



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.



ICCVB LEGISLATIVE UPDATE

After the passage two weeks ago, the Senate forwarded two bills (one to sweep dedicated funds and the other to provide funding to keep open state historic sites and state parks) to the Governor on October 7, 2008. Governor Blagojevich has 60 calendar days to take action on this legislation, which if I figured correctly, would be December 6th, six days after the stated closures of the state parks and historic sites (November 30). As a reminder, the Governor has several options: sign the bills; veto the bills; veto the amount of funds in the bills; or do nothing, at which time the bills as approved by the House and Senate would become law.

Please take time to call or e-mail the Governor's office asking him to take quick action to sign this legislation. You can send an email to Governor Blagojevich at governor@illinois.gov, or call (312) 814-2121. You can also show your support on this issue by signing an electronic petition at www.saveourstateparks.org.

NITDO OFFERS NEW WORKSHOP FOR FALL 2008 - TOURISM, TECHNOLOGY & YOU!

Ever feel confused as your colleagues are talking about the latest video they saw on YouTube? And not only to update your Facebook, but actually create one? Wkii – what is it, a new online encyclopedia – and how to manage, add or correct content? And, want to know exactly how to blog, how to set-up a blog and how to work within one? Well, within the tourism industry, these are becoming more common means to market your attraction or destination, and NITDO is hoping to help you navigate through this new and challenging world at one of our regional workshops, *Tourism Technology & You!*



So, join us on **Friday, November 14th**, 9:30 a.m. - 12:30 p.m. (time is tentative) at the American **National Bank Community Room in Sycamore** for this interactive and engaging workshop presented by Dr. Bruce Wicks and colleagues from the University of Illinois, Department of Recreation, Sports & Tourism. Come learn about the latest technology - Actual product demonstrations! Topics will include:

- Software - maps, YouTube, virtual tours, social networks, RSS
- Hardware - Podcasts, audio tours, navigation devices
- Recent changes in technology and functions of new technology

So, mark your calendars for the date (that much is firmed up at this time). The workshop format will follow our other half-day session. Cost approximately \$30 with session materials included in a reference binder. You will leave feeling confident and full of new and affordable ideas!!!

2009 NORTHERN ILLINOIS VISITOR GUIDE – DEADLINES 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 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, 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 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.

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/

NEW LINCOLN PENNY DESIGNS UNVEILED

NEW YORK (CNMONEY.com) -- For the first time in 50 years, the penny is getting redesigned, with four versions coming next year to commemorate the 200th anniversary of Abraham Lincoln's birth, the U.S. Mint announced Monday. While the coin

TOURISM'S ECONOMIC IMPACT INFO ON NITDO WEBSITE



Big news – tourism is growing in Illinois we have shared this news with you in the past few newsletters. Now, we want you to have the latest information in your hands. Yes, for each of the counties in our regional service area (14 counties) as well as several neighboring counties that are covered by regional legislators, you can find their tourism statistics online at our website. So, check out www.visitnorthernillinois.com and find the box on the left hand side that reads “Education & Resources”. As the window opens you’ll find the button for the 2007 Tourism Statistics.

For each county we have provided a comparison for the county’s specific Economic Impact for 2007 as compared to the State of Illinois and the Northern Illinois region (14 counties). On page two you will find a ten year history for that specific county, outlining tourism expenditures, employment, payroll as well as taxes (both state and local). These PDF documents can be easily downloaded for your reference. So, check it out!

To recap - 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.

AND, CHECK-OUT THE POWER OF TRAVEL AT POWEROFTRAVEL.ORG



NITDO has had a great time exploring facts about Illinois and our neighboring states on

www.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. Remember www.poweroftravel.org for some great reading.

PROGRAM UPDATE: BLUE LOGO SIGNS

Staff continues to work on the long-awaited **Pilot Signage Program** that was first introduced five years ago. IBOT and the

Department of Transportation (DOT) are pleased to be implementing the **Tourism Attraction Sign Program**. These large, blue, interstate signs have previously been erected to advertise gas, food, camping and lodging and will now highlight **Attractions**. We have updated our records and begun to compile possible sign locations for future consideration. At this time numerous locations have hosted meetings throughout the region to spread the word about this program, and is willing to assist in answering your questions or completing applications. We have been asked by IBOT to update and re-confirm all information contained on original applications, which is being done at this time. More applications can now be submitted for review.



Application forms can now be found on the state's website as well as NITDO's site at www.visitnorthernillinois.com by clicking the box on the left hand side for Education & Resources. Look for the subject line for Tourism Attraction Sign Program. You can also

will continue to depict Lincoln's likeness on the front, the reverse side will bear one of four new designs, the Mint said. The designs show milestones in the life of the 16th president: the Kentucky log cabin of his birth, his youth working as an Indiana rail splitter, his service at the State Capitol in Illinois, and his effort to preserve the union during the Civil War as depicted by a half-finished image of the U.S. Capitol dome.

The first of the coins debuts February 12, with the others following in three-month intervals. The release date, besides being Lincoln's birthday, comes a century after the production of the original Lincoln cent in 1909. The Lincoln cent was the first circulating coin to feature a person's likeness, and also the first to depict a U.S. president. A Lincoln commemorative silver dollar will also be released in 2009. "These coins are a tribute to one of our greatest presidents...he believed all men were created equal, and his life was a model for accomplishing through honesty, integrity, loyalty and a lifetime of education," said U.S. Mint director Ed Moy.

Calendar of Events - Illinois Tourism Happenings . . .

- Oct 13**
Office Closed - Holiday
- Oct 14**
Illinois Lincoln Highway Coalition Meeting, DeKalb
- Oct 15-17**
ICCVB Meeting, Crystal Lake
- Oct 18**
Huskies on Parade Online Auction, eBay
- Oct 19-21**
Highway 51 Conference, Beloit, WI
- Oct 21-25**
Association of Midwest Museums Conference, Kansas City, MO
- Oct 29**
Debut airing of Lincoln Highway Documentary, PBS channels
- Nov 13**
ATPI Board Meeting, Springfield
- Nov 14**
NITDO Workshop, Tourism, Technology & You!, Sycamore

find the materials under the www.illinoistourism.org. To be eligible, an attraction must fit into one of the defined attraction categories and must be within 30 miles of the interstate exit. As one of the designated regional offices, NITDO staff is very familiar with the program and have copies of all materials on hand. Call us for copies of the applications, rules, or assistance in determining where to apply for your sign. And, do it NOW—the sign program is moving ahead at a fast pace!

ILLINOIS TARGETS HISPANICS WITH NEW WEB SITE

The Illinois Bureau of Tourism (IBOT) launched a new Spanish-language Web site, www.disfrutailinois.com, in an effort to reach more Hispanic consumers in the state, Chicago, and surrounding markets in other states. "The new site soft-launched in July, but the PR push picked up leading into September, which is a solid travel month for the state", said Jan Kostner, the IBOT's Deputy Director.

IBOT is working with its Hispanic PR AOR, The San Jose Group, on media outreach to Hispanic papers and radio stations, trade titles, and travel and tourism outlets. The firm will focus on the introduction of the new site and how it is an extension of a previous effort that billed Illinois as a great place for a three-day getaway. The next phase of PR will include social networking, blogs, and online outreach.

The Web site focuses on families and engages visitors, helping them to plan trips around the state. "We are using the families to give examples of things you can do throughout the state," Kostner said. "Specifically... our wonderful state parks, water parks, or other attractions."



NORTHERN ILLINOIS WINE TRAIL UPDATES: SALUTE!

The Northern Illinois Wine Trail continues to expand and is adding in new regional partners all the time. Salute Vineyard in Woodstock just was seeking volunteers to assist in their grape-picking late last month. Prairie State Winery in Sycamore was noted as one winery looking to utilize wind turbine power in their operations – so a winery making reds and whites is going green. And, there was a great video link provided by Forbes which highlighted Galena Cellars on a nationwide tasting. Also, congratulations to the organizers of another great event, Vintage Illinois. With over 27 wineries in attendance, I am pleased to report that 11 were partners along the Northern Illinois Trail.

Now for some exciting BIG news for our wine partners, NITDO secured grant dollars through an IBOT Marketing Partnership Grant for a special insert in the 2009 Northern Illinois Visitor Guide. The guide will have a four-page insert placed in the center section (that's 50,000 copies) and having the same four-pages reprinted as a stand-alone brochure (50,000 copies). We are very excited about this new promotional vehicle for the wine trail. We have been marketing with a rack card, and having tremendous response (distributing just about 100,000 each year). This new piece will provide more information about our wine partners.

And, in addition to the IBOT MPP grant dollars we have secured, the partners of IGGVA (Illinois Grape Growers & Vintners Association) have pledged sponsorship dollars, and three of our largest winery partners are purchasing display ad space to offset the costs for our individual winery partners. We anticipate the costs for an individual winery location to be \$175.

Lynfred Winery	15% off the purchase of wine bottles or cases
Glenn Family Winery & Cellars	10% off the purchase of wine bottles or cases
Massbach Ridge Winery	20% off first bottle of wine purchased
Hidden Lake Winery	10% off the purchase of wine bottles or cases
Illinois River Winery	10% off the purchase of any wine bottles, cases, or merchandise
Galena Cellars Vineyard & Winery	10% off the purchase of wine bottles or cases
August Hill Winery	Two Tastings for the price of one, plus 1% off wine purchased
Kensington's Wine Auctions	One free tasting of four Illinois wines of the customer's choice
Tasting deVine (Wheaton)	10% off the purchase of wine bottles or cases
Tasting deVine (Naperville)	10% off the purchase of wine bottles or cases

Nov 21-22

Nouveau Celebration, Galena Cellars – Galena

Nov 27-28

Office Closed - Holiday

Jan 25-30

The Special Event Show, San Diego, CA

Feb 4-5

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

March 4-6

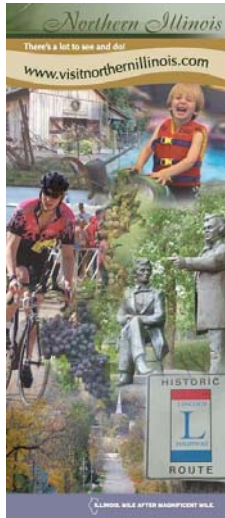
Illinois Governor's Conference on Tourism, Chicago

So, we are asking for your assistance to make sure that all of all of the wineries and winery-owned tasting rooms are included in this piece. If you are a new winery, or know of a new winery that has recently opened for business, please have them contact Bonnie at the NITDO offices. We want to make sure that everyone is include and while we think we have everyone included, would hate to miss a new partner (Just learned about Fossil Farm in Cedarville and anxious to learn more about their operations).



There is a new organization in Illinois, dedicated to addressing the diverse needs of our winemakers, the Illinois Winemakers Alliance (IWA). One of their newest initiatives is the Friends of Illinois Wine discount wine card. For a nominal fee, you can receive special discounts or offers at the participating wineries.

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.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, check-out www.enjoyillinois.com. We produced 35,000 of these cards, while also unveiling 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 email mary@visitnorthernillinois.com.

HUSKIES ON PARADE is a public art project celebrating the bond between Northern Illinois University and the greater DeKalb/Sycamore community. Illinois Lincoln Highway Coalition sponsored "Lincoln on Lincoln" – a 40" painted fiberglass Huskie – as a part of this project. He is currently placed on the corner of 1st and Lincoln Highway in DeKalb. A half-size version was also a part of this project. We call him "Abe" and he has been on "tour" with ILHC and NITDO. Abe has made appearances at the Illinois State Fair, the celebration of the Lincoln-Douglas Debates in Freeport, and the recent Business Expo at the ISC in Rockford. His calendar is full – so watch for him to show up in your community!



Other 20" Huskies will be auctioned off beginning October 18th with proceeds going to the NIU February 14 Student Scholarship Fund. To see some of the other dogs, go to: www.huskiesonparade.com. Watch for the online auction beginning October 18th at 8:00 p.m. at: www.ebay.com.



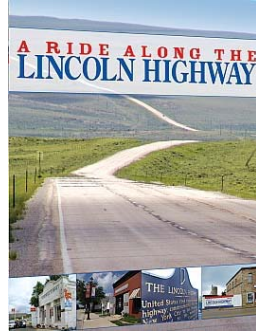
ILHC TRAVELING EXHIBIT is on the move again. The Morrison Historical Museum has been its home for the last three months. Diane Rossiter, Associate Director of ILHC, was a guest speaker at the museum on September 14th. Those who attended were able to see ILHC's DVD entitled "The Lincoln Highway" as well as ask questions and share stories. The Traveling Exhibit always seems to draw a big audience and will do so again when it arrives at its next location in Sterling.

As of today, we don't know where the exhibit will "live" in Sterling, but we will keep you updated! And, if you are interested in have a presentation about the Illinois Lincoln Highway and the Scenic Byway's activities, call Diane at 815-547-3854.

ILHC 2009 VISITOR GUIDE is in the process of being created and we need your help. Please check out www.drivelincolnhighway.com, ILHC's website and take a look at your community listings to make sure they are up to date. If there are any businesses or attractions that should NOT be listed or have been overlooked, let Diane know (info@drivelincolnhighway.com) or click at the bottom of your community page and make any additions or changes. The sooner you are able to do this, the sooner the guide will go to print. FYI...17,000 guides were printed and released in April of 2008 and literally flew off the shelves. It's October and there are only about 700 left! We all know that good visitor experiences are important, so please help ILHC produce a good current guide.



"A RIDE ALONG THE LINCOLN HIGHWAY" AIRING OCTOBER 29, 2008 @ 8 P.M. & NOVEMBER 1, 2008 AT MIDNIGHT



Don't miss this exciting one-hour long PBS Special as Rick Sebak and his crew from WQED (a PBS station in Pittsburgh, Pennsylvania) film Lincoln Highway from the western terminus in San Francisco to the eastern terminus in Times Square. Among their many stops were: the Lincoln Highway Association's National Conference in Evanston, Wyoming; met up with Buddy and Bob ("No Age Limit" Piaggio Tour of the Lincoln Highway) as they crossed the country on their three-wheeled Piaggio scooters; Lincoln Highway Association building in Franklin Grove; and the Big Shoe in Pennsylvania. Set your recorders if you can't be home, 'cause this is worth seeing! For more information: www.wqed.org or go to Google and search for "WTTW October listings".

NEW NOMINATIONS FOR SCENIC BYWAYS OR ALL AMERICAN ROADS ARE AVAILABLE

To everyone considering nominating a byway as part of the America's Byways collection, the **Byways Resource Center** has scheduled telephone **Question + Answer** sessions to better allow potential applicants to fully understand the application process, what is required and gather pertinent data before the actual submission. Illinois is fortunate to have seven byways - and four are in Northern Illinois: Illinois Lincoln Highway, Historic Route 66, Great River Road and Illinois River Road.

Information on the Byway Nomination Process is available at www.bywaysonline.org/nominations, including the Designation Readiness Worksheet, Nominations Guide, Application, Articles and Important Documents. With the exception of "Filling out the Nomination Application," these sessions are not intended to be a "how-to" on the Nomination process, but will offer participants an opportunity to come prepared with questions as a result of having read through the information.

While your questions will be specific to your byway, specifics of individual applications will not be addressed. However, questions will be helpful, in a broader sense, to other applicants. If possible, Byways Resource Center staff welcomes questions in writing in advance to help better prepare thoughtful responses. That said the questions may not be able to be answered directly during this session. If not, answers will be posted to the responses of unanswered questions, as well as many of those posed during the sessions to www.bywaysonline.org/nominations/articles under "Frequently Asked Questions about Designations."

The following topics will be addressed during the following dates and times:
Tuesday, October 7: Significance - All-American Road or National Scenic Byway
Wednesday, October 8: Multi-Jurisdiction Nominations – if you're byway traverses more than one State, Indian tribe or Federal land)
Friday, October 10: Nomination of an Extension – If you are seeking an extension to an existing National Scenic Byway or All-American Road
Tuesday, October 14: Filling out the Nomination Application – the nuts and bolts of submitting the electronic online application
Friday, October 17: Creating an Itinerary – Creating an Itinerary that relates to your byway's Intrinsic Quality(s) worth the read!

Congratulations to the **23rd Annual Scarecrow Festival in St. Charles**, that will be held on **October 10-12, 2008**, for being included in **MSNBC's 19 Adventures in Autumn!** Scarecrow Festival is in the company of Michigan's U.P., Maine, and Sun Valley, Idaho. Way to Go!!!!



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