Governor Richardson will demonstrate the same active support for travel promotion he exemplified as Governor of New Mexico.

"From his previous experience as an accomplished diplomat, Governor Richardson also recognizes the major public diplomacy benefits of international travel to the United States. The people-to-people diplomacy enabled by travel is one of America's most effective means of strengthening our image in the world."