

June 2008



2008 ILLINOIS BUREAU OF TOURISM ROAD SHOW

The Illinois Bureau of Tourism (IBOT) will travel the state during the 2008 Illinois Road Show, June 9-12, to present the 2007 visitor and economic impact numbers and future marketing initiatives. Themed "The Benefits of Travel" to emphasize the health and general benefits that travel has on consumers, the seven-market media tour will highlight the significant economic and social impact of Illinois' travel and tourism industry. The Road Show begins in Chicago on June 9 and concludes in Arlington Heights on June 12th. Press events will be held at the various locations, but in our region the events take place on Thursday, June 12th locations:

9:00 a.m.: Anderson Japanese Gardens, Rockford – Hosted by the Rockford Area Convention and Visitors Bureau (Northern)

1:30 p.m.: CoCo Key Water Park, Arlington Heights – Hosted by the Greater Woodfield Convention and Tourism Bureau – (Chicagoland)

IBOT representatives will unveil the 2007 visitor numbers in each market. They will also provide an overview of successful 2007 - 2008 marketing initiatives and upcoming programs to draw visitors to Illinois. These include: 2007- 2008 initiatives such as the 3rd annual Fall-O-Ween campaign, 2008 Illinois Travel Guide, and Easy Access Chicago; New & Upcoming Programs such as new KidVenture itineraries and 2008 Fall-O-Ween; and lastly Advertising Updates such as 2008 Spring/Summer advertising campaign and the newly redesigned enjoyillinois.com home page. Plan to join us in Rockford!

Volume 1, Number 8

2009 (no, this is not a typo) NORTHERN ILLINOIS VISITOR GUIDE

It's hard to believe that while we continually tell you how fast the 2008 Northern Illinois Visitor Guides are moving into the hands of potential visitors, we are now looking ahead to the upcoming 2009 guide. The rates for ad space can be found on our homepage under the ADVERTISING OPPORTUNITIES button, and we planning to produce an additional 5,000 guides for 2009 – bringing our total to 50,000 copies. Again this is totally support with your ad dollars and distributed through various media outlets, ad inquiries, Visitor Information Kiosks and the Tourist Information Centers and through regional Chambers, CVBs and other partners' businesses. It's a very popular publication. In the upcoming months we'll begin to work on the content, but for now as you work on your decisions on where to place your advertising dollars, we wanted to let you know that the rate cards is set. So, we hope we can count on your support and we know that based on the tremendous success of the 2008 guide, the 2009 Northern Illinois Visitor Guide will also be a success! Check it out and reserve your space now – it's not too early! And, ad opportunities do exist for banner ads on the website, www.visitnorthernillinois.com. For specifics on advertising in there the 2009 visitor guide or the regional website, contact Trittenhaus Design at wendy@trittenhaus.com.



ILLINOIS LINCOLN HIGHWAY COALITION HOSTS ANNUAL MEETING– JUNE 17th

The efforts of the byway management agency, Illinois Lincoln Highway Coalition, are truly paying off for our 40+ community partners that line their corridor. They are in the midst of an ongoing advertising campaign which sent their comprehensive visitor guide to nearly 5,000 ad inquiries since January 2008; completing preliminary engineering for the construction of 20 interpretive gazebos; beginning the process to recreate and install 40 interpretive murals; releasing an updated electronic economic development tool-kit; and much more. The details and progress of these initiatives can be learned at the ILHC's Annual Meeting set for Tuesday, June 17th at the DeKalb Oasis (yes that is correct – the DeKalb Oasis!). The Annual Meeting is the one meeting you must make each year to learn about the past accomplishments and learn how to get more involved in the upcoming projects. So, interested to attending, please contact ILHC's Associate Director at diane@drivelincolnhighway.com or 866-455-4249 so an invitation can be sent out. This is the meeting where we strongly encourage partners to bring their municipal partners, their ED staff or even their local business owners. We want to share all the news and showcase how everyone can get involved with the byway initiatives.



DEKALB COUNTY CELEBRATES NIU WITH HUSKIES ON PARADE

Huskies on Parade celebrates the bond between Northern Illinois University and the greater DeKalb/Sycamore community. With the participation and generous sponsorship of local businesses and organizations, brightly painted Huskies will enliven the landscape and form numerous points of interest for sidewalks and storefronts all over town this summer and fall. This uplifting public art project seeks to capture the vibrancy of the communiversity – the united community and university. Fiberglass Huskies will be transformed into creative representations of the unique attributes of the DeKalb/Sycamore region. By showing our community's creativity and Huskie pride, we will delight and entertain residents, attract visitors, and have fun with art throughout 2008.

Individuals, businesses and organizations will sponsor two Huskies: a 40-inch tall dog and a 20-inch pup. The dogs and pups are made of fiberglass; a concrete 40-inch dog is also available from a local company. Sponsors will contract with area artists to have the dog

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

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

Chicago Olympics:

www.chicagoolympics2016.org

University of Illinois Extension

Agritourism:

web.extension.uiuc.edu/agritourism



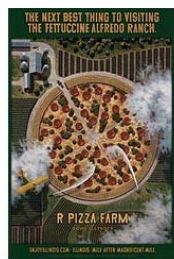
Chicago Olympic Update

Chicago is approaching a significant milestone in its quest to host the 2016

Olympic and Paralympic Games. On June 4, 2008 at SportAccord in Athens, Greece, the International Olympic Committee (IOC) will release the list of cities that will move on to the Candidate phase of the process. A delegation from Chicago will be in Athens to represent the bid and will

and pup painted identically. The Huskie pup will be returned to the Huskies on Parade committee for auction during NIU's Homecoming weekend.

The dogs can go on display at a location selected by the sponsor. Toward the end of the summer, when a good number of dogs are on display throughout the community, a map will be printed showing the locations of the dogs. These maps will be distributed to area citizens and visitors, encouraging them to visit the dogs in their various locations. Huskies on Parade will culminate during NIU's Homecoming weekend, when the decorated dogs will ride proudly in the Homecoming Parade. The Huskie pups will be auctioned off, with all proceeds going to the February 14 Scholarship Fund. Huskies on Parade is being coordinated by a group of community volunteers, all of whom are dedicated to acknowledging and enhancing the bond between NIU and the community. For more info, log onto www.huskiesonparade.com.



NEW OFFBEAT POSTERS ADDED TO THE MIX

Of course, each spring IBOT announces the latest additions to our Offbeat Illinois poster campaigns. In May, three new designs were unveiled throughout the City of Chicago and new Offbeat merchandise will be available for purchase on www.enjoyillinois.com.

This year's very amusing posters will showcase R. Pizza Farm, an interactive educational farm located in Dow and shaped like a pizza. Finally, a place that grows pizza the way nature intended: by the acre. Each slice represents a different organically-grown ingredient, from tomatoes, to peppers and wheat. You'll also find goats, pigs and cows in slices that represent milk and meaty toppings. Come hungry, farm-grown pizza awaits visitors at the end of the tour. Never heard of R. Pizza Farm, you can visit them at 25873 State Hwy.3 in Dow, Illinois.

Scuba fans will see what underwater treasures can be found in Mermet Springs. Are paranormal forces behind the underwater wreckage at Mermet Springs? Or just a really big crane? Something to ponder as you dive 120-foot depths in this spring-fed stone quarry to find sunken boats, Cessna planes, a school bus, and the 727 passenger jet from the movie US Marshals. Unlike the Bermuda Triangle, you'll find hot showers, flush toilets, and covered pavilions here along with equipment rental, including air and Nitrox fills. For more information on Mermet Springs, check out www.mermetsprings.com.

Finally, you can come face-to-face with classic childhood dolls through our poster for Arcola's Raggedy Ann and Andy Museum. Sure, you know their faces. But do you know the whole story behind these beloved storybook characters? You will after a visit to the Johnny Gruelle Raggedy Ann & Andy Museum. Thanks to memorabilia and special exhibits, including the recreated birthplace of Raggedy Ann, you'll get the storied history of these iconic dolls. You'll also learn about the life and times of Johnny Gruelle, the man who started it all.

FY09 NORTHERN ILLINOIS ADVERTISING OPPORTUNITIES

IBOT has recently put the finishing touches on its 2009 Co-op Advertising Campaign and NITDO is working to complete their FY09 Marketing Partnership Grant. So, here is what we are planning for co-op opportunities: two (2) full pages for Northern Illinois regional promotion in the 2009 Illinois Visitor Guide; one (1) full page (divided into 1/6th page units) in the Fall-Holiday 2008 newspaper insert; one (1) full page, similar format, in both the Spring 2009 and Summer 2009 newspaper inserts.

At this time, based on our requested grant amount of 50%, (and please cross your fingers for us) the rates are as follows for the 1/6th page units:

	Full Cost of 1/6th page	1/6th Page w/Grant
2009 Travel Guide	\$2,627.67	\$1,313.84
Fall-Holiday 2008 Insert	\$3,342.17	\$1,671.09
Spring 2009 Insert	\$2,975.00	\$1,487.50
Summer 2009 Insert	\$4,023.67	\$2,011.84

attend the announcement.

International cities competing for the 2016 Olympic Games were officially announced on September 14, 2007, and include: Rio de Janeiro, Brazil; Madrid, Spain; Prague, Czech Republic; Tokyo, Japan; Baku, Azerbaijan; Doha, Qatar; and Chicago, Illinois, USA.

Chicagoans (and all Illinois residents) are proud of our past, invigorated by our present and excited about our future. There is energy of the prospect of playing host to the Olympic Games, an event which would showcase and promote global partnership and harmony. If Chicago is successful, the Games would become one of the most important athletic, social and cultural events ever held in the City or State, providing Illinois with a chance not only to show Chicago to the world but to expose our residents to the Olympic competition and the values it celebrates. Stay tuned and listen for big news (fingers crossed) on June 4th! For information, check-out www.chicago2016.org.

Calendar of Events - Illinois Tourism Happenings . . .

May 31-June 4

International Tourism Pow Wow,
Las Vegas, NV

June 6-8

Rockford AirFest 2008, Rockford

June 9-12

IBOT Road Show

June 12

IBOT Road Show, Rockford

June 14-16

Lincoln Sesquicentennial
Celebration, Springfield

June 16

Lincoln's "House Divided Speech".
Springfield

June 17

ILHC Annual Meeting, DeKalb
Oasis

June 18

ATPI Board Meeting, Bloomington

July 1

FY09 Begins, Happy New Year

July 4

HOLIDAY – Office Closed

July 18-20

Great Performers Series, Chicago



NEW PUBLIC LAW – NEW NATIONAL HERITAGE AREA FOR ILLINOIS

President Bush signed Public Law 110-229, the Consolidated Natural Resources Act of 2008 into law on May 8, 2008. The bill authorizes programs and activities in the department of the Interior, the Forest Service and the Department of Energy. In regards to the National Heritage Areas, the law contains many important provisions including the creation of three (3) new National Heritage Areas – one being the Abraham Lincoln National Heritage Area (or as we in the industry are used to calling it, Looking For Lincoln). Three cheers for Nikki Stratton and her team of dedicated volunteers – they took this initiative from a State Heritage Tourism Demonstration Project back in 1997 to a National Heritage Area. And, what better way to kick-off the Sesquicentennial of Illinois' famed Lincoln-Douglas debates and leading into the 2009 Lincoln Bicentennial Celebration. And, also you know that with the addition of these three new Heritage Areas, the total designates area in the U.S. raises to 40.

One final thought for consideration: remember back in 1997 when IBOT and 10 other state agencies worked together and designated seven Heritage Tourism Demonstration Projects? Here in Northern Illinois we worked for years with Great River Road, Illinois River Road, and Northwest Passage Immigrants & Ingenuity. With the second round of funding came the designation for Illinois Lincoln Highway and Route 66. And, think of it – from the initial 11 Heritage Projects, came six National Scenic Byways, one byway that has attained the designation as an All American Road, and now a National Heritage Area. Guess what, this program while it began over a decade ago created a lasting legacy for Illinois Tourism. Way to go!

SOUL OF ILLINOIS AFRICAN-AMERICAN TRAVEL GUIDE ARRIVES IN STYLE

The new Soul of Illinois African-American travel guide made its debut this spring and will keep readers up-to-date on the latest events and activities focused on African-American culture and history in our area. It pays homage to the state's rich African-American history and profiles an exciting array of options available in Illinois' seven regions.



The guide is another component of the Soul of Illinois campaign, which has successfully positioned Illinois as a destination of choice for African-American travelers. It is the latest project, following the development of a travel Web site and the introduction of the hugely successful "My Illinois" campaign that enlisted the support of celebrity Illinois natives such as Oscar-winning actress Jennifer Hudson, R&B legend Chaka Khan and actor Harry Lennix, to promote travel to their beloved home state.

Available just in time for the summer travel and family reunion seasons, the guide offers visitors an endless array of information on activities for every member of the family. The guide goes beyond the traditional travel publication, offering a wealth of information from the particular perspective of the African-American traveler, while also featuring practical general interest travel content as well. With a captivating design and invaluable travel insights, the Soul of Illinois travel guide navigates visitors effortlessly from the hot happenings in Chicago to the cool canyons of Utica. Available now, the travel guide can be downloaded at www.soulfulillinois.com.

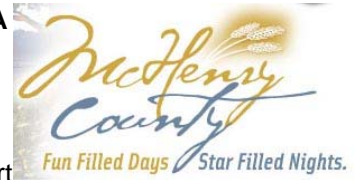
IBOT PREPARES TO LAUNCH REDESIGNED SPANISH-LANGUAGE WEB SITE

IBOT is proud to launch its redesigned Spanish-language Web site, Vive la Emoción! (Illinois. Live the Emotion!) in June 2008. As part of IBOT's Hispanic marketing campaign, the new site will take visitors from the travel planning stages through the booking phase. Most recently, a video shoot captured footage of four hosts who will welcome travelers to the new Web site. These live characters will speak, move and interact with the visitors on the site, creating a more engaging experience for Hispanic travelers. Visitors will be able to see the IBOT characters live beginning in June at www.disfrutailinois.com.



MCHENRY COUNTY CVB ATTAINS DESIGNATION AS A CERTIFIED CVB

Congratulations to Cort Carlson and the McHenry County CVB on attaining designation as a Certified Convention & Visitors Bureau – making the MCCVB the 42nd certified bureau in the State of Illinois. On a personal note, this effort



has been a long time in coming and not without the countless efforts of numerous volunteers past and present. A major thanks to the continued support of the McHenry County Board and the McHenry County Economic development Corporation who saw the vision and potential of tourism for the county. Their support and commitment was critical as this organization went from a grassroots committee to a volunteer-driven board and finally secured the services of a talented director. Major thanks to Cort Carlson for getting the CVB to this designation – and as one who spent many, many Monday nights in municipal meetings, this was well-worth the effort. Congratulations on a job well done!!!!

**200 South State Street
Belvidere, Illinois 61008**

**Phone: 815.547.3740
Fax: 815.547.3749**

**Website:
www.visitnorthernillinois.com**

Bonnie Heimbach,
Executive Director
bonnie@visitnorthernillinois.com
Mary Peterson,
Office Assistant
mary@visitnorthernillinois.com
Char Scamihorn
Project Coordinator
char@visitnorthernillinois.com

