



**IBOT FLICKR PAGE**

We want to make sure we've got your region, community or even attraction or event covered – please send any pictures you'd like to include on the IBOT Flickr page. Events, attractions or just landscape photos – IBOT would welcome them all. Please send photos in jpg format (ideally file should be 200KB or higher for optimum quality) to [enjoyillinois@gmail.com](mailto:enjoyillinois@gmail.com), AND include a brief description including where it's from and who (if anyone) should be given credit. Remember, your photos are representing Illinois tourism, so be sure to send the best ones! At the same time, the goal of the Flickr page is to connect with consumers, so please note that photos should not be commercial.

**ANOTHER NEW TOURISM TREND: VOLUNTOURISM**

Recently IBOT was looking for insight into a new trend within the Tourism Industry: Volunteerism. They were asking if anyone in our region offers a chance for people to give back on their vacation through altruistic volunteer tourism (a.k.a. "Voluntourism")? There is a growing trend in Voluntourism and the media is taking notice! We are looking for opportunities around the state for both Illinoisans and those from out of state.

Here at NITDO, we were not really sure how to respond, so we blasted it out to our regional partners asking for their assistance. So, if you did respond, please send a brief description, applicable contact information, and any dates people may need to keep in mind when scheduling their vacations to Illinois. Thanks in advance for your help.

**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](http://www.visitnorthernillinois.com) which is getting increased hits and visits each month. And the website has a new look recently unveiled, with graphics to mirror the stunning new cover of our regional guide.

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](mailto: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 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.

**TRAVEL TRENDS As Outlined by Peter Yesawich**

According to a release by IBOT's Deputy Director Jan Kostner, Peter Yesawich has always had excellent insights to our industry. Below you will find his predictions and trends for 2009, some of which can be easily implemented. Hopefully you will find them as useful and see if you agree with his prediction on value and his creative idea on using a special occasion as a reason to travel.

While marketers of travel services may gladly bid adieu to 2008, the year ahead promises to be equally challenging as competition for travelers heightens, according to Peter Yesawich, president and CEO of Ypartnership, America's leading marketing, advertising and public relations agency serving travel, leisure and entertainment clients.

## TRI-STATE TOURISM CONFERENCE

The Tri-State Tourism Council proudly presents: Bridging the Tri-State Connection, Spring Tourism Conference on Thursday, March 12th. The Conference will be held at the Governor Dodge Hotel & Convention Center in Platteville, WI. Brochure can be found on our website under Education Resources. Also more information can be found at [www.tristatetourism.com](http://www.tristatetourism.com).



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](http://www.enjoyillinois.com)

### Northern Illinois Tourism:

[www.visitnorthernillinois.com](http://www.visitnorthernillinois.com)

### Chicago Tourism:

[www.explorechicago.org](http://www.explorechicago.org)

### Lincoln Bicentennial:

[www.lincoln200.net](http://www.lincoln200.net)

### Lincoln – Douglas Reunion:

[www.lincolndouglasreunion.com](http://www.lincolndouglasreunion.com)

### Travel Industry of America:

[www.tia.org](http://www.tia.org)

### Illinois Wine Industry:

[www.illinoiswine.com](http://www.illinoiswine.com)

### Northern Illinois Wine Trail:

[www.northernillinoiswinetrail.com](http://www.northernillinoiswinetrail.com)

### National Scenic Byways:

[www.byways.org](http://www.byways.org)

### Illinois Byways:

[www.illinoisbyways.org](http://www.illinoisbyways.org)

### Illinois Agri-Tourism (ATPI):

[www.agfun.com](http://www.agfun.com)

### Film Locations:

[www.onscreenillinois.com](http://www.onscreenillinois.com)

### Lincoln Bicentennial

### Commission:

[www.alplm.org](http://www.alplm.org)

### Tour Illinois:

[www.tourismillinois.org](http://www.tourismillinois.org)

According to research conducted by Ypartnership, the travel intentions of Americans remain robust with 71% of active travel households planning at least one overnight trip during the next 6 months, the same as one year ago. "Our most recent tracking surveys reveal there is still plenty of demand for travel services in the marketplace for those who are aggressive and clever enough to capture it," says Yesawich.

Additional travel trends for 2009 revealed by Yesawich include:

- **Value Is King** - Expect consumers to demand more in exchange for what they pay. They won't necessarily opt for the least expensive alternative, but they will shop aggressively to ensure they don't overpay for what they consider rightfully theirs in the current economic climate: a good deal. They are also more likely to purchase inclusively-priced travel services to exercise greater control over the total cost of the trip before they depart.

- **Both Vacations And Business Trips Will Get Shorter** - Two thirds of active travelers who participated in the October 2008 travelhorizons(TM) survey stated that "staying fewer nights" was one of the strategies they intended to employ to manage the cost of their travel in the year ahead.

- **Consumers Will Use The Internet Differently** - While the percentage of American travelers who go online to plan and purchase travel has remained essentially unchanged during the past two years (approximately two thirds), consumers are increasingly enamored with the Internet's ability to assist with comparison shopping. The growing popularity of mega search engines such as Kayak and Farecast that pull prices for competitive products and services from multiple supplier Web sites and display them in a user-friendly manner will accelerate this phenomenon.

- **Marketing Will Go Mobile** - Almost eight of ten Americans own a cell phone, yet only 15% of them are Internet enabled. This percentage will rise quickly in the year ahead given the growing popularity of the iPhone(TM), Blackberry Storm(TM) and similar devices. With this growth expect more travelers to plan and purchase travel services with these devices. In fact, according to the 2008 NEXTGEN Traveler(TM) survey, fully one out of four "next generation" travelers plan to use their mobile phone or PDA to make or change travel plans (other than through voice communications) in the next two years.

- **All Vacations Are Not Created Equal** - As revealed in a survey of over 4,000 adults conducted by Ypartnership for Walt Disney Parks & Resorts, vacations are increasingly perceived as an appropriate way to recognize certain life events (e.g. anniversaries, school graduations, retirement, etc.). Vacations taken to celebrate life events tend to be special by practically every measure: they are planned further in advance, budgeted at a higher amount, longer in duration, and include more people in the traveling party. Fully seven out of ten adults have taken a "Celebration Vacation" before, insight which inspired one of next year's most innovative promotional offers: free admission to any Walt Disney park on your birthday in 2009. For more information about Disney Celebration Vacations, visit <http://wdwnews.com/viewvideo.aspx?videoid=111872&siteid=1>.

- **Travel Agent Usage Will Continue To Rise** - Travel agents are not down for the count. On the contrary, fully three out of ten American travelers use the services of a travel agent on a regular basis, and this percentage is growing for two reasons: 1) many travelers now place a higher value on the time it would take to pick through multiple Web sites to find the best options/prices than the fee they have to pay an agent to do the work for them, and 2) consumers see agents as "in the know" and a potential source of otherwise unadvertised deals (of great interest when value is king).

- **Going Green Is Good For Business** - Although most Americans are unfamiliar with the term "carbon footprint," fully 85% consider themselves to be "environmentally conscious." An impressive four out of ten now state they would consider shifting their patronage to a travel service supplier that demonstrates environmental responsibility. Most, however, are not willing to

### Meet In Illinois:

[www.meetinillinois.com](http://www.meetinillinois.com)

### Sports Illinois:

[www.sportsillinois.com](http://www.sportsillinois.com)

### Illinois African-American Travel:

[www.soulfulillinois.com](http://www.soulfulillinois.com)

### Illinois Hispanic Travel:

[www.disfrutailillinois.com](http://www.disfrutailillinois.com)

### Chicago Olympics:

[www.chicagoolympics2016.org](http://www.chicagoolympics2016.org)

### University of Illinois Extension

### Agritourism:

[web.extension.uiuc.edu/agritourism/](http://web.extension.uiuc.edu/agritourism/)

pay a premium fare or rate to green suppliers as they expect them to be good stewards of the environment in which they operate.

- **Diversity Awaits Discovery** - Two thirds of Americans are non-Hispanic whites, yet this percentage will decline to 50% by the year 2043 and become the minority (46%) by the year 2050. At that time, Hispanics will represent 30% of all Americans. African Americans will represent 13%, and the Asian population will represent 8%. Hence, diversity represents a powerful market force, and one that will gain considerably more recognition in the year ahead given the recent election of President-elect Obama.

There will be no shortage of challenges in 2009, according to Yesawich. "But the year ahead is also one that holds great opportunity for those who amend their marketing practices to reflect the manner in which consumers live, work and travel today."

## ILLINOIS GOVERNOR'S CONFERENCE ON TOURISM – DETAILS & UPDATES

### 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. Registration form and complete details available by visiting [www.visitnorthernillinois.com](http://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, 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. Check your calendars, it may be last minute, but you can still register at the door.

For more information contact Chicago Southland CVB at (708) 895-8200.



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.

**Registration savings extended to February 6** for savings of \$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](mailto: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](http://Amtrak.com). Email [info@ilgovconference.com](mailto: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 use their vacation time in 2009 to stay in Illinois! And, 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 form and fax (form can be found on conference website [www.ilgovconference.com](http://www.ilgovconference.com) or on our website). Questions about your Silent Auction donation, please call Anne Hornyak at (312) 795-1703.

**Calendar of Events - Illinois Tourism Happenings . . .**

**Jan 23**

Early Bird Registration Deadline:  
Governor's Conference on Tourism

**Jan 23**

Deadline: Summer 2009 Newspaper  
Insert

**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 12**

Tri-State Tourism Conference,  
Platteville, WI

**Mar 31-Apr 2**

TravelCom '09, Atlanta, GA

**May 12-13**

State Scenic Byway Conference,  
Galena, IL

**Aug 23-26**

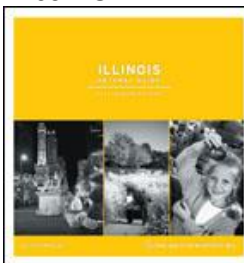
NSB Conference, Denver, CO

**Lincoln Events – The Bicentennial Celebration is Here!**

Lincoln-focused Spring Kid-Ventures are going to be especially popular with our Illinois visitors. There was recently a last call issued for ideas for IBOT's popular microsite, KidsAdventures, kid-friendly events and activities for the inclusion in the spring KidVentures itineraries. To see what is up on the site currently, visit [www.enjoyillinois.com/kidventures](http://www.enjoyillinois.com/kidventures).

Remember to be as detailed as possible and include contact information and websites.

**FY09 NORTHERN ILLINOIS ADVERTISING**



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, Kankakee County CVB a few others are pending).

And the Summer insert closes in late-January 2009 – six spaces were available; four remain at this time. 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:

Full Cost	<u>1/6th Page</u>	<u>of 1/6th pg w/45-55 Grant</u>
Spring 2009	\$2,975.00	\$1,636.25
Summer 2009	\$4,023.66	\$2,213.01

**2009 WILL BE YEAR OF COMFORT FOOD, COCKTAILS**

This year, in 2009, restaurants will battle the recession by focusing on



comfort food, cocktails, fresh ingredients and even Mediterranean food. And they will talk about where the food originated. Chicago-based market research firm Mintel, which says that 54% of people who dined out regularly were cutting back on restaurant spending because of the economy, argues that the recession could still be a boon for those who know what consumers want. One of those things



is comfort food, based on slow baking and grilling. Braising and poaching will become au courant, says the firm.

And consumers may have become so repulsed by genetic experiments and wary of food that has traveled so far to market that it has earned frequent flyer miles that they will pay more for organic and fresh, predicts Mintel Menu Insights. The firm, which says "fresh" labeling has increased by 22% since early 2006, predicts restaurants will start boasting on menus about the local nature of their food. This is what we have been noting with our regional interest in finding new things to promote in the area of Culinary Tourism. The Mediterranean food trend has been on the rise as Americans, fighting a losing war with their adipose tissue and coronary bandwidth, read about the salubrious influence of southern European and Middle Eastern food.

Mintel says restaurants will expand beyond tapas, gyros and hummus to specify the Spanish, Italian, Middle Eastern, or Greek origins of food--e.g., Spanish olives, Greek cheese and Middle Eastern yogurt sauce. The group also predicts that more authentic Mediterranean dishes may appear in fast-casual restaurants. Finally, restaurants will begin trying harder to promote the salutary quality of their bills of fare with Walden-esque stories on menus about their foods' preparation, health benefits and origins. Mintel also says that alongside a recrudescence of classic cocktails, mixologists will stir up a salver of recondite newcomers with ingredients like ginger, cucumber, and chili pepper, paired with beer, gin, tequila, pisco and framboise.



**VINOVERVE – NEW ILLINOIS WINE WEBSITE/BLOG**

I came across a new blog for support of Wine, with interest in Illinois Wine and the Northern Illinois Wine



**200 South State Street  
Belvidere, Illinois 61008  
Phone: 815.547.3740  
Fax: 815.547.3749**

**Website:  
[www.visitnorthernillinois.com](http://www.visitnorthernillinois.com)**

Bonnie Heimbach,  
Executive Director  
[bonnie@visitnorthernillinois.com](mailto:bonnie@visitnorthernillinois.com)  
Mary Peterson,  
Office Assistant  
[mary@visitnorthernillinois.com](mailto:mary@visitnorthernillinois.com)  
Char Scamihorn  
Project Coordinator  
[char@visitnorthernillinois.com](mailto:char@visitnorthernillinois.com)

Trail. So, check them out: [VinoVerve](#) is passionate about wine, but comes from different perspectives.

There are two editors, Rory and Gretchen. Rory is the Wine Director at David Burke's Primehouse in Chicago. Kevin is an entrepreneur who knows how to live it up on an expense account. After moving to New England, Marguerite has become a stranger in a strange land and has decided to learn their ways by trying all their wine. And Gretchen? She is a mom, cook and chauffeur to teenage girls and all-around dork who likes the history and adventure that comes in every bottle and also the way it makes that dull throb in her head at the end of the day go away.....

They hope to bring together online all kinds of wine enthusiasts, from dilettantes to professionals, interested in learning about wine, sharing their experiences, and coming together in fun and interesting ways. VinoVerve seeks to add to the lively discussion currently surrounding wine. And according to a post in mid-January they have the map for the Northern Illinois Wine Trail and are planning to do some exploring. Salute and Welcome!

### **NEW CONSUMER GROUP ADVOCATES FULL ACCESS TO WINE**

When HB 429, the state wine shipping law supported by the liquor industry with \$3.5 million in campaign contributions to its political sponsors, went into law last year it effectively reduced the access of Illinois wine consumers to wine by prohibiting the sale to us from out-of-state retailers, although in-state retailers can still ship out-of-state.



HB 429 — and its companion legislation SB 123 — also curtailed the ability of Illinois' larger wineries and vineyards to self-distribute. Prior to the passage of HB 429, Illinois was a "reciprocal state," with equal access to wine both in and out of state.

The [Illinois Wine Consumer Coalition](#) is a newly formed group whose mission is to "put the wine consumer first and to help restore your access to the wines you want." In short, full reciprocity. In their efforts to roll back HB 429, they've set up a membership page for concerned consumers interested in restoring full access to wine in and out of state to Illinois wine drinkers. You can sign up [here](#).

