

THIS PLACE MATTERS PHOTO CONTEST

The National Trust for Historic Preservation has launched This Place Matters photo contest to help people call attention to special places in their community before they are endangered.

There's still time to add your photos to the This Place Matters Photo Contest and do your part to protect, enhance and enjoy the places that matter to you - especially those places that say "summer" every August! Take a look to be inspired to share your place that matters. Some examples of what has already been uploaded include protecting just by bringing attention to their history and telling their stories. Learn about places like the Historic Jersey City & Harsimus Cemetery in New Jersey, site of Revolutionary War skirmishes and now the final resting place of civic leaders and veterans. The National Trust's Places that Matter summer photo album is filling up! Visit This Place Matters slideshow and see places that matter being visited, celebrated and showcased this summer. And remember too often, these places can be lost in a heartbeat - sometimes even before we realize they will be missed.

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 and Summer 2009 newspaper inserts that will drop in 2009. In the mailings, we showcase several communities with their materials, the ILHC 2009 Visitor Guide, Illinois Scenic Byways rack cards, Northern Illinois Wine Trail rack

NORTHERN ILLINOIS VISITORS GUIDE



OK - the **2009 Northern Illinois Visitor Guide** is ever so popular and we are continually getting requests for both individual copies and for cases from our regional partners and the state TICs. People like it - and for the current year we had increased the quantity from 45,000 to 50,000. It is also one of the primary fulfillment pieces in our regional packets. And yes, those request are up - to date, we have sent out over 17,500 packets with leads generated from ads placed in the 2009 Illinois Travel Guide, the 2008 Fall-Holiday Getaway Guide, Spring 2009 Getaway Guide and lately the 2009 Summer Getaway Guide. Definitely been a hit with visitors!

NOW, we are in the beginning process for the **2010 Northern Illinois Visitor Guide**. Our fabulous partner, Trittenhaus Design, has secured terrific printing rates - AND was able to hold the 2009 ad rates for the upcoming guide. So, no price increases AND as a BONUS for us, we're also increasing the quantity of guides produced again, going from 50,000 to 55,000! WOW more exposure for your attraction, business, event and organization.

To get info on the ad sales opportunity, you can contact Wendy Tritt at (815) 895-4026 or email her at wendy@trittenhausdesigns.com. And an ad sheet with rates, specs and details is found on the home page of our website, www.visitnorthernillinois.com. So, begin checking your budgets and get your ads ready for inclusion in this very popular guide! The 2010 guide prints in early December with delivery to our office before month-end. These guides will be shipped out to our regional partners before the start of the New Year. So, let us know if you have any questions and help us produce the best book ever!

And, while mentioning websites, and I just did, have you checked to make sure your listing is up to date and correct? Have you checked the descriptions or your business or event - made any changes in the last year? Copy can always be freshened up and made more appealing. And, this is the place we go to for verification of the materials we put into the printed guide. So, your review of the web content is especially important. Need to make a change or an addition - it's easy! On the home page is a text box that reads **Submit Changes or Additions** - so click here and go ahead and update. You can do it during the traditional office hours or late at night - just take a few minutes to make sure your specific business, event, attraction has the best possible information for our visitors. The guide, as was stated is popular, BUT the web stats are off the roof. And with the staff's use of the social media outlets, we are continually driving visitors to the website for more info. Remember listing info is FREE. Each listing contains information on your attraction or business, description, address, phone and where available, your website.

Can't stress it enough - take a few minutes. Update your info. Make sure all events are included (don't list specific events in your attraction listing - make a separate listing for every event you produced). 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. Help us to help you...we love to spread the word about fun things to see and do here in Northern Illinois! REMEMBER to start looking ahead to Fall for your events and attractions. Information can be directly loaded onto the NITDO website. IBOT has also been reminding CVBs and TDOs to have their information updated. Don't be left out, visitors love pumpkins, scarecrows, haunted houses and more. And then will come the holiday FUN, Christmas trees, events,

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.

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

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

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

Chicago Olympics:

www.chicagoolympics2016.org

decorated towns and more...TELL US NOW~

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. 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. AND, we have other materials to share as well.....Illinois Lincoln Highway Visitor Guides, rack cards, Northern Illinois Wine Trail materials, just to name a few. Stop by.....

FY10 CO-OP MARKETING OPPORTUNITIES

We have just finalized our FY10 Marketing Partnership Grant for IBOT for ad space for the upcoming fiscal year. While this is NOT by any means a guarantee of acceptance, we have our fingers crossed. So, we have requested the following ad space – and will begin to take reservations for the ad space. You can reserve the upcoming publication OR place your reservation for any and all of the options we are offering in our co-op program. Rates below indicate the cost of the space, your cost if the IBOT grant were awarded at a 50-50 level OR if awarded at a 40-60 level where IBOT pays 40% and the local partner pays 60% costs.

NITDO has requested one full page in the **2010 Illinois Travel Guide**; one full page in the **Fall-Holiday 2009 Getaway Guide** (newspaper insert), and one full page in the **Summer 2010 Getaway Guide** (newspaper insert). If you are interested in working with us on these co-op opportunities, please let us know. The format will be repeated from the current year where pages will be divided into 1/6th units; Each partner will receive a one photo or logo, headline, 65 words of copy, name of organization, address, website and phone.

Costs for the publications are as follows:

Full Cost	1/6th Page	1/6th page w/50-50 Grant	1/6th pg w/40-60 Grant
Fall-Holiday 2009			
\$3,342.16		\$1,671.08	\$2,005.30
IL Travel Guide			
\$2,627.66		\$1,313.83	\$1,576.60
Summer 2010			
\$4,023.66		\$2,011.92	\$1,609.53

So, make your decisions and let our office know. We have only six (6) spaces available for each publication, so it is truly FIRST COME, FIRST SERVED.

CONSIDER THIS YOUR INVITATION, PLEA, BEG OR BASIC REQUEST

YES, the regional tourism office has joined this new and engaging world of social media. After tutoring from regional partners, educational sessions at the Illinois Scenic Byway conference, Tourism, Technology Workshops (all materials are posted on line for your reference), we took the plunge. Northern Illinois Tourism can be found on Facebook, Twitter and on Flickr. And to FAN or FOLLOW us, or to upload images, all can be easily done from the icons inserted onto our website home page, www.visitnorthernillinois.com.

On Facebook, and hopefully you'll become a FAN, go to facebook.com/VisitNorthernIL. We try to update each day on things to see and do in our area, and we really appreciate you sharing your news with us. So far we have talked about our award-winning wines and wineries along the Northern Illinois Wine Trail, antique and crafts fairs, museum opening, family activities, and festivals. So, share your news with us and we'll be sure to tell others. Our fan base is growing each day, and we encourage you to tell others about the opportunity to know of really fun things to see and do in our area. So, if you have news to share, please shoot me an email so I can blast it out. And, on the Facebook page, please add in any photos you may want to share...more to see when learning about Northern Illinois.

And again, we blast our information, in a much condensed format using Twitter, and you can follow us on Twitter [@VisitNorthernIL](https://twitter.com/VisitNorthernIL). Our goal is the same as

**University of Illinois Extension
Agritourism:**
web.extension.uiuc.edu/agritourism/
Small Farms Conference
conferences.uiuc.edu/smallfarms
**Illinois Association of Museums
Conference**
ChildrensDiscoveryMuseum.net/IAM
**The Special Event Show, 2010 New
Orleans**
www.thespecialeventshow.com

Facebook, to share things visitors can do when planning their getaways. And, we are surprised by those who have decided to follow us: market segments such as Home School Moms, Wine Clubs, Triple AAA office, and more- a broad spectrum and we are trying to find dialogue to fill all interests. So, tell us your news and we'll tell others.

The next big push for NITDO is Flickr, flickr.com/groups/northernillinoistourism. You can upload your images of things to see and do in our region and we'll promote them as well. This is our newest form of social media and in the next few months we hope to add in many more images.

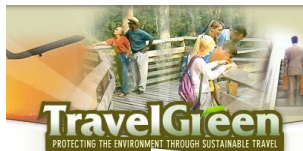


NATIONAL SCENIC BYWAYS CONFERENCE & ILLINOIS BYWAYS GUIDE

LAST CHANCE - Registration for 2009 National Scenic Byways Conference are being still being accepted for the 2009 National Scenic Byways Conference, August 23-26, in Denver, Colorado. [Download](#) the conference brochure for complete conference details, including the agenda, workshops, hotel information and registration instructions. This learning and networking event offers fresh perspectives and useful tools to enhance key aspects of byway development and sustainability in these five tracks: Finance, Corridor Management, Visitor Experience, Byway Organization and Marketing.

Don't forget www.illinoisbyways.org for the latest on the byways in Illinois. And BIG NEWS is that the byways were able to secure a FHWA Marketing Grant to produce a new Byways Guide, the Illinois Scenic Byway Road Trip. It can be obtained from any of the byways offices or you can also download the complete guide from the website.

TRAVELGREEN- THE GO-TO SOURCE ON SUSTAINABLE TRAVEL



America's travel community is going green. Find out how at TravelGreen.org. Find out why environmental sustainability is good business and how business and leisure travelers are seeking eco-friendly travel options. Sustainable travel focuses on reducing the

environmental impact of travel and preserving cultural heritage. It generates income and employment for travel destinations while protecting local ecosystems and preserving local culture. Sustainable travel encompasses a holistic approach to the business of travel that creates value for the traveler, economic opportunity for local communities and business opportunities for the industry.

[Urban Environmental Management](#) defines sustainable tourism as "an industry which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is responsible tourism that is both ecologically and culturally sensitive." Other resources include: [Sustainable Travel International](#) and the [International Ecotourism Society](#).

ILLINOIS PART OF NEWLY DESIGNATED WINE REGION!

Quick, what's America's biggest wine region? If you answered California's Napa Valley, you're wrong - thanks to a federal ruling that creates a new one starting Wednesday, July 22, 2009.

It's the **Upper Mississippi River Valley**, covering a whopping 29,914 square miles and encompassing portions of **Minnesota, Wisconsin, ILLINOIS and Iowa**. That's 39 times the Napa Valley's 759 or so square miles. The new region is HUGE NEWS for Midwestern vintners.



American Viticulture Areas, or AVAs, recognize a unique grape-growing region that may be historically known and that contains specific geological features. The new region was created after area wine and agriculture officials petitioned the Alcohol Tobacco and Tax and Trade Bureau, which controls the designations. There is one established region here in Illinois, the Shawnee Hills Wine Trail - NOW we have a second. And while not all of the Northern Illinois Wine Trail is included - many partners are present.

Use of an AVA isn't a stamp of approval, but many consumers like the idea of buying wine from a specific area, following the French concept of "terroir" -- that wine should reflect the character of the land it came from. Though the image of the Midwest might be wide, flat plains, the new AVA falls in an area that was largely skipped by Ice Age glaciers, so instead of being flat it has the steep slopes and well-drained soil required to grow premium grapes. And if you care, the Illinois wine industry creates a direct economic impact of more than \$253 million annually, with over 75 wineries and 450 vineyards throughout the State (IGGVA website, www.illinoiswine.com).

Calendar of Events - Illinois Tourism Happenings . . .

Aug 7

Deadline: 2009 Fall-Holiday
Getaway Guide

Aug 14-23

Illinois State Fair, Springfield

Aug 19

IL Lincoln Highway Mans Byways
Booth – come visit

Aug 23-26

NSB Conference, Denver, CO

Aug 30-Sept 1

ESTO Conference, Reno/Lake
Tahoe, NV

Aug 31

Deadline: 2010 Illinois Travel
Guide

Sept 1-3

Farm Progress Show, Decatur

Sept 4-6

On The Waterfront Festival,
Rockford

Sept 7

HOLIDAY – Office Closed

Sept 15-17

Camp Experience, Denver, CO

Sept 15-17

Small Farms Conference,
Springfield

Sept 24

ATPI Board Meeting, Conference
Call

Sept 30-Oct 2

IL Assoc of Museums Ann Conf,
Bloomington-Normal

Oct 10

Midwest Museum of Natural History
presents Jack Hanna

Oct 12

HOLIDAY – Office Closed

Oct 20-22

ICCVB Fall Membership Mtg,
Southwest Illinois

Nov 3

ISEN Board Mtg, Tinley Park

Nov 4-5

ISEN State Convention, Tinley
Park, IL

Nov 26

Deadline: 2010 Spring Getaway
Guide

Jan 6-8, 2010

Illinois Specialty Growers
Conference, Springfield

Jan 7

ATPI Annual Meeting, Springfield

Jan 11-16

The Special Event Show, New
Orleans, LA



So, learn more about the 28+ partners of the Northern Illinois Wine Trail check out and download their 4-page brochure online at www.northernillinoiswinetrail.com.

And, if wanting to learn more about Illinois Wines, and emphasis on our Northern Illinois wine partners, check out the Summer 2009 issue of **Northwest Quarterly**, great article and a new partnership for all. Big congratulations to the winning wineries who submitted

their finest wines for the 2009 **Illinois State Fair Wine Competition**. The results are now posted on the IGGVA website, but of the six (6) Governor's Cup (best overall) – 4 winners were from the Northern Illinois Wine Trail Congrats to Galena Cellars (red table); Lynfred Winery (white table); Fox Valley Winery (sweet table) and Wild Blossom Meadery/Winery (dessert). Salute!

TIG GLOBAL LAUNCHES NEW SERIES OF REPORTS ON DESTINATION eMARKETING BEST PRACTICES; FIRST REPORT: "SOCIAL MEDIA AND THE DMO MARKETER"

TIG Global, the leading interactive marketing company for hospitality and travel, announced the launch of an innovative series of Internet marketing reports specifically written for destination marketing professionals. The series, made up of several original papers, is designed to serve as an educational tool for DMO marketers that can be directly applied to their online marketing programs. Each paper will cover a separate topic that is pertinent to the travel community and will contain real-life, current examples of interactive strategies and tactics being used by DMOs around the globe. The first paper in the series is now available for download- "[Part 1- Social Media and the DMO Marketer.](#)"

Dedicated to helping destinations thrive in the online space, TIG Global worked with Cindy Estis Green, a respected and impartial author with over 30 years of experience in the travel industry, to conduct primary and secondary research to identify the best practices outlined in the series. Twenty-one DMO sales and marketing executives, ranging from small towns to large counties, states and provinces, were interviewed, including worldwide representation from Europe, Latin America and Asia. The inaugural paper of the series, "Part 1- Social Media and the DMO Marketer," is available for complimentary download now. The paper contains strategies to build ongoing relationships with destination visitors, stimulate traffic, and trigger consumer actions through Twitter, Facebook, and online games and contests. It also outlines methods for training destination industry partners to set up their own social marketing programs that support overall visitation to the destination. Check it out-

U.S. TRAVEL CHANNEL AIMS TO SPUR TRAVEL TO U.S. DESTINATIONS

In an effort to spur leisure travel in the United States during the fall and winter months, the US Travel Association is partnering with the Travel Channel to create a week-long primetime promotion encouraging consumers to experience the many extraordinary destinations our country has to explore. The promotion will take place the week of September 14. In support of Discover America Week, the network will broadcast a solid week of programming in September 2009 dedicated exclusively to domestic travel.



This inspiring block of U.S. programming will re-introduce Americans to the most cherished travel opportunities across the nation, in their region and even in their own backyard. In addition, Travel Channel is supporting Discover America Week with:

- a schedule of public service announcements promoting the benefits of travel to the Travel Channel audience;
- offering advertising, promotions, events and appearances in support of Discover



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America Week;

- online activity, including a Discover America section of TravelChannel.com, banner advertising, dedicated email, sweepstakes promotion, and integration with Travel Channel's services on Facebook.com; and a new Discover America Collection of short-form video, and features on Travel Channel's YouTube.com channel page.

"Through this week-long promotion, we're looking to remind people of the many remarkable destinations around the country, and heighten the appreciation for travel as being vital to both our well-being and the strength of our economy," said Roger Dow, President and Chief Executive Officer of the U.S. Travel Association. "Partnering with the Travel Channel is a great vehicle to promote travel within the United States. Despite the tough economy, travel intentions through October are up significantly compared with last year at this time." The Travel Channel, available in more than 94 million American households, is cable television's only network dedicated exclusively to travel. Mark your calendars and check it out!

U.S. TRAVEL ENDORSES MUCH-NEEDED FAA RE-AUTHORIZATION LEGISLATION

The U.S. Travel Association announced on Tuesday (July 21) its endorsement of Senate Bill 1451, significant legislation to modernize and improve the nation's air travel system. The legislation to reauthorize funding for the Federal Aviation Administration (FAA) was to be considered by the Senate Committee on Commerce, Science and Transportation.



"Travelers deserve a smooth and efficient air travel system," said Roger Dow, President and CEO of the U.S. Travel Association. "Our research shows that millions of Americans avoid air travel each year due to unnecessary hassles and delays in our nation's airports and skies. A modernized, satellite-based air traffic control system – similar to what many Americans have in their automobiles – is the most effective way to alleviate flight delays."

Under this legislation, the "next generation" air traffic control system will receive necessary funding and be required to meet accelerated deployment deadlines.

 **ILLINOIS. MILE AFTER MAGNIFICENT MILE.**