

NITDO UNVEILS NEW REGIONAL RACK CARD

NITDO is always looking for new ways to promote regional initiatives and is unveiling its latest project. Hot off the press is a new rack card.

The front cover will mirror pretty much the new 2009 Regional Visitor Guide. The reverse side showcases several initiatives: our regional website is featured with the corresponding website (www.visitnorthernillinois.com).

We showcase the seven Illinois Scenic Byways and encourage visitors to check out that website (www.illinoisbyways.org). Third is our very popular Northern Illinois wine Trail and their website for more details at www.northernillinoiswinetrail.com.

Our fourth partnership encourages visitors to explore all of our agriculture treasures that can be found on the newly released ATPI website, www.agfun.com.

Lastly, we continue to promote the State of Illinois website as a means to know all that there is to see and do in Illinois and encourage visitors to check-out www.enjoyillinois.com.

We produced 35,000 of these cards at the same time we were unveiling

ECONOMIC IMPACT OF TOURISM INCREASES THROUGH THE STATE OF ILLINOIS

The Illinois tourism industry continues to grow at a record pace, generating billions of dollars in economic impact and supporting hundreds of thousands of jobs across the state. The statewide Economic Impact of Tourism increased to a record setting \$29.9 billion, which was a 5.8% increase from 2006 (more than \$1.6 billion in 2007), according to the TIA (Travel Industry of America).

Visitors spent nearly \$82 million in Illinois businesses every day in 2007. Domestic travel expenditures increased to \$27.9 billion, a 5.2% increase, or an additional \$1.3 billion. International travel expenditures increased to \$1.9 billion, a 15.6% increase, or an additional \$268 million. Collectively the 14 counties in our Northern Illinois Region generated an Economic Impact of \$1,238.91 million, generated a payroll of \$264.18 million supporting 10,980 jobs. Most importantly, the taxes generated were \$66.69 million in state receipts and \$28.06 million in local receipts.

The economic impact of tourism from each of the individual counties in the Northern Illinois region are as follows: Boone: \$15.7 million, a 14.2% increase from 2006 levels; Carroll: \$15.98 million, a 1.7% increase; DeKalb: \$67.42 million; Grundy: \$49.91 million, 2.9% increase; Jo Daviess: \$163.72 million, 4.0% increase; Kankakee: \$105.13 million, 5.1% increase; Kendall: \$34.13 million, \$11.2% increase; LaSalle: \$158.23 million, \$7.9% increase; Lee: \$26.73 million, 6.9% increase; McHenry: \$191.28 million, 4.5% increase; Ogle: \$55.96 million, 5.9% increase; Stephenson: \$25.79 million, -1.5% decrease; Whiteside: \$33.33 million, 5.7% increase; and Winnebago: \$300.6 million, 4% increase. All statistics are provided by the Economic Impact Report on Illinois Counties.

Over the last five years, the economic impact has grown by more than \$7.7 billion in Illinois, which is a 35% increase. Travel-generated jobs also increased by 3,940 new jobs in 2007, to 305,460 adding 5,360 new jobs for Illinoisans in the last two years. State and local tax revenues grew by 5.5%, generating over \$2 billion from travel spending, which is its highest level ever and \$110 million more than last year. Since 2002, state and local tax revenues have grown by nearly \$460 million, which is a 28% increase (Travel Industry of America).

Illinois hosted 89 million domestic visitors in 2007, which is down slightly from record growth in 2006, Illinois' second highest year on record, according to data from D.K. Shifflet & Associates. Due in part to the national economic climate, leisure travel declined by 5% in 2007, down from the 9% growth experienced in 2006. However, Illinois leisure travel's increase of 3.5% over the last two years has outpaced the national growth rate of 1.8%. Illinois business travel experienced strong growth in 2007, with the number of business travelers up by 6.7%.

Illinois moved up to being tied for the 6th most popular U.S. state for overseas travelers in 2007, hosting 1,171,000 overseas visitors, an 8% increase over 2006.

As in the past, NITDO will be updating our historical summary sheets, Economic Impact by County. Each sheet totals the 2007 Economic Impact by our 14 county region, as well as the 10 year history for each county. If you need copies of your specific county, please send an email making the request. We hope to have all 14 counties completed in the next few weeks.

The Illinois tourism industry is thriving and every region of the state is reaping the benefits. Illinois is attracting visitors from near and far to explore all our state has to offer. 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.

2009 NORTHERN ILLINOIS VISITOR GUIDE – Deadlines are Approaching

It's hard to believe that while we continually tell you how fast the 2008 Northern Illinois



two new racks for use by the Illinois Lincoln Highway Coalition. To request a copy for your use, or a quantity for use in your office, send an email to mary@visitnorthernillinois.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

Northern Illinois Tourism:

www.visitnorthernillinois.com

Chicago Tourism:

www.choosechicago.com

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:

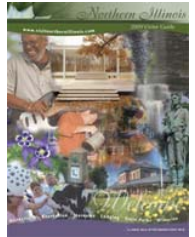
www.chicagoolympics2016.org

University of Illinois Extension

Agritourism:

web.extension.uiuc.edu/agritourism/

Visitor Guides are moving into the hands of potential visitors, we are now looking ahead to the upcoming 2009 guide. Regional CVBs will be updating editorial content to make sure that we have all things listed correctly and updated. And, while all attractions can't possibly be included in the book, we will make sure that everything you submit is included in the regional website.



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.

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.



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 Huskies pride, we will delight and entertain residents, attract visitors, and have fun with art throughout 2008.

And, we are proud to be working with the Illinois Lincoln Highway Coalition to create their very own Huskie. ILHC selected regional artist Elaine Balcom-Vatillo to create the special dog to represent the scenic byway, Illinois Lincoln Highway. Working with the ideas of the staff, coupled with the creative talents of the artist, we will be joining all of DeKalb to unveil these very special Huskies in mid-August. For the ILHC, what better concept to create than a "Lincoln" dog. After all, the highway was created as a memorial tribute to the slain president and it is coming up on his 200th birthday. So we proudly present the first sneak-peek at the ILHC's Huskie, Lincoln.

THE ATPi NEWSLETTER IS GOING ELECTRONIC!



Want to keep up with the latest news as it relates to the agritourism? Need to be in the know about the pumpkin patches and apple orchards that will soon be teeming with visitors. Beginning to wonder about your Christmas tree? These questions and more about found on the ATPi website, www.agfun.com and we encourage you to make sure that your businesses and partners businesses are included. NITDO will post the current (Summer 2008) newsletter on our website (under the Educational Resources section) for you to review.

And, make sure you sign-up for the newsletter – you can do so on the website, www.agfun.com. Starting with the next issue (Fall 2008) we will begin distributing an e-newsletter to your email. If you prefer to continue receiving a print version, please send a note to atpi@agfun.com or call (217) 525-7980 and we will ensure it is mailed to you. Otherwise, watch your inbox for the ATPi newsletter this Fall.



Lincoln-Douglas Debates, Freeport, Illinois

Calendar of Events - Illinois Tourism Happenings . . .

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

Aug 30

Fall-Holiday 2008 Insert Drops

Sept 1 HOLIDAY – Office Closed



The ILHC will be creating Lincoln, a 40" standing fiberglass huskie, which will be placed along the Lincoln Highway (tentatively at the corner of 1st Avenue and Lincoln Highway) in downtown DeKalb. After the construction of the ILHC's Interpretive Gazebo in DeKalb, one of the many initiatives of the City of DeKalb's massive streetscape project, Lincoln will be permanently moved to the new gazebo site. In addition to the large huskie, Lincoln, the sponsorship also provides us with a miniature version (20" high) which we are calling Abe. This small dog will be traveling with us to various presentations and conferences throughout the upcoming year to not only showcase the Lincoln Highway, but the things to see and do in DeKalb, one of the byway communities.



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.

Reunion Tour '08 dates are as follows: 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. The chosen dates correspond as closely as possible to the dates the debates occurred in 1858. Lincoln and Douglas debated the monumental issues in their race for the U.S. Senate seat. The Lincoln and Douglas re-enactors will meet in each debate community and, in character, will reminisce, share their recollections and discuss some of the important issues that were the focus of the debates. An accompanying naval officer will moderate the discussion and invite local news media and audience members to ask questions of the candidates. Plans vary in each location, but activities include parades, period balls, historic festivals, art shows, picnics and even a tour of historic sites. For more information on activities in your area, visit 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. and 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.

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.

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: 1-1/2 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. Deadline for the next grant publications is the 2009 Illinois Travel Guide, space closes on September 2nd.

At this time, based on our requested grant amount of 50%, (and please cross your fingers

Sept 2

Space Closes for 2009 IL Travel Guide (materials due Sept 9)

Sept 5

Illinois Tourism Alliance Annual Meeting, Chicago

Sept 7-13

Great Rivers Bike Ride, Southern Illinois

Sept 8-12

International Festival & Event Association Convention, Boise, ID

Sept 17

ATPI Board Meeting, Conf. Call

Sept 17-19

Camp Experience, Copper Mtn., CO

Sept 21

Jack Hanna Returns, Midwest Museum of Natural History, Sycamore

Sept 24-26

Illinois Association of Museums (IAM) Conference, Elmhurst

Sept 25-27

Mississippi River Parkway Commission (MRPC) Annual Meeting, Bettendorf, IA

Oct 15-17

ICCVB Meeting, Crystal Lake

Oct 21-25

Association of Midwest Museums Conference, Kansas City, MO



for us) the rates are as follows for the 1/6th page units:

	Full Cost of 1/6th pg	1/6th Page w/50-50 Grant
2009 IL Guide	\$2,627.67	\$1,664.55
Spring 2009 Insert	\$2,957.00	\$1,487.50
Summer 2009 Insert	\$4,023.67	\$2,011.84

We are pleased to announce that the Fall-Holiday 2008 Insert is sold out. Look for the insert on August 30th.

CULINARY TOURISM – a new interest for Northern Illinois

As always, NITDO is working on new workshop concepts and ideas for the current fiscal year. One of the new topics we are researching is Culinary Tourism. And, we have begun to receive information from the International Culinary Tourism Association – and we plan to join their association as soon as funding begins for the current year. Check out their website for more info: www.culinarytourism.org. We've signed up for weekly and monthly email newsletters, and found some very interesting items. Read below from one of their latest emails:

Did you know that culinary travelers spent nearly \$100,000 per MINUTE on food while traveling in the U.S.? The breakout is as follows:

- \$52 billion/year
- \$1 billion/week
- \$142,857,143/day
- \$5,952,381/hour
- \$99,206/minute
- \$1,653/second



That is just in the U.S. alone (Source: 2007 TIA/Gourmet/ICTA Study)

How do you find out what culinary travelers are spending in your city, region or country, especially if no data exist? There is a quick and easy technique you can use. Remember, this technique is not scientifically proven. It will just give you a rough estimate: Culinary travelers spend on average 22-28% of their total travel spending on food away from home. Let's use 25%. This is the multiplier. How much is visitor spending in your city, region or country (Try googling for the figure in your area, or ask colleagues where you can find it.) In your case, we've listed the economic impact for both the State of Illinois and our 14 individual counties in an earlier article. Apply our multiplier to the visitor revenue rate. Feel free to add or subtract a little more, depending on whether you live in a popular foodie destination. Try this quick and easy way to estimate culinary traveler spending in your area.

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.

UPDATES FROM ITA – ILLINOIS TOURISM ALLIANCE

The Illinois Tourism Alliance (ITA) begins its new fiscal year as a volunteer federation of tourism-related industry associations, government agencies, destination marketing organizations, and affiliated private-sector partners. Working together with the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism, the ITA will be focusing its energy and resources on tourism advocacy and funding. As you know, the state's 2009 budget has not been finalized but we do know that again, the tourism fund will not receive its full allocation this year. We need to keep our advocacy of this issue and other legislative initiatives affecting our industry front and center.

At this time, we are inviting you to our Annual Meeting. Details are as follows: Friday, September 5, 2008 at 2:00 p.m. Location is at the Chicagoland Chamber of Commerce in the Burnham Conference Room. The Chamber's address is Aon center, 200 E., Randolph Street, Suite 2200 in downtown Chicago.

As many of you know, Nina Winston, ITA's Executive Director, resigned recently to pursue other interests. Nina did an amazing job in bringing ITA to a new level. ITA will remain a vital Tourism Coalition organized and led by volunteers. The coalition moving forward will charge a membership fee of \$500 for all members. Our specific initiatives for the FY 2009 year will be discussed at the Annual Meeting. Please RSVP via email to TourismUSA@aol.com if you are interested in attending this meeting.



The following organizations who have already committed to this endeavor moving forward:

Chicago Architecture Foundation, John Hancock Observatory, Knights Action Park, Chicago Convention and Tourism Bureau, Springfield Convention and Tourism Bureau, Greater North Michigan Avenue Association, Greater Woodfield Convention & Visitors Bureau, Oak Park Area Convention and Visitors Bureau, Heritage Corridor Convention and Visitors Bureau, Chicago Loop Alliance, Rockford Area Convention & Visitors Bureau, Chicago North Shore Convention & Visitors Bureau, Chicagoland Chamber of Commerce, Where Magazine, Broadway in Chicago, Mercury Cruiseline, and Harry Caray's. We look forward to adding additional partners to our coalition.

ILLINOIS GREAT RIVERS RIDE – SEPTEMBER 7-13

This year marks the fourth Great Rivers Ride in Illinois. Beginning on September 7, the week-long ride winds through southern Illinois. The 350-mile route is new this year and offers beautiful scenery and the chance to discover some of the great destinations Illinois has to offer. Some of the stops include the Lewis and Clark State Historic Site, Fort de Chartres and Giant City State Park. Biking between 30 and 70 miles each day, the non-competitive ride is open to only 300 cyclists. Unlike past years, this route is on paved surfaces for the entire ride and includes more hills than usual. Updated on a regular basis, the website offers riders information about hotels, registration, the route, meals and much more. This approximately 350 mile ride makes many stops along the way for bikers to discover Illinois' rich treasures.



The Illinois Great Rivers Ride is limited to the first 300 cyclists. We want to welcome back a great partner for the Illinois Great Rivers Ride, Padre's Cycle Inn. Let Padre make your week even more enjoyable by taking care of all of your tent needs. In spite of recent weather conditions, the trail remains open. Please let residents and visitors know the GRR is scheduled to take place as planned. To help areas affected by the floods, please contact your local American Red Cross. For more information about the Illinois Great Rivers Ride, call 877-GRR-7007 (ext. 217) or visit www.illinoisgreatriversride.com.



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