

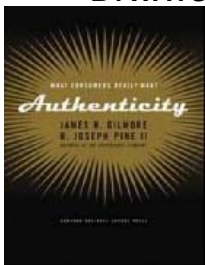


Save The Date –

Your First Big Event for 2009

Don't forget to mark your calendars for the 2009 Illinois Governor's Conference on Tourism. It will be held at Chicago's Fairmont Hotel from March 4th through the 6th. There will be important learning and networking opportunities, so please encourage all your industry partners to attend as well. Keep checking www.illinoistourism.org for further details as they become available.

NITDO-ILHC PARTICIPATING IN BYWAYS BOOK CLUB



Staff members from the Illinois Lincoln Highway Coalition were selected from the 150+ byways across the United States to participate in an informal book club. The book being

read, discussed, analyzed and shared is by an author known to many Illinois tourism partners, James Gilmore. I'm sure many of you remember Gilmore's Experience Economy and remember when he spoke at the Governor's Conference several years ago. Gilmore and his partner, Joseph Pine II have written a new book *Authenticity, What Consumers Really Want*. So, we'll be sharing some of the insights we gather as staff participates with 29 other national byway organizers to better understand Authenticity and what it means to our industry. In case you haven't seen the book, I can recommend it. I had purchased the book before the application came from the Byways resource Center for participation. Anyway, join me as I read *Authenticity* and learn how better to share our real stores with visitors to enhance their travel experiences.



FY09 NORTHERN ILLINOIS ADVERTISING OPPORTUNITIES – ILLINOIS TRAVEL GUIDE AD SPACE CLOSES

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; Deadline for ad space in the 2009 Illinois Travel Guide, officially closed on September 2nd, but we have a small extension. Our space closes on September 12th. To date we have the support of seven (7) partners, only two (2) spaces remain open. Thanks to Blackhawk Waterways CVB, Galena/Jo Daviess County CVB, Freeport/ Stephenson County CVB, Village of Hoffman Estates, Illinois Lincoln Highway Coalition, City of Dixon/Dixon Tourism Council, and Rockford Park District for their participation.

At this time, we have learned that our award amount may be at the 45%-55% level, the costs for the 1/6th page units are as follows:

	Full Cost	1/6th Page w/50-50 Grant	1/6th Page w/45-55 Grant
2009 IL Guide	\$2,627.67	\$1,414.88	\$1,556.38

The Fall-Winter 2008 Insert dropped over Labor Day weekend and responses will be arriving shortly. And, we will be soliciting for ad space for our next grant co-op opportunity, the 2009 Spring Getaway Guide newspaper insert, followed shortly by the 2009 Summer Getaway Guide insert. If interested, let us know in holding a space in either publication. Details will be coming soon. Thanks for your interest and support.

2009 NORTHERN ILLINOIS VISITOR GUIDE – DEADLINES ARE FAST APPROACHING

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. Trust me, quantities of the 2008 guide will probably be depleted by end of October (cross your fingers they last that long!). Regional CVBs are updating editorial content to make sure that we have all things listed current and correctly. And, while all attractions can't possibly be included in the book, we will make sure that everything you submit is include in the regional website. And, any attraction can submit their own info by clicking on the box on the Home Page of www.visitnorthernillinois.com to "SUBMIT CHANGES OR ADDITIONS" to your listing.



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 plan 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, as well as 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

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.disfrutailinois.com

Chicago Olympics:

www.chicagoolympics2016.org

University of Illinois Extension

Agritourism:

web.extension.uiuc.edu/agritourism/

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 (just released over Labor Day weekend) as well as ads placed in the "Getaway Guides" that have already

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 late! And, ad opportunities do exist for banner ads on the website, www.visitnorthernillinois.com. For specifics on ads in there the 2009 Northern Illinois Visitor Guide or the regional website, contact Trittenhaus Design at wendy@trittenhaus.com.

ATPI ANNOUNCES LEARN GREAT FOODS IS NAMED OUTSTANDING AGRITOURISM BUSINESS OF THE YEAR



ATPI is pleased to announce that Learn Great Foods, an agricultural tour and retreat experience based in Mount Carroll, has been named the Outstanding Agritourism Business of the Year. The award was presented to Ann Dougherty, President of Learn Great Foods, during the Agriculture Day ceremony at the Illinois State Fair. Numerous farm families and farm-related businesses were recognized for their excellence in the agricultural fields.

Learn Great Foods offers day tours and weekend retreats that teach about the natural link that exists between sustainable farming, great cooking, and the environment. Privately guided tours of local farms, cooking classes, food chemistry workshops, and dining are all a part of the experience. Tour locations include Northwest Illinois, Wisconsin, Iowa, and Northern Michigan and are offered during the months of April – November. To get information, view a schedule, or register for a tour visit www.learngreatfoods.com or call (231) 758-3407.

ATPI is also working on other statewide initiatives such as speakers for the 2009 Specialty Growers Conference in January 2009, updating website of agritourism businesses, and much more. Please take a minute and share this news with your regional partners who may be involved with any form of agritourism – this is the PERFECT time for people to seek out pumpkin patches and apple orchards, wineries, and of course, Christmas trees in a few months. We want to make sure that all of the businesses are included on www.agfun.com. Share the news that ATPI wants your info on line. For more information on ATPI, visit www.agfun.com or call (217) 525-7980.

SEPTEMBER IS ILLINOIS WINE MONTH

Celebrate September, celebrate the start of autumn, and celebrate the fifth season in Illinois, Fall-O-Ween, and most importantly Celebrate September as Illinois Wine Month! And what better place to celebrate than at a festival, say Vintage Illinois on September 21-22, 2008. Vintage Illinois is hosted by the IGGVA (Illinois Grape Growers & Vintners Association), and showcases 27 Illinois wineries. It's held near Starved Rock, located in a flat grassy area at Matthiessen State Park, and will happen, rain or shine! The Matthiessen/Vermilion River Area entrance of Matthiessen State Park is located just two miles south of Starved Rock State Park on Route 178.



Entry into the wine festival is \$10.00. A commemorative Vintage Illinois at Starved Rock wine glass and 5 tasting tickets are included with your entry fee. You must be 21 to participate in wine tasting, so please bring your photo ID. Additional tasting tickets can be purchased within the festival for \$1.00 each. Begin your planning now and make sure you get your tickets in advance. For \$10.00 you will receive entry into the festival, the commemorative Vintage Illinois at Starved Rock wine glass and 7 tasting tickets. Advance ticket sales will be picked up at the Will Call area at the Entrance Tent. These tickets can be purchased in advance by using August Hill Winery's secure online ordering. Deadline for advance ticket sales is Thursday, September 18 at midnight.

In case you're wondering who is going to be present, here's the list of the 27 participating wineries at the 2008 event: Alto Vineyards, Alto Pass, August Hill Winery, Utica; Baxter's Vineyards & Winery, Nauvoo; Berryville Vineyards,

dropped in the 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.



Claremont; Blue Sky Vineyard, Makanda; Collver Family Winery, Barry; Cooper's Hawk Winery & Restaurant, Orland Park; Fox Creek Vineyards, Olney; Fox Valley Winery, Oswego; Galena Cellars Vineyard & Winery, Galena; Illinois River Winery, Utica; Kickapoo Creek Winery, Edwards; Lasata Winery, Lawrenceville; Lavender Crest Winery, Colona; Mary Michelle Winery & Vineyard, Carrollton; Massbach Ridge Winery, Elizabeth; Owl Creek Vineyard, Cobden; Pheasant Hollow Winery, Whittington; Piassa Winery, Grafton; Prairie State Winery, Genoa; Starved Rock Wine Co., Utica; Sycamore Winery, Sycamore; Vahling Vineyards, Stewardson; Village Vintner Winery, Carpentersville; Von Jakob Vineyard, Pomona; Waterman Winery & Vineyards, Waterman; and Willett's Winery & Cellar, Manito.

For more information on Vintage Illinois, or to purchase tickets, visit www.vintageillinois.com.



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 fall. 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 joined 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 ILHC's Huskie, Lincoln.

The ILHC has created Lincoln, a 40" standing fiberglass huskie, which will be placed along the Lincoln Highway (installed at the corner of 1st Avenue & 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, 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. So far Abe has traveled to the Illinois State Fair and the Lincoln-Douglas Reunion Tour'08 in Freeport, and look for him at other Northern Illinois events.

Calendar of Events - Illinois Tourism Happenings . . .

Sept 12

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

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 21

Jack Hanna Returns, Midwest Museum of Natural History, Sycamore

THE POWER OF TRAVEL CAN BE FOUND AT POWEROFTRAVEL.ORG

The Illinois Tourism Industry is in a positive mode – and we are holding our own as compared to the nation. But ever wonder how our Midwestern competitive states are faring? Well, there is a place that can provide you with answers - check out www.poweroftravel.org and see for yourself. Get to the website and click the button labeled Data Center for answers and info. There are three key sections detailed on the website homepage. Want to know how many jobs travel creates? The first section shows you the spending, tax revenues, and number of jobs generated by travel in your state, the nation, and even your congressional district! And, want more information about inbound travel from key markets? The second section will give you the latest statistics and most important trends in international travel to the U.S., including arrivals and spending. Travel benefits everyone personally – providing better health, creating stronger relationships, and even increasing productivity at work. Contained in the third section, you can explore the many benefits of taking a trip with the facts compiled here.



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 19-21

Highway 51 Conference, Beloit, WI

Oct 21-25

Association of Midwest Museums Conference, Kansas City, MO

Feb 4-5

ISEN (Illinois Special Event Association) Annual Convention, Tinley Park

March 4-6

Illinois Governor's Conference on Tourism, Chicago

NITDO has had a great time exploring facts about Illinois and our neighboring states, be sure to check it out for yourself.

TOURISM'S ECONOMIC IMPACT ON NORTHERN 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. 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, 4.0% increase. All statistics are provided by the Economic Impact Report on Illinois Counties.

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.

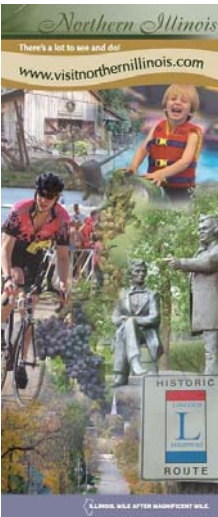
NITDO UNVEILS NEW REGIONAL RACK CARD

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 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 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.aqfun.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



LINCOLN DOUGLAS DEBATES – THE REUNION TOUR '08

NITDO was pleased to take part in the celebration of the Reunion Tour '08 in Freeport over Labor Day weekend – and what a celebration it was. The Welcome Mat was out in this community and based on the actors portraying Lincoln and Douglas, as well as the support of the local community, this is a must-see event for one and all.

You've already missed the celebrations in Ottawa and Freeport (the first and second cities to host the famed debates), but you can still participate in other stops along the Tour.

Reunion Tour '08 remaining dates are as follows: 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. George Buss and Tim Connors have been chosen to portray these famed characters in the Reunion Tour. For more information on activities in your area, visit www.lincolndouglasreunion.com.

SIGNED, SEALED & DELIVERED – NEW CONTEST

The Illinois Abraham Lincoln Bicentennial Commission has launched a statewide envelope design contest with categories for kindergartners through adults. The winning designs will be featured on special limited-edition envelopes to be sold before



Illinois and encourage visitors to check-out www.enjoyillinois.com. We produced 35,000 of these cards at the same time we were unveiling two new rackcards 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.



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



and during February 2009. The Illinois State Board of Education is a coordinating partner with the Commission serving to enlist schools and students to participate in the envelope design contest. Contestants are not limited to students in Illinois schools, but anyone and everyone interested in participating in the Bicentennial art contest. Winners from each category will be recognized in Springfield on February 12, 2009.

The U.S. Postal Service will offer a special Bicentennial cancellation on Lincoln's 200th Birthday, February 12, 2009 at the Old State Capitol Historic Site in Springfield. Those who purchase the Bicentennial envelopes will have the opportunity to cancel them that day for a truly one-of-a-kind collectible. Funds raised from the sale of the envelopes will benefit the Tinsley Project, the effort to turn the Lincoln-Herdon Law Offices building in downtown Springfield into a living history site, complete with Post Office identical to the one that operated in the building from 1841-1849. Next February, the U.S. Postal Service will also issue a block of four stamps to commemorate Lincoln's 200th Birthday. The top 200 envelope designs submitted will be used to create an exhibit entitled "Lincoln: As We Know Him" in the Old State Capitol during February and again in July 2009.

For more information contact: Kay Smith, Lincoln Bicentennial Coordinator at (217) 558-9025, email at kay.smith@illinois.gov or visit the website at www.lincoln200.net.


COUPON REDEMPTION IS GROWING AS GAS PRICES RISE

We just received this news alert from Jane Eckert, who is a well-known expert in the field of agritourism. She reported that two recent studies by Scarborough Research and Simmons / Experian Research have just been released showing that coupon redemption is on the rise at both the grocery store and online. As fuel prices have increased overtime, so has the use of coupon redemption. It is now estimated that almost 1/3 of all consumers are using coupons at the grocery store, up from 25% just a year ago.



The use of Internet coupon redemption has also increased by 83% since 2005. Nearly half of those "Coupon Clickers" are between the ages of 22 and 44 according to Simmons/Experian Research. "This new generation of shoppers is discovering coupons on the web, and printing coupons is becoming a regular part of a consumer's shopping routine." The report further says that 70% of Coupon Clickers would provide their email address, first and last name and answer survey questions for a \$2 coupon.

Our fall season consumers are heavily weighted to this age demographic. It's not too late to put a coupon on your website, in your e-newsletters, or inside the grocery bags as people leave your market-bringing them back again in the near future. Try it now.

 Jane offers a tremendous newsletter on AgriMarketing which can cross-over into other areas. Check out her website at www.eckertmarketing.com where you can subscribe to her newsletter. It's well worth the read!

