



NITDO BOOSTING IMAGE LIBRARY



We need help and input from our tourism partners! We have been working hard at building our image library and we are always on

the lookout for new shots of all that happens in our area. We are always looking for images from ALL seasons and ALL types of events. People shots are awesome to have on hand! You can assist by sending us your images (with proper photo credits) to mary@visitnorthernillinois.com.

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.

IT'S FINALLY HERE – THE BIG OLYMPIC ANNOUNCEMENT, FRIDAY OCTOBER 2ND

It's been years in the planning and preparation, but this Friday is the long-awaited answer of who will be the host city selected by the International Olympic Committee (IOC) for the 2016 Summer Olympics - our favorite, Chicago. You know that we are in competition against some very serious cities: Madrid, Rio de Janeiro and Tokyo. And, we have some positive plans, some extraordinary vision, and best of all a top-notch delegation heading to Copenhagen to represent Chicago and the United States. One of the NITDO Board Members, Kim Bless (President/CEO of the Elgin Area CVB) is in attendance as well as IBOT's own Jan Kostner, Oprah Winfrey, and President Barack and First Lady Michelle Obama. WOW – what a group.



The meeting, voting and ceremonies will be televised from Copenhagen...and you can be a part of the activities back home. Many of our tourism partners are hosting Olympic parties. In Chicago a large group is meeting in the downtown to watch and wait for the news. Here is the tentative scheduled for Friday, October 2nd.

- 10:00 a.m. First round of voting
- 10:20 a.m. Second round of voting (if necessary)
- 10:30 a.m. Third round of voting (if necessary)
- 11:30 a.m. Results of Host City Announced
- 12:30 p.m. IOC & Host City Press Conference

I know that several of our Chicago/Chicagoland CVBs are planning and/or hosting get-togethers. Aurora is watching at Ballydoyles Irish Pub; Elgin Area CVB viewing at the Hampton Inn; and even a big celebration at Daley Plaza. So, join the fun or create some of your own...let's support the efforts of Chicago to bring home this amazing opportunity for Chicago, Illinois and the USA. For updates, check out their website at www.chicago2016.org or become their FAN on Facebook at <http://www.facebook.com/chicago2016>.

ANOTHER WORKSHOP OPPORTUNITY...AND WE'RE DOING IT OURSELVES!

It's a workshop opportunity and we've customized it just for you. We've been telling you for several months how NITDO got into the social media scene. Are you following us on Twitter [@VisitNorthernIL](https://twitter.com/VisitNorthernIL)? Have you become a FAN of ours on Facebook? We've asked, begged and even coerced you to go to <http://www.facebook.com/VisitNorthernIL>! And, now we're going to get YOU moving faster in this direction.



Facebook Pages & Twitter Workshops hosted by NITDO and our regional partners the Aurora Area CVB and the Blackhawk Waterways CVB. We are pleased to announce that this topic met with such overwhelming interest; we went immediately from ONE session to TWO. Here's the scoop - first session is **Wednesday, October 28 from 1-5 at the offices of the Aurora Area CVB**. And **Thursday, October 29 at the Dixon Quality Inn & Suites (Masters Room) from 8-12**.

Our speaker, **Anne Hornyak**, one of the Illinois' tourism industry experts on social media an industry recognized avatar, and now a Social Media Strategist with [GoSeeTell](http://GoSeeTell.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.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

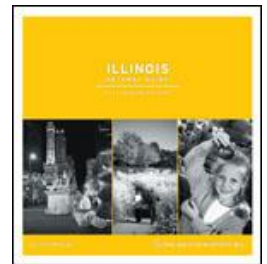
www.thespecialeventshow.com

These sessions are hands-on and we have made arrangements to have access to high-speed internet. You need to bring a laptop computer and your charger - we'll have power strips available so all can power-in. In addition, we need all registered participants to come with established Facebook and Twitter accounts (if help is needed to set one up, let us know in advance of the session) and please remember your username and password (amazing how the simplest things can be forgotten). Also, bring your business logo, picture of yourself (for your profile) and 4-6 pictures to be uploaded to the pages we create. Both sessions will offer the identical content: Facebook, Twitter, and then applications and tools.

Cost for the session is \$30 each and you can **download a registration form from our website www.visitnorthernillinois.com** (can be found under the listing for Education & Resources). We encourage you to REGISTER SOON because space is limited and we will be sending out a confirmation email with the list of things to do in advance (prep – homework) and things to bring (must haves). **SO, register now and spread the word.**

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 **Winter-Holiday 2009 Getaway Guide** (newspaper insert which will drop on November 1st), 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.

ECONOMIC IMPACT OF TOURISM INCREASES THROUGH THE STATE OF ILLINOIS

We've told you that 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. 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 the five year period leisure travel is up by nearly 20% while only up 6% for the U.S. on average.

And we told you specifically about the growth of economic impact for the individual counties, now you can SEE FIRST-HAND FOR YOURSELF. Check out our website, under the heading of Education & Resources and click to open. Once there, look for the heading for County Tourism Statistics, and each of the Individual Counties in our Northern Illinois region (and a few others adjacent that lie within local legislator's districts) will appear. It's a two-page PDF for your review. First page showcases the 2008 Economic Impact for the State of Illinois, the totals for the 14 counties comprising the Northern Region and then that Specific County. The reverse side shows a 10-year history of the impacts for that specific county. We certainly encourage you to download this information and share with your local partners as well.

CONSIDER THIS YOUR INVITATION

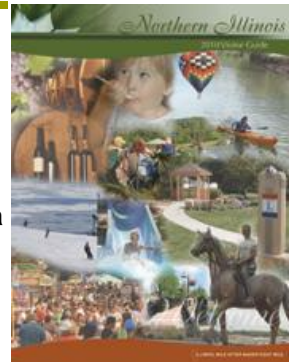
YES, the regional tourism office has joined this new and engaging world of social media. After tutoring form regional partners, educational sessions at the Illinois Scenic Byway conference, Tourism, Technology Workshops (all materials are posted on line for your reference), we took the plunge. Northern 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, you can 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.

LAST CHANCE: 2010 NORTHERN ILLINOIS VISITORS GUIDE

It's being wrapped up...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, 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

And again, we blast our information, in a much condensed format using Twitter, @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 30-Oct 2

IL Assoc of Museums Ann Conf, Bloomington-Normal

Oct 10

Midwest Museum of Natural History presents Jack Hanna, Sycamore

Oct 12

HOLIDAY – Office Closed (Columbus Day)

Oct 20-22

ICCVB Fall Membership Mtg, SW Illinois

Oct 28

Facebook-Twitter Workshop, Aurora

Oct 29

Facebook-Twitter Workshop, Dixon

Nov 3

ISEN Board Mtg, Tinley Park

Nov 4-5

ISEN State Convention, Tinley Park

Nov 11

HOLIDAY – Office Closed (Veterans Day)

Nov 12

ATPI Board Meeting, Springfield

Nov 20

Nouveau Celebration, Galena (& other locations)

Nov 26-27

HOLIDAY – Office Closed (Thanksgiving)

Jan 6-8, 2010

Illinois Specialty Growers Conference, Springfield

Jan 7

ATPI Annual Meeting, Springfield

Jan 11-16


The Special Event Show, New Orleans

Feb 17-19

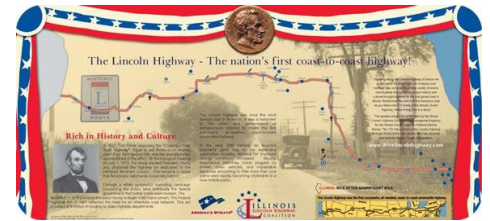
2010 Illinois Governor's Conference on Tourism, Chicago

spread the word about fun things to see and do here in Northern Illinois! REMEMBER to start looking ahead 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, etc. And then will come the Holiday fun, Christmas trees, events, decorated towns and more!

ILLINOIS LINCOLN HIGHWAY COALITION HAPPENINGS

ILLINOIS LINCOLN HIGHWAY COALITION

 Been a while since we told you updates from the Illinois Lincoln Highway Coalition, the management agency for the Illinois Lincoln Highway National Scenic Byway...boy have they been busy. First staff attended (and presented)

at the NSB Conference in Denver - way to go. And, their Annual Meeting had awesome turnout at the end of July. The 90th anniversary of Eisenhower's Military Convoy along the Lincoln Highway was re-created by the MVPA (Military Vehicle Preservation Association) and ILHC had a major role in welcoming them to their overnight stay in Rochelle.



AND now for BIG NEWS...the long-awaited Interpretive Gazebos are here. Staff has been working round-the-clock to get the gazebos constructed and installed with the interpretive panels. Major thanks to City of Dixon, Wendler Engineering, Sebastian Construction and Horizon Displays - job well done (well almost done). Gazebos are completed in Creston,

Malta and DeKalb and will be coming shortly to Fulton, Sterling, Dixon, Rochelle, Geneva, North Aurora, Aurora, Plainfield, New Lenox, Frankfort and Park Forest. News conference and project dedication is tentatively scheduled for October 27th to coincide with ILHC Board Meeting. Details to follow.

AND MORE NEWS...long awaited and much anticipated, there are more Interpretive Murals coming. Work always takes longer than planned, but before 2009 ends, murals will be completed in several ILHC community partners. Look for murals shortly in Aurora, Oregon and Joliet, with plans being finalized for other communities. And when completed, there will be 40 Interpretive Murals added in to the three murals previously installed in Creston, DeKalb and Rochelle. So let me practice my addition, that makes 43 murals and 16 gazebos - WOW!



LAST NEWS, the Lincoln Highway Visitor Guide has been well-received this year. An initial printing delivered 20,000 copies, first reprint added in an additional 15,000 copies and the LAST reprint of 15,000 was delivered in early September. So it must be an ideal spot for destination marketing dollars - place your ad here. And if interested in having your community or business ad appear in the 2010 Lincoln Highway Visitor Guide, contact Sue Hronik at sue@drivelincolnhighway.com.

And to lastly, to wrap up, if you know of anyone else who may like to hear the latest happenings of the Illinois Lincoln Highway Coalition, or if you are not currently receiving the newsletter, let us know. ILHC has begun producing their own electronic newsletter and we would like to include as many contacts as possible. If anyone is interesting in receiving the ILHC newsletter please have them email char@visitnorthernillinois.com.



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BEA: TOURISM SPENDING DECLINED LESS IN THE SECOND QUARTER 2009

Real spending on travel and tourism declined at an annual rate of 1.4 percent in 2009 2Qtr (that is, from the first quarter to the second quarter) after declining 8.9 percent (revised) in 2009 1Qtr, according to the Bureau of Economic Analysis. By comparison, real gross domestic product (GDP) decreased 1.0 percent (second estimate) in 2009 2Qtr after decreasing 6.4 percent in 2009 1Qtr. Travel and tourism prices continued to decline but at a slower rate—decreasing 3.5 percent in 2009 2Qtr after decreasing 10.6 percent (revised) in 2009 1Qtr. Transportation and traveler accommodations made the largest contributions to the decrease in real spending in 2009 1Qtr despite price declines for both. Passenger air transportation experienced an upturn—increasing 0.8 percent in 2009 2Qtr after decreasing 21.5 percent (revised) in 2009 1Qtr. Real spending on domestic flights grew for the first time in six quarters, while real spending on international flights, which was influenced by the H1N1 flu virus, continued to decline.



- Spending on accommodations posted a smaller decrease—1.7 percent in 2009 2Qtr after a 21.8 percent (revised) decrease in 2009 1Qtr. The smaller decrease reflected improved occupancy rates at hotels and slower declines in business travel.
- Transportation prices showed smaller decreases (7.8 percent in 2009 2Qtr compared to 22.1 percent (revised) in 2009 1Qtr). Auto travelers and tourists began to pay more for gasoline at the pump, but airfare prices continued to fall.
- Direct tourism-related employment fell 4.1 percent in 2009 2Qtr, compared to the 7.2 percent (revised) decrease in 2009 1Qtr. Almost all travel and tourism industries reduced employment. The sole exception was food services and drinking places which experienced a slight increase in 2009:2. By comparison, overall U.S. employment decreased 4.5 percent in 2009 2Qtr and decreased 5.9 percent (revised) in 2009 1Qtr.

 **ILLINOIS. MILE AFTER MAGNIFICENT MILE.**