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ANOTHER GREAT REASON TO TRAVEL IN ILLINOIS (AND IT MAY BE WORTH THE INCREASE IN GAS PRICES)...

According to a recent article in the Chicago Tribune, air travelers will be paying more and receiving less. A forum held in Chicago, sponsored by the U. S. Department of Transportation, discussed consumers concerns and complaints of air travel and increasing costs.

Complaints by frequent fliers of bumped flights, lost luggage and lack of customer service was shared.

The airlines commented that if you think that the costs and service are a problem now, it may become worse before it improves. Warnings were given that shrinking service and higher fees may be levied on everything from pre-assigned seats to bottled water.

ALL THIS TALK OF AIR TRAVEL TROUBLES MAY CONFIRM A 3-DAY ILLINOIS GETAWAY MAY BE THE PERFECT SOLUTION!



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

2009 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 even with the rising costs higher costs everywhere we've done our best to hold the increase to a bare minimum), and we are planning to produce an additional 5,000 guides for 2009 – bringing our total to 50,000 copies. Again this is totally supported 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 card 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 Northern Illinois Visitor Guide or the regional website, contact Trittenhaus Design at wendy@trittenhaus.com.



FY09 NORTHERN ILLINOIS ADVERTISING OPPORTUNITIES

IBOT has recently put the finishing touches on its 2009 Co-op Advertising Campaign and NITDO has submitted their FY09 Marketing Partnership Grant. So, here is what we are planning for co-op opportunities: 1.5 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 with 50-50% Grant
2009 Travel Guide	\$2,627.67	\$1,664.55
Spring 2009 Insert	\$2,975.00	\$1,487.50
Summer 2009 Insert	\$4,023.67	\$2,011.84

We are pleased to announce that the Fall-Holiday 2008 Insert has been sold out. Thanks to the Galena-Jo Daviess County CVB, the Village of Hoffman Estates, Illinois Lincoln Highway Coalition, as well as partners of IGGVA (Illinois Grape Growers & Vintners association) for their promotion of the state's wine trails.

CO-OP MAILINGS CONTINUE ...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 Adventure Guide as well as ads placed in the "Getaway Guides" that drop in the winter, spring, and summer. 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 \$475.00 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.

Lincoln Bicentennial:

www.lincoln200.net

Lincoln – Douglas Reunion:

www.lincolndouglasreunion.com

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.disfrutailillinois.com

Chicago Olympics:

www.chicagoolympics2016.org

University of Illinois Extension**Agritourism:**

web.extension.uiuc.edu/agritourism/

ATPI NEW CORPORATE IDENTITY

With the recent unveiling of the award-winning website (Yeah – best website at the Illinois Governor’s Conference on Tourism) the ATPI (Agriculture and Tourism Partners of Illinois) offers consumers the chance to learn all about the vast array of ag happenings in the state. From strawberry patches, apple orchards, summer corn boils and much more – it’s all available on the new website, www.agfun.com. Have you checked it out lately? Have you made sure that your business is listed? Are the businesses in your area included? If not, then use the handy tool on the website home page to add or update a listing.

**IBOT ROAD SHOW NEWS: TOURISM STILL THRIVING IN ILLINOIS**

Despite the country's economic downturn, tourism continues to thrive in Illinois. In fact, the economic impact of tourism in the state increased by more than \$1.6 billion in 2007 to a record-setting \$29.9 billion, according to the Travel Industry Association of America (TIA). This is a 5.8% increase for Illinois.

Visitors to Illinois spent nearly \$82 million in state businesses last year, the TIA reports, adding that domestic travel expenditures in Illinois increased by 5.2% to \$27.9 billion. International expenditures in the state, meanwhile, increased by 15.6% to \$1.9 billion. Overseas arrivals to Illinois increased by 8 percent to 1,171,000, ranking Illinois 6th in the U.S. Illinois hosted 89 million domestic visitors and more than 1 million international visitors in 2007, according to data from D.K. Shifflet & Associates, a Fall Church, Va.-based market research firm. And although leisure travel declined 5% in the state last year, it has grown by 3.5% over the last two years, outpacing the national growth rate of 1.8%.

Business travel continues to experience strong growth in the state; last year it increased by 6.7 percent. In Chicago alone, business travel grew by 8.7% thanks to a thriving meetings and convention business.

In addition, the Illinois tourism industry increased with the creation of 3,940 new travel-related jobs in 2007, bringing the total jobs to 305,640. State and local taxes generated from travel spending, topping over \$2 billion for the first time – an additional \$110 million over last year.

In a statement released from the Governor’s office, “Illinois is attracting visitors from near and far to explore all our state has to offer and visitors are pumping millions of dollars into the Illinois economy and are helping to create good jobs for the hard-working people of our state. Our tourism is thriving, and our innovative approach to attract visitors will help make sure it stays that way.”

TOURISM IS A HEALTHY BUSINESS

According to a recent study released by TIA (Travel Industry of America), the Benefits of Travel are great. Taking vacations can improve health in several measurable ways. For example:

- An annual vacation can cut a person's risk of heart attack by 50%
- Middle-aged men at high risk for coronary heart disease who take frequent annual vacations are 21% less likely to die of any cause and 32% less likely to die of their coronary heart disease.
- Blood pressure, heart rate, and levels of epinephrine – a stress hormone – decline on holidays of only one or two days.
- Recuperation and improvement in exhaustion are facilitated by free time for one's self, warmer (and sunnier) vacation locations, exercise during vacation, good sleep, and making new acquaintances, especially among vacationers reporting higher levels of work stress.
- Travelers rate their overall health one full point higher (on a scale of 1 to 5) while on vacation. They also get three times more deep sleep after their vacation and sleep almost 20 minutes after their vacation.

Women who take more vacations are more satisfied with their marriages. That may be because: At least four out of ten travelers feel more romantic on vacation (42%), and nearly one-third admit to making love more often on vacation (31%). It could also be due to the fact that over half of employed Americans say they come back feeling reconnected with their family after vacation (53%).

Travel benefits can be found in the workplace, see these examples:

- Eight out of ten affluent leisure travelers consider vacations to be very important to their wellbeing (82%) and it's easy to see why: More than half feel more rested and relaxed when they return from vacation (52%), and almost as many state they sleep later on vacation (49%).

And new for ATPI is a new corporate logo. Taking the barn elements from our original logo, combined with the new crisp look and colors from agfun.com, we are pleased to unveil our newly adopted logo. A special thanks to Trittenhaus Design of Sycamore who worked with the ATPI Marketing Committee. Trittenhaus Design also worked on design for stationary and business cards. Lastly, ATPI continues to distribute the ever-popular Illinois Agritourism Guide. When the guide was released in the summer of 2007, quantities were produced for a multi-year distribution. Now as we begin the summer travels season, ATPI is looking ahead to the creation of our new and updated guide. So, as content is reviewed and updated, the website will be the starting point for the new guide. Check it out now, not only for things to see and do, but to make sure you are included!

- Spending time away from the office – especially traveling – also provides numerous benefits for workers and their employers.
- Three out of four executives believe that vacations are necessary for them to prevent burnout (78%) or that vacations improve their personal job performance (75%). Nearly as many – two out of three – believe that vacations improve their creativity (68%).
- Indeed, an inability to take a break can lead to stress, burnout, and a greater likelihood of feeling betrayed and angry when things do not go well at work. Anxiety of top executives often translates into low morale and slumping productivity throughout the ranks.
- Burnout decreases significantly during two-week vacations, according to researchers at Tel Aviv University.
- Travelers experience a 25% increase in performance on vigilance tests after returning from vacation – travelers 45 or older show a 50% increase in performance.

Lastly, the right to annual vacations of a minimum duration is prescribed by law in 78 countries; some are so convinced of the necessity that there are penalties for deferring the vacation. One out of four American leisure travelers believe a vacation is a birthright (24%). One in four American leisure travelers would be willing to trade an increase in pay for an increase in vacation time (24%). But even so, Americans get the least amount of vacation time among countries in the industrialized world – an average of 8.1 days after a year on the job and 10.2 days after three years, according to the U.S. Bureau of Labor Statistics. In addition, the average American works one month more per year today than in 1976.

Interested, well then read more. Check-out the TIA website (www.tia.org) and click the link in the left hand column entitled, Benefits of Travel. This is a fascinating report which has been compiled from many sources. Enjoy the read and begin to plan your getaway (in Illinois of course) right now.

Calendar of Events - Illinois Tourism Happenings . . .

July 1

FY09 Begins, Happy New Year

July 4

HOLIDAY – Office Closed

July 16-18

Illinois Development Council Annual Conference, Springfield **July 18-20**

Great Performers Series, Chicago

July 29

ISEN Annual Meeting, Conf. Call

Aug 8-17

Illinois State Fair, Springfield

Aug 22-23

Lincoln-Douglas Reunion Tour, Ottawa

Aug 28-31

25th Annual On The Waterfront Festival, Rockford

Aug 29-Sep 1

Lincoln-Douglas Reunion Tour, Freeport

Sept 1

HOLIDAY – Office Closed

Sept 8-12

International Festival & Event Association Convention, Boise, ID

Sept 17

ATPI Board Meeting, Conf. Call

NEWS FROM THE ILLINOIS LINCOLN HIGHWAY COALITION



While at the LHA Conference in Evanston, Wyoming, I met up with two gentlemen who are traveling the Lincoln Highway from San Francisco to Times Square on Piaggio MP3 Scooters.

The Piaggio Corporation is sponsoring their cross-country trip which began in San Francisco on June 12th and will end in New York on July 12th. Dr. Bernard "Buddy" Rosenbaum and Bob Chase met years ago while motorcycling in South Africa with their wives and have remained friends ever since.

They were looking for more stable, lighter bikes to take a trek across the U.S., found the Piaggio MP3's and somehow a sponsorship evolved, Lincoln Highway was chosen as the preferred route, and away they went! Buddy is 71 and Bob is 72...the name of their tour is called "No Age Limit" and they live up to that title -- 70 is the new 50!

We hope to meet up with them again when they reach DeKalb on July 3rd. If you'd like to follow them on their travels, check out the Piaggio website: www.piaggiouusa.com. Keep an eye out for the 3-wheeled bikes as they travel the Illinois Lincoln Highway.

Sept 17-19

Camp Experience, Copper Mountain, CO

Sept 21

Jack Hanna Returns, Midwest Museum of Natural History, Sycamore

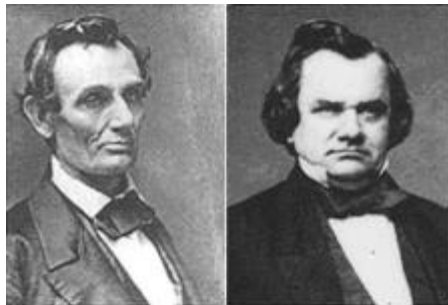
Oct 15-17

ICCVB Meeting, Crystal Lake

SYCAMORE SAFARI II: THE RETURN OF JACK HANNA!



Jack Hanna and his animal friends will return to the local area with a noon performance at the Sycamore High School Auditorium and 5:00 p.m. performance in Belvidere at the Community Building, both venues hosted by the Midwest Museum of Natural History (MMNH). Tickets go on sale August 1 to the general public and July 30 to MMNH members. Prices: \$30 Premium seating, \$20 General admission. Members receive a \$5 discount on General admission tickets.



LINCOLN DOUGLAS DEBATES – THE REUNION TOUR '08

The political rivalry of Abraham Lincoln and Stephen Douglas is legend. In their battle to serve as U.S. Senator from Illinois, they squared off in a series of seven dates throughout Illinois. Now these political rivals have reunited to reminisce about these famed Lincoln-Douglas debates in the same seven cities they toured 150 years ago. With authentic arguments, welcome humor, and a bit of drama, the Reunion Tour '08 embraces audiences as onlookers to history while offering a festival atmosphere as a backdrop. George Buss and Tim Connors have been chosen to portray these famed characters in the Reunion Tour.

Remaining tour dates are: July 26, Bement; August 22-23, Ottawa; August 29-September 1, Freeport; September 12-14, Jonesboro; September 20-21, Charleston; October 3-5, Galesburg; October 11-13, Quincy; October 17-19, Alton. More information can be found at www.lincolndouglasreunion.com.

August 22-23 the tour will be in **Ottawa** where events include Yarns and Fables Story Telling on Friday. Saturday will feature two performances of the debate and other entertainment for the day will include an old town Farmers Market and a Petticoats and Pantaloons Vintage Fashion Show. The day will end with a costume ball honoring Mr. Lincoln and Mr. Douglas aboard the Spirit of Peoria paddle wheel boat. For more information call 888-688-2924 or visit www.experienceottawa.com for more information.

Ottawa is also featuring a "Hats Off to Abe and Steve Monthly Contest". Tip your hat to Abraham Lincoln and Stephen Douglas during our Hats Off event. There are 20 large and 30 small fiberglass hats on display in Ottawa's Old Town District from May 9, 2008 till October 31, 2008. Contests include finding hidden objects in July and voting for Best of Show in August.

August 29-September 1 the debate tour continues into **Freeport** where on Friday they will arrive by steam train. There will be a torchlight parade and a re-enactment of an abolitionist rally including Frederick Douglas. Saturday's events include a parade with the dedication of Debate Square and a performance of Reunion Tour 08 with Lincoln and Douglas. The evening will end with an 1860 era Grand Ball. Sunday's event is Family Day and Art in the Park, a juried art show and family activities. The weekend concludes on Labor Day with The Flavors of Lincoln's Freeport complete with ethnic foods and entertainment and an opportunity to visit with Lincoln and Douglas. For more information call (800) 369-2955 or visit www.stephenson-county-il.org.

CHINESE GROUP LEISURE TRAVEL TO THE UNITED STATES TO BEGIN IN JUNE 2008

The China National Tourism Administration (CNTA) and the U.S. Department of Commerce announced that starting on June 17, 2008, Chinese leisure travelers may travel to the United States in group tours under a memorandum of understanding (MOU) signed by both countries.



U.S. Commerce Secretary Gutierrez and CNTA Chairman Shao signed The Memorandum of Understanding between the Government of the People's Republic of China and the Government of the United States of America to Facilitate Outbound Tourist Group Travel from China to the United States on December 11, 2007, in Beijing, China during the Joint Commission on Commerce and Trade (JCCT). The MOU will be implemented according to a plan jointly confirmed by CNTA and the U.S. Department of Commerce. For more information, please visit The Office of Travel and Tourism Industries website: <http://tinet.ita.doc.gov/pdf/MOU.pdf>. For data on the Chinese inbound market, visit: <http://tinet.ita.doc.gov/view/m-2007-l-001/table5.html>.

The impact of opening the USA to Chinese leisure tourists is enormous, and for communities, regional destinations and our scenic byways who market themselves as international destinations, this new market could bring increased visitation and economic development to your communities in the future.





AMERICA'S ELEVEN MOST ENDANGERED HISTORIC PLACES

Every year, the National Trust for Historic Preservation releases a list of America's 11 Most Endangered Historic Places. Since 1988 the list has drawn attention to such landmarks as Congressional Cemetery in Washington, D.C., and the TWA Terminal at New York City's JFK International Airport. The following pages highlight this year's "11 Most"—the beloved and significant sites across the country in serious jeopardy.



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One Midwest site intrigued us: Michigan Avenue Streetwall in Chicago, where the west side of central Michigan Avenue is home to structures so visible and iconic that residents call the stretch Chicago's front door. The streetwall's historic character is now threatened by the inappropriate addition of large towers that would retain only small portions of the original buildings or their facades.

Other endangered sites include Vizcaya and Bonnet House in Miami and Fort Lauderdale, FL; the Lower East Side (This storied enclave below Delancey Street) New York City, NY; Charity Hospital and the adjacent neighborhood in New Orleans, LA; Hangar One, Moffett Field in Santa Clara, CA; Peace Bridge Neighborhood in Buffalo, NY; Boyd Theatre in Philadelphia, PA; The Statler Hilton in Dallas, TX; and even Sumner Elementary School in Topeka, KA. Two mentions surprised us a great deal - the California State Park (one of the country's largest and most successful. Unfortunately, the system remains drastically under funded and at risk of deterioration—a result of more than \$1 billion in deferred maintenance) and the Great Falls Portage in Great Falls, MT the site of Lewis and Clark's portage at Great Falls—one of the most difficult ordeals on their westward journey.

For more information on these endangered sites, or about preservation efforts across the country, check out www.preservationnation.org

