

BE SURE TO VISIT OUR EDUCATION & RESOURCES SECTION



Just for you, our partners, we have a special section on our website, right there on the [Home Page](#). Look for the button labeled **Education & Resources** and you'll be surprised at what content is available.

We've posted the materials from our Social Media workshops with great resources for starting your Social Media efforts on Facebook, Twitter and learning about the applications available for you. Sessions at the ISEN State Convention held last November in Tinley Park. Also included are the Economic Impact Stats by County for 2008. Look at your county or a neighboring county. If you are one of our legislative partners, you can pull the specific counties in your district.

Finally, we are working on developing an NEW Educational Workshop set for the summer of 2010, with partners from *GoSeeTell*. Topic, something relevant to all of us, **Determining ROI of Social Media**. Details are not yet finalized, but this will be an interactive session, laptops encouraged, and we'll be working with a site that can provide easy access to high-speed internet for all participants. So, more to share in the upcoming months... but we're always looking for new ideas and offerings to share.

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.explorechicago.org

Lincoln Bicentennial:

www.lincoln200.net

THANK YOU FOR YOUR INTEREST IN THE ILLINOIS MEANINGFUL MILES PROGRAM

As many of you may know, there is an exciting new social purpose program in Illinois called Meaningful Miles and it's all about helping travelers find a way to give back when visiting our great state. The goal of this initiative is to provide travelers in Illinois with a way to "do good" and align their Illinois travel with a greater social purpose. The Meaningful Miles program will aggregate all of our Illinois travel opportunities that give back to the community (ie. the local restaurant that donates to a food bank, the theme park that offers free admission in exchange for a day of volunteer service, etc). Collectively, these opportunities will make Illinois stand out as a great destination and show visitors all they can achieve when visiting Illinois. To further this, the more opportunities we can provide from Northern Illinois, the more exposure we can secure for our local businesses and travel destinations.



The Illinois Office of Tourism is now in the process of collecting submissions for the Meaningful Miles program and it's easy to get started. All you need to do is visit the Travel Professionals page at www.Illinoistourism.org and you will find the Meaningful Miles Tool Kit which includes:

- Submission Criteria
- Sample Submissions
- FAQ's
- Webinar Presentation

Once you've reviewed all the materials, you can enter your Meaningful Mile though the survey submission link located on the page. Once entered, a member of the Illinois Office of Tourism PR team will contact you regarding the status of your submission and if it fits the criteria for a Meaningful Miles.

Just a reminder IOT is still hoping to receive your submissions as soon as possible so that we can begin to develop the consumer facing Web site. Your participation is crucial to the success of this program, so we hope that all of you are looking to submit your Meaningful Mile soon. The goal is to launch the site this July so when developing your Meaningful Mile, make sure that your offering runs at least through the end of the summer in order to gain maximum exposure. If you have any questions about the Meaningful Miles program, please contact MeaningfulMiles@edelman.com or Jennifer Jameson at 312-552-1179.



National Travel and Tourism Week is May 8-16 – YEAH!

Nationwide The Annual Salute to Travel and Tourism in America...Yes, the first full week of May is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May.

Travel Industry of America:

www.tia.org

Illinois Council of Convention & Visitors Bureaus:

www.iccvb.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

Traveling Green:

www.travelgreen.org

Illinois Film Locations:

www.onscreenillinois.com

Lincoln Bicentennial Commission:

www.alplm.org

US Travel Association:

www.ustravel.org

Power of Travel – info & stats:

www.poweroftravel.org

Discover America:

www.discoveramerica.com

Tour Illinois:

www.tourismillinois.org

Meet In Illinois:

www.meetinillinois.com

Sports Illinois:

www.sportsillinois.com

Illinois African-American Travel:

www.soulfulillinois.com

Illinois Hispanic Travel:

www.disfrutailinois.com

Upper Midwest CVB Conference

www.umcvbfallconference.com

NITDO BOOSTING IMAGE LIBRARY



Help is needed from our tourism partners. We have been working hard at building our image library and we are always on the lookout for new shots of all that happens in our area. We are

always looking for images from ALL seasons and ALL types of events. People shots are awesome to have on hand! You can assist by sending us your images (with proper photo credits) to Mary.

NEW PARTNERS NEEDED FOR CO-OP MAILINGS

Remember to contact Sue at Illinois Lincoln Highway, 815-547-3854, to

In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with “the appropriate ceremonies and activities.” Since its establishment, the U.S. travel community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies. We’ve told you on numerous about Illinois’ Economic Impact on tourism...here’s some National Numbers to Share... Travel and tourism is one of America’s largest industries:

- \$704 billion in direct travel spending by domestic and international travelers
- \$1.2 trillion in direct, indirect and induced tourism-related output
- \$111 billion in tax revenue for local, state and federal governments generated by direct travel expenditures
- Each U.S. household would pay \$950 more in taxes without the tax revenue generated by the travel and tourism industry
- Direct spending by resident and international travelers in the U.S. averaged \$1.9 billion a day, \$80 million an hour, \$1.3 million a minute, and \$22,300 a second.

NORTHERN ILLINOIS WINE TRAIL NEWS

Here is some great news about the wineries in Northern Illinois. Not sure where to visit, the wineries on the Northern Illinois Wine Trail are featured on the center-spread of the 2010 Northern Illinois Visitor Guide. The two-page map is available for download at www.northernillinoiswinetrail.com and a new rack is being printed this month. And we have some new wineries joining us...finally have one here in Boone County (welcome McEachran Homestead Winery & Vineyard) and earlier this year we added in Silver Moon Winery in Lanark. More fun reasons to travel throughout the region.



We are helping with another new event, the Top of Illinois Wine Festival...yes, another great event here in Northern Illinois. So, mark your calendars and make your plans to visit Galena on Saturday, June 19th. Over a dozen wineries will be on hand to showcase their finest wines, enjoy food, and entertainment. Join us for this inaugural event....and learn more about the festival at www.topofilwinefest.info.



And Vintage Illinois Wine Festival is just around the corner...hard to think we’re anxiously waiting for summer to begin, but the fall festival dates have been set. So, mark your calendar for September 19-20, 2010, and head south to LaSalle County to Matthiessen State Park (near Starved Rock). Over two dozen wineries are participating...many from the Northern Illinois Wine Trail, and others throughout the State. And as of April 1st you can purchase your admission tickets online....you receive two extra tasting tickets when you buy your tickets in advance! For \$15.00 you will receive entry into the festival, the commemorative Vintage Illinois at Starved Rock wine glass, and seven tasting tickets. For more details on this fabulous event, check out www.vintageillinois.com

Now some Big News is that Galena Cellars will be extending their Nouveau Celebration combining with the best aspects of Wine Lovers' Weekend (hint - it's a second Great Tasting on Saturday). So, mark your calendars and head back to Galena on November 19-21, a wonderful celebration right before Thanksgiving.



And wine lovers...here is some "news" to share with your friends. We

participate in the Co-Op Mailing Program. Leads will be coming in from the Spring-Summer Insert. We tallied all of the leads generated from our recent ad in the Winter-Holiday insert...over 7,000 leads. WOW, what response and all of the people who responded were considering traveling to Northern Illinois. In the mailings, we showcase several communities, the ILHC 2010 Visitor Guide, Illinois Scenic Byways rack cards, Northern Illinois Wine Trail rack card, and the 2010 Northern Illinois Visitor Guide. If your community, organization or event 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. Great deal at less than \$.16 each!

have 91 wineries in Illinois that collectively produced over 357,000 gallons of wine in 2009, with a retail value of \$27.1 million. And wineries welcomed over 200,000 annual visitors last year. Have you made your plans to check them out? We'd recommend starting with the two dozen plus on the Northern Illinois WineTrail.

NITDO CONTINUES TO PARTNERSHIP INITIATIVE AT ILLINOIS OASES



We continue to work with reps from the Illinois Toll Authority and US Equities, (the Oasis Management Agency) on the Visitor Information Kiosk program. We created and installed with the support of regional partners five (5) stand-alone Visitor Information Kiosks at Tollway Oases in Belvidere, DeKalb, O'Hare, Des Plaines, and Hinsdale. Renewals are taking place at this time for our Chicagoland Kiosks. It's hard to believe we will be entering our fourth year, and the amount of

information we've shared has been phenomenal. Visitors love the materials. We were also able to place destination banners in the Oases too, showcasing the communities and attractions in our area. Also, the large exterior banner (lighted) was moved last Fall from the west bound side of the Belvidere Oasis to the east bound lanes, again another aspect of our partnership. We've just begun talks with reps from the Tollway Authority on hosting new events at the Oases the week leading up to the summer Holiday Travel, Memorial Day, 4th of July Labor Day. There may be an opportunity for a mini-expo where regional partners can showcase their destination, distribute coupons and trinkets, and talk to the visitors about things to see and do. We're just beginning to have these conversations, but we'll share details when finalized.



Also...at the 2010 Governor's Conference, there was the unveiling of a GREAT video on the Importance of Tourism to the Economic Impact of Illinois...It was well-received, and has been delivered to all CVBs and TDOs to share at meetings and presentations (we've been showing it everywhere!) For those who want a sneak-peak...or a chance to review, look at the video online via You Tube. Here is the link:
<http://www.youtube.com/watch?v=Kbo0Yi67BGQ&feature=sub>.



MORE ILHC MURALS UNVEILED AND MORE ON THE DRAWING BOARDS

The Illinois Lincoln Highway is cranking this along, it's all things Murals. In the past few weeks, murals (and great coverage ensued) installed in Oregon and Dixon...Byron, University Park, Crest Hill, Fulton are in final stages and



will be up installed in May AND the renderings that have been shared for other communities are amazing.



The stories and communities underway will be amazing...and the goal is to have as many done as possible when Dixon is

the host city for the 2010 Lincoln Highway Association convention this June. Fulton talks about their bridge over the Mississippi River; University Park is all about the Van Buren sisters; Byron focuses on the timed auto racing along the famed roadway; North Aurora is describing their Exposition Park, quite the attraction of the day along the Fox River...that's enough for now, but WOW more are coming and they are great too!

Calendar of Events - Illinois Tourism Happenings . . .

- May 1**
FY11 Grants Can Be Submitted (Marketing Partnership, TAP, etc.)
- May 5-7**
ICCVB Meeting, St. Charles
- May 8-16**
National Tourism Week
- May 15-19**
International PowWow, Orlando

On May 7th Jay Allen of Shawcraft Signs will host an Open House, showcasing the murals. His clients, as well as supporters from the ILHC communities, are invited to come and see at least four murals waiting for installation. Imagine four canvases each 10' x 20' standing side-by-side for all to see. It is an amazing site, and the ILHC is fortunate to have such talented and terrific partners in Shawcraft. Pictures will be taken at the event and shared on our social media sites....watch and look for updates. What a legacy for all.

May 22

ILHC Mural Dedication, Genoa

May 29

ILHC Mural Dedication, Cortland

June 22

ILHC Annual Meeting

June 22-26

2010 Lincoln Highway Assn Convention, Dixon

July 1

FY11 Begins – Happy New Year

July 3-7

Porsche Rally in St. Charles, with 7/X set for the LH Road Rally

July 16

ILHC Mural Dedication, Oregon

July 16-18

Oregon Trail Days, Oregon

July 21-23

DMAI (96th Annual) Conference, Ft. Lauderdale, FL

July 30

Lincoln Highway (twilight) Parade (part of Kishwaukee fest), DeKalb

August 12-20

Illinois State Fair, Springfield

Sept 12-14

Upper Midwest CVB 2010 Fall Conference, Quad Cities

To see the ILHC murals already completed; you just need to check out the website (www.drivelincolnhighway.com) and we'll post updates on their progress. Note: If your community is an ILHC-certified community, and has not taken advantage of ILHC's offer to install a 10' x 20' mural depicting the highway's history, now's the time to put a bug in the ear of your mayor or village president. Have them contact ILHC by emailing Sue Hronik and they'll make sure to get the info out. Most communities have been contacted and are taking the steps to procure one of these beautiful murals.



FIND US AND OUR PARTNERS ON

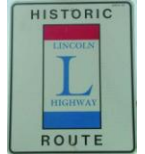


FACEBOOK AND TWITTER

NITDO has added in a New Feature. On the [Home Page](#) we have a button labeled [SOCIAL MEDIA](#). Here we want to feature links to our regional partners who are engaging in both Facebook and Twitter. We'll be listing our partners in alphabetical order, and showcasing the organization's page using their avatar as well as address with live links. Don't miss the you will find icons to click on to find VisitNorthernIL on Facebook, Twitter and Flickr!



We have also encouraged and are working with our Scenic Byway Partner, Illinois Lincoln Highway to join in the mix and we did



it again to promote the Northern Illinois Wine Trail. Now here is where we can use your assistance - to get more fans and to provide news to share, also find the Northern Illinois Tourism, on Facebook at facebook.com/VisitNorthernIL and on Twitter @VisitNorthernIL. For the Illinois Lincoln Highway, find their pages at facebook.com/DriveLincolnHwy or @DriveLincolnHwy. Our newest endeavor, with the smallest reach to date is for the Northern Illinois Wine Trail. You can find posts about the wine trail facebook.com/NorthernILWine and on Twitter @NorthernILWine.

CONTACT US FOR TOURISM MATERIALS

Don't forget that our small loading dock is over-flowing. We have received a quantity of the 2010 Illinois Travel Guide, designed in a new format with new page formats. If you haven't seen it, check out the website, ww.enjoyillinois.com to download or request your copy.

And, of course we think our Northern Illinois Visitor Guide is exceptional as another great piece for visitors to utilize when planning their trip to



our region. We can either ship a case to you, or deliver in person if we're heading in your direction. Contact Mary at the office or email her if you need some. You can also download our guide directly. AND, we'd be remiss if we didn't tell you that the new 2010 Illinois Lincoln Highway Guide is available as well. You can get copies of this publication by contacting us to request a quantity.

2010 SUSTAINABLE AGRICULTURE TOURS SCHEDULE ANNOUNCED

For the 8th consecutive year, University of Illinois Extension is offering tours that highlight sustainable agriculture operations around the state of Illinois. "This year's tours truly represent the vast diversity in Illinois's small farms," said Deborah Cavanaugh-Grant, Small Farm and Sustainable Agriculture Extension Specialist who is coordinating the tours. "The tours allow visitors to meet these extraordinarily, creative farmers and producers and find out how they solve their unique problems every day."

The schedule for the 2010 sustainable agriculture tours is as follows: May 27, The Business of Vermiculture at the Wilken Farms in Iroquois County; June 18, Feeding Universities Sustainably at Farmer Brown's Production Company and Mulberry Hill Farm in Jackson County (details at <http://farmerbrownsproductioncompany.com>); July 27, Illinois Berries at J & J Berry Farm in Jersey County; and in Northern Illinois on August 13, Romance Tour – Flowers and Wine at Bright Flower Nursery and Famous Fossil Vineyard & Winery in both Jo Daviess County and Stephenson County (details at <http://www.brightflownursery.com> and www.famousfossilwinery.com) and concludes with September 22 which focused on Agritourism – Farm Fresh Fun at Country Corner in Henry County (details at <http://www.country-corner.com>) A fee of \$20 per person will be charged for each tour, which includes lunch. This year two adults pay \$30 when registered together and children under the age of 10 attend free. Details on the program can be found online at

NEWS FROM DMAI - EMAIL ETIQUETTE

It is amazing to find that in this day and age, some companies have still not realized how important their email communications are. Many companies send email replies late or not at all, or send replies that do not actually answer the questions you asked. If your company is able to deal professionally with email, this will provide your company with that all important competitive edge. Moreover by educating employees as to what can and cannot be said in an email, you can protect your company from awkward liability issues. This website discusses the main etiquette rules and provides advice on how employers can ensure that they are implemented. For anyone interested in learning more on Email etiquette, here is a link to what was posted in myDMAI on this topic: <http://www.emailreplies.com/>.



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http://web.extension.illinois.edu/smallfarm/ag_tours.cfm. Check it out, tons of fun!

FUN FACTS

Did You Know...

- ...that travel and tourism is a \$1.7 trillion industry in the United States? If one dollar bill equaled a second of time, then \$1.7 trillion would equal more than 54,000 years (2008 data).
 - ...that travel and tourism generates \$111 billion in tax revenue for local, state and federal governments? If you place 111 billion one dollar bills end-to-end, they would circle the world 422 times.
 - ...that each U.S. household would pay \$950 more in taxes without the tax revenue generated by the travel and tourism industry? \$950 will buy about eight weeks of groceries for a family of four and will fill the average car with gas 31 times.
 - ...that the travel and tourism industry is one of the country's largest employers with 7.4 million direct travel-generated jobs? You could fill the Louisiana Superdome more than a hundred times over with people directly employed in the industry.
 - ...that direct travel-generated payroll totals \$186 billion and that 1 out of every 9 American jobs is dependent on travel and tourism?
 - ...that the travel and tourism industry is one of America's largest service exports? International travelers spent more on their visits to the United States than U.S. residents spent while traveling abroad, creating a trade surplus of \$23.2 billion for the U.S. in 2009.
 - ...that spending by resident and international travelers in the U.S. averaged \$1.9 billion a day, \$80 million an hour, \$1.3 million a minute, and \$22,300 a second?
 - ...that just a one percent increase in U.S. worldwide market share would equate to 8.8 million more visitors, \$15 billion more in expenditures, 152,000 new jobs, \$4 billion more in payroll, and \$2.4 billion more in federal, state and local tax revenue?
- Note: 2009 data, updated April 2010*

ENCOURAGE JOBS IN ILLINOIS BY SUPPORTING A REHABILITATION TAX CREDIT!



Peoples
Economic Development Corporation

The Illinois legislature is currently considering a Senate Bill (SB 2559) based on the highly successful Missouri tax credit enacted in 1997, which has generated nearly 40,000 jobs for Missourians. The Illinois tax credit would allow a credit on Illinois state income taxes equal to 25% of the cost of a qualified historic rehabilitation, and it can be used in conjunction with the 20% federal tax credit to provide an important boost to many small scale rehab projects that would not be possible otherwise. We recently hosted workshops targeting Downtown Development Initiatives with reps from Peoples EDC, renowned downtown consultant David Richards and reps from the Illinois Historic Preservation Agency. Each session ended with an overview on this new legislation and the impact it can bring to Illinois. We have posted updated on the legislation on our website, so yes, once again check out the button for Education & Resources and download the hand-outs.

 **ILLINOIS. MILE AFTER MAGNIFICENT MILE.**