

A Reminder from our friends at ICCVB



We can make a difference in bringing the Olympic dream to Chicago!! Please sign and pass the petition and plan on attending the rally in September.

Please click on the links below to see how you can help:

[Invite Hospitality Petition](#)

Thanks for your support of this historic opportunity!

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. In the mailings, we showcase several communities, the ILHC 2009 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 to cover the cost of bulk mailing.

Where else can you mail out your brochure for less than \$.16 each? Contact Diane at 815-547-3854.

LAST CHANCE: 2010 NORTHERN ILLINOIS VISITORS GUIDE



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!

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 requests 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!

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 of 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 produce). 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, decorated towns and more...TELL US NOW~

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

University of Illinois Extension

Agritourism:

web.extension.uiuc.edu/agritourism/

Small Farms Conference

conferences.uiuc.edu/smallfarms

Illinois Association of Museums

Conference

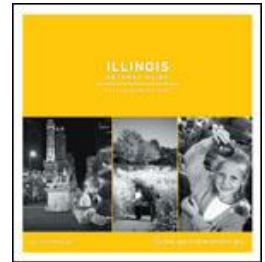
ChildrensDiscoveryMuseum.net/IAM

The Special Event Show, 2010 New Orleans

www.thespecialeventshow.com

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.

HANDS-ON WORKSHOP FOR SETTING UP YOUR LINKEDIN PROFILE FOR OPTIMIZED PERFORMANCE

NITDO has another Educational Opportunity for our regional partners – more chances to learn about Digital and Social Media. You have all heard about the Social Media Boot Camp we promoted and attended back in July – let me tell you, it was amazing, Head hurt with so much info, and so much of the content was delivered in a manner that a non-techy person can understand, absorb and apply to daily tasks. Yes, I learned stuff that weekend!

Now, many of those same presenters have gathered together to offer a series of workshops that NITDO is once again getting the opportunity to promote and encourage partners to attend. And the first one – yes its last minute but so is my life – on Friday, September 4th in Rockford. The topic for the workshop (two hours, 10:00 a.m. to Noon) is LinkedIn. You'll learn, hands-on, the RIGHT WAY to set up your LinkedIn profile to maximize all your efforts moving forward with Social Media and your Marketing. Do you know how to "Optimize your LinkedIn Profile" so it will help you leverage your Facebook, Twitter, YouTube and all other Social Media efforts.

Other discussion points covered in the two-hour format include:

- WHAT TO SAY and WHAT NOT TO SAY
- What kind of picture works best
- How to make yourself stand out
- How to effectively build your brand
- How to establish yourself as the go-to person, the leading authority and a thought leader in your industry
- How to make more professionals want to connect with you enabling you to create more opportunities and relationships with others
- Plus, how to avoid the mistakes people make in social media, real-life blunders others have made that you can learn from

NOW, here's the GOOD NEWS, we have a Special Introductory Offer. If you register in advance the cost is \$47 – a great deal for the content and deliverables offered. Workshops of this kind can range up to \$99 or more. And there is another perk even with the \$47 deal – the first 40 people to register are able to take advantage of an ability to register for future workshops at the same discounted price. Attendees that take advantage of our "Special Introductory" offer will be grandfathered in and will become eligible to attend ALL additional courses at the same special reduced rate of \$47...almost 1/2 the cost of what others will be paying. Additional courses will be held on Facebook, Twitter, Blogging, SEO, Google Analytics, YouTube, Lead Generation, New Business Development, Sales Automation, Branding and many more.

Number of Seats Available: Limited to the first 40 attendees. What to bring: Your laptop computer. (Wi-Fi internet access, extension cords and power strips provided) – this is a HANDS-ON COURSE. So, click to the link below to learn more about the Social Media University and its offerings, and how you can take advantage of these educational sessions on current and timely topics and trends. Hope to see you at the September LinkedIn Session or at a future session. Address is as follows: <http://socialmediauniversity.eventbrite.com/>

CONSIDER THIS YOUR INVITATION

YES, the regional tourism office has joined this new and engaging world of social media. After tutoring form 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, and we really appreciate you sharing your news with us. So far we have talked about award-winning wines and wineries along the Northern Illinois Wine Trail, antique and craft fairs, museum opening, family activities and festivals. 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. 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,

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 \$30.8 billion, which was a 3% increase from 2007, according to the U.S. Travel Association.

Visitors spent nearly \$84 million in Illinois businesses every day in 2008. Domestic travel expenditures increased to \$28.4 billion, a 1.7% increase. International travel expenditures increased to \$2.4 billion, a 21% increase. Collectively the 14 counties in our Northern Illinois Region generated an Economic Impact of \$1,267 million, generated a payroll of \$292.96 million supporting 10,770 jobs. Most importantly, the taxes generated were \$67.54 million in state receipts and \$28.24 million in local receipts.

The economic impact of tourism from each of the individual counties in the Northern Illinois region are as follows: Boone: \$17.12 million, a 9.2% increase from 2007 levels; Carroll: \$17.38 million, a 8.8% increase; DeKalb: \$75.14 million, a 11.4% increase; Grundy \$56.22 million, 12.6% increase; Jo Daviess: \$166.41 million, 1.6% increase; Kankakee: \$108.93 million, 3.6% increase; Kendall: \$36.09 million, 5.7% increase; LaSalle: \$150.07 million, -2.1% decrease; Lee: \$27.59 million, 3.2% increase; McHenry: \$198.93 million, 4.0% increase; Ogle: \$53.51 million, -4.4% decrease; Stephenson: \$27.85 million, 8.0% increase; Whiteside: \$33.40 million, .2% increase; and Winnebago: \$298.36 million, -8% decrease. 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 \$7.8 billion in Illinois, which is a 34% increase. Travel-generated jobs have decreased in 2008, to 303,500. Even with this decrease in 2008, we have still added 4,830 new jobs in the past five years. State and local tax revenues generated \$2.14 billion from travel spending, which is its highest level ever and \$33 million more than last year. This is an additional \$454 million in the last five years. The total generated tax revenues (federal, state and local) save the average Illinois household over \$1,100 in taxes each year.

Illinois hosted 88 million domestic visitors in 2008, which is down slightly from record growth in 2007, according to data from D.K. Shifflet & Associates. Leisure visitors were staying longer in our state, leaving more economic impact. Also, for



@VisitNorthernIL. Our goal is the same as 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, and we are trying to find dialogue to fill all interests. 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.

Calendar of Events - Illinois Tourism Happenings . . .

Sept 1-3

Farm Progress Show, Decatur

Sept 4

LinkedIn Workshop, Rockford

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 19-20

Vintage Illinois Festival, Utica

Sept 22

Illinois Lincoln Highway Coalition Meeting, DeKalb

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

Jan 6-8, 2010

Illinois Specialty Growers Conference, Springfield

Jan 7

ATPI Annual Meeting, Springfield

the five year period leisure travel is up by nearly 20% while only up 6% for the U.S. on average.

AMERICAN TRAVELERS MORE FAMILIAR WITH 'GREEN TRAVEL', BUT UNWILLING TO PAY MORE TO SUPPORT IT

According to a recent article in the Internet Travel Monitor's Travel News, U.S. travelers are more familiar with sustainable travel terminology than they were two years ago but remain unwilling to pay more for eco-friendly travel options according to the July travelhorizons(TM), the quarterly consumer survey co-authored by the U.S. Travel Association and Ypartnership.



The percentage of American travelers who consider themselves "environmentally conscious" has not changed since 2007 (78%); however, there has been a remarkable increase in the percentage who report familiarity with the term "carbon footprint" (from 12% in July 2007 to 54% in July 2009). Awareness of the term "green travel" also improved from 9% in July 2007 to 22% in July 2009. Despite these increases, only 9% of consumers say they are willing to pay more to use travel service suppliers that offer eco-friendly options for travelers, and only three percent have purchased a carbon offset when booking travel.

"Although consumers are reluctant to pay more to support green travel service suppliers, they are definitely paying attention to those who are green, even in this down economy," said Peter Yesawich, chairman and CEO of Ypartnership. "Travel service suppliers should therefore continue to adopt green practices that have a minimum impact on consumers' wallets."

Among consumers who would pay higher rates or fares for eco-friendly options, roughly four in ten (39%) would pay as much as a 5% fare or rate premium to an environmentally responsible supplier, and an equal percentage would pay between five and nine percent more.

"Consumers are looking for 'green travel' choices at the right price. The travel community has developed thousands of options and we are adding more daily," said Roger Dow, president and CEO of U.S. Travel Association. "Earlier this year, U.S. Travel and American Express launched TravelGreen.org to facilitate best practice sharing among travel companies and provide a clearinghouse on the latest research and trends in green travel."

Other key findings:

- While consumers believe travel service suppliers should be good stewards of their environment, over half (54%) also believe that individuals themselves have the greatest responsibility for preserving and protecting the environment.
- Six out of ten (58%) travelers say they believe that environmental programs by travel service suppliers could have a positive effect on the environment.
- The majority (51%) of consumers will continue to patronize "green" travel service suppliers regardless of an economic downturn. In fact, nearly half (48%) of travelers say that continuing to support environmentally responsible travel service suppliers is a necessity, even in an economic downturn.
- Less than one-third (29%) say it is easy to find out about environmental policies and initiatives of travel service suppliers.

The U.S. Travel Association, in partnership with American Express, has created www.travelgreen.org as a one-stop shop for information on sustainable travel. The site features research and case studies on "green" programs from destinations and travel suppliers.

Jan 11-16

The Special Event Show, New Orleans, LA



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VINTAGE ILLINOIS

Vintage Illinois at Starved Rock 2009 is an Extraordinary Wine Tasting Event! Hosted this year at the Vermilion River entrance (south entrance) of Matthiessen State Park near Utica. Dates are September 19-20, and you don't want to miss this fabulous event celebrating all that is wonderful and fabulous about Illinois' wines. Over 27 wineries will be participating in this two-day event, 12 are partners in the Northern Illinois Wine Trail.



Entry into the wine festival is \$15.00. A commemorative "Vintage Illinois at Starved Rock" wine glass and five (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. And, Advance Tickets are available through September 18 and may be purchased in advance! For \$15.00 you will receive entry into the festival, the commemorative Vintage Illinois at Starved Rock wine glass and seven (7) tasting tickets. [Click here to order your advance tickets!](#)

Vintage Illinois at Starved Rock is located in a flat grassy area at Matthiessen State Park, and will happen, rain or shine. The festival does have chairs and tables, but we encourage you to bring blankets and lawn chairs to guarantee your seat. Entertainment is provided for both days, as well as snacks provided to enhance your tasting experience, but remember No outside food or beverages are allowed into the event area. So, check it out – Vintage Illinois, one of the finest wine festival in Illinois – and it's in our backyard. For more info, check out www.vintageillinois.com.

